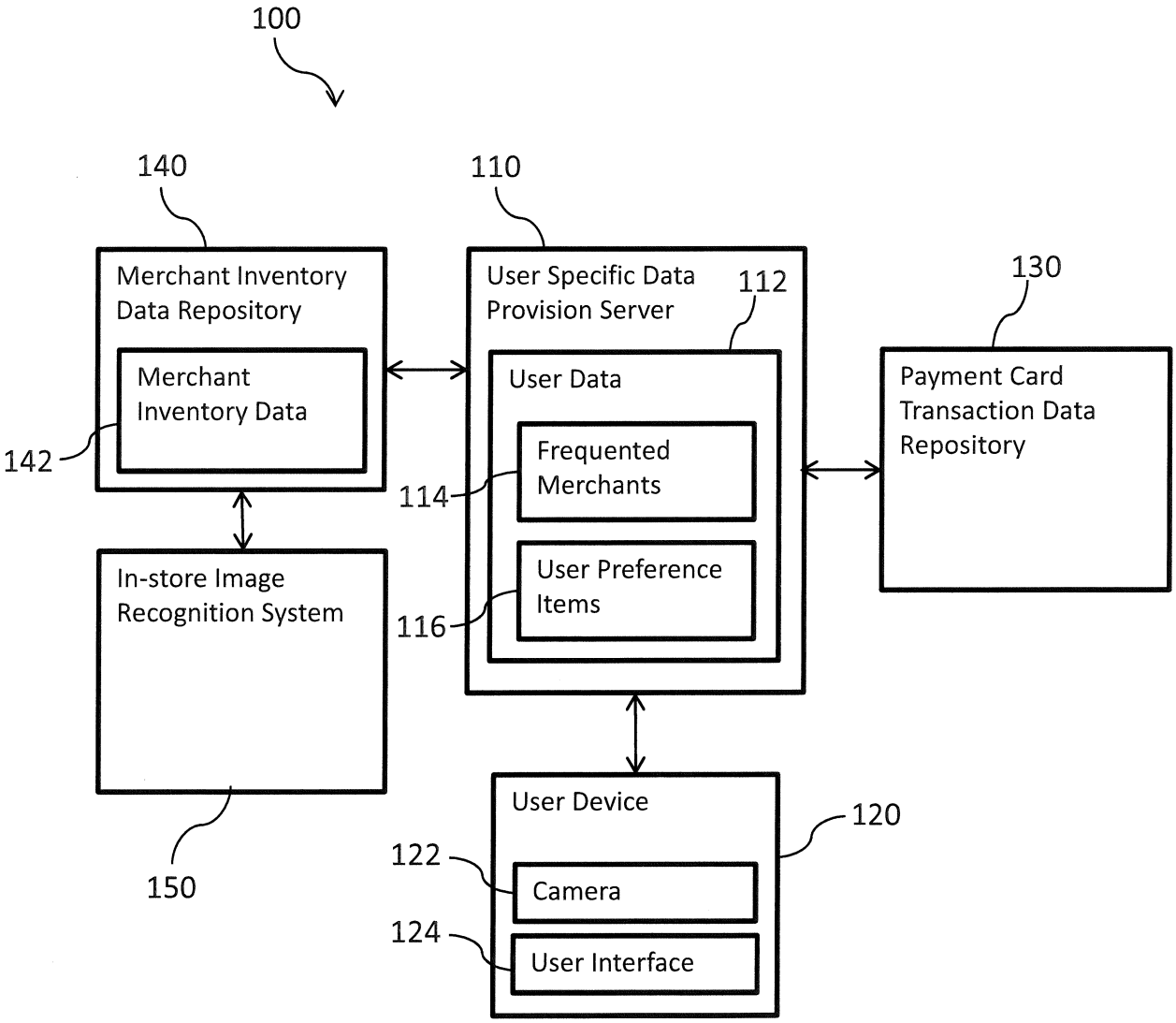

100
140
Merchant Inventory Data Repository
Merchant Inventory Data
142
110
User Specific Data Provision Server
112
User Data
Frequented Merchants
114
User Preference Items
116
130
Payment Card Transaction Data Repository
In-store Image Recognition System
150
User Device
120
122
Camera
124
User Interface

