

STANDARDS ARE EVERYONE'S BUSINESS

FROM: ANSI/EIA Bar Code Committee

PLEASE NOTE THE JUNE 15, 1997 SUSPENSE DATE

For nearly two years the Electronic Industries Association (EIA) has been developing a standard for product marking. An important aspect of this standard is the definition of both bar code and two-dimensional symbol recommendations. While the linear symbol recommendations have been very straight-forward, the determination of which 2D symbol to use for Product Marking has been more difficult. The committee, the EIA Bar Code Committee, represents both the consumer electronics as well as the industrial electronics segments of the industry. Consequently, markings are being considered for larger items such as televisions, stereos, and computers, as well as smaller items such as computer accessories, cellular telephones, and microprocessors.

In order to make an intelligent decision as to what type of two-dimensional symbol (matrix or stacked) should be used, it is absolutely imperative that the committee understand the USER applications in which the symbol will be read. A questionnaire, designed to make the decision more intelligent, is available at <http://www.eia.org/eng/comm/barcode/> and was developed to assist the committee in understanding USER applications. The questionnaire is available both in Word 6.0 and PDF (Acrobat) format.

The respondents to this questionnaire have the opportunity to set the direction of the 2D marketplace with respect to product marking. The more respondents, the better the information.

PLEASE TAKE A COUPLE OF MOMENTS TO ASSIST IN THIS EFFORT.

Thank you!

Allan B. Gilligan, Lucent Technologies
EIA Bar Code Committee Chair

Craig K. Harmon, President - Q.E.D. Systems
EIA Bar Code Committee Project Editor