

Mobile Commerce

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The global language of business

www.gs1.org



What's happening today?



Barcodes and RFID tags can « speak » with cell phones.

"In Japan, McDonald's customers can already point their cell phones at the wrapping on their hamburgers and get nutrition information on their screens.

New York Times, April 2 2007







Magazines



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Products



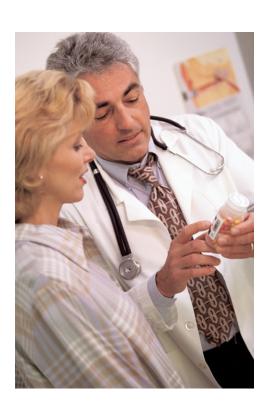


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Applications in Healthcare?

- Information & instructions
 - How to use the product
 - Healthcare risks
 - Other languages
 - •
- Authentication
- Traceability at home
- Blind & elderly people
- Recall
- Medication : daily reminder & alert





The lack of standard: a barrier to the market development

Market opportunities:

- for end users
- for business partners
- for providers

Lack of interoperability:

- No global barcode standard for mobile phones
- Two parallel standards for RFID (EPC, NFC)

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Which future?























FT MARCHG, 2007

Barcode hope for mobile advertising

Camera phones could finally yield big revenues for the industry by interacting with -!--e marketing, writes Richard Waters

eaders of some French technology company. By in an advortisement for the "point and click" of their

the cameras in their mobile ing, he says, phones at a special code in That, in turn, could create loaded an extra piece of soft- cal object; you could point

potentia hones

of "res in the

magazines: were making it possible for mobile greeted late last year users to connect to a ith an unusual invitation web page with a simple phones, barcodes could take They were asked to point the pain out of mobile surf-

the advertisements. That a new layer of linkages "d connect them auto- between the physical and matically to a website that electronic worlds, says Chas streamed video of the vehi- Fritz, head of NeoMedia. cle in action, it only worked, imagine if a unique barcoda though, if they first down- were printed on every physi-

Financial Times March 2007

connecting it back to car world, as the internet has been a easy to navigate as the links ... cam of the mobile commu- that let users follow links ceations industry for years, easily around the internet Like many of the other visions of how the 'mobile internet" would take shape. however, it has yielded far less than the optimists had

To judge by the Audi experiments, and others, a more concerted effort is under way to get this techhology into the hands of a legger audience, if it succeeds, it could turn out to be the first successful manifes their chones barcodes

That hope was the impetus behind the Mobile Codes Consortium, an initiative

into

By making it possible for users to connect to a web page with a 'point and click' of

GS1 Role



Transforming hope ...into implementation!

Proactively manage the Mobile Commerce community to facilitate the market development:

- provide standards
- create the appropriate infrastructure to meet business needs
- support innovations



Objectives 2007-08

Build Mobile Commerce Community

Ahold, Ajinomoto, Carrefour, Ericsson, Kao, L'Oréal, Motorola, Nestlé, Nokia, NTT, Orange, Pfizer, Wal Mart, ...
MIT, ETH, RFID Center...

GS1 Austria, Brazil, China, Columbia, Croatia, Finland, France, Germany, Ireland, Italy, Japan, Spain, Tunisia, Netherlands, Sweden, UK, US...

- 2. Develop Mobile Solutions
- 3. Clarify **GS1 Standards** for Mobile Commerce



Kick off meeting: June 19th in Paris

Join GS1 Mobile Commerce Group:

- Define and priorise industry business requirements
- Build global standards for bar codes, RFID, data access
- Ensure compatibility with all mobile devices and operators

www.gs1.org/mobile/





Objectives

- Simple and easy for the consumer « one button solution »
- Broader and faster adoption
- User-driven

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