



TABLE OF CONTENTS	
Update on GSMP	
New Initiatives	1
Best-in-Class Project	2
Industry Sectors	
Retail	3
Healthcare	4
Transport & Logistics	8
Solutions & Services	
Traceability	10
Global Data Synchronisation	11
Data Quality	12
Global Location Numbers	13
GS1 Source	14
News	
Remembering Jim Sykes	16
Save the Date	16

Innovative new projects launched

Defining the future of identification on products and across the Web

Several exciting new efforts are underway in the GS1 Global Standards Management Process (GSMP) that have the potential to increase efficiency throughout industry and expand GS1's benefits from the traditional supply chain to the consumer.

The **Next Generation Product Identification** Mission-Specific Work Group, for example, will consider future information strategies to respond to emerging consumer and regulatory product information needs. Read more about their efforts on page 3 of this newsletter.



The mission of the new **GS1 Digital** initiative is to expand the GS1 System to transform the way industry connects with consumers. It aims to enable the trusted identification, classification, description, and relationship of product data that unite the physical and digital.

Learn about GS1 Digital in just a few minutes by watching the videos on www.gs1.org/digital

The first two concrete focus areas for the GS1 Digital initiative are **GS1 Source**, our project to enable the flow of consumer-facing product information (read the latest about this activity on page 14 of this newsletter); and **GTIN+ on the Web**, a new project to bring consistent product identification into the HTML code that comprises all Web pages. Members of the GTIN+ on the Web Mission-Specific Work Group will be meeting face-to-face for the very first time at the Spring 2014 Standards Event in Atlanta (USA). Watch for updates in future editions of this newsletter.



Interested? Join the GTIN+ on the Web Mission-Specific Work Group. Contact Mark Frey for details: mark.frey@gs1.org



Update on **the transformed GSMP**

Status report on our Best-in-Class project

Late last year, we performed a comprehensive and wide-reaching evaluation and analysis of our standards development process and its performance as compared to those of other Standards Development Organisations.

We launched this “Best-in-Class” project because we believe that assessing our methods and comparing ourselves with our peers was absolutely vital to our success in driving a Global Language of Business.

Although our study found broad agreement that the GS1 Global Standards Management Process (GSMP) is a very good process, we nevertheless identified adjustments that would help ensure our standards process becomes even more efficient and effective. We are currently working with the GSMP community to make the recommended adjustments.



One goal: more relevant proposals for new work

Our analysis revealed that proposals to develop new standards were generally not adequate to ensure relevance, participation, community alignment and, ultimately, successful adoption in the market. So we are now addressing these issues from a number of different angles. For example, will develop resources to help ensure proper planning and more extensive analysis are undertaken prior to submission of new Work Requests and Statements of Business Needs are submitted into the GSMP system. We will work to ensure that new proposals have broad support from the global community (including industry) and are consistent with GS1 Strategy. And we are requesting that proposals include thoughtful KPIs to measure future success in the market.



Another target: a more efficient workflow

Our study also revealed that certain aspects of the standards development process could be executed more swiftly. We are working with the GSMP community to update our ways of working so that they are faster and more consistent with the way things are done in other modern standards organisations.



Participate, stay informed, be engaged!

Your direct participation in the Global Standards Management Process gives you the opportunity to contribute to the future of industry standards, and to prepare your organisation for leveraging those standards.

Consider joining one of our Work Groups:
www.gs1.org/gsmc/community/working_groups/

Read our monthly and quarterly reports, available at Executive, Management, and Project levels:
www.gs1.org/gsmc/insight

Subscribe to our weekly email blast to stay up to date on news, receive call-to-actions, and learn what standards have been sent for community reviews or for ballots. Fill in the form at the top right of www.gs1.org/gsmc/news

Questions or comments about our Best-in-Class initiative? Contact Steve Bratt steve.bratt@gs1.org



Standards for the **Retail Sector**

Join the Next Generation Product Identification (NGPI) Project

Beyond the GTIN and EAN/UPC bar code

Today's bar code technology and supporting processes simply cannot accommodate consumer demands and regulatory requirements for additional product information, both in stores and on the Web.

The Next Generation Product Identification (NGPI) Project was formed to address these new needs. NGPI is a joint initiative between industry stakeholders and GS1, endorsed by The Consumer Goods Forum (TCGF).

