



The Global Language of Business

2D Technical Group



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Meeting #1, 29 February 2024

GS1 Competition Law Caution



GS1 Australia & GS1 New Zealand
2D Barcodes
Technical Group

- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
 - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share**
 - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full caution is available via the QR code, if you would like to read it in its entirety: <http://www.gs1.org/gs1-competition-law-caution>



Meeting Etiquette



Introduce Yourself
When asking a question

Be considerate
Silence phones
Keep comments concise

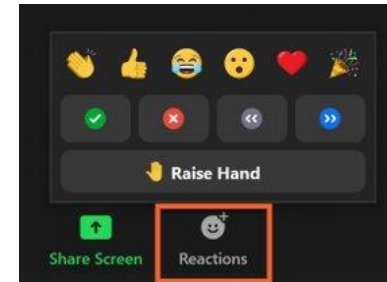
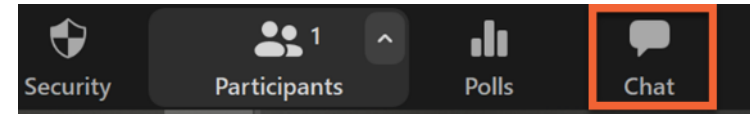
Be collaborative
Ask questions
Be open to other views

Be professional
Speak on company's behalf

Chat, raise hand and reaction functions



- Click the **Chat** button in the bar at the bottom of your screen to open the chat window to ask your questions
- In the bottom menu bar, Click the **Reactions** button to access emojis and to raise your hand if you have any questions



Agenda



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- Welcome and Introductions
- Level Set
- Governance
- Process/Operations
- Moving forward
- Close & Summary

Who is the core team



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2DBarcodes

A **new**
dimension
in barcodes



Level Setting



What are 2D barcodes?



- Uses both dimensions, the horizontal and vertical planes to encode data
- Can encode much more data in a much smaller space
- Require image-based scanners
- Has error correction capabilities



GS1 Application Identifiers



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GS1 Application identifiers are data elements which specific structure, format and purpose that assist in the unambiguous encoding of attribute data.

- AIs are prefixes that denote the data field that follows
- Over 300 AI's for all types of information
- For example: AI (01) denotes Global Trade Item Number and has a data format of n14 (fixed length of 14 numbers).

Syntaxes for 2D barcodes



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GS1 Element String Syntax



(01) 09506000149301
(10) AB-27
(17) 271231

GS1 Digital Link URI Syntax



<https://id.gs1.org/01/09506000149301/10/AB-27?17=271231>

How it works.....



GS1 DataMatrix



GTIN: 09506000134376

Batch/lot: ABC

Serial no: 123456

Expiry: 241201 (YYMMDD)

QR Code (GS1 Digital Link URI)



example.com/01/

/10/

/21/

?17=



2027

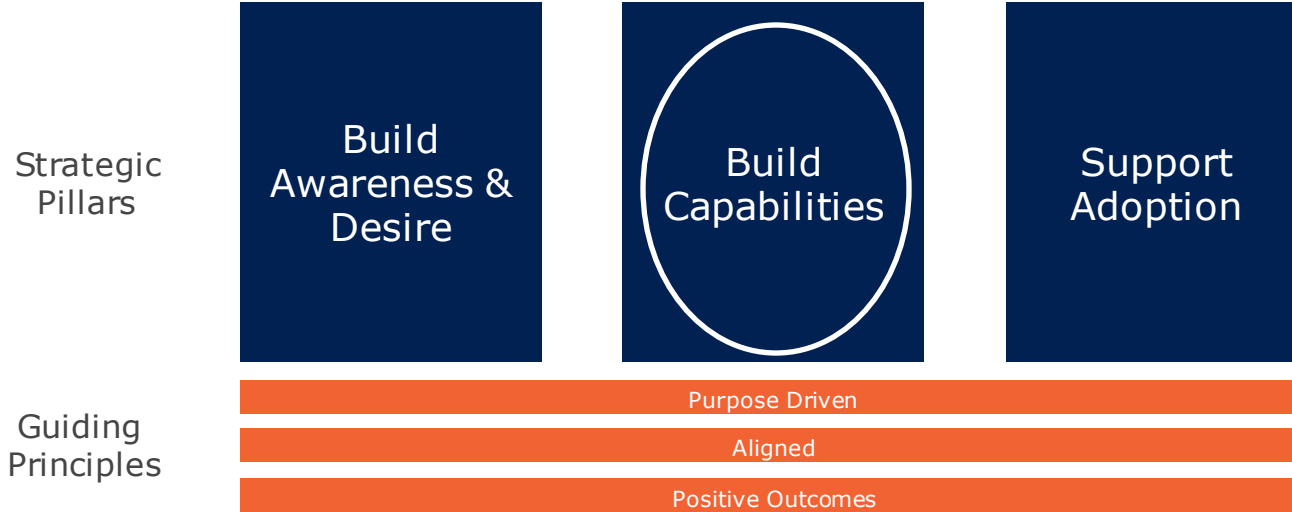
When all retail point-of-sale systems will aim to scan 2D Barcodes, worldwide.



