

Product Traceability

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Introduction

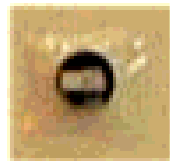
- New Japan Proposal on Data Structure for SC31/WG2
- Government Policy as Background
- METI Commerce and IT policy

METI Report

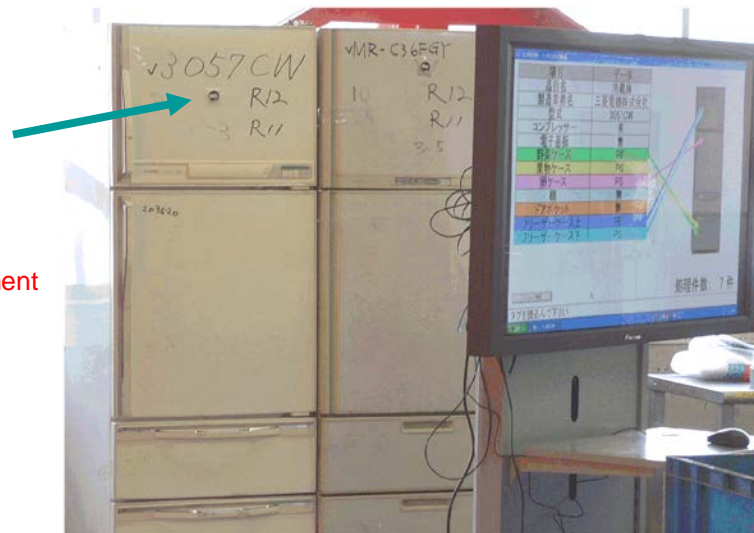
- Social, Economical and Technological Developments
- RFID Tag
- New Challenges--Standardization Needs

Social Changes

- Disclosure to Consumers
- Recycling
- After-service and Maintenance
- IPR
- Shoplifting Check



