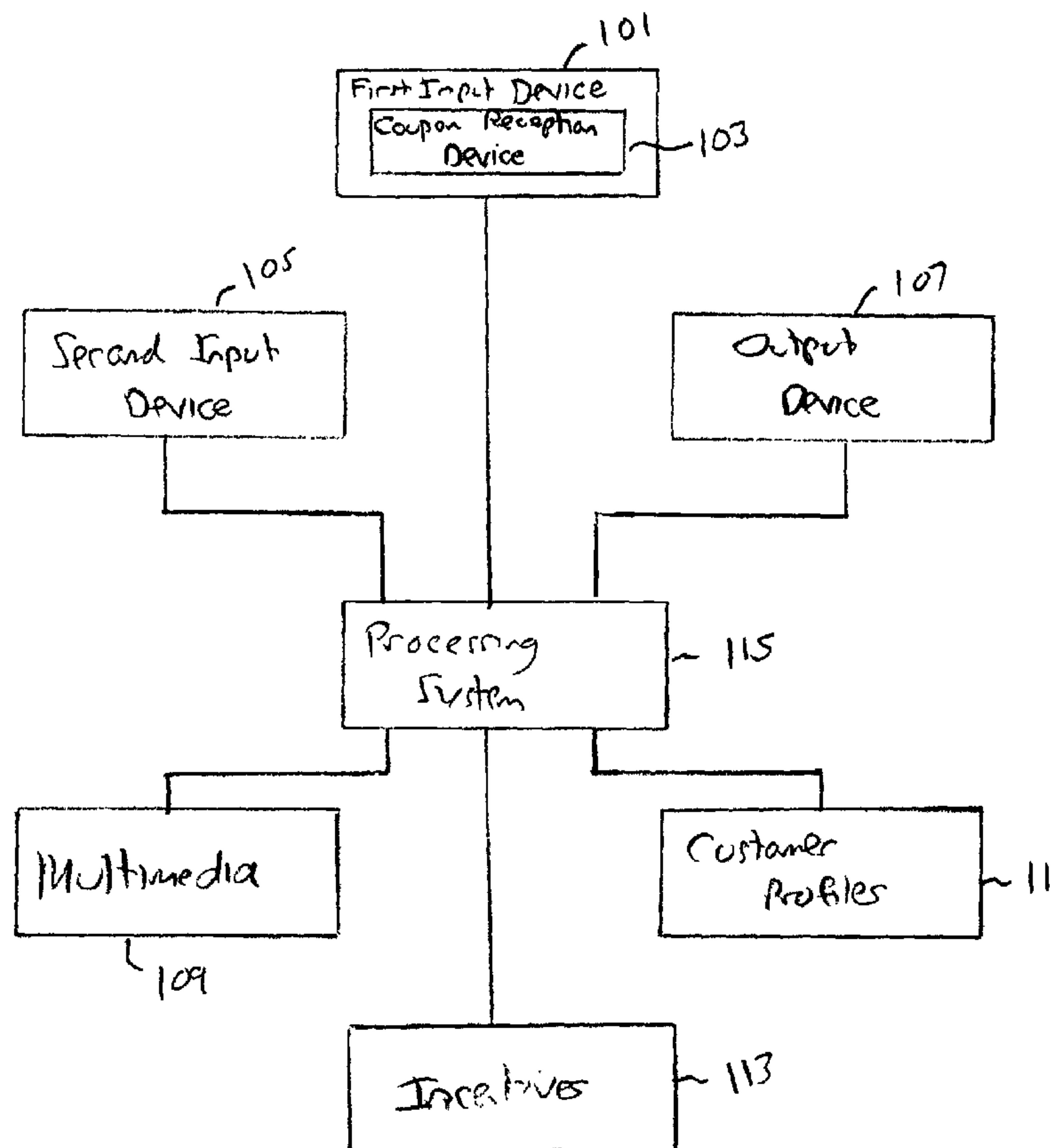




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(71) Demandeur/Applicant:
EMN8, INC., US
(72) Inventeurs/Inventors:
SIDLO, PAUL, US;
DUNN, WALTER H., US
(74) Agent: SMART & BIGGAR

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(54) Title: CUSTOMER-OPERATED ORDERING SYSTEM AND METHOD THAT ACCEPTS COUPONS WITH
INTERACTIVE MULTIMEDIA PRESENTATION



(57) Abrégé/Abstract:

A customer-operated ordering system may allow a customer to select and consummate a sale himself. The system may include a first input device including a coupon reception device configured to allow the customer to provide a coupon that provides the



(57) **Abrégé(suite)/Abstract(continued):**

customer with an incentive to purchase one or more products or services. The processing system may be configured to deliver selected multimedia to the output device relating to products or services that the customer may purchase in an interactive manner, based at least in part on the coupon provided to the coupon reception device and based at least in part on other input received from the customer.

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[US/US]; 2460 Euclid Street, Santa Monica, CA 90405 (US). **DUNN, Walter, H.** [US/US]; 1550 Dunwoody Club Drive, Atlanta, GA 30350 (US).

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(74) Agents: **BROWN, Marc, E.** et al.; McDermott, Will & Emery, 2049 Century Park East, Suite 3400, Los Angeles, CA 90067 (US).

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(71) Applicant (*for all designated States except US*): **EMN8, INC.** [US/US]; 6725 Mesa Ridge Road, Suite 208, San Diego, CA 92121 (US).

