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(54) Title: METAL SCREENED ELECTRONIC LABELLING SYSTEM**(57) Abstract**

A metal screened (13) electronic labelling system is provided having at least one information bearing electronic coded label including a label coil (12) and an interrogator including a transmitter coil (9). The system relies on a magnetic field coupling link containing the transmitter coil (9) and the label coil (12) for obtaining information from the label. The coupling link is arranged such that it operates in the near field thereof and substantially none or at most a minority of the magnetic flux which excites the label coil (12) also links the transmitter coil (9).

