



## RFID Brings Breast Cancer Awareness to Facebook

Participants in Susan G. Komen for the Cure's three-day, 60-mile events wear EPC Gen 2 RFID tags that link to Facebook pages, to update friends and family members about their progress.

By Claire Swedberg

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There were a few initial challenges to address, Sterkenburg notes. Some participants wished to opt in to the system, but forgot their Facebook passwords, which increased wait times for others queued up behind them. Another challenge involved limited cellular bandwidth, due to weak signal strength or hilly terrain along the route.

"Overall, participants were very excited to be able to share their status throughout the three days to friends and family," Sterkenburg states, "and genuinely expressed positive feedback on the entire experience."

Looking ahead, Qnectus hopes to provide the solution for a variety of other types of events and organizations, including political campaigns and car dealerships. "Qnectus has lots of ideas that extend well beyond just Facebook and social media," Sterkenburg says.

In addition, Qnectus is currently in discussions with Bank of American and Susan G. Komen for the Cure to deploy an expanded version of the [RFID](#) system next year that would include tracking the locations of individuals for traffic management and emergency services.

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