

Title (en)  
ADVERTISING

Title (de)  
WERBEMITTEL

Title (fr)  
SYSTEME DE PUBLICITE

Publication  
**EP 1319222 A1 20030618 (DE)**

Application  
**EP 01960022 A 20010809**

Priority  
• CH 0100490 W 20010809  
• CH 17692000 A 20000911

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.

IPC 1-7  
**G09F 23/00**

IPC 8 full level  
**G06T 11/80** (2006.01); **G09F 19/00** (2006.01); **G09F 23/00** (2006.01)

CPC (source: EP US)  
**G09F 23/00** (2013.01 - EP US)

Citation (search report)  
See references of WO 0223516A1

Designated contracting state (EPC)  
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE TR

DOCDB simple family (publication)  
**WO 0223516 A1 20020321**; AU 8163601 A 20020326; CH 697548 B1 20081128; CN 100380416 C 20080409; CN 1452768 A 20031029; EP 1319222 A1 20030618; JP 2004508604 A 20040318; US 2004100088 A1 20040527; US 7602994 B2 20091013

DOCDB simple family (application)  
**CH 0100490 W 20010809**; AU 8163601 A 20010809; CH 17692000 A 20000911; CN 01815343 A 20010809; EP 01960022 A 20010809; JP 2002527482 A 20010809; US 38045503 A 20030725