

GS1 Announces New, Smaller Barcodes

Global task force sets 2010 adoption date for use on any trade item

GS1, the not-for-profit standards organization, has announced a global adoption date of 1 January, 2010 for a new barcode called Reduced Space Symbology (RSS). The new barcode is more than 50 per cent smaller than the commonly used GS1 barcode seen on most products today. They will coexist for the foreseeable future. The decision to switch over to RSS will be made by brand owners who may choose the smaller sized barcode to share more information about the product with trading partners, reclaim space on packaging for design purposes or provide more consumer communication.

RSS will enable the identification of smaller products such as pharmaceuticals as well as hard-to-mark products, such as fresh foods. Unlike the common GS1 barcode, RSS can carry serial numbers, lot numbers and expiry dates. This level of information supports product authentication and traceability initiatives, product quality assurance, variable measure product identification and the handling of coupons.

"RSS is a valuable addition to the GS1 System. The introduction of RSS and the advent of RFID and the Electronic Product Code (EPC) in the supply chain will enable

increased collaboration between trading partners and better visibility of products in the supply chain. RSS is a simple solution for trading partners looking for advanced information sharing who cannot justify the investment in RFID yet. It provides a good migration path for those companies. GS1 UK will provide support and guidance to end-users during the next 3 years to help prepare for the transition," said Andrew Osborne, Chief Technical Officer, GS1 UK.

The adoption date of 2010 sets the goal for barcode systems to be capable of scanning RSS bar codes and processing the

additional information. Separate dates will be set for the use of the additional data for new application areas by global standards work groups. Initial priorities were established for identification of fresh food, variable measure, and pharmaceutical products sold at retail.

The announcement follows a compelling business case review by a global task force comprising retailers, fast moving consumer goods manufacturers, pharmaceutical companies, GS1 Member Organizations and trade associations. For more information on GS1 and RSS, visit www.gs1.org.

RFID in Europe

European RFID users and vendors join together to push forward technology and applications

RFID technology providers, vendors and users have now the possibility to influence the conditions of competition for RFID technology and its further development in Europe, and to reinforce the political environment of RFID at European level.

RFID (radio frequency identification) has become a key ICT technology and Europe is going to play a major role in this high-tech area. In May 2006, key players in the European RFID sector started the "Co-ordinating European Efforts for Promoting the European RFID Value Chain" (CE RFID) initiative. It is now the group's task to include additional contributors in the project to enlarge the network and to involve all relevant industrial stakeholders of the RFID community in Europe. Activities within this project will stimulate and strengthen the competitiveness of European RFID users and vendors and will proliferate the political attention regarding RFID. Leading European RFID technology suppliers and

users such as Metro, Deutsche Post World Net, Philips and Rafsec have initiated CE RFID and now invite other industrial stakeholders to join.

CE RFID will set up a sustainable network of RFID technology providers, vendors and users, and help the European Commission to increase political awareness and intensify activities for the enhancement of this new technology. The partners of CE RFID will elaborate a concise RFID technology roadmap for the public and will provide detailed recommendations for a purposeful European research and legislation policy on RFID.

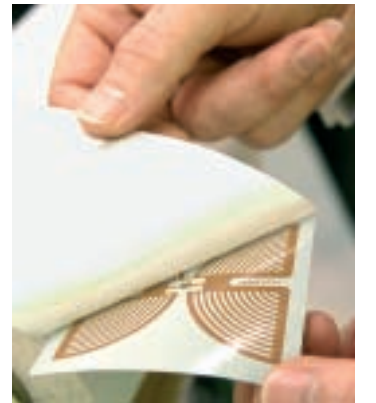
Additionally, CE RFID will — in close connection to organizations such as EPC and AIM — develop suggestions for an effective standardization and harmonization of RFID-related frequencies and data formats in Europe.

The initiative deploys a number of industry-driven workshops covering applications as well as technology roadmaps for RFID, research challenges, data standards,

frequency harmonization, user guidelines and legal aspects concerning RFID. A final conference "RFID in Europe — Technology for the Future" will present the results of the initiative to the public in spring 2008.

