

Svět bez čárového kódu?

Pavla Cihlářová
GS1 Czech Republic





FRIEDRICH FR. G. G.
ESSEN



PIVO ●

ВЕРИТЕЛЬНО



V roce 1974 to přišlo ...



40 let existence na českém trhu



Czech Republic



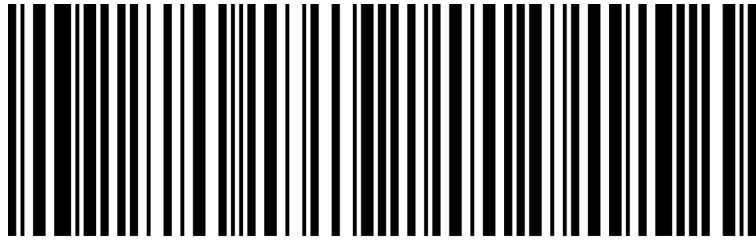
EAN nebo GTIN?



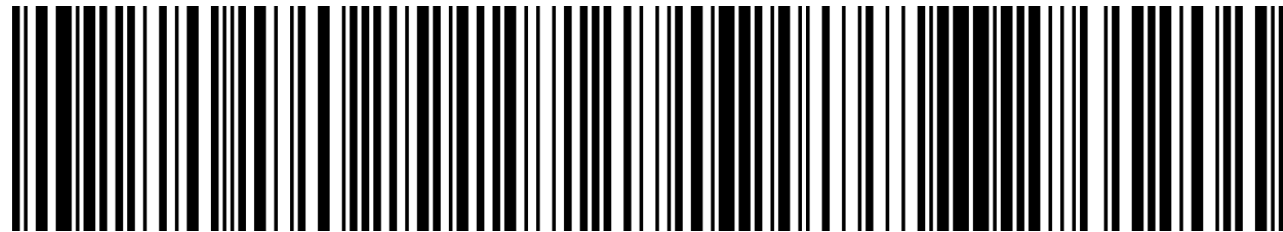
Jak se čárové kódy vyvíjely



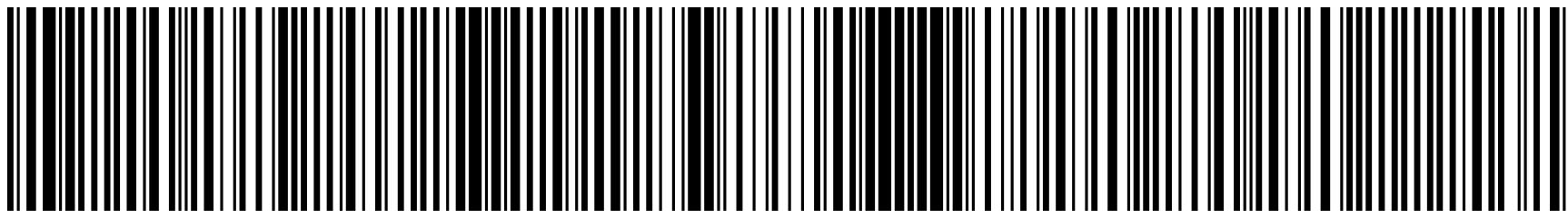
Jak se čárové kódy vyvíjely



(01) 0 8591234 50001 2 (17) 211224

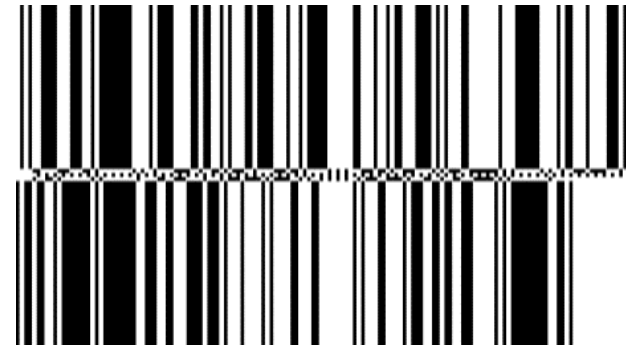
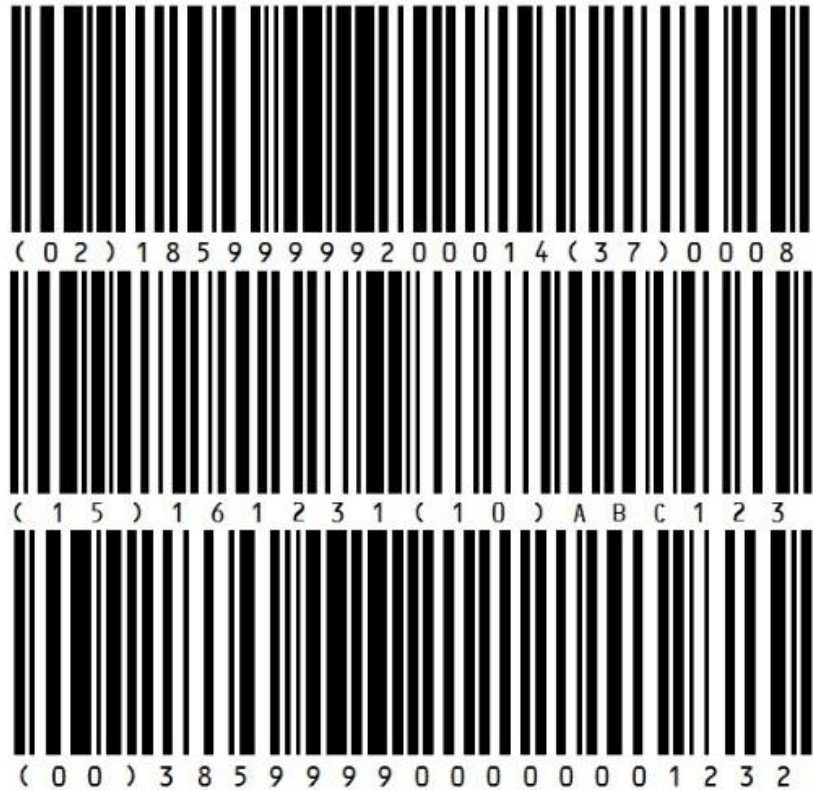


