GSMP Images, Digital & Electronic Assets (IDEAs) Standards Maintenance Group (SMG)

Report Date: Jul 2024

Project Lead: David Buckley

Business purpose

Process all maintenance Work Requests for GS1 standards and guidelines related to digital assets (images, videos, 360-degree images, 3D, etc.) This group will act as a pool of experts for creation, storage, sharing, quality, implementation guidance, exchange and naming of digital assets and coordinate with associated Mission Specific Work Groups and other Standards Maintenance Groups.

Stal	keh	old	ers

SDL	David Buckley	
CE/Sol Liaison	Open	
SME	Elsa Braz	
AG Liaison	open	
Chairs	Georgette Suggs (Sitation), Patricia Thibaudet (Nestle France)	

Last 90 days

- Mobile Ready Hero Images Guideline update to remove references to the Global Data Dictionary.
- Publication of first "Quick Reference Guide" to tackle common issues.
- Ongoing processing of GSMP work requests on the GS1 Product Image Specification Standard.

Risks

 Lack of marketing support (e.g., GS1 Product Video Standard, quick reference guides, etc.)

Next 90 days

- Potential merging of the GS1 Product Image Standards and Product Image Sharing/Delivery Guideline.
- Industry & Standards Event strategic discussion on AI impact on Product Images (creation, classification and clarity) and potentially move to Meta Data
- Continue work on the "Quick Reference Guide" to tackle common issues and process Work Requests.

Risks

 Meta Data use with images. Some users have already adopted, others happy with existing "legacy" solution.

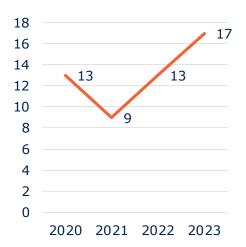


GSMP Images, Digital & Electronic Assets (IDEAs) Standards Maintenance Group (SMG) (2 of 2)

Publication deliverables

1	GS1 Product Image Specifications, 4.4	Jan 2025?
2	GS1 Product Image Specifications, 4.3	Jun 2024
3	GS1 Product Video Standard, 1.0	Apr 2024
4	GS1 Mobile Ready Hero Images Guideline, 2.2	Feb 2024

Work Request Activity by year for Q1-3



Top Work request submitters

Submitter	Number of WR
GS1 Canada	8
GS1 Finland	2
GS1 Czech Republic, GS1 France. GS1 Switzerland, GS1 Germany. GS1 UK, GS1 US, Mondelz, Global Office	1 ea.

New risks	(scope and
resources)	identified

No

Change request included

No

