

[54] **SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR ADVANCED MOBILE BARGAIN SHOPPING**

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[51] **Int. Cl.**<sup>7</sup> ..... **G06F 17/30**

[52] **U.S. Cl.** ..... **707/5; 707/3; 707/10; 705/26; 709/217; 709/249; 235/462; 235/472**

[58] **Field of Search** ..... **707/3, 4, 10, 5, 707/7; 235/472, 462; 705/26; 709/249, 217**

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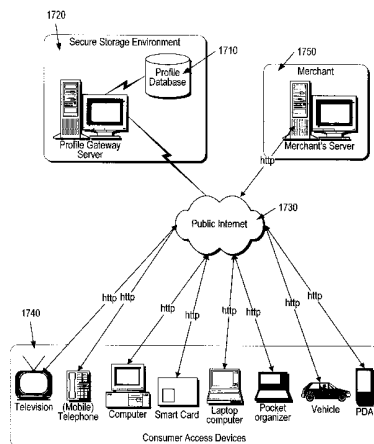
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[57] **ABSTRACT**

A system is disclosed that facilitates web-based comparison shopping in conventional, physical, non-web retail environments. A wireless phone or similar hand-held wireless device with Internet Protocol capability is combined with a miniature barcode reader (installed either inside the phone or on a short cable) and utilized to obtain definitive product identification by, for example, scanning a Universal Product Code (UPC) bar code from a book or other product. The wireless device transmits the definitive product identifier to a service routine (running on a Web server), which converts it to (in the case of books) its International Standard Book Number or (in the case of other products) whatever identifier is appropriate. The service routine then queries the Web to find price, shipping and availability information on the product from various Web suppliers. This information is formatted and displayed on the hand-held device's screen. The user may then use the hand-held device to place an order interactively.

