

METHOD AND SYSTEM FOR IMPLEMENTING A SMART DISPLAY LOYALTY PROGRAM

ABSTRACT

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This invention is related to a loyalty program that awards eligible cardholders with rewards. The loyalty program includes a smart display in which the smart display is able to detect and capture data from a card within the display's proximity. The loyalty program then automatically allocates rewards based on the captured
10 card's data and the smart display's parameters. The allocated rewards are then instantaneously awarded to the cardholder without the need for a pre-qualifying purchase and the cardholder is notified immediately about the awarding of the reward.

15 [FIGURE 1]