Mobile Scanning & Digital Shelf Identification (MDID) MSWG

Update as of: 03 Apr 2015

Project Description

The objective of this phase of the NGPI project is to update and enhance GS1 identification standards to enable consumers using mobile scanning and other Internet-based technologies to access digital product information for physical products available for purchase.

GSMP Step

2	Requirements

OGSM Date:	Oct. 2015	Project Obj.:	Mobile Scanning Standard MB Approved

SDL:	Michael Sarachman	Work Request:	13-206
Project Mgr:	Marianne Timmons	PDD:	PDD-120106
AG Liaison:	Sue Schmid	SME:	Scott Gray

Key Performance Indicators

MEASURE	S	MO	MFG	Retail	SP
Company Participation	G	20	13	9	11

Scorecard

MEASURE	Cur	Prev
PARTICIPATION	G	Y
SCHEDULE	G	G
SCOPE	G	G

Accomplishments

Completed mobile scanning business requirements document (BRAD) during Jersey City physical meeting.

BRAD motioned to community review, scheduled to close 04-May.

Team beginning to develop solutions by evaluating solution assumptions as basis for further development.

Industry leadership making progress on digital shelf guidance. Expect final guidance in June (see risk below).

Milestone Deliverables

MILESTONE	DATE (DD/MM/YY)	Cur	Prev
BRAD Development Complete	10-Apr-15	C	G
BRAD eBallot Complete	30-Jun-15	G	G
PVN Tech. Standard Dev. Complete	15-Jul-15	G	G
PVN Tech. Standard Ratified	31-Oct-15	G	G
Complete guideline development	31-Oct-15	G	B

Risks & Issues

Lack of industry consensus on managing variants on digital shelf.
- Work group has requested industry leadership to resolve conflicts. Team proceeding with mobile scanning.

Mobile scanning standards may conflict with digital shelf needs.
- Work group will have checkpoint with industry before submitting any standards for eBallot.