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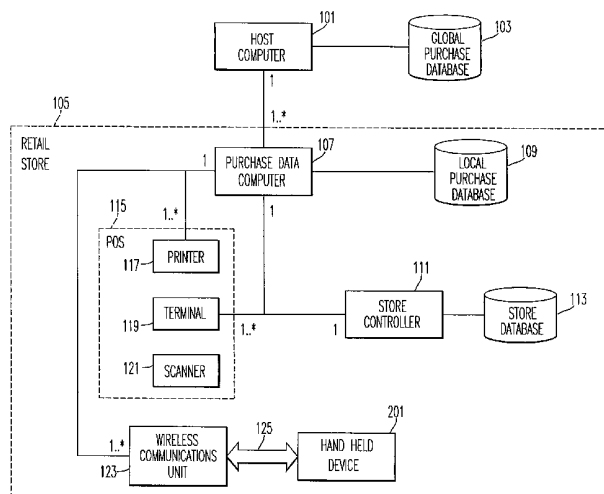
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(54) Title: METHOD AND SYSTEM FOR USING A HAND HELD DEVICE FOR RECEIVING PROMOTIONS AND PRODUCT INFORMATION



(57) Abstract: A method, system, and computer product for using a hand held device for receiving promotions and product information. The method includes establishing a wireless communications link between a hand held device and a retail store system when the hand held device is located within a predetermined proximity of a retail store related to the retail store system. The retail store system generates a promotion relating to retail products offered by said retail store and delivers the promotion to the hand held device via the wireless communications link. The wireless communications link can be established either automatically or based on a signal initiated by a user of the hand held device. The hand held device may also transmit a customer identifier and/or a product identifier to the retail store system and receive promotions generated based on the customer identifier and/or product identifier.



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER IPC 7 G06F17/60		
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B. FIELDS SEARCHED		
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
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C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 99 07125 A (SIEMENS CORP RES INC) 11 February 1999 (1999-02-11) abstract figures 1,2 claims 1-9 page 1, line 18 -page 3, line 22 ---	1-56
A	WO 97 17685 A (AUDIO ACT PTY LTD Q ;SMALL DAVID (AU)) 15 May 1997 (1997-05-15) abstract page 1, line 5 -page 3, line 34 ---	3, 18, 46
A	US 6 026 375 A (HALL ANTHONY D ET AL) 15 February 2000 (2000-02-15) abstract column 1, line 6 -column 4, line 49 figures 1-6 --- -/--	1-56
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Name and mailing address of the ISA European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016		Authorized officer Daman, M

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