



Web3 powered Digital Product Passports

What could this mean for the future of commerce?

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Who am I?



Me:

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Who:

Web3 Builder

What:

Engineering Director @ eBay Web3

When:

Crypto & NFTs since 2017

Journey:

KnownOrigin Co-founder / EIP-2981 Royalties Standard

Visit:

<https://www.ebayinc.com/web3-at-ebay>

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The future of commerce

Imagine a world where

Connected Products + Digital Product Passports + Web3 + Commerce

all work together ...

What could this look like?

Navitimer B01 Chronograph 46



Details

Traceability

Servicing

£33,500

Current owner: [jimboobins.](#)



Actively Warranty (expires)

Make Offer

Benefits

Trend



But wait ...

What about commerce today?

Some of the challenges facing platforms, brands, producers, marketplaces and retailers of today

Supply chain transparency

It's not always easy to see where your product originates from and what it's made from

Circularity & end-of-life

It's not always easy to resell your goods and see your item's history or lifecycle

Utility after first purchase

Once you've bought an item, brands and producers are often limited to email comms only

Regulatory insight

EU regulations introduce DPPs to help drive transparency, circularity and sustainability from, 2026/27 onwards for many categories

Physical <> Digital experiences

It's not always possible to use your physical item in a digital realm.

Ecosystem interoperable

High cost of integration to enable ecosystems interoperability of physical goods – lacking digital standards and interoperability

Navitimer B01 Chronograph 46



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The future could enable...

Bridge physical to digital hints a possible future that drives ...

Interactive product experiences

Experiences don't need to start and end as they currently do.

Products can come to life.

More avenues to engage with a brand and a product.

Realtime product authenticity and info

Authenticity at the edge - connected products can allow new forms of authenticity.

Product history becomes transparent once an item is serialized and fingerprinted.

Empowering consumers.

Ecosystem interoperability

Silos are broken down and consumers get more from their purchases.

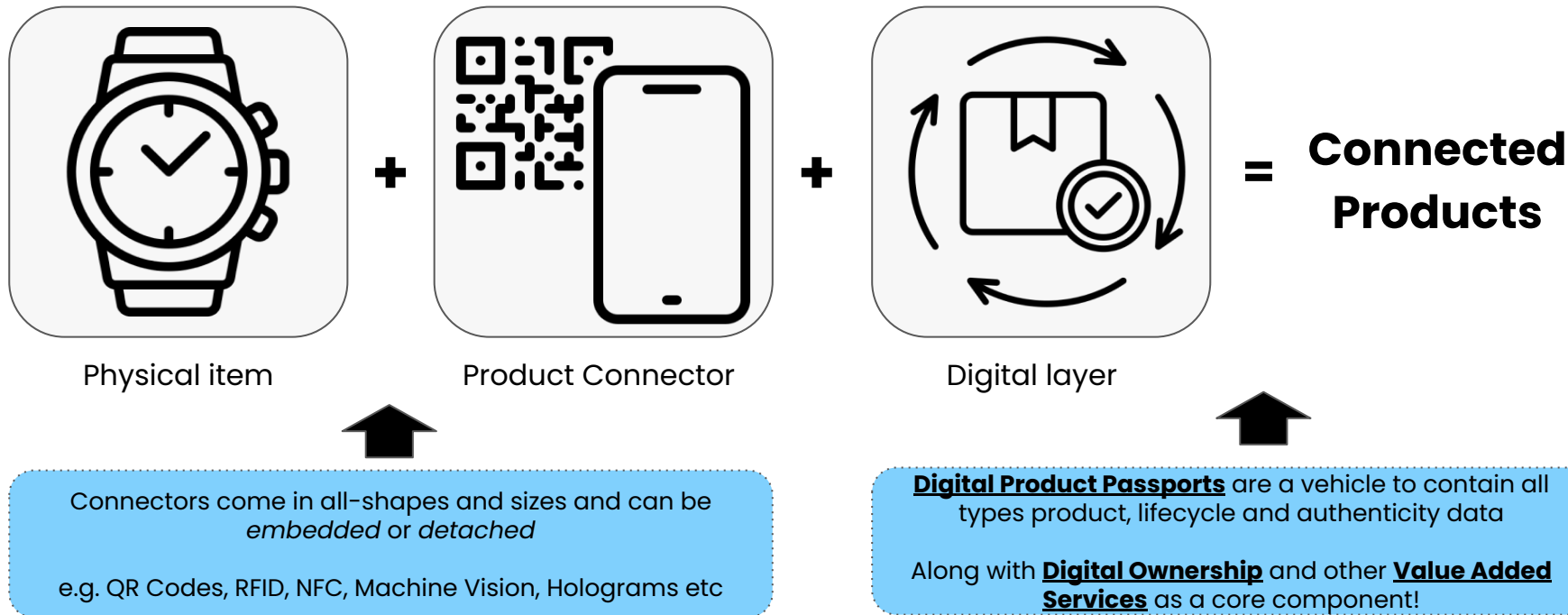
Consumers have more choice and transparency.

