



Bringing together Supply Chain and Multimedia Mobile stakeholders

• **Editorial**

**The possibility of a niche**

M-commerce, a major innovation according to marketers, should soon start to develop rapidly. Why? Because mobile Internet, which has become a focal point for a wide range of products and applications, gives brands the opportunity to develop new services. This communication channel with consumers is rich in possibilities: communication area differentiation, ultra-targeted information, individualized promotions, etc. And usages are still based on simple technologies. CodeOnLine, the latest service offered by GS1, meets this criterion. By bringing together something that already exists (the barcode featured on all products) and the fertile imagination of brands, CodeOnLine offers countless opportunities to achieve personalized communication objectives very precisely. This will lead to the emergence of many new segments in a mass market.

Nathalie Damery  
Director of Strategic Marketing and Communication, GS1 France

• **CodeOnLine platform: and they're off!**

Since 16 September, GS1 France has offered a new service to its members: CodeOnLine. CodeOnLine is a technical platform designed to facilitate experimentation with GS1 standards-based mobile services. The CodeOnLine website describes the basic operating principles and enables users to download the barcode reader (1D/2D).



CodeOnLine then directs the mobile Internet user/consumer to information provided by the brand via the code that is already on the product.

**It's your turn!**

Give us your suggestions for pilot projects, create mobile Internet content: starting on 16 September, GS1 France is making the technical infrastructure available to you!

**Feature of the Month**

**Paperless boarding pass!**

Air France is in the process of converting some of its boarding passes to paperless format. A pilot phase has begun on the 15 daily flights between Paris and Amsterdam. Passengers simply need their ID and mobile phone to board the aircraft. After first checking in on the Air France mobile website (<http://mobile.airfrance.com/>), passengers receive their boarding pass (photo below) without having to stop at the ticket window.



This boarding barcode (Aztec code) adheres to the specifications published by the IATA (International Air Transportation Association) ([link](#))

Source: ITR Manager  
[Link to full article](#)

> **Join the Mobile Commerce Committee**

The Mobile Commerce Committee is a consultation and research platform for all those involved in the use of mobile telephones along the supply chain and in commerce.

> To participate, contact **Marc Benhaim**  
([marc.benhaim@gs1fr.org](mailto:marc.benhaim@gs1fr.org))

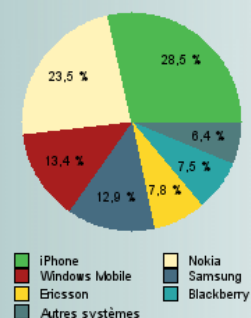
• **iPhone creates a stir in the mobile Internet market**

In less than a year, the iPhone has become the most widely used mobile Web terminal. In France, visits to websites from an iPhone have jumped by 33% since the launch of Apple's new device, according to the July edition of the CybereStat visit index published by the audience measurement institute.

Source: *Journal du Net*

[Link to full article](#)

Répartition des visites depuis un mobile par système d'exploitation



Source : Médiamétrie-eStat / Juin-Juillet 2008

## > GS1 international news

### GS1 publishes its recommendations for the use of barcodes in mobile services

In the wake of the high expectations generated by the meeting held in New York in June, GS1 has published its recommendations for companies wishing to test or implement mobile services based on the use of barcodes and the identifiers they contain.

The aim of this initiative is to steer the market toward standard, copyright-free, interoperable and international identification solutions, a pre-requisite for deploying lasting solutions and reaching the mass market.

Find the article (in English): [link](#)

Find the press release (in English): [link](#)

Contact: Cédric Houlette ([cedric.houlette@gs1fr.org](mailto:cedric.houlette@gs1fr.org), +33140955479)

### • Launch of Orange price comparison service

Orange has launched "Orange Shopping", its new mobile service that allows shoppers to compare the price of a product and purchase it online by scanning the barcode shown on the item.

This service, available only to Orange customers, can be downloaded via the Orange World portal and used to purchase a wide range of products, including high-tech goods, fashion, books, CDs & DVDs, sporting goods, etc. The barcode read function is currently available only on some Nokia telephones (see list on the Orange website). For other phones, a keyword can be used or the GS1 code can be entered on the keyboard.

[Link](#) to a description of the service and Orange videos

### • Gifts ease Mobile Marketing

According to a study by the ABI Research firm, offering discount coupons or digital goods makes it easier for consumers to accept advertisers' mobile ads. Something to remember when defining a mobile marketing strategy and developing new consumer services.

[Link to the article](#)

Source: L'Atelier

### • Android news

The "Google Phone", the highly anticipated iPhone competitor, is scheduled to be released at the end of the year by Taiwanese manufacturer HTC. Its advantage for application developers is that it is based on an operating system whose specifications are public. In its "out of the box" configuration, it will feature 10 applications from the international contest organized by Google earlier this year ([see a description of the applications](#), source: *Journal du net*), one of which is based on GS1 standards (<http://scan.jsharkey.org/>), a price comparison service similar to the one offered by Orange.

Numerous videos of the upcoming device are available on the Internet: [An example](#)



## Mark your calendar!

• **22-25 September 2008: Equipmag**, *The point-of-sale equipment, technology and services trade show*. GS1, located in the PERIFEM village, will have the opportunity to present its work on the standardization of technologies for commerce, including in particular Mobile Commerce and RFID. [Link to the Equipmag website](#)

• **21-23 October 2008: IP Convergence**  
GS1 is organizing a conference day on 21 October on the topic "A new customer relationship through Mobile Commerce". Promotional offers, product information, nutrition and usage tips: all this information is now available on mobile phones thanks to existing GS1 standards (barcodes, RFID chips, etc.). On the programme:

- *What are the new usages of Mobile Commerce?*
- *What role can standards play in the rapid implementation of Mobile Commerce?*
- *What are some good examples of implementations and current experiments?*

*Numerous players in the world of commerce and industry as well as institutions will share their view of the market with you.*

This newsletter is written and produced by Cédric Houlette, Marc Benhaim and Xavier Barras.

Please feel free to share it with your friends and colleagues.

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