GS1 Australia

The Global Language of Business

Smart Media

Give your product superior online and print presence



What is Smart Media?

Smart Media is a suite of services for recipients and publishers making it easy to produce, manage and share:

- **Professional product photography**
- **Essential product content including all on-pack data**
- **Video and multimedia files**

It is a complete product marketing solution for all markets.

Smart Media provides the assurance that shared product content is high quality and accurate.

Benefits

- **High quality photography**
  Professional images produced in-house are checked and validated to global imaging standards.
- **Customisable information**
  Extended product information including Country of Origin, ingredients, allergens and nutritional data can be added.
- **Consistent, accurate and up-to-date content**
  All product data captured will be reviewed and approved by the publisher before it is published to ensure consistency and accuracy.
- **Single source of truth**
  This single source of truth increases efficiency and accuracy. Sharing digital content and images via one platform will reduce duplication within your business.
- **Integration with other systems**
  Smart Media can be directly integrated into your ERP via an API feed. Publishers' NPC data can be integrated into Smart Media, avoiding duplication.
- **Easy to use and mobile**
  User friendly interface and accessible on all devices.

GS1 proudly partners with

NIELSEN BRANDBANK

"GS1 Australia Smart Media is an ideal solution for receiving product information from our publishers. It will definitely save us time and effort downloading images, digital assets etc."

Michael Joiner
National Shelf Management Manager
Metcash Food & Grocery

"GS1's smart media platform is phenomenal. With experienced market people taking our photographs, we don't do any of that anymore and it's saving us an enormous amount of time and mistakes."

Tim O'Connor
President and CEO
Elyptol



Step 1

Send your products to GS1



Step 2

We will photograph, weigh, measure and categorise your products



Step 3

We will curate and capture the data

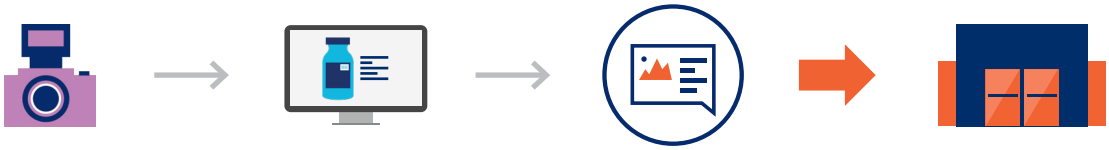


Step 4

You then approve content and we will release to your trading partners

Smart Media Content Creation process

Smart Media makes it easy. Simply send your products into the GS1 Australia studios in Melbourne or Sydney. We will create all content for you and validate against global standards.



Create professional product images

Capture all consumer facing data

Share with recipients

If you don't require Content Creation you can self-manage your own Smart Media library.

Still have questions? We're here to help

As our valued members vary in size across different industries, please contact us for a customised package option:

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Hundreds of companies already using Smart Media:

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