(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
24 February 2005 (24.02.2005)

PCT

(10) International Publication Number
WO 2005/017794 A1

(51) International Patent Classification[7]: G06F 17/60, 17/30

(21) International Application Number: PCT/SG2004/000249

(22) International Filing Date: 18 August 2004 (18.08.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2003904426 18 August 2003 (18.08.2003) AU

(71) Applicant *(for all designated States except US)*: **PRIME KING INVESTMENTS LTD** [CN/CN]; 12/F, Chinachem Exchange Square, 1 Hoi Wan Street Quarry Bay, Hong Kong (CN).

(71) Applicant *(for PG only)*: **OMNI-MARKETING GROUP ASIA PTE LTD.** [SG/CN]; 10 Anson Road, #13-16, International Plaza, Singapore 079903 (SG).

(72) Inventor; and

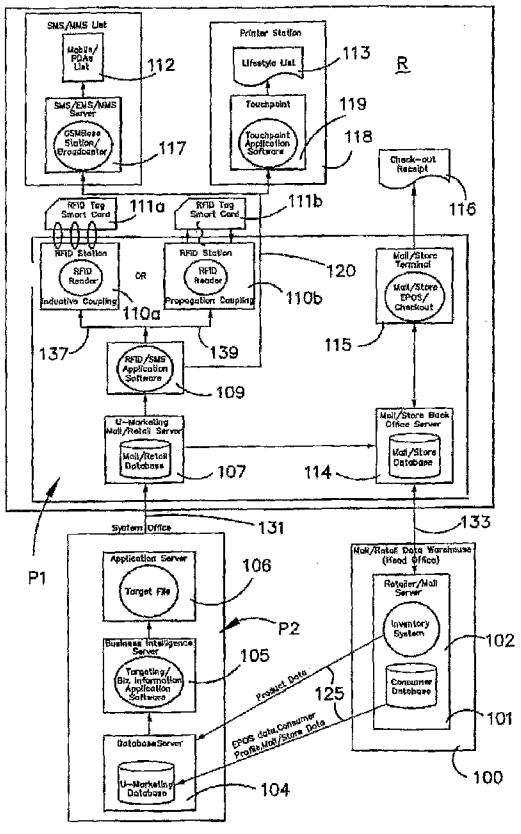
(75) Inventor/Applicant *(for US only)*: **MEBRUER, Robert** [US/CN]; c/o Prime King Investments Ltd, 12/F, Chinachem Exchange Square, 1 Hoi Wan Street Quarry Bay, Hong Kong (CN).

(74) Agent: **LO, Peter**; c/o Shook Lin & Bok, 1 Robinson Road, #18-00, AIA Tower, Singapore 048542 (SG).

(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, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,

[Continued on next page]

(54) Title: SPONTANEOUS DELIVERY MARKETING SYSTEM AND METHOD



(57) Abstract: A spontaneous delivery marketing system and method is disclosed. Customised offers for consumers are generated by an application server (106) which extracts targeted offers for particular consumers from database (104) by application software contained in processor (P2) associated with the server (104) and server (106). Particular offers for particular consumers are transmitted to a first database (107). Consumers are identified without interaction by the consumers carrying a RFID tag (111) which is detected by an RFID reader (110) at a retail outlet. Any offers for the particular consumers detected are forwarded to the user's mobile telephone (112) as a SMS message so the user is alerted to the offers applicable to that consumer.

WO 2005/017794 A1

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), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, 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*

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.