



## RSS 2010 Program Launch



In May 2006, the GS1 Board and General Assembly decided to set January 2010 as a global sunrise date for RSS bar codes and the GS1 Application Identifier System. With this decision, RSS 2010 has joined GDSN, EPCglobal, and Global Healthcare Standards as one of four GS1key initiatives.

In January 2010 all trade item scanners should be ready to scan RSS bar codes and process GS1 Application Identifiers. (for Frequently Asked Questions, visit:

[http://www.gs1.org/docs/barcodes/GS1\\_RSS\\_BarCodes\\_FAQs.pdf](http://www.gs1.org/docs/barcodes/GS1_RSS_BarCodes_FAQs.pdf) )

Because the impact of this decision will mean system and process changes for the global supply chain, the GS1 Board asked the GS1 Leadership Team to design a series of Projects to support adoption and manage migration.

After months of development and review, GS1 is announcing the Projects which will be resourced beneath the RSS 2010 Program.

In order to introduce the program, Scott Gray, Global Business Manager for the GS1 BarCodes and Identification Business will host four Global Web-based Presentations. Each presentation will be the same so there is no need to attend more than one. They will be given at times to accommodate all regions and in two different weeks to accommodate schedule conflicts. GS1 would like to invite GS1 Member Organisations, GS1 Member Companies, Trade Associations, and all other interested parties to join these events.

Please visit the eRoom below for Program Details using the username/password barcodes/barcodes (case sensitive – lower case letters only).



[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4f095](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4f095)

## Initial RSS Communications

In July 2006, GS1 launched a new Web site focusing on RSS. The site includes Frequently Asked Questions and information related to the GS1 decision. Please take a minute to visit (and bookmark) this key site for ongoing communications.



<http://www.gs1.org/productssolutions/barcodes/technical/rss.html>

GS1 also established one email address that will be used to track comments, ideas, and questions about the RSS Program. Please use the following address:

[rss2010@gs1.org](mailto:rss2010@gs1.org)

## The RSS Business Case



The GS1 Board commissioned their top-level staff to compile commentary on the use of RSS technology across multiple applications and measure state of current readiness. The resulting document includes quotes from these industry leaders on their view of RSS and will be made available to industry along with a complimentary Executive Summary and presentation. Stay tuned in early October to the RSS Web site for this important publication!

## RSS Starter Kits

The goal for RSS Starter Kits is to provide specific guidance to different audiences (GS1 Member Organisations, retailers, manufacturers from various sectors) on how RSS works and what they consider in their rollout projects.



To bookmark the Web-based Forum (eRoom) for this Project, visit:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4e98c](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4e98c)

If you want to help GS1 create one or more RSS Starter Kits, then visit:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4f098](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4f098)

Get involved!

## RSS Buyer's Guide



As a companion to RSS Starter Kits, GS1 will provide a series of RSS Buyer's Guides (what to look for when shopping for RSS hardware and software). Three are targeted: RSS scanners, RSS printer/scales, and RSS bar code design software. To bookmark the Web-based Forum (eRoom) for this Project, visit:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4e992](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4e992)

If you want to help GS1 create one or more RSS Buyers Guide, visit:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4f09b](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4f09b)

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## RSS Scorecard

The objective of this ongoing research is to measure the % of scanners in the Top 100 retailers that comply with the RSS 2010 Sunrise date. Measuring hardware readiness is a key element of our upcoming marketing efforts so bookmark the Web-based Forum (eRoom) to follow progress for this Project:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4e995](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4e995)



## RSS Fresh Foods Identification Work Group



The GS1 Board prioritized fresh food identification as the top application standard that must be developed based on the coming availability of RSS. The goal is move over 40 different systems of identification around the world toward a common solution and permit retailers and manufacturers in this important category to achieve greater levels of shrink reduction and category management similar to “center-store” brands.

The WG will hold its first meeting in Philadelphia on 27 October during the GSMP Worldwide Event. To stay informed, bookmark the following:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4e998](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4e998)

If you are interested in joining this effort, visit:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4f09e](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4f09e)

Get involved!

## RSS Serial Printing WG

One of the challenges facing GS1 members and the printing industry that serve them is a future where we move from static bar code data to dynamic bar code data. GS1 has identified a need to strengthen our knowledge and contacts in this area and will form a WG in early 2007 to set this in motion. To bookmark the WG Web-based Forum:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4e99b](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4e99b)

If you are interested in getting engaged, visit:

[http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0\\_4f0a1](http://eroom.uc-council.org/eRoom/facility/GS1BarCodes/0_4f0a1)

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