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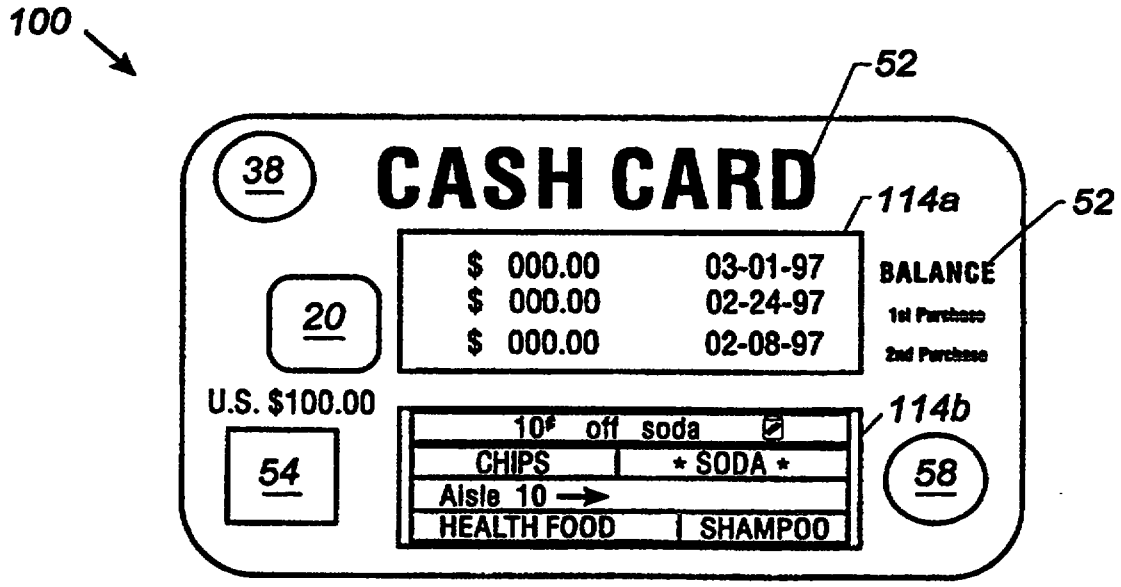
(54) Title: TRANSMITTING ADVERTISEMENTS TO SMART CARDS

2 Invs.



(57) Abstract

A flexible chip card (100) has a flexible display (114a), and a power source (38), is used in a system which transmits various information for storage and later retrieval. The liquid crystal display (114a) may be of the bistable type, requiring no power to continuously display an image. The display may include a barrier strip to provide stereoscopic effects. The chip card (100) may be used to store coupons, advertisements, tickets, Internet addresses, images, audio data, and other information.