More than 50 use cases have been compiled and project participants have developed a future information strategy with both short-term and long-term priorities.



Today's bar codes cannot accommodate demands for additional product information

This future information strategy is designed to use existing GTIN attributes to enable product identification for package versions and improve product information communication to support emerging digital commerce and regulatory requirements. It also intends to reduce the frequency of GTIN changes while enabling effective product information communication at the package version level during "soft product transitions" that occur with minor product formulation or packaging changes.

We need your help! Do you have knowledge and experience in...

- Supply Chain and Retail Value Chain operations
- Retail Point-of-Sale (POS) information systems and integration
- Product master data, with specific focus on product identification and customer-facing data attributes
- Functions related to consumer interaction and outreach, especially marketing, in the consumer goods sector
- Inventory management
- Product package design, artwork, and printing
- Extended product labelling accessible via the Web using mobile scanning (e.g. GS1 Source, GS1 QR bar codes)
- AIDC standards and technology including GTIN Allocation Rules
- Master Data Alignment standards and technology, including GDS, GS1 Source, EANCOM, eCom XML

If so, then you would be a perfect participant in this work group.

Join us, and help define the future of GS1 Standards.

Contact Michael Sarachman for more information:

michael.sarachman@gs1.org



Standards for the **Healthcare Sector**



How to Use GDSN for the U.S. FDA UDI

Implementation guide now available

One of the most challenging areas related to the implementation of the U.S. FDA UDI regulation (see details page 4) is master data management. For this reason, many manufacturers are planning to use the GS1 Global Data Synchronisation Network (GDSN) to load their data in UDI databases in addition to leveraging their use of the GDSN to synchronise product data with their customers worldwide.

Many medical device manufacturers plan to use the GS1 GDSN to meet the new U.S. FDA regulation

To assist manufacturers and GDSN Data Pools, a GDSN Implementation Guide for UDI Databases has been created. This guide explains how to use the GDSN to securely provide data to the U.S. FDA GUDID; its focus on the United States is because the FDA is currently the only regulator to issue a UDI rule for medical devices. As other regulators introduce UDI regulation, the document will be updated.

While regulators are working together to align their regulations as much as possible, each one will have distinct data requirements. Manufacturers using GDSN will be able to provide data to all UDI databases and their customers (hospitals, distributors, wholesalers, GPOs) simultaneously, with one single connection. The GDSN-to-UDID process has been tested and proven in a pilot with the FDA GUDID, and has already been selected by a number of suppliers.

The GDSN Implementation Guide for UDI Databases is available via the GS1 Healthcare website at www.gs1.org/healthcare as well as via the GS1 GDSN website at www.gs1.org/gdsn

For additional information, contact Pete Alvarez at peter.alvarez@gs1.org



Standards for the **Healthcare Sector**

GDSN Use Cases for Healthcare Help Improve Implementation

Accelerating adoption and implementation

The use of GS1 Global Data Synchronisation (GDSN) in healthcare continues to grow in early adopter countries, and interest is increasing in many other regions as well.

Today, the implementation requirements are defined individually by regional or local regulation, industry groups and the membership of each country. While this has been an effective means of meeting local needs, it can lead to divergence in the number of use cases, data requirements and approach if it is not harmonised globally. This causes unintentional fragmentation, which increases barriers for broader implementation and usage of the network.

For this reason, GS1 Healthcare launched an initiative to improve and accelerate implementation of GDSN in healthcare. The intended outcome is to provide a more unified approach to global data synchronisation while bridging local market requirements.

The initial focus of this initiative is the U.S. FDA's Global UDI Database (GUDID) plus additional medical device data requirements for the global device industry. This will allow the industry to develop a consistent data model for broader implementation of the GDSN in the medical device industry.

The GDSN Use Cases for Healthcare are designed to support consistent data synchronisation practices. The end result will deliver use cases with both globally consistent data and local data requirements being considered.

If you are implementing GDSN in healthcare, please get involved in this initiative.

The Healthcare Global GDSN Implementation Industry User Group has been meeting regularly and has achieved its first milestone, a cross-analysis of GDSN attributes recommended for the implementation of the U.S. FDA Global Unique Device Identifier Database (GUDID) and data requirements from several countries actively implementing GDSN in healthcare (see article above). The GDSN Implementation Guide for UDI Databases provides guidance to each country and the GDSN Data Pools to assure a consistent use the GDSN for UDI databases.



