



GS1 Mobile Com Extended Packaging Working Meeting

November 2008





Welcome to Köln!

- Objectives of this presentation
 - Bring you up to speed with GS1 Mobile Com
 - Set out agenda for next 2½ days
 - Introduce you to key people driving this work
- Practical arrangements





Main topics

- What is GS1 and how did we start working in mobile?
- What is GS1 Mobile Com?
- GS1 Mobile Com timeline and achievements
- Subgroup updates
- Meeting objectives and agenda





What is GS1 and how did we start working in mobile?





GS1 in a nutshell



**The global
language of
business**

GS1 is a not-for-profit organisation that develops global standards for the identification of goods and services.

GS1's standards foster **cooperation** and encourage **information-sharing** worldwide.

Thanks to GS1, businesses and organisations can improve the **efficiency** of their supply and demand chains by adding useful information to any exchange of goods or services.



GS1 in numbers

A fully integrated global organisation, GS1 was formed in early **2005** from the joining of EAN International and the Uniform Code Council (UCC).

- Over **30** years of experience
- **108** local offices (member organisations) representing **all points** in the supply chain
- Over a **million** companies doing business across **150** countries
- Over **20** represented sectors (FMCG, healthcare, transport, defence...)
- Over **5 billion** transactions a day

**GS1 is the most widely used
supply chain standards system in the world.**



Changing technology possibilities



- Mobile phones can read bar codes (and RFID tags)
- Mobile phones can connect to the internet





Changing consumer needs

- Less easy to target using traditional means
- Less willing to be targeted by traditional means
- More willing to trust peers that organisations
- Increased channels to get information

Young consumers claim that authenticity comes not from a monologue, but through engagement in a dialogue.

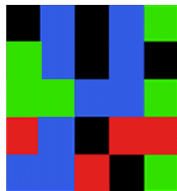
IBM Global Innovation Outlook 3.0

'Brands and agencies are being forced to change their advertising strategies to engage with consumers and create a dialogue, rather than simply push messages to them'

*Chris Ward, Commercial Director,
Microsoft Digital Advertising Solutions*



Evolution of proprietary tools and lack of standards make it more complex and costly



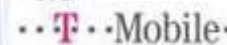
RFID Tag

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Mobile
Portals



Agencies
& Providers

Company
Portals &
Services





Inflection points (CCRRE Study 2007)

- 1. Age of Wellness.** Explosion of Health and Wellness, resulting in significant shifts in product mix and sourcing
- 2. Format Frenzy.** Proliferation of new formats, driven by fragmenting consumers and shopping occasions
- 3. Greentailers.** Retailers as active agents of social and environmental change, driven by a sudden rise in international awareness of the effects of global warming
- 4. Micro-tailing.** Mastering true consumer insights to tailor assortments at a local level
- 5. Branded Retail.** Retailers as true brands, driving product development, unique assortments and differentiated marketing messages
- 6. Techno-change.** Leveraging new technologies for greater efficiencies and to provide consumers with access to products in new and different ways



Pepsi Max launches QR code in the UK (Nov 2008)

WANT SOME?

GET A KICK HERE!

QR CODE

FORTHCOMING EVENTS

WE'LL BE GIVING AWAY TICKETS FOR:

- Queen and Paul Rogers
- The Fratellis

MAX YOUR MUSIC

WE'VE GIVEN AWAY TICKETS TO SEE:

- Dizzee Rascal
- Feeder
- The Feeling
- Will Young
- Scouting For Girls
- One Republic
- James Blunt
- The Hoosiers
- Bryan Adams
- Katie Melua
- Global Gathering
- Kylie
- The Police
- Eric Clapton
- Downloaded
- Escape Festival

LEARN MORE >>>

TAKE A CLICK AND GET A KICK EVERYDAY

ONLY QUESTION NOW IS... CAN YOUR PHONE HANDLE IT?



