

Title (en)

METHOD AND SYSTEM FOR PROVIDING PERSONALIZED ONLINE SERVICES AND ADVERTISEMENTS IN PUBLIC SPACES

Title (de)

VERFAHREN UND SYSTEM UM PERSONIFIZIERTE ONLINEDIENSTE UND WERBUNG IN ÖFFENTLICHEN RÄUMEN ZUR VERFÜGUNG ZU STELLEN

Title (fr)

PROCEDE ET SYSTEME DE SERVICES PERSONNALISES EN LIGNE Y COMPRIS LA PUBLICITE DANS LES LIEUX PUBLICS

Publication

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Application

EP 00928703 A 20000503

Priority

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- US 13216899 P 19990503
- US 16076099 P 19991021

Abstract (en)

[origin: WO0067092A2] A method and system for providing personalized and integrated online services for communications and commercial transactions both in private and public venues. The invention provides personalized information that is conveniently accessible through a network of public access stations (or terminals) which are enabled by a personal system access card (e.g., smart card). The invention also provides advertisers the opportunity to directly engage actual and potential user-consumers with selected advertising or marketing content based on each user's profile and usage history.

[origin: WO0067092A2] A method and system (1000) for providing personalized and integrated online services for communications and commercial transactions both in private and public venues. The invention provides personalized information that is conveniently accessible through a network of public access stations (1002) which are enabled by a personal system access card. The invention also provides advertisers the opportunity to directly engage actual and potential user-consumers with selected advertising or marketing content based on each user's profile (126) and usage history (124).

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