Johnson & Johnson

mobilead

INTERNET of THINGS enabler

from unique identification
(product, packaging, label)
to related content and services

RED HERRING EUROPE WINNER 100

February 2016
Paris, France

Laurent TONNELIER
mobiLead, CEO
lt@mobilead.fr

From MDM data to PRINT and MOBILE Content

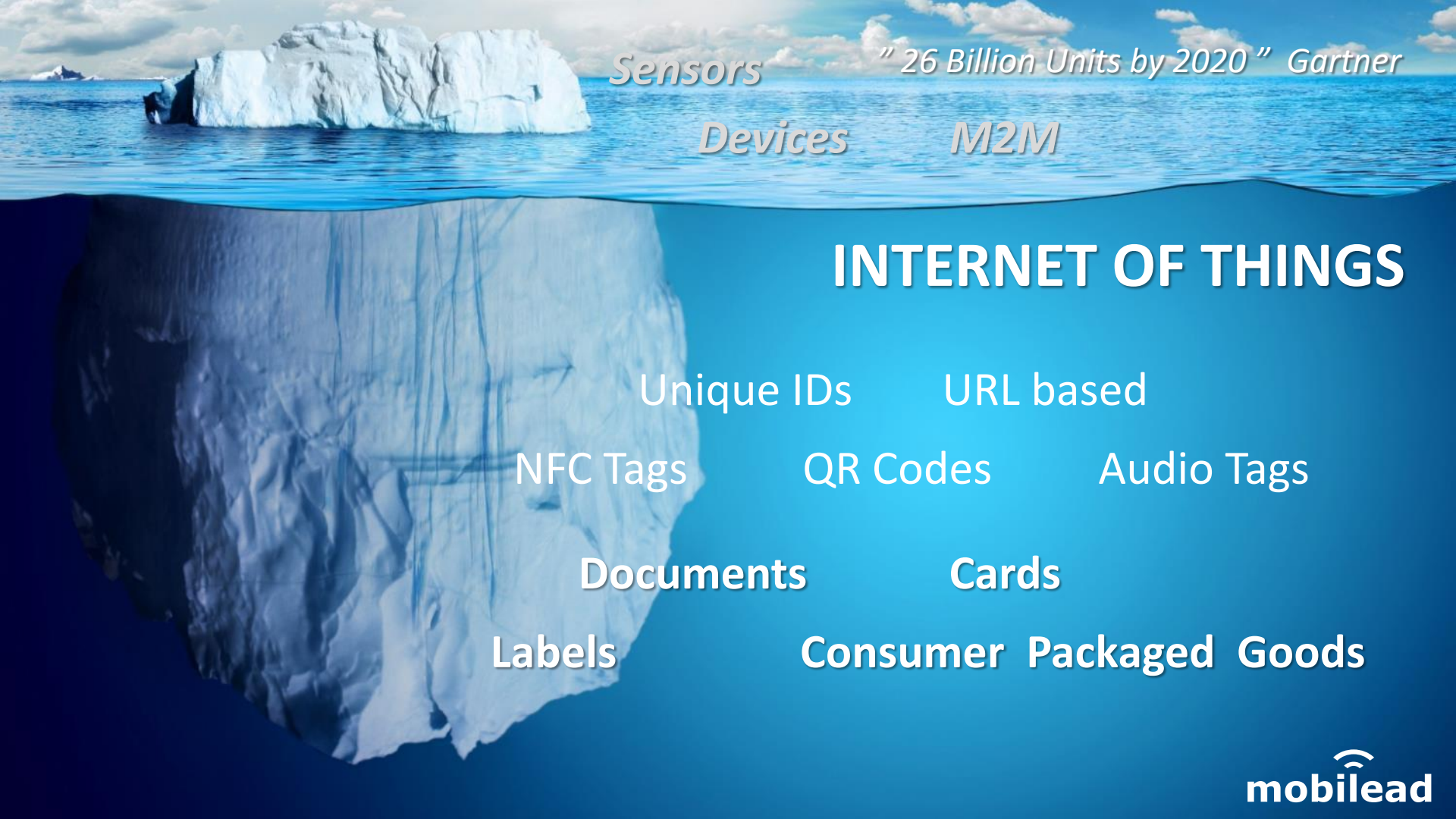
Product Information

PRINT **URL** **Content**

NFC Tag
QR Code

RED HERRING WINNER 100 EUROPE

mobilead


Sensors
Devices
M2M
" 26 Billion Units by 2020 " Gartner
INTERNET OF THINGS
Unique IDs
URL based
NFC Tags
QR Codes
Audio Tags
Documents
Cards
Labels
Consumer Packaged Goods
mobilead

