

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

Project Lead: David Buckley

Report Date: Jul 2024

## **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.

## **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.)

## **Stakeholders**

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

## **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			Work Request Activity by year for Q1-3		Top Work request submitters																		
1	GS1 Product Image Specifications, 4.4	Jan 2025?	<table border="1"> <caption>Work Request Activity by year for Q1-3</caption> <thead> <tr> <th>Year</th> <th>Number of WR</th> </tr> </thead> <tbody> <tr> <td>2020</td> <td>13</td> </tr> <tr> <td>2021</td> <td>9</td> </tr> <tr> <td>2022</td> <td>13</td> </tr> <tr> <td>2023</td> <td>17</td> </tr> </tbody> </table>	Year	Number of WR	2020	13	2021	9	2022	13	2023	17	<table border="1"> <thead> <tr> <th>Submitter</th> <th>Number of WR</th> </tr> </thead> <tbody> <tr> <td>GS1 Canada</td> <td>8</td> </tr> <tr> <td>GS1 Finland</td> <td>2</td> </tr> <tr> <td>GS1 Czech Republic, GS1 France, GS1 Switzerland, GS1 Germany, GS1 UK, GS1 US, Mondelz, Global Office</td> <td>1 ea.</td> </tr> </tbody> </table>		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.
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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																					

New risks (scope and resources) identified	No	Change request included	No
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Legend	Complete	Not Started	On Time	Risk of being late	Change needed (not recoverable)
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