Back-to-basics

What's a Connected Product and a Digital Product Passport (DPP)?

Who is embracing this technology?

What are Connected Products and Digital Product Passports (DPPs)?



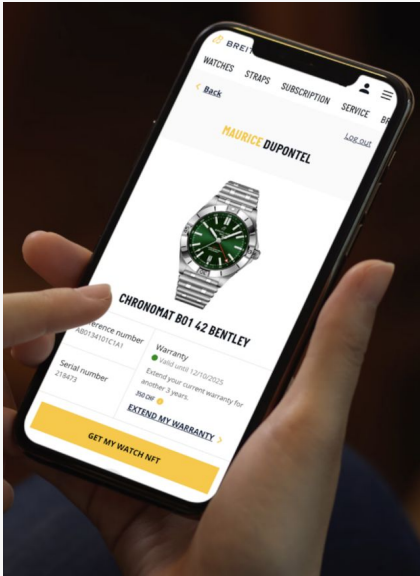
Industry Examples

Some examples of what exists right now

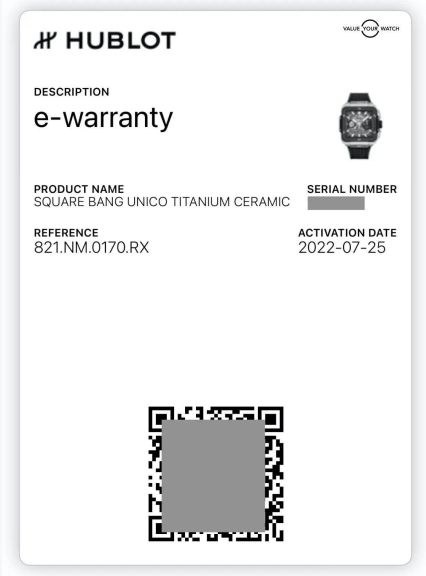
Breitling, Hublot, Pangaia and Loro Piana are also experimenting and leveraging the technology to their advantage

Why “Onchain” is the next “Online”

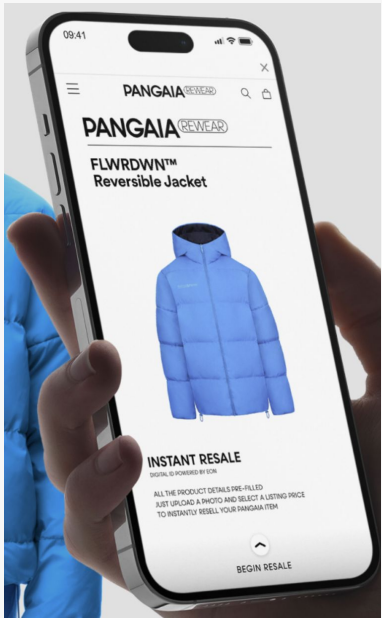
Breitling NFT/digital passport



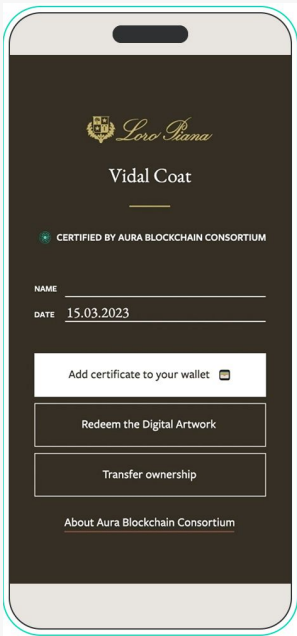
Hublot e-warranty



Pangaia digital ID



Loro Piana digital certificate



Why Web3? Why eBay?

What makes Web3 the ideal rails for a connected products world?

Global Reach & Global Scale requires looking to the future



2.1B

Approximate number of
live listings



133M

Active buyers worldwide



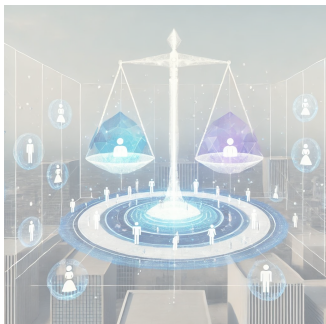
190+

Markets around the world

DPP Web3 rails and its advantage

Why are DPP vendors choosing Web3 rails?

1



Credible Neutrality

Public infrastructure provides neutral grounds for multiple interested parties

Neutral rails helps potential future regulatory compliance requirements

Building on open infrastructure drives efficiencies

2



Composable Building Blocks

Standards enable composability

ETH ecosystem has broad and rich standards landscape

Building on consuming DPPs are essential to their usefulness and success

3



Interoperable Ownership

Public, private key cryptography is at the core of Blockchain infrastructure

Self Sovereign Digital Ownership is not possible with Web3 rails

Ownership needs to be consumed by many parties

Thank you!

Find out more

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