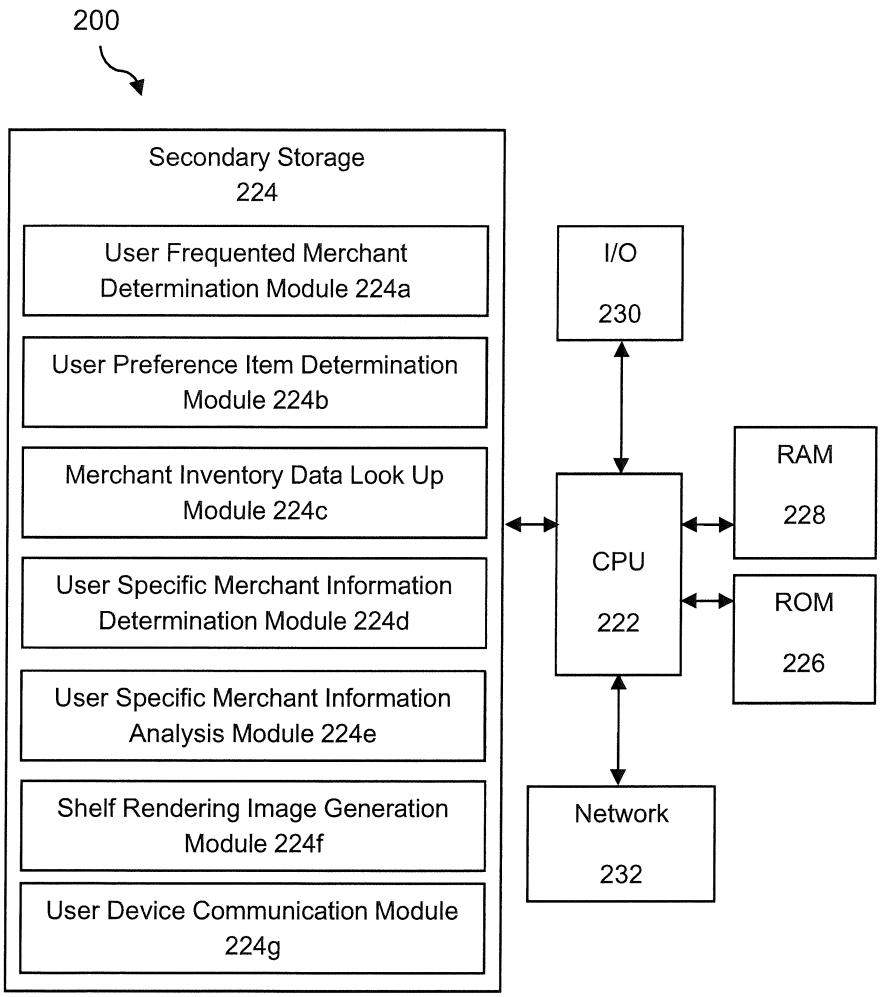

200
Secondary Storage
224
User Frequented Merchant Determination Module 224a
User Preference Item Determination Module 224b
Merchant Inventory Data Look Up Module 224c
User Specific Merchant Information Determination Module 224d
User Specific Merchant Information Analysis Module 224e
Shelf Rendering Image Generation Module 224f
User Device Communication Module 224g
I/O
230
CPU
222
RAM
228
ROM
226
Network
232

