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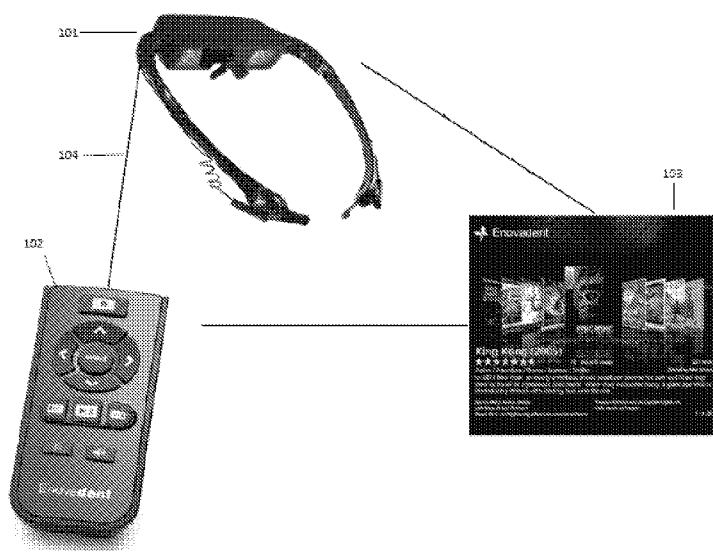
Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

[Continued on next page]

(54) Title: CENTRALIZED ONLINE MEDIA PLATFORM FOR USE WITH VISUAL DISPLAY SYSTEMS

FIG. 1



(57) Abstract: Provided herein are systems and methods for displaying media contents on a head-mounted image display device where the contents from an online media portal are selected by a user using a portable, handheld control device. Also provided herein are systems and methods for displaying advertisements and the web-based media portal system from which the media contents are selected.

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Published:

(88) Date of publication of the international search report:

- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

27 December 2012

A. CLASSIFICATION OF SUBJECT MATTER**G06Q 50/10(2012.01)i, G06Q 30/02(2012.01)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)

G06Q 50/10; H04N 7/16; H04N 7/167; G06F 17/30; H04N 5/64; G09G 5/00; G06Q 30/02

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

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: head mounted, content, online media, platform

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2010-0013739 A1 (SAKO YOICHIRO et al.) 21 January 2010 See paragraphs [0001], [0075], [0077], [0097]-[0098], [0112], [0121]-[0122], [0229]	1-3, 16-27, 30
Y	and claims 3, 18.	28-29
Y	JP 2010-068143 A (NIKON CORP.) 25 March 2010 See paragraphs [0031], [0038], [0044] and claim 1.	28-29
A	US 2009-0228908 A1 (MARGIS PAUL ANTHONY et al.) 10 September 2009 See abstract and claim 1.	1-3, 16-30
A	US 2004-0267812 A1 (HARRIS GEOFFREY HOWARD et al.) 30 December 2004 See abstract and claim 1.	1-3, 16-30

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

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

19 OCTOBER 2012 (19.10.2012)

Date of mailing of the international search report

23 OCTOBER 2012 (23.10.2012)

Name and mailing address of the ISA/KR

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/034317

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2010-0013739 A1	21.01.2010	CN 101506868 A	12.08.2009
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US 2004-0267812 A1	30.12.2004	None	

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.: 6,8,15
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

Claims 6, 8, and 15 do not satisfy the requirements of clarity under PCT Article 6 because they are dependent on claims 5, 7, and 14, respectively, referring to multiple dependent claims.

3. Claims Nos.: 4-5,7,9-14
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.

2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.

3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.