RFID Tag Enlargement

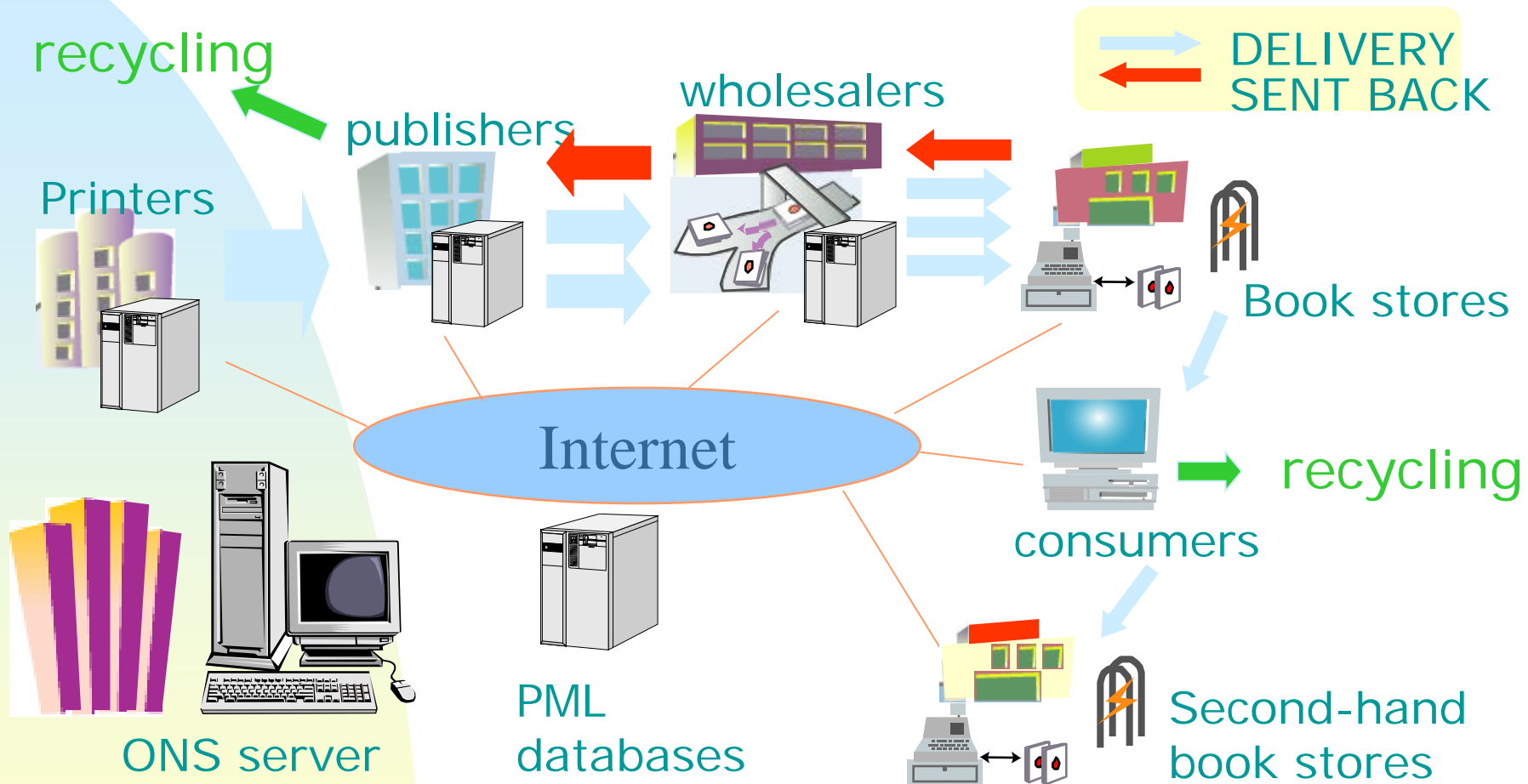


Electric Home Application Recycling Demonstration Test
(Copyright, Association for Electric Home Application)

Economical Changes

- Inventory Management in wholesale and retail
- Customer Oriented Marketing
- Factory Management

Final structure of SCM for Books/Magazines



Technological Breakthrough

- Enhanced Capacity on Data Storage
- Cost Reduction of RFID Tag
- Re-writable and Remotely Readable

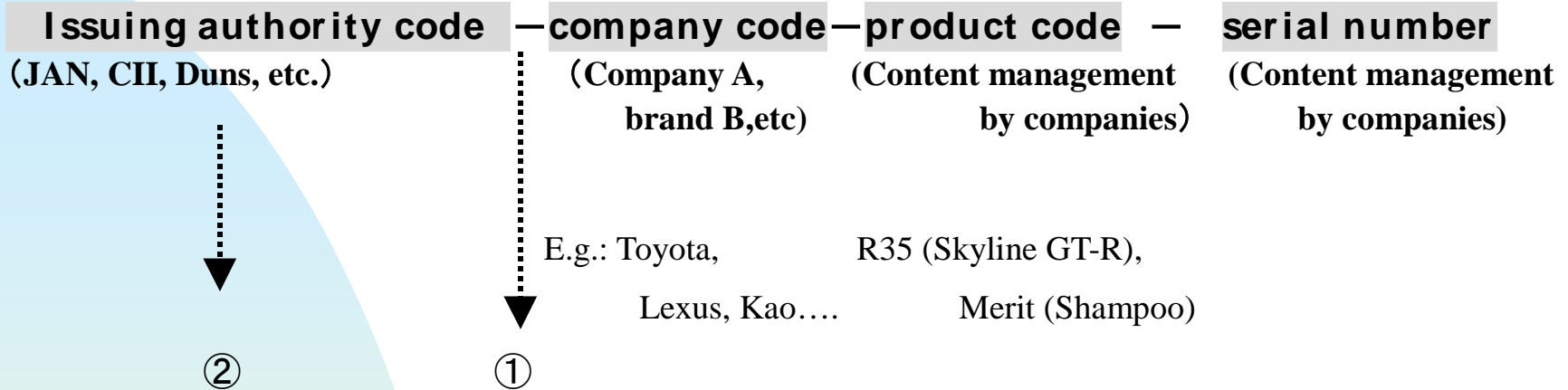
Challenges

- Coordination among Sectors
- Cradle to Grave Traceability
- Further Cost Reduction of RFID tag

