

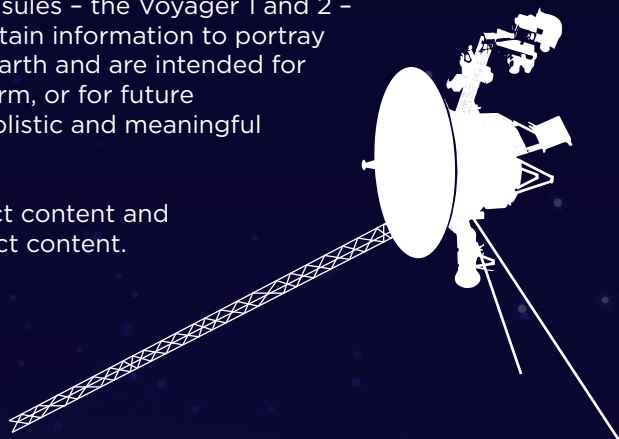
THE GOLDEN RECORD

OF PRODUCT CONTENT

What is the Golden Record?

Around 45 years ago, two small capsules – the Voyager 1 and 2 – were launched into space. They contain information to portray the diversity of life and culture on Earth and are intended for any intelligent extraterrestrial life form, or for future humans. The idea was to create a holistic and meaningful record of society's fundamentals.

We applied this approach to product content and defined the golden record of product content.



Content Capture and Enrichment

Create enriched content to help attract, engage and differentiate your product across digital shelves. Our Image Capture Solutions help create content that converts to a sale and our Data Loading Maintenance Solutions make it easy to get your data loaded and shared easily!



Quality and Performance Reporting

Improve your product content health through customized assessments and ecommerce analytics and reporting.



Product Discovery

Leverage existing content invested with 1WorldSync to power and showcase your product portfolio to be discovered by buyers worldwide with our Digital Catalog and LabelSync offerings.

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Content Syndication

Distribute content to specific retailers, e-tailers or app providers and include attribution validation rules and the ability to distribute in the compliant format.



Content Management

Centralize, organize and distribute product content with our Omni channel platform, Product Information Management (PIM) partners and Digital Asset Management solutions.



Power Every Step Of The Product Content Journey With 1 Solution

From **Content Capture and Enrichment** to **Product Discovery**, we guide companies on their way to the perfect data set—**The Golden Record.**