

Title (en)
SYSTEM FOR PROVIDING A DISPLAY OF MERCHANDISE AS SPECIFIED BY RETAIL AND WHOLESALE MERCHANDISE PROVIDERS

Title (de)
SYSTEM ZUR BEREITSTELLUNG EINER WARENANZEIGE ENTSPRECHEND DER ANGABEN VON WIEDERVERKÄUFERN UND GROSSHÄNDLERN

Title (fr)
SYSTEME DE PRESENTATION DE MARCHANDISES SELON LES SPECIFICATIONS DE DETAILLANTS ET DE GROSSISTES

Publication
EP 1072009 A4 20030813 (EN)

Application
EP 99911288 A 19990310

Priority
• US 9905219 W 19990310
• US 3851298 A 19980311

Abstract (en)
[origin: WO9946709A1] A system for displaying merchandise to a potential shopper via a communication network is disclosed. A plurality of shoppers can access the system to view information provided by a plurality of retailers acting in concert with a plurality of manufacturers. Each shopper, retailer, and manufacturer has a personal computer equipped with communication software (22, 23, 24) and communicates via a communication link (21) with servers (18, 19, 20). The information that is accessible to a shopper is determined jointly by templates (12, 13) and databases (10, 11) for the manufacturer and retailer, respectively, and includes electronic advertising. The templates specify information format while the databases determine information availability and content.

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IPC 8 full level
G06Q 30/00 (2012.01)

CPC (source: EP)
G06Q 30/02 (2013.01); **G06Q 30/06** (2013.01)

Citation (search report)
• [X] WO 9740617 A1 19971030 - INFOSPINNER INC [US], et al
• [X] US 5715453 A 19980203 - STEWART GORDON GREGORY [US]
• [X] EP 0774722 A2 19970521 - MICROSOFT CORP [US]
• [A] GREEN T: "Commerce servers labs test", INFORMATIONWEEK, MANHASSET, NY, US, vol. 3, no. 3, 29 April 1997 (1997-04-29), pages 78 - 82,84-88,92-96,98-100,102-103, XP002100171, ISSN: 8750-6874
• [A] SEACHRIST D: "Hanging out an Internet shingle", BYTE, MCGRAW-HILL INC. ST PETERBOROUGH, US, vol. 22, no. 4, April 1997 (1997-04-01), pages 136 - 140, XP002100170, ISSN: 0360-5280
• See references of WO 9946709A1

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