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(54) Title: INTERACTIVE RADIO SYSTEM AND METHOD

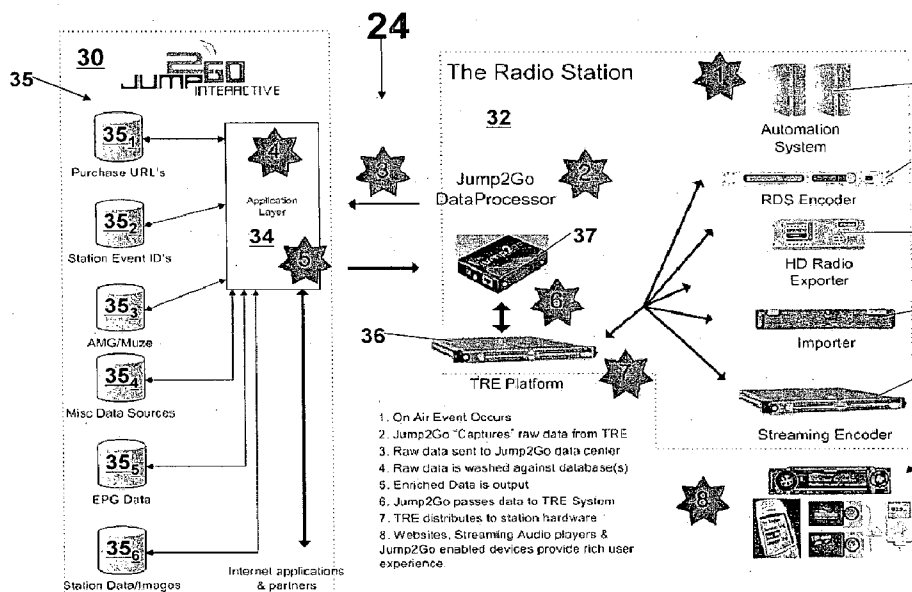


FIGURE 2

(57) Abstract: An interactive radio system and method are disclosed. The system enables platforms, data solutions, and building community to deliver value for listeners, stations and advertisers. The system synchronizes the on-air activity of the radio station with websites, streaming audio, ecommerce systems, text messages and visuals and may include music, promotions and commercials. The system also distributes content identifiers with device makers (RDS/HD Radio receivers) so future radios can be designed to enhance user experiences.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2008/003708**A. CLASSIFICATION OF SUBJECT MATTER****H04Q 7/24(2006.01)i, H04L 12/28(2006.01)i**

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 8 : H04Q 7/24, H04L 12/28

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 since 1975

Japanese Utility models and applications for Utility Models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKIPASS(KIPO internal) "interactive, radio, broadcast, RDS, radio station"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005-0287971 A1 (CHRISTENSEN, KELLY M. et al.) 29 Dec. 2005 See abstract, figures 1-2, claims 1-6, and paragraphs [0038]-[0047]	1,4-5
Y		2-3
Y	US 2006-0031825 A1 (MULLIGAN, MICHAEL) 09 Feb. 2006 See abstract, figures 2-3, claims 8-14,23, and paragraphs [0017]-[0023], [0063]-[0074]	2-3
A	US 2003-0069032 A1 (JARVI, JYRKI et al.) 10 Apr. 2003 See abstract, figures 2-4, claims 23-32, and paragraphs [0006]-[0007], [0021]-[0026]	1-5
A	US 2004-0203406 A1 (MORAN, THOMAS JOSEPH et al.) 14 Oct. 2004 See abstract, figures 1-2, claims 1-20, and paragraphs [0046]-[0055]	1-5
A	US 06975835 B1 (LAKE, RON et al.) 13 Dec. 2005 See abstract, figure 1, claims 1-5, and column 2, lines 35-58, column 4, line 64 - column 5, line 49	1-5

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

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