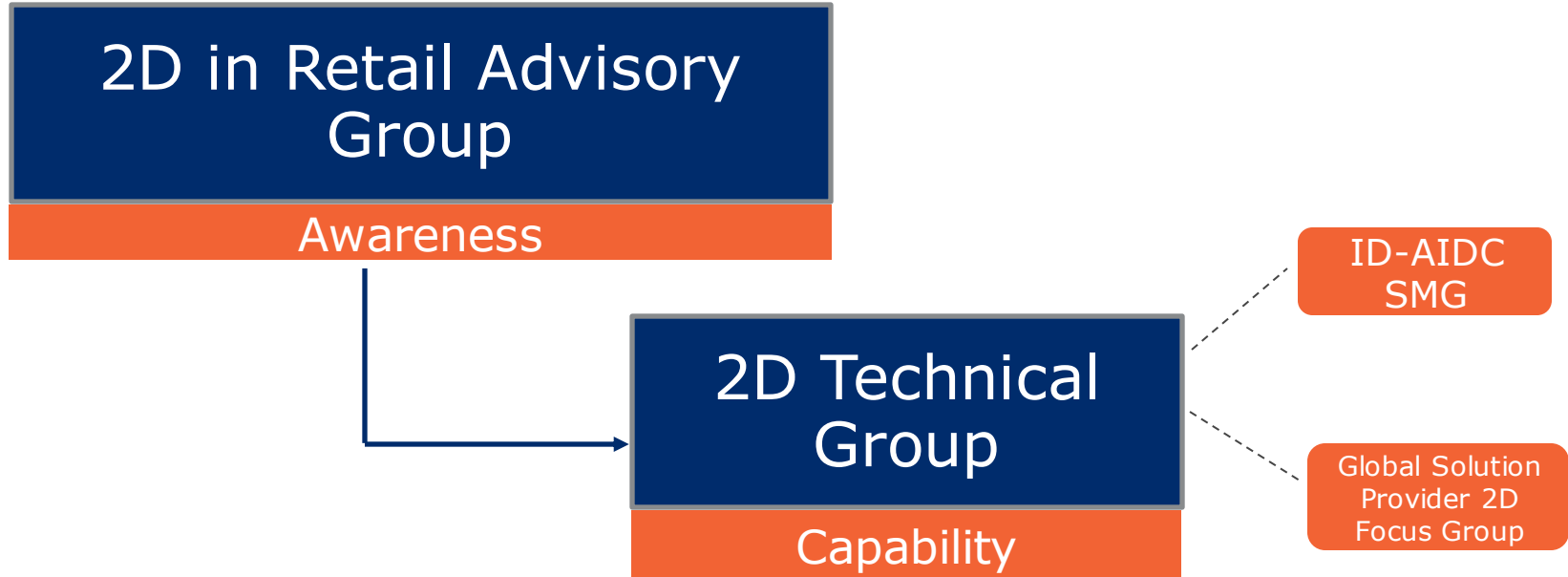
Why this group?



The 2D program is structured to build 2D awareness, desire, capabilities and support 2D adoption efforts to deliver positive outcomes.



Structure



It's a two-way process



Joint effort to build capability



Governance



Charter



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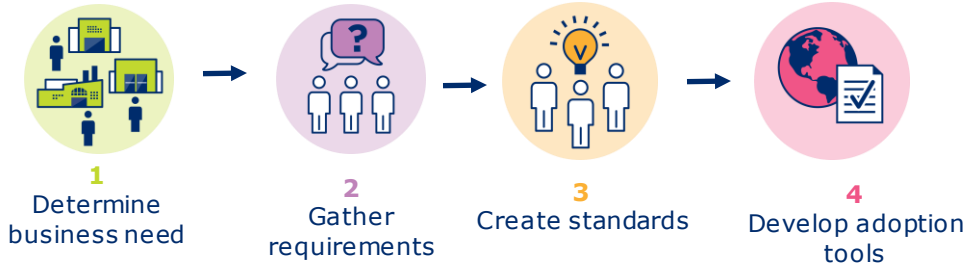
Global Standards Management Process (GSMP)



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GSMP is a community-based process for creating deliverables that serve the GS1 community

- Deliverables are created through the GSMP 4-Step Process



- Every GSMP Deliverable is created by a Work Group
- Each deliverable reflects the consensus of the GSMP community



GSMP

has rules and policies for GS1 to offer a **safe space** for companies to collaborate and agree on standards that will save costs and generate efficiencies for millions of companies around the world.

GSMP deliverables:

- GS1 Standards
- GS1 Guidelines
- Other collateral materials

Intellectual Property Considerations



GS1 seeks to develop standards that can be practiced on a royalty-free basis to the greatest extent possible.

The objective of the GS1 IP Policy is to obtain royalty-free or RAND (reasonable and non-discriminatory) licensing commitments from companies participating in GS1 Working Groups that have Essential IP (Necessary Claims) relative to the required features or functions of the standard under development.