Moreover, CE RFID will contribute to the European Technology Platform on Smart Systems Integration — EPoSS which defines future R&D needs, innovation and policy requirements related to smart systems integration as well as to integrated micro- and nanosystems. CE RFID will help to ensure that RFID becomes an integral part of future smart systems in Europe.

Current members of CE RFID are MGI Metro Group Information Technology GmbH, AIDA Centre Sociedad Limit, Deutsche Post World Net AG, EADS Deutschland GmbH, FEIG ELECTRONIC GmbH, Philips Austria GmbH Styria, RF-IT Solutions GmbH, Siemens AG, Tyco Fire & Security ADT, UPM Rafsec Oy, and VDI/VDE Innovation + Technik GmbH. CE RFID partners invite



other RFID users and vendors from Europe to join their initiative and to work on a common European understanding of RFID.

CE RFID is funded by the European Commission. For further information, contact Dr Gerd Wolfram (Co-ordinator of CE RFID) MGI Metro Group Information Technology GmbH, Metrostraße 12 D-40325 Düsseldorf Germany info@rfid-in-action.eu www.rfid-in-action.eu

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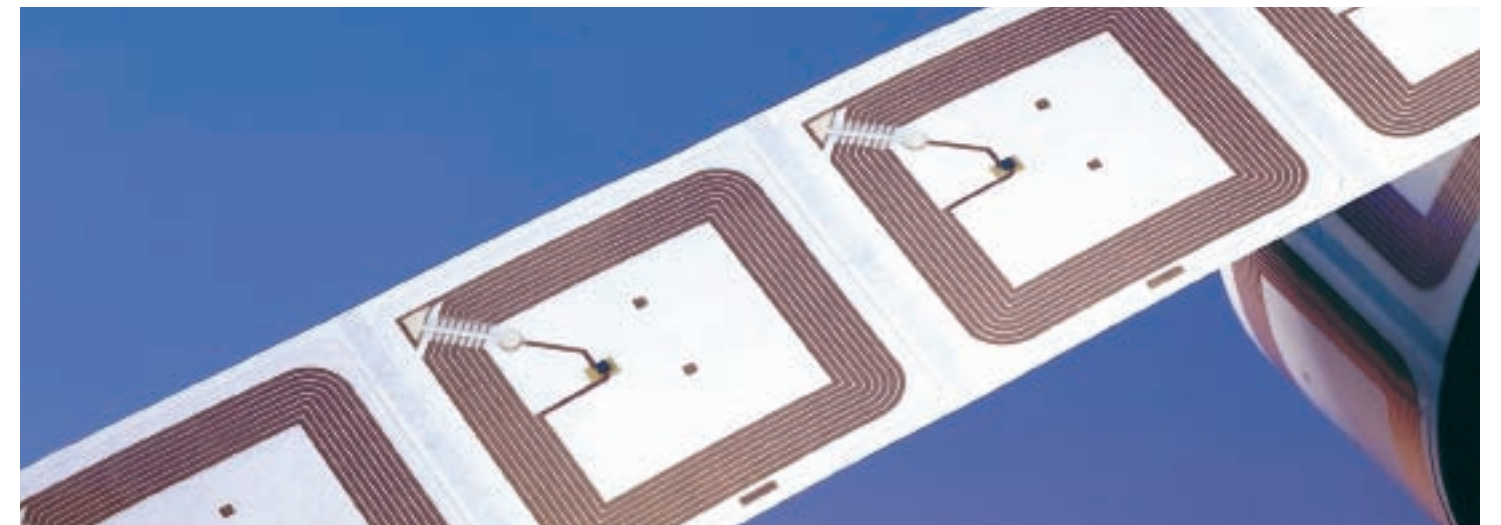
If you still produce your colour labels using a bureau service, there is a better alternative. The LX810 uses the latest inkjet technology to print personalised labels directly from your office PC. The LX810 prints labels on demand, in exact quantities and, for short runs, more economically than traditional offset/flexo press production. The print quality meets the highest standards and is scratchproof and water resistant.

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