Title (en)
INTERACTIVE AND DYNAMIC DIGITAL EVENT PROGRAM

Title (de)
INTERAKTIVES UND DYNAMISCHES DIGITALES EREIGNISPROGRAMM

Title (fr)
PROGRAMME D'ÉVÉNEMENT NUMÉRIQUE INTERACTIF ET DYNAMIQUE

Publication
EP 4330899 A1 20240306 (EN)

Application
EP 22723954 A 20220426

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- US 202117302233 A 20210427
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Abstract (en)
[origin: AU2022265756A1] A method for distributing an interactive digital event program to a plurality of user devices comprising: receiving a request for an interactive digital event program from a first user device, the request received in response to scanning a first tag having a machine-readable code with the first user device; determining that the first tag belongs to a first group of tags to which a first version of the interactive digital event program is to be distributed; providing the first user device with the first version of the interactive digital event program, the first version of the interactive digital event program to include at least one dynamic content element that is capable of being updated while an event is in progress; and updating the at least one dynamic content element in the first version of the interactive digital event program in response to a predefined trigger.

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