

Title (en)

DISPLAY DESIGNS AND AUXILIARY PROMOTIONAL MECHANISMS FOR ELECTRONIC LABELS

Title (de)

DISPLAY-ENTWÜRFE UND HILFS-PROMOTIONS-MECHANISMEN FÜR ELEKTRONISCHE LABEL

Title (fr)

CONCEPTION D'UN AFFICHAGE ET DE MECANISMES AUXILIAIRES DE PROMOTION PUBLICITAIRE POUR DES ETIQUETTES ELECTRONIQUES

Publication

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Application

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Abstract (en)

[origin: WO2007145648A1] In one embodiment of the present invention, a real-time delivery of Point of Purchase (POP) messaging at various locations around a retail store is included within aisles, end-of- aisles, shelf edge, departments, check-out stands, on shopping carts and mobile personal devices carried by individual customers.

IPC 8 full level

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