



GS1 in the web of data

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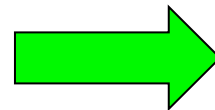
Business-to-Consumer example



Map human-readable keyword(s) to Product category identifier (GPC)

Contextual filters are shown for product category

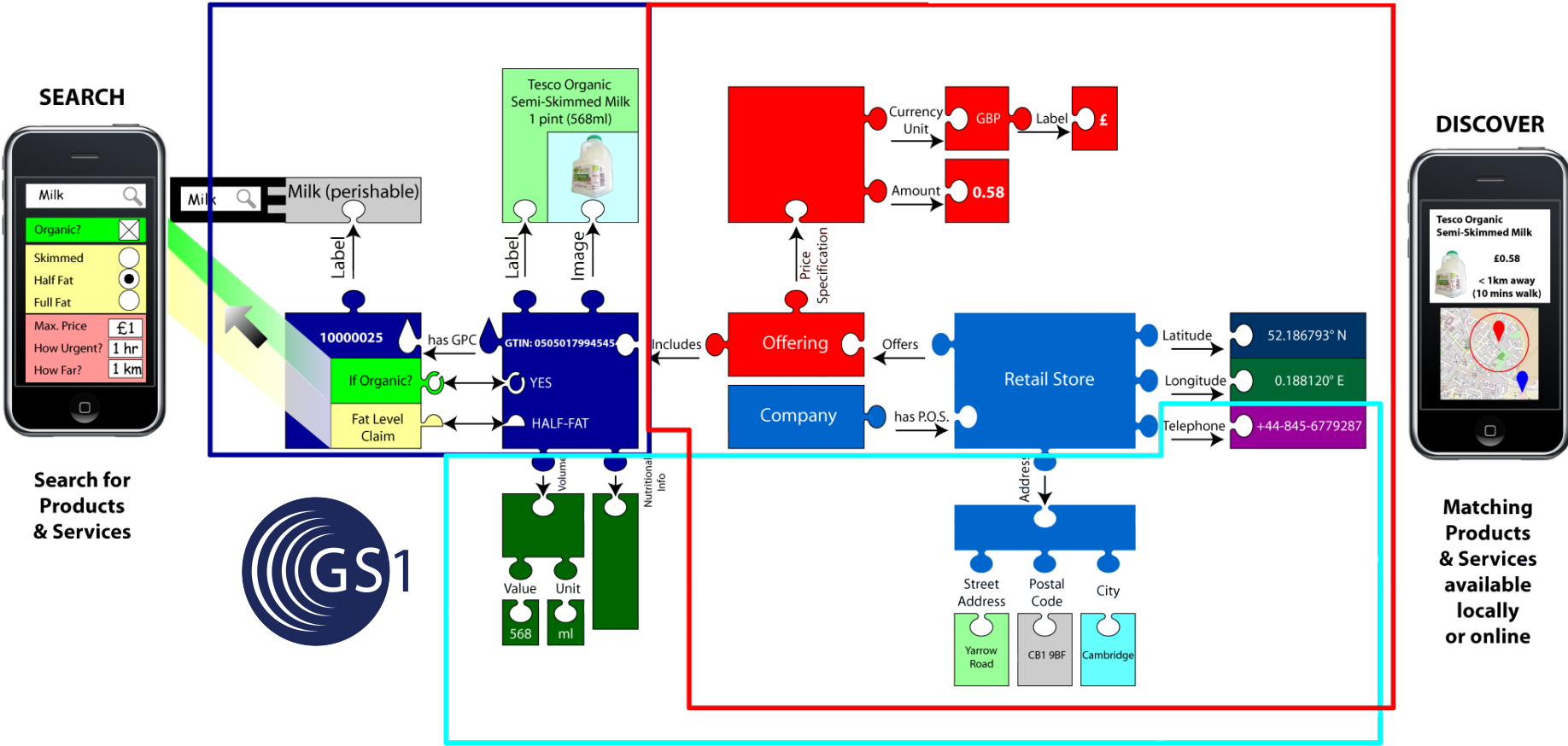
User constraints are specified



Information about matching products and services

Data Linkages

GS1
Global Product Classification
(GPC)
+ attribute - value pairs

