

## What is defined?

- Label content is separated into fields (according to ANSI MH10.8.2-2010)
- Label shall be machine readable too
- Mandatory Fields:

**Product ID**  
**6 bytes**

*Manufacturer Assigned*

**EURID**  
**6 bytes \*)**

*Module manufacturer assigned*

\*) EURID in Japan is mandatory 6 bytes. For all regions set the two MSB's to 0x00.

- Optional Fields:

**AES Security Key**  
**16 bytes**

**Recom code**  
**4 bytes**

**Manufacturer tags**  
...

## What is up to the manufacturer?

- Label type – NFC, QR, BAR etc.
- Label properties: pixel size, coding, dimensions
- Label position

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