Electronic Labeling

A modern and flexible approach to regulatory markings
Lots of cool looking products on the market today!
What’s the problem with the Regulatory label?

- Too many Marks
  - Too many NEW marks
  - Duplication
  - Confusing
  - Distraction from important information

- Products are getting smaller
  - Physically no room on product
  - Marks becoming illegible

- Old fashioned & inflexible approach
  - > Six month lead time to implement
  - Retooling may be required
  - Scrap material
What is an Electronic Label?

An electronic means to display regulatory and other important information:

- Using a product’s own built in display
- Providing a link to an internet website
Example using a built in Display

- Some products already use an e-label:
- Many mobile/cell phones support USSD code: *
  #07#
Accessing the Label over the internet
<table>
<thead>
<tr>
<th>Country / Agency</th>
<th>Access Requirement</th>
<th>Packaging Label Required?</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>US FCC</td>
<td>No more than 3 menu steps, no special codes or accessories</td>
<td>Yes</td>
<td>KDB 784748 D02</td>
</tr>
<tr>
<td>Canada IC</td>
<td>No more than 3 menu steps, no special codes or accessories</td>
<td>Yes</td>
<td>2014-DRS1003</td>
</tr>
<tr>
<td>Australia ACMA</td>
<td>No specific method for display defined</td>
<td>No</td>
<td>ACMA Information on Labeling March 2014</td>
</tr>
<tr>
<td>South Africa ICASA</td>
<td>No specific method for display defined</td>
<td>No</td>
<td>General Notice 872 26 August 2013</td>
</tr>
<tr>
<td>Japan MIC</td>
<td>No specific method for display defined</td>
<td>No</td>
<td>Labeling Guidance for Radio Devices June 2012</td>
</tr>
<tr>
<td>Singapore IDA</td>
<td>No specific method for display defined</td>
<td>No</td>
<td>IDA Labeling Rules 4 April 2012</td>
</tr>
</tbody>
</table>
Summary

• Physical labels on the product are no longer fit for purpose
  - Too many marks
  - Too much complexity
  - Products are getting smaller

• E-Labelling:
  - A modern flexible approach
    › No physical restrictions
    › Can be updated throughout the life of the product
    › Accessible
    › Greener!
The power to do more