



# GS1 MobileCom Work Group Meeting

## 22 – 24 June 2009, Boston, USA

### Agenda and Practical Details (Final v3)

#### Meeting Objectives

- Share points of view of different stakeholders
- Develop closer working relationship with relevant associations
- Share GS1 MobileCom Roadmap (2009 – 2012) and current status
- Develop Instore Environment White Paper
- Understand work required for Mobile Coupons
- Develop market analysis part of pilot report and share information on pilots

#### Agenda

##### Tuesday 23<sup>rd</sup> June 2009

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**Location:** Room 428, Building 36 (Research Laboratory of Electronics - RLE), 50 Vassar Street, Cambridge, MA 02139  
See map at <http://whereis-beta.mit.edu/?selection=36&zoom=17>

08.30 – 09.00 **Welcome / Objectives / Anti-Trust Caution**

09.00 – 10.15 **Vision session:** mobile as part of a integrated digital, interactive, multi-channel experience for consumers. What have we learnt ? Has our vision changed over the past 12 months?  
Goal: share and define a common vision for brand/retailer usage of mobile  
Led by: Diane Taillard.

10.15 – 10.45 Break

10.45 – 12.00 **Possibility session:** What has been achieved so far? What are key needs of brands/retailers from mobile industry?  
Goal: present needs of brands/retailers from mobile industry and show some future possibilities.  
Led by Diane Taillard. Speakers: Cameron Green (GS1), Speakers: Pete Langlois (Neustar), Alex Muse (Big in Japan)

12.00 – 13.00 Lunch

13.00 – 14.30 **Reality session:** What does still need to be done to “make it happen”? What strategic decisions need to be made? What is roadmap to move forward? How can associations (GS1, MMA, GSMA, CTIA, OMA, IAB) work together? What is the market outlook from key solution providers?  
Goal: Gain understanding of current market and define common goals

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and actions

Led by Diane Taillard. Speakers: Kristine van Dillen (MMA), Athena Polydorou (CTIA), speaker to be confirmed (OMA), Attilio Zani (GSMA).

14.30 – 15.30 **GS1 MobileCom: status update**

As we move to the development phase of the GS1 MobileCom project this session will update the group on the governance, charter, IP Policy of the group as well as the roadmap and communication.

Goal: inform group of status and gain consensus on charter and roadmap

Led by: Cameron Green.

15.30 – 18.30 **Study Tour:** Tour of MIT Media Labs including:

- [Pattie Maes' Fluid Interfaces Group](#)
- [Hiroshii Ishii's Tangible Media Group](#)
- [Henry Holtzman's Information Ecology Group](#)
- [Sandy Pentland's Human Dynamics Group](#)
- [Remesh Raskar's Camera Culture Group](#)

Speaker: Steve Whittaker (BT)

19.30 Networking dinner: Legal Seafoods, Kendall Square, 5 Cambridge Center; Cambridge, MA 02142 ([www.legalseafoods.com](http://www.legalseafoods.com)).

## Wednesday 24<sup>th</sup> June 2009

**Location:** Room 306 (Twenty Chimneys), Building W20 (Stratton Student Center), 84 Massachusetts Avenue, Cambridge, MA 02139

See map at <http://whereis-beta.mit.edu/?selection=W20&zoom=17>

08.15 – 08.30 **Welcome / Objectives / Anti-Trust Caution**

08.30 – 10.30 **In-store Environment white paper**

Goal: Review document, begin public review phase and integrate comments from the group.

Led by: Cameron Green. Speaker: Jakob Saros (Ericsson).

10.30 – 10.45 Break

10.45 – 11.30 **Standards update**

Goal: Understand what GS1 standards are available today and ongoing standardisation activities (including GS1 approach to 2D barcodes via its Multiple Barcodes Work Group)

Led by: Dipan Anarkat

11.30 – 12.30 **Next application: coupons and promotions**

Goal: Define deliverables expected from GS1 on this topic.

Led by: Cameron Green. Speaker: Anke Puscher (Valassis).

12.30 – 13.30 Lunch

13.30 – 14.45 **Information sharing for Extended Packaging pilots**

Goal: Update on coordinated Pilot, update on local pilots, best practices for collection of learnings and pilot report

Led by Cameron Green. Speakers: GS1 Colombia, GS1 US (to be confirmed).

14.45 – 15.00 Break

15.00 – 16.00 **Market Analysis for Extended Packaging**

Goal: Develop of the aspects of the pilot report showing the current and projected marketplace by region.

Led by Joe Horwood

16.00 – 17.00 **Meeting recap, action items, and closure**

19.30 Informal dinner

## Hotels

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Hotel list available at <http://web.mit.edu/visit/hotels.html>. We recommend the Royal Sonesta Hotel Boston ([www.sonesta.com](http://www.sonesta.com)).

## How to get to MIT

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- Full directions available at <http://whereis.mit.edu/map-jpg?section=directions>.
- There is little or not public parking in or near MIT. Best advice is to park at your hotel and use public transport