

ABSTRACT

PRODUCT DISPLAY RACK SYSTEM, PRODUCT DISPLAY RACK METHOD AND
PRODUCT DISPLAY RACK PROGRAM

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To guide other products related to a product which is taken
out in hand by a customer. The present product display rack system
carries out a first step for detecting an RFID number of a product
taken by a customer from desired display racks 11 to 14 based upon
10 the detection result of the RFID reader; a second step for acquiring
RFID numbers of related products having related product types and
functional types relative to the product type of the RFID number
from the product related information data base 260 by using the
detected RFID number as a key; a third step for acquiring the product
15 display coordinates of the product type from the product coordinate
data base 250 by using the acquired RFID number of the related product
as a key; and a fourth step for lighting or flickering the lamp of
the lamp guiding units 30 to 33 at a position close to the acquired
product display coordinates.

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Fig. 1