

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

Project Lead: David Buckley

Report Date: January 2023

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.

Stakeholders

SDL	David Buckley
CE/Sol Liaison	Open
SME	Elsa Braz
AG Liaison	Maneesh Naganand
Chairs	Josee Gladu (GS1 Canada), Carolin Prinz (GS1 Germany),

Last 90 days

- GS1 Product Image Specification Standard eight Work Requests successfully processed including major challenge around Clipping Paths. Three more in progress.
- Note: Recent changes to GS1 Product Image Specification Standard will impact other GS1 publications (e.g., Product Image Sharing/Delivery Guideline)

Next 90 days

- User calls for a GS1 Product Video Guideline
- Sidekick images and challenges around pharmaceuticals (Update *GS1 Pharmaceutical Image Implementation Guideline* and/or incorporate in Product Image Spec?)

Risks

- Multiple work items putting pressure on the time/priority
- Long term need to move to Meta Data approach. "Advanced" users have already moved, others happy with legacy solution.



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

Publication deliverables			Work Request Activity	Top Work request submitters																	
1	GS1 Product Image Sharing/Delivery Guideline, 1.1	Oct 2023	<table border="1"> <caption>Work Request Activity Data</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> </tbody> </table>	Year	Number of WR	2020	13	2021	9	2022	13	<table border="1"> <thead> <tr> <th>Submitter</th> <th>Number of WR</th> </tr> </thead> <tbody> <tr> <td>GS1 Canada</td> <td>4</td> </tr> <tr> <td>GS1 Germany</td> <td>2</td> </tr> <tr> <td>Unilever UK</td> <td>2</td> </tr> </tbody> </table>		Submitter	Number of WR	GS1 Canada	4	GS1 Germany	2	Unilever UK	2
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2	GS1 Product Image Specifications, 4.2	Feb 2023																			
3	GS1 Mobile Ready Hero Image Guideline 2.1	Oct 2022																			
4	GS1 Product Image Specifications, 4.1	Jan 2022																			

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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