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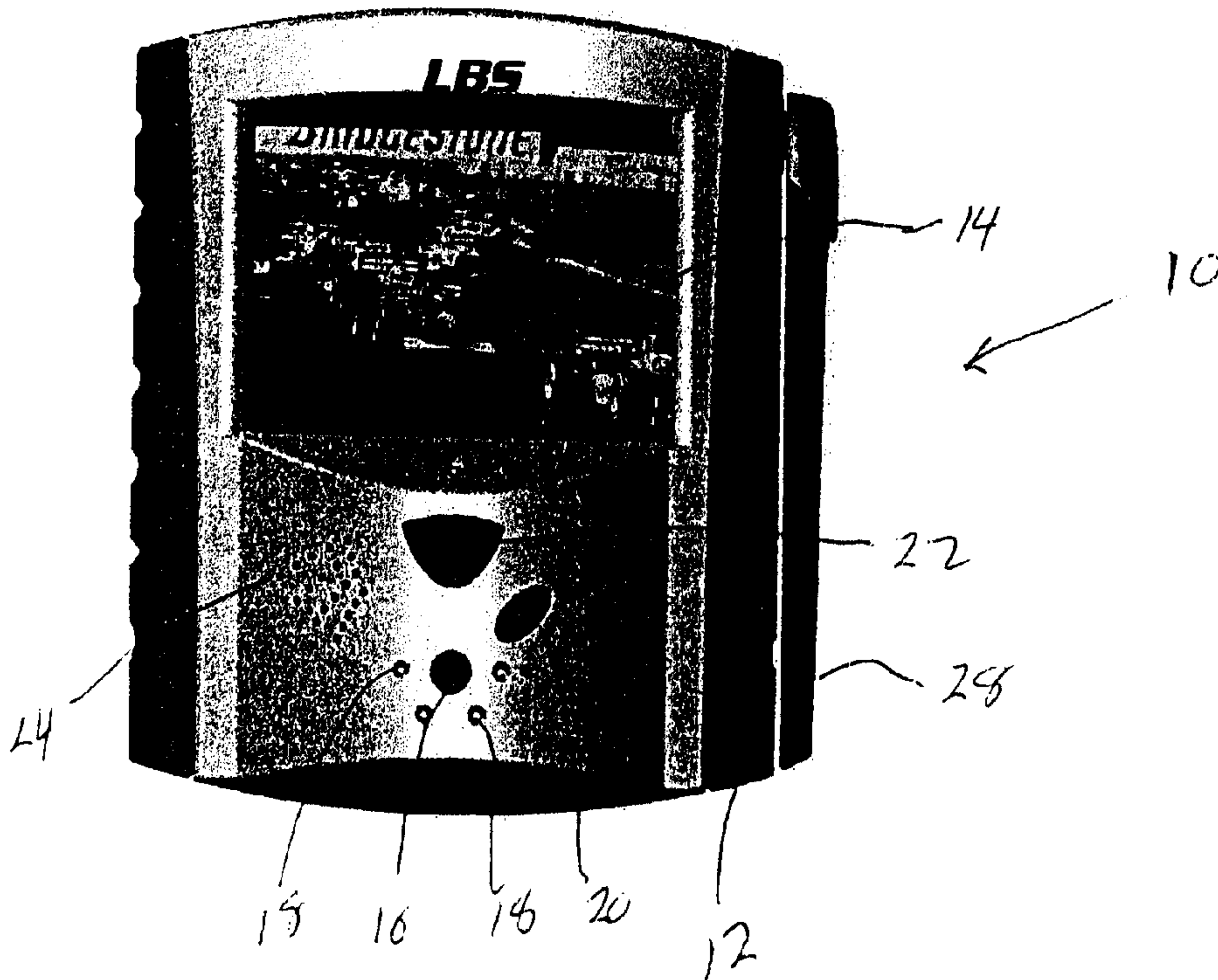
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(54) Titre : SYSTEME DE DIFFUSION LOCALE

(54) Title: LOCAL BROADCAST SYSTEM



LOCAL BROADCAST SYSTEM

The present invention relates to broadcasting and more particularly, relates to a method for providing information at public events.

Large public events such as sporting events charge admission to the public for attending such events. Examples of such sporting events are automobile racing, golf tournaments, horse racing, etc. One factor common to all such events is the problem of providing desired information to the attendees. For example, during an automobile race, many spectators are unable to see large parts of the race course. In order to overcome this, some events have used large screens in order to provide these fans with views of the parts of the course which normally cannot be seen from the stands. However, even these screens are sometimes difficult to see. Furthermore, the particular view which the race fan would want to see may not be available.

It is an object of the present invention to provide a method for permitting attendees at an event to personalize their view of the event.

It is a further object of the present invention to provide a method for providing information to attendees at an event and wherein the information can be selected from several different locations.

It is a further object of the present invention to provide a cross marketing tool for attendees at an event.

In accordance with the present invention, there is provided a local broadcasting system wherein the attendees are provided, on a portable device, the choice of several different views of the event.

