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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 7 : G06F 17/60 — A2

(11) International Publication Number: WO 00/63818

(43) International Publication Date: 26 October 2000 (26.10.00)

(21) International Application Number: PCT/US00/07173

(22) International Filing Date: 17 March 2000 (17.03.00)

(30) Priority Data:
09/292,917 16 April 1999 (16.04.99) US

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(81) Designated States: JP, SG, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).

Published
Without international search report and to be republished upon receipt of that report.

(54) Title: METHOD AND SYSTEM FOR SELECTING PRODUCT COLORS

(57) Abstract

The present invention is directed to a process for facilitating a purchaser's selection of a color for a product. In one embodiment, a purchaser is able to interact with a library of available colors for a product over a digital communication network, such as the Internet. The purchaser is able to browse the color library to identify a color of interest. Additionally, the purchaser is able to compare a color of interest to the available colors in the library to assess whether an available color for the product is close enough to the color of interest. Further, the purchaser can order chips or plaques of the available colors identified during a session so that a comparison of the color of interest to actual color samples of the product can be made before an order is placed.