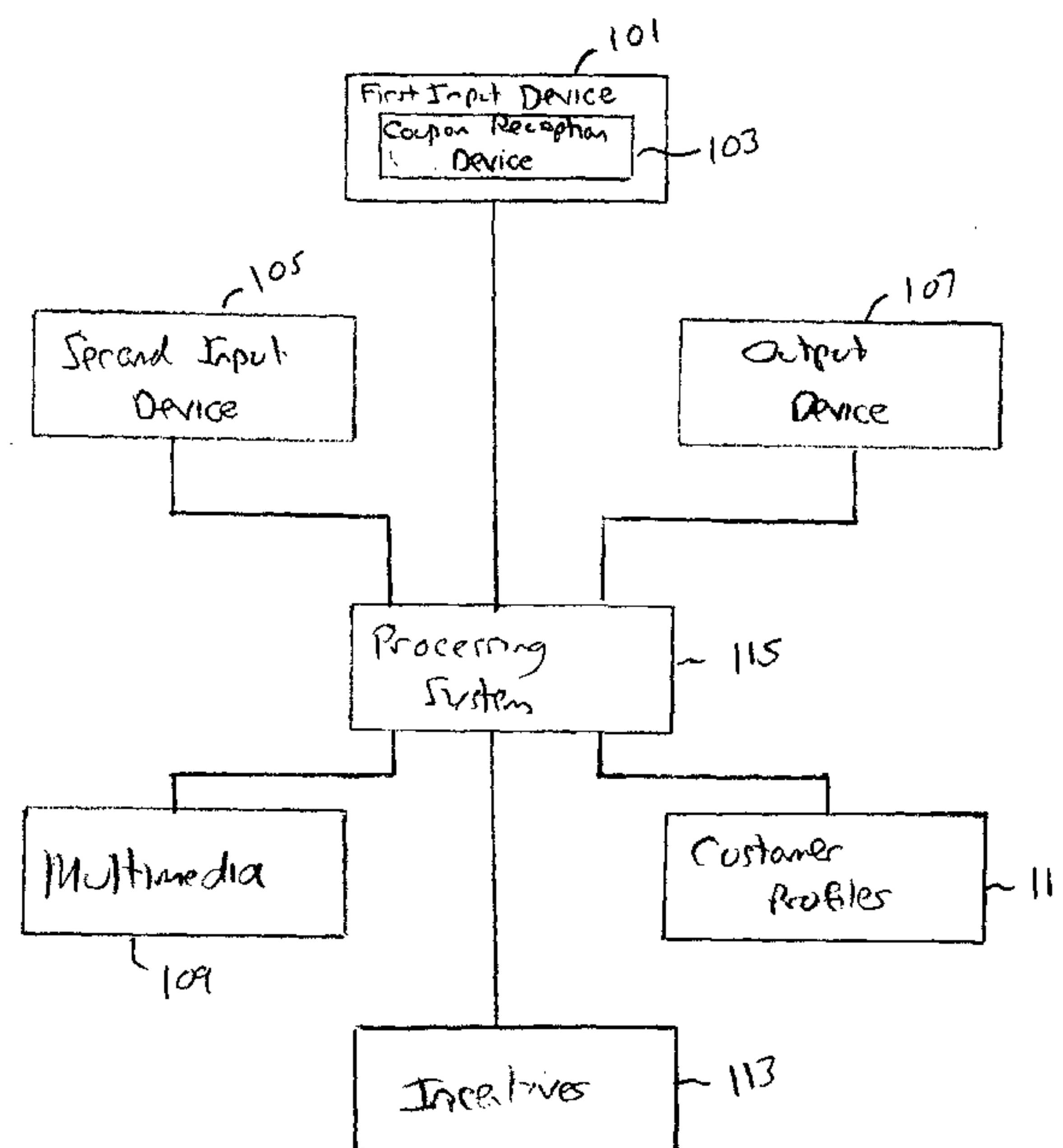
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(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **SIDLO, Paul**

[Continued on next page]

(54) Title: CUSTOMER-OPERATED ORDERING SYSTEM AND METHOD THAT ACCEPTS COUPONS WITH INTERACTIVE MULTIMEDIA PRESENTATION



(57) Abstract: A customer-operated ordering system may allow a customer to select and consummate a sale himself. The system may include a first input device including a coupon reception device configured to allow the customer to provide a coupon that provides the customer with an incentive to purchase one or more products or services. The processing system may be configured to deliver selected multimedia to the output device relating to products or services that the customer may purchase in an interactive manner, based at least in part on the coupon provided to the coupon reception device and based at least in part on other input received from the customer.

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CUSTOMER-OPERATED ORDERING SYSTEM AND METHOD THAT ACCEPTS COUPONS WITH INTERACTIVE MULTIMEDIA CONTENT

BACKGROUND OF INVENTION

[0001] *Field of the Invention*

[0002] This application relates to ordering systems and, more particularly, to ordering systems that are operated by a customer.

[0003] *Description of Related Art*

[0004] The traditional selection and ordering process often presents challenges to both the merchant and the customer.

[0005] The merchant must often incur significant costs to train personnel and to have them present to communicate with the customer during the selection and ordering process. It is also often challenging for the merchant to control the presentation that his personnel make to the customer, a challenge sometimes compounded by the skill level of the personnel and a high turnover rate.

[0006] The customer, on the other hand, is often hesitant to speak with a salesperson. The customer may be apprehensive of difficulties in accurately communicating his preferences and purchase decisions. He may also be concerned about having his personal choices evaluated by someone else.

[0007] The traditional ordering process also sometimes makes it difficult to encourage customer loyalty. The traditional process is often impersonal, sometimes making it difficult to recognize a loyal customer. The need to keep the process simple also sometimes makes it difficult to reward the loyal customer, even when he or she is recognized.

[0008] Traditional sales systems also often fail to take advantage of the opportunity to promote or sell products or services of a different merchant, thereby overlooking other potential avenues of revenue.

[0009] Traditional sales systems also often fail to take full advantage of the ability of promotional coupons to lead to the sale of products and services other than those that are the subject of the promotional coupons.

SUMMARY OF INVENTION

[0010] A customer-operated ordering system may allow a customer to select and consummate a sale himself. The system may include a first input device including a coupon reception device configured to receive a coupon from the customer that provides the customer with an incentive to purchase one or more products or services; a second input device configured to receive other input from the customer; an output device configured to provide output to the customer; multimedia storage media configured to store multimedia relating to products or services that the customer may purchase on the customer-operated ordering system; and a processing system.

