

Title (en)
AN INTERACTIVE SYSTEM FOR CONDUCTING BUSINESS AND METHOD FOR THE INTERACTIVE DISTRIBUTION OF INFORMATION RELATING TO PRODUCTS AND SERVICES

Title (de)
INTERAKTIVES SYSTEM FÜR GESCHÄFTSDURCHFÜHRUNG UND VERFAHREN FÜR DIE INTERAKTIVE VERTEILUNG VON INFORMATIONEN ÜBER PRODUKTE UND DIENSTLEISTUNGEN

Title (fr)
SYSTEME INTERACTIF DE GESTION COMMERCIALE ET PROCEDE PERMETTANT LA DISTRIBUTION INTERACTIVE D'INFORMATIONS CONCERNANT DES PRODUITS ET DES SERVICES

Publication
EP 1290595 A2 20030312 (EN)

Application
EP 01928437 A 20010409

Priority
• US 0111659 W 20010409
• US 54996000 A 20000414

Abstract (en)
[origin: WO0180122A2] Interactive system for conducting business, having a satellite shop located in an area of high pedestrian traffic, a sensory magnet zone having at least one stimulus to attract consumers to the satellite shop, and interactive zone of the satellite shop having a consumer interface configured to facilitate exchange of product-related information and a product testing zone, and a retail zone within the satellite shop having products available for purchase. Method for interacting with a consumer to provide product-related information including the steps of locally attracting the consumer to a satellite shop, establishing an interaction with the consumer via a product-related interface, providing product-related information to the consumer via the product-related interface, providing the consumer an opportunity to test at least one product, recording a list of products tested by the consumer in a data store, offering to the consumer one or more products for purchase, and obtaining feedback from the consumer regarding the tested and purchased products.
[origin: WO0180122A2] Interactive system for conducting business, having a satellite shop located in an area of high pedestrian traffic, a sensory magnet zone having at least one stimulus to attract consumers to the satellite shop, and interactive zone of the satellite shop having a consumer interface configured to facilitate exchange of product-related information and a product testing zone, and a retail zone within the satellite shop having products available for purchase. Method for interacting with a consumer to provide product-related information including the steps of locally attracting the consumer to a satellite shop, establishing an interaction with the consumer via a product-related interface, providing product-related information to the consumer via the product-related interface, providing the consumer an opportunity to test at least one product, recording a list of products tested by the consumer in a data store, offering to the consumer one or more products for purchase, and obtaining feedback from the consumer regarding the tested and purchased products.

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Citation (search report)
See references of WO 0180122A2

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DOCDB simple family (application)
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