



- (51) International Patent Classification:
G06Q 30/06 (2012.01)
- (21) International Application Number:
PCT/IB2015/052474
- (22) International Filing Date:
4 April 2015 (04.04.2015)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
1814/CHE/2014 4 April 2014 (04.04.2014) IN
- (71) Applicant: **SNAPBIZZ CLOUDTECH PTE. LTD**
[SG/SG]; #1, Raffles Place, One Raffles Place, #39-01,
Singapore 048616 (SG).
- (72) Inventors: **PRAKASH, Yashwanth**; No. 80, 4th cross,
32nd-B main, Aryanagar, J.P.Nagar-I, Bangalore 560078
(IN). **PRAKASH, Prem Kumar Swayam**; 24-25E Asset
Gardenia Enclave, Ramagondana halli, Varthur Road,
White Field, Bangalore 560066 (IN).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

— as to the identity of the inventor (Rule 4.17(i))

[Continued on next page]

(54) Title: SYSTEM FOR DELIVERING DIGITAL CONTENT TO A PLURALITY OF PHYSICAL OUTLETS

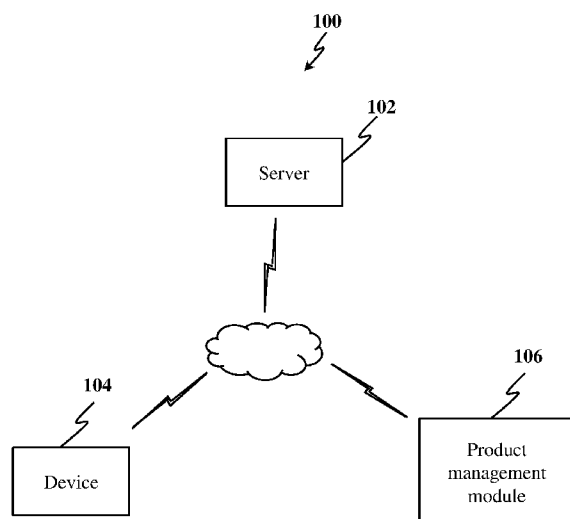


FIG. 1

(57) Abstract: System for delivering digital content to a plurality of physical outlets is provided. The system includes a server (102), a device (104) and a product management module (106). The server (102) is configured to identify physical outlets to which digital content have to be delivered. The server (102) receives data corresponding to physical outlets from the device (104). Using the data received from the device (104), the server (102) identifies various attributes that define the physical outlets and the products being disposed through the physical outlets. The server (102) customizes digital content based on the attributes of the physical outlets. The server (102) communicates the digital content to one or more physical outlets. The server (102) delivers the digital content to at least the device (104) associated with the physical outlet. The server (102) further delivers digital content to the product management module (106).



-
- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*
- Published:**
- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*