[0011] The processing system may be configured to communicate with the first input device, the second input device, the output device and the multimedia storage media; deliver selected multimedia to the output device relating to products or services that the customer may purchase on the customer-operated ordering system in an interactive manner based at least in part on the coupon provided to the coupon reception device and based at least in part on other input received from the customer on the second input device; consummate a sale of a product or service with the customer based at least on portions of the output that is delivered to the output device and at least on portions of the other input that is received from the customer on the second input device; and determine, communicate and provide to the customer the incentive provided by the coupon provided to the coupon reception device.

[0012] The coupon may be sponsored by the merchant on whose premises the customer operating system is operated.

[0013] The coupon may be sponsored by a person other than the merchant on whose premises the customer operating system is operated.

[0014] The coupon may provide an incentive to purchase a specific product or service. The multimedia caused to be selected by the processing system may relate to the specific product or service. The multimedia caused to be selected by the processing system may relate to a product or service other than the specific product or service.

[0015] The coupon may provide a discount, price reduction or credit.

[0016] The multimedia caused to be selected by the processing system may relate to a product or service sold by the merchant on whose premises the customer operating system is operated.

[0017] The multimedia caused to be selected by the processing system may relate to a product or service sold by a person other than the merchant on whose premises the customer operating system is operated.

[0018] The selected multimedia that is caused to be delivered to the output by the processing system may be based on a profile of the customer. The customer profile may be stored in a customer profile storage media and the processing system may be configured to communicate with the customer profile storage media and to obtain the identity of the customer from the input device.

[0019] The products and services may not be dispensed by the customer-operated ordering system.

[0020] The incentive may be provided before the sale is consummated, after the sale is consummated, or as part of the sale that is consummated.

[0021] The system may include incentive storage media configured to store incentive information, and the processing system may be configured to communicate with the incentive storage media and determine the incentive based on incentive information in the incentive storage media.

[0022] The coupon may be in human-readable format and the coupon reception device may include a coupon reader. The coupon may include a code. The coupon may be delivered to the coupon reception device in electronic format.

[0023] A customer-operated ordering process may allow a customer to select and consummate a sale himself. The process may include delivering selected multimedia to an output device on a customer-operated ordering system that relates to products or services that the customer may purchase in an interactive manner, the selected multimedia being based at least in part on a coupon provided to a coupon reception device by the customer that provides the customer with an incentive to purchase one or more products or services and based at least in part on other input received from the customer on a second input device;

consummating a sale of a product or service with the customer on the customer-operated ordering system based at least on portions of the output that is delivered to the output device and at least on portions of other input that is received from the customer on the second input device; and determining, communicating and providing to the customer an incentive provided by the coupon provided to the coupon reception device.

[0024] A customer-operated ordering system may include a first input device, including a coupon reception device, a second input device, an output device, multimedia storage media, and a processing system.

[0025] The processing system may be configured to deliver selected multimedia to the output device relating to products or services that the customer may purchase on the customer-operated ordering system in an interactive manner based at least in part on the coupon provided to the coupon reception device and based at least in part on other input received from the customer on the second input device; consummate a sale of a product or service with the customer based at least on portions of the output that is delivered to the output device and at least on portions of the other input that is received from the customer on the second input device; and determine, communicate and provide to the customer the incentive provided by the coupon provided to the coupon reception device.

[0026] A customer-operated ordering system may include a processing system configured to deliver selected multimedia to an output device relating to products or services that a customer may purchase in an interactive manner based at least in part on a coupon that provides an incentive provided to a coupon reception device and based at least in part on other input received from the customer on a second input device; consummate a sale of a product or service with the customer based at least on portions of the output that is delivered to an output device and at least on portions of other input that is received from the customer on the second input device; and determine, communicate and provide to the customer the incentive provided by the coupon provided to the coupon reception device.

[0027] A customer-operated ordering system may allow a customer to select and consummate a sale himself. The system may include a first input device including a card reader configured to allow the customer to insert a card that provides the

customer with a stored value that may be applied to the purchase of one or more products or services; a second input device configured to receive other input from the customer; an output device configured to provide output to the customer; multimedia storage media configured to store multimedia relating to products or services that the customer may purchase on the customer-operated ordering system; and a processing system.

[0028] The processing system may be configured to communicate with the first input device, the second input device, the output device and the multimedia storage media; deliver selected multimedia to the output device relating to products or services that the customer may purchase on the customer-operated ordering system in an interactive manner based at least in part on the card provided to the card reader and based at least in part on other input received from the customer on the second input device; consummate a sale of a product or service with the customer based at least on portions of the output that is delivered to the output device and at least on portions of the other input that is received from the customer on the second input device; and apply an amount on the card towards payment for the purchase.

[0029] These as well as still further features, benefits and objects of the invention will now become clear upon an examination of the following detailed description of illustrative embodiments and the attached drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[0030] FIG. 1 is a block diagram of a customer-operated ordering system including a coupon reception device.

[0031] FIG. 2 is a diagram of one schema for customer profile data that may be stored in the customer profile storage media shown in FIG. 1.

[0032] FIG. 3 is a flow diagram of a customer-operated ordering process using a coupon reception device.

DETAILED DESCRIPTION OF THE ILLUSTRATIVE EMBODIMENTS

[0033] FIG. 1 is a block diagram of a customer-operated ordering system including a coupon reception device. The system may include a first input device **101** that may include a coupon reception device **103**, a second input device **105**,

an output device **107**, multimedia storage media **109**, customer profile storage media **111**, incentive storage media **113** and a processing system **115**.

[0034] The first input device **101**, including the coupon reception device **103**, may be configured to allow the customer to deliver a coupon to the coupon reception device **103**. The coupon may provide the customer with an incentive to purchase one or more products or services.

[0035] The coupon reception device **103** could be a coupon reader containing an optical scanner that scans an image on the coupon and, in association with appropriate processing systems, such as the processing system **115**, recognizes and interprets the pattern that is in the image.

[0036] The coupon reception device could instead receive the coupon electronically from a device carried by the customer, such as an infrared beam transmitter, a card with a magnetic stripe, a card with an embedded microchip or an RFID tag.