SEVERAL USAGES

Marketing, Commerce, Logistic…

Ralls, Texas – Grain silos

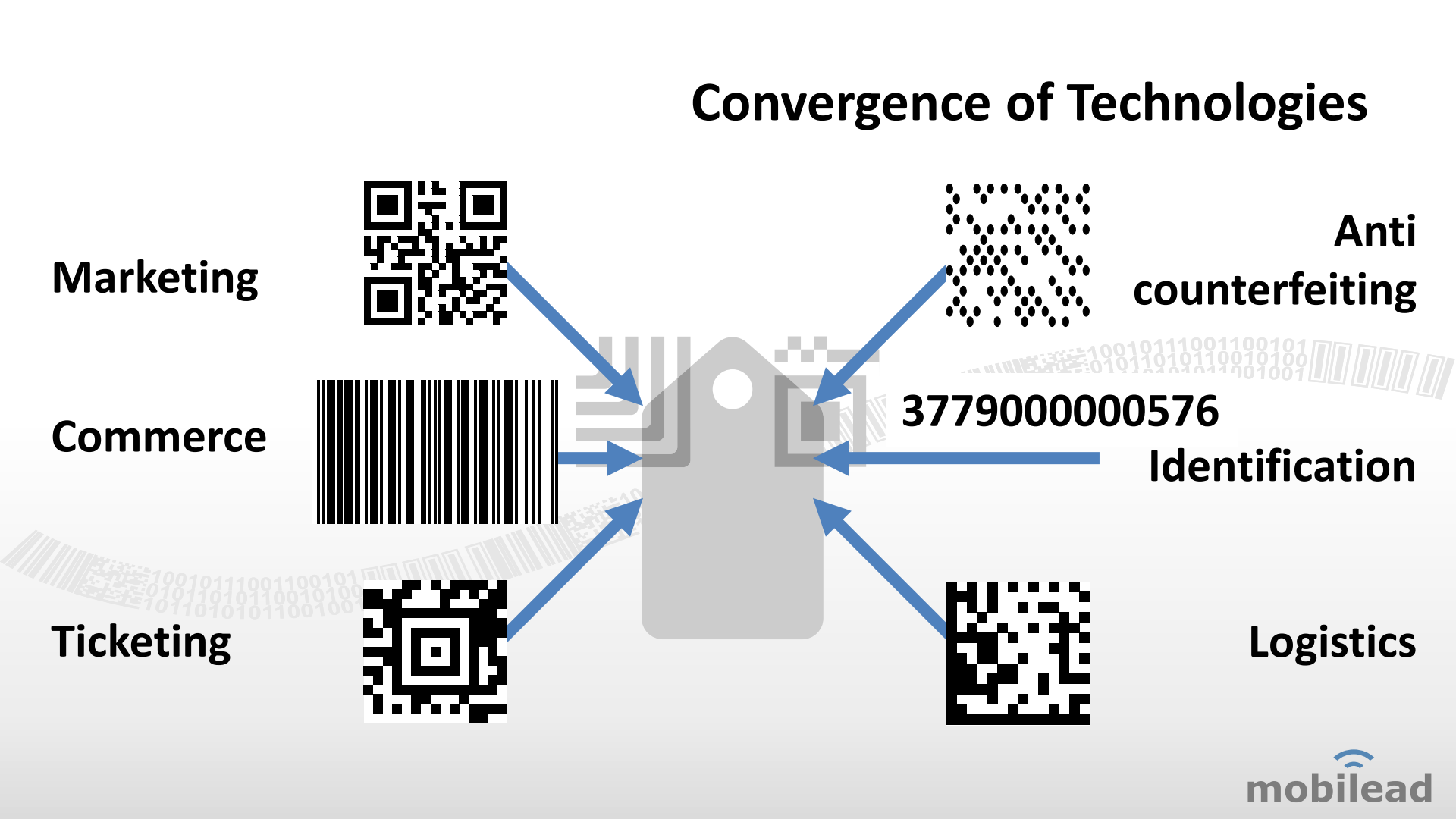
mobilead

QR, DM, UPC, NFC…

Babel Tour, Pieter Bruegel

mobilead

Convergence of Technologies



mobilead

different Point of Views

Marketing

Commerce

Ticketing

Anti counterfeiting

Identification

Logistics

mobilead

MOBILEAD, committed to Norms and Standards

Best Practices

- SYSTEMATIC
- CNRFID
- AIPIA

Norms

- AFNOR
- ISO

Standards

- GS1
- W3C

CNRFID
CENTRE NATIONAL
DE REFERENCE

AIPIA
Active & Intelligent
Packaging Industry
Association

ORACLE Platinum Partner

Systematic
DIGITAL TRUST & SECURITY

afnor

ISO

GS1

W3C®

mobilead

MOBILEAD, selected by FRANCE BREVETS fund

FRANCE BREVETS is an investment fund dedicated to international patent licensing

MOBILEAD recognize **FRANCE BREVETS** for its professional technical expertise and long term vision

mobilead

Global Intellectual Property policy

Licensing

Sharing
Influence
Expertise

Long term vision
Knowledge

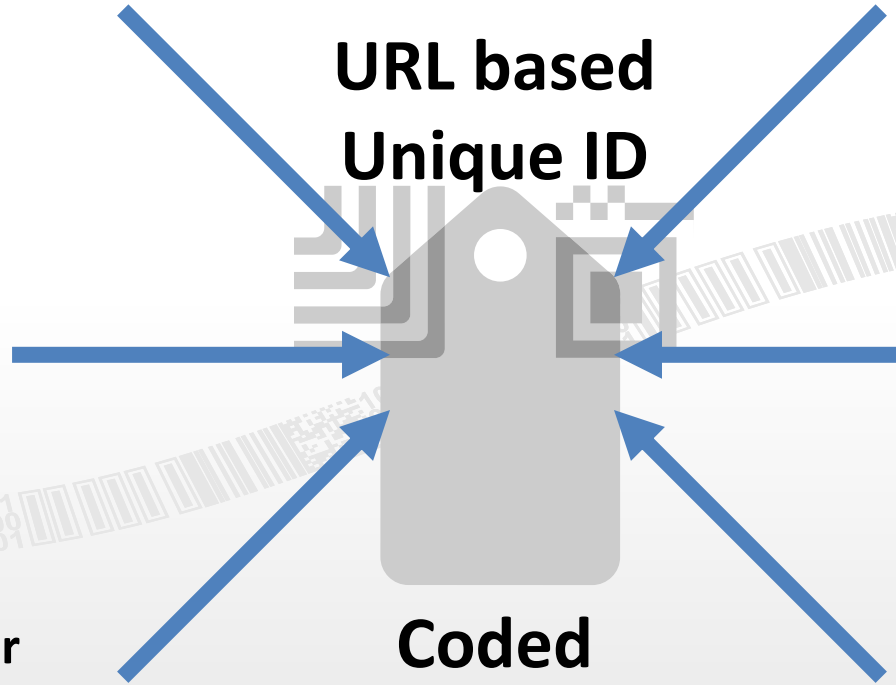
FRANCE BREVETS

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

mobilead

MOBILEAD, selected by ORACLE Startup Initiative

Integrated with ORACLE

- **ERP**
- **Pedigree and Serialization Manager**
- **IOT Orchestrator**

But not limited to…

mobilead

QR+ Image fusion (patent #1)

QR+ Image fusion (patent #1)

« Barcodes do not have to be just cold, emotionless, black and white squares. Solutions nows exist… mobiLead. »

Thomas Husson,
Analyst – Forrester Research

« The QR plus technical feat of strength puts mobiLead well ahead of the competition. »

