Who may attend: Everyone!
Speaker: Kevin Stark, GS1 GO
Goals

- Understand context for “Innovation”
- How is Innovation being approached within GS1 GO
- What’s happening in 2017
How to reinvent a 125 year old company...

“To reinvent yourself, you have to constantly think about what’s new, what’s next, and how do I adapt.”

- Beth Comstock, Vice Chair, GE
The Innovation Ambition Matrix

- **TRANSFORMATIONAL**
  - Developing breakthroughs and inventing things for markets that don’t yet exist

- **ADJACENT**
  - Expanding from existing business into “new to the company” business

- **CORE**
  - Optimizing existing products for existing customers

**WHERE TO PLAY**
- Serve existing markets and customers
- Enter adjacent markets, serve adjacent customers
- Create new markets, target new customer needs

**HOW TO WIN**
- Use existing products and assets
- Add incremental products and assets
- Develop new products and assets

Innovation Program @ GS1

• Focused on extremely disruptive topics that create opportunities for big impact

• Innovation is grounded in the needs of industry

• Innovation exploration is empowered by a broad internal and external ecosystem
Innovation Program @ GS1 (2017)

• Focused on extremely disruptive topics that create opportunities for big impact
  - Consumer Internet of Things

• Innovation is grounded in the needs of industry
  - Industry Engagement, GS1 Innovation Board

• Innovation exploration is empowered by a broad internal and external ecosystem
  - Connections with MOs
  - Forward-looking Research by AutoID Labs
Auto-ID Labs
Network of six Research Institutions, furthering GS1’s mission
AutoID Labs Activities

• **Advancing Technologies**
  - Traditional basic research (5-10 years)
  - Value: Basic research to ensure we’re on the fore-front of future technology developments

• **Applying GS1 Standards to new applications**
  - Supports near-term adoption of GS1 standards (< 2 years)
  - Value: Labs actively support regional initiatives to drive standards adoption by end users

• **Leveraging GS1 data to discover new capabilities**
  - Medium-term development, but include current commercial deployment
  - Value: Drives development of capabilities that can become value add services for GS1 or solution providers
AutoID Labs Activities (2016 projects)

- **Advancing Technologies**
  - Product Identification (VR/AR)
  - RFID sensor crack detection
  - Deep learning / machine vision
  - Improved RFID Reader-on-a-Chip
  - Sensor-enabled RFID tag
  - Implantable glucose sensor
  - Data analytics in healthcare
  - Smart city pilot model
  - Data mining / network science
  - Tracking problems in logistics with data
  - Energy harvesting sensors
  - AIDC for visually impaired people

- **Applying GS1 Standards to new applications**
  - Food safety (Chinese gov’t)
  - Disaster relief supply item management

- **Leveraging GS1 data to discover new capabilities**
  - Scan & Go self-checkout (Valora)
  - Food literacy app
AutoID Labs Activities (GS1 sectors)

- **Advancing Technologies**
  - Product Identification (VR/AR)
  - RFID sensor crack detection
  - Deep learning / machine vision
  - Improved RFID Reader-on-a-Chip
  - Sensor-enabled RFID tag
  - Implantable glucose sensor
  - Data analytics in healthcare
  - Smart city pilot model
  - Data mining / network science
  - Tracking problems in logistics with data
  - Energy harvesting sensors
  - AIDC for visually impaired people

- **Applying GS1 Standards to new applications**
  - Food safety (Chinese gov’t)
  - Disaster relief supply item management

- **Leveraging GS1 data to discover new capabilities**
  - Scan & Go self-checkout (Valora)
  - Food literacy app
Scan & Go mobile Self-Checkout Pilot

Self checkout adoption and usage studies

1) Check-in
2) Product scan
3) Basket overview
4) Payment Confirmation
5) Private Feedback

Right: Public feedback screen with store-specific QR-code for payment confirmation

https://www.facebook.com/ScanGoApp/videos/661031737407190/
Questions?
Thank you!

Kevin C. Stark, Sr., Ph.D.
Sr. Director, Innovation

Princeton, NJ, USA

+1 609-557-4542
+1 216-225-3020
kevin.stark@gs1.org