[0037] The coupon could include a code or other information that identifies the incentive and/or the customer.

[0038] The second input device **105** may include a touch screen, keyboard, mouse, panel buttons, joystick, card reader, proximity detector, TV-type remote control, RFID tag reader, microphone, or any other type of known or hereinafter invented input device, as well as any combination of such devices. The second input device **105** may include a wired or wireless connection to a remote input device, such as a laptop, mobile phone or PDA. The second input device **105** may be configured to be operated by the customer as the customer selects and consummates a sale.

[0039] The output device **107** may include a display and/or a sound transducer. The output device may be configured such that the customer may directly view the display and/or hear the sound.

[0040] The display may operate in a graphics mode and may include an electroluminous display, such as a CRT, plasma display, LCD or even LEDs. The display may also include a front or rear projector.

[0041] The sound transducer may include a loudspeaker or headphones.

[0042] The output device **107** may also include a remote connection to a remote output device, such as a wired or wireless connection to a laptop or cellular device. The output device **107** may also include any other type of known or later invented output device, as well as any combination of such devices.

[0043] The multimedia storage media **109** may contain multimedia relating to products or services that the customer may purchase on the customer-operated ordering system. This may include one or more multimedia files, including files containing two-dimensional and three-dimensional graphic images. The files may depict the products and services that the customer may purchase and may provide information about the products and services, such as descriptive information and pricing information. The files may include any of the types of files described in U.S. Patent Application Serial No. _____, attorney docket no. 63859-024, entitled "Point of Sale Computer System Delivering Compositd Two- and Three-Dimensional Images," filed on June 3, 2003, the content of which is incorporated herein by reference.

[0044] The multimedia may relate to specific products or services that are identified on one or more coupons that are expected to be provided to the coupon reception device **103**.

[0045] The products and services may instead or in addition relate to products or services that are not specified on any coupon that is anticipated to be provided to the coupon reception device **103**. Such a configuration can advantageously be used to promote the sale of products or services other than those to which the anticipated coupons may provide an incentive to purchase.

[0046] The multimedia may relate to products or services that are sold by the merchant on whose premises the customer-operated ordering system is placed. It may also or instead relate to products or services sold by a person other than the merchant on whose premises the customer-operated ordering system is located. This latter configuration may advantageously be used in conjunction with cross-marketing efforts.

[0047] The customer profile storage media **111** may include profiles about customers that are expected to use the customer-operated ordering system.

[0048] FIG. 2 is a schema for customer profile data that may be stored in the customer profile storage media **111** shown in FIG. 1. As shown in FIG. 2, the customer profile data may include a Customer ID field **201** and one or more Profile fields **203**. In the example shown in FIG. 2, the Profile fields **203** include a Prior Purchases field **205**, a Prior Contact with Merchant field **207**, a Prior Contacts with Third Party field **209**, a field **213** for additional information, and one or more Demographics fields **211**.

[0049] The Customer ID field **201** may be any of the well-known types, as well as any new types that are later invented. In FIG. 2, the Customer ID field **201** is shown as simply the name of the customer, such as John Doe in a record **215**. Of course, it is to be understood that other forms of ID could be used, such as a customer code.

[0050] The Prior Purchases field **205** may signify the number of purchases that the customer previously made, such as the “7” indicated in record **215**. The Prior Purchases field **205** may also or instead specify information concerning the identity, types and/or sales prices of products or services that were previously purchased, as well as the total number of prior purchases and/or the total dollar volume of prior purchases.

[0051] The Prior Contacts With Merchant field **207** may indicate the number of contacts that the customer previously had with the merchant, such as the “10” indicated in record **215**. These could be a tally of personal visits, phone calls, etc.

[0052] The Prior Contacts With Third Party field **209** may be used to track contacts that the customer may have had with a third party merchant, such as the “8” indicated in record **215**, or the status held by the customer within a loyalty or rewards program operated by a person other than the merchant. This information can later be used as part of a cross-selling or cross-promotional campaign.

[0053] The Customer Profiles field **203** may also include one or more Demographics fields **211** about the customer, such as the “72 years old” entry in record **215**. Of course, other demographics, such as residence location, sex or marital status could also be used.

[0054] Other customer profile information could also be stored in record **215** in connection with remaining field **213**.

[0055] The incentive storage media **113** may contain information about incentives that may be provided to the customer, other than the incentives that are specified on a coupon that may be provided to the coupon reception device **103**. The incentive storage media **113** may further contain information correlating one or more of the various incentives that it contains to the type of coupon that is provided to the coupon reception device **103** and/or to certain information in the customer profile storage media **111**.

[0056] The multimedia storage media **109**, the customer profile storage media **111** and the incentive storage media **113** may include magnetic media, such as hard disk and floppies, optical media, such as CDs or DVDs, or electronic media, such as a ROM or memory stick. Each media could be a single device or multiple devices. All of the various storage media could be a single storage media, large enough to hold all of the various information that is needed. Each media could also be any other type of storage device now known or later developed, or any combination of these.

[0057] Each storage media may be configured to be loaded and updated locally and/or remotely.

[0058] The processing system **115** may be configured to communicate and to manage the other components of the customer-operated ordering system, such as the first input device **101**, including the coupon reception device **103**, the second input device **105**, the output device **107** and the multimedia, customer profile and incentive storage media **109**, **111** and **113**, respectively.

[0059] In one mode of operation, the processing system **115** may obtain product information from the product information storage media **107** and deliver this over the output device **103** for the customer to consider. Using the input device **101**, the customer may then select one or more products to be purchased. The processing system **115** may communicate this information to a delivery department so that the purchased products or services can be delivered to the customer.

[0060] FIG. 3 is a flow diagram of a customer-operated ordering process using a coupon reception device. It illustrates some of the steps that the processing system **115** may implement in conjunction with the devices with which it communicates and manages.

[0061] The customer may provide a coupon to the coupon reception device **103**, as reflected by a Receive Coupon step **301**.

