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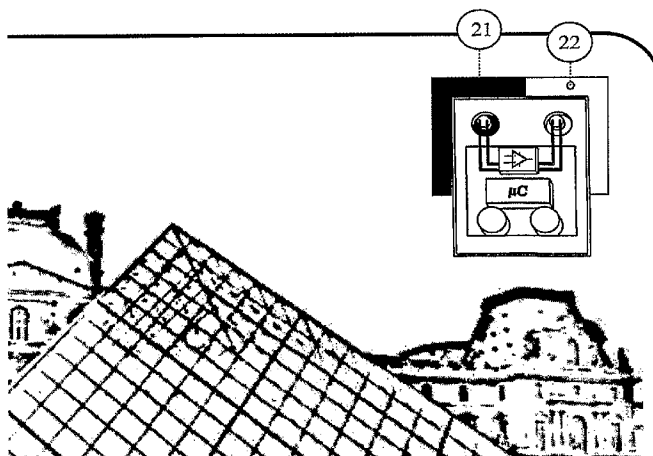
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(54) Title: METHOD, SYSTEM AND APPARATUS FOR COMMUNICATION BY MEANS OF TRANSMITTED SIGNALS
OVER VISUAL MEDIA



example of apparatus positioning

(57) Abstract: A communication method, system, and apparatus are provided that transmits supplementary communications com-
bined with standard television or other visual media (e.g., cable, satellite, video, pre-recorded video, IPTV, Internet, print media) to a
viewer/reader. The invention permits a standard television system or other visual media system to transmit supplementary digital data
to the viewers along with the normal visual image to provide interactivity. The invention includes an electronic device that optically
receives the transmitted supplementary digital data sent along with the visual image. Using the method described, a transmitting fa-
cility is able to transmit supplementary data to the device without interfering with its regular programming. The supplementary data
can provide a means for added interactivity (e.g., by providing supplemental data for marketing, promotions games, entertainment,
education, coupons, and the like).

WO 2007/017767 A3

INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
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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)

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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	<p>DE LA PUENTE F ET AL INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS: "Pocket device for authentication and data integrity on internet banking applications" PROCEEDINGS 37TH. ANNUAL 2003 INTERNATIONAL CARNAHAN CONFERENCE ON SECURITY TECHNOLOGY. (ICCST). TAIPEI, TAIWAN, OCT. 14 - 16, 2003, IEEE INTERNATIONAL CARNAHAN CONFERENCE ON SECURITY TECHNOLOGY, NEW YORK, NY : IEEE, US, vol. CONF. 37, 14 October 2003 (2003-10-14), pages 43-50, XP010706183 ISBN: 0-7803-7882-2 the whole document</p> <p style="text-align: center;">----- -/--</p>	1-37

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C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2002/014531 A1 (MURPHY VICTOR A [US] ET AL MURPHY VICTOR A [US] ET AL) 7 February 2002 (2002-02-07) abstract; figure 6 -----	1-37
A	US 2004/125053 A1 (FUJISAWA HIROTOSHI [JP]) 1 July 2004 (2004-07-01) paragraph [0122] - paragraph [0134] -----	30-36
A	WO 2004/019442 A (OPTINETIX ISRAEL LTD [IL]; ILAN GABRIEL [IL]; PERSKI HAIM [IL]) 4 March 2004 (2004-03-04) abstract -----	1-37
A	US 2002/031227 A1 (MILGRAM MAURICE [FR]) 14 March 2002 (2002-03-14) paragraph [0181] - paragraph [0185] -----	1-37
A	US 3 993 861 A (BAER RALPH H) 23 November 1976 (1976-11-23) cited in the application abstract -----	1-37

INTERNATIONAL SEARCH REPORT

Information on patent family members

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