

CORRECTED VERSION

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
9 November 2006 (09.11.2006)

PCT

(10) International Publication Number
WO 2006/117633 A1

(51) International Patent Classification:
B62B 5/00 (2006.01) **G09F 21/04** (2006.01)

(21) International Application Number:
PCT/IB2006/001072

(22) International Filing Date: 28 April 2006 (28.04.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/675,849 29 April 2005 (29.04.2005) US

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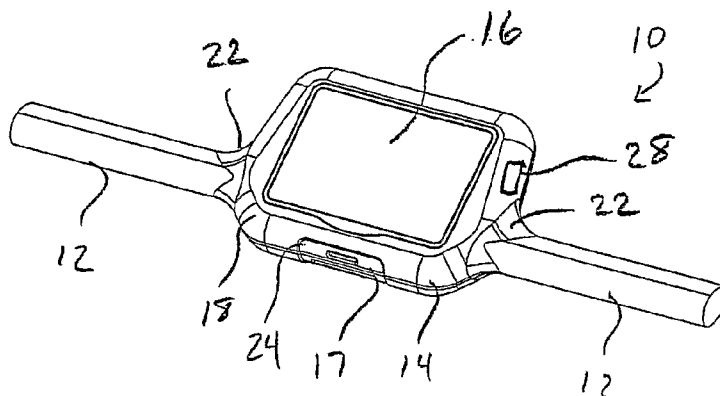
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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),

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(54) Title: PORTABLE INFORMATION TERMINAL MOUNTABLE ON SHOPPING CART AND REMOVABLE MEMORY DEVICE USABLE WITH SAME



(57) Abstract: A system made up of a portable information terminal mountable on a shopping cart for providing product and advertising information while the cart is moved inside a store and an external memory device connectable to the portable information terminal, the external memory device including a memory housing, a non-volatile memory storing data in the memory housing, and a first electrical connector projecting from the housing for allowing a processor to access the stored data; the portable terminal including a terminal housing including a display, a processor in the terminal housing for causing the display to display product information and advertisements, and a second electrical connector inside the housing complementary to the first electrical connector for connecting an external memory device to the processor, the terminal housing including a passage providing access to the second electrical connector from outside the terminal housing and at least one door recessed in the passage shiftable from a first position blocking the passage to a second position by inserting the external memory device into the passage.

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European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

(48) Date of publication of this corrected version:

4 January 2007

(15) Information about Correction:

see PCT Gazette No. 01/2007 of 4 January 2007

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.