

Products can talk!

How is GS1 helping you?

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Mobile World



There is a huge potential to be gained by integrating mobile technologies into retail, FMCG and health sector





Good for shoppers and patients

For shoppers and patients, mobile has the potential to:

- Make life easier
- Make life more meaningful
- Make life safer



By using mobile technology to meet consumer needs for information and services, retailers and suppliers can:

- Increase sales
- Increase customer satisfaction and loyalty
- Add value

Mobile services: consumers information needs



Mobile services: how consumers interact with retailers





Mobile services: how consumers interact with retailers

Some examples:

- Red Laser
- IGepir
- Goodguide
- Appie
- ShopSavvy
- 123Feelfree



How to make it happen

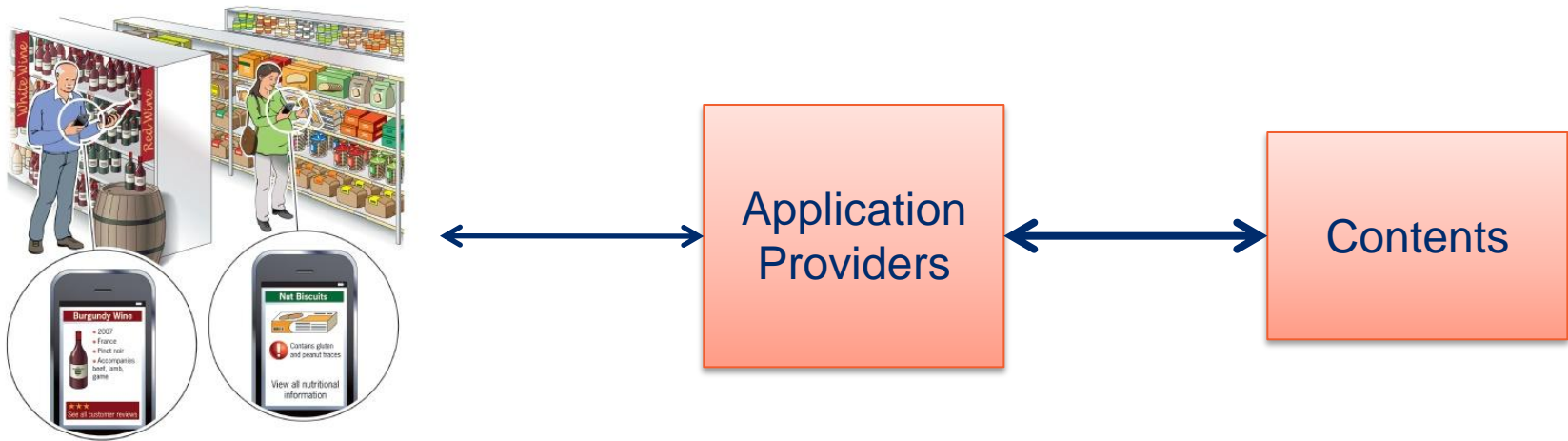












Issue:

Lack of Global Standards:

- Keys
- Carriers

Issue:

Lack of Trusted Brand Data



Belgilux

**B2C is already in place
and in Belgium we are still working on B2B**



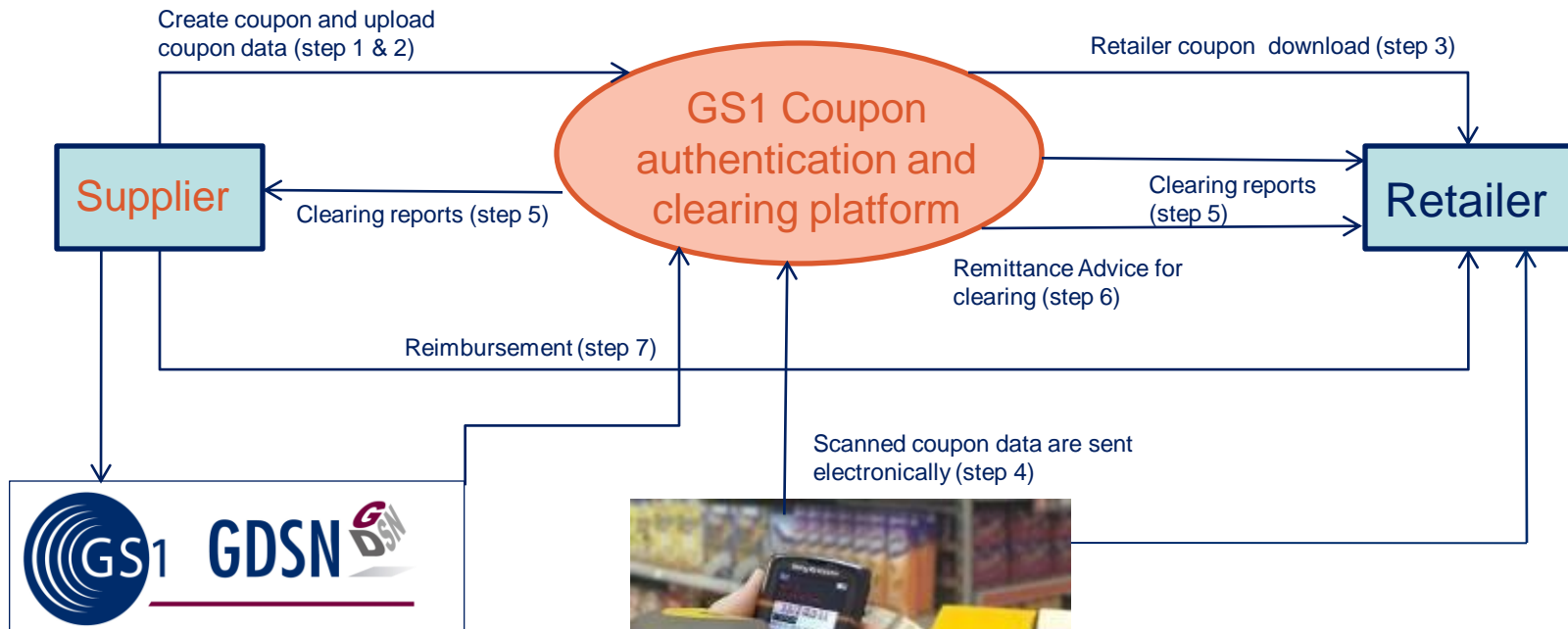
B2C: Information passed to Consumers

M A S T E R	Basic Product Data	
	Name Size Manufacturer Weight etc	➤ Standardized data stored in GDSN Data Pools
	Regulated Data	
	Nutritional Sustainability Allergic etc	➤ Standardized data stored in GDSN Data Pools
V A R I A B L E	Other Info & Applications	
	Advertising Promotions Applications	➤ Non-Standardized data provided directly by Brand owners, Solution Providers, MOs

How to make it happen?

- Use the GS1 GDSN network and GS1 Master Data Standards to access trusted product information for mobile applications
- Allow suppliers to introduce the data once, but good, so populate the GDSN databases asap
- Use GS1 identification keys as entry point for product information
- **Dataquality via datasynchronisation**

- GDSN in BelgiLux
- eCom in BelgiLux
- Mobile com
 - Nutridata
 - Fair trade
 - Allergens (gluten, nuts, lactose)
 - Halal, Kosjer, vegan
 - Origin
 - Low carbon economy
- Pallet asset management and plastic pallet
- Healthcare
- Get costs out of the value chain by more collaboration



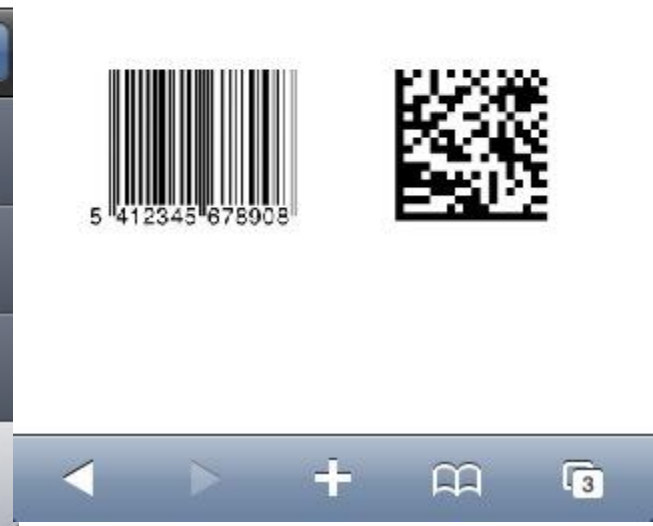


Geef barcode in

Haal gegevens op

Haal gegevens op

Haal gegevens op





Barcode Online

www.barcodeonline.be

Of

m.barcodeonline.be



Let us use the GS1 standards (in particular the new barcodes & mobileCom concepts + GDSN) and collaboration projects to support & fulfill the information requirements of the shopper of the future !





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