

Title (en)
SYSTEM AND METHOD FOR DATA ACQUISITION AND PROCESSING

Title (de)
SYSTEM UND VERFAHREN ZUR DATENAKQUISITION UND VERARBEITUNG

Title (fr)
SYSTÈME ET MÉTHODE D'ACQUISITION ET DE TRAITEMENT DE DONNÉES

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Application
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Abstract (en)
[origin: WO2008139143A1] A system and method for data acquisition and processing is described which can provide a way to optimise product advertising such as used on interior or outside advertising billboards and or electronic signage. Encoded datagram images are associated with the billboard advertisement and may be captured using a mobile phone or PDA or fixed line device. The datagram may comprise a complex black and white or colour pixellated image or a bar code or an image of a company logo. The datagram is then transmitted to a remote server where it is decoded. Each datagram may be unique or may comprise a unique coding such as a number or character string or billboard ID or it may be positioned on the billboard such that the captured datagram can be determined to be associated with a particular billboard and thereby identify the location of the billboard. Alternatively, the location of the device which captures the image such as a GPS-enabled mobile phone may be determined using geo-tracking such as via GPS or other suitable location technology and thereby determine the location of the billboard. Additional data such as time of day and date of the datagram acquisition may also be transmitted as well as the ID of the device capturing the datagram. The invention may be used to determine the type of billboards and or the location of billboards that generate the highest interest from consumers. The invention may be used to optimise advertising campaigns and provide conversion tracking capability to printed and or electronically displayed advertising media. The invention also has direct application to printed advertisements in magazines and newspapers and can provide a measure of conversion tracking for the purpose of optimising the effectiveness of an advertising campaign.

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