(01) 0 8591234 56001 6 (15) 210530 (10) 123ABC (21) 654321

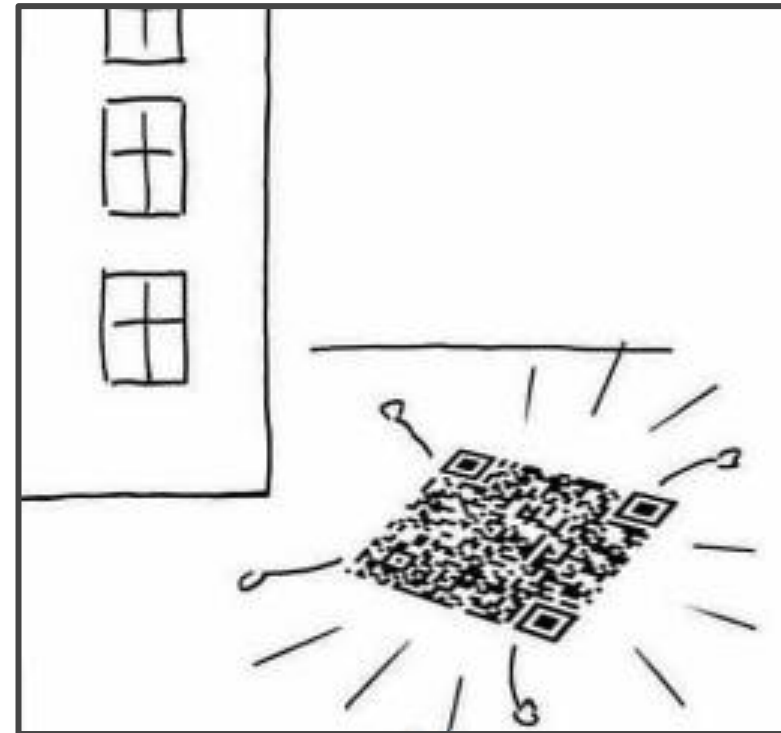
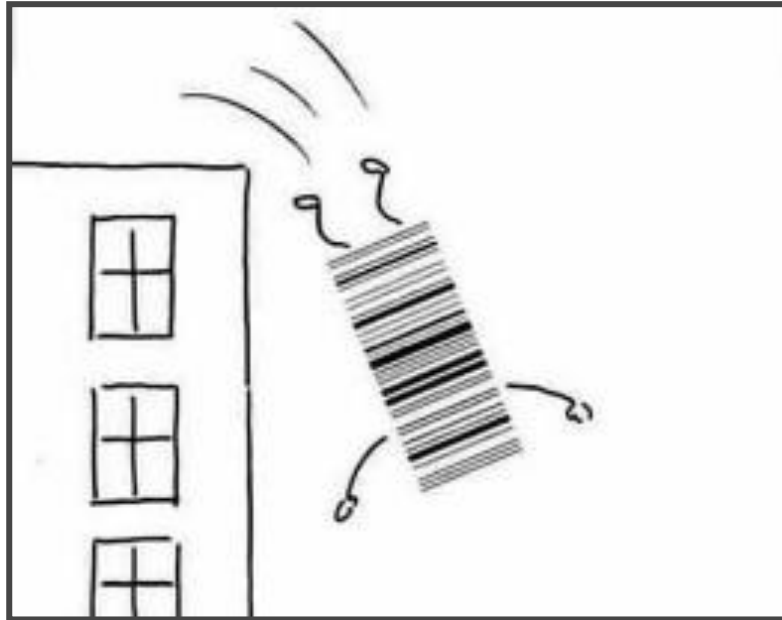


(02) 1 8591234 50001 9 (37) 0120 (15) 221224 (10) ABC123 (3303) 123456 (00) 3 8591234 560000001 7

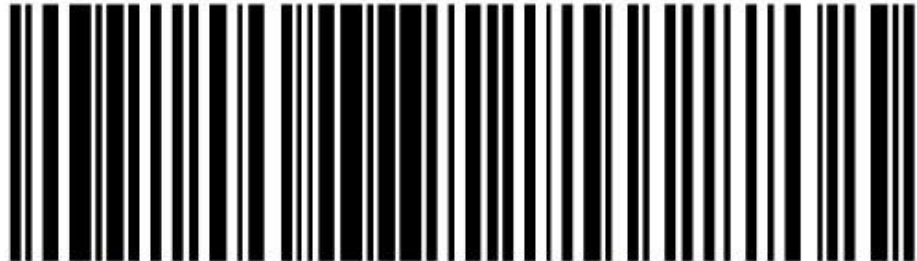
Jak se čárové kódy vyvíjely



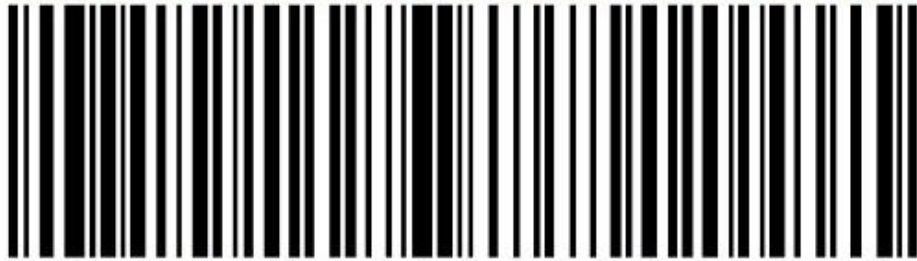
A pak se to stalo ...



... na svět přišly 2D kódy!



