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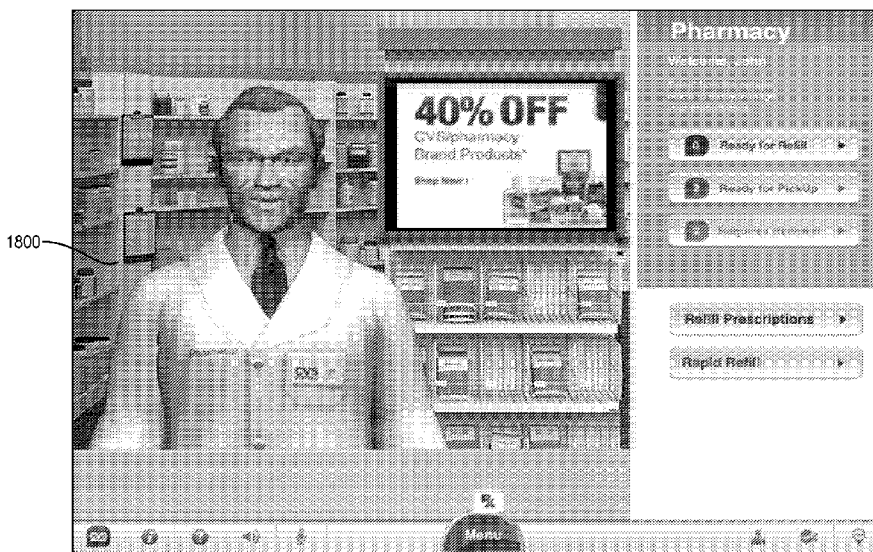


FIG. 18

(57) Abstract: A system for navigating products and services presented via a computer interface. The system may include a three-dimensional isometric view of a virtual store that may be displayed on a computer touchscreen. The displayed virtual store may include at least one internal wall of the virtual store, a plurality of virtual rows of shelves, each shelf containing virtual products, and a plurality of icons that, when selected, allow entry into at least one sub-store.



**INTERNATIONAL SEARCH REPORT**

International application No.

PCT/US 14/14164

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(8) - G06Q 30/00 (2014.01)

CPC - G06Q 30/0641

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: 705/27.1; CPC: G06Q 30/0641; IPC: G06Q 30/00 (2014.01)

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USPC: 705/27.2, 705/26.9, 705/26.1; CPC: G06Q30/0601, G06Q30/06, G06Q30/02, G06Q30/0633

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
PatBase, ProQuest Dialog, Google Web, Google Patents (Search terms: touchscreen, virtual pharmacy, virtual store, virtual reality, simulated, aisle, row, shelves, shop, 3D, three dimensional, isometric, swipe gesture, clinic, weekly ads, weekly circular, customized avatar, voice recognition, greeter, immersive, etc.)

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 01/22308 A2 (Brook-Levinson et al.) 29 March 2001 (29.03.2001), pg. 8, ln. 20-22 and ln. 27 to pg. 9, ln. 3, pg. 9, ln. 6, pg. 10, ln. 24 to pg. 11, ln. 3, pg. 11, ln. 7-9, and pg. 12, ln. 1-11, and Figs. 1-2.	1-15
Y	US 2012/0323796 A1 (Udani) 20 December 2012 (20.12.2012), para. [0063], [0109], [0120], [0126]-[0127], [0129], [0131], [0161], [0203], [0258], [0260], and [0266].	1-15
Y	US 7,966,575 B1 (Jetha et al.) 21 June 2011 (21.06.2011), col. 3, ln. 66 to col. 4, ln. 14, and col. 4, ln. 59 to col. 5, ln. 25, and Figs. 1-4.	7
Y	US 2011/0004481 A1 (Jones) 06 January 2011 (06.01.2011), para. [0052] and [0078].	11, 13-14
Y	US 8,090,629 B2 (Storch et al.) 03 January 2012 (03.01.2012), col. 4, ln. 63-67, col. 5, ln. 51-63, and col. 6, ln. 44-46.	3, 15
Y	US 2012/0253837 A1 (Cashman et al.) 04 October 2012 (04.10.2012), para. [0003], [0005], [0151]-[0158], and [0160]-[0163].	3

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
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E" earlier application or patent but published on or after the international filing date	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
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"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

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