

Title (en)

METHOD OF MERGING ART PRODUCTION AND PREPRESS

Title (de)

VERFAHREN ZUM ZUSAMMENFÜHREN VON KUNSTPRODUKTION UND DRUCKVORBEREITUNG

Title (fr)

PROCEDE DE FUSION DE PRODUCTION D'ART ET DE PRE-PRESSE

Publication

**EP 1842159 A2 20071010 (EN)**

Application

**EP 06718731 A 20060118**

Priority

- US 2006001702 W 20060118
- US 64480405 P 20050118

Abstract (en)

[origin: WO2006078695A2] A web-based, interactive tool provides a method of linking marketing strategies to field sales and marketing. In particular, the web-based tool allows the coordination of marketing and promotional schedules, preferred design work and pricing information, among other things, to allow substantially on-demand printing of marketing and promotional materials. The web-based tool of the present invention further provides reporting capabilities regarding the production, costs, etc. regarding the promotional materials.

IPC 8 full level

**G06Q 30/00** (2012.01)

CPC (source: EP)

**G06Q 30/02** (2013.01)

Citation (search report)

See references of WO 2006078695A2

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU LV MC NL PL PT RO SE SI SK TR

Designated extension state (EPC)

AL BA HR MK YU

DOCDB simple family (publication)

**WO 2006078695 A2 20060727; WO 2006078695 A3 20070524;** CA 2595645 A1 20060727; EP 1842159 A2 20071010

DOCDB simple family (application)

**US 2006001702 W 20060118;** CA 2595645 A 20060118; EP 06718731 A 20060118