[0062] The coupon may provide an incentive to the customer to purchase one or more products or services. The incentive may be in the form of a price reduction, discount, credit, rebate or even a free gift. The incentive may be directed to one or more specific products or services, to products or services within a particular department, or to all products and services.

[0063] The coupon may be sponsored and/or distributed by the merchant on whose premises the customer-operated ordering system is located. Alternatively, it may be sponsored and/or dispensed by a person other than the merchant on whose premises the customer-operated ordering system is operated.

[0064] Under the management and control of the processing system **115**, the incentive provided by the coupon, as received by the coupon reception device **103**, may then be determined, as reflected by a Determine Incentive step **303**. As part of this process, the processing system **115** may consult the incentive storage media **113** to gather further information about the incentive provided by the coupon, such as information concerning its expiration date, the scope of products or services to which it applies, the types of customers to which it applies, or other items or services that should be presented to the customer for consideration that might be related to the incentive. The incentive information in the incentive storage media **113** may also correlate the nature and degree of incentives to be provided to customer profile information in the customer profile storage media **111**. In this instance, the processing system **115** may first query the customer by asking the customer through the output device **107** to enter customer-identifying information on the second input device **105**. Alternatively, customer-identifying information may be entered on the second input device **105** without a query, such as by virtue of an RFID tag being brought in the vicinity of the second input device **105**.

[0065] The incentive that has been determined to be given to the customer, based on the coupon and, if applicable, incentive information in the incentive information storage media **113**, may then be communicated to the customer over the output device **107**, as reflected by a Communicate Incentive step **305**. This may occur immediately following the receipt of the coupon by the coupon reception device **103**, at the end of the transaction, or at any time in between.

[0066] An interactive multimedia presentation may then be presented to the buyer, as reflected by a Deliver Interactive Multimedia Presentation step **307**.

[0067] The multimedia presentation may be based at least in part on the coupon that is provided to the coupon reception device **103**. For example, the multimedia presentation may include sound, text or graphic material confirming that a coupon has been received by the coupon reception device **103**, confirming all or portions of the content of the coupon, or providing a presentation concerning a related matter, as possibly dictated by the incentive information in the incentive storage media **113**. The concept of the multimedia presentation being based at least in part on the coupon that is received by the coupon reception device **103** is intended to encompass any effect on the multimedia presentation that receipt of the coupon in the coupon reception device **103** may have.

[0068] The multimedia presentation may also include a presentation relating to the products or services that may be a specific subject of the coupon, including information about any incentive that the coupon may provide in connection therewith.

[0069] The multimedia presentation may be interactive, in that the exact sequence of the presentation may be affected at least in part based on input received from the second input device **105**. For example, the customer may communicate selections through the second input device **105** that alter the course in some way of the multimedia presentation that is made.

[0070] The interactive multimedia presentation that is made may also be affected based on the customer profile contained within the customer profile storage media **111**. Customers with certain profiles, for example, may be offered discounts, special promotions, certain types of products or services, or even

products or services supplied by a merchant other than the one on whose premises the customer-operated ordering system is being operated.

[0071] Ultimately, as a result of customer communications with the first input device **101**, the second input device **105** and/or the output device **107**, a sale may be consummated, as reflected by a Consummate Sale step **309**. The sale may be based at least in part upon the input received at the second input device **105** and the output provided at the output device **107**. For example, the processing system **115** may correlate the input received on the second input device **105** with the information that is being displayed on the output device **107** in order to determine what product or service the customer has elected to purchase. In this way, the consummation of the sale is based at least in part on the information received from the second input device **105** and the information presented at the output device **107**.

[0072] The customer-operated ordering system may then provide the incentive promised by the coupon, as reflected by a Provide Incentive step **110**.

[0073] Depending upon the nature of the incentive and/or upon other strategic considerations, the incentive may be provided during the early part of the customer communications, at the time the sale is consummated, or afterwards.

[0074] For example, the incentive might be to provide the customer with a surprise reward. This might be revealed to the customer at the beginning of the communication or at the end.

[0075] The incentive might instead or in addition be to provide the customer with some form of discount, credit or price reduction. This incentive might be provided at the time the sale is consummated as part of the consummated sale, i.e., as a reduction in price on a displayed invoice.

[0076] It is to be understood that the steps of this process may proceed in any order, not necessarily the order shown in FIG. 3. For example, at least portions of the interactive multimedia presentation may be presented to the customer before any coupon is provided to the coupon reception device **103**. Similarly, a sale may also be consummated before any coupon is provided. Indeed, some transactions may not even involve a coupon.

[0077] Thus far, reference has been primarily made to coupons that provide the customer with an incentive to visit the merchant and/or to purchase one or more products while visiting the merchant. It is to be understood that other forms of incentive could be used as well.

[0078] For example, the first input device **101** may also be configured to include a card reader that reads a stored value card. The card may include information recorded on a magnetic strip or on a microcircuit specifying an amount of credit that the customer has. Such a card may be dispensed by the merchant at whose location the customer-operated ordering system is operated or by anyone else. The interactive multimedia presentation that is presented to the customer may similarly be based at least in part upon the card that is provided to the card reader. For example, the presentation may indicate the available credit that the card specifies. It may also suggest products or services to the customer that have a price that may be covered by the inserted card. All the other aspects of the customer-operated ordering system as described above in connection with a coupon may also be implemented with the card. Following consummation of the sale, the available credit on the card may be reduced by the amount of the sale. This may be done by a corresponding card writing mechanism in the card reader device or in a separate device.

[0079] Although having been discussed in the context of the customer operating the customer-operated ordering system, it is to be understood that the system may be operated in whole or in part by a salesperson.

[0080] The products or services that are ordered on the customer-operated ordering system may not be dispensed by the system. Rather, they may be delivered to the customer by a clerk at the merchant, by a carrier such as the United States Postal Service, or by any other means. All or some of these products may instead be delivered by the customer-operated ordering system.

