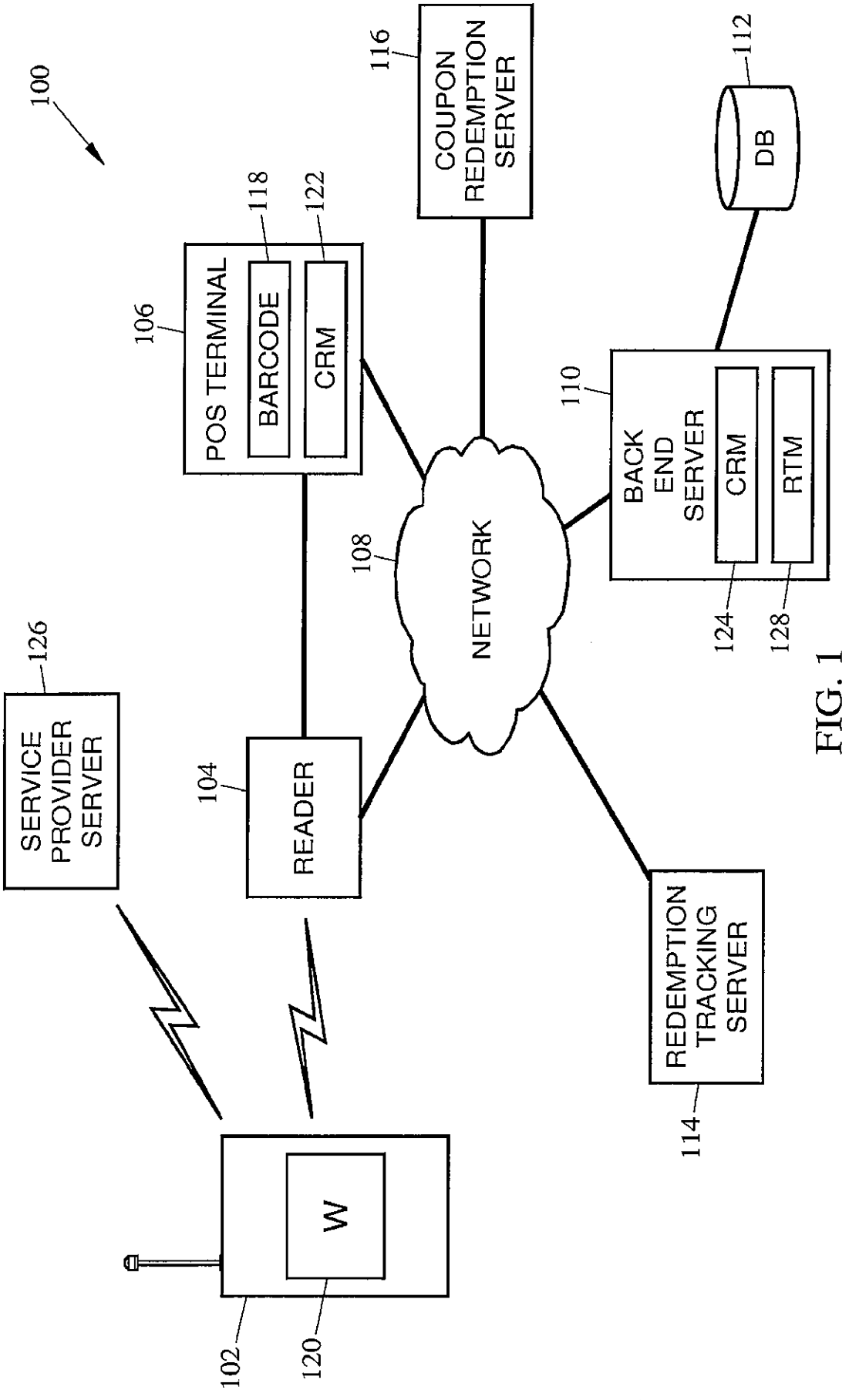
100
116
COUPON REDEMPTION SERVER
112
DB
118
122
106
POS TERMINAL
BARCODE
CRM
110
BACK END SERVER
CRM
RTM
108
NETWORK
126
SERVICE PROVIDER SERVER
104
READER
124
128
REDEMPTION TRACKING SERVER
114
W
102
120

FIG. 1