



## > GS1 international news

### Meeting in Cologne

The Commerce and Industry companies belonging to the GS1 Mobile Com international group met on 12, 13 and 14 November to work on a joint solution that will enable their products to interact with their customers' mobile telephones. The goal is to publish recommendations regarding the GS1 standards to be used for packaging (barcode, the service's logo, etc.) and for the technical infrastructure to be implemented (directory of the GS1 company, exchange protocol, etc.).

This meeting, attended by some 50 participants including Carrefour, Kraft Food, Nestlé and Metro Group, was also an opportunity to visit the Metro Future Store and to experiment on site with the mobile applications offered to consumers.

Find information about this event: [link](#)

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## Mark your calendar!

### • 9 and 10 December 2008: RFID trade show

Discover the various applications of RFID (radio-frequency identification) at the largest European trade show dedicated to this technology.

[Link to the trade show website](#)

### • BlackBerry gets ready for an application download platform

In order to reverse the current trend that favours its competitor, Apple, in the smart phone market, RIM is launching a mobile application download platform.



The manufacturer promises to give 80% of the revenues generated by the platform to application developers.

[Link to the article](#), source: *L'usine Nouvelle*

## • A message from our partners The International Retail Industry Cluster (PICOM)

PICOM, an international retail industry cluster located in Lille, is the only organization of its kind in France. It brings together economic players who envision commerce of the future by combining technological resources, research and the sector's expectations.

Its members work on such projects as LMU (Lille Métropole Ubiquitaire), where everyday services, mainly commercial services, will be accessible anywhere, any time, via a mobile telephone.



One of its objectives is to "provide a vision of commerce of the future in which mobile devices will be at the centre of the customer relationship, in a continuous service offering," says Didier Lieven, R&D Manager. This means, among other things, being able to manage a shopping assistant built into the customer's telephone which can be used to read product barcodes in order to interact with them.

Of the various other projects carried out in conjunction with LMU, one is particularly in line with GS1's vision on the use of new technologies in commerce: the ICOM project (Infrastructure for COMmerce of the future). ICOM's aim is to design a platform that will be used to collect, identify and filter information in the store in order to make it available to a large number of business applications.

## • Monthly figures

A study conducted by Benchmark Group outlines the services that consumers expect from brands on the Internet. This very informative study is a valuable tool for businesses wishing to improve relations with consumers and get in touch with their customers via the Internet and the mobile Internet.



[Link to the article](#), source: *Le journal du net*

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