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(KR). **KWAHK, Ji-Young**; 707, Samsung Firsty Plus Officetel, Sunae-dong, Bundang-gu, Seongnam-si, Gyeonggi-do 463-020 (KR).

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(74) **Agent: JEONG, Hong-Sik**; 8th Floor, Daelim Bldg., 1600-3, Seocho-dong, Seocho-gu, Seoul 137-877 (KR).

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(71) **Applicant: SAMSUNG ELECTRONICS CO., LTD.** [KR/KR]; 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 442-742 (KR).

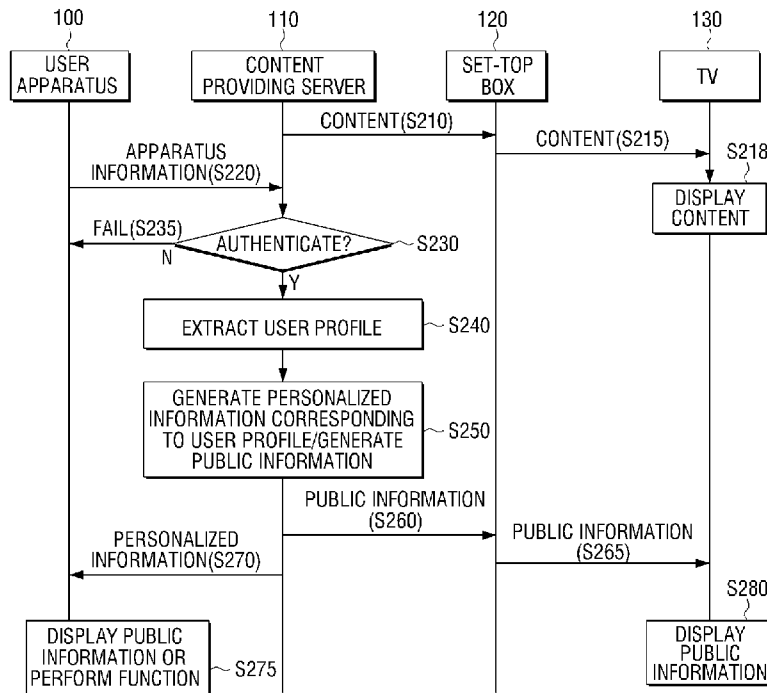
(72) **Inventors: OH, Hyun-Joo**; 402, 395-185, Seogyo-dong, Mapo-gu, Seoul 121-210 (KR). **KIM, Sun-Ae**; 201-105, Songpa Hyundai Hometown Apt., 511, Pungnap-dong, Songpa-gu, Seoul 138-040 (KR). **CHO, Hyung-Rae**; 402, 34-10, Samjeon-dong, Songpa-gu, Seoul 138-180

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[Continued on next page]

(54) Title: METHOD FOR PROVIDING PERSONALIZED INFORMATION AND PUBLIC INFORMATION

[Fig. 2]



(57) **Abstract:** A method for providing information in a content providing system is provided, which includes generating public information and personalized information regarding content, identifying a first display apparatus corresponding to the public information, identifying a second display apparatus corresponding to the personalized information, transmitting the public information the first display apparatus, and transmitting the personalized information to the second display apparatus.

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EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU,  
LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK,  
SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,  
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According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

G06Q 50/00; G06F 3/048; G06F 7/00; G06F 17/21; C06F 17/30; G06F 3/01

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models  
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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: information, provide, system, server, public, display

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2004-0139400 A1 (SCOTT GERALD ALLAM et al.) 15 July 2004 See abstract; claims 1, 20; figure 1	1-20
A	US 6202062 B1 (CAMERON; RICHARD NEILL et al.) 13 March 2001 See abstract; the whole claims	1-20
A	US 2008-0229217 A1 (KEMBEL JOHN ALBERT et al.) 18 September 2008 See abstract; paragraphs [0004]-[0026]; claims 1, 24, 25	1-20
A	US 2005-0198044 A1 (HIROKI KATO et al.) 08 September 2005 See abstract; paragraphs [0002]-[0039]; claims 1, 20; figure 1	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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