

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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- US 71795605 P 20050916
- US 73728805 P 20051116
- US 50426206 A 20060814

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

G06K 15/00 (2006.01)

CPC (source: EP)

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Citation (search report)

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- [XY] US 5880449 A 19990309 - TEICHER MORDECHAI [IL], et al
- [Y] EP 0790549 A2 19970820 - NCR INT INC [US]
- [Y] US 6068383 A 20000530 - ROBERTSON ROGER [US], et al
- See references of WO 2007145648A1

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DOCDB simple family (publication)

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