



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 17/00, 17/60, 5/00, 7/08		A1	(11) International Publication Number: WO 00/03328
			(43) International Publication Date: 20 January 2000 (20.01.00)
(21) International Application Number: PCT/US99/14343			(81) Designated States: BR, CA, CN, JP, KR, MX, SG, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published With international search report.
(22) International Filing Date: 24 June 1999 (24.06.99)			
(30) Priority Data: 09/113,633 10 July 1998 (10.07.98) US 09/123,291 28 July 1998 (28.07.98) US			
(71) Applicant: MOTOROLA INC. [US/US]; 1303 East Algonquin Road, Schaumburg, IL 60196 (US).			
(72) Inventors: HYMEL, James, Allen; 7738 Blairwood Circle East, Lake Worth, FL 33467 (US). INDEKBU, Jack, P.; 7594 Windermere Circle, Lake Worth, FL 33467 (US). BRIANCON, Alain, Charles; 800 Elmbrook Court, Southlake, TX 76092 (US). LONG, Christopher, Richard; 698 S.W. 5th Street, Boca Raton, FL 33486 (US).			
(74) Agents: BETHARDS, Charles, W. et al.; Motorola Inc., Intellectual Property Dept., 5401 North Beach Street/MS E230, Fort Worth, TX 76137 (US).			

(54) Title: METHOD AND APPARATUS IN A WIRELESS COMMUNICATION SYSTEM FOR USING A SELECTIVE CALL RECEIVER TO PROVIDE DEMOGRAPHIC INFORMATION, REDEEM COUPONS, AND EMULATE AFFINITY CARDS

(57) Abstract

Demographic information concerning the user of an SCR (Selective Call Receiver) (10) is stored in the SCR (10). The demographic information (60) is displayed on the SCR (10) in bar code format such that it can be read by a bar code scanner (132), as in a store (130) or at a point-of-sale (154). In one embodiment, a stored coupon is also displayed in bar code format so that it can be read and redeemed at a point-of-sale. In another embodiment, a stored affinity card code and a unique identifier are displayed in bar code format so that they can be read to identify a selected affinity group and the customer at the point-of-sale.

