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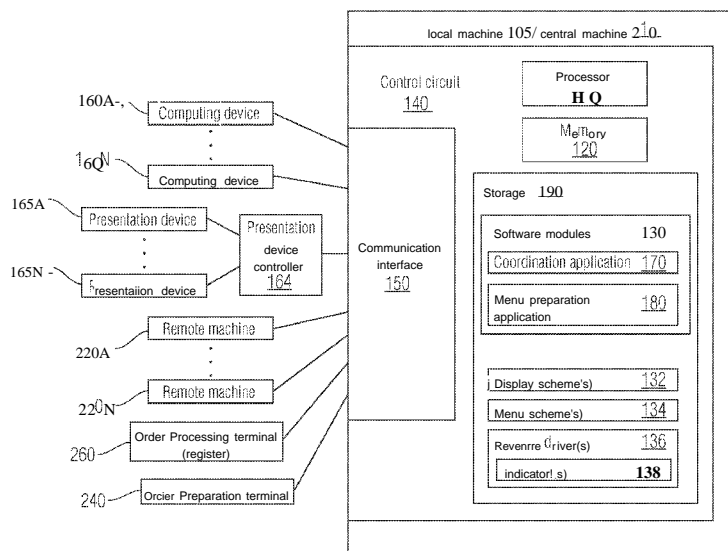


Fig. 1

(57) **Abstract:** A system and method for deploying dynamic experiences within a restaurant using a local machine having a processor, a memory, and a coordination application stored in the memory and executing in the processor. The local machine is further in communication with one computing devices and presentation devices that are affixed to a structure of the restaurant. The method includes loading a first display scheme that provides a first multimedia experience when depicted on the presentation devices and transmitting a first menu scheme to the computing devices that is correlated to the first display. After a time interval, a new display scheme and/or menu scheme can be substituted. Revenue drivers associated with the various schemes can be monitored throughout the operation of the local machine, and can be compared with one another in order to determine preferred and/or optimal display and/or menu schemes.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
 IPC⁽⁸⁾ - G06Q 50/12 (2013.01)
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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(8) - G06Q 50/12, 30/00, 50/00, 10/08 (2013.01)
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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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 MicroPatent (US-G, US-A, EP-A, EP-B, WO, JP-bib, DE-CB, DE-A, DE-T, DE-U, GB-A, FR-A); Google Scholar, IEEE, IP.com
 Restaurant, Menu, Optimize, Revenue, Presentation Device

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 6370513 B1 (KOLAWA, AK et al.) April 9, 2002, abstract, Figures 1, 6A, 6B, 24, column 3 lines 5-13, column 5, lines 16-27, column 7 line 51 to column 8 line 27, column 11 lines 32-50, column 15 lines 5-38, column 21 lines 6-27	1, 3-7 and 9-12 ----- 2 and 8
Y	US 7746215 B1 (BISHOP, F) June 29, 2010, column 22 lines 24-39	2 and 8

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
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