Commission proposal to overhaul EU food labelling rules (Jan 2008)

- Facilitating healthier choices
- Clear, understandable information
- More protection against allergens

“Food labels can have a huge influence on consumers' purchasing decisions. Confusing, overloaded or misleading labels can be more of a hindrance than a help to the consumer. Today's proposal aims to ensure that food labels carry the essential information in a clear and legible way, so that EU citizens are empowered to make balanced dietary choices.” EU Commissioner for Health, Markos Kyprianou



What is GS1 Mobile Com?





GS1 Mobile Com Group

The GS1 Mobile Com Group is a global forum with all stakeholders interested in **understanding the opportunities** of using mobile devices in the supply and demand chain and in **providing an open infrastructure** and standards to support innovation in this area.

Scope

- Business to Consumer applications
- Business to Business applications
- Reading bar-codes (1D and 2D) and RFID with mobile phones
- Collecting and accessing structured data with mobile phones





Building the market place

- Understand the business cases
- Provide an open infrastructure
 - Simple
 - Neutral
 - Cost effective
- Create momentum
 - Managing the community
 - Support innovation
 - Pervasiveness of the technology
- Facilitate user adoption
 - Information and education
 - Support implementation
 - Manage the impact (packaging, consumers...)



Guiding principles

- **Make it simple to use for the consumer**
 - Integrate barcodes and RFID reading as a usual function in mobile phones
 - Ensure users and the industry business requirements are taken into account by providers and handset suppliers
- **Minimize the cost of technical investment**
 - Ensure standards for key identifiers, bar-codes, RFID and data exchange are available for all stakeholders in mobile commerce





GS1 Mobile Com Group participants

- Manufacturers
- Retailers
- Wholesalers/distributors
- Handset suppliers
- Mobile network operators
- Solution providers
- Regulators
- Research centers
- GS1 Member Organisations