[0081] The customer-operated ordering system may operate in real-time, meaning that the information provided at the output device **107** follows any input received at the first input device **101** and/or the second input device **105** very quickly.

[0082] All or some of the components of the customer-operated ordering system may be in a stand-alone kiosk or may be part of another structure, such as an order desk. The kiosk and/or other components may, as indicated, be located on the premises of the merchant that is selling the products or services. It may be at a public location, as part of a drive-through, at a concession stand, at a public transportation stop, at a ticketed venue or at any other location.

[0083] The customer-operated ordering system may be part of a larger enterprise that may contain several customer-operated ordering systems. These systems may be dispersed at different locations of the enterprise and managed locally, regionally and/or from a home office. The information that is placed in the multimedia, customer profile and incentive storage media **109**, **111** and **113**, respectively, may originate locally at the merchant or other organization on whose premises the customer-operated ordering system is present, or may originate remotely from a regional or main office, or may originate at one location and be modified or updated by a system at a different location.

[0084] The customer-operated ordering system may also be integrated as an add-on to a business's existing point-of-sale computer system. Through appropriate and known database communication techniques, existing databases can be used as a source of at least some of the data in the multimedia, customer profile and incentive storage media **109**, **111** and **113**, respectively. All or some of the components of the customer-operated ordering system may be shared with the existing system into which the customer-operated ordering system is integrated. All that might need to be added is appropriate software, data and, perhaps, the input devices **101** and **105**, and the output device **107**.

[0085] The customer-operated ordering system may have a broad variety of other components and/or functions. For example, the system may include a payment acceptance device that would accept payment and/or a cash dispenser that would dispense cash (including change) as needed in connection with the transaction. The system could also include a ticket dispenser for dispensing admission tickets that might be ordered or given during the customer ordering process. The ordering system could also be multilingual and function with different currencies, the particular one of which might be selected by the customer.

[0086] Other embodiments and further details about customer ordering systems are set forth in the following patent applications to which this application claims priority, namely U.S. Provisional Application 60/388,220, filed June 12, 2002, entitled "Customer-Operated Ordering System and Method"; U.S. Provisional Application 60,392,758, filed July 1, 2002, entitled "Real Time Engine with 2D/3D Detail"; and U.S. Utility Patent Application serial number 10/_____, entitled "Point of Sale Computer System Delivering Composited Two- and Three-Dimensional Images," filed on June 3, 2003, attorney docket number 63859-024. This application is also related to U.S. application serial number 10/_____, attorney docket number 63859-026, entitled "Customer-Operated Ordering System That Sets Prices Based on Customer Profile," filed June 12, 2003; and U.S. application serial number 10/_____, attorney docket number 63859-027, entitled "Customer-Operated Ordering System and Method That Issues Admission Tickets But Does Not Dispense Products," filed on June 12, 2003. The content of all five of these applications is hereby incorporated by reference as though fully set forth herein. Each of these represents further variations of the customer-operated ordering system of this application.

[0087] The descriptions that have now been provided are of illustrative embodiments and should enable a person of ordinary skill in the art to make and use the technology that is set forth in the claims below without undue experimentation. Numerous modifications to these embodiments will be readily apparent to those skilled in the art, and the principles set forth in this discussion may be applied to other embodiments, all without departing from the spirit or scope of the technology that is set forth and covered by the claims below.

WE CLAIM:

1. A customer-operated ordering system that allows a customer to select and consummate a sale himself comprising:

a first input device including a coupon reception device configured to receive a coupon from the customer that provides the customer with an incentive to purchase one or more products or services;

a second input device configured to receive other input from the customer;

an output device configured to provide output to the customer;

multimedia storage media configured to store multimedia relating to products or services that the customer may purchase on the customer-operated ordering system; and

a processing system configured to:

communicate with the first input device, the second input device, the output device and the multimedia storage media;

deliver selected multimedia to the output device relating to products or services that the customer may purchase on the customer-operated ordering system in an interactive manner based at least in part on the coupon received by the coupon reception device and based at least in part on other input received from the customer on the second input device;

consummate a sale of a product or service with the customer based at least on portions of the output that is delivered to the output device and based at least on portions of the other input that is received from the customer on the second input device; and

determine, communicate and provide to the customer the incentive provided by the coupon received by the coupon reception device.

2. The customer-operated ordering system of Claim 1 wherein the coupon is sponsored by the merchant on whose premises the customer operating system is operated.

3. The customer-operated ordering system of Claim 1 wherein the coupon is sponsored by a person other than the merchant on whose premises the customer operating system is operated.

4. The customer-operated ordering system of Claim 1 wherein the coupon provides an incentive to purchase a specific product or service.

5. The customer-operated ordering system of Claim 4 wherein the multimedia caused to be selected by the processing system relates to the specific product or service.

6. The customer-operated ordering system of Claim 4 wherein the multimedia caused to be selected by the processing system relates to a product or service other than the specific product or service.

7. The customer-operated ordering system of Claim 1 wherein the coupon provides a discount, price reduction or credit.

8. The customer-operated ordering system of Claim 1 wherein the multimedia caused to be selected by the processing system relates to a product or service sold by the merchant on whose premises the customer operating system is operated.

9. The customer-operated ordering system of Claim 1 wherein the multimedia caused to be selected by the processing system relates to a product or service sold by a person other than the merchant on whose premises the customer operating system is operated.

10. The customer-operated ordering system of Claim 1 wherein the selected multimedia that is caused to be delivered to the output by the processing system is based on a profile of the customer.

11. The customer-operated ordering system of Claim 10 wherein the customer profile is stored in a customer profile storage media and wherein the processing system is configured to communicate with the customer profile storage media and to obtain the identity of the customer from the input device.

12. The customer operated ordering system of Claim 1 wherein the products and services are not dispensed by the customer-operated ordering system.

13. The customer-operated ordering system of Claim 1 wherein the incentive is provided before the sale is consummated.

14. The customer-operated ordering system of Claim 1 wherein the incentive is provided after the sale is consummated.

15. The customer-operated ordering system of Claim 1 wherein the incentive is provided as part of the sale that is consummated.

