

Title (en)
METHOD AND APPARATUS FOR OBTAINING CONSUMER DATA IN EXCHANGE FOR CONSUMER INCENTIVES VIA A NETWORKED RESOURCE

Title (de)
VERFAHREN UND GERÄT ZUM ERHALT VON KUNDENDATEN IM AUSTAUSCH MIT KUNDENANREIZEN VIA NETZWERKQUELLEN

Title (fr)
PROCEDE ET DISPOSITIF D'OBTENTION DE DONNEES DE CONSOMMATEUR EN ECHANGE DE PROMOTIONS VIA UN FOURNISSEUR EN RESEAU

Publication
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Application
EP 99938761 A 19990723

Priority
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Abstract (en)
[origin: WO0005668A1] A method and apparatus for obtaining consumer data in exchange for consumer incentives at a point-of-sale including a scanner (12), a personal computer (14), a monitor (16), a mouse (20), and a laser printer (22). A consumer selects merchandise from a display and purchases it. Thereafter, the consumer enters a kiosk enclosing the apparatus and scans a machine-readable code on one ore more tags affixed to the merchandise. A registration form is displayed, which the consumer completes by inserting demographic data. Consumer data comprising the merchandise data and demographic data is transmitted via the Internet to a data management center for storage, collation, analysis and distribution. Upon receipt of the consumer data optionally including the results or outcome of the game via the Internet, the data management center provides the apparatus with incentive data via the Internet. The incentive data is printed on the laser printer (22) and made available to the consumer.

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