# METHOD FOR COMMUNICATING SPATIALLY LOCALIZED INFORMATION TO A MOBILE TERMINAL

## ABSTRACT

The invention concerns a method for communicating data representing spatially localized information to a mobile terminal (1) in relation to the location of said mobile terminal (1) within a sales area equipped with a distributed series of electronic labels, each electronic label (3) being identified by a unique label identifier, comprising the steps in which:

- the mobile terminal (1) sets up a communication via radio-frequency with a radio-frequency peripheral of an electronic label (3),
- the radio-frequency peripheral (36) communicates a label identifier of said electronic label (3) to said mobile terminal (1),
- the mobile terminal (1) communicates said label identifier to a central server (2),
- the central server (2) determines the location of said mobile terminal (1) from the label identifier,
- the central server (2) communicates data to the mobile terminal (1) which represent spatially localized information associated with the location of said mobile terminal (1).

FIGURE 1