

Title (en)

METHOD AND SYSTEM FOR USING A HAND HELD DEVICE FOR RECEIVING PROMOTIONS AND PRODUCT INFORMATION

Title (de)

VERFAHREN UND SYSTEM ZUM VERWENDEN EINES HANGERÄTES FÜR DAS EMPFANGEN VON SONDERANGEBOTEN UND PRODUKTINFORMATION

Title (fr)

PROCEDE ET SYSTEME D'UTILISATION D'UN DISPOSITIF PORTABLE POUR RECEVOIR DES INFORMATIONS SUR DES PROMOTIONS ET DES PRODUITS

Publication

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Application

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Priority

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Abstract (en)

[origin: WO0225823A2] A method, system, and computer product for using a hand held device for receiving promotions and product information. The method includes establishing a wireless communications link between a hand held device and a retail store system when the hand held device is located within a predetermined proximity of a retail store related to the retail store system. The retail store system generates a promotion relating to retail products offered by said retail store and delivers the promotion to the hand held device via the wireless communications link. The wireless communications link can be established either automatically or based on a signal initiated by a user of the hand held device. The hand held device may also transmit a customer identifier and/or a product identifier to the retail store system and receive promotions generated based on the customer identifier and/or product identifier.

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