Title (en)
CONTEXTUAL DYNAMIC ADVERTISING BASED UPON CAPTURED RENDERED TEXT

Title (de)
KONTEXTBEZOGENE DYNAMISCHE WERBUNG AUF DER BASIS VON ERFASSTEM WIEDERGEGEBENEM TEXT

Title (fr)
PUBLICITÉ DYNAMIQUE CONTEXTUELLE BASÉE SUR DU TEXTE CAPTURÉ RENDU

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Application
EP 07725886 A 20070606

Priority
- EP 2007005038 W 20070606
- US 81162306 P 20060606
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- US 84336206 P 20060908
- US 84489406 P 20060915
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- US 84560406 P 20060918
- US 91043807 P 20070405

Abstract (en)
[origin: WO2007141020A1] A system for processing text captured from rendered documents is described. The system receives a sequence of one or more words optically or acoustically captured from a rendered document by a user. The system identifies an electronic version of the rendered document and associated an action. The system then performs the associated action with respect to the user.

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Citation (search report)
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