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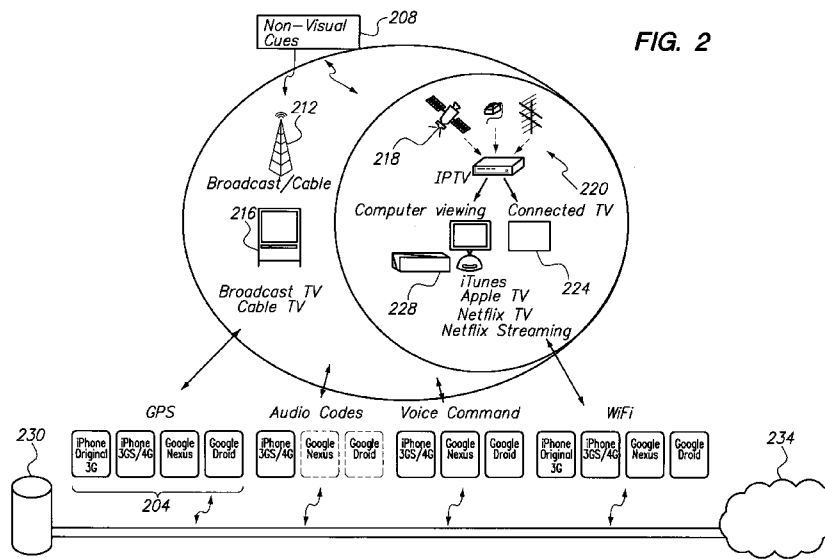
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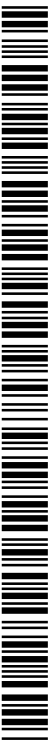
— with international search report (Art. 21(3))

[Continued on next page]

(54) Title: MOBILE DEVICE APPLICATION



(57) Abstract: A system and method for detecting a non-visual code using an application on a mobile device, where the application is capable of associating the non-visual code with at least one item contained in a transmitted presentation and connecting the mobile device to information about the item in a database associated with the transmitted presentation. The non-visual code may comprise a high frequency signal played alone or with another audio or video signal. A mobile device application executing on a processor of the mobile device performs signal processing on the audio signal of the presentation to extract the high frequency signal. Also contemplated is obtaining information about the visual content and presenting the information on the personal device.



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A. CLASSIFICATION OF SUBJECT MATTER*G06Q 30/00(2006.01)i, G06F 17/30(2006.01)i, H04W 4/00(2009.01)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 30/00; H04N 7/173; G06F 17/30; G06F 17/60; G06K 17/00; G06F 13/00; H04N 5/445

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: television, audio tag, product information, and mobile

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	JP 2002-232866 A (MATSUSHITA ELECTRIC IND CO., LTD.) 16 August 2002 See abstract and pages 2-9.	