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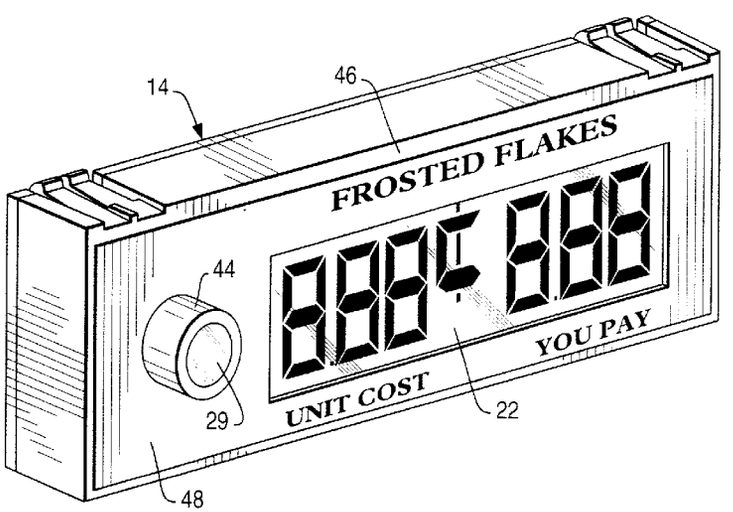
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(54) Electronic price label having a promotional indicator light

(57) An electronic price label (EPL) 14 is provided with lighting means such as LEDs 29 on the front surface of its housing for attracting attention of customers to a merchandise item associated with the EPL 14. The application of power to the lighting means is controlled by a control circuit 16, 42 in response to commands from a remote controlling computer 12 or in response to movement of a push-button switch 44 provided on the EPL housing.

FIG. 5



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EUROPEAN SEARCH REPORT

Application Number
EP 97 30 7960

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
X Y	EP 0 299 355 A (ZELLWEGER TELECOMMUNICATIONS AG) 18 January 1989 see abstract * column 2, line 26 - column 4, line 32; claims 1-14; figures 1-7 *	1-3,9 4-8	G09F9/35 G09F9/33
Y	US 4 924 363 A (BRADLEY F. KORNELSON) 8 May 1990 * column 1, line 6 - column 3, line 44; figures 1-3 *	4-6	
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A	EP 0 284 247 A (ESL, INC.) 28 September 1988 see abstract * column 3, line 38 - column 7, line 44; figures 1-11 *	1-9	

The present search report has been drawn up for all claims

Place of search	Date of completion of the search	Examiner
MUNICH	4 August 1998	Greiner, E

CATEGORY OF CITED DOCUMENTS

X : particularly relevant if taken alone
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