Beyond the Barcode: Executive Summary

Bruce Davis, CEO of Digimarc, details how Digimarc's data carrier, Digimarc Barcode, uniquely addresses industry needs as it transitions beyond the traditional EAN/UPC barcode. Digimarc's whitepaper, entitled "Beyond the Barcode," examines a study conducted by GS1 US, in partnership with VDC Research, and published in a report entitled, "Powering the Future of Retail." This report describes the case for migration from the EAN/UPC to support increased demands for product information, traceability, and authentication in ways that do not impede checkout, the original focus of EAN/UPC. Their research indicated an industry-wide desire for more data on packages "cluttered with proprietary barcodes."

Digimarc Barcode satisfies these demands while providing additional benefits beyond other candidate successors of the EAN/UPC. Digimarc Barcode is an imperceptible data carrier that can be repeated many times on packaging. This capability addresses the limitations of the EAN/UPC barcode and provides many benefits that other candidate successors do not, delivering unprecedented ease of use, reliability, and efficiency.

The whitepaper describes Digimarc Barcode's:

- Value in the face of challenges from the coronavirus pandemic and other pressing health, safety, and environmental concerns;
- Compelling attributes and applications;
- The state of the market; and
- Suggestions to help the industry make judgments about transitioning beyond the EAN/UPC barcode.

9405 SW Gemini Drive, Beaverton, OR 97008 USA
T 503 469 4800 F 503 469 4777 digimarc.com

The benefits of Digimarc Barcode address the effects of the coronavirus pandemic, health and safety concerns, and use of plastic by:

- Speeding checkout, reducing shopper density and person-to-person interaction in stores by facilitating in-aisle and consumer self-checkout;
- Allowing consumers, associates, and robots to scan items on shelves without touching, reducing handling of packages;
- Simplifying pick and pack for fulfilling online orders with minimal contact; and
- Mitigating health, safety, and use of plastic concerns by enabling more reliable and efficient Automatic identification and data capture (AIDC) through the supply chain and lifecycle of a product.

The objectives identified in the GS1 Report are all met by Digimarc Barcode by providing streamlined operations for retailers and brands, enabling traceability, authenticity and returns management, reducing label complexity, and seamlessly sharing and using product data. Digimarc satisfies these objectives while also supporting ease of access to and quality of data for additional applications across the supply chain and package lifecycle. Digimarc Barcode, as a complementary data carrier, provides a seamless transition beyond the UPC in multiple applications:

- Manufacturing: Quality assurance and waste reduction, track and trace, streamlining warehouse and distribution, reducing counterfeiting and diversion
- Retail: Fast and easy checkout, reducing fresh department waste, reducing stock outage and identifying voids, protecting the health and welfare of customers and associates, providing consumer engagement
- Recycling: Providing an identifier for waste sortation

Digimarc Barcode increases capacity while eliminating form factor limitations of the UPC and providing a seamless transition. Leading retailers, brand owners, and packaging suppliers are already adopting Digimarc Barcode, with an expanding global supply chain being equipped and trained. Top suppliers in AIDC are integrating Digimarc Discover software into their products, and there is a growing application developer community.

Read the full whitepaper to learn more.