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Declarations under Rule 4.17:

- *as to the identity of the inventor (Rule 4.17(i))*
- *as to applicant's entitlement to apply for and be granted a
patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the
earlier application (Rule 4.17(iii))*

[Continued on next page]

- (54) **Title:** SYSTEM FOR DYNAMICALLY PRESENTING VISUAL INFORMATION TO CONSUMERS SHOPPING AT A PHYSICAL STORE

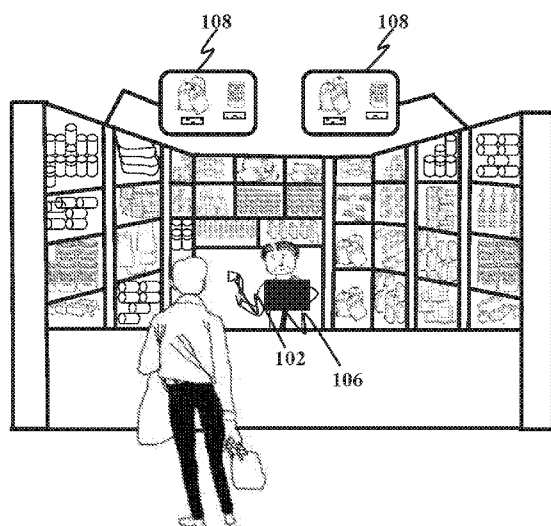


FIG. 6

(57) **Abstract:** System for managing a physical store is provided. The system includes at least one input device (102), a memory unit (104), a processing unit (106) and at least one display unit (108). The input device (102) is configured to extract information associated with products in the physical store. The memory unit (104) comprises an inventory database, wherein the inventory database comprises information associated with products in the physical store. The processing unit (106) is configured to receive information from the input device (102) or from a remote server and create a product display schedule using information received from the one input device (102). The display unit (108) displays information as per the product display schedule.



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