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(54) Title: IMPROVED ELECTRONIC ORDERING DEVICE AND ELECTRONIC RETAILING AND VENDING SYSTEMS

(57) Abstract

The present invention relates to an automated retailing system and to a remote ordering device which may be used in the retailing system. The automated retailing system comprises a plurality of remote ordering devices by which a user may identify himself and order product from remote location or have a product vended locally, where the product is available at the device. A networked capability of the system facilitates the conduct of organised marketing campaigns.