**17 Claims, 27 Drawing Sheets**



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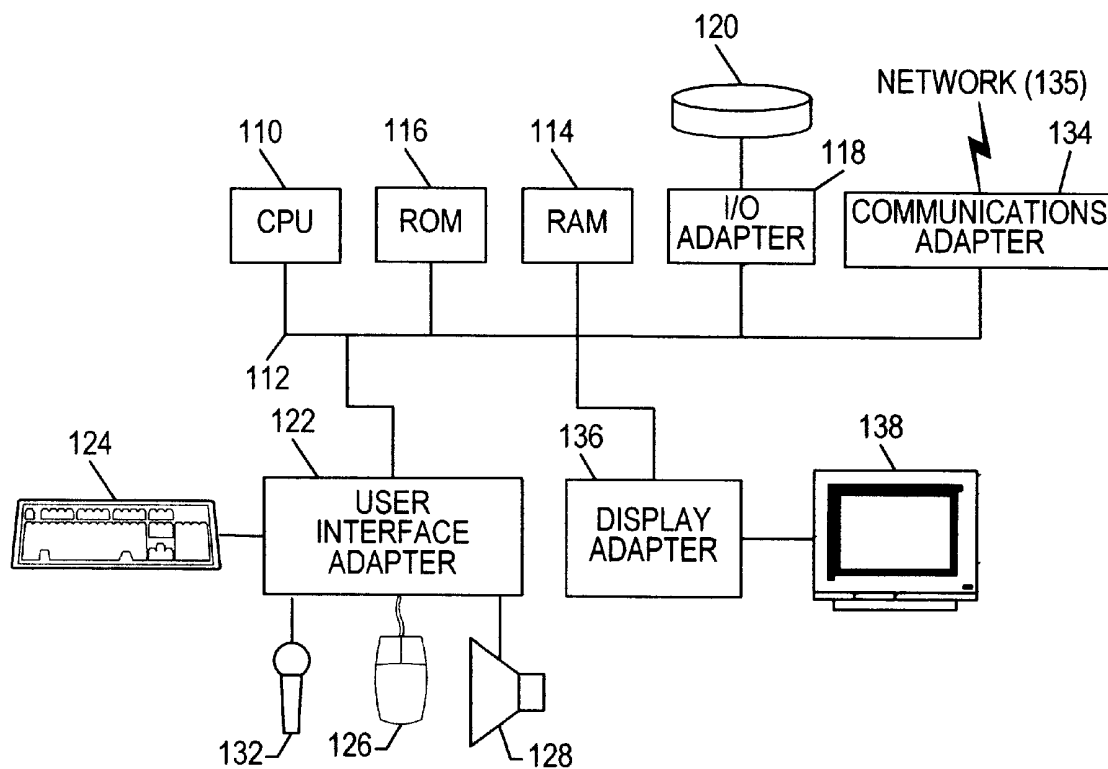
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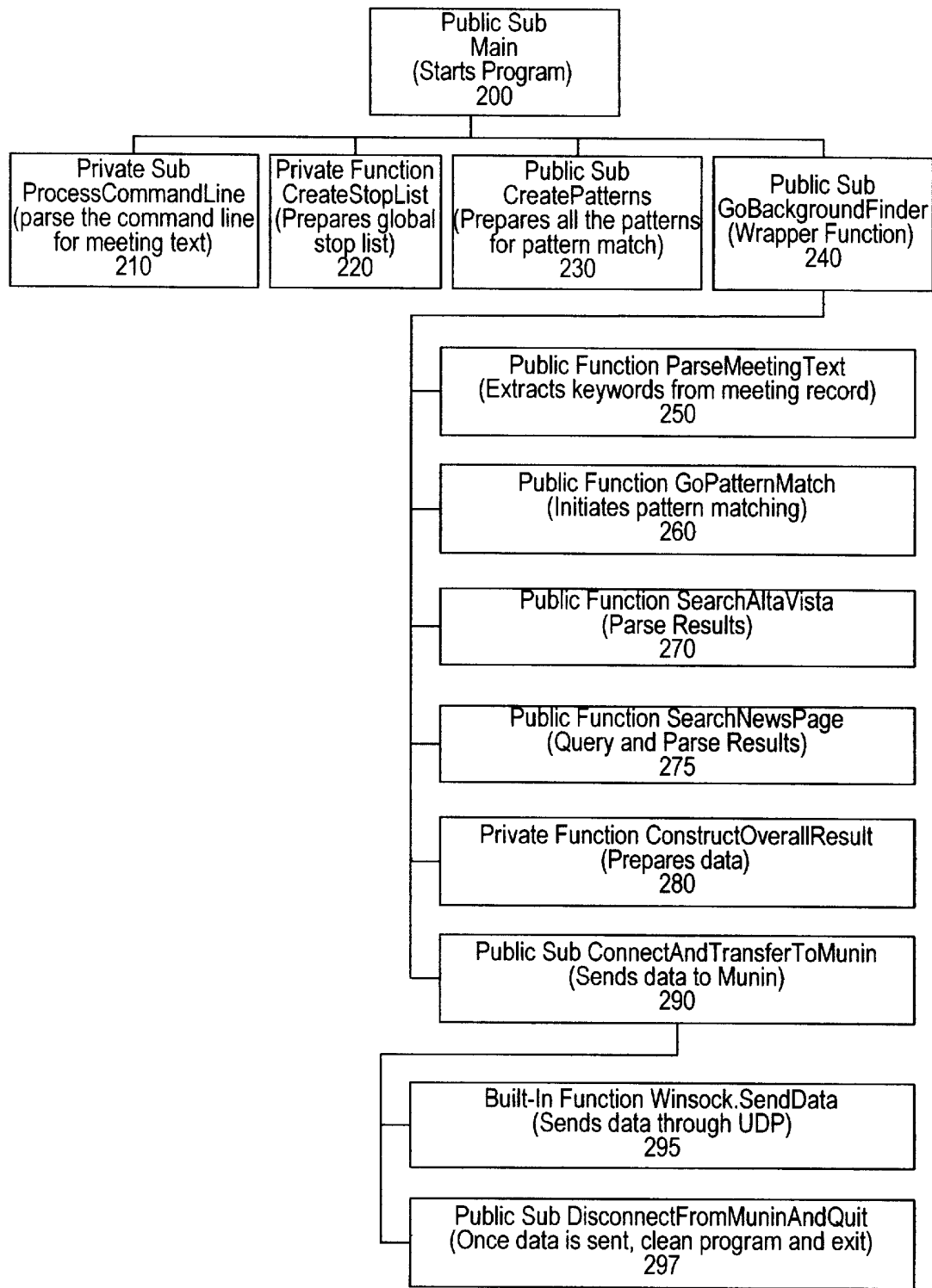
