

Title (en)
Touch sensitive display advertising

Title (de)
Kontaktsensitive Displaywerbung

Title (fr)
Dispositif d'affichage tactile

Publication
EP 1486937 A2 20041215 (DE)

Application
EP 04009809 A 20040426

Priority
DE 10326461 A 20030612

Abstract (en)
The method involves the use of fixed publicly accessible telephones with displays as advertising media on which an advertising message can be displayed. The advertising message is presented to the user of the telephone as soon as a connection is made and/or broken and/or during a telephone call.

Abstract (de)
Verfahren zur Darbietung von Werbebotschaften durch fest stationierte und öffentlich zugängliche Telephone, die mit einem Display ausgestattet sind, wobei auf dem Display des Telefons eine Werbebotschaft dargeboten wird.

IPC 1-7
G09F 27/00

IPC 8 full level
G09F 27/00 (2006.01)

CPC (source: EP)
G09F 27/00 (2013.01)

Citation (applicant)

- WO 0062523 A1 20001019 - POWERPHONE NETWORK LIMITED [CN], et al
- WO 0057624 A2 20000928 - ZIP TELECOM LIMITED [IN], et al
- EP 0926899 A2 19990630 - SANYO ELECTRIC CO [JP]

Designated contracting state (EPC)
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LI LU MC NL PL PT RO SE SI SK TR

DOCDB simple family (publication)
EP 1486937 A2 20041215; EP 1486937 A3 20051026; EP 1486937 B1 20130918; DE 10326461 A1 20041230

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EP 04009809 A 20040426; DE 10326461 A 20030612