The work group is completing a cross analysis of other use cases applicable to the medical device industry, and their associated data requirements, in order to develop a global data model for consistent implementation of the GDSN.

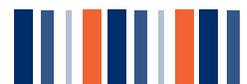
Additionally, the global data model will serve as a tool to identify and resolve implementation barriers so that a Data Source is able to publish product information to any market (country) via a single GDSN Data Pool without having to subscribe to additional data pools if desired.

If you are implementing GDSN in healthcare, we urge you to get involved in this initiative.

Interested in accelerating the adoption of GDSN in Healthcare? Contact Peter Alvarez peter.alvarez@gs1.org

Download the GDSN Use Cases for Healthcare under "Reference Documents" at www.gs1.org/healthcare/implementation/gdsn

Read more about GS1 Healthcare at www.gs1.org/healthcare



Standards for the **Healthcare Sector**



**UPDATED
GS1 Standard**

**Healthcare AIDC
Standards Updated:**

The GSMP AIDC Healthcare Application Standard Updates Mission-Specific Work Group is finalising changes to the GS1 System of Standards that, once ratified, will clarify aspects of the existing standard and address the needs of Unique Device Identification regulations. The updated standards will cover healthcare kit identification, medical device software identification, configurable medical device identification, direct part marking of healthcare products and human-readable interpretation rules in healthcare.

Now available for download:

the 2013/2014 edition of the **GS1 Healthcare Reference Book**

In this fifth annual compendium of case studies, you will find a variety of success stories on how the implementation of GS1 Standards significantly improves patient safety and provides cost savings to the Healthcare supply chain.

Download from the Resource Library at www.gs1.org/healthcare



Standards for the **Transport & Logistics Sector**

As goods move from manufacturers to points of sale, LSPs, freight transporters and their customers need to know precisely where their shipments are, all the time, so they can make sound business decisions.

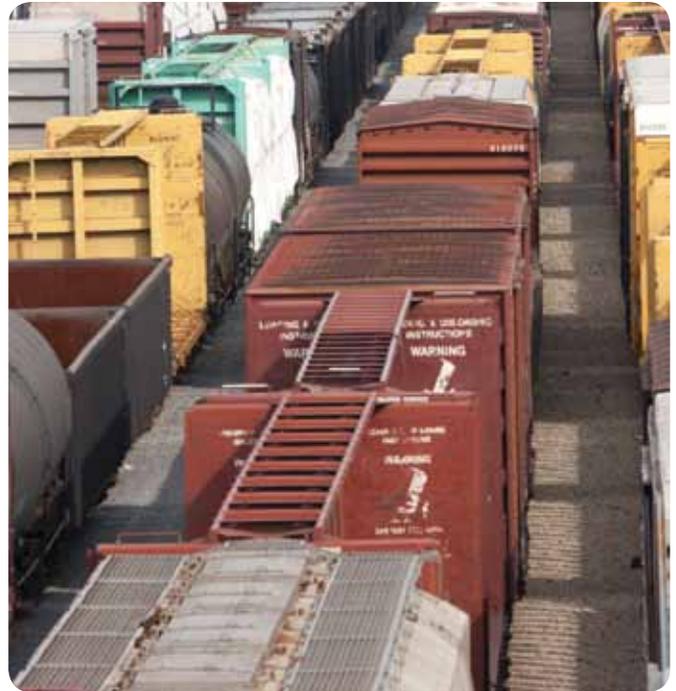
With GS1 Standards for transport, logistics and customs, this sort of real-time, end-to-end visibility over the entire supply chain is now a reality.

GS1 Standards deliver value to transport and logistics processes, including shipping, receiving, warehouse management, transport management, border procedure management and asset management.

The GS1 Transport and Logistics (T&L) community has a variety of projects underway to help the T&L sector benefit even more greatly from GS1. In these next pages, a review of some of their current tasks.

For more information on GS1's T&L activities, visit www.gs1.org/transportlogistics

Questions or comments?
Contact Audrey Kremer audrey.kremer@gs1.org



GS1 EPCIS in the Rail Sector

Standard updated and work underway on guidelines

GS1's EPC Tag Data Standard (TDS) defines EPC/RFID tag data, including the encoding of GS1 Keys in EPC memory. It also allows business partners to use the GS1 EPCIS Standard to share real-time information about physical events in the supply chain.

