

Title (en)
ADVERTISING INSTALLATION

Title (de)
REKLAMEANLAGE

Title (fr)
INSTALLATION PUBLICITAIRE

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Application
EP 99900869 A 19990204

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Abstract (en)
[origin: WO9940558A1] The invention relates to an advertising installation (10), comprising a device (20) to store an advertising message and an information dissemination device (30). The advertising installation (10) also comprises a determination device (40) to determine at least one actual advertisement-specific situation parameter and a control device (50) to select a stored advertising message depending on the situation parameter detected and to disseminate said advertising message via the information dissemination device (30). The inventive method for operating an advertising installation (30) includes a first step in which at least one actual advertisement-specific situation parameter is determined by means of a determination device (40). In a second step, a control device (50) selects an advertising message from a plurality of advertising messages stored in a storage device (20) depending on the situation parameter detected. The selected advertising message is disseminated by means of an information dissemination device (30) in a third step. The advertising installation (10) and the method for operating an advertising installation (10) enable dissemination of advertising messages or advertisements specially designed for the person or persons to which the advertisements are disseminated. Furthermore, said installation enables the dissemination of the advertisements at an appropriate time for the goods and/or services being advertised. This prevents oversaturation of persons with unspecific advertising or publicity and/or the dissemination of advertisements or publicity at an inappropriate time, whereby the invention brings about improved publicity success.

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G09F 27/00

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Cited by
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