Figure 2

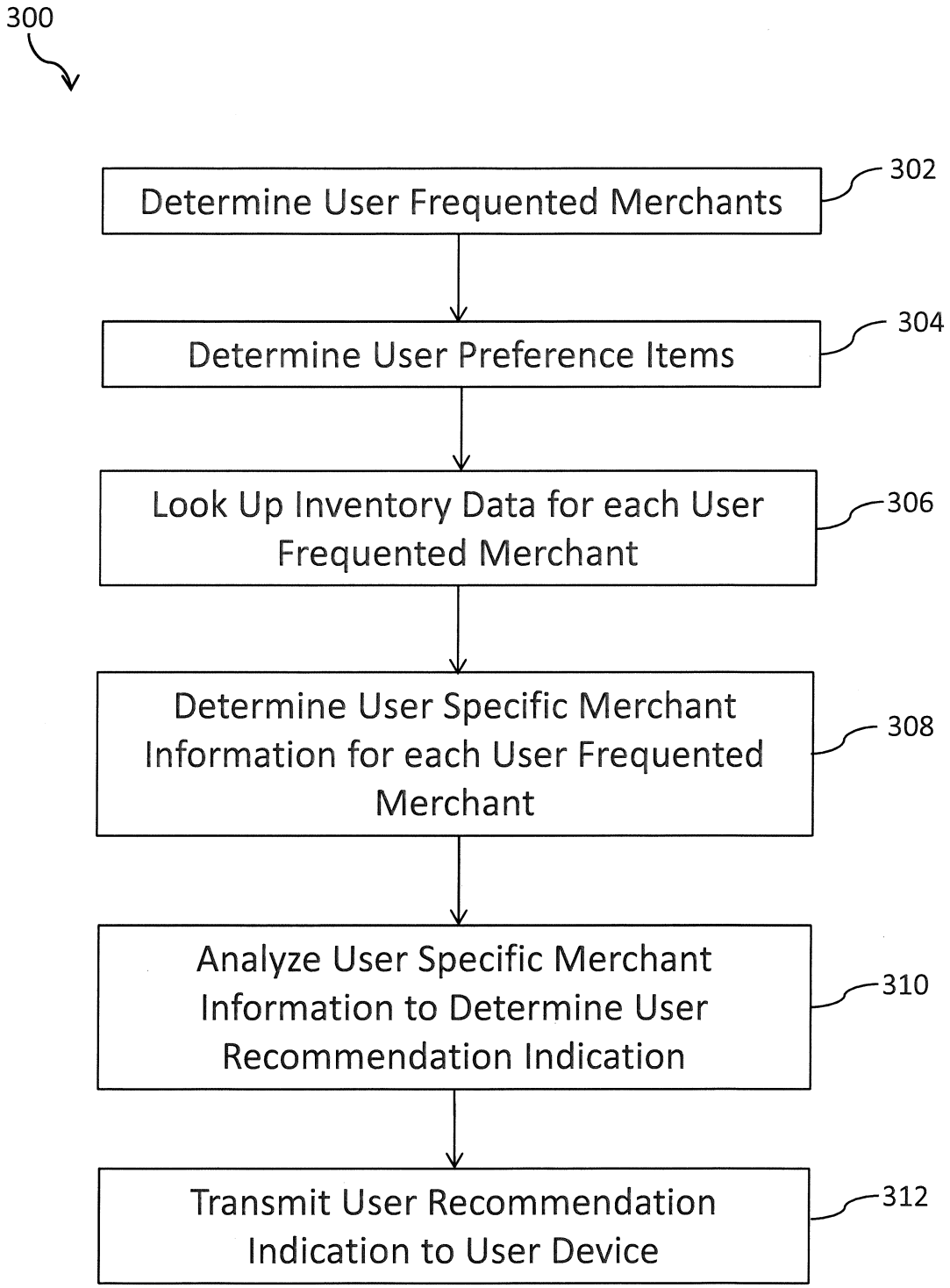

300
Determine User Frequented Merchants
302
Determine User Preference Items
304
Look Up Inventory Data for each User Frequented Merchant
306
Determine User Specific Merchant Information for each User Frequented Merchant
308
Analyze User Specific Merchant Information to Determine User Recommendation Indication
310
Transmit User Recommendation Indication to User Device
312

