

Introduction

This section provides a brief summary of mobile commerce for those not familiar with the concept. An example is presented, illustrating the process of a consumer with a smartphone obtaining information about a new novel.

Terms frequently encountered in mobile commerce are defined, and sources of additional information and guidance are listed.

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An Example of the Mobile Commerce Process



Although the example above features a smartphone application for potential book buyers, the elements of the process are the same for most mobile device applications, even though they may have quite different objectives:

1. A URL, but not detailed information, is encoded in a bar code symbol on the display object (a poster in this example)
2. Then, a consumer with a mobile device captures an image of the symbol
3. An app in the mobile device decodes the symbol, retrieves the URL, and accesses a specific website
4. When the website is reached, the program may:
 - Return material intended solely to inform the inquirer, or
 - Give the inquirer choices of additional information, or
 - Enable an action, including making a purchase

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Terms and Definitions

Application (App)

For this presentation and in this context, “application” means software that runs on a mobile device, includes the ability to decode a bar code, and can access the Internet

Campaign

For this presentation, “campaign” means an initiative by a company or other originator to provide information, especially marketing information, or to encourage action (e.g., purchasing) by a consumer

Consumer

For this presentation, “consumer” means a person who obtains information through a mobile device. Obtaining the information may be the goal or lead to a purchasing transaction

Display Object

The object on which a bar code used to trigger mobile device applications is displayed.

The display object might be a book cover, a book page, a magazine advertisement, a promotional poster, a window sticker, etc.

ISO

International Organization for Standardization

ISO Standard

A description of a technical process or configuration intended to enable the more efficient manufacture and supply of products and services

Mobile Commerce

Strictly speaking, mobile commerce is the selling and purchasing of products or services through mobile devices

However, the term is also used generically to refer to a wide variety of activities involving obtaining information over the internet by means of a mobile device

Mobile Device

A cell phone, tablet, or other hand-held device that has the ability to run pre-stored application software and access the Internet

A built-in camera with associated software is required if the application is to be triggered by scanning a bar code on a display object

Reliable Source

A provider of information that can be considered accurate in regard to the intent of the manufacturer or other originator of the display object

Smart Phone

A cell phone with mobile device properties, including the ability to scan a bar code

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For More Information

Standards Organizations

- Book Industry Study Group (BISG), <http://www.bisg.org/>
Karen Forster karen@bisg.org or info@bisg.org
- BookNet Canada, <http://www.booknetcanada.ca/>
Carol Gordon cgordon@booknetcanada.ca
- GS1 US, <http://www.gs1us.org/>
Al Garton AGarton@gs1us.org

Commercial Organizations

BISG cannot certify commercial organizations as being qualified to provide specific information or as suitable for a particular mobile commerce undertaking. However, the following organizations are known to have experience in the areas of bar code generation and reproduction. They are also active in support of mobile commerce campaigns, and they have made significant contributions to the information presented here.

- Bar Code Graphics, Inc, <http://www.barcode-us.com/>
Andy Verb Averb@barcode-us.com
- Film Masters, Inc, <http://www.filmmasters.com/home.htm>
Kathy Paugh barcodes@en.com
- Product Identification & Processing Systems, Inc (PIPS), <http://www.pips.com>
George Wright IV gw4@pips.com