

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

Publication

**EP 2585954 A1 20130501 (DE)**

Application

**EP 11807634 A 20110819**

Priority

- DE 102011110201 A 20110816
- DE 2011001631 W 20110819

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

**G06F 17/30** (2006.01); **G06V 30/224** (2022.01)

CPC (source: EP US)

**G06F 16/9554** (2018.12 - EP US); **G06K 7/1417** (2013.01 - US)

Citation (search report)

See references of WO 2013023628A1

Designated contracting state (EPC)

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

DOCDB simple family (publication)

**DE 102011110201 A1 20130221**; CA 2845462 A1 20130221; EP 2585954 A1 20130501; US 2014209684 A1 20140731; WO 2013023628 A1 20130221

DOCDB simple family (application)

**DE 102011110201 A 20110816**; CA 2845462 A 20110819; DE 2011001631 W 20110819; EP 11807634 A 20110819; US 201114238869 A 20110819