

From Barcodes to Product Information



Oliver Drobnik

🍏 iOS Development & Consulting

@cocoanetics
cocoanetics.com

Full-time iOS developer and blogger
since January 2010

Barcodes & iOS

- Cheap, reliable, ubiquitous and secure
- Apple added barcodes for Passbook in iOS 6
- New *public* APIs for barcodes in iOS 7
- Core Image QR Code detector added in iOS 8

*Wisdom: If Apple adds new public API they either **need it** themselves or have **tons of requests** for it.*


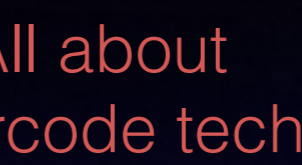





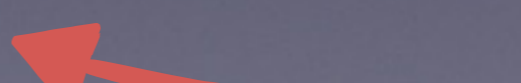
Bringing together the digital and physical worlds



Barcodes with iOS

44% off all books at manning.com
through Dec 3rd with promo code **mobicftw**

A Vertical Tech Book

1. Barcodes, iOS, and You  All about
barcode tech  AVCapture*
Authorization
Cam Features
2. Media Capture with AV Foundation  Metadata Detection
Performance & UI
3. Scanning Barcodes 
4. Passbook, Apple's Digital Wallet  Making Passes with Ruby
Server-less Verification
5. Generating Barcodes  Core Image
AirPrint
BarcodeKit
6. Getting Metadata for Barcodes  NSURLSession,
OAuth and Discogs
7. Putting Barcodes in Context  Core Location
iBeacons

Product Information

A barcode is just a number...

- Devices have mobile internet
- Query web services, e.g. Discogs
- No normalization of barcodes
- No reliable source of product info
- GS1 only has manufacturer info
- amazon.com - guess again...



Amazon.com Product Advertising API License Agreement

"§4: (e) You will not, without our express prior written approval, use any **Product Advertising Content** on or in connection with any site or **application** designed or intended for use with a **mobile phone** or other handheld device, or any television set-top box or Internet-enabled television"



productlayer

productlayer

- Free JSON+RESTful web service
- iOS SDK on GitHub (Open Source)
- 1.7 Mio products so far
- Standard categories from GS1 + additional sub-categories
- Build any app you like with it, we'll help you promote it
- Your app users contribute back via SDK (missing details, photos, etc.)
- User's lists of products accessible via API
- Go to developer.productlayer.com to sign up for free account



Thanks for watching!



@cocoanetics



@productlayer