

Title (en)

METHOD AND APPARATUS FOR ACCESSING AN INTERACTIVE INCENTIVE REWARDS PROGRAM THROUGH A WIRELESS COMMUNICATIONS NETWORK

Title (de)

METHODE UND GERÄT ZUM ZUGRIFF AUF EIN INTERAKTIVES KAUFANREIZ-PUNKTE-PROGRAMM ÜBER EIN DRAHTLOSES KOMMUNIKATIONSNETZWERK

Title (fr)

PROCEDE ET APPAREIL PERMETTANT D'ACCEDER A UN PROGRAMME INTERACTIF DE FIDELISATION PAR PRIME PAR LE BIAIS D'UN RESEAU DE RADIOCOMMUNICATIONS

Publication

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Application

EP 00974722 A 20001120

Priority

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Abstract (en)

[origin: WO0139053A2] A method and apparatus for accessing an interactive incentive reward to notify program members of eligibility to redeem awards offered by reward program participants. A central controller interfaces a reward program owner database, and one or more reward service provider databases to a mobile network. The network provides communication with terminal devices, such as mobile phones used by the program members. In response to a reward query placed by a member through a member's mobile phone, the central controller will access the member's program account to determine an account balance, access the reward service provider databases to locate, in response to the query, reward providers in a general vicinity of the member, and communicate information through the mobile network to the member's mobile phone concerning the located rewards. The member can then redeem the rewards.

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