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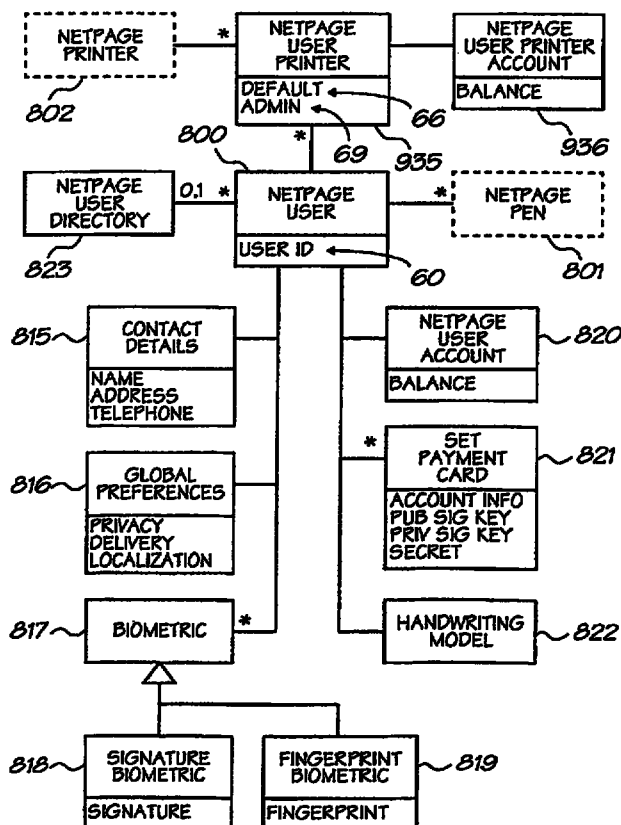
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(54) Title: INTERACTIVE PRINTER REWARD SCHEME



(57) Abstract: A preferred embodiment of the invention is specifically configured to allow a printer's or a user's account to accumulate a credit balance and for all or a portion of this balance to be presented to the corresponding user or users as a collection of "points". If the printer account has a credit balance, then the corresponding points may be redeemed by the user or users for particular products or services. Users thereby learn to associate fee-earning activities in relation to the printer, such as the printing of advertising and online purchasing, with the accumulation of points, thus maximising the likelihood that a particular printer will not become a cost burden to its provider.



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