By allowing business partners to share real-time information about physical events in the supply chain, GS1 EPCIS helps improve supply chain visibility for trading partners and their service providers in various sectors.

Deployment of EPCIS is gaining momentum particularly within the rail sector, where stakeholders are leveraging the standard – in conjunction with GS1's Global Individual Asset Identifier (GIAI) encoded on EPC/RFID tags – in a number of areas:

Work Underway on GS1 Logistics Label

Review & validation of standards and guideline

First released in 2008, the GS1 Standard International Logistic Label (STILL) guideline was created to drive a common approach to the identification keys used on the labels found on logistic units.

An initiative is currently underway to review and update the Logistics Label standard and guideline, validating it against current business practices and generally making it more applicable to the current market needs.

Questions or comments about the GS1 Logistics Label?
Contact Coen Janssen coen.janssen@gs1.org



Standards for the **Transport & Logistics Sector**

- **Rail wagon monitoring & tracking**, by enabling operators and infrastructure managers to follow rail wagons in real time along their journeys;
- **Maintenance, Repair and Overhaul (MRO)**, by enabling full traceability of key components, boosting inventory accuracy and ensuring vehicle safety while reducing overall costs;
- **Fixed asset management**, by allowing key assets to be identified, improving the efficiency and accuracy of maintenance records and lowering overall operational costs.

To better support the rail sector, version 1.8 of the Tag Data Standard, published in February 2014, includes a "Rail Vehicle" Filter Value for the GIAI EPC Scheme, to increase readability of EPC/RFID tags on high-speed rail vehicles.

GS1 EPCIS has been shown to enable simplified, faster and more accurate management of rail transport in several pilot projects and full implementations.

Work is now underway to define business requirements for a GS1 in Rail EPCIS Implementation Guideline, which would explain how to best leverage EPCIS in conjunction with GS1 identifiers and EPC/RFID for capturing and sharing data among rail infrastructure owners, train operators and cargo owners.

Download the updated Tag Data Standard:
www.gs1.org/gsmc/kc/epcglobal/tds

Questions or comments about EPCIS, EPC/RFID or the EPC Tag Data Standard? Contact Craig Alan Repec
craig.alan.repec@gs1.org

Help us with the GS1 in Rail EPCIS Implementation Guideline!
Contact Michael Sarachman michael.sarachman@gs1.org



Work Underway in eCom Logistics Standards Group

Delivering value to transport and logistics processes

The GSMP eCom Logistics Standards Mission-Specific Work Group (MSWG) is currently working on several projects.

For example, a GDSN Trade Item Implementation Guide for T&L is currently under Community Review. Once ratified, this guide will show clients of T&L companies how to use the GS1 Global Data Synchronisation Network to share product (trade item) information with their transport & logistics partners.

Work has just begun on defining the Statement of Logistic Service Charges, a standard message intended to be sent before an actual invoice in order to increase invoice accuracy. This message would contain variable service attributes such as routes, quantities, volumes and weights, in addition to a GTIN that would specify the high-level service (e.g. road transport type A, pallet labeling...). The goal is to include this new message as be part of eCom Maintenance Release 3.2 which is planned for ratification and publication by December 2014.

Find out more about GSMP Working Groups:
www.gs1.org/gsmc/community/working_groups/

Questions or comments? Contact Jean-Luc Champion
jeanluc.champion@gs1.org



Standards for **Traceability**

EU Expert Group Recommends GS1 Standards as Traceability Best Practice

Interoperability and automation at the heart of best practices

In 2011, the European Commission's Directorate General Health and Consumers (known by the acronym DG SANCO) set up a Product Traceability Expert Group to address concerns about the traceability of dangerous products in the context of RAPEX, the EU Rapid Alert System for non-food non-healthcare products such as clothing, textile and fashion items, childcare articles, kitchen accessories and furniture. GS1 was invited to participate in the expert group and was awarded a contract to provide neutral research and facilitate the group's work.

After two years of research and industry-wide dialogue, the Product Traceability Expert Group has published its findings and its recommendations.

The adoption of GS1 Standards as a best practice in addressing supply chain traceability needs was one among several recommendations highlighted.

Specifically, the group recommends that economic operators label consumer products with product identification codes and automate traceability systems using global standards such as ISO and GS1 Standards.

