

Title (en)

A METHOD AND SYSTEM FOR CUSTOMIZED PRINT PUBLICATION AND MANAGEMENT

Title (de)

VERFAHREN UND SYSTEM ZUR INDIVIDUALISIERUNG VON DRUCKVERÖFFENTLICHUNGEN UND ZUR DRUCKVERWALTUNG

Title (fr)

PROCEDE ET SYSTEME DE PUBLICATION ET DE GESTION DE MEDIAS IMPRIMES PERSONNALISES

Publication

**EP 1397252 A4 20051221 (EN)**

Application

**EP 02726913 A 20020523**

Priority

- US 0216208 W 20020523
- US 29320701 P 20010525

Abstract (en)

[origin: WO02094566A1] A method (Figure 3) for creating and managing customized print media through an enhanced content management process is disclosed. A print media customer, which may be an individual or organization, is profiled to determine content preferences (step 122). Profiling may be based on face-to-face or electronic surveys, Internet usage patterns, buying patterns, or other criteria. Content associated with the preferences is obtained and analyzed (step 124). Content affinities, or relationships between the content and other content in a content network, are determined, and may influence the print media produced (steps 128 and 130). A history of the content is maintained, to ensure content is not duplicated (step 126). Both substantive and non-substantive content, such as advertising content, is used. Both the content and layout of the print media can be customized (step 132).

IPC 1-7

**B41B 15/00**; **B41J 15/00**; **B41J 11/50**; **B41J 11/44**; **G06K 9/00**; **G06K 9/20**; **G06F 15/00**; **G06F 17/00**; **G06F 17/30**; **G03G 21/14**

IPC 8 full level

**G06F 17/24** (2006.01); **G06F 17/30** (2006.01); **G06Q 30/00** (2012.01)

CPC (source: EP)

**G06F 16/9535** (2018.12); **G06F 40/174** (2020.01); **G06Q 30/02** (2013.01)

Citation (search report)

- [X] WO 0075798 A1 20001214 - HEWLETT PACKARD CO [US], et al
- [XA] WO 0014625 A1 20000316 - SONY ELECTRONICS INC [US]
- See references of WO 02094566A1

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US11715132B2

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 02094566 A1 20021128**; EP 1397252 A1 20040317; EP 1397252 A4 20051221

DOCDB simple family (application)

**US 0216208 W 20020523**; EP 02726913 A 20020523