

Title (en)

METHOD AND SYSTEM FOR COMMUNICATING SIGNALS AMONG ADVERTISER, AUDIENCE AND PROMOTION OPERATOR BY WAY OF WIRELESS SIGNAL AND MOBILE MESSAGING

Title (de)

VERFAHREN UND SYSTEM ZUM ÜBERTRAGEN VON SIGNALEN ZWISCHEN EINEM WERBER, EINEM PUBLIKUM SOWIE WERBEVERANSTALTER ÜBER EIN RUNDFUNKKANAL UND MOBILE NACHRICHTENÜBERMITTLUNG

Title (fr)

SYSTÈME ET PROCÉDÉ DE COMMUNICATION DE SIGNAUX ENTRE UN ANNONCEUR, UNE AUDIENCE, ET UN OPÉRATEUR DE PROMOTION PAR VOIE DE SIGNAL DE RADIODIFFUSION ET MESSAGERIE MOBILE

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Application

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Abstract (en)

[origin: EP3057249A1] The present invention discloses methods and systems of communicating signals among promoter, audience, promotion operator by way of wireless signaling and mobile messaging. The methods can be used in, but not limited to, mobile messaging, TV promotion, digital out-of-home promotion, storefront promotion, location specific promotion or announcement and others. The advantage of this method is that the messaging or promotion or announcement is not in broadcast mode. It can be targeted to a choice of specific type of Audience through their mobile devices.

IPC 8 full level

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