For market surveillance and other authorities, the report recommends including information about how to use bar codes to access additional information in traceability training activities. The group also recommends conducting traceability assessments exercise across the chain in cooperation with private actors, as well as developing best practices to collect information about dangerous products when they cross EU borders.

We need your feedback:

The "GS1 GTC Control Points & Compliance Criteria-Food" is now under revision by the GSMP Traceability & Event Sharing Standards Maintenance Group (SMG) Group.

Your experience in traceability implementation is needed to help make this document robust and truly useful.

GS1 Standards recommended by European Commission Product Traceability Expert Group

For consumers, the group suggests raising more awareness on the importance of product identification and helping consumers alert authorities about suspicious or potentially dangerous products.

In short, the report underlined how GS1 Standards can help manufacturers and suppliers improve traceability, modernise their supply chain and better comply with new regulations around traceability. GS1 Standards are used worldwide for product identification, and product data management is based on the fundamental GS1 concepts of "identify, capture, record and share". Reliable, quality data are the foundation for traceability, and are only achievable if traceability systems are automated and interoperable.

To view the Product Traceability Expert Group's full report, visit http://ec.europa.eu/consumers/safety/projects/ongoing-projects_en.htm

Questions or comments?

Contact Diane Taillard diane.taillard@gs1.org



Information, Resources & Case Studies

showing how GS1 Traceability & Recall help support visibility, quality and safety in the supply chain are available at

www.gs1.org/traceability



Update on **Global Data Synchronisation**

Work underway on a faster, leaner, more flexible GDSN

The GS1 Global Data Synchronisation Network (GDSN) allows companies and their suppliers to share data, so when one trading partner updates their product information, their business partners' systems are updated, too.

Business partners exchanging data through the GDSN increase the accuracy of orders, decrease the time to market for products, reduce invoice errors and number of duplicate processes and drive down supply chain costs.

GDSN is currently innovating its network. The upcoming Major Release will make GDSN faster to adopt and more flexible than ever.

Thanks to a variety of new features, companies in any sector can:

- get up and running faster with a smaller core data set, making GDSN easier to implement
- add new attributes rapidly to adapt to regulatory changes or industry developments where new types of data need to be exchanged
- add new product categories as the business grows or the sector evolves
- support new business applications like hazardous materials or sustainability

Once the Major Release is deployed, new changes and updates made to the GDSN Standard will be driven by business needs specific to sectors.

Over 25,000 companies have made the GS1 GDSN a cornerstone of their supply chain initiatives in more than 150 countries across multiple industry sectors.

To support the ongoing activity surrounding the Major Release, there are also several Data Migration work teams currently working on community alignment around significant changes to Trade Item Unit Descriptors, Packaging Code Lists and Units of Measure. Please contact GDSN to contribute.

The next significant milestone will be a certification event for Data Pools starting April 2015. All certified Data Pools must pass the certification test in order to remain in the network. The certification will not only test the adherence to the GS1 Standard but also build trust in the network.

Learn more about the GDSN Major Release at www.gs1.org/gdsn/majorrelease

Join us! We're always looking for new User Group members to help promote GDSN and make even more improvements in the future. www.gs1.org/gdsn/user_groups

Questions or comments?

Contact Alan Hyler alan.hyler@gs1.org

Resources available to you on the GS1 website:

- Understanding the Business Value of the GDSN Major Release
- Preparing to Implement the GDSN Major Release
- Getting Started with GDSN
- And more!

Visit: www.gs1.org/gdsn/majorrelease

Update on the **GS1 Data Quality Strategy Project**

Progress report on our efforts

Data quality is a vital part of any supply chain, and fundamental to increasing efficiency, reducing costs and positively impacting customer satisfaction. Data quality has always been important to GS1. However, achieving 100% data quality is now foundational for us, as more and more of the information stored in GS1-operated services is used by application providers, end users and regulators. That is why data quality is now a top priority.

Our strategy for data quality (DQ) is articulated around 4 key goals.

1 Strengthen DQ at the brand owner level, by leveraging the GS1 DQ Framework, adapting it to the B2C world and simplifying it for a broader user community.

