

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

Project Lead: David Buckley

Report Date: July 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	open
Chairs	Josee Gladu (GS1 Canada), Patricia Thibaudet (Nestle)

Last 90 days

- Work Request for a GS1 Product Video Guideline
- Survey around mandatory square aspect ratio (1:1)
- Sidekick images and issues around pharmaceuticals
(Update *GS1 Pharmaceutical Image Implementation Guideline* and/or incorporate in Product Image Spec?)
- 12 work requests for improvements to the GS1 Product Image Specification Standard passed eBallot

Next 90 days

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		
1	GS1 Product Image Sharing/Delivery Guideline, 1.1	Oct 2023
2	GS1 Product Image Specifications, 4.3	Oct 2023
3	GS1 Product Image Specifications, 4.2	Jan 2023
4	GS1 Mobile Ready Hero Image Guideline 2.1	Oct 2022

Work Request Activity											
											
<table><tr><th>Year</th><th>Activity</th></tr><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 ytd</td><td>13</td></tr></table>		Year	Activity	2020	13	2021	9	2022	13	2023 ytd	13
Year	Activity										
2020	13										
2021	9										
2022	13										
2023 ytd	13										

Top Work request submitters	
Submitter	Number of WR
GS1 Canada	8
Mondelez Europe Services GmbH, GS1 Finland, GS1 UK, GS1 Czech Republic, GS1 Switzerland	1 ea.

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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