

Title (en)  
INTERACTIVE DIGITAL FLYER SYSTEM

Title (de)  
INTERAKTIVES SYSTEM FÜR DIGITALE FLYER

Title (fr)  
SYSTÈME DE TRACT NUMÉRIQUE INTERACTIF

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Application  
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Abstract (en)  
[origin: WO2012097438A2] In the present disclosure, there is disclosed a communication device for displaying a digital flyer. The communication device includes a user interface for receiving a request for the digital flyer, the digital flyer comprising one or more flyer image. The communication device further includes a communication module configured to request for the digital flyer at a zoom level, the request including information related to a viewport of the communication device; and receive a flyer image tile within a flyer image tile set of the requested digital flyer associated with the zoom level, the set including multiple copies of the digital flyer segmented into tiles with each copy representing the digital flyer at one of a plurality of zoom levels. The communication device also includes a display for displaying the flyer image tile received.

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