

Title (en)

MEDIA ENABLED SHOPPING CART SYSTEM AND ASSOCIATED METHODS

Title (de)

MEDIENAKTIVIERTES EINKAUFSWAGENSYSTEM UND ZUGEHÖRIGE VERFAHREN

Title (fr)

SYSTÈME DE CHARIOT MULTIMÉDIA ET PROCÉDÉS ASSOCIÉS

Publication

EP 2140418 A4 20110202 (EN)

Application

EP 08744314 A 20080325

Priority

- US 2008058123 W 20080325
- US 69083807 A 20070325
- US 69083907 A 20070325
- US 69084007 A 20070325
- US 69084107 A 20070325
- US 69084807 A 20070325
- US 69084907 A 20070326
- US 69085007 A 20070326
- US 69085107 A 20070326
- US 69085207 A 20070326

Abstract (en)

[origin: WO2008118906A2] A media enhanced shopping cart system comprises a shopping cart comprising a frame, a basket, a handle, a base tray, a plurality of wheels, a read component for performing a proximity scan of the shopping cart, a locationing component for determining a location of the shopping cart within a store based on the scan, and a display component for displaying at least one advertisement for a product based on the location of the shopping cart within the store, wherein the locationing component is further operable to determine a location of the product within the store relative to the shopping cart based on the scan, and wherein the display component is further operable to display an indication of the location of the advertised product relative to the location of the shopping cart.

IPC 8 full level

G06Q 30/00 (2006.01)

CPC (source: EP)

B62B 3/1424 (2013.01); **G06Q 30/02** (2013.01)

Citation (search report)

- [L] The technical aspects identified in the present application (Art. 56 EPC) are considered part of common general knowledge. Due to their notoriety no documentary evidence is found to be required. For further details see the accompanying Opinion and the reference below. XP002456414
- See references of WO 2008118906A2

Citation (examination)

WO 2007002941 A2 20070104 - MEDIA CART HOLDINGS INC [US], et al

Cited by

EP2101291A1; US10559010B2

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MT NL NO PL PT RO SE SI SK TR

DOCDB simple family (publication)

WO 2008118906 A2 20081002; WO 2008118906 A3 20081211; AU 2008230909 A1 20081002; BR PI0809422 A2 20140909; BR PI0809422 B1 20200303; CA 2682541 A1 20081002; CA 2682541 C 20200218; CA 3071707 A1 20081002; EP 2140418 A2 20100106; EP 2140418 A4 20110202; EP 2648149 A2 20131009; EP 2648149 A3 20131113; EP 2648150 A2 20131009; EP 2648150 A3 20131113; EP 2728533 A1 20140507; EP 2731067 A1 20140514; MX 2009010343 A 20091209

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