

Title (en)  
INTERACTIVE MARKETING SYSTEM

Title (de)  
INTERAKTIVES MARKETINGSYSTEM

Title (fr)  
SYSTEME DE MARKETING INTERACTIF

Publication  
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Application  
**EP 01989556 A 20011203**

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Abstract (en)  
[origin: WO0244959A2] The aim of the invention is to create an interactive marketing system for products and services related thereto, especially for goods in trading establishments, whereby a customer is visually and/or acoustically connected to a trade consultant in a remote center by means of a videoconferencing link with at least one terminal. According to the invention, the terminal (1) used to carry out said videoconferencing and/or to call up digital information is disposed in the vicinity of the products (9) in a sales room, especially on a sales stand (10) or on an information counter.

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