

its specific capabilities, including partitioning it into one or more windows. The remote server then sends to one of these windows the MSD user-requested information **672**, and it may send to another window and to the device's speaker audiovisual advertisement or related data. The MSD resident software program confirms the MSD user purchase and prompts the user to select payment **673** and delivery options **674**, which it sends to the remote server, and it then ends **675**.

1. A method for placing a purchase order with a merchant, the method comprising:

employing a mobile station device equipped with a label capturing means;

activating a software program resident in the mobile station device, the software program capable of operating the label capturing means, communication functions of the mobile station device, interfacing with a user, and processing a captured label;

selecting at least one merchant from a list of merchants offered by the software program;

entering user information and preferences in response to the software program requests;

capturing a label utilizing the label capturing means of the mobile station device;

the software program validating and identifying the captured label;

the software program generating a stream of data, the stream of data containing the identity of the mobile station device, the validated and identified captured label, and the user information and preferences;

communicating the stream of data between the mobile station device and a remote server via a communications network;

the remote server authenticating the stream of data, identifying the mobile station device, processing the user information and preferences, placing a purchase order with at least one merchant remote server, sending the mobile station device formatting instructions for its display screen, sending the mobile station device a merchant response to the purchase order, sending the mobile station device audio and visual data related to the purchase order;

the software program formatting the display screen of the mobile station device according to the remote server's formatting instructions, displaying the visual data received from the remote server through the display screen of the mobile station device, channeling the audio data received from the remote server through at least one mobile station device speaker.

2. The method of claim 1 wherein the label capturing means is at least one selected from a group consisting of a video camera, a laser scanner, an infrared receiver, and a radio frequency receiver.

3. The method of claim 1 wherein the communicating the stream of data takes place through at least one communication channel selected from a group consisting of control, voice, and data channels, of a cellular communications network.

4. The method of claim 1 wherein the label is a label selected from a group consisting of a standard bar code label, a proprietary bar code label, and a radio frequency label.

5. The method of claim 1 wherein the user preferences includes a selection of a form of payment and a form of delivery from a list offered by the selected at least one merchant that includes at least one form of payment and at least one form of delivery.

6. The method of claim 1 wherein the mobile station device is one selected from a group consisting of a cellular phone, a personal display assistant, an electronics organize, and internet appliance, a wristwatch, and a combination of two or more of this group.

7. The method of claim 1 wherein the communications network is one selected from a group consisting of a cellular communications network, a satellite communications network, a radio frequency communications network in a plurality of spectra, an infrared communications network, a wireless network, and a mobile station to mobile station communications network.

8. A method for placing an inquiry with a merchant, the method comprising:

employing a mobile station device equipped with a label capturing means;

activating a software program resident in the mobile station device, the software program capable of operating the label capturing means, communication functions of the mobile station device, interfacing with a user, and processing a captured label;

selecting from the software program one inquiry method from a group consisting of capture a label then find at least one merchant and having selected at least one merchant then capture a label;

having selected capture a label then find at least one merchant then, capturing a label utilizing the label capturing means of the mobile station device;

the software program validating and identifying the captured label;

entering user information and preferences in response to the software program requests;

the software program generating a stream of data, the stream of data containing the identity of the mobile station device, the validated and identified captured label, and the user information and preferences;

communicating the stream of data between the mobile station device and a remote server via a communications network;

the remote server authenticating the stream of data, identifying the mobile station device, processing the user information and preferences, placing an inquiry with the at least one merchant remote server, sending the mobile station device formatting instructions for its display screen, sending the mobile station device at least one merchant remote server response, sending the mobile station device audio and visual data related to the inquiry;

the software program formatting the display screen of the mobile station device according to the remote server's