Status: Underway

We have deployed a range of actions to help educate brand owners on the importance of data quality. As part of the objective to simplify and extend the reach of the Data Quality Framework (DQF), we are supporting the industry-led data quality initiative called the "5-Point Best Practices for Data Accuracy" which will ultimately be the foundation for an improved DQF based on the "new item setup" business use case. To support our SME members we are creating a web-based self-assessment tool to develop a personalised DQF roadmap on how to achieve a sustainable data quality internal program.



2 Provide (or enable) master data services in the G20+ countries, either directly by the GS1 Member Organisation or by working with third-party providers.

Status: Underway

The main master data services targeted are Product Data Capture, Product Measuring "Inspection" Services and Product Imaging Services.

3 Develop an external measures & monitoring service, to assess and report on the quality of data in GS1-certified data services such as GS1 GDSN Data Pools and GS1 Source Aggregators.

Status: Completed & launched

Based on a successful pilot project with several Member Organisations (MOs), GS1 announced in February that it was entering into a multi-year partnership with Clavis Technology, the leading provider of cloud-based ecommerce intelligence and data quality performance management solutions. Clavis will audit and monitor the data in the GS1 Global Data Synchronisation Network (GDSN) and GS1 Source Data Aggregators. Their tests will focus on three services: Data Quality Baseline (B2B), Physical Product Comparison Service and Food Labeling Data Quality Analysis (B2C) based on EU1169 FIR legislation. Results of the Clavis tests will be delivered in individual Data Quality Dashboards for the MO and for each GS1 supplier company.

4 Effect a step-change in the data quality of GS1 GEPIR, GS1's Party Data Registry.

Status: Underway

The roll-out later this year of GEPIR 4 will make this internet-based service even more reliable, more secure and more user-friendly.

To help GS1 Member Organisations in the fight against illegal or unauthorised use of GS1 Global Company Prefixes and GS1 ID Keys, the Global Office has partnered with GS1 Hungary to support GS1 Logger, a tool to check whether GS1 ID Keys are valid and whether bar codes meet GS1 Standards.

Stay tuned! We will continue to keep you informed on our progress in future editions of this newsletter.

Questions or comments about DQ?

Contact Mark Widman mark.widman@gs1.org



Update on **Global Location Numbers**

Work Underway on GLN Allocation Rules

Better clarity, less ambiguity, new location types

The GS1 Global Location Number (GLN) ID Key is used to identify physical locations and legal entities. GLNs are an essential component in the supply chain, with applications in business sectors like transport and logistics, healthcare, grocery, consumer goods and more. They also play a vital role in GS1 service offerings such as product recall, GS1 Global Data Synchronisation Network (GDSN), GS1 eCom business messages and GS1 Source.

The current GLN Allocation Rules were developed at a time where the use of GLN was not as deeply engrained in supply chain best practices. As a result, the existing rules allow too much deviation and speculative interpretation. This flexibility – which was beneficial to the initial adoption of GLN – is proving to be a challenge today.

That is why a GLN Allocation Rules Mission-Specific Work Group has been launched. The MSWG will be reviewing business cases and developing requirements for an updated set of GLN Allocation Rules.

In particular, the team will:

- Clearly define parties involved (owner, legal entity...)
- Ensure inclusion of different location types (including virtual locations for electronic order facilitation)
- Remove ambiguity from GLN Allocation Guidelines
- Revise existing and add new examples for many GLN Allocation Rules

We invite you to be part of the GLN Allocation Rules Mission-Specific Work Group and help shape the future of the GS1 System of Standards. The group will be working actively at the Global Standards Event in Atlanta, and across 2014.

Join the Work Group! Contact Michael Sarachman
Michael.Sarachman@gs1.org

Read more about GS1 GLN and other GS1 ID Keys
www.gs1.org/barcodes/technical/identifiers



Coming Very Soon: GS1 GLN Service

Connecting GLN registries

A new GS1 Global Location Number (GLN) Service will be production-ready in Spring 2014.

The soon-to-be-launched service connects local GLN registries, such as those operated by a GS1 Member Organisation. GLN Service users will be able to log into their local GLN Registry and search for information about a specific GLN or an organisation registered at any local GLN Registries.

GS1 Global Location Numbers, or GLNs, are widely used to identify specific places in the supply chain, such as manufacturing sites or warehouses.

This means that GLN information and basic master data can be exchanged globally via a single point of access – quickly, electronically and on demand. Today, this information must be specifically requested and then shared via email, letter or spreadsheet, or alternatively must be stored on trading partner web sites.