Thus, for example, one can supply a portable receiving device to each of the

attendees of the event. Such a device would include audio and visual capabilities - i.e. receiving a local audio or video broadcast within a limited range. These broadcast may include pictures available from a plurality of different locations - four or more if so desired, each being available on a different channel.

In addition to the above, one could use the broadcast as a cross marketing tool with the use of suitable advertisements and the like. The communication could, in some instances, be two way in order to provide an instant feedback.

Advantages of the system would include a capability of generating additional revenues and as well, doing so with a very low cost infrastructure. A local area broadcast could be conducted on any suitable broadcast band such as 2.4 GHz band.

In a preferred embodiment of the invention, there may be provided a card which is insertable into the receiving apparatus and which card can authorize the receiver to receive certain information. Thus, the possibility exists that when attending an event, the patron could either rent the apparatus or alternatively, the patron may already own the apparatus. In either instance, the card would be inserted which would provide access to a desired information. One could, for example, have different types of cards providing different authorizations, each card being priced differently.

As aforementioned, the information may include video information, audio information, access to data bases, and the like.

Having thus generally described the invention, reference will be made to the accompanying drawings illustrating an embodiment thereof, in which:

Figure 1 is a front elevational view of a receiver which may be utilized in the local broadcast system of the present invention; and

Figure 2 is a side elevational view thereof as seen from the right hand side of Figure 1.

Referring to the drawings in greater detail and by reference characters thereto, a typical receiver which may be utilized with the local broadcasting system of the present invention is generally designated by reference numeral 10.

Receiver 10 has a housing 12 and on the front thereof, has a video screen 14. Video screen 14 may be of any desired type such as are presently known in the art.

Mounted on the front of receiver 10 is a channel selector button 16 to select one of the various channels being broadcast. LED's 18 indicate the particular channel being received.

There also may be provided an On/Off button 20 and a sound adjustment control 22 which the apertures 24 permit the sound to pass from a speaker (not shown).

As seen in Figure 2, a clip 26 may be provided on the rear while a antenna 28 is pivotally mounted to extend between a storage and a receiving position.

It will be understood that the above described embodiment is for purposes of illustration only and that changes or modifications may be made thereto without departing from the spirit and scope of the invention.