16. The customer-operated ordering system of Claim 1 further including incentive storage media configured to store incentive information and wherein the processing system is configured to communicate with the incentive storage media and to determine the incentive based on incentive information in the incentive storage media.

17. The customer-operated ordering system of Claim 1 wherein the coupon is in human-readable format and wherein the coupon reception device includes an optical coupon reader.

18. The customer-operated ordering system of Claim 1 wherein the coupon includes a code.

19. The customer-operated ordering system of Claim 1 wherein the coupon is delivered to the coupon reception device in electronic format.

20. The customer-operated ordering system of Claim 1 wherein the electronic format includes a code.

21. A customer-operated ordering process that allows a customer to select and consummate a sale himself comprising:

delivering selected multimedia to an output device on a customer-operated ordering system that relates to products or services that the customer may purchase in an interactive manner, the selected multimedia being based at least in part on a coupon provided to a coupon reception device by the customer that provides the customer with an incentive to purchase one or more products or services and based at least in part on other input received from the customer on a second input device;

consummating a sale of a product or service with the customer on the customer-operated ordering system based at least on portions of the output that is delivered to the output device and at least on portions of other input that is received from the customer on the second input device; and

determining, communicating and providing to the customer an incentive provided by the coupon provided to the coupon reception device.

22. A customer-operated ordering system comprising:

a first input device including a coupon reception device;

a second input device;

an output device;

multimedia storage media; and

a processing system configured to:

deliver selected multimedia to the output device relating to products or services that the customer may purchase on the customer-operated ordering system in an interactive manner based at least in part on the coupon provided to the coupon reception device and based at least in part on other input received from the customer on the second input device;

consummate a sale of a product or service with the customer based at least on portions of the output that is delivered to the output device and at least on portions of the

other input that is received from the customer on the second input device; and

determine, communicate and provide to the customer the incentive provided by the coupon provided to the coupon reception device.

23. A customer-operated ordering system including a processing system configured to:

deliver selected multimedia to an output device relating to products or services that a customer may purchase in an interactive manner based at least in part on a coupon that provides an incentive provided to a coupon reception device and based at least in part on other input received from the customer on a second input device;

consummate a sale of a product or service with the customer based at least on portions of the output that is delivered to an output device and at least on portions of other input that is received from the customer on the second input device; and

determine, communicate and provide to the customer the incentive provided by the coupon provided to the coupon reception device.

24. A customer-operated ordering system that allows a customer to select and consummate a sale himself comprising:

a first input device including a card reader configured to allow the customer to insert a card that provides the customer with a stored value that may be applied to the purchase of one or more products or services;

a second input device configured to receive other input from the customer;

an output device configured to provide output to the customer;

multimedia storage media configured to store multimedia relating to products or services that the customer may purchase on the customer-operated ordering system; and

a processing system configured to:

communicate with the first input device, the second input device, the output device and the multimedia storage media;

deliver selected multimedia to the output device relating to products or services that the customer may purchase on the customer-operated ordering system in an interactive manner based at least in part on the card provided to the card reader and based at least in part on other input received from the customer on the second input device;

consummate a sale of a product or service with the customer based at least on portions of the output that is delivered to the output device and at least on portions of the other input that is received from the customer on the second input device; and

apply an amount on the card towards payment for the purchase.

25. A customer-operated ordering process comprising:

reading a coupon that provides an incentive and that is provided by the customer to a coupon reception device;

delivering a multimedia presentation to the customer promoting the sale of at least one product or service in a manner that is interactive with the customer and that is based at least in part on the coupon that is provided;

providing the incentive to the customer; and

consummating a sale with the customer for at least one of the products or services.