GS1 Mobile Com Workgroup

Retailers

Ahold
Carrefour
Markant
Maxima
Metro
Migros
Rewe
Wegman's

Manufacturers

3M
Ajinomoto
J&J Consumer
Kao
Kraft
Loréal
Merck
Nestlé
P&G
Smuckers
Unilever

Mobile Industry

Ericsson
Motorola
Nokia
Orange
MMA
GSMA



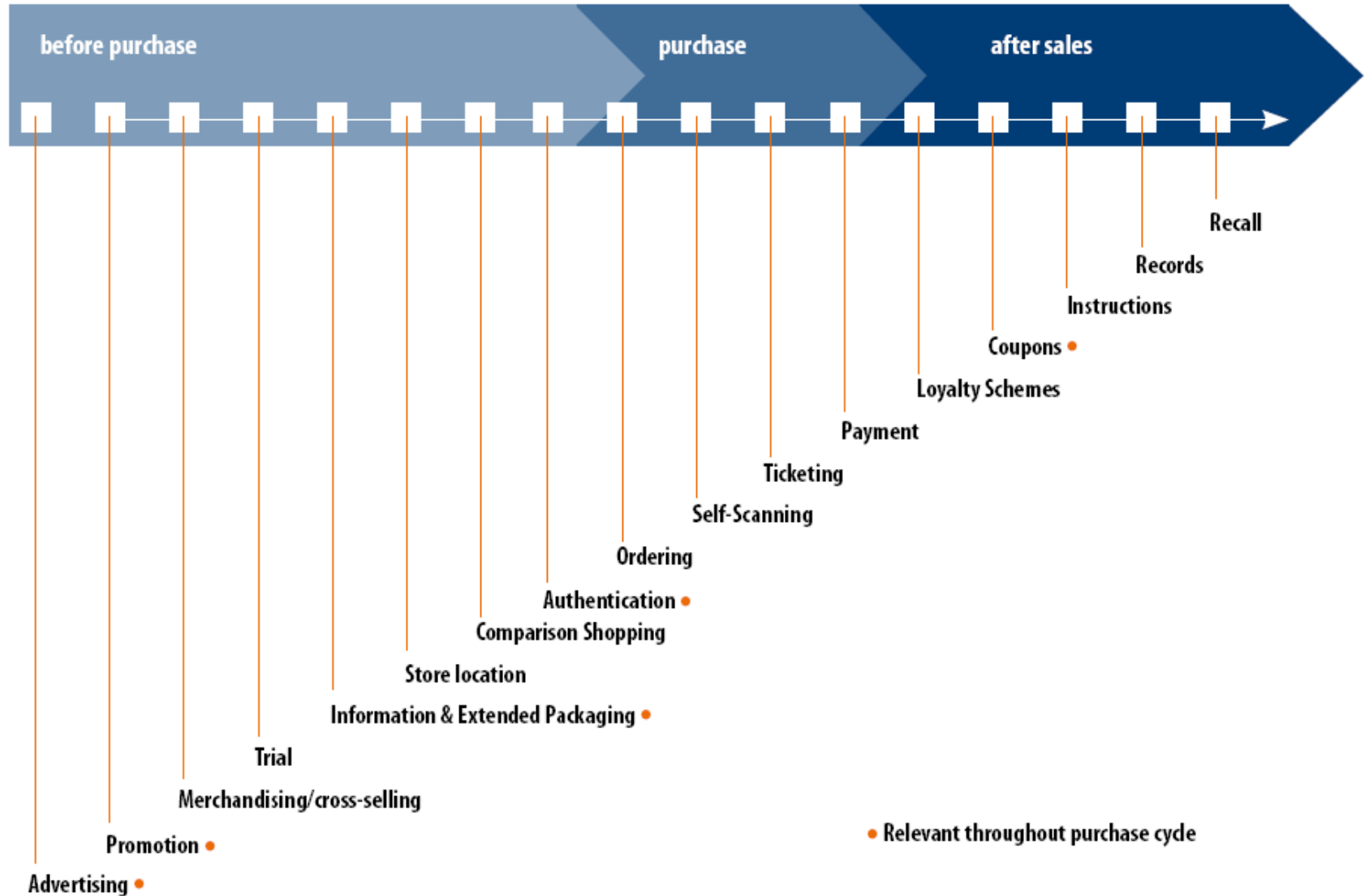


GS1 Mobile Com Timeline and achievements