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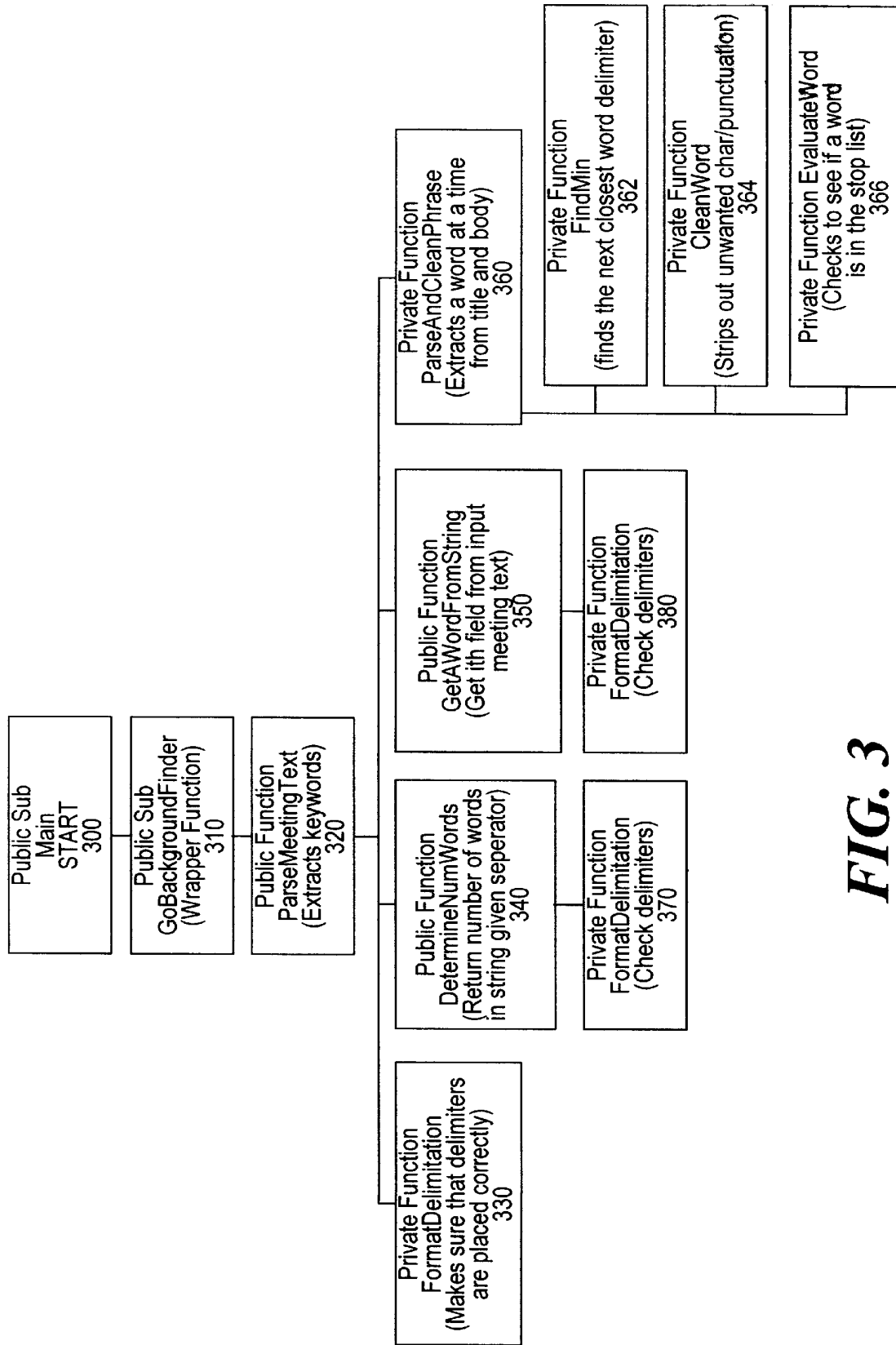
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**FIG. 1**



**FIG. 2**



**FIG. 3**

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