Title (en)

SYSTEM FOR CONVEYING OBJECTS, IMPLEMENTING A SYSTEM FOR TARGETED DISTRIBUTION OF INFORMATION

Title (de)

SYSTEM ZUM FÖRDERN VON GEGENSTÄNDEN, IMPLEMENTIERUNG EINES SYSTEMS ZUR GEZIELTEN VERTEILUNG VON INFORMATIONEN

Title (fr)

SYSTÈME D'ACHEMINEMENT D'OBJETS, METTANT EN OEUVRE UN SYSTÈME DE DIFFUSION CIBLÉE D'INFORMATIONS

Publication

EP 3516605 A1 20190731 (FR)

Application

EP 17776997 A 20170925

Priority

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Abstract (en)

[origin: WO2018055156A1] The invention relates to a system for conveying objects, comprising a computer platform (3), and comprising embedded devices (2) in packages (E) each having at least one digital recognition code, the platform (3) including a database of digital codes, the embedded devices (2) each being capable of accessing geolocation resources (11), characterised in that the platform (3) comprises a module for broadcasting (31) advertisements to be broadcast, each associated with data of a geographical broadcasting zone, and in that it comprises transceivers (32), (100) between the platform and the embedded devices, the platform (3) being configured to receive data on the geolocation of the packages (E) and to transmit at least one advertisement to the embedded devices (2) when the geolocation data of said packages (E) belongs to the geographical zone for broadcasting the advertisement.

IPC 8 full level

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CPC (source: EP US)

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Citation (search report)

See references of WO 2018055156A1

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