

Title (en)
SYSTEM FOR READING AN IDENTIFICATION CODE FROM A CUSTOMER LOYALTY PROGRAMME FROM THE DISPLAY OF A MOBILE TELEPHONE

Title (de)
ANLAGE FÜR DAS OPTISCHE LESEN EINES IDENTIFIZIERUNGSCODES AUS EINEM KUNDENBINDUNGSPROGRAMM VOM DISPLAY EINES MOBILTELEFONS

Title (fr)
INSTALLATION DE LECTURE OPTIQUE D'UN CODE D'IDENTIFICATION D'UN PROGRAMME DE FIDÉLISATION DE CLIENTÈLE À PARTIR D'UN TÉLÉPHONE MOBILE

Publication
EP 2875597 A1 20150527 (DE)

Application
EP 13765277 A 20130717

Priority
• AT 7992012 A 20120717
• AT 2013000120 W 20130717

Abstract (en)
[origin: WO2014012126A1] The invention relates to a system, consisting of a mobile telephone (1) and a reader (2), for reading an identification code from a customer loyalty programme, which code is saved on the mobile telephone (1) and sent to the reader (2) by the mobile phone (1) in a wireless manner for the purpose of identification. For the transfer process, the character string signifying the identification code is translated in the mobile telephone (1) into a unique sequence of changing large-scale colour regions on the display surface (1.1) of the mobile telephone, and output in this form on the display surface. The reader (2) is equipped with an opto-electronic sensor (2.2), which receives and detects the light coming from the display surface (1.1). An electronic processing unit belonging to the reader (2) generates, from the electronic output signals delivered by the opto-electronic sensor (2.2) according to the assignment instruction, a character string in the format of the identification code saved in the mobile telephone (1).

IPC 8 full level
H04B 10/116 (2013.01); **G06K 7/10** (2006.01); **G06Q 20/32** (2012.01); **H04B 10/00** (2013.01)

CPC (source: AT EP)
G06Q 20/3274 (2013.01 - EP); **G06Q 20/387** (2013.01 - EP); **G06Q 30/0229** (2013.01 - AT); **H04B 10/1141** (2013.01 - AT); **H04B 10/116** (2013.01 - AT EP); **G06K 7/1095** (2013.01 - EP)

Citation (search report)
See references of WO 2014012126A1

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

Designated extension state (EPC)
BA ME

DOCDB simple family (publication)
WO 2014012126 A1 20140123; AT 513187 A1 20140215; AT 513187 B1 20140515; EP 2875597 A1 20150527

DOCDB simple family (application)
AT 2013000120 W 20130717; AT 7992012 A 20120717; EP 13765277 A 20130717