How are we going to operate

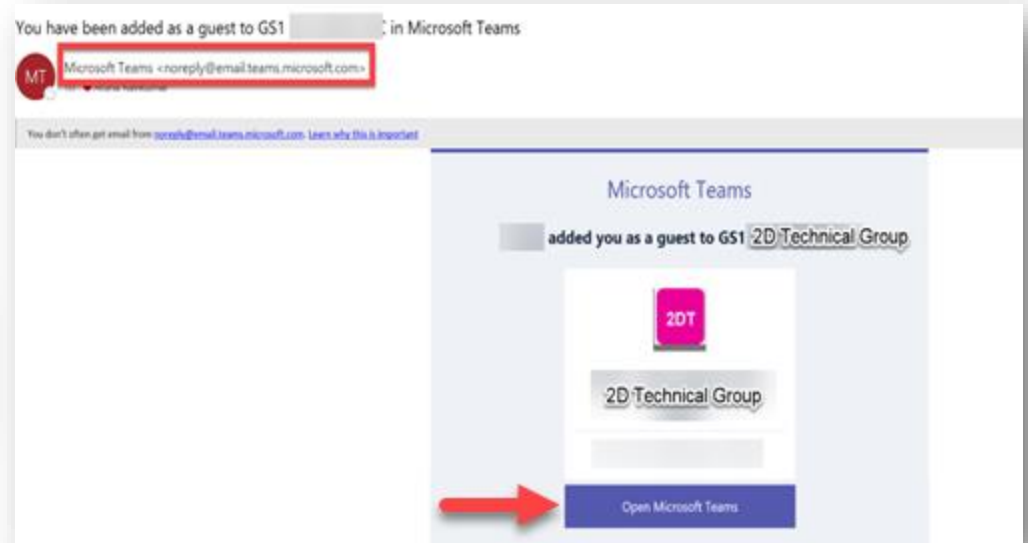
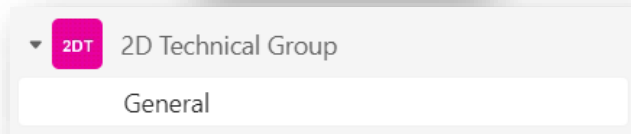
Aruna R & Nicky Hayward-Wright



Your invitation to Teams



Microsoft Team <noreply@email.teams.microsoft.com>



Accessing 2D Technical Group Team



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This screenshot shows the profile page for a user logged into the GS1 Australia mobile application. At the top, the header displays "GS1 Australia" with a red notification badge containing the number "1". Below the header, the user's name "Nicky Hayward Wright" is visible, along with a "View account" link. The user's status is "Available", and there are options for "Working remotely" and "Set status message". At the bottom, a grey bar highlights the "GS1 GO GSMP INC" account with a red notification badge containing the number "2". A button labeled "Switch to GS1 GO GSMP INC" is positioned below this bar.

This screenshot shows the profile page for a user logged into the GS1 GO GSMP INC mobile application. The header displays "GS1 GO GSMP INC" with a red notification badge containing the number "3" and a profile icon with the initials "NH". The user's name "Nicky Hayward Wright" is visible, along with a "View account" link. The user's status is "Offline", and there are options for "Set work location" and "Set status message". At the bottom, a grey bar highlights the "GS1 Australia" account with a red notification badge containing the number "4". A button labeled "Switch to GS1 Australia" is positioned below this bar.

Notifications



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Teams Tech Tip
Setting Notifications



Getting the most out of Teams



The screenshot shows a Microsoft Teams interface. At the top, there are tabs for 'General', 'Posts', and 'Files'. A dropdown menu is open, showing 'MS Teams Tips' with a plus sign icon. Below the tabs, the channel header includes the GS1 Australia logo and the title 'Microsoft Teams Tips'. A card for the '2D Technical Group' is visible, showing the 'General' channel. Below the header, there is a section titled 'What's covered' with a table of contents:

1.0	Accessing the 2D Technical Group team and switching tenants.....	1
2.0	Update Notification settings across Microsoft Teams	2
2.1	Notification and activity options	3
3.0	Manage channel notifications.....	5
4.0	Send an email to a Team channel	6

Moving Forward



9 506000 14930 1

The graphic features a blue barcode on the left that transitions into a blue QR code on the right. A red arrow points from the QR code towards the right edge of the frame. The background is a blurred image of a person's hands holding a smartphone, with the barcode and QR code overlaid on it.

What we asked you



Please select at least one topic of interest for the 2D Technical Group*

- 2D barcode specifications
- Current and emerging technologies for printing 2D barcodes
- Scanner requirements
- Verification requirements
- Data content in 2D barcodes
- Offline preprinted vs inline printing (static and dynamic)
- Host system requirements
- Other

Submit

Setting the future agenda...



- 1 2D Barcode specifications & Data content in 2D barcodes
- 2 Verification requirements
- 3 Scanner requirements
- 4 Current and Emerging technologies for printing & Offline preprinted vs Inline printing
- 5 Host system requirements

Next meeting



Exciting news.....



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Steven Keddie,
Senior Director, AIDC & SME team
GS1 Global Office

May 21



Close & Summary



