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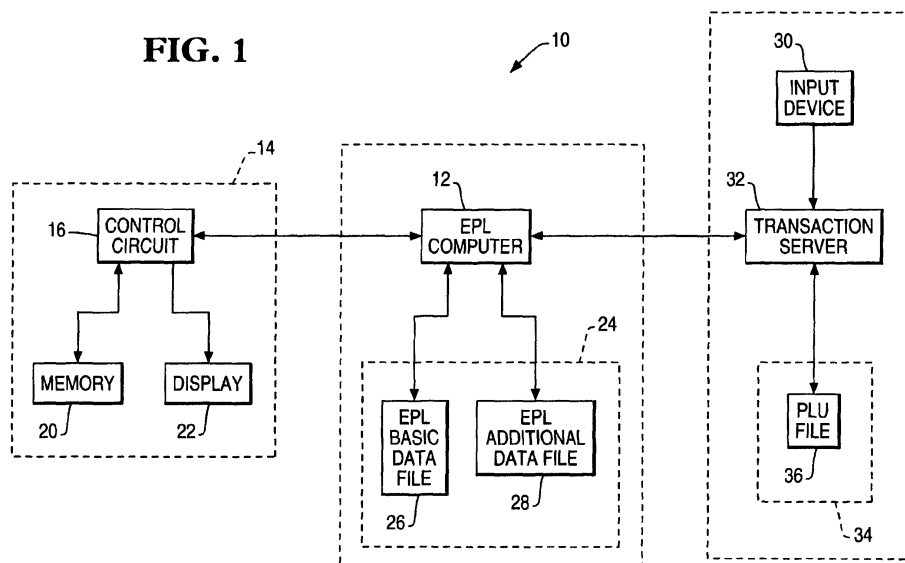
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(54) **Method of displaying a product information message by an electronic price label**

(57) Product information messages 38 relating to product promotions, sale restrictions of products or products eligible for government subsistence programs, are stored in an EPL additional data file 28 in the memory 24 of an EPL computer 12, together with product information indicators 39 which uniquely identify each product information message 38. When a product information message 38 is to be displayed by an EPL 14 associated with a particular product, a product information indicator corresponding to the message 38 to be displayed

is input by an operator to the record for that product in a price look-up (PLU) file 36. A control message addressed to the EPL (14) associated with that product is generated by reading the product information indicator 39 from the PLU file 36 and the corresponding product information message 38 from the EPL additional data file 28. The control message is transmitted to the EPL 14 and the product information message is displayed by a display 22 of the EPL 14. No paper labels, tags or notices need be installed in order to convey the information message to a customer.

**FIG. 1**





European Patent  
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EUROPEAN SEARCH REPORT

Application Number  
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Place of search		Date of completion of the search	Examiner
MUNICH		30 August 2000	König, W
CATEGORY OF CITED DOCUMENTS			
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	

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**ANNEX TO THE EUROPEAN SEARCH REPORT  
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