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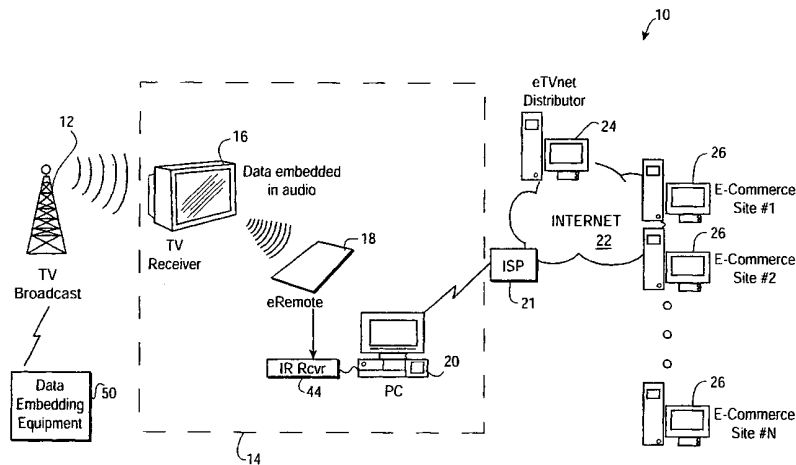
(43) International Publication Date  
5 July 2001 (05.07.2001)

PCT

(10) International Publication Number  
WO 01/48661 A3

- (51) International Patent Classification<sup>7</sup>: H04N 7/24, 7/173, 5/445
  - (21) International Application Number: PCT/US00/35050
  - (22) International Filing Date: 22 December 2000 (22.12.2000)
  - (25) Filing Language: English
  - (26) Publication Language: English
  - (30) Priority Data: 09/473,612 29 December 1999 (29.12.1999) US
  - (71) Applicant: WAGNER DSP TECHNOLOGIES [US/US]; 6 Marlin Cove, Oakland, CA 94618 (US).
  - (72) Inventors: WAGNER, Larry; 73 Brookwood Road, Orinda, CA 94563 (US). WILLIAMS, Warren, Keith; 278 Glorietta Blvd., Orinda, CA 94563 (US).
  - (74) Agents: GALLENSON, Mavis, S. et al.; Ladas & Parry, Suite 2100, 5670 Wilshire Boulevard, Los Angeles, CA 90036-5679 (US).
  - (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
  - (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
  - Published: — with international search report
  - (88) Date of publication of the international search report: 7 February 2002
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

(54) Title: ELECTRONIC COMMERCE SYSTEM AND METHOD



(57) Abstract: The present invention is a system and method for linking a broadcast signal to a website. The system embeds command data into a broadcast signal; transmits the broadcast signal to a home entertainment appliance; plays the broadcast signal on the home entertainment appliance; extracts the command data from the broadcast signal emanating from the home entertainment appliance with a remote sensing device; transfers the command data from the remote sensing device to an internet appliance; and access the website based upon the command data. The command data, which includes URLs and special codes, is embedded into the audio portion of the broadcast signal. The Internet appliance may be pre-loaded with website pages based upon pre-specified user preference information and the accessed if present with the Internet appliance based upon the command data.



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# INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 00/35050

**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC 7 H04N7/24 H04N7/173 H04N5/445

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)  
 IPC 7 H04N

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

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)  
 EPO-Internal, WPI Data, PAJ, INSPEC

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 97 41690 A (AWARD SOFTWARE INTERNATIONAL I) 6 November 1997 (1997-11-06) the whole document	1-9, 11-13, 18,20,21
X	US 5 818 935 A (MAA CHIA-YIU) 6 October 1998 (1998-10-06)	1,3-9, 13,18-23
Y	column 1, line 43 -column 3, line 59  column 19, line 11 -column 20, line 53 abstract; figure 2	2,10-12, 14-17, 24,25
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Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

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Date of the actual completion of the international search

15 August 2001

Date of mailing of the international search report

22/08/2001

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2  
 NL - 2280 HV Rijswijk  
 Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,  
 Fax: (+31-70) 340-3016

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## INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 00/35050

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	<p>US 5 410 326 A (GOLDSTEIN STEVEN W) 25 April 1995 (1995-04-25)</p> <p>column 2, line 1 -column 5, line 42 column 7, line 67 -column 8, line 41 column 13, line 5 -column 14, line 28 column 21, line 23 -column 22, line 4 column 24, line 33 -column 25, line 33 column 30, line 4 - line 68 abstract</p> <p>----</p>	2,10-12, 14-17, 24,25
X	<p>WO 97 43736 A (RHOADS GEOFFREY B ;DIGIMARC CORP (US)) 20 November 1997 (1997-11-20)</p> <p>page 75, line 12 -page 78, line 31</p> <p>----</p>	1,3-10, 13,18, 20,21
A	<p>EP 0 851 681 A (HITACHI LTD) 1 July 1998 (1998-07-01) column 12, line 16 - line 58 abstract</p> <p>----</p>	1-25
A	<p>WO 98 43437 A (DECLERCK CHRISTOPHE ;CANAL PLUS SA (FR); CHAUMET CHRISTOPHE (FR)) 1 October 1998 (1998-10-01) abstract</p> <p>----</p>	1-25
A	<p>US 5 687 191 A (LEE CHONG U ET AL) 11 November 1997 (1997-11-11) column 8, line 39 -column 10, line 33 abstract; figures 3A,3B</p> <p>----</p>	1-25
A	<p>WO 99 60782 A (EVOLVE PRODUCTS INC) 25 November 1999 (1999-11-25) page 4, line 17 -page 6, line 19 page 16, line 15 -page 17, line 8 page 21, line 18 -page 22, line 15</p> <p>----</p>	1-25
A	<p>WO 98 16062 A (CHANG ALLEN) 16 April 1998 (1998-04-16) abstract</p> <p>-----</p>	1-25



# INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 00/35050

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