

Title (en)  
INTERACTIVE MARKETING SYSTEM

Title (de)  
INTERAKTIVES MARKETINGSYSTEM

Title (fr)  
SYSTEME DE MARKETING INTERACTIF

Publication  
**EP 1342195 A2 20030910 (DE)**

Application  
**EP 01989556 A 20011203**

Priority  
• DE 10060024 A 20001201  
• EP 0114083 W 20011203

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.

IPC 1-7  
**G06F 17/60**

IPC 8 full level  
**G06Q 30/00** (2012.01); **G09F 27/00** (2006.01); **H04N 7/14** (2006.01)

CPC (source: EP)  
**G06Q 30/02** (2013.01); **G09F 27/00** (2013.01); **H04N 7/14** (2013.01)

Citation (search report)  
See references of WO 0244959A2

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 0244959 A2 20020606; WO 0244959 A3 20020725**; AU 2797502 A 20020611; DE 10060024 A1 20020613; EP 1342195 A2 20030910

DOCDB simple family (application)  
**EP 0114083 W 20011203**; AU 2797502 A 20011203; DE 10060024 A 20001201; EP 01989556 A 20011203