

23 - 24 April 2013

Product Open Data

W3C/OKF/ODI event
'Open Data on the Web'
Google Campus,
Shoreditch, London

Philippe Plagnol



**Free access to
product data**

product-open-data.com



La liberté guidant le peuple, Eugène Delacroix, 1830 redesigned by Jessica Dere

Product & Open Data



What is open data ?

<http://okfn.org/opendata/>

Products are used **every day** by **everybody**

Data printed on product packaging is **public information**

Products are **fundamental** for: economy, trade, ecology, nutrition, human rights...



Product data is critical for the open data movement

Overview



Data printed on the products is not published in numeric format
Product public data is stored in their database



Create their own list of products and classifications
Hide barcode to be protected from competitors



Technology



Big Data enables the management and analysis of huge amounts of data
Smartphones enable real time product data by scanning the barcode



Numeric catalog (RSS for products)

FACTUAL DATA

Public Product Repository based on barcode

OPEN DATA

Use barcode as a communication channel



Consumers are waiting for tools helping them to choose



They are ready to use barcode as a new communication channel

Owners of barcodes + GPC classification



GS1 barcode system owner & supply chain focused

GS1 is currently investigating how open data about products is already being used - and the potential benefits, opportunities and risks.

This might result in a rather different approach from their B2C/MobileCom project, which did not provide open data about products.

Laws



French government is handling the subject

EU law * (end 2014) obligation to provides nutrition information

Use barcode to communicate on products



Consumers protection/information organizations will wake up soon...



Consumers Protection/Information organizations (+ ecology, environment, human rights organizations,...)

Geography vs Product



Geo and Product concepts can be easily mapped



Longitude / Latitude	↔	GTIN code (under the barcode)
District, region, country, ...	↔	Brand, category, owner,...
3D Buildings, street view	↔	Packaging, pictures,...
Users personal maps (ex: Google maps)	↔	Users product list (channel) (between Google maps and twitter)
Search by address	↔	Search by barcode
GPS	↔	Smartphone applications with scanner (GPS for products)
Analytic geo dimension	↔	Analytic product dimension