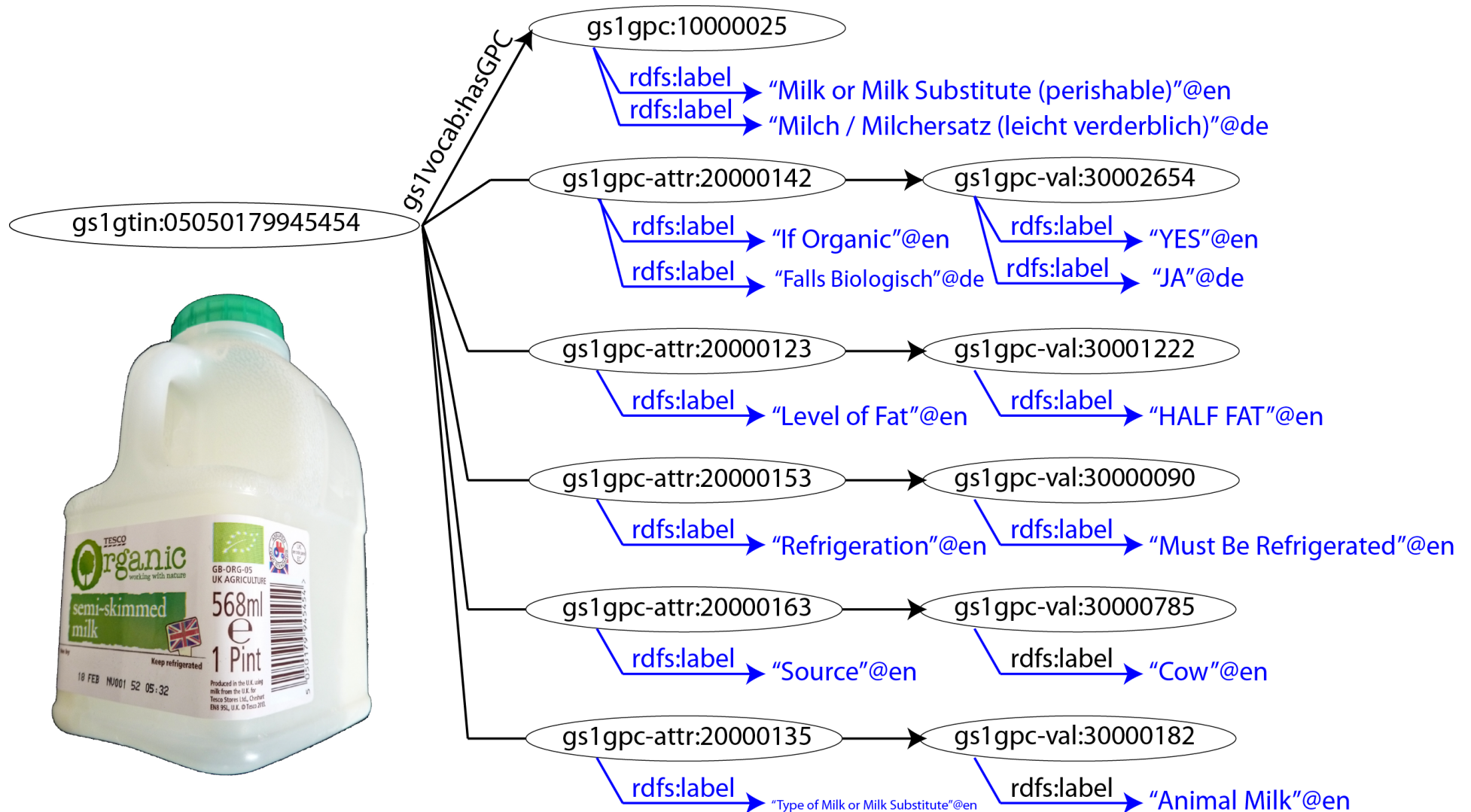


Product Master Data

Party Master Data

in GDSN

GPC available as linked open data



Collaborate with us to develop
linked open data for products and services

gs1digital@gs1.org

The core team for GS1 Digital:

Steve Bratt: GS1, CTO and project sponsor

Mark Harrison: Director of Auto ID Labs Cambridge (UK), lead research scientist

Robert Beideman: GS1, Senior Director: Industry engagement

Nicholas Fergusson: GS1, Senior Director: ICT services

