



Hi.

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The Global Language of Business

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The Identification of Everything Makes Anything Possible



6 1 4 1 4 1 0 0 7 3 4 9

Peanut Butter

Non-GMO

Roasted Peanuts

Salt

16.8 oz

Cholesterol Free

Sugar

190 Calories

Identification + Data = Identity



Mission Critical: Data Quality





Physical

Digital



Physical identification



<https://id.gs1.org/gtin/9507000009060/>

Digital identification

Physical identification



Digital identification

Physical identification



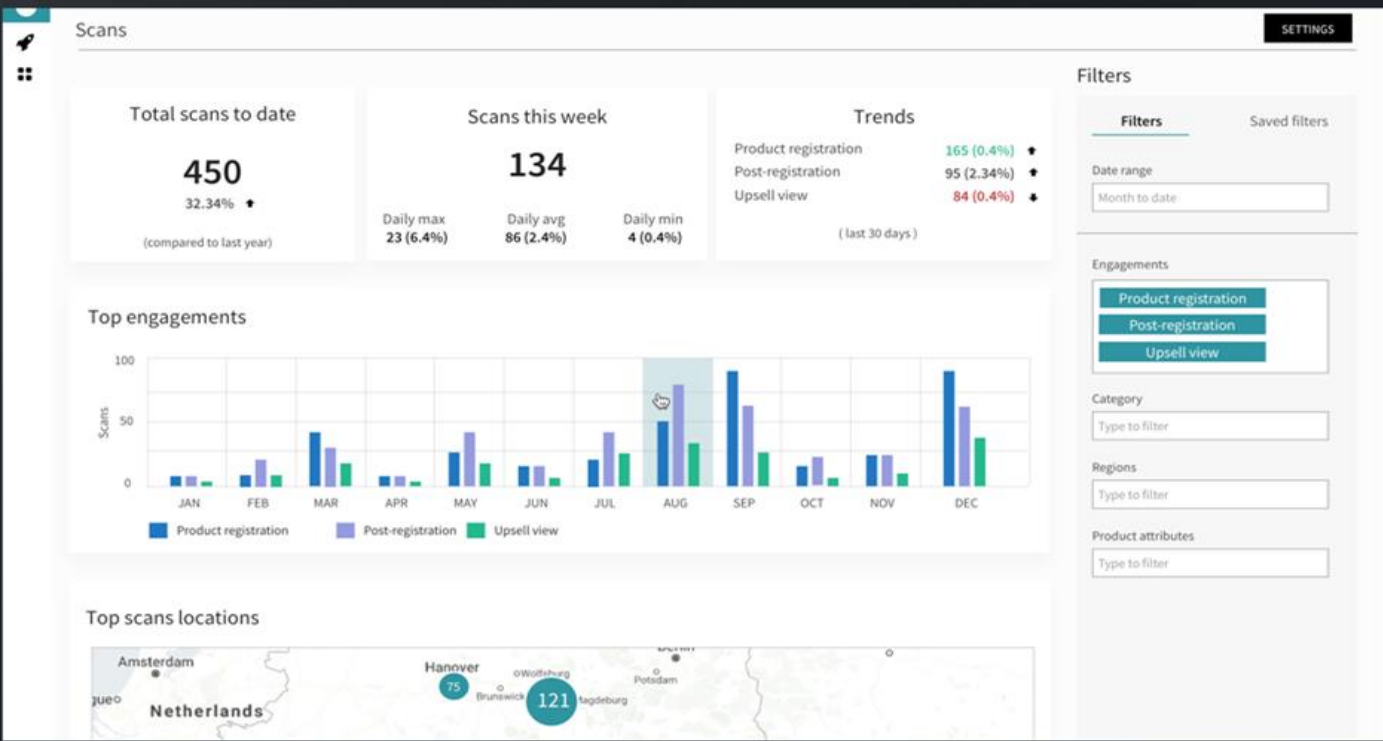
Digital identification



Physical product



Digital twin



Authentication 

Provenance 

Care Instructions 

Recycling Info 

Recommendations 

Loyalty 



 Self-checkout

 Traceability

 Product Registration

 Reorder

 Resell

 Rewards

Expanding our system

From codes/tags to registries/resolvers



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