



GS1 GoScan

Bringing trusted information to consumers

There are over 4 billion mobile phones worldwide being used by consumers to access product data, compare products and prices, create shopping lists, obtain and redeem coupons and much more.

- Consumers are demanding detailed, trusted product information
- They expect this information to be provided accurately and in real time
- Governments are legislating for additional information on product labels
- Brand owners want to build direct dialogue with shoppers and build their brands

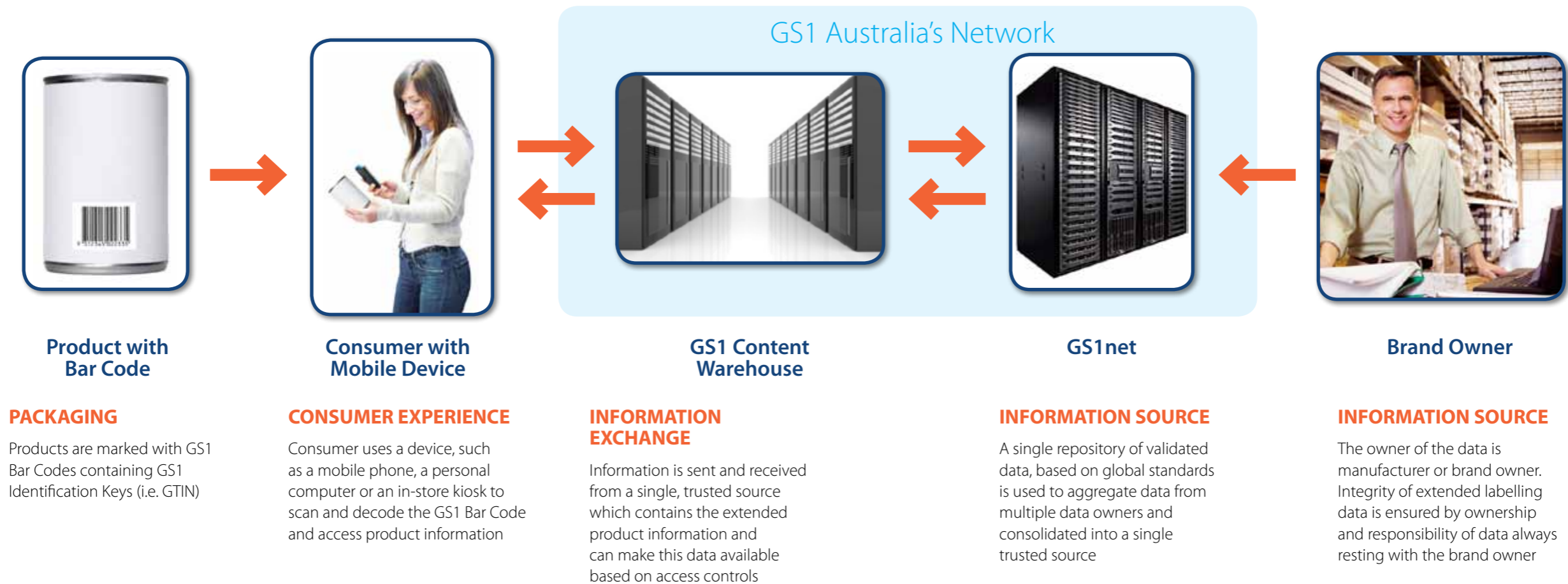


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How does GS1 GoScan work?



All these factors and more are competing for label space and there is just not enough of it...

Industry is exploring new ways of engaging with consumers using mobile technologies, but the market is fragmented with different types of bar codes, different mobile devices and different sources of information. GS1 is working to unlock the potential of mobile commerce through global standards.

GS1 Australia is working with industry, in collaboration with the Australian Food and Grocery Council, to launch GS1 GoScan, the first whole-of-industry endorsed smart phone application.

GS1 GoScan delivers detailed product compositional data to consumers, accurately and in real time!

About GS1 GoScan

GS1 Australia has developed its first smart phone application to deliver trusted item data to consumers and support their growing need for detailed product information.

Available initially for the iPhone platform, GS1 GoScan leverages the Global Data Synchronisation Network (or GDSN) standards to enable brand owners to collect, validate and publish product compositional information, including:

- Ingredient lists
- Allergen information and other mandatory warnings
- Nutritional content and Daily Intake information
- Preparation, usage and storage instructions
- Country of Origin
- Dietary information such as Kosher, Halal, Organic and others
- Net contents and serving information
- And basis product data such as descriptions and images

The systems and standards relied upon by GS1 GoScan have been used by Australian industry for almost 15 years. GS1net is GS1 Australia's data synchronisation service and is used by food and grocery manufacturers to communicate master

product data to retailers, government agencies, research organisations and third-party solution providers. More than 800,000 product records from almost 1,400 suppliers are available on GS1net today.

GS1 GoScan relies on this manufacturer-approved and validated product data. This means consumers can rest assured that the information provided by GS1 GoScan is accurate, up to date and from the only trusted source of product compositional information – the companies that make and market these products. And because it can be adjusted in real time GS1 GoScan can be more up to date than a product label.

With GS1 GoScan, the consumer scans the bar code on a product to obtain the product's Global Trade Item Number (GTIN), or bar code number. Using this globally unique ID, GS1 GoScan accesses the manufacture-provided and validated data and displays the information to the consumer, consistently and regardless of the available space on a product's label.

In the food service industry GS1 GoScan enables manufacturers to provide restaurants and caterers with extended product information with the minimal packaging labels on catering packs. Caterers and restaurants will be able to more reliably provide information to their customers' that is of a particular interest, including whether the foods they are serving contain allergens.

What the future holds

There are no limits to the type and amount of product information that can be accessed by consumers using extended labelling technologies such as GS1 GoScan. Future releases of GoScan are already being considered to include sustainability information such as packaging materials and recyclable contents, returnable containers, and even embedded emissions.

Product variant-specific extensions are also possible. A project with the Wine makers Federation of Australia will look to develop a wine-specific extension for GS1 GoScan that will enable consumers to access information such as vintage, tasting notes, awards and accolades, cellaring potential and other wine maker information.

GoScan is an industry-sponsored solution based on product data provided and approved by manufacturers

For further information about GS1 GoScan contact GS1 Australia on 1300 366 033 or via email gs1aust@gs1au.org