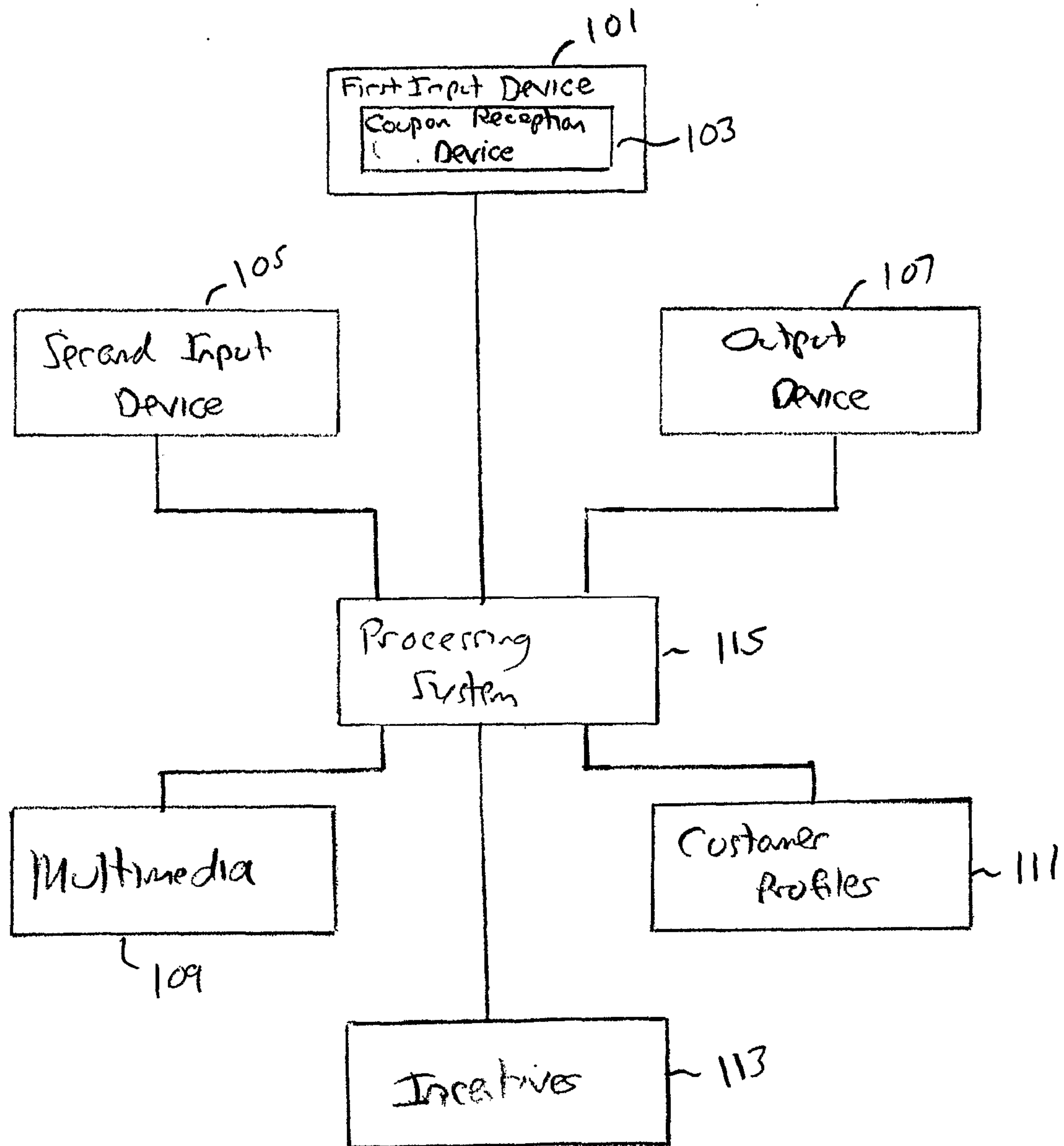


Fig 1

213

Customer Profile Data					
Customer ID	Profile - 203				Demographics
	Prior Purchases	Prior Contact With Merchant	Prior Contacts With Third Party	...	
John Doe	7	10	8	...	72 years old
...
...
...

201 points to Customer ID column.
215 points to John Doe row.
205 points to Prior Purchases column.
207 points to Prior Contact With Merchant column.
209 points to Prior Contacts With Third Party column.
211 points to Demographics column.

Fig 2

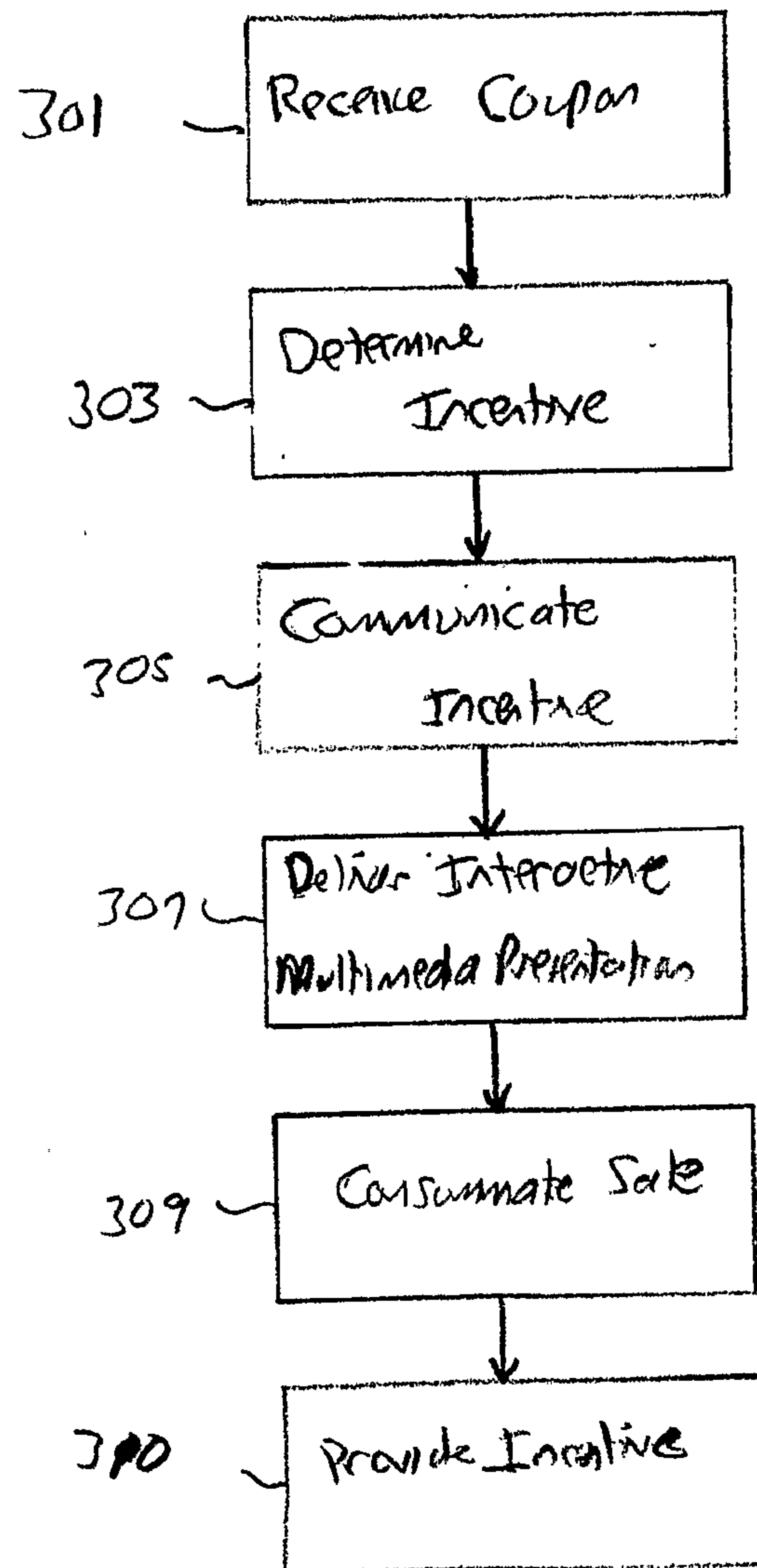


Fig 3

