Title (en)
METHOD, SYSTEM AND BUSINESS MODEL FOR PERFORMING AN AUCTION

Title (de)
VERFAHREN, SYSTEM UND GESCHÄFTSMODELL ZUR REALISIERUNG EINER AUKTION

Title (fr)
PROCEDE, SYSTEME ET MODELE COMMERCIAL PERMETTANT D'EFFECTUER UNE MISE AUX ENCHERES

Publication
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Application
EP 99959466 A 19991210

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Abstract (en)
[origin: WO0022907A2] The present invention relates generally to a method, a system and a business model for performing sale of products. The products may be new goods, secondary market goods, services, collectibles etc.. The present invention relates more particularly to implementing auctions with the telecommunications media. One idea of the present invention is providing an auction where information on the products in sale and the offers is transferred to potential buyers via an electronic mass media such as television. The auction management system advantageously comprises a display screen (202) for showing said information on the products. This display screen can be imaged with video cameras (205) for broadcasting on television (209, 208, 216). This enables to create an entertaining auction program, where there is a display screen provided for a real time information on the products and offers. The user can advantageously make offers using short message service of a mobile communications system (214, 250, 260, 262, 280, 290). The user of the auction service does not need to have a continuous telephone connection to the service provider. The user does neither need to make specific agreements with the service provider or a bank for the purchase payments in order to use the auction service.

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