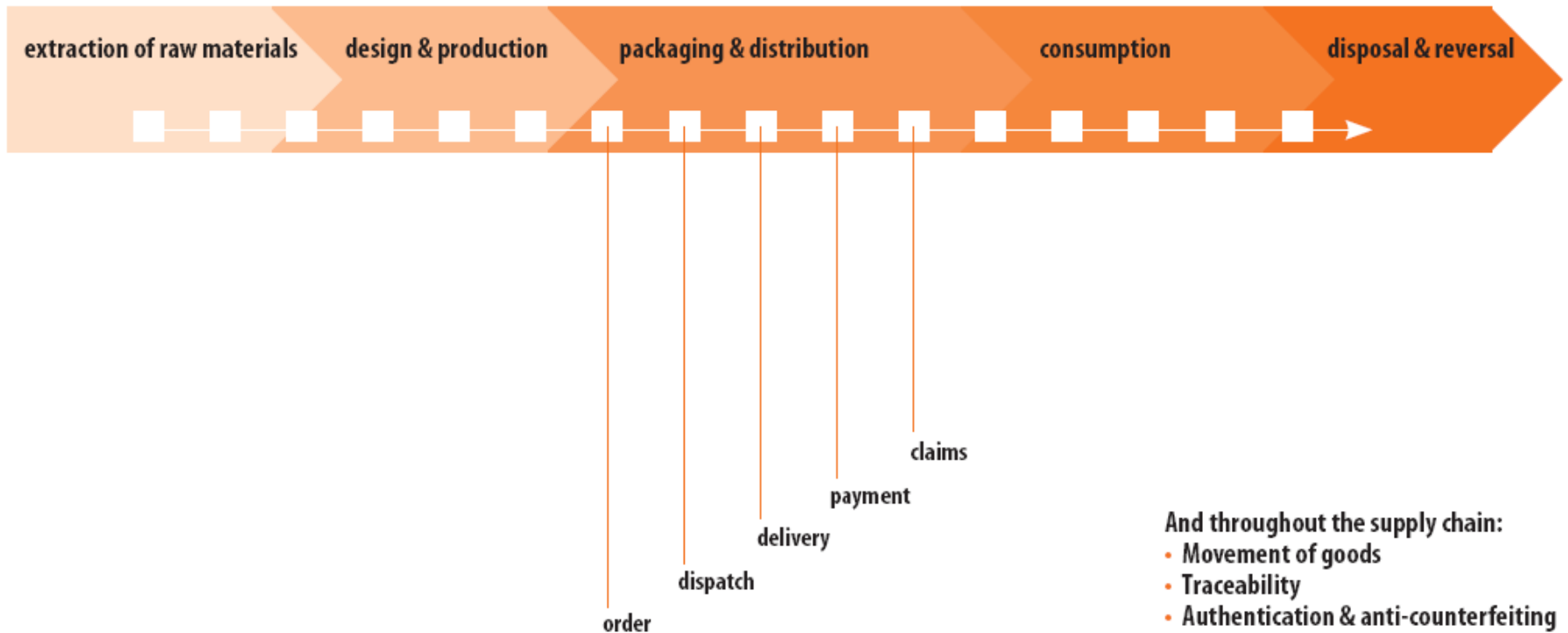


B2C applications and the purchase cycle





B2B application and product lifecycle





6 key business applications

- **Extended Packaging**
- Digital Content Purchase & Delivery
- Mobile Coupons
- Authentication
- Re-ordering (Mobile EDI)
- Mobile Self-scanning





