

Title (en)  
SYSTEM FOR MANAGING INFORMATION DISPLAY BY SUPPORTS AS A FUNCTION OF THE DISTRIBUTION OF THE PROFILES OF TARGET PERSONS PRESENTED IN THEIR VICINITY

Title (de)  
SYSTEM ZUR VERWALTUNG EINER INFORMATIONSANZEIGE MIT HILFSMITTELN ALS FUNKTION DER VERTEILUNG DER PROFILE VON IN IHRER NÄHE PRÄSENTIERTEN ZIELPERSONEN

Title (fr)  
SYSTÈME DE GESTION D'AFFICHAGE D'INFORMATIONS PAR DES SUPPORTS EN FONCTION DE LA RÉPARTITION DES PROFILS DE PERSONNES CIBLES PRÉSENTES DANS LEUR VOISINAGE

Publication  
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Application  
**EP 07858389 A 20070928**

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Abstract (en)  
[origin: WO2008037899A2] A system is dedicated to managing information display by at least one display support, and comprises i) locating means responsible for determining the presence of target persons in a first zone, which is situated in the vicinity of the display support and in which the latter is visible to the target persons (associated with profiles defined by objective and/or subjective characteristics), ii) first storage means storing the profiles of the target persons, iii) calculation means responsible for distributing into groups, each defined by at least one profile characteristic, the target persons whose presence has been determined in the first zone, iv) correspondence means establishing correspondences between the groups and information to be displayed, and v) control means responsible for bringing about the display by the display support of at least one item of information corresponding to the characteristic(s) of one of the groups, chosen as a function of the number of target persons that it groups together with respect to those of the other groups, the chosen group comprising at least two target persons. Associated method.

IPC 8 full level  
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