

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

Project Lead: David Buckley

Report Date: Jul 2026

## **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),<br>Patricia Thibaudet (Nestle France) |

## **Last 6 months**

- Published Release 4.5 of the GS1 Product Image Standard with new example images after almost 18-months of work
- Ongoing processing of GSMP work requests on the GS1 Product Image Specification Standard.
- Productive hybrid meeting at the April standards event.

## **Risks**

- Lack feedback on standard usage (e.g., GS1 Product Video Standard, quick reference guides, etc.)

## **Next 6 months**

- Publish Release 5.0 of the GS1 Product Image Standard which incorporates unique content from the Product Image Sharing/Delivery Guideline.
- Consider impact of European Accessibility Act & EU code of Practice on Transparency of AI-generated content.

## **Risks**

- Timing of enforcement & interpretation regulations.
- One image for multiple GTINs remains an ongoing challenge.

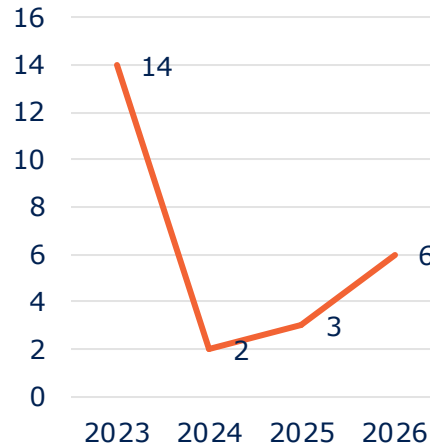


# GSMP Images, Digital & Electronic Assets (IDEAs) Standards Maintenance Group (SMG) (2 of 2)

## Publication deliverables

|   |                                                                  |          |
|---|------------------------------------------------------------------|----------|
| 1 | GS1 Mobile Ready Hero Images Guideline, 2.3                      | Sep 2026 |
| 2 | GS1 Product Image Standard, 5.0 (incorporated sharing guideline) | Aug 2026 |
| 3 | GS1 Product Image Specifications, 4.5                            | Apr 2026 |
| 4 | GS1 Product Video Standard, 1.0                                  | Apr 2024 |

## Work Request Activity for the first half of 2026 by year



## Work request submitters for the first half of 2026

| Submitter   | Number of WR |
|-------------|--------------|
| Axion       | 2            |
| Neem        | 1            |
| GS1 Germany | 1            |
| GS1 Canada  | 1            |

New risks (scope and resources) identified

No

Change request included

No



Legend

Complete

Not Started

On Time

Risk of being late

Change needed (not recoverable)