GS1 US Mobile Scan takes the barcode and the power of product identification to a whole new level.

GS1 maintains the global standards for barcodes, which were launched over 40 years ago. They’ve been adopted by more than two million member companies, and over five billion barcodes are scanned each day around the world. Today, the concept of the barcode expands and evolves as GS1 US® collaborates with Digimarc, a pioneering technology company, to deliver the GS1 US Mobile Scan solution.
How It Works

A nearly imperceptible digital watermark is integrated into a product’s packaging artwork, covering all surfaces without interfering with the brand or packaging design.

Consumers with app-enabled smartphones can scan the package to read the embedded Global Trade Item Number® (GTIN®) to instantly receive product information.

Enabled retail locations can simply point their scanner at the product instead of looking for the small area with a barcode. The POS scanning system uses the GTIN to look up pricing information and complete the purchase, supporting faster checkouts and improving the customer experience.

GS1 US Mobile Scan represents a transformational change in business, enhancing the customer experience in an increasingly technocentric marketplace. It improves the speed of checkout and puts product information at consumers’ fingertips. GS1 US Mobile Scan-enabled packages have a DWCode™, a nearly invisible digital watermark that can be read by enabled POS scanning systems and smart phones.

This technology creates opportunities never before imagined when scanning products and provides significant benefits to retailers, brand owners, and consumers alike.
Power of Context

GS1 US Mobile Scan also enables two-way, contextually aware, and real-time exchange of product information between the device performing the scan, the product, and the brand-owner information related to the scan. As a result, the brand owner can understand the types of information that consumers desire through analytics such as unique visits, information viewed, campaign performance, and how they engage.

With such context, businesses and brand owners can instantly share additional product data that may improve a consumer’s purchasing experience—like coupons related to the product—while they are STILL evaluating the product in the store.

The GS1 US Mobile Scan icon shown above was designed as a recognizable call-to-action. When you see it on the following pages, it indicates that the page is scannable for more information.

**Try it for yourself!**

1. Download the free Digimarc Discover app from either the Apple or Google App Store.

2. Open the app and scan anywhere on the following pages that you see the GS1 US Mobile Scan icon.

3. You can use the app to scan a printout of this pdf or directly off of your computer screen.
Personal Beauty Assistant

Leveraging GS1 US Mobile Scan allows consumers to discover many possible types of content at point-of-purchase, creating a more enriching product search and discovery. Brands may choose to provide additional product data, coupons, tutorials, and more.

Cosmetic Expert

Leveraging GS1 US Mobile Scan enables the makeup artist to be more informed and engaged with the consumer at point-of-sale, and create a more enriching experience. It also allows retailers to provide greater expert advice, enable upsell opportunities, and complete the sale.
Personal Handy Man

GS1 US Mobile Scan enables brands to share how-to-buy or how-to-use information, videos, data about accessories or replacement parts, store locations, and inventory with a push of a button.

Home Improvement Expert

With GS1 US Mobile Scan, store associates can better serve both homeowners and contractors. A simple product scan can provide how-to-buy or how-to-use information, product specifications, warranty, accessories, and replacement part information.
Personal Grocery Assistant

Using GS1 US Mobile Scan during a trip to the local market can provide product information, allergens, recipes, complementary food and flavors for meals, and seasonal or holiday tips.

Grocery Expert

By using GS1 US Mobile Scan, a grocery retailer can access product information including nutrition and ingredients, allergens, promotions, pricing, coupons, and preparation instructions.
Personal Shopper

With the help of GS1 US Mobile Scan, consumers will have their own personal fashion and style assistant. Mobile Scan could help consumers with product care instructions, style tips, and where to find sales, specific sizes, and styles.

Fashion Expert

GS1 US Mobile Scan will give retailers immediate access to the hottest trends and information for that season. A simple scan can provide product information, care instructions, style tips, and inventory visibility for hard-to-find colors and sizes.