

# The Future of mobile shopping, personalized advertising and streaming service marketing

## The Impact of Patent Nr. EP2219162

The global players, Google, Amazon, Alibaba and JD.com are working on mobile shopping systems and advertising for years. **Patent Nr. EP2219162** was granted in June 15, 2017 without any opposition raised, it covers any development of the global players in Europe and gives you the chance to control this new market.

*"M-commerce will replace E-Commerce. For the tech giant Google, its shopping service is important in helping to win back product searches from Amazon and to stay relevant in the voice-powered future of e-commerce."*

**Prof. John Zhang, Wharton School of Business, in CNN money, NY , May 10th 2018)**

### What is it?

The invention / patent EP2219162 relates to a system and method for finding a desired object (product, person, service, information, personalized advertising) tailored to the interests and user defined data profiles of a user of a mobile electronic device (Smartphone, Tablet e.g.) by connecting a mobile electronic device with an electronic output device (Flat screen, Loudspeaker e.g.) within a pre-determined active zone or within a maximum distance from each other.

(Concept development: 1997 – 2007, Patent application: February 13, 2009, Patent issue: September 15, 2016, Deadline for filing a notice of opposition: June 15, 2017 (no objections raised))

*"M-commerce will lead to mobile electronic devices smart connected to flat screens in stores and on Digital Signage OOH screens. The companies like Google or other players in the market such as Amazon, JD.com, Alibaba will have a huge market advantage in signing the 2219162 patent license."* **Statement from the patent owner**

### Why is it important?

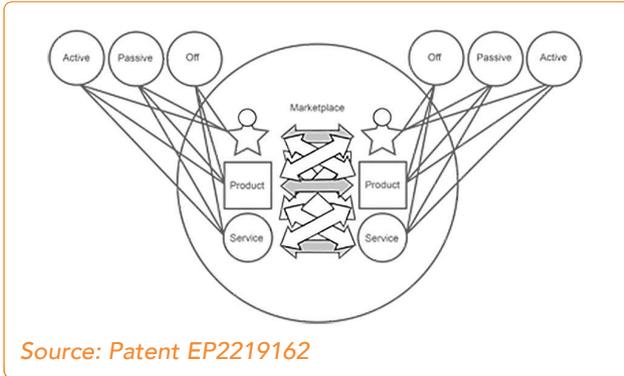
Retail market 4.0 is changing. Mobile shopping and multichannel retail solutions increase permanently and will soon dominate the retail market 4.0. Stores and other outlets will be equipped with "smart connected" Digital Signage Flat Screens. Mobile electronic devices will be your personalized sales advisor and networker.

**Personalized advertising** (personalized Digital Signage) will change the advertising market 4.0 and it is estimate that 25 percent of all global advertising budgets, USD 573 billion, will be invested in it.

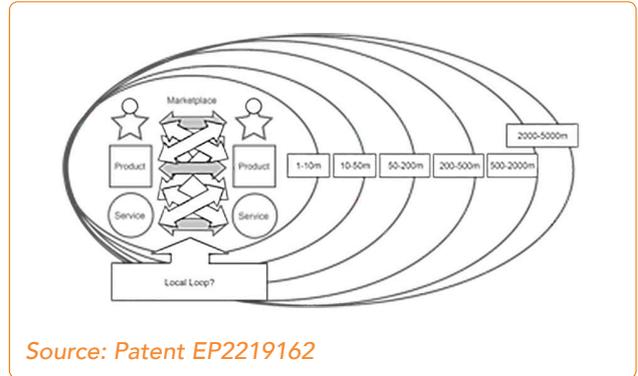
# APPENDIX

## Pictures from patent description and illustrations of uses

### Supply & Demand - Situations



### Place Constellations



Picture: Adidas



Flat screen in store window "smart connected" with users smartphone showing the desired product

Picture: euroweb.de



Selected product on the smartphone leads the user to the shelf

Picture: Ocean



... leads user to the flat screen and shows him selected information about the selected product

Picture: Ocean



Flat screen in store window "smart connected" with users smartphone showing the desired product

Picture: Metro



flat screen on the shopping cart leads the customer to the right shelf and shows personalized advertising

Picture: Tesco



selection of food order via smartphone and "smart connected" flat screen in a grocery store

Picture: Ocean



personalized advertising on mega screens (Piccadilly/London)

Picture: CS



personalized advertising on flat screen in a themed car park

Picture: Skidata



personalized advertising on the screen of an access control