FIG 1

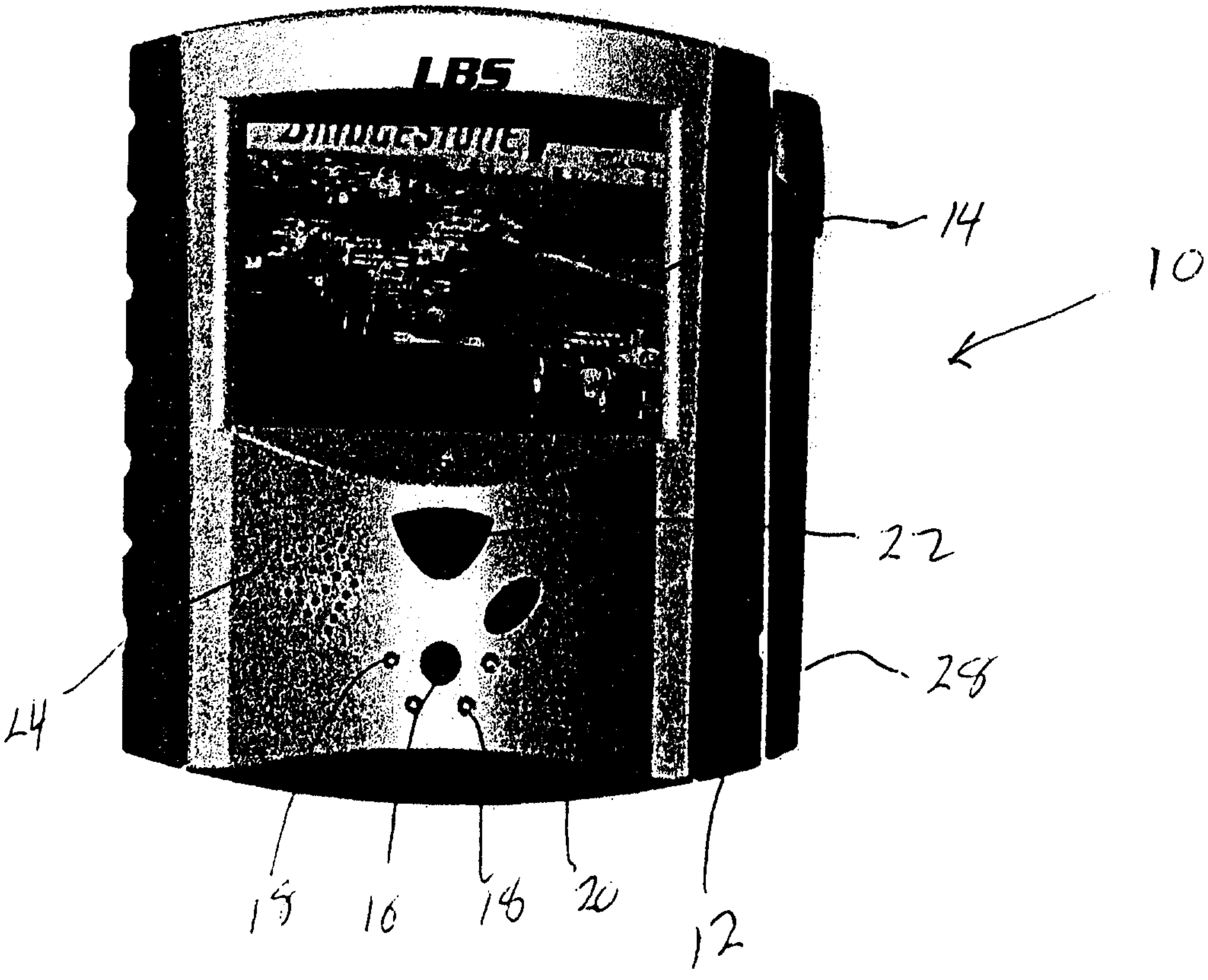
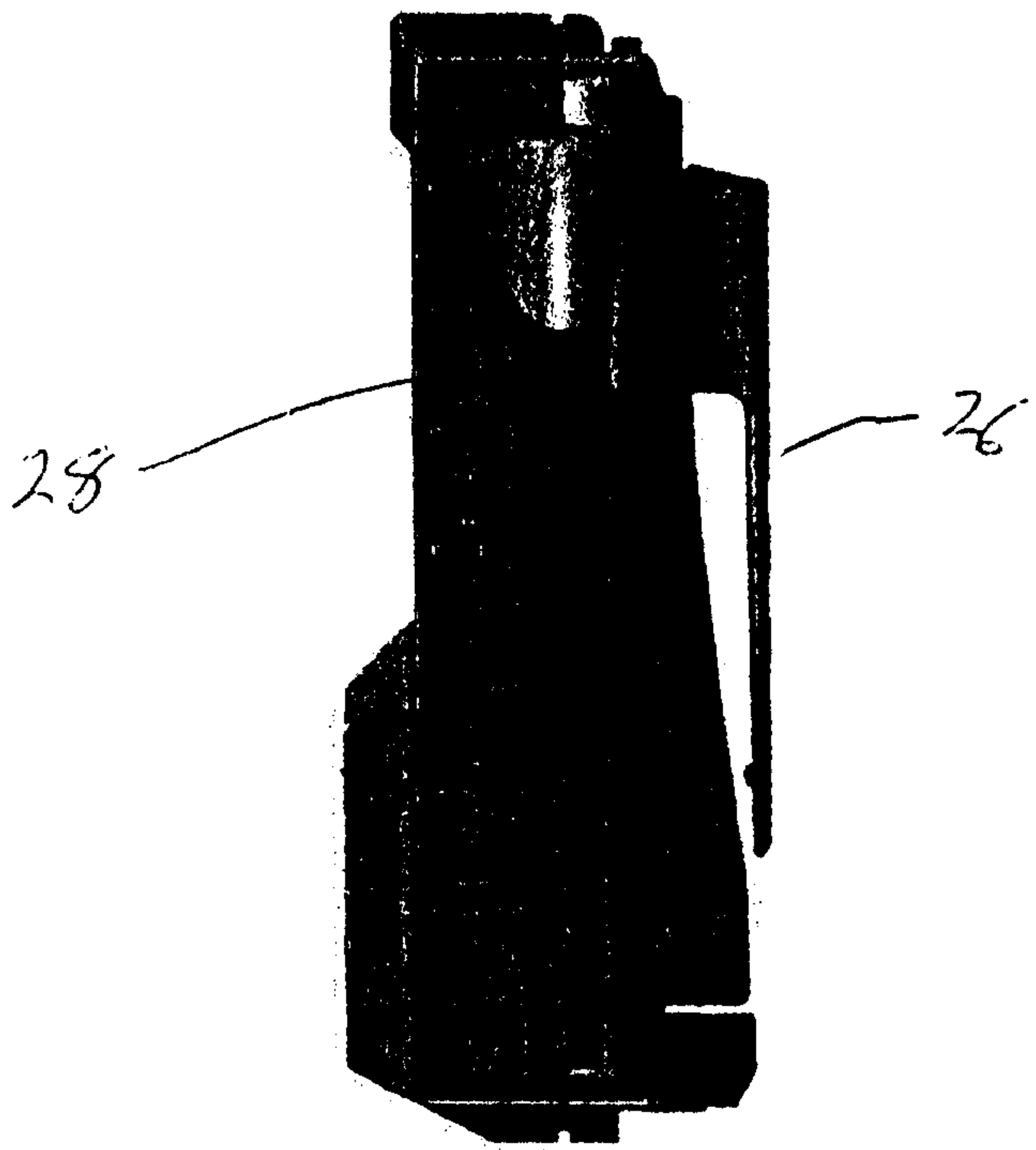


FIG 2



Application number/ Numéro de demande : 2361659

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