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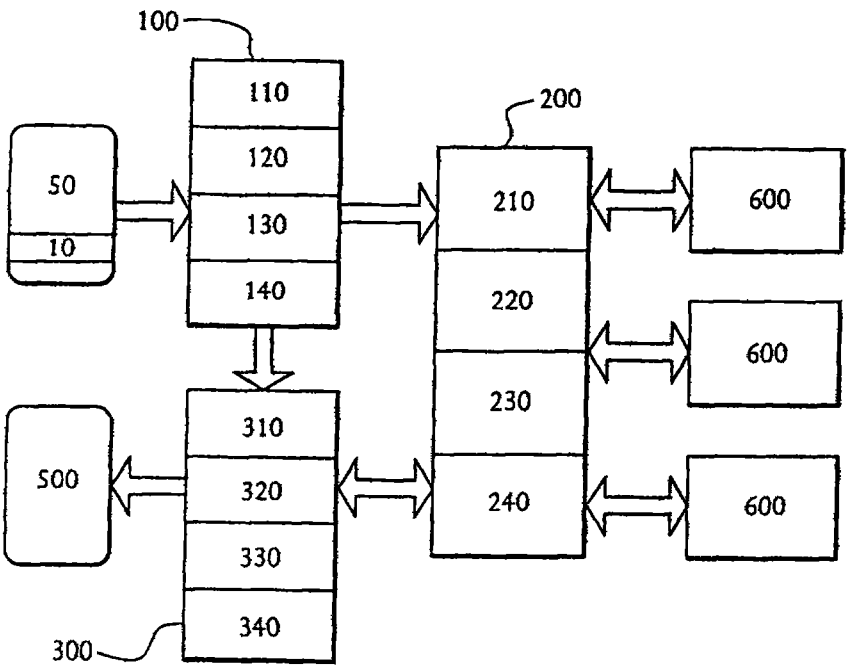
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(54) Title: PRINTED MEDIUM ACTIVATED INTERACTIVE COMMUNICATION



(57) Abstract

A scanner (100) is used to scan machine–readable code (10) on an object (50), which may be the universal product code on a vendible product. The data from the machine–readable code is tranmitted to a portal server (200), and used to select a supplier of the vendible. Information identifying the supplier may be sent to the user of the scanner, or information identifying the user sent to the supplier. Further arrangements may be made to deliver the vendible to the user's location, or provide the vendible to the user at the supplier's location.

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