

Title (en)

METHOD AND APPARATUS IN A WIRELESS COMMUNICATION SYSTEM FOR USING A SELECTIVE CALL RECEIVER TO PROVIDE DEMOGRAPHIC INFORMATION, REDEEM COUPONS, AND EMULATE AFFINITY CARDS

Title (de)

VERFAHREN UND VORRICHTUNG IN EINEM DRAHTLOSEN KOMMUNIKATIONSSYSTEM ZUR BENUTZUNG EINER SELEKTIVEN RUFEMPFAÑGER ZUM BEREITSTELLEN VON DEMOGRAPHISCHER INFORMATION, KUPONS EINLÖSUNG UND EMULIERUNG VON AFFINITÄTKARTEN

Title (fr)

PROCEDE ET APPAREIL DANS UN SYSTEME DE TELECOMMUNICATION SANS FIL PERMETTANT L'UTILISATION D'UN RECEPTEUR D'APPEL SELECTIF POUR FOURNIR DES INFORMATIONS DEMOGRAPHIQUES, COUPONS DE REMBOURSEMENT ET POUR EMULER DES CARTES D'AFFINITE

Publication

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Application

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Abstract (en)

[origin: WO0003328A1] Demographic information concerning the user of an SCR (Selective Call Receiver) (10) is stored in the SCR (10). The demographic information (60) is displayed on the SCR (10) in bar code format such that it can be read by a bar code scanner (132), as in a store (130) or at a point-of-sale (154). In one embodiment, a stored coupon is also displayed in bar code format so that it can be read and redeemed at a point-of-sale. In another embodiment, a stored affinity card code and a unique identifier are displayed in bar code format so that they can be read to identify a selected affinity group and the customer at the point-of-sale.

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