

Title (en)

ELECTRONIC SYSTEM FOR SELECTIVELY DISPLAYING DATA IN A SHOWROOM

Title (de)

ELEKTRONISCHE ANORDNUNG ZUR SELEKTIVEN DARSTELLUNG VON INFORMATIONEN FÜR VERKAUFSTELLE

Title (fr)

SYSTEME ELECTRONIQUE DE PRESENTATION SELECTIVE D'INFORMATIONS SUR LIEU DE VENTE

Publication

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Application

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Abstract (en)

[origin: FR2768254A1] The invention concerns an electronic system for displaying data concerning products for sale in a showroom comprising: a central unit; a mass memory containing interactive image sequences respectively associated with products pertaining to a given group among those on sale in the showroom; a tactile screen; a bar code reader or the like in front of which a product for sale can be presented. The central unit comprises a comparator for comparing (34) a product-code, delivered by said reader (32, 33), with a series of product-codes respectively corresponding to the products of the group. The central unit starts (36, 37) running the interactive image sequence associated with the presented product when the product-code thereof is contained in said product-code series, and displays a non-correspondence message (35) if such is not the case. The invention is applicable for promoting the sale of perfumes and cosmetics.

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