

Multilingual product information service

As the secretary of The Collaborative Council of Manufacturers, Wholesalers, and Retailers (*1), GS1 Japan has been working on a project to create a multilingual product information service for foreign visitors to Japan.

Background and objectives

The number of foreign visitors to Japan reached 24 million in 2016 and the Japanese government set a target to increase to 40 million by 2020. However, there are a growing number of foreign visitors who feel dissatisfied or anxious when they shop in Japan since many products have information only in Japanese. To address this situation, in FY2016 the council started a project to establish a system to offer foreign visitors accurate product information, which is provided by the brand owners in various languages such as English, simplified and

traditional Chinese, and Korean through a smartphone application. Upon seeing the results of this project, GS1 Japan launched its multilingual product information service in 2018.

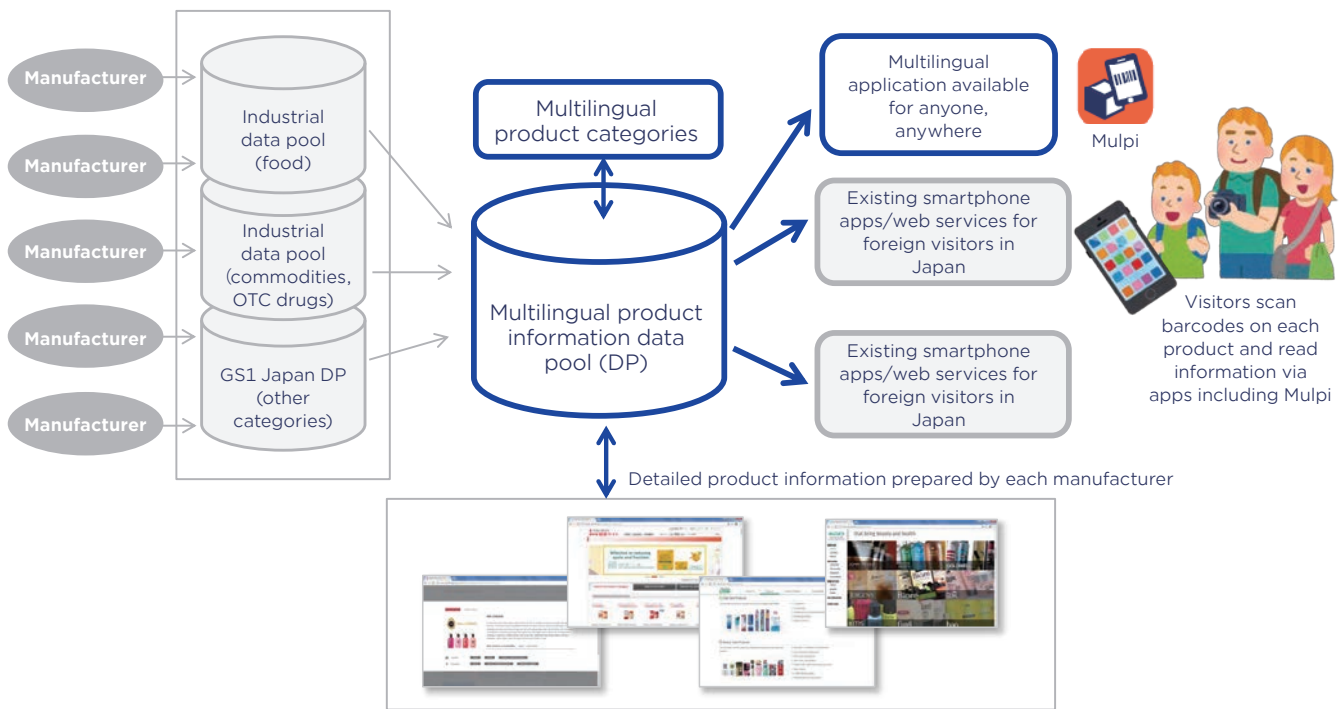
Service overview

With this service, when foreign visitors scan the EAN/UPC symbol on a product using their smartphones, its product information (including GTIN) will be displayed on the screen in one of multiple languages according to the language configuration of the phone. GS1 Japan is in charge of managing the multilingual product information data pool (DP) and the smartphone application called Mulpi (Multi-language product information). The user experience of the multilingual product information service is as follows.

- 1) When a user scans the barcode on a product using a smartphone, its basic product

*1 The council was established in collaboration with manufacturers, wholesalers, and retailers of consumer goods, aiming to promote significant innovation and improvement of the supply chain management and to enhance the industry's competitiveness for contribution to better people's lives. As of December 2016, 22 manufacturers, 9 wholesalers and 22 retailers have joined this council.

Fig. 1 Overview of the multilingual product information service



information including GTIN, product name (*2), image, and category name will be shown on the screen in a selected language. If there is a product website prepared by the brand owners, Mulpi automatically displays the webpage.

- 2) As a communication infrastructure for accurate product information provided by each brand owners, the multilingual product information DP will be working with other applications provided by related service providers. GS1 Japan plans to provide support to participating companies to create multilingual product information web pages in cooperation with translation agencies.

Expected results

Expected results of this service are:

◇Brand owners will:

- *attract more visitors with increasing accessibility to product information pages on their website.
- *provide accurate product information at lower cost.
- *be able to promote sales of their products

through the service.

- *be able to present information such as the correct way of ingestion, intake, and usage through the service.
- *no longer need to respond to individual customers' multilingualization demand.
- *be able to gather the access logs (reference) to their detailed product information to use them for their marketing activity.

◇Retailers will:

- *be able to support the shopping experiences of foreign visitors at a very low cost by using the shared infrastructure of the service.
- *be able to promote instore sales to foreign visitors.
- *no longer need to individually set up and manage systems for multilingualization of product information of instore items.

◇Foreign visitors to Japan will be able to:

- *have a better understanding of Japanese products at shops, which will make it easier for them to purchase what they are interested in.
- *easily obtain accurate product information provided by the brand owners in their

*2 Product Names are in Japanese.

Fig. 2 The multilingual product information service

Multi Language Product Information (Mulpi)

Mulpi instantly tells you what the product is.
Mulpi supports Japanese, English, Chinese and Korean.

The biggest feature of Mulpi is that **it shows product information provided** by the Brand Owners.

Simply scan barcode with Mulpi and get product information in multiple languages!

product
Product code
4001301026118
Product category
ヘアスプレー・ヘアグロス
Hairspray/hair gloss

Brand owner's name
花王 (株)
Product name
ケーブ ナチュラル&ケーブ 潤香料 50g
Distribution provider
Displayed information is provided by Planet.

Rescan Product info. HP

ケーブ Cape
ケーブ ナチュラル&ケーブ 無香料 [180g]

[Hairspray]
Keeps hairstyle naturally. Maintains soft bo

preferred languages through the applications working with the service.

*check the information outside Japan.

Future plan

As a part of the effort to assist the shopping experience of foreign tourists visiting Japan during the 2020 Tokyo Olympics and Paralympics, GS1 Japan plans to increase the number of products registered on the service and accelerate wider use of the application.



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