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
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)
Which future?
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

1. 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 prioritise 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