



Bringing together Supply Chain and Multimedia Mobile stakeholders

• **Editorial**

Given its unrivalled level of penetration in the global population and its functional capacity (data transfer, internet access, images, sound etc.), the mobile phone will without question forever alter the relationship between brands and customers.

This newsletter is part of GS1 France's efforts to guide its members through the latest market trends and developments. It describes the initiatives and experiments in the use of standards that, we believe, will be a catalyst for the innovative solutions of tomorrow.

We hope that this newsletter will meet your expectations and we invite requests and contributions for future improvements.

Cédric HOULETTE  
Mobile Commerce Project  
Coordinator

> **Join the Mobile Commerce Committee**

The Mobile Commerce Committee is a coordination and research platform for stakeholders involved in the use of mobile telephones in supply chains and commerce.

> For more information on the committee's activities and modes of participation, contact **Marc BENHAIM**  
([marc.benhaim@gs1fr.org](mailto:marc.benhaim@gs1fr.org))

• **GS1 France and Mobile Commerce**

GS1 France works with and for its members, to bridge two worlds: mobile multimedia (81.1% of the French population has mobile phones) and supply chains (all commercial products are identified using a globally unique barcode).

Through its operational initiatives, GS1 France explores models of mobile phone use oriented to the mass market.

• **A viticultural mobile service**

At the most recent CIES Conference (*International Committee of Food Retail Chains*), GS1 France presented a mobile phone application that seeks to involve consumers in environmental protection at the moment of purchase. This initiative—directed by a small French winemaking company from Médoc, Vignoble Lacombe, in partnership with GS1 France and its technical partners (CEBIG and RFID Center)—is based on new mobile telephone applications and GS1 international standards.

• **Mobile Commerce presented to distributors**

At the Carrefour Innovation Convention (March 2008), dedicated to innovative retail technologies, GS1 France introduced visitors to the benefits of Mobile Commerce for customer relations. The demonstrator model called "Code On Line" was centre stage. Taking advantage of existing standards (product barcodes and electronic catalogues), it provides consumers with personalised information on a range of product characteristics (allergens, country of origin, dietary compatibility, etc.).

On the GS1 France site

> Two promotional tools

The Code on Line video.  
> [Click here to watch.](#)

GS1 France's Mobile Commerce Service.  
> [Click here to access.](#)

**Collaborative forum**

To contribute more effectively to Mobile Commerce initiatives, GS1 France has recently launched a forum on its website ([www.gs1.fr](http://www.gs1.fr)).

Members should have their user names and passwords handy.

This month, we ask for your input on the logo that will be used to identify mobile services products.

> To connect to the forum click [here.](#)

## > GS1 around the world

GS1's international organisations are leading efforts at the global level to bring together supply chain standards and mobile services. After the publication of a white paper in February 2008, here are some of the upcoming initiatives and events:

- Meeting in New York, in June, to bring the United States on board the initiatives already underway in Europe and Japan.
- Partnership contract in the works with MMA (Mobile Marketing Association).
- Focus on ePackaging (linking a product to product information via the Internet and/or mobile phone) with the goal of defining standards by early 2009.

## • Cellfire

In the United States, the solution offered by the Cellfire company makes it possible to download and store a wide range of coupons on a mobile phone via a classic Internet portal.

At checkout, the customer simply presents the coupon on their mobile telephone to benefit from the offer or discount.

> For further information, [click here](#).

## • Real Eyes 3D

Several months ago, the French company Real Eyes 3D announced a technical solution for reading the barcodes that appear on all mass market products (1 dimension) using any mobile telephone.

> To read the press release, [click here](#).

## • Google-Phone Project (ANDROID)

Google is positioning itself in the mobile market with the creation of the Open Alliance Handset group (operators and handset makers) and the development of the Gphone, an open source mobile phone operating system, which should spur development of mobile applications.

A prototype of the Gphone was presented at the GSMA in Barcelona.

An international developer challenge for mobile apps has been launched to prepare for Gphone's release. Fifty winning applications will be financed by Google.

> To see one of the winning projects, which uses GS1 standards, [click here](#).

> To see the 10 leading Gphone apps (source: *Le journal du Net*), [click here](#).

## IP Convergence Expo (October 21 to 23)

GS1 has organised a daylong series of conferences, to be held on October 21, 2008, on the theme: "Transforming Customer Relations through Mobile Commerce."

Promotional offers, product information, nutritional and user guides—from now on all this information is accessible by using a mobile phone to read product identifiers (barcodes, RFID, etc.).

- *What are the new uses of Mobile Commerce?*
- *What role do standards play in the rapid deployment of Mobile Commerce?*
- *What are some examples of initiatives already underway?*

## Mark it on your calendar!

- **June 19, 2008:** Presentation of the Code On Line platform.

*Code On Line strives to facilitate experimentation with mobile services by its members in both retail and distribution. And all based on sources of data that are already available and tested in commercial transactions.*

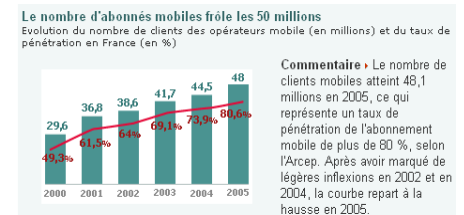
> Presentation at GS1 France's offices.

To register:

[marc.benhaim@gs1fr.org](mailto:marc.benhaim@gs1fr.org)

## • Monthly figures

A study presenting an overview of the French mobile telephone market in the first half of 2008:



Source: *L'Internaute Magazine*

> To consult the study, [click here](#).

This newsletter was written and produced by Cédric HOULETTE, Marc BENHAIM and Xavier BARRAS.

Please feel free to distribute widely.

> To subscribe or unsubscribe:

[marc.benhaim@gs1fr.org](mailto: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](mailto:infos@gs1fr.org)  
[www.gs1.fr](http://www.gs1.fr)

GS1 - The global language of business