



Mobile Commerce

Diane Taillard, June 5th 2007
diane.taillard@gs1.org

The global language of business

www.gs1.org



What's happening today?

➔ Barcodes and RFID tags can « speak » with cell phones.

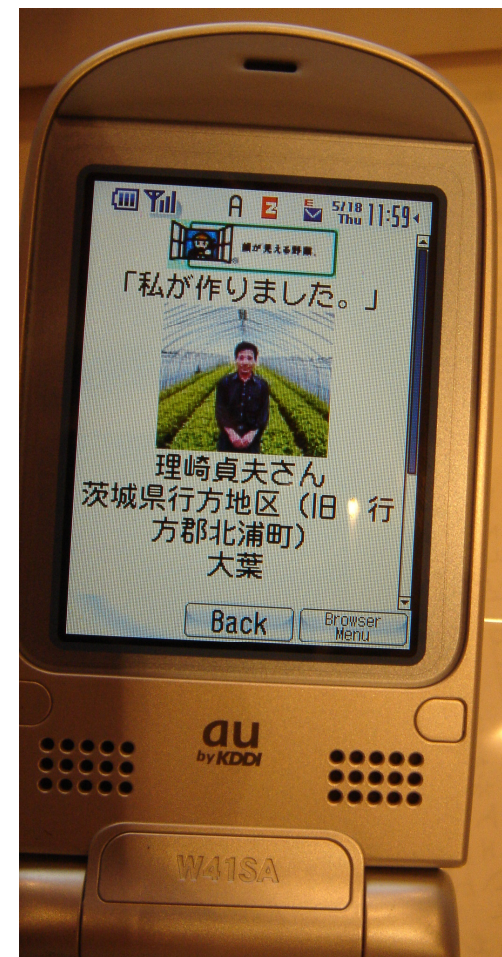
“In Japan, McDonald's customers can already point their cell phones at the wrapping on their hamburgers and get nutrition information on their screens.

New York Times, April 2 2007





Products





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

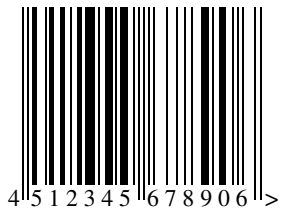
Lack of interoperability :

- No global barcode standard for mobile phones
- Two parallel standards for RFID (EPC, NFC)





Which future ?





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

