

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

Project Lead: David Buckley

Report Date: Oct 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.

Stakeholders

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

Last 90 days

- Publication of three "[Quick Reference Guides](#)" and one more in progress
- Links Registry as potential way forward for 1 image for multiple GTINs & Multiple GTINs for 1 certificate
- 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.
- Continue work on the "Quick Reference Guides"
- Investigate path forward for 1 image for multiple GTINs

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, 4.5	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, Mondelez, 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, Mondelez, Global Office	1 ea.
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2	GS1 Product Image Specifications, 4.4	Apr 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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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.

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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.