AIDC & Digital Link “What’s Possible”

Lisbon Lunch & Learn

Chairs: Steven Keddie, Phil Archer

September 2019
Digital Link Videos

Anti-trust caution

• GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is and always has been the policy of GS1.

• The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.

• This means:
  - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share.**
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

• The full anti-trust caution is available via the link below, if you would like to read it in its entirety: [http://www.gs1.org/gs1-anti-trust-caution](http://www.gs1.org/gs1-anti-trust-caution).
Statement & reminder for seeking intellectual property information

- Relevant to the features of the specification that are being developed in this work group, if anyone has knowledge or information about intellectual property rights, such as, patents or patent applications; please promptly convey this information to the work group facilitator.
- The intellectual property rights can either be in development or owned by persons, companies or third parties within this work group or outside this work group.
- We do this under the guidance of the GS1 Intellectual Property Policy, so that GS1 can seek to avoid the uncertainty regarding intellectual property claims against the Specification.
Meeting etiquette

- **Meetings will begin promptly as scheduled**
- **Be present – avoid multi-tasking**
- **Avoid distracting behaviour:**
  - Place mobile devices on silent mode
  - Avoid sidebar conversations
- **Be considerate**
  - Avoid monologues
  - Keep comments concise
- **Respect work group decisions**
  - Avoid re-opening decisions unless there is a significant quality impact

- **Collaborate** in support of meeting objectives
  - Ask questions
  - Be open to alternatives
- **Be representative**
  - Avoid personal remarks
  - Do not speak for your company or community if you do not clearly understand their needs
  - Votes should reflect the needs of your company or community
WiFi internet access

- Select network “Sheraton Lisboa” and connect
- Password: GS1events
Today’s line up
Tyler Comin is the product marketing specialist for BarTender® by Seagull Scientific. He works closely with end users, strategic partners and thought-leadership across various industries and organizations involved with Auto-ID technology, including barcode and RFID. Tyler focuses his efforts on providing product strategy and innovation based on customer feedback and industry trends. Prior to taking his current role in marketing, Tyler focused on technical problem solving as part of sales engineering and technical services groups at BarTender® by Seagull Scientific. He holds a degree in Communications from Eastern Washington University.
Jeanne Duckett leads the Transparency Initiative Development for Avery Dennison Printer Systems investigating: Blockchain, Distributed Computing, RFID, networking and new technology and other relevant technologies. She manages the Food IP portfolio in addition to holding multiple patents in imaging, RFID handling, and various aspects of printer design including design of Food Freshness Printers. Jeanne is a contributing member of AIM Global and GS1 inter-industry organizations. Currently on AIM NA Board and chairs the AIM North America Food Policy Committee and previous chairman of the IOT and Blockchain Council, RFID Experts Group. Participates on Technology Symbols, Wireless Communication, GS1 Supply Chain Visibility and GS1 Foodservice Initiatives.
Grant recently started Smarter and Safer Products. He is recognised for his extensive experience in the pharmaceutical industry, having spent the previous 24 years working for GlaxoSmithKline in product security, serialisation and enabling the digitisation of products. His focus is on making products Smarter and Safer for patients and consumers.

Grant has been an active member of the European Manufacturers association, EFPIA, for twelve years advising on both manufacturing and supply chain related issues. A core focus of this work has been the strategy and advocacy work behind the European Falsified Medicines Directive working with both the EMVO and European Commission.

He is a member of the GS1 Healthcare Leadership Team and now Co-Chairs the GS1 Digital Link working group. He obtained a Business degree at the University of Hertfordshire Business School and is a Musician and DJ in his spare time.
About BarTender®

BarTender transforms information into the labels, barcodes and RFID tags that drive business.
So what just happened
It means

https://example.com/gtin/9506000134369

You can convert any GS1 identifier into a Web address
Any set of GS1 IDs can exist as a Web address

GTIN: 09506000134376
Batch/lot ABC
Serial no: 123456
Expiry: 2021-12-31
Any set of GS1 IDs can exist as a Web address

GTIN: 09506000134376
Batch/lot ABC
Serial no: 123456
Expiry: 211200  (GS1 date format)

example.com/gtin/ /lot/ /ser/ ?exp=
Digital Link MSWG open meeting Thursday

Show & Tell from

- EVRYTHNG
- Roche
- Avery Dennison
- GS1 Jordan
- Tracelink

Work items

- Version 1.2 to do list
  - Ingestion API
  - Security, audit etc.
  - More on semantics (Linked Data)
- Implementation guide
Questions?
Thank you.