CLAIMS

1. A device for requesting information from a target unit, the device comprising:

a transmitting module configured to broadcast a data stream comprising a function of identifier information which is DID and time tag as a request for the target unit; and

a processing module configured to retrieve, from a return data signal by the target unit comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, information corresponding to the request.

2. The device as claimed in claim l, wherein the transmitting module is configured to broadcast the data stream further comprising an identifying information associated with the target unit.

3. The device as claimed in claim 1 or 2, wherein the transmitting module is further configured to encrypt the data stream prior to broadcasting the data stream.

4. The device as claimed in any one of claim 1 to 3, wherein the processing module is further configured to filter, based on the identifier information, the return data signal from data signals available.

5. The device as claimed in any one of claims 1 to 4, wherein the device is configured to be in an RF silent mode prior to broadcasting of the data stream.

6. The device as claimed in any one of claims 1 to 5, wherein the transmitting module is configured to broadcast the data stream in compliance with a Bluetooth protocol or a Wi-Fi protocol.

7. A device for requesting information from a target unit, the device comprising:

a processor; and

a memory coupled to the processor, the memory having stored therein instructions, which when executed by the processor, cause the processor to:

broadcast a data stream comprising the function of identifier information which is DID and time tag as a request for the target unit; and

retrieve, from a return data signal by the target unit comprising an identifier information based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, information corresponding to the request.

8. A device for supplying information to a requesting unit, the device comprising:

a processing module configured to broadcast, in response to a request comprised in a data stream comprising the function of identifier information which is DID and time tag received from the requesting unit, a return data signal comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, and information corresponding to the request.

9. The device as claimed in claim 8, wherein, prior to broadcasting the return data signal, the processing module is further configured to verify an identifying information comprised in the data stream to be associated with the device.

10. The device as claimed in claim 8 or 9, wherein the processing module is further configured to encrypt the return data signal.

11. The device as claimed in any one of claims 8 to 10, wherein the processing module is further configured, prior to broadcast, to define a leading portion of the data stream as the portion of the data stream, and further configured to provide the identifier information based on the leading portion.

12. The device as claimed in any one of claims 8 to I l, wherein the processing

module is further configured to provide the identifier information in a first portion of the return data signal, and the information corresponding to the request in a second portion of the return data signal.

13. The device as claimed in any one of claims 8 to 12, wherein the device is configured to be in an RF silent mode prior to broadcasting of the return data signal.

14. The device as claimed in any one of claims 8 to 13, wherein the processing module is configured to broadcast the return data signal in compliance with a Bluetooth protocol or a Wi-Fi protocol.

15. A device for supplying information to a requesting unit, the device comprising:

a processor; and

a memory coupled to the processor, the memory having stored therein instructions, which when executed by the processor, cause the processor to broadcast, in response to a request comprised in a data stream comprising the function of identifier information which is DID and time tag received from the requesting unit, a return data signal comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, and the information corresponding to the request.

16. A device comprising:

a transmitting module; and

a processing module,

wherein, in a first mode of operation of the device, the transmitting module is configured to broadcast a data stream comprising the function of identifier information which is DID and time tag as a request for a target unit, and the processing module is configured to retrieve, from a return data signal by the target unit comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, information corresponding to the request, and

wherein, in a second mode of operation of the device, the processing module is configured, in response to a request comprised in a data stream comprising the function of identifier information which is DID and time tag received from a requesting unit, to broadcast a return data signal comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, and information corresponding to the request.

17. A device comprising:

a processor; and

a memory coupled to the processor, the memory having stored therein instructions, which when executed by the processor, cause the processor,

in a first mode of operation of the device, to broadcast a data stream comprising the function of identifier information which is DID and time tag as a request for the target unit, and to retrieve, from a return data signal by the target unit comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, information corresponding to the request, and

in a second mode of operation of the device, to broadcast, in response to a request comprised in a data stream comprising the function of identifier information which is DID and time tag received from a requesting unit, a return data signal comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, and information corresponding to the request.

18. A method for requesting information from a target unit, the method comprising:

broadcasting a data stream comprising the function of identifier information which is DID and time tag as a request for the target unit; and

retrieving, from a return data signal by the target unit comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, information corresponding to the request.

19. The method as claimed in claim 18, wherein broadcasting a data stream comprises broadcasting the data stream further comprising an identifying information associated with the target unit.

20. The method as claimed in claim 18 or 19, further comprising encrypting the data stream prior to broadcasting the data stream.

21. The method as claimed in any one of claims 18 to 20, further comprising filtering, based on the identifier information, the return data signal from data signals available.

22. The method as claimed in any one of claims 18 to 21, wherein the method is RF silent prior to broadcasting the data stream.

23. The method as claimed in any one of claims 18 to 22, wherein broadcasting a data stream comprises broadcasting the data stream in compliance with a Bluetooth protocol or a Wi-Fi protocol.

24. A method for supplying information to a requesting unit, the method comprising:

broadcasting, in response to a request for information comprised in a data stream comprising the function of identifier information which is DID and time tag received from the requesting unit, a return data signal comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, and the information corresponding to the request.

25. The method as claimed in claim 24, wherein, prior to broadcasting the return data signal, the method further comprising verifying an identifying information comprised in 10 the data stream to be associated with a device performing the method.

26. The method as claimed in claim 24 or 25, further comprising encrypting the return data signal.

27. The method as claimed in any one of claims 24 to 26, further comprising, prior to broadcasting:

defining a leading portion of the data stream as the portion of the data stream; and providing the identifier information based on the leading portion.

28. The method as claimed in any one of claims 24 to 27, further comprising providing the identifier information in a first portion of the return data signal, and the information corresponding to the request in a second portion of the return data signal.

29. The method as claimed in any one of claims 24 to 28, wherein the method is RF silent prior to broadcasting the return data signal.

30. The method as claimed in any one of claims 24 to 29, wherein broadcasting a return data signal comprises broadcasting the return data signal in compliance with a Bluetooth protocol or a Wi-Fi protocol.

31. A method for a device, the method comprising:

in a first mode of operation of the device, broadcasting a data stream comprising the function of identifier information which is DID and time tag as a request for a target unit, and retrieving, from a return data signal by the target unit comprising the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, information corresponding to the request; and

in a second mode of operation of the device, broadcasting, in response to a request for information comprised in a data stream comprising the function of identifier information which is DID and time tag received from a requesting unit, a return data signal comprising ~~an~~ the function of identifier information which is DID and time tag based on at least a portion of the data stream comprising the function of identifier information which is DID and time tag, and the information corresponding to the request.

32. An application adapted to be installed on a device, the application comprising processor-executable instructions for execution on the device to carry out a method as claimed in any one of 18 to 23.

33. An application adapted to be installed on a device, the application comprising processor-executable instructions for execution on the device to carry out a method as claimed in any one of 24 to 30.

34. An application adapted to be installed on a device, the application comprising processor-executable instructions for execution on the device,

to carry out, in a first mode of operation, a method as claimed in any one of claims 18 to 23; and

to carry out, in a second mode of operation, a method as claimed in any one of claims 24 to 30.

35. A computer program or a computer program product comprising instructions which, when executed by a computing device, cause the computing device to carry out a method as claimed in any one of claims 18 to 23.

36. A computer program or a computer program product comprising instructions which, when executed by a computing device, cause the computing device to carry out a method as claimed in any one of claims 24 to 30.

37. A computer program or a computer program product comprising instructions which, when executed by a computing device, cause the computing device,

to carry out, in a first mode of operation, a method as claimed in any one of claims 18 to 23; and

to carry out, in a second mode of operation, a method as claimed in any one of claims 24 to 30.