

Title (en)  
METHOD AND SYSTEM OF HUMAN PERCEPTION IN COMBINATION WITH MOBILE COMMUNICATIONS SYSTEMS

Title (de)  
VERFAHREN UND SYSTEM DER MENSCHLICHEN WAHRNEHMUNG IN KOMBINATION MIT MOBILKOMMUNIKATIONS-SYSTEMEN

Title (fr)  
PROCEDE ET SYSTEME DE PRISE DE CONSCIENCE HUMAINE EN COMBINAISON AVEC DES SYSTEMES DE COMMUNICATION MOBILE

Publication  
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Application  
**EP 06792705 A 20060804**

Priority

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Abstract (en)  
[origin: US2008125110A1] The present invention concerns a system and method for assigning a number of terms ( 1.4, 1.5 ) and objects that are on at least two levels ( 1.1, 1.2 ) on a mobile device ( 3 ) of a user. Through this knowledge, the perception of the corresponding terms and objects is additionally promoted. Thanks to the system and method described here, terms ( 1.4, 1.5 ) from different valuation levels are presented to the user who has to assign them. These terms ( 1.4, 1.5 ) can only be assigned if the user has sufficient information about the terms ( 1.4, 1.5 ). The result of the assignment product ( 4 ) is thus a measure of the knowledge of the user in question. Companies and organization can use this system and method to determine their degree of awareness and, through suitable incentives for the users, massively increase their name recognition respectively that of their products and/or services by increasing the specific perception.

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**G06Q 30/00** (2012.01)

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**G06Q 30/02** (2013.01 - EP US)

Citation (examination)

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- EP 0745961 A2 19961204 - AT & T CORP [US]
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