



Extended Packaging is a reality for consumers

GS1 MobileCom brings key stakeholders together in Paris to define next steps for standards-based mobile commerce

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Brussels, Belgium, 25 November 2009 – A group of over 60 people from global brands and retailers including Nestlé, Kraft, L'Oréal, Coca-Cola, Walmart, Metro and Carrefour, solution providers and staff from local GS1 offices met in Paris last week to build the future of mobile commerce together.

Extended Packaging defines how consumers can get product information on their mobile phones by scanning a barcode on product packaging. Participants shared their experience of how businesses are piloting and implementing Extended Packaging today, giving further evidence that the market is ready for mass rollouts and anticipating significant growth in this area in 2010.

- **Carrefour** is preparing a service that will launch in January 2010 to give consumers access to additional information about a selection of products through their mobile phones.
- **Franprix** (owned by the Casino supermarket group) launched a live mobile application giving consumers access to information to help them choose wine during the busy September Wine Festival season. Over two thirds of consumers interviewed found the service useful.
- **Nokia** has run successful pilots involved wine, jeans and DVDs. An overwhelming majority of consumers said they would re-use these services if available on a wider scale.

“Extended Packaging is a reality for consumers. It's our job to make sure the services we offer reach the widest audience. That's only possible with the right standards in place,” commented Vanderlei Roque dos Santos (Nestlé), co-chair of the GS1 MobileCom group.

The main conclusion of this meeting was that finding a way to link standard GS1 barcodes with trusted data about products is the clear next step for this group. This will make Extended Packaging even more compelling for businesses and consumers. The GS1 MobileCom group has already begun work on this area which will benefit all stakeholders by allowing trusted information to be available in an open format and give rise to a range of value added services for consumers.

In addition, the group defined the scope of a project on global standards for mobile coupons and finalised the content of a White Paper that provides recommendations on how retail stores can interact with mobile phones to be published in December.

ENDS

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About GS1

GS1 is a neutral, not-for-profit organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 is driven by more than a million companies, who execute more than six billion transactions a day with the GS1 System of Standards. GS1 is truly global, with local Member Organisations in 108 countries, with the Global Office in Brussels, Belgium.

Download the "What is GS1?" brochure from www.gs1.org/docs/what_is_gs1.pdf. For other information about GS1, go to www.gs1.org.

About GS1 MobileCom

The goal of the GS1 MobileCom initiative is to give all consumers access to trusted product information and related services via their mobile phones. It urges all stakeholders to use GS1 standards to make this possible and in doing so to ensure interoperable, scalable and cost-effective applications. In general, it seeks that collaborative Mobile Commerce applications are enabled by an open infrastructure. The group aims to:

- identify opportunities to use mobile technology and GS1 standards and to drive innovation in the extended supply chain
- show the business case behind relevant applications
- bring together existing standards to support those applications
- launch the development process to fill gaps in standards
- support standards implementation in the market

More information available at www.gs1.org/mobile.