

Title (en)

METHOD AND INFORMATION CARRIER FOR DISSEMINATING AND/OR RELAYING INFORMATION

Title (de)

VERFAHREN UND INFORMATIONSTRÄGER ZUR VERBREITUNG UND/ODER WEITERGABE EINER INFORMATION

Title (fr)

PROCÉDÉ ET SUPPORT D'INFORMATION POUR LA DIFFUSION ET/OU LA TRANSMISSION D'UNE INFORMATION

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Application

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Abstract (en)

[origin: CA2845462A1] The invention relates to a method for disseminating and/or relaying a piece of information, wherein a foodstuff or drink packaging comprises a code, particularly a QR code, that is read and processed by an addressable reader, in particular a mobile radio device, smart phone, PDA, portable media player or similar. An operation defined by this code is triggered on the reader, which operation entails a response addressed to said reader. A corresponding information carrier is also disclosed.

IPC 8 full level

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