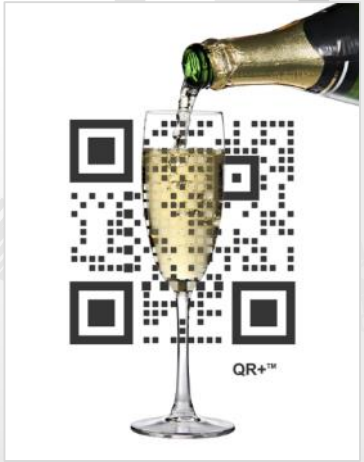
Bruno Rolland
Axicon, Barcode Expert

RED HERRING EUROPE WINNER 100

FORRESTER®

axicon
THE BARCODE EXPERTS

High Quality Grade



axicon
THE BARCODE EXPERTS

Webscan TruCheck™ USB Verification Report

Tue 12-Jun-2012 01:38:37 PM
Software Version: 3.00.20

Page 1 of 2

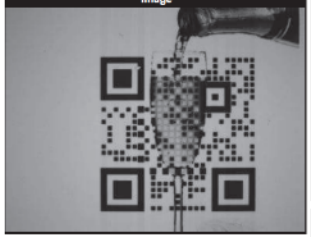
Report Summary

Data	http://mobilead.fr
Symbology	QR

Verification Grades

Standard	Grade	Aperture	Wavelength	Lighting	Formal Grade
ISO15415	B (3.0)	10	W Broadband White LED	45	3.0/10/W Broadband White LED

Image



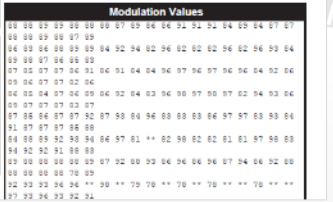
ISO15415 Quality Parameters

1. Unused Error Correction (UEC)	100%	A		PASS
2. Symbol Contrast (SC)	72%	A	Rl/Rd(81/9)	PASS
3a. Modulation (MOD)		A		PASS
3b. Reflectance Margin (RM)		A		PASS
4. Axial Nonuniformity (ANU)	0%	A		PASS
5. Grid Nonuniformity (GNU)	4%	A		PASS
6. Fixed Pattern Damage (FPD)		B		PASS
7. Upper Left Pattern (ULP)		A		PASS
8. Upper Right Pattern (URP)		A		PASS
9. Lower Left Pattern (LLP)		B		PASS
10. Horizontal Clock Track (HCT)		A		PASS
11. Vertical Clock Track (VCT)		A		PASS
12. Alignment Patterns (ALP)		A		PASS
13. Version Information Block (VIB)		N/A		N/A
14. Format Information Block (FIB)		A		PASS
15. DECODE		A		PASS

General Characteristics

QR Size	25x25 (Data: 25x25)
Horizontal BWG	2%
Vertical BWG	5%
Encoded characters	18
Total Codewords	44
Data Codewords	26
Error Correction Level	M
Data Mask Pattern	2
Image	Black on white
Nominal X Dim	850.9 um

Modulation Values



axicon
THE BARCODE EXPERTS

mobilead

Quality delivered
ISO Certified QR Codes

L'ORÉAL

mobilead

Semantic URLs / IOT (patent #2)