The GS1 Global Office will also offer a hosted GLN Service for GS1 Member Organisations who want to participate but do not currently have an offering.

The value of the GLN Service transcends any one industry or single business process. It offers a variety of industry-specific process support at the local level, including upstream traceability for the retail value chain, healthcare group ordering and delivery, product recall business process support, order-to-cash business process support and more.

Additionally, the service will allow trading partners to confirm information about a physical location GLN, no matter what GS1 MO issued the associated Global Company Prefix.

To access the GLN Service, once live, contact your local GS1 Member Organisation: www.gs1.org/contact

For more information, contact Pete Alvarez peter.alvarez@gs1.org



Update on **GS1 Source**

A way to share product information via the cloud

GS1 Source offers a single point of contact for companies to share their product information in digital format and for application developers to be able to use that product information more easily.

The GS1 Source framework will support the communication of authentic and accurate product data by brand owners to consumers and shoppers, retailers, internet applications and governments using internet and mobile devices.

The GS1 Source framework will be the first of its kind in the world.

Data aggregators being certified

Data aggregators are at the core of GS1 Source because they will implement the GS1 Source standards. Ensuring that they are all using GS1 Standards properly and in a uniform, interoperable way is vital. MET Labs is currently working to certify a network of data aggregators on behalf of GS1 Global Office.



Phase 3 underway

The GS1 Source framework is built upon the GS1 Source Standard. Version 1.1 of that standard is now available, and this enables compliance with EU Food Information Regulation (FIR) 1169 concerning food products sold online. Work is now underway in the GS1 Source Mission-Specific Work Group on Phase 3 of the standard, which will extend the measurements and attributes the platform can handle in order to cover more product categories. These efforts will allow GS1 Source to serve products such as health & beauty items and cosmetics.

See the list of data aggregators already certified at www.gs1.org/source/cert

Access the GS1 Trusted Source of Data 1.1 Standard www.gs1.org/gsmc/kc/b2c

Questions? Contact Cameron Green cameron.green@gs1.org

Information & Resources
about GS1 Source
www.gs1.org/source





Update on **GS1 Source**

GS1 Google Glass Demo a Hit at Global Trade Show

Showed how bar codes can reveal extra info

On 26 February 2014, the Open Mobile Alliance (OMA) held a demonstration day at GSMA Mobile World Congress in Barcelona, the industry's largest and most important event.

GS1 was part of this with a demonstration using Google Glass, eyeglasses that are actually a wearable computer with an optical head-mounted display (OHMD), to show the power of GS1 bar codes.

During the demo, a consumer using Google Glass scanned a bar code on product packaging and received on the display trusted product information such as nutritional content, coupons, special offer, consumer reviews and recipes, which can be adapted to personalised preferences and shared with others on social media websites.

The demo clearly revealed how the next generation of bar code scanning is an excellent way to allow consumers to access data and enable media owners to engage users.

Our demonstration using Google Glass showed an innovative new way for retailers, manufacturers and mobile solution providers to share information on mobile devices

The demo provided a vision of the connected consumer of the future whose shopping trips are augmented with trusted information and services.

GS1 and the OMA have been collaborating since 2011 to enable bar code scanning features to be built directly into mobile devices. We are currently working with the OMA on a specification based on existing standards that will make it easier for application developers to integrate bar code scanning features and link to trusted product information in their apps.

Questions or comments? Contact Cameron Green cameron.green@gs1.org



Watch a video about this demo:

<http://youtu.be/mHBUSxoSDw8>



Remembering Jim Sykes

Everyone at GS1 was saddened to learn of the passing of Jim Sykes in December 2013 after a courageous struggle with cancer. Jim had been active in GS1 since the 1980s, first while working for Levi Strauss & Co, then while working for UCCnet, and in his last years while working for CHEP International. In the past decade, Jim was very active in GSMP work groups on topics including GDSN, EPCIS and serialisation. His dedication to achieving by example and in detail was always appreciated.



Please participate!

Joining a GS1 Standards Development work group allows you to shape your industry standards, improve your global trading capabilities, prepare your business to embrace new standards and so much more.

For more information on how to join, visit www.gs1.org/gsmg or email gsmg@gs1.org

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Save the date



GS1 Global Standards Event

06 – 10 October 2014
Rome, Italy

Watch for details on www.gs1.org/events

