

Title (en)
ADVERTISING

Title (de)
WERBEMITTEL

Title (fr)
SYSTEME DE PUBLICITE

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Application
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Abstract (en)
[origin: WO0223516A1] The invention relates to a method for producing advertising, comprising the following steps: in a first step, individual image information that is stored on a storage medium is prepared for image processing; during a subsequent image processing step, the individual information is at least partially replaced by advertising information that is not part of the image; in the next step, the remaining individually recorded image information and the advertising information that is not part of the image is transferred to a positive material. The invention also relates to the advertising produced according to this method, which comprises individually recorded image information and advertising information that is not part of the image. The advertising information partially or wholly overlaps the individually recorded image information in determinable areas.

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