Generic scenario

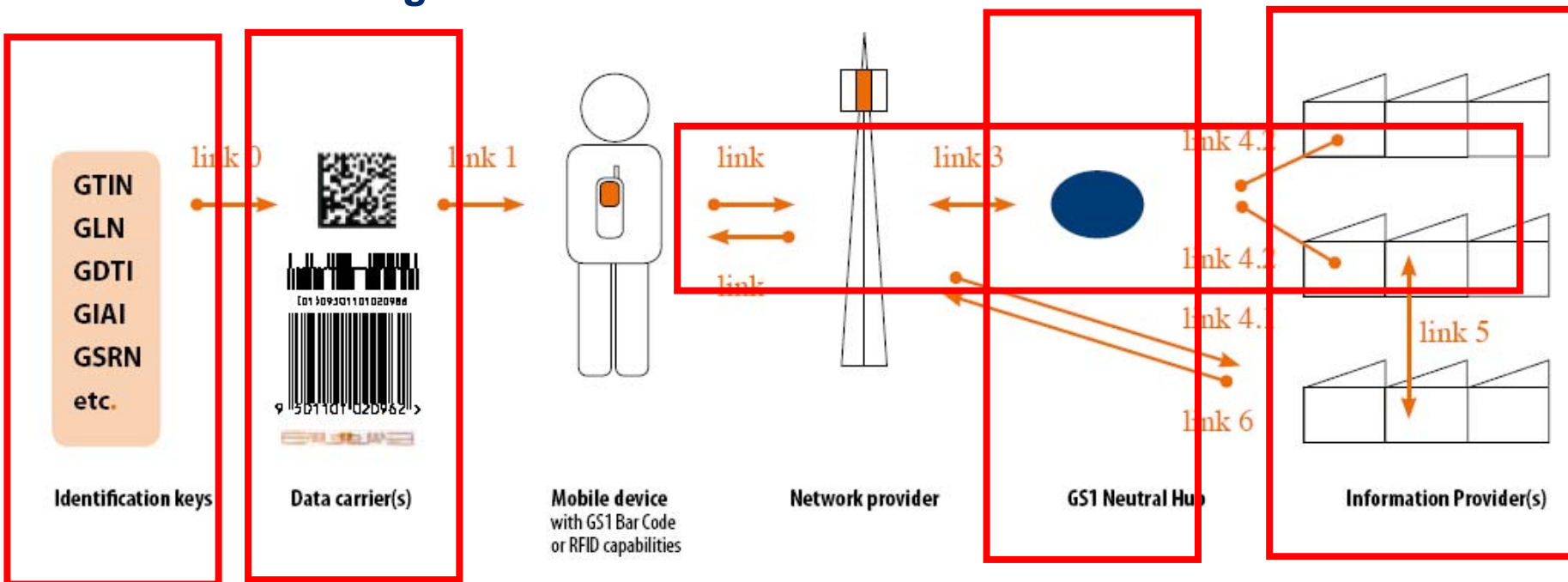
GS1 ID
Keys

GS1
BarCodes +
EPC tags

GS1 XML
messaging

GEPIR
GDSN
ONS

GDSN
EPCIS



Identification

Data capture

Data exchange/ Information processing
using GS1 messaging where appropriate



White Paper recommendations: Technical

- Use GS1 keys to identify objects
- Encode GS1 keys in bar codes and RFID tags
- Use existing bar codes on products as an entry point for product information
- Mobile phones should be able to read 1d and 2d bar codes out of the box
- Mobile phones should be able to read EPC RFID tags on products
- When building systems to support mobile technologies, companies should use existing infrastructure to link to product information and added value services.



White Paper recommendations: Non-technical

The industry should ...

- Focus on the six business applications defined in the White Paper
- Ensure clear consumer information
- Ensure that legal aspects are well-researched



