

Title (en)

SYSTEM AND METHOD FOR RETRIEVABLE STORAGE, DETECTION AND REPRODUCTION OF INFORMATION FOR ADVERTISING AND INFORMATION MEDIA

Title (de)

SYSTEM UND VERFAHREN ZUR ABRUFBAREN SPEICHERUNG, ERFASSUNG UND WIEDERGABE VON INFORMATIONEN DER WERBE- UND INFORMATIONSMEDIEN

Title (fr)

SYSTÈME ET PROCÉDÉ DE STOCKAGE, D'ACQUISITION ET DE RESTITUTION CONSULTABLES D'INFORMATIONS DES MÉDIAS PUBLICITAIRES ET INFORMATIFS

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Abstract (en)

[origin: WO2014190961A2] The invention relates to a system and to a method for retrievable storage, detection and reproduction of information by formation and detection of data elements which are applied to or formed on the surface of information carriers of the advertising and/or information media. The system is intended to create the previously lacking possibility for optimisation of the advantages of digital communication technology in connection with the conventional printing and advertising technology. The advantages of conventional print media (for example newspaper, periodical, magazine, book) on the basis of the handling of said conventional print media, the visually pleasing design and the high-quality translations of multilingual editions should be combined with the advantages of digital communication technology. The problem addressed by the invention is that of creating a system and a method which serves for operating the system, which based on the detectable data elements of an information carrier, in particular the display elements on the printed surface of printed materials and the visual display elements on substrates having advertising information, enable retrievable storage and reproduction of information based on the information carrier, wherein the data exchange between print media, advertising media and digital communication technology is enabled over the entire range and wherein existing multilingual information carriers are included. The problem is solved in that the arrangements and designs of the display elements of the respective textual and/or pictorial overall displays associated with the information carriers form data linking codes to identical information of these overall displays in selectable other languages and/or to further databases relating to the overall displays, for production of the data link to the information displays in other languages of the overall displays and/or to the further information from the databases relating to the overall displays the display elements of a selected region of the textual and/or pictorial overall displays are detected by camera systems and/or scanners and thereafter the linking codes from the detected arrangements and designs of the display elements are decoded, and data links are produced by means of the decoded linking codes to the respectively assigned items of information stored and/or to be transmitted and after the assignment by data link the displays of the textual and/or pictorial overall displays in other languages and/or the assigned further information relating to the overall displays are reproduced.

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