



SMART PACKAGING

Communication at the package



Kompatibel mit
GS1 Digital Link



B2C hat
keinen PC mehr

Das Smartphone ist jedoch
immer und überall da.

Auswahl unserer Kunden

Kunden wenden sich an uns, um Wege aufs Handy Ihrer Nutzer zu finden.

**ELECTRO-
TERMINAL**



Mercedes-Benz



The value of smart packaging

Much will be possible if everything is networked.



Customer Success

Only successful customers buy again and are eligible for upgrades or orders for consumables.



Brand Loyalty

Storytelling can lead to higher brand loyalty. The more someone knows about a brand, the tighter the tape.



POS Communication

The last, purchase-critical push is often not until the point of sale.



Opening Channels

Simplify product registrations to open new communication opportunities with customers

The value of smart packaging

Much will be possible if everything is networked.



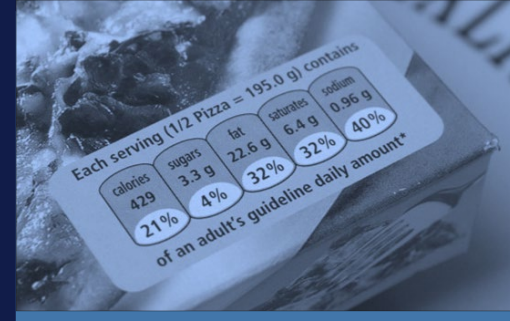
Real World Analytics

Learn more about using your own product and its users. Where is it consumed? When will it interact?



Sweepstakes

To print algorithms and protection from forwarding instead of millions of individual codes. The products can already be distributed millions of times.



Regulatory Issues

There are more and more rules instead of fewer and fewer. Barrier-free content (readable on the mobile for the blind) may soon become mandatory.



Digital Business

If a networked device is not networked, there's no chance of a new digital business model.



From Barcodes to GS1 Digital Link

GTIN (Global Trade Identification Number) is the key



EAN/UPC-13



Digital Link

QR, NFC or DataMatrix

- + More capacity
- + Logistics
- + POS systems
- + Consumer information



From Barcodes to GS1 Digital Link

GTIN (Global Trade Identification Number) is the key



<https://m.xyz.com/gtin/4099200046686/cpv/123/lot/123?exp=190926?sec=0ana0>

Any domain

Number of the
barcode

GTIN-8, GTIN-12,
GTIN-13 or GTIN-14



Product variant

Batch number

Expiry date
Sep 26th 2019

Own keys, e.g. for
recognizing
counterfeit
goods

Many more defined and free attributes are possible: weight, Gewicht, Product dimensions, packaging size, recycling notes, configuration data, unique product ID, SIM card number, phone number, allergens, nutrition information, etc.

Version 2 of the standard will bring rules for URL shorteners.



The standard brings safety for customers
A seamless transition when changing the service provider is guaranteed.

<https://m.xyz.com/gtin/4099200046686/cpv/123/lot/123?exp=190926?sec=0ana0>

Customer owns the domain

Standard defines how the URL is constructed




An ISO standard defines how a QR code is built

No problems if there is no longer a service provider or if the customer wants to change it.




From Barcodes to Digital Link

Standard is ratified, currently first trials,
software updates at POS systems needed.

A hand holding a white smartphone, positioned in the upper right corner of the frame.

Software update needed

A handheld barcode scanner with a coiled cable, resting on the counter.

Software update needed



From Barcodes to GS1 Digital Link

Digital Links
can be printed on
packages today and
risk-free



Barcodes
will remain on the
packaging in a
transitional period (until
all POS have been
updated).



Why xamoom?

- Simple, yet extremely powerful CMS
- Ultimate flexibility in managing objects and content
- Maximum performance for minimal load times
- Multilingual (incl. RTL languages)
- Consideration of the user's context
- Focus on accessibility
- Open and documented APIs
- Continuous development
- We think 100 per cent mobile first





Make or buy?

15 man years of
development

Time to Market:
immediate

Continuous
development

Mobile web &
app & integrations

Fair and transparent monthly fees without huge investments at the start

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