



[GS1 US MOBILE SCAN/DIGIMARC]

TITLE	Digimarc develops new way to deliver product information
COMPANY / ORGANIZATION	DIGIMARC 
KEYWORDS	POS, engagement, scan, smartphone
INDUSTRY AREA(S) AFFECTED	Point of Purchase - Retail Inventory management – Retail End use
ISSUE ADDRESSED	Consumers increasingly demand complete and accurate product information to inform their purchase decisions, and more than 90 percent use their smartphones while shopping. Brands and retailers are challenged to respond to these expectations.
SOLUTION	<p>The GS1 US Mobile Scan, a new type of product identification technology, is being introduced by Digimarc to help brands and retailers connect directly with their consumers. GS1 US Mobile Scan-enabled products have a nearly invisible digital watermark, called a DWCode, integrated into its packaging. This enables the product to be scanned with app-enabled smartphones, providing consumer engagement opportunities, such as product information, including marketing, pricing, special offers and coupons, product attributes, and so forth.</p> <p>Additionally, this technology facilitates a two-way transfer of information. While retailers and brand owners are now able to engage with the consumer during and after the sale of a product, they can also gather data on the type of information consumers desire by tracking unique visits, information viewed, campaign performance, and how they engage.</p> <p>Lastly, the GS1 US Mobile Scan also improves retailer inventory accuracy and faster check-out at point-of-sale (POS). Enabled retail locations can point their scanner anywhere on the product rather than searching for a small barcode, leading to faster checkouts.</p> 
EXPECTED BENEFITS	<p>Consumer Engagement and Experience The GS1 US Mobile Scan allows retailers and brands to engage consumers both during and after the purchase of a product. Scanning a Mobile Scan-enabled product can assist consumers in making purchasing decisions, provide product promotions, detailed product information, etc. As well, Mobile Scan allows entire products to be scanned by POS systems, eliminating the need to locate small barcodes thus allowing for faster check-outs.</p> <p>Analytics – retailers/brands As the Mobile Scan is a two-way information delivery technology, retailers and brands can better understand the types of services and information consumers desire through analytics.</p>
CASE LINK	<p>Digimarc, <i>New GS1 US Mobile Scan Solution Delivers Next Revolution in Product Identification for Enhanced Consumer Engagement</i></p> <p>https://www.digimarc.com/about/news-events/press-releases/2016/06/07/new-gs1-us-mobile-scan-solution-delivers-next-revolution-in-product-identification-for-enhanced-consumer-engagement</p>

	Digimarc, <i>GS1 US Mobile Scan</i> https://sites.gs1us.org/mobilescan/files/GS1US_MobileScan_Brochure.pdf
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