Open Mobile Alliance
For a Connected World

# PANEL: STANDARDS IN MOBILE CODES

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# BARCODE STANDARDS FACTS OF SIGNIFICANCE

- 1973: UPC 1D barcode was standardised by GS1. The first scan of the UPC for the Wrigley's gum took place on June 26, 1974, at a March Supermarket in Troy, Ohio (Ref: National Museum of American History, Washington, D.C.)
- 2003: NTT Docomo and Vodafone introduced the first mobile phone 2D QR Code readers in Japan (Ref: 3gVision); Docomo sets de facto standard JEIDA-55-1998 for QR barcode Direct Mode encoding.
- 2010: OMA published the Mobile Codes V1.0 covering 2D barcode Direct and Indirect Mode encoding based on ISO/IEC symbology standards for both QR Code and Data Matrix. The OMA work was preceded by requirements developed by the Mobile Codes Consortium and GSMA in 2007-2008.

[1] http://www.gs1us.org/about-gs1-us/media-center/gs1-us-press-releases/40-years
[2] http://openmobilealliance.org/wp-content/uploads/2012/11/OMA-Delivers-2D-Barcode-Standard-and-Registry.pdf
[3] http://technical.openmobilealliance.org/Technical/release_program/MobileCodes_v1_0.aspx

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# MOBILE BARCODE LANDSCAPE OBSERVATIONS

- 2D barcodes are used widely for product promotions, advertising, coupon distribution and other calls-to-action
- QR Code is the most preferred barcode symbology by far (… Scanbuy publishes a mobile barcode market survey periodically)
- Will NFC tags replace mobile barcodes?
  - Both Mobile Codes and NFC tags can satisfy many common use cases
  - Mobile Code and NFC tag each occupies a unique set of use cases (due to environment, distance, cost differentials, suitability for print media distribution, etc.)
- Opportunities ahead:
  - Smartphone camera resolution and auto-focus drastically improved reliability of barcode reading
  - Most mobile phone barcode scanner can read both 1D & 2D barcodes
  - Device API for code scanning can insulate app developers from code scanner design issues and spur innovative uses of mobile codes (mash-up with shopping apps, mobile augmented reality)

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# TOPIC OF THE PANEL

- Lessons learned & best practices for implementing QR Codes

  "Everything You Know About QR Codes Is Wrong" - Terence Eden (Telefonica)

- "The state of the Industry in mobile code scanning" - Mike Wehrs (Scanbuy)

- "How trusted digital product information benefits consumers" - Malcolm Bowden (GS1)

- See speakers' bios: http://www.omaevents.org/

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# FUTURE ACTIONS

- GS1-OMA collaboration in a specification for "Universal Mobile Codes Scanning Experience" [4]
  - Support of standards based Data Format: GS1 1D UPC/EAN codes, GS1 2D and OMA 2D codes, standards based ISO/IEC Barcode Symbology QR Code and Data Matrix, and for both Direct and Indirect Mode encoding
  - Smartphone shipments outpace other mobile devices; an opportunity exists to render mobile code scanning as a native device feature (much like Text Messaging): in addition, an API is available for access by innovative Web apps
  - Would Integration of mobile barcode scanning and NFC tag reading on the same device provide for a more seamless user experience? ("Mobile Codes" redefined to include barcodes and NFC tags?)
- Any other upcoming major market development for mobile barcodes?

[4] http://www.gs1.ie/Download_Files/News/Press-Releases/GS1-OMA-Press-Release-May-2013.pdf

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