ISO

GS1

W3C MEMBER

mobilead

GS1 Partner in CPG

mobilead

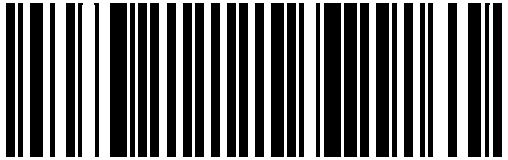
afnor

GS1

W3C®

mobilead

Marketing and Commerce combined
URL and GS1 GTIN (EAN/UPC) in a QR



3779000000576

Leverage existing Identifiers

GTIN → **URL (GTIN)** → **Contenu (GTIN)**

Tag NFC
QR Code

mobilead

FRANCE BREVETS

Driven by Innovation, a unique and original approach

Where…
Geocoding
Region

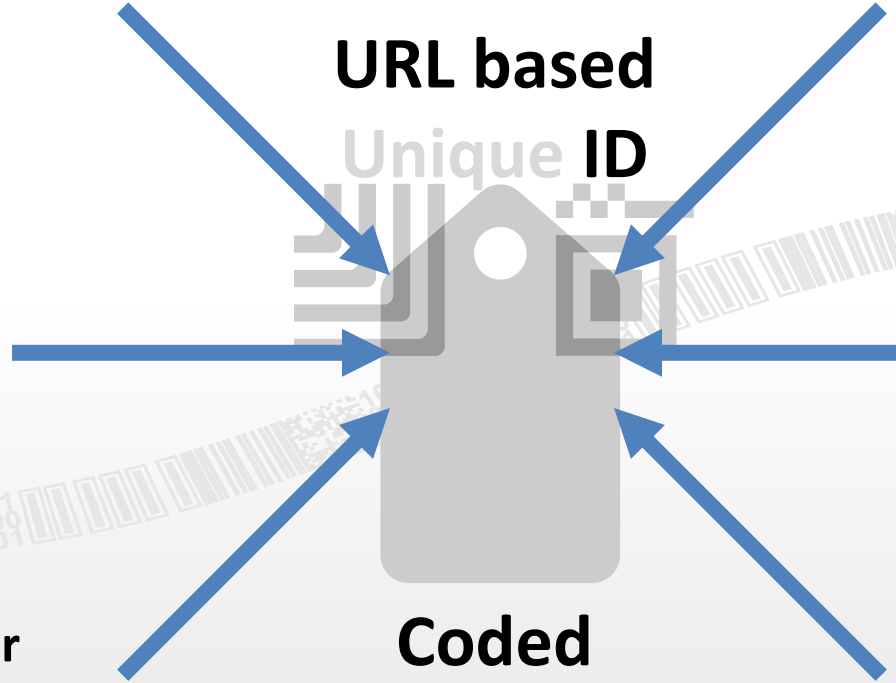
What…
Label Signature
Product Signature

When…
Timestamp
Period of Time

What…
ERP Identifier

With…
Visual Identifier

What…
GTIN Identifier



mobilead

Marketing and Commerce combined

URL and GS1 GTIN in a Graphical QR

COGNEX®

mobilead

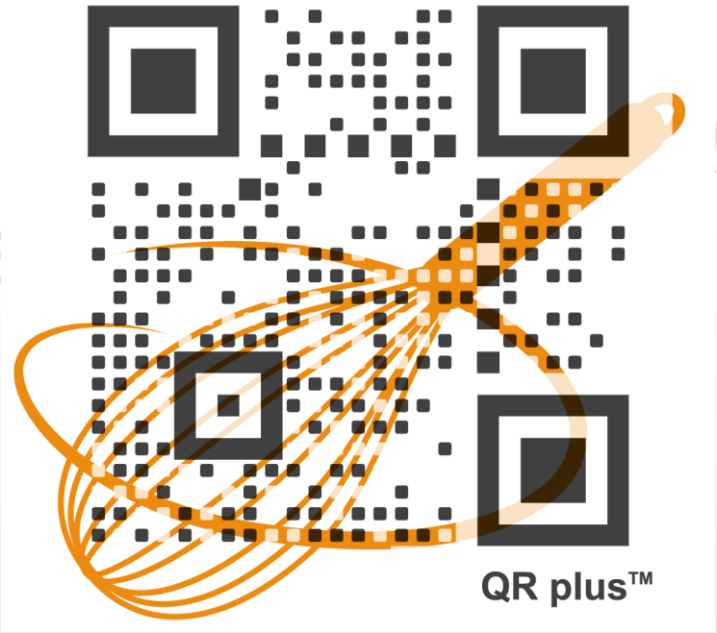
Marketing and Commerce combined

URL and GS1 GTIN in a Graphical QR

mobilead

Marketing and Commerce combined

URL and GS1 GTIN in a Graphical QR



mobilead

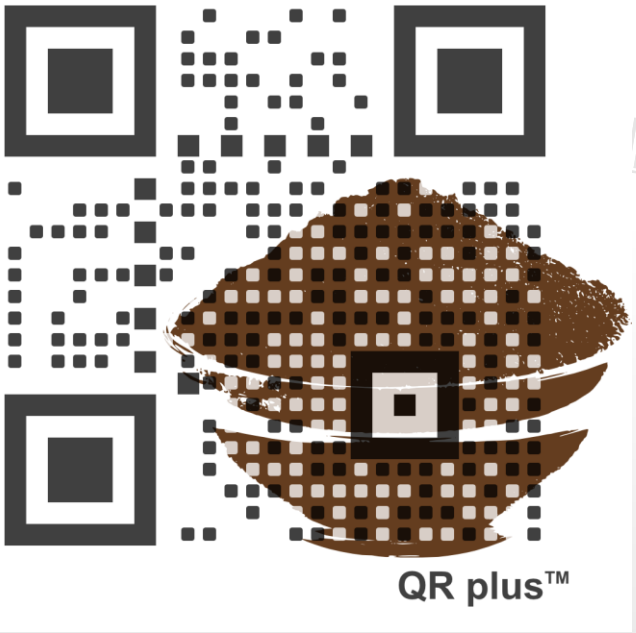
Marketing and Commerce combined

URL and GS1 GTIN in a Graphical QR

mobilead

Marketing and Commerce combined