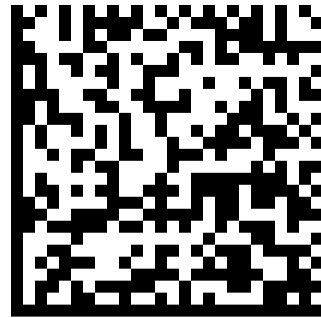
(0 2) 1 8 5 9 9 9 9 2 0 0 0 1 4 (3 7) 0 0 0 8



(1 5) 1 6 1 2 3 1 (1 0) A B C 1 2 3



(0 0) 3 8 5 9 9 9 0 0 0 0 0 0 1 2 3 2



(02) 0 8591234 56001 6

(37) 0120

(15) 220824

(10) ABC123

(3103) 123456

(00) 3 8591234 560000001 7



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(3103) 123456

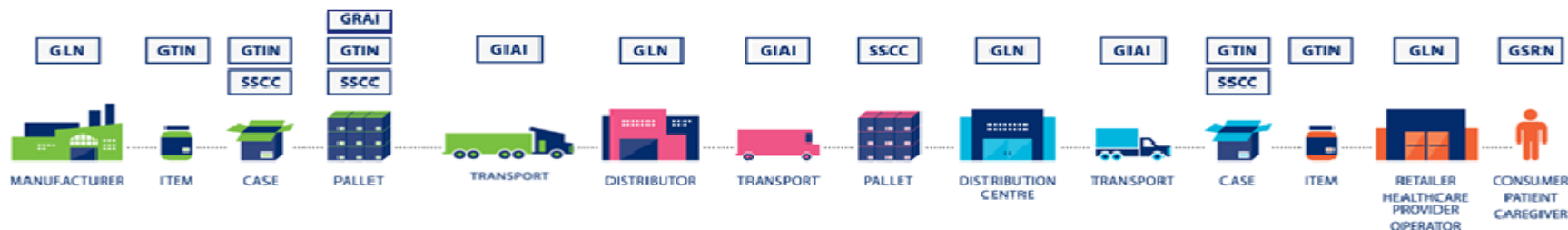
(00) 3 8591234 560000001 7

System GS1 dnes

System GS1



Identifikace - GS1 standardy pro identifikaci



Sběr - GS1 standardy pro sběr dat



Sdílení - GS1 standardy pro sdílení dat

EDI
elektronická komunikace transakčních dat

GDSN
datové katalogy produktová kmenová data

Globální registry
původ dat věrohodnost

EPCIS
sledovatelnost trasování zásilek stahování z trhu

... a co dál?



Snaha o jeden kód na produktu



Jeden kód slouží všem 😊

URL link: Consumer engagement



22 (CPV): Consumer Product Variant


<https://id.dalgiardino.com/01/09506000134352/22/73/10/ABC>

01 (GTIN): POS scan

10 (batch): traceability, recalls ...


Resolvers & GS1 Digital Link: **další dimenze**

1. Demo




**One Barcode.
Infinite Possibility.**


Explore how new 2D barcodes combined with the power of GS1 Digital Link unlock new possibilities for consumers, brands, retailers, governments, regulators and more.




Scan for demo




Retail shopper app



Retail employee app

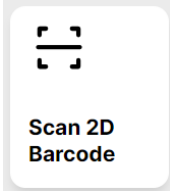
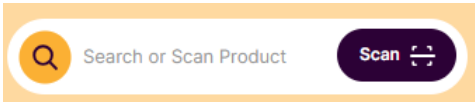



Government regulator app




Consumer brand experience

2. Stáhnout app



Scan 2D Barcode



Product Checker

3. Skenuj kód



DAL GIARDINO
RISOTTO RICE WITH MUSHROOMS
411g



ON-PACK QR CODE WITH GS1 DIGITAL LINK

Scan on-pack QR Code to access Dal Giardino authorised brand information

Díky za pozornost!



Jsme tu pro Vás



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Naskenujte si kontakty bez psaní

The Global Language of Business