Johnson & Johnson

mobilead

RED HERRING WINNER 100 EUROPE

Smart Packaging and IoT Platform

from unique identification
to related content and services

AIPIA
Active & Intelligent Packaging Industry Association

ENRFID
CENTRE NATIONAL DE REFERENCE

ORACLE Platinum Partner

Systematic
DIGITAL TRUST & SECURITY

afnor

ISO

GS1

W3C®

from MDM data to PRINT and MOBILE Content

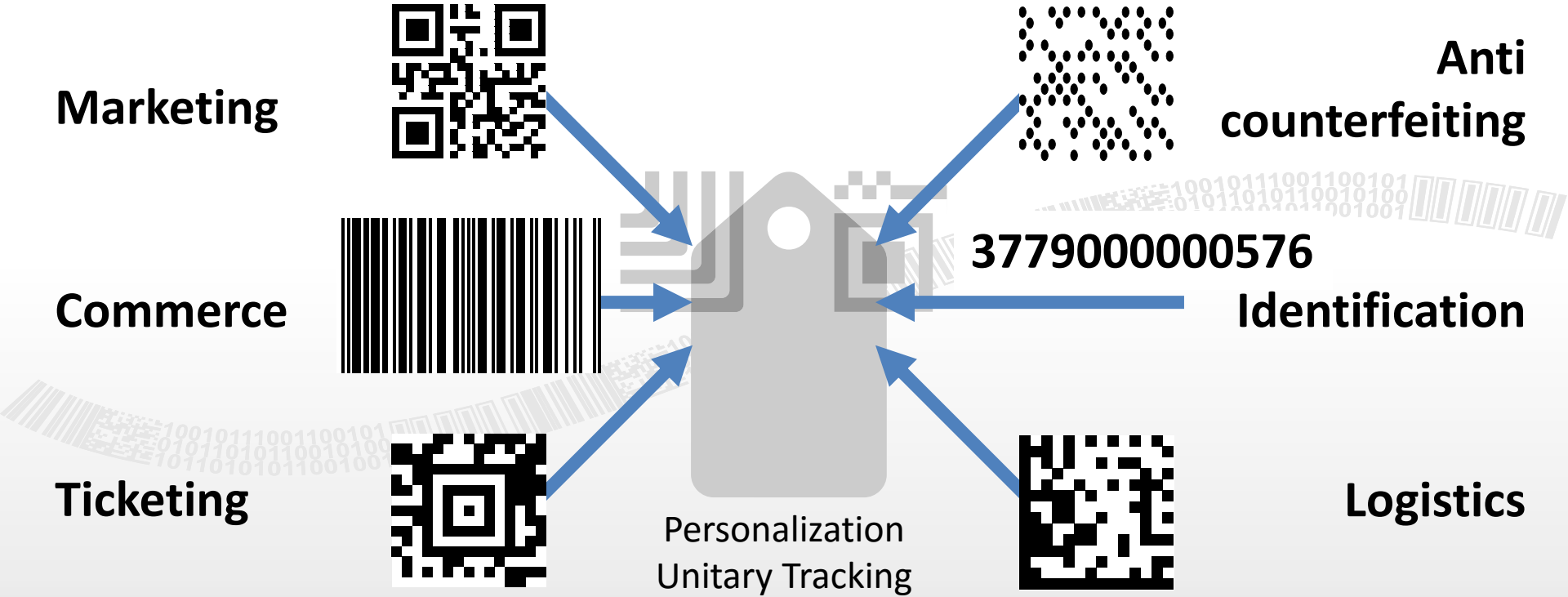
Product Information

PRINT → **URL** → **Content**

NFC Tag
QR Code

mobilead

from Convergence to Point of Views



mobilead

Driven by Innovation, a unique and original approach

Brand | **Product** | **Batch** | **Item**

SKU / GTIN
Ingredients
Allergens

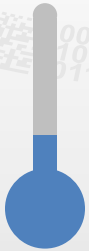
sGTIN
UUID
Exp.

Every ——— **Each**

Cold data ——— **Warm data**

Variable
Printing

Unitary
Tagging



hp DOMINO

mobilead

Marketing and Commerce combined

URL and GS1 GTIN in a Graphical QR

COGNEX®

mobilead

Marketing, Logistics, Commerce combined

URL, Logistics ID and GS1 GTIN in a QR

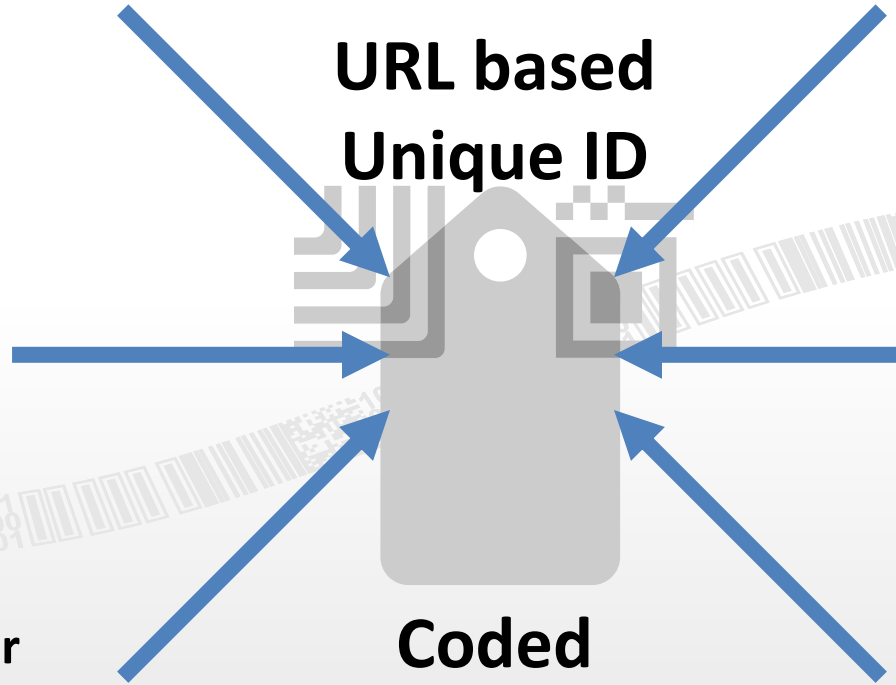
FRANCE BREVETS

Driven by Innovation, a unique and original approach

Where…
Geocoding
Region

When…
Timestamp
Period of Time

With…
Visual Identifier



What…
Label Signature
Product Signature

What…
ERP Identifier

What…
GTIN Identifier

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