Graphical QR, URL and GS1 GTIN



http://wst.ag/5jxQlx3

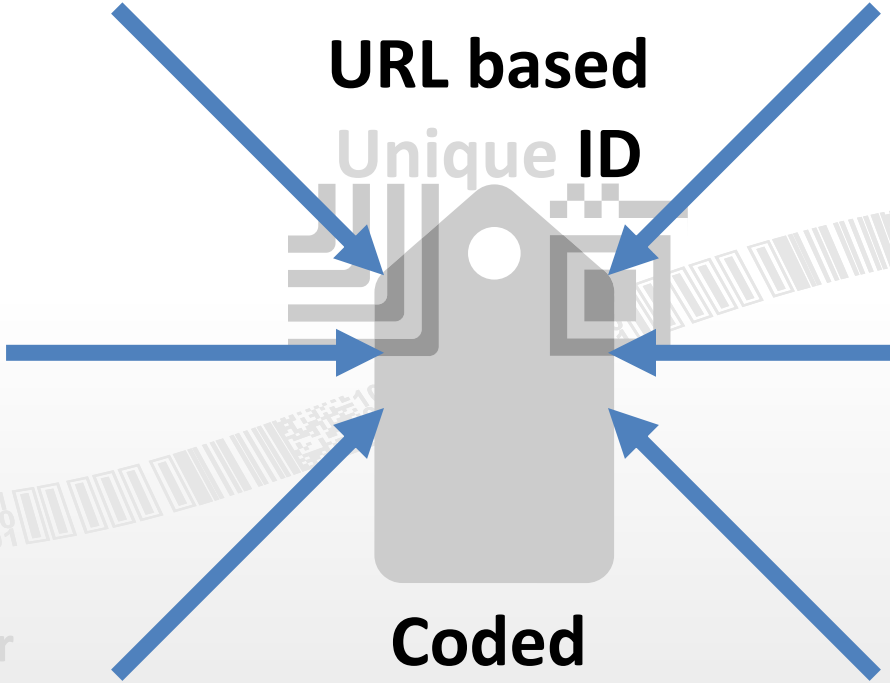
mobilead

FRANCE BREVETS

Driven by Innovation, a unique and original approach

Where…
Geocoding
Region

What…
Label Signature
Product Signature



When…
Timestamp
Period of Time

What…
ERP Identifier

With…
Visual Identifier

What…
GTIN Identifier

mobilead

Marketing, Logistics, Commerce combined

URL, Logistics ID and GS1 GTIN in a QR

mobilead

Unitary Tagging and Variable Digital Printing

Each object, each pack, each label is made **Unique**

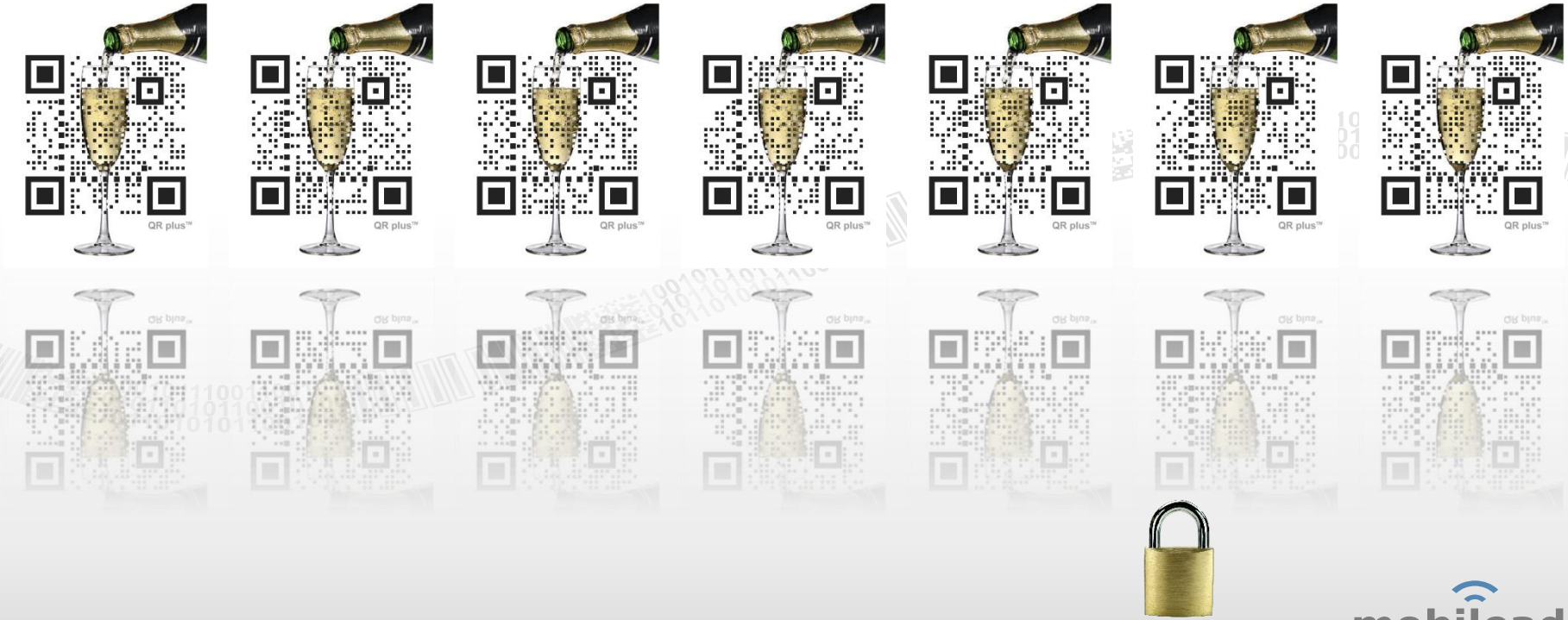
MOBILEAD works with **HP** an **DOMINO Digital Printing**

But not limited to…

mobilead

Unitary Tagging and Variable Digital Printing

Unitary Tagging and Variable Digital Printing



mobilead

FRANCE BREVETS

Unitary Tagging and Variable Digital Printing

Scalable Solutions (patent #2)

Brand level

SKU level

Unitary level

Patent #2

mobilead

Unitary Tagging and Variable Digital Printing

Scalable Solutions (patent #2)

