

Title (en)

IMPROVEMENTS IN, OR RELATING TO, THE DISTRIBUTION OF INFORMATION

Title (de)

VERBESSERUNGEN BEI BZW. IM BEZUG AUF DIE VERTEILUNG VON INFORMATIONEN

Title (fr)

AMELIORATIONS APORTEES A LA DIFFUSION D'INFORMATIONS

Publication

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Application

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- SE 9702552 A 19970702

Abstract (en)

[origin: WO9901018A2] The present invention is based on a mechanism which enables information providers to direct their offerings to individual information users during those periods when an information user has a high probability of requiring the information on offer. The system of the present invention comprises three entities, an information user terminal, of which there may be a plurality, information providers, of which there may also be a plurality, and an information broker's file server. These entities are linked via the Internet. Thus, the present invention is based on a system having the following functional elements: an agent-based information gathering, packaging, and presentation sub-system; a database for storage of statistical and dynamic information on customers; distribution of advertising from companies to individual customers; distribution of targeted advertising/promotional materials to individual customers; and filtration of unwanted information on an individual customer basis.

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