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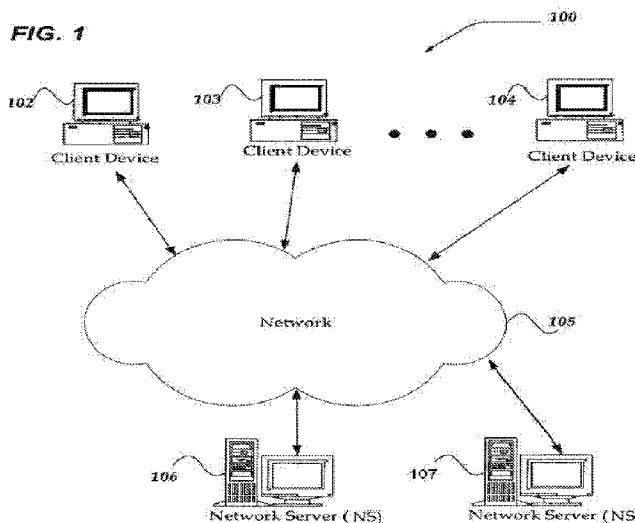
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(54) Title: COMPUTER SYSTEMS AND METHODS FOR INTERACTIVE SHOPPING EXPERIENCE IN RETAIL STORES



(57) Abstract: In one embodiment, the instant invention includes a computer system of a physical retail store performing the following method that at least includes the steps of: determining a single action performed by a customer to or with at least one physical product, where the at least one physical product is provided in the physical retail store, and where the at least one physical product is accessible to the customer who visit the physical retail store; where the single action is an action that is performed by the visiting customer immediately after or as soon as, and without any intervening action, the visiting customer is in a vicinity of the at least one physical product; and providing to the visiting customer, a product information about the at least one physical product in response to the action performed by the visiting customer.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US12/27748

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/02 (2012.01)
USPC - 705/14.5, 14.58, 14.66

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

USPC: 705/7.29, 7.31, 7.32, 14.1, 14.14, 14.19, 14.49, 14.5, 14.58, 14.66, 14.67, 346; 340/568.1, 572.1
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

MicroPatent (US Granted, US Applications, EP-A, EP-B, WO, JP, DE-G, DE-A, DE-T, DE-U, GB-A, FR-A); DialogPro (Derwent, INSPEC, NTIS, PASCAL, Current Contents Search, Dissertation Abstracts Online, Inside Conferences); IEEE; IP.com; interacting; engaging; giv*3; info*; detail; product*; good*; "response to"; customer*; shopper*; act*; retail; store*; outlet*

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2004/0093265 A1 (RAMCHANDANI, J., et al.) May 13, 2004, figures 2, 5, 6B, paragraphs [0113]-[0120].	1-4 ----- 5-11
Y	US 7397372 B2 (PERRI, R., et al.) July 8, 2008, figures 1-3, 11, 12, 14-16, column 3, lines 17-62, column 4, lines 4-29, column 6, lines 45-67, column 7, lines 1-17, 25-57, column 8, lines 1-67.	5-11
A	PECK, J., and WIGGINS, J. 'It just feels good: Customers' affective response to touch and its influence on persuasion', Journal of Marketing, October 2006, Vol. 70, No. 4, pages 56-69.	1-11
A	CHANG, C., KUNG, C., and TAN, T. 'Development and implementation of an e-restaurant for customer-centric service using WLAN and RFID technologies', 2008 International Conference on Machine Learning and Cybernetics, Vol. 6, pages 3230-3235, 12-15 July 2008.	1-11

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means	
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