Batch #1

Batch #2

Unitary level

FRANCE BREVETS

Driven by Innovation, a unique and original approach

Where…
Geocoding
Region

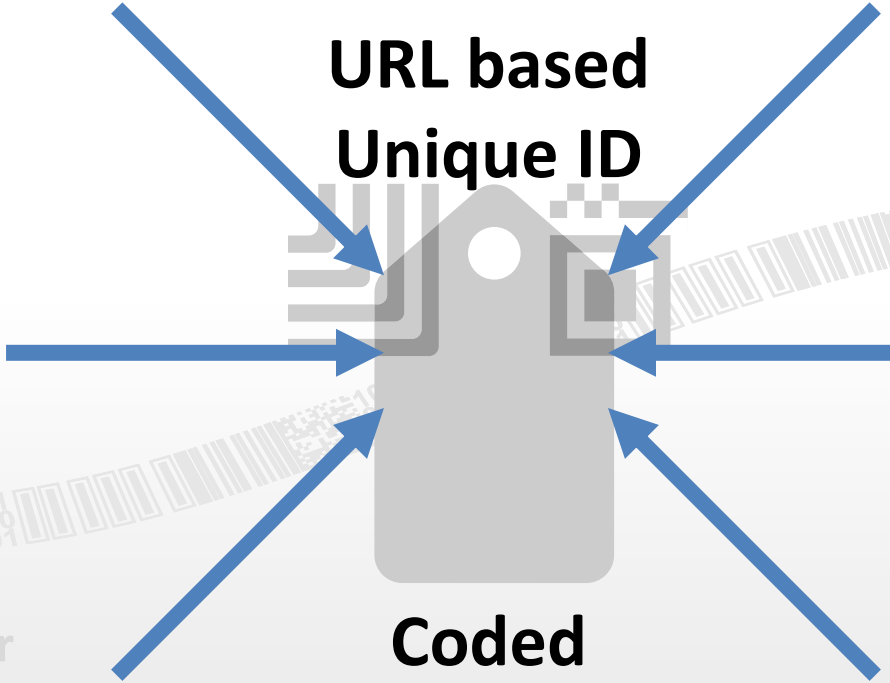
What…
Label Signature
Product Signature

When…
Timestamp
Period of Time

What…
ERP Identifier

With…
Visual Identifier

What…
GTIN Identifier



mobilead

FRANCE BREVETS

From one Tag to several usages

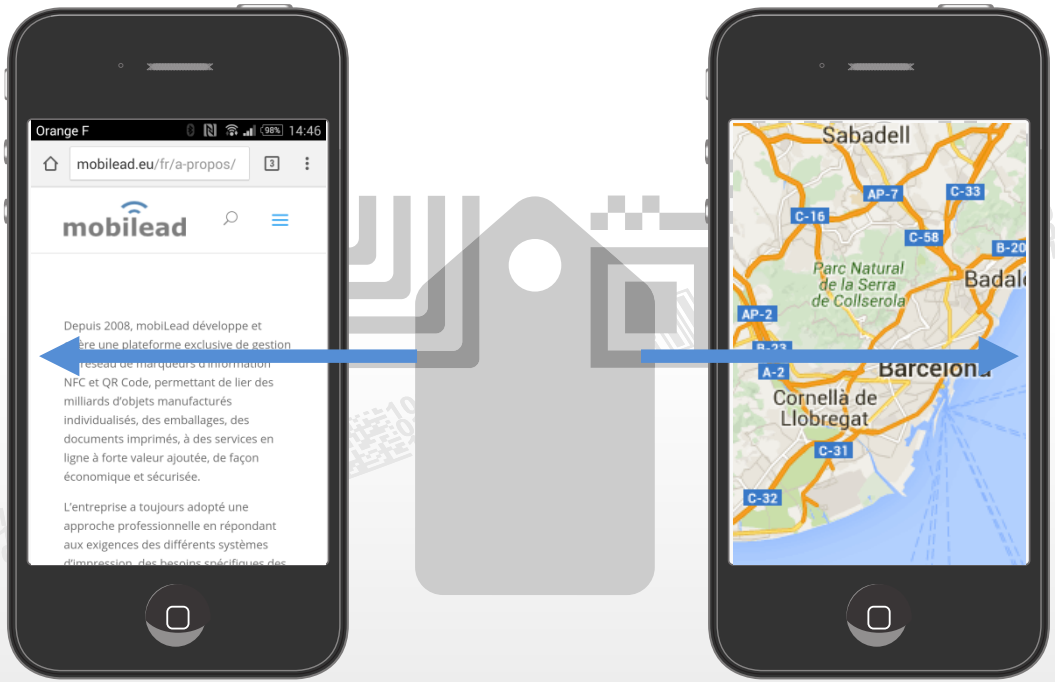
Marketing & Semantic Anticounterfeiting

Marketing

Public

Online

Web App



Anti Count.

