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(54) **PURCHASING AND INQUIRING METHOD THROUGH LABEL CAPTURING CELLULAR DEVICES**

(57) **ABSTRACT**

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A method for capturing a standard label, such as bar code, RF, or similar, analyze and decipher it utilizing a mobile station device with label capturing means, such as a video camera or RF receiver; exchanging the captured label information and other user input preferences with one or more remote servers via a cellular network; retrieving information related to the captured label to furnish the mobile station device's user the options of inquiry or purchase from previously designated merchants. When the mobile station device is equipped with a video camera, it utilizes a resident software program to decode the video camera captured image and identify it as a standard bar code label. The mobile station device communicates preferably via the data channel, on cellular transmissions protocols that use such feature, with a cellular network, which in turn may use standard telephony or internet to connect with a remote server. Another feature is a method to induce a purchase or an inquiry by contacting a mobile station device with promotional information and enabling its user to realize a purchase or an inquiry.

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