Figure 3

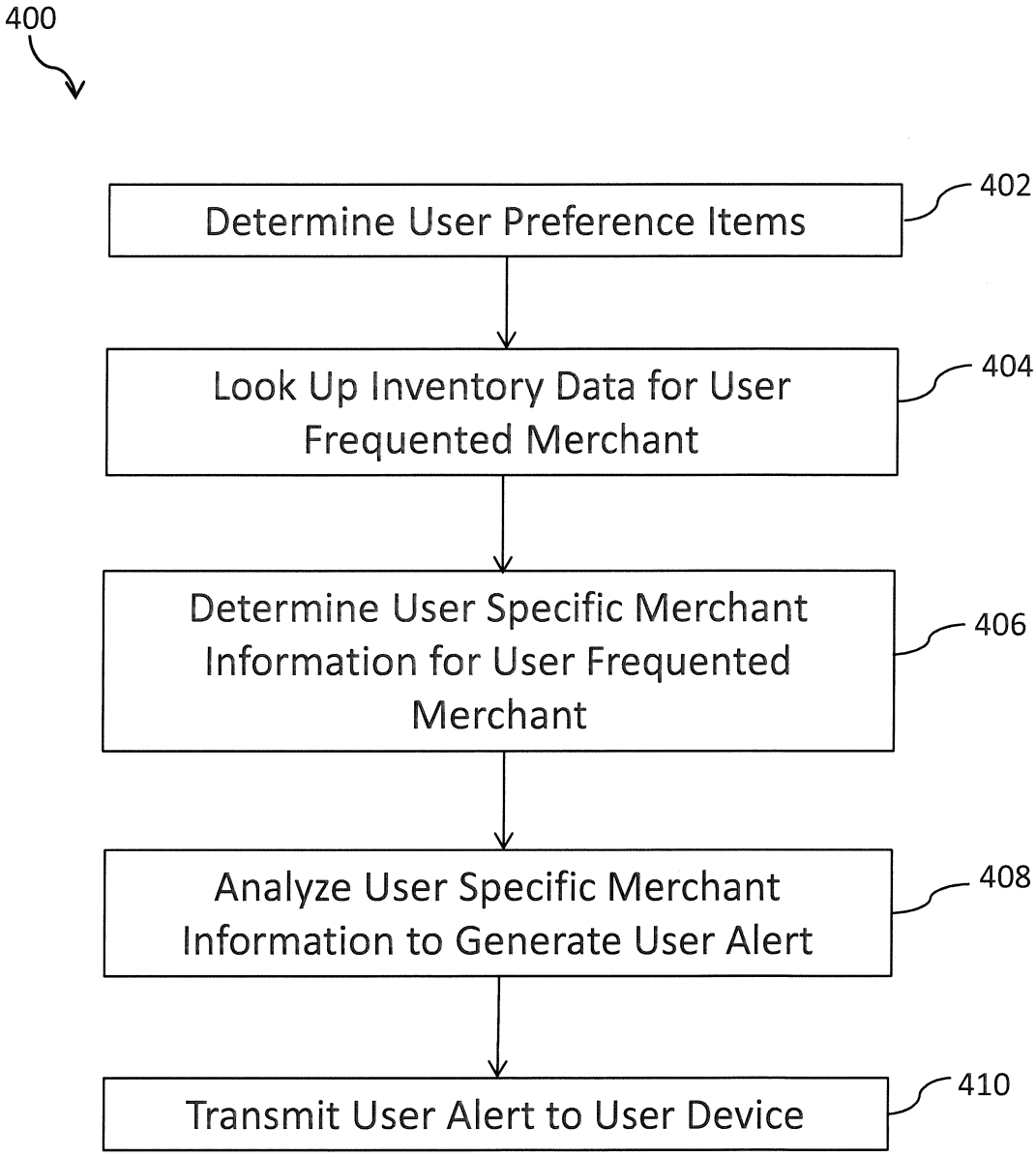

400
Determine User Preference Items
402
Look Up Inventory Data for User Frequented Merchant
404
Determine User Specific Merchant Information for User Frequented Merchant
406
Analyze User Specific Merchant Information to Generate User Alert
408
Transmit User Alert to User Device
410

Figure 4

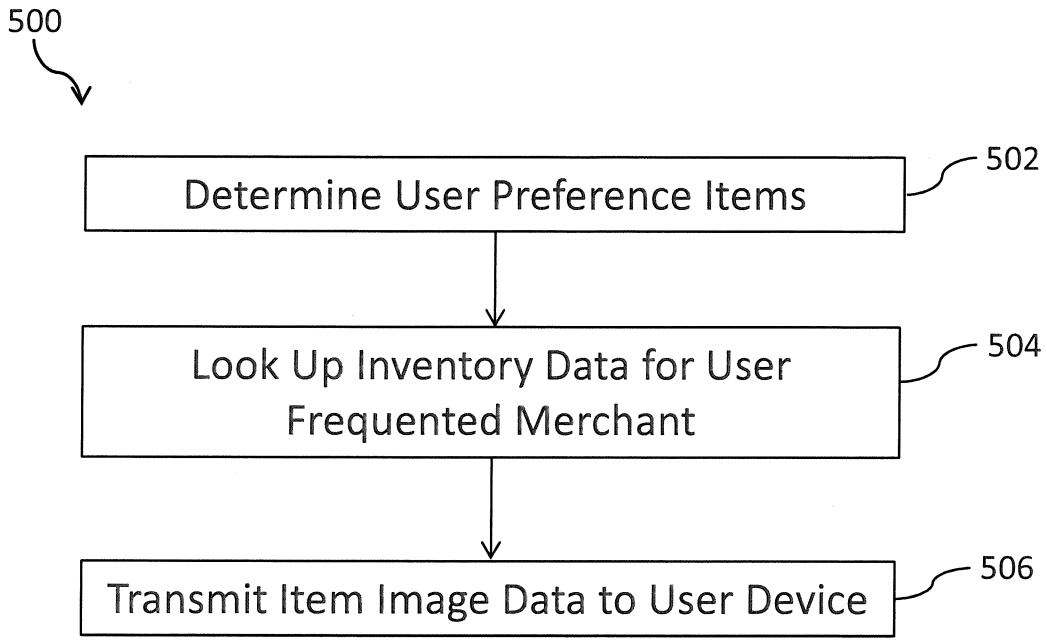


Figure 5

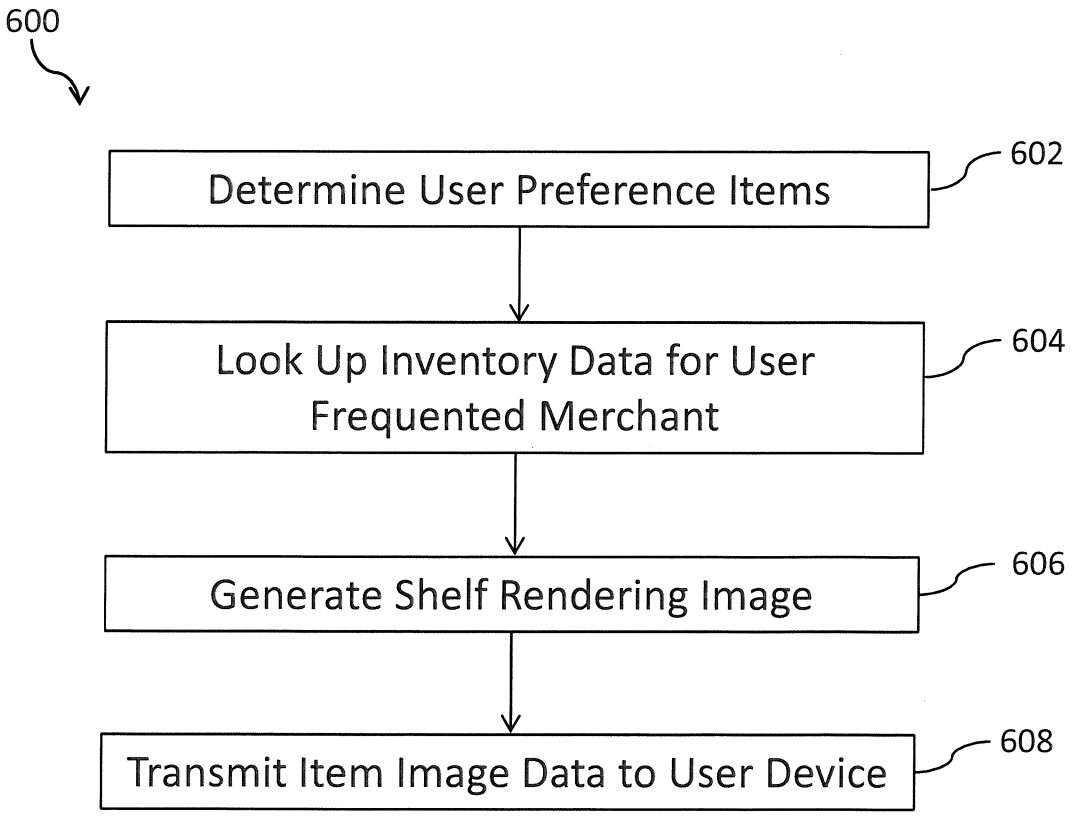


Figure 6