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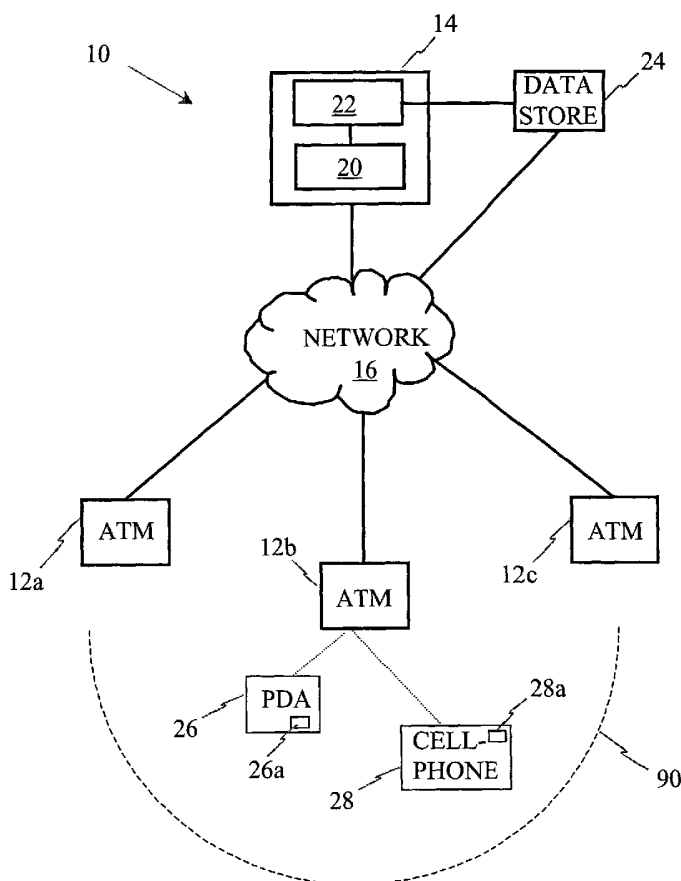
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(54) Title: ADVERTISING TERMINAL



(57) Abstract: An advertising terminal (12) and a network of advertising terminals are described. The advertising terminal may be an ATM (12b). the ATM (12b) comprises a transceiver (80) for wireless communication with portable devices (26, 28) in the vicinity of the ATM (12b). the ATM (12b) is operable to create a profile of persons in the vicinity of the ATM (12b) by detecting portable devices such as PDAs (26) and cellphones (28) that have a wireless communications facility (26a, 28a) and identifying the owners of the portable devices. The ATM is also operable to display an advertisement appropriate for the created profile of persons.



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A. CLASSIFICATION OF SUBJECT MATTER

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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)

IPC 7 G09F G07F

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 practical, search terms used)

EPO-Internal, WPI Data, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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Further documents are listed in the continuation of box C.

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Patent family members are listed in annex.

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