# METHOD AND SYSTEM FOR OUT-OF-HOME PROXIMITY MARKETING AND FOR DELIVERING AWARNESS INFORMATION OF GENERAL INTEREST


## ABSTRACT

The method comprises: programming a plurality of dispersed computer units for receiving and transmitting information from a centralized computer unit independently located with respect to that plurality of computer units, each of the latter being provided with a wireless transceiver, Bluetooth type, for collecting, storing and transmitting ID data from OBEX capable wireless devices situated at range of the computer units; providing a plurality of displaying units, each located adjacent to the plurality of computer units; and programming the centralized computer unit for: receiving the ID data, storing information from sponsors to be displayed on plurality of displaying units and to the wireless devices. General interest information is also send to the former and latter. For carrying out the method the system comprises computer and displaying units and a centralized computerized unit.



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