

Nestlé, Kraft, J&J, Wal-Mart, Metro and Carrefour lead GS1 MobileCom initiative

Leading brands and retailers committed to standards to connect businesses and consumers using mobile phones

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Brussels, Belgium, 16 September 2009 – Global brands and retailers such as Nestlé, Kraft, Johnson & Johnson, Wal-Mart, Metro and Carrefour are leading an effort by GS1 to define open standards and allow businesses and consumers to interact using mobile phones. These companies are now part of newly-formed GS1 MobileCom Steering Committee that will help drive the efforts of the GS1 MobileCom group together with local GS1 offices represented by GS1 Colombia, GS1 Hong Kong & GS1 France.

GS1 MobileCom is a cross-industry initiative involving over one hundred companies representing manufacturers, retailers, mobile industry companies and solution providers. The group aims for:

- all consumers to have access to trusted product information and related services via their mobile phones
- all stakeholders to use open standards to make this possible and so ensure interoperable, scalable and cost-effective applications

"GS1 MobileCom has brought together a group of organisations dedicated to defining and using open standards as a foundation to unlock the potential of mobile commerce. It shows that brands and retailers are convinced that mobile is becoming a key touch point for engaging with consumers," commented Vanderlei Roque dos Santos (Nestlé), co-chair of the GS1 MobileCom group.

The GS1 MobileCom group aims to represent all key stakeholders with global scope including manufacturers, retailers, mobile industry companies and solution providers. As a result, there are currently open positions on the Steering Committee for three companies from the mobile industry or the wider solution provider community.

"Working in collaboration with the mobile industry will make it possible to bring together the relevant stakeholders to make mobile commerce a reality," said Diane Taillard from GS1.

"We are looking to GS1 MobileCom to positively develop a truly balanced vision for an interoperable mobile commerce ecosystem. The ultimate goal is a simple, reliable and intuitive mobile experience for all our customers," said Olivier Raynal (Carrefour), co-chair of the GS1 MobileCom group.

The GS1 MobileCom group has released already a [position paper on mobile barcodes](#) and a [handbook on how consumers can access information about products](#) via their mobile phones using barcodes and open standards. This provides guidance for current and future initiatives and supports over 10 local GS1 offices running pilots.

The group is now working on a white paper describing the impact of mobile applications on retail stores and on retailers in general. Work will also soon start on the development of recommendations for mobile coupons and promotions.

NOTES FOR EDITORS

About GS1

GS1 is a neutral, not-for-profit organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 is driven by more than a million companies, who execute more than six billion transactions a day with the GS1 System of Standards. GS1 is truly global, with local Member Organisations in 108 countries, with the Global Office in Brussels, Belgium.

Download the "What is GS1?" brochure from www.gs1.org/docs/what_is_gs1.pdf. For other information about GS1, go to www.gs1.org.

About GS1 MobileCom

The goal of the GS1 MobileCom initiative is to give all consumers access to trusted product information and related services via their mobile phones. It urges all stakeholders to use GS1 standards to make this possible and in doing so to ensure interoperable, scalable and cost-effective applications. In general, it seeks that collaborative Mobile Commerce applications are enabled by an open infrastructure.

The group aims to:

- identify opportunities to use mobile technology and GS1 standards and to drive innovation in the extended supply chain
- show the business case behind relevant applications
- bring together existing standards to support those applications
- launch the development process to fill gaps in standards
- support standards implementation in the market

So far the group has produced the following documents:

- "Mobile Commerce: Opportunities and Challenges" White Paper
- Position Paper on barcodes to be used for mobile commerce
- Extended Packaging Pilot Handbook

More information available at www.gs1.org/mobile.