



Reduced Space Symbology (RSS) is now called GS1 DataBar™

For Immediate Release

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GS1 announced today the adoption of the name “GS1 DataBar” for its new Bar Code, in replacement of the previously used “RSS” (Reduced Space Symbology), as the symbol enters the broad adoption phase.

The name change is required to avoid confusion with “RSS” very broadly used on the Web for “Really Simple Syndication”.

The GS1 DataBar name was selected because it is easy to remember and pronounce and works in all major languages. It also fits perfectly with the GS1 DataMatrix™ name already used for GS1’s version of this 2-dimensional bar code.

In order to ensure a smooth marketplace transition, GS1 will keep making reference to the previous name through 2008. This will be expressed as GS1 DataBar (RSS) to allow for industry documentation to match equipment interfaces during the transition period. GS1 also made provisions to maintain legacy terminology for five years in the GS1 General Specifications Glossary to accommodate ISO/IEC standard maintenance cycles.

For more information on GS1 DataBar and the GS1 decision to adopt it in 2010 for trade item scanning, visit <http://www.gs1.org/barcodes/> or send comments to gs1databar@gs1.org

About GS1

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