The new interactive package will soon revolutionize consumer access to product information.

Shopper expectations for product information continue to grow rapidly. Consumers want insights on health, recipes, and environmental impact. Government and trade groups want data on origin, traceability, and more. Caught between information demands and limited space available on product packaging to display information, how do brand owners connect with the consumer? The answer lies in the package itself.

GS1 US Mobile Scan™ makes packaging interactive, revolutionizing the sharing of product information with consumers for memorable interactions between shopper and brand. The interactive package is enhanced with a coding technology that's nearly invisible. This means no more searching for the barcode.

Retailers can simply point their Mobile Scan-enabled POS scanner anywhere on the package to dramatically improve checkout times. Consumers can scan anywhere on the printed packaging with an enabled smartphone app to connect authentic information provided directly by the brand owner.
Businesses Must Meet Growing Demand for Product Information

To stay competitive, brand owners, retailers, and technology companies must innovate today to meet consumers’ needs for information. Consumers will buy from and be loyal to brands that provide more data.

78% of consumers say that they have wanted additional information about a product after reading a product’s packaging.

94% of consumers would be more loyal to a brand that offers complete transparency.

73% of consumers would be willing to pay more for a product that offers complete transparency.

GS1 US Mobile Scan—How It Works

GS1 US Mobile Scan makes an entire package interactive by covering it with an imperceptible digital watermark known as a DWCode™.

The DWCode is embedded into the product artwork during conventional design workflows. The package is then printed just like it was before. There is no need for special printers, inks, or printing processes.

Features

- The DWCode contains the same number contained in the U.P.C. barcode, the Global Trade Item Number® (or GTIN®), that uniquely identifies the product.
- The DWCode scans anywhere on the package using enabled POS scanners to eliminate the need to locate the barcode, dramatically reducing checkout times.
- The DWCode connects to product data supplied by the brand owner, enabling delivery of accurate, relevant product data to consumers.
- The DWCode links to a URL that can be changed by the brand owner at any time, unlike QR codes, which typically link to a static URL.

Consumer Experience

From product transparency to exclusive offers and more, GS1 US Mobile Scan makes the package a gateway for consumers wherever they are.

Across the entire path to purchase and at home, GS1 US Mobile Scan gives consumers access to accurate product information, as well as contextually relevant information such as recipes, allergens, coupons, promotions, and videos.

Brand Engagement

Brands can now “future-proof” their packaging to respond to changes that may emerge, because they can modify the content on the related URL at any time without printing new packaging.

Retail Experience

By putting GS1 US Mobile Scan technology in the hands of sales associates, retailers can improve customer service. With each scan, employees can access additional specific product information to assist customers with questions and recommendations, and drive more sales.

Scan the DWCode on this Flyer

1. Download the free Digimarc Discover app from either the Apple or Google App Store
2. Open the app and scan anywhere on this flyer

Learn More About GS1 US Mobile Scan

Contact us at mobilescaninfo@gs1us.org or visit www.gs1us.org/mobilescan.

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