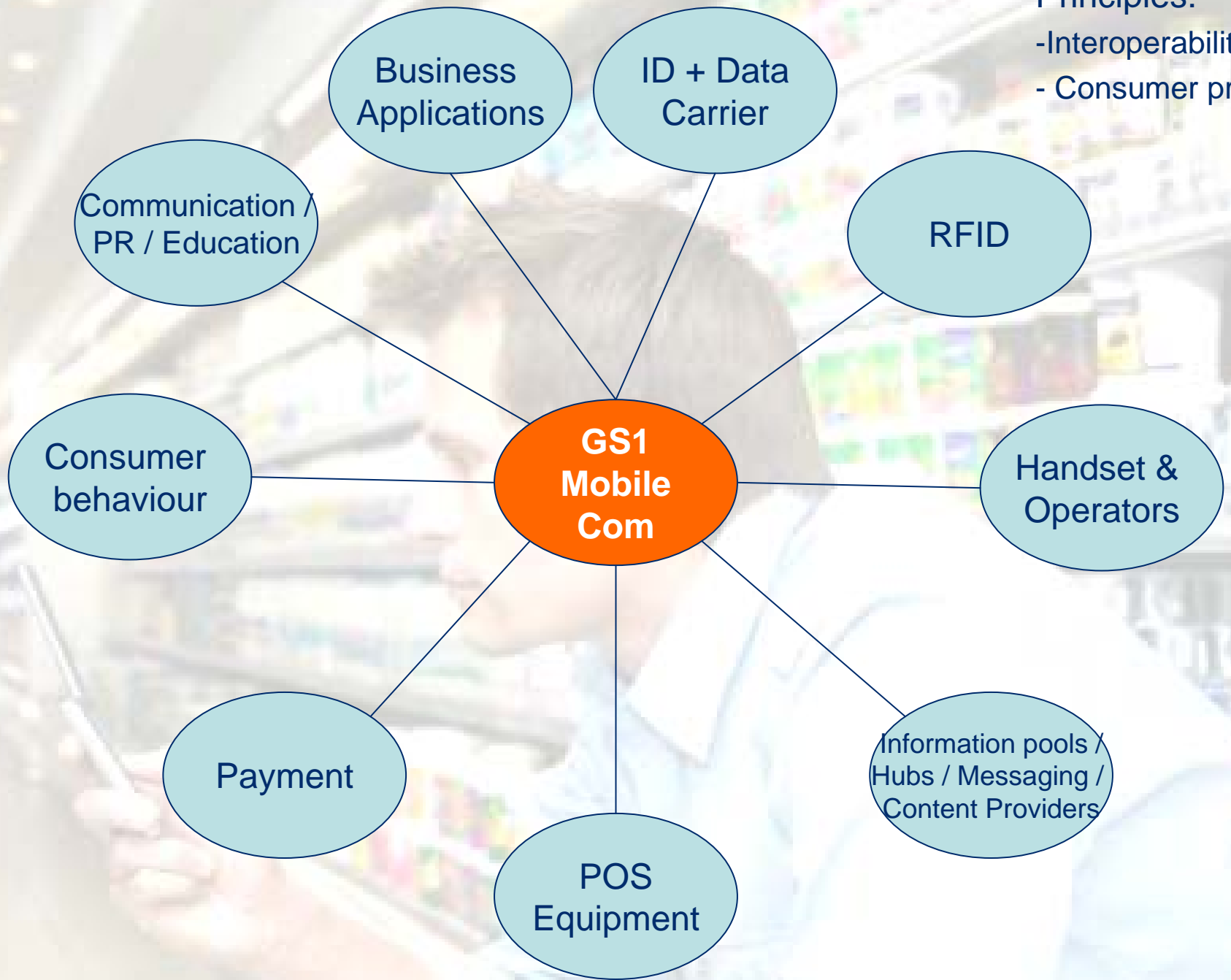


Development phase

Feb 2008 – June 2009

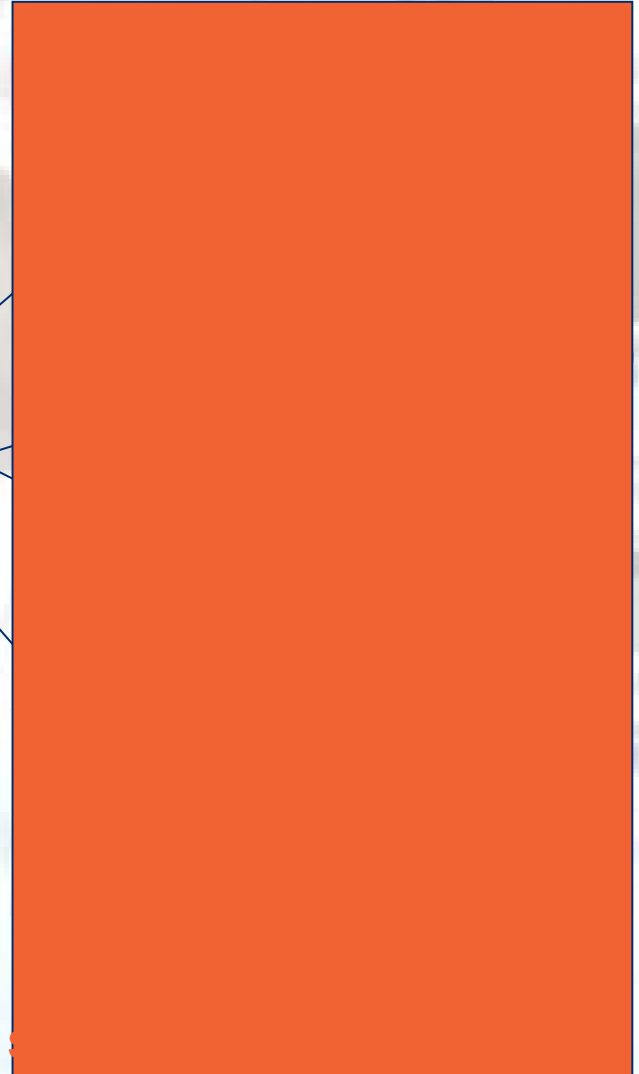
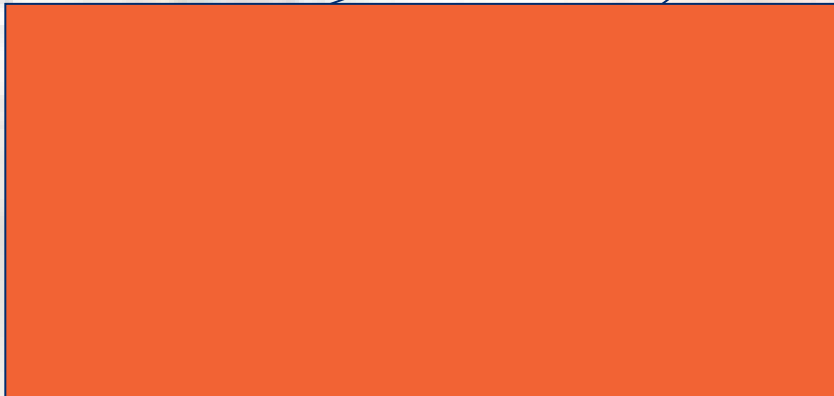
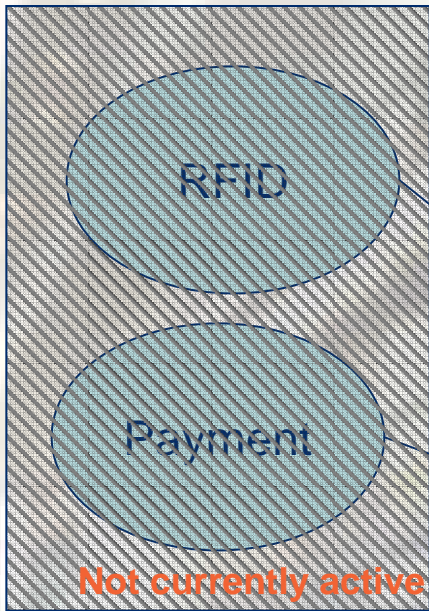
- February 2008: Physical Meeting (Barcelona)
 - Defined main work areas
 - Chose Extended Packaging as main application
- May 2008: session at ECR Europe 2008
- June 2008: Physical meeting (New York)
 - Define subgroups and subgroup leaders
 - High level business requirements and scenarios for Extended Packaging
 - Agreement on mobile barcodes position paper
- June 2008: Launch Extended Packaging Workgroup within GSMP
- September 2008: Publish position paper