Solutions

- Standardization of Code to Identify Products and Unique Item Identification for Traceability
- Consistency with Existing Barcode
- Similar to ISO/IEC 15459-1&2

Codes for Unique Item Identification (UID)



① Sharing of identifiers

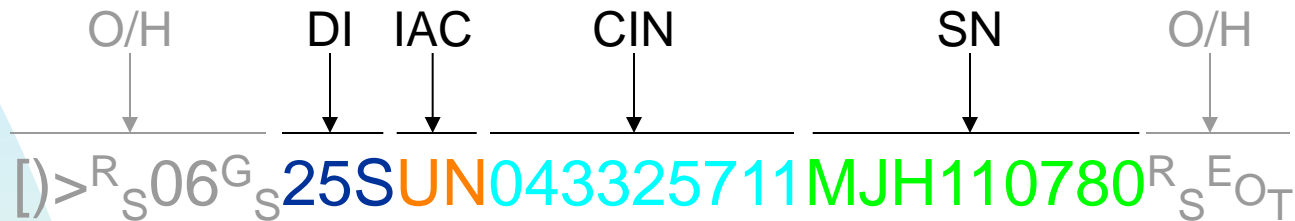
For various codes where data length is not specified, common identifiers should be inserted according to necessity. These identifiers are in compliance with ISO15418 which is in wide use internationally.

② Issuing authority codes

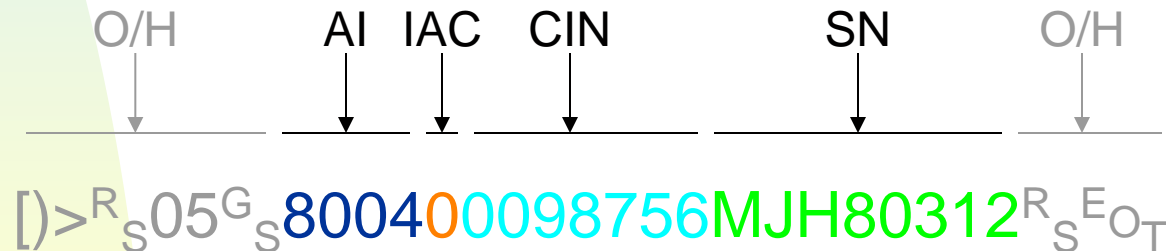
The IAC code (ISO15459), the standardized ISO code, is applied.

Examples of Unique Item Identification

With Data Identifiers



With Application Identifiers



Abbreviations

O/H - Overhead

IAC - Issuing Agency Code

DI - Data Identifier

CIN - Company ID Number

AI - Application Identifier

SN - Traceability Code

SC 31 Activity

- WG 1 (Data Carrier)
 - ◆ Revise 16022(Data Matrix)
 - ◆ Revise 18004 (QR Code)
 - ◆ Complete 19xxx(microPDF417)
 - ◆ New work Item for RSS-Composite
- WG 2 (Data Structure)
 - ◆ New standard for Unique Item Identification data construct
 - ◆ New standard for Product Code and Unique Item Identification (similar to 15459)
- WG 3 (Conformance)
 - ◆ Technical Report for Direct Product Marking
- WG 4 (RFID Item Management)
 - ◆ RFID 18000 1-7

Proposed Timeframe

- New Economy-Fast Changes
- Quicker Adoption of NP, CD and FCD
- Target -One year