

Title (en)

SUPPLYING GREETING CARDS AND GIFT CARDS OVER A GLOBAL COMPUTER NETWORK

Title (de)

AUSGEBEN VON GRUSSKARTEN UND GESCHENKKARTEN ÜBER EIN WELTWEITES COMPUTER-NETZWERK

Title (fr)

ACHEMINEMENT DE CARTES DE VOEUX ET DE CARTES-PRIMES A TRAVERS UN RESEAU INFORMATIQUE MONDIAL

Publication

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Application

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Abstract (en)

[origin: WO0070517A2] A wide range (e.g. global) computer network provides for the ordering of greeting cards from a plurality of remote terminals each including a monitor and selector. When access to a central server is obtained using the remote terminals, options for selection by the accessing terminals are displayed on the terminal monitors including greeting card image, message, card personalization, recipient address, payment, gift card, and like options. In response to selections made by the accessing terminal a plurality of multi-color physical greeting cards, with imaged graphics and text, are printed at a central imaging facility and the greeting cards are physically transmitted (e.g. mailed) to the appropriate respective recipient addresses that were selected. Production of the greeting card, and a selected accompanying gift card, is preferably made utilizing a continuous web of paper, or sheet, by merging variable templates with variable text data and ripped graphic images, in a continuous process in which layouts, graphic images, and texts change independently from card to card as the plurality of cards are sequentially produced in the same continuous process. The gift cards may be paper, plastic, personalized, and/or with magnetic strip and RF technology encoded data/information, typically with one or both faces of a paper card laminated with transparent plastic.

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