- Principles:
- Interoperability
 - Consumer privacy



Principles:

- Interoperability
- Consumer privacy



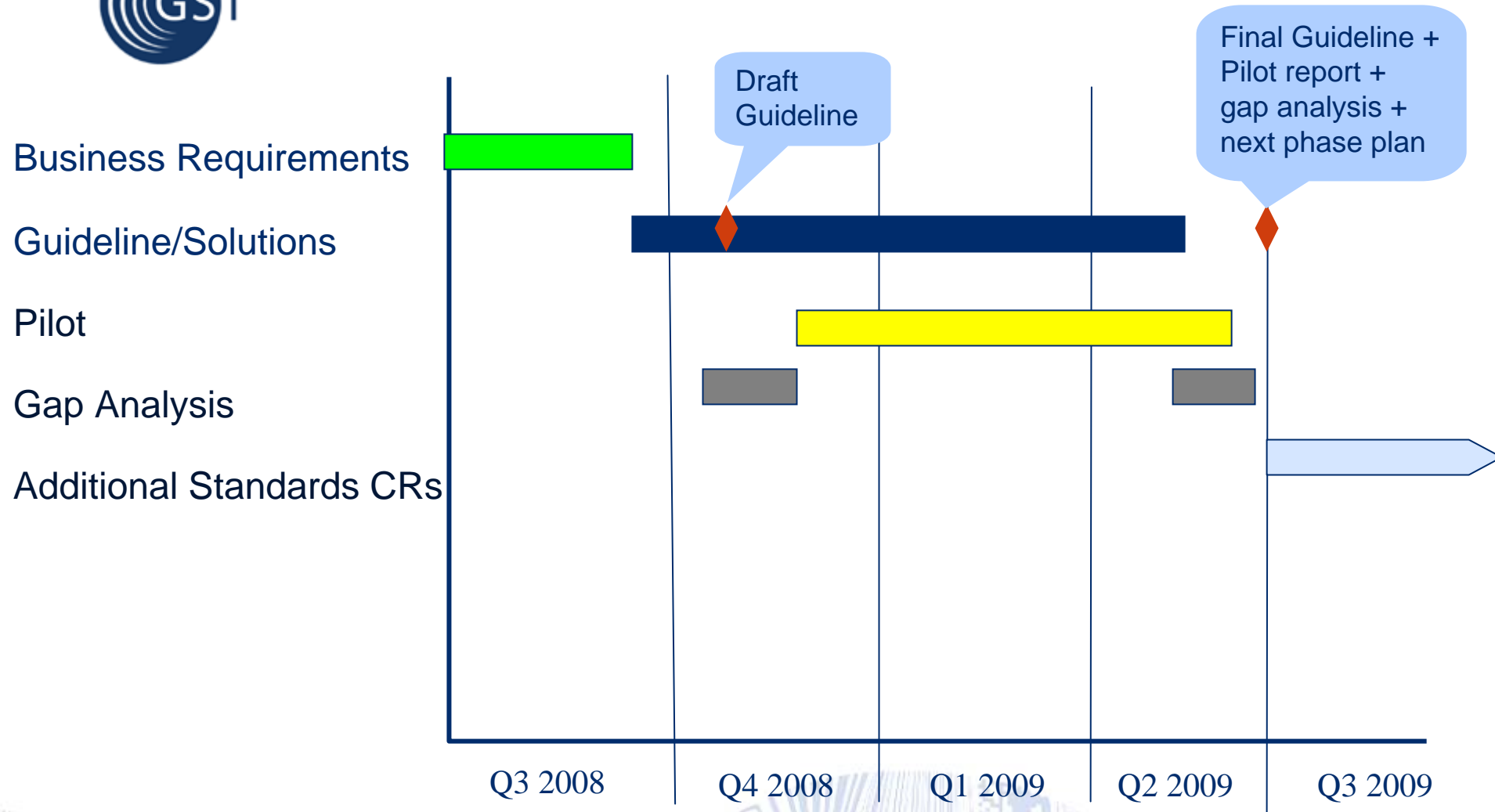


GS1 Mobile Com Updates





Extended Packaging Timeline





ID & Data Carrier – 1D/2D barcode



GS1 standards are used for mobile enabled 1D and 2D barcodes and for RFID

Progress to date

- Position Paper Published
- Change request for QR code in progress
- Options for encoding discussed

Next Steps

- Finalise “Packaging” section of draft guidelines
- Pilot to test possibilities laid out in guidelines

Team leader

Cedric Houlette (GS1
France)

Issues/delays/risks

- None so far



Information Pools / Providers / Hubs / Messaging



GS1 Data Pools and messaging standards are leveraged to the maximum for product information

Progress to date

- GS1 GDSN team aware of project progress
- Scope defined

Next Steps

- Finalise “Information exchange” section of guidelines
- Recommendation for technical infrastructure

Issues/delays/risks

- None so far

Team leader
Antonio Salto (Kraft)



In-store / Point-of-Sale (POS)



In-store services and POS systems are able to read GS1 barcodes and EPCglobal RFID tags from mobile phones

Progress to date

- Promote this group to retailers and technology provider
- Kick-off Conf call to define and validate WG scope and objectives 09/08
- First definition of major In-store interaction type of usage
 - **In store integration**
 - **Identification of interaction between POS and mobiles**
 - **Information exchange**
- Definition of business requirements for discussion and validation

Next Steps

1. Technology roadmap for handsets technology evolution
2. POS Business requirement
3. Recommendation for a better Hardware compliance with Mobile Commerce usage scenarios
4. Ranking of reading capacity of scanning devices and solution

Team leader

Olivier Raynal (Carrefour)

Issues/delays/risks

- Retailers IT and HW ecosystem capability for mobile commerce usage



Communications and Outreach



Clear communication to external audiences about activities of group

Progress to date

- Press Release on Mobile Barcodes position paper
- GS1-OMA cooperation
- GS1-GSMA Mobile Summit planned for December 2008

Next Steps

- Validate Communication Plan
- Develop basic materials

Issues/delays/risks

- Differences between geographies

Team Leader

Kerstin Nettekoven (BT)



GS1 Mobile Com Meeting outcomes and agenda





Outcomes

- Get you up to speed on GS1 Mobile Com
- Work on Extended Packaging
 - Finalise draft Extended Packaging Guidelines
 - Finalise Extended Packaging Pilot Plan
- Improve Communications and Outreach
- Engage you in activities moving forward
 - Validate longer term vision





Agenda Summary

- Day 1: Intro / Work on Extended Packaging Guidelines
- Day 2: Tour of Metro Future Store / Work on Extended Packaging Pilot
- Day 3: Presentation from OMA / Discussion of future vision / Summary of actions

