

Title (en)

METHOD AND DEVICE FOR PROMOTING SALES OF GOODS OR SERVICES

Title (de)

VERFAHREN UND GERÄT ZUM STEIGERN DES VERKAUFS VON GÜTERN UND DIENSTLEISTUNGEN

Title (fr)

PROCEDE ET DISPOSITIF DE PROMOTION COMMERCIALE DE BIENS OU SERVICES

Publication

**EP 0885425 B1 19991013 (FR)**

Application

**EP 96941069 A 19961128**

Priority

- FR 9601883 W 19961128
- FR 9514523 A 19951130

Abstract (en)

[origin: WO9720277A1] A device for promoting sales of goods or services is disclosed. The device is useful for identifying, approaching and luring buyers, arousing their interest in a product and finally selling them the product by means of presentation techniques using a computerised system arranged in one or more stands that comprise at least one console combined with one or two display panels (1) for displaying a number of pictures. The touch-sensitive display responds to the capacitive effect of the consumer's hand so that the consumer may select information for later use in the form of a printed document such as a money-off coupon or the like related to the selected product. The display (2) of the device comprises a large picture consisting of a set of 2<n> large-format descriptive indicia that may readily be replaced with others having the same size or a size equal to a multiple of the smallest format. When display indicia are replaced, the computer parameters related to the selection are rearranged accordingly. The touch-input data is processed both to provide said printed document and to ensure proper accounting of the discounts and other advantages that the consumer has used at the point of sale, as well as to compile the daily sales figure.

IPC 1-7

**G06F 17/60**

IPC 8 full level

**G09F 15/00** (2006.01); **G09F 27/00** (2006.01); **G09F 13/00** (2006.01); **G09F 13/04** (2006.01)

CPC (source: EP)

**G09F 13/0427** (2021.05); **G09F 15/005** (2013.01); **G09F 27/00** (2013.01); **G09F 13/00** (2013.01); **G09F 13/0409** (2013.01); **G09F 2013/05** (2021.05)

Designated contracting state (EPC)

BE CH DE ES FR GB IE IT LI LU NL PT

DOCDB simple family (publication)

**WO 9720277 A1 19970605**; AU 1033697 A 19970619; CA 2238891 A1 19970605; DE 69604703 D1 19991118; EP 0885425 A1 19981223; EP 0885425 B1 19991013; FR 2741987 A1 19970606; FR 2741987 B1 19980102

DOCDB simple family (application)

**FR 9601883 W 19961128**; AU 1033697 A 19961128; CA 2238891 A 19961128; DE 69604703 T 19961128; EP 96941069 A 19961128; FR 9514523 A 19951130