Grey Market

Private

Online/Offline

Map

Application

mobilead

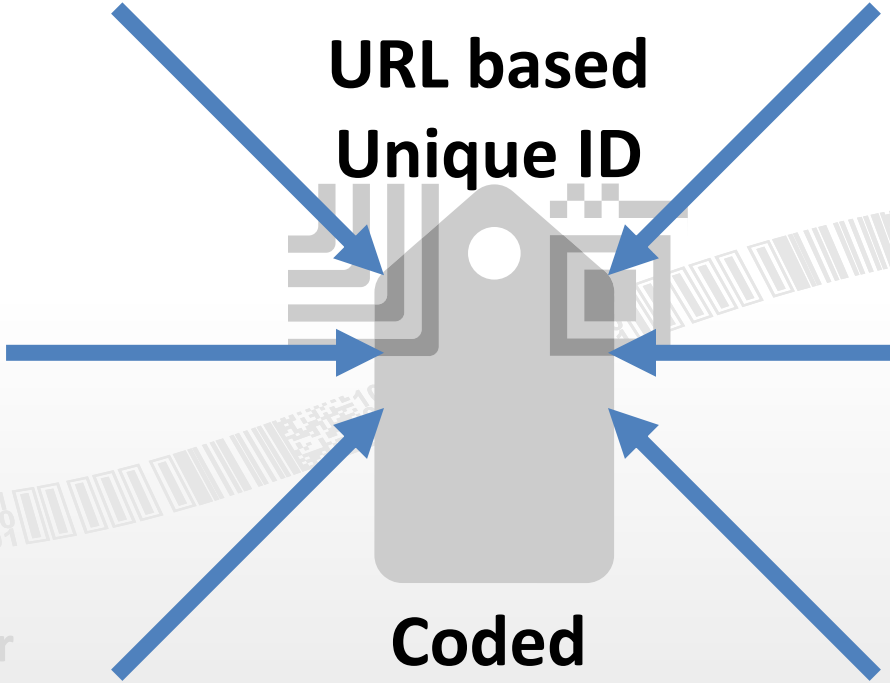
FRANCE BREVETS

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

mobilead

FRANCE BREVETS

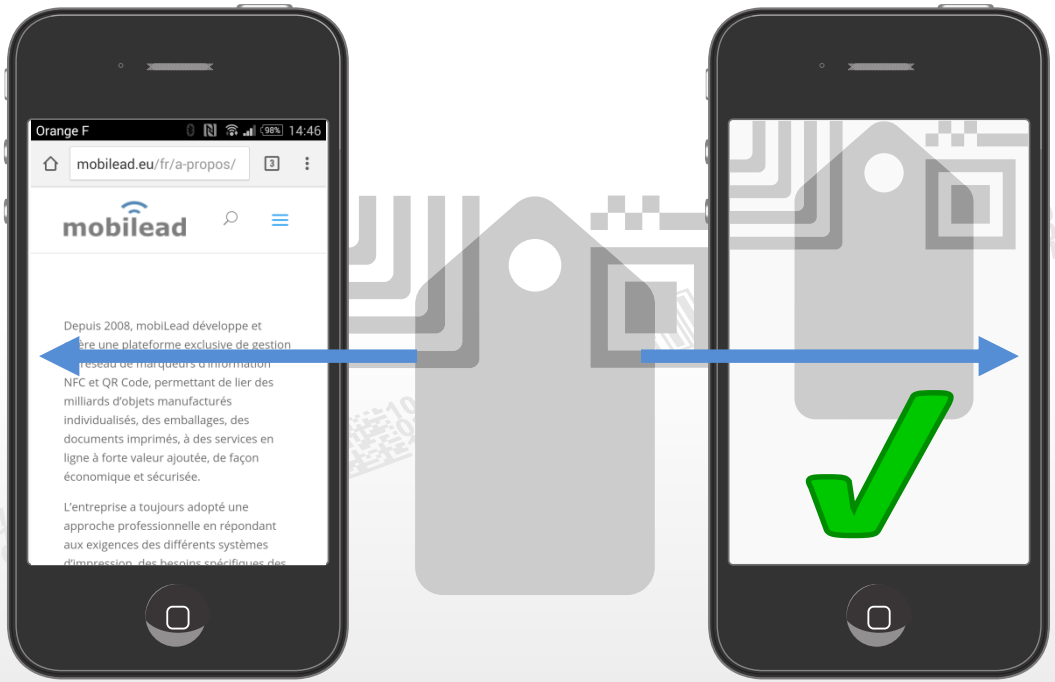
From one Tag to several usages

Marketing & Semantic Anticounterfeiting

Marketing

Public

Remote
Web App



Anti counterfeiting

Private

Local **Control**
Application

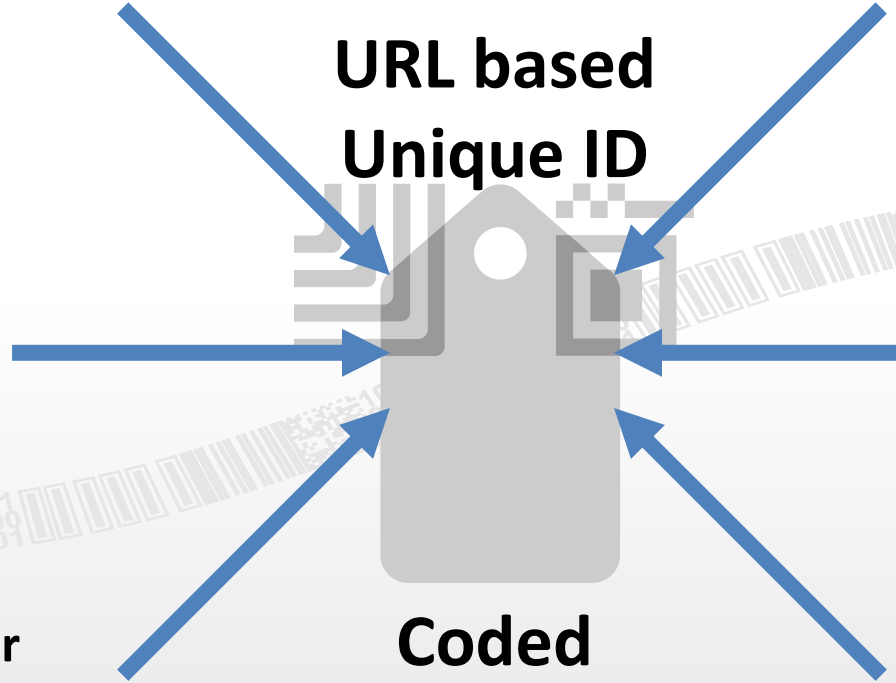
mobilead

FRANCE BREVETS

Driven by Innovation, a unique and original approach

Where…
Geocoding
Region

What…
Label Signature
Product Signature



When…
Timestamp
Period of Time

What…
ERP Identifier

With…
Visual Identifier

What…
GTIN Identifier

mobilead

FRANCE BREVETS

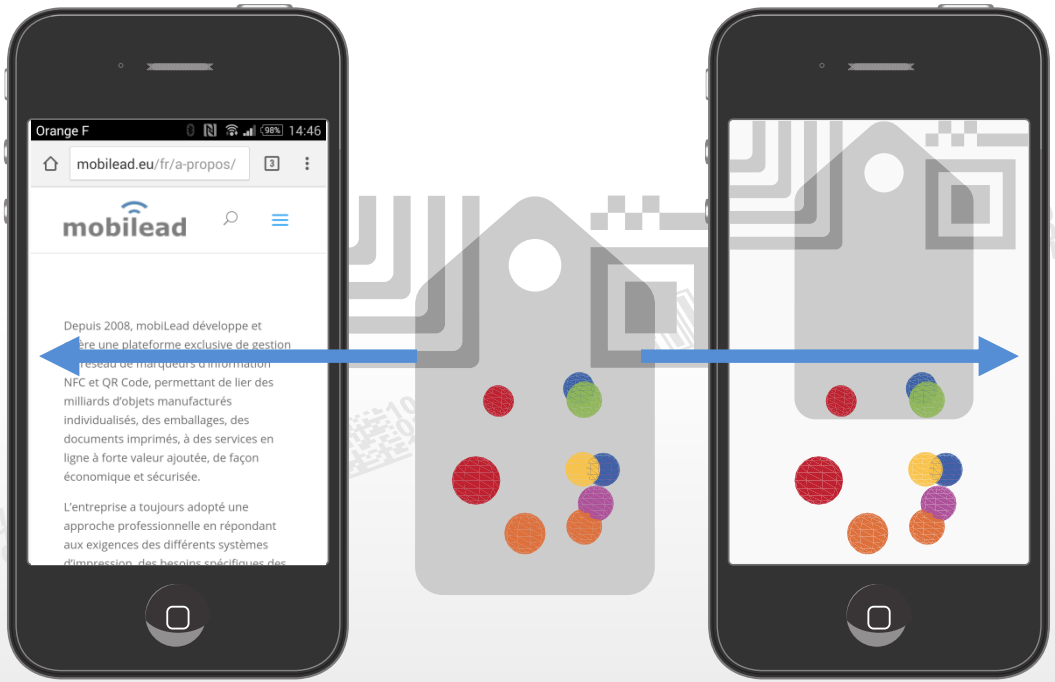
From one Tag to several usages

Marketing & Visual Anticounterfeiting

Marketing

Public

Remote
Web App



Anti counterfeiting

Private

Local **Draw**
Application

mobilead

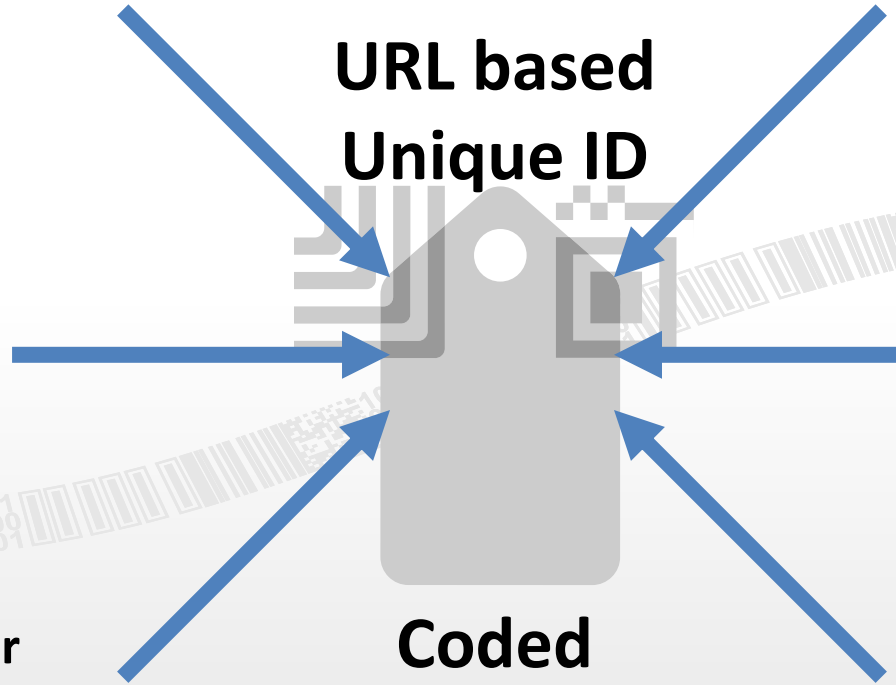
FRANCE BREVETS

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

mobilead

Driven by Innovation, a unique and original approach

Not only…

We are able to create hundreds, thousands, millions, billions of uniques URL Links.

We are able to provide Unique IDs, Unique URLs, Unique Tags (QR Code, NFC)

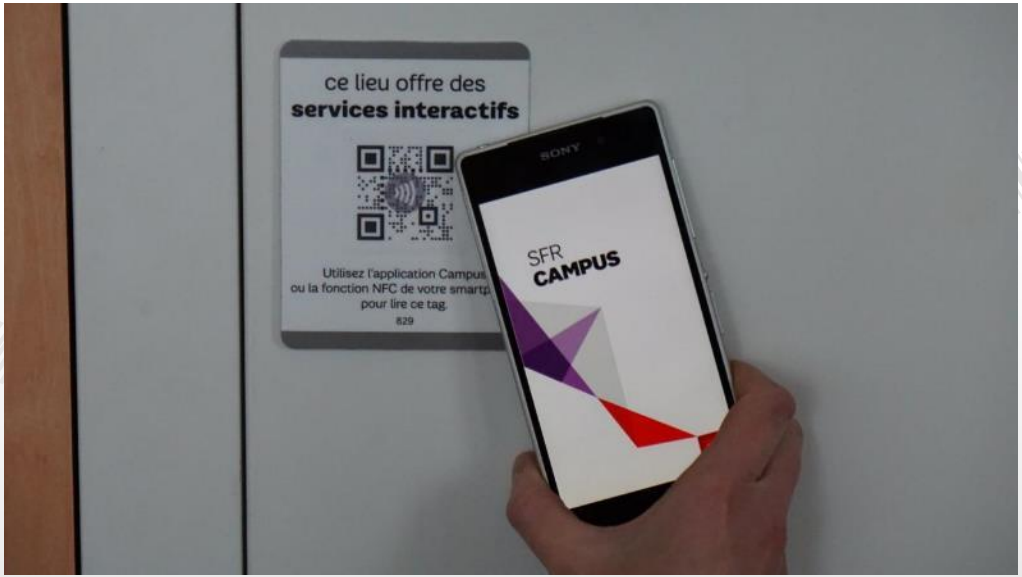
… But also

We are able to manage each link on the serveur side, on premise, or locally.

We are able to provide integrated solutions, software licences, algorithms, patent IP licences thru FRANCE BREVET

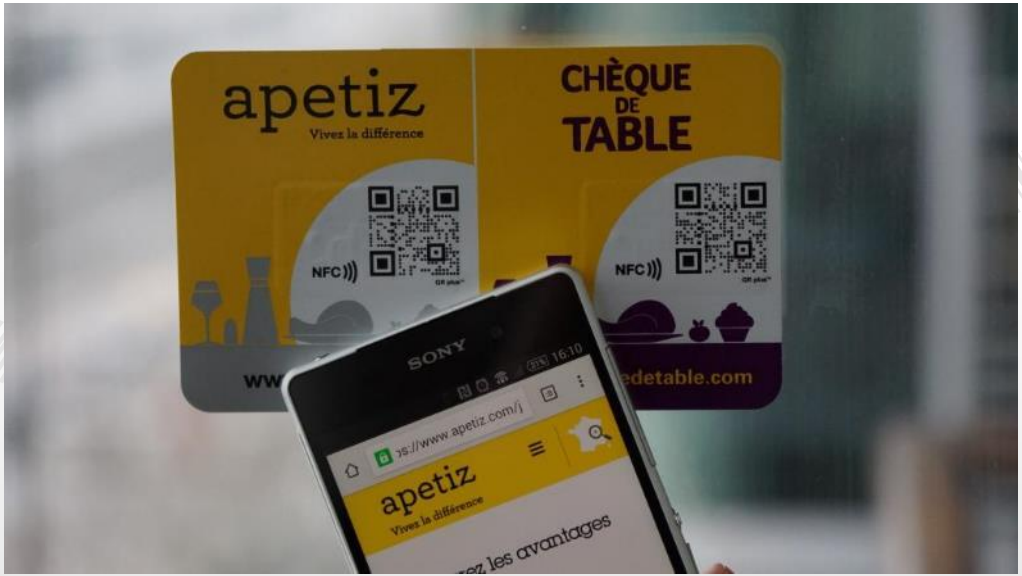
NFC Stickers

25 000 QR+ NFC tags



NFC Window Stickers

225 000 QR+ NFC tags



FRANCE BREVETS

Driven by Innovation, a unique and original approach

Not only…

We do believe in Research and Development, Intellectual Properties

… But also

We are willing to share our IP with others, to be part of Norms, Standards and Best Practices – including Open Innovation.

ISO GS1 W3C®

Driven by Innovation, a unique and original approach

Not only…

We are able to create Unique URL links, either QR Code or NFC tag, to personalized and tailored content.

We are able to provide remotely on a distant machine such a MDM product information server

… But also

We are able to create Unique IDentifiers that contains coded and cyphered information.

We are able to provide local information, or premises, without network required.

Johnson & Johnson

mobilead

INTERNET of THINGS enabler

from unique identification
(product, packaging, label)
to related content and services

RED HERRING EUROPE WINNER 100

February 2016
Paris, France

Laurent TONNELIER
mobiLead, CEO
lt@mobilead.fr