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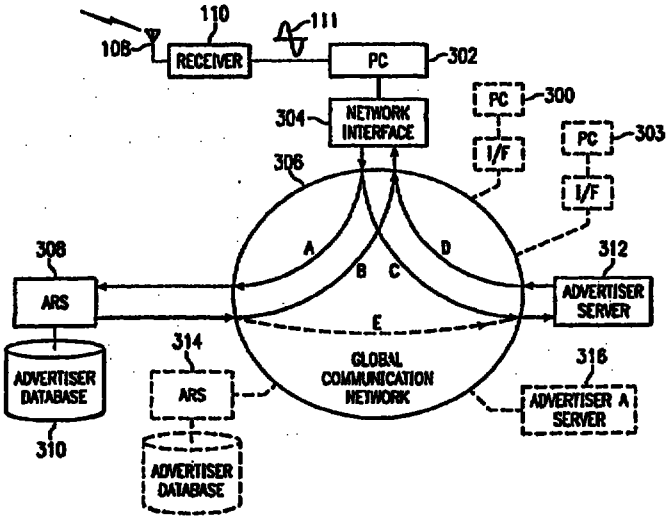
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(54) Title: METHOD FOR INTERFACING SCANNED PRODUCT INFORMATION WITH A SOURCE FOR THE PRODUCT OVER A GLOBAL NETWORK




(57) Abstract

A method for interfacing scanned product information with the manufacturer of the product over a global communication network (306). Subsequent to scanning product bar code information (102), a proprietary wedge interface (104) adds additional information in the format of keystroke data. The wedge (104) comprises firmware which adds additional keystrokes to open a web browser window for insertion of the URL/bar code data string, and to send the data. The information is then transmitted to an advertiser reference server (308) which contains a database (310) of products and their associated advertiser URLs. The advertiser reference server (308) returns the URL of the product file located on an advertiser's information server (312) to the source computer (302). The source computer (302) then retrieves the product information from the advertiser's server (312) for processing.