



• **Editorial**

Mobile Internet is more a social than technological revolution. By allowing people to access information wherever they may be, it adds a whole new dimension to the Internet and raises the prospect of developing new services. However, opportunities will only be seized if consumers – the public – can use these new services easily and with confidence. That's why standardisation is so important. There must be a guarantee that access, with bar codes and RFID in particular, will fully meet all expectations. Without standards, users wanting to check train times might end up at a ringtone download site instead, for example. It is therefore essential that all m-commerce operators work together to offer the market competitive, accessible solutions.

Xavier Barras
Head of Innovation and Technologies, GS1 France

• **CodeOnLine platform: the scope of possibilities**

At a general meeting on 19 June, GS1 France presented *CodeOnLine* to members of the mobile commerce community. *CodeOnLine* is a technical platform (developed with service providers CEBIG, SERES and RFID CENTER) that aims to facilitate experimentation with mobile services for shoppers and retailers.



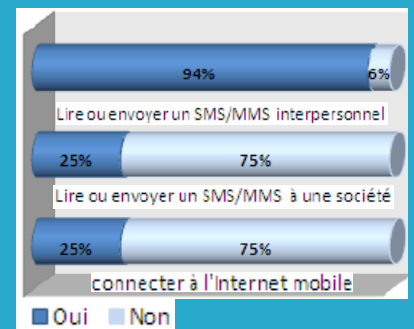
CodeOnLine can redirect mobile phone users to valuable information provided by the brand via a code that is already on the item.

With *CodeOnLine*, GS1 has demonstrated the technical feasibility of reading market standards (codes 1D and 2D), paving the way for open, interoperable models that allow companies to reach mass markets faster.

AFMM study on mobile multimedia usages

On 29 May 2008, the French Mobile Multimedia Association (AFMM) published the results of a study carried out with IPSOS on mobile multimedia use. The study reveals the various usages and behaviours of mobile phone users alongside the development of mobile Internet and 3G phone offers. This medium is highly conducive to m-commerce, with numerous applications waiting to be explored.

Use of mobile services among mobile phone owners aged 15 to 50



Source: AFMM

Read the whole study
[> Link](#)

> *Join the Mobile Commerce Committee*

The Mobile Commerce Committee is a consultation and research platform for all cellphone stakeholders along the supply chain and in trade.

> To join, contact **Marc Benhaim** (marc.benhaim@gs1fr.org)

• **The PICOM project: making mobile technology the focus of tomorrow's world**

The only French competitiveness centre dedicated to commerce is focusing its efforts on mobile telephones. Indeed, economic players, service providers and the research sphere are working together on the LMU (Lille Métropole Ubiquitaire) project, which will allow day-to-day services – mostly commercial – to be accessible anywhere, anytime via mobile phone. This centre is in fact one of the main reasons that GS1 intends to launch its new RFID in Lille. Last month, Lille also hosted the International Contactless Technology Forum, where GS1 presented its work on RFID and mobile commerce ([link to article](#)). Source: Data Collection

> International news

The GS1 Mobile Com working group met on 12 and 13 June in New York. Attendees included representatives from Nestlé, Kraft, P&G, Johnson & Johnson Consumer, L'Oréal, Carrefour, AT&T, the Mobile Marketing Association and the GSM Association. The group concentrated on e-packaging, with identified tasks divided among small groups whose common aim was to articulate the position of commerce professionals on mobile-commerce standardisation requirements. The main themes included:

- Business applications (description of usage scenarios)
- Identification and data carriers (1D, 2D)
- RFID (EPC/NFC)
- Mobile handsets and operators
- Datapools
- In-store applications and point-of-sale
- Payment

Contact:

Cédric Houlette (cedric.houlette@gs1fr.org – +33 (0)1 40 95 54 79)

• More than 100 million 3G subscribers in Europe

European mobile phone operators have reached a new milestone: more than 100 million subscribers to third-generation (3G) services, according to a study published by Informa Telecoms and Media.

At the end of May, Europe was home to 101.5 million subscribers to 3G networks out of 910.8 million mobile phone customers in total, resulting in a penetration rate of 11.1%, according to Informa. The agency points out that this only includes handsets actually used for voice services, data transfer or both.

Source: ITR Manager

[Link to article](#)

• 3G iPhone: services take priority!

Alongside the 11 July release of an iPhone compatible with 3G mobile networks, Apple has announced the launch of a new software programme intended to support professional applications and stimulate handset sales.

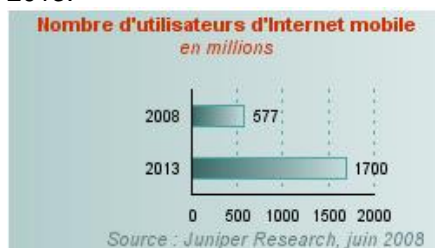
Apple is expecting to open an Apple Store soon, with a service that allows the downloading of applications developed by third parties directly onto the iPhone so as to further expand its market. The services available will eventually bring in more revenue than handset sales.

Source: ITR Manager

[Link to article](#)

• This month in figures

Study showing mobile Internet user numbers as forecast for 2008 and 2013:



Source: L'Internaute magazine

Global mobile Internet user numbers will rise from 577 million in 2008 to **1.7 billion in 2012**, according to Juniper Research estimates. In particular, demand is growing on the back of the **development of Web 2.0 mobile applications and the increasing use of 3G.**

>[View](#) the study

Mark your calendar!

• **19 and 24 September 2008: Equipmag**, *the point-of-sale equipment, technology and services fair.*
In the PERIFEM village, GS1 will have the opportunity to present its work on the standardisation of technologies for commerce, for mobile commerce and RFID in particular.

[Link to Equipmag website](#)

• 21 October 2008: IP Convergence

GS1 conference day on the theme of "New customer relations through mobile commerce."

Promotional offers, product data, nutritional guidance and user advice: all such information can now be accessed via mobile phone with existing GS1 standards (bar codes, RFID cards etc). On the programme:

- *What are the latest mobile commerce usages?*
- *What role can standards play in the rapid development of mobile commerce?*
- *What are some current examples of developments and experiences?*

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

Please feel free to pass it along to friends and colleagues.

> To subscribe or unsubscribe, please contact: marc.benhaim@gs1fr.org

GS1 France
2, rue Maurice Hartmann
92137 Issy-les-Moulineaux cedex
T +33 (0)1 40 95 54 10
F +33 (0)1 40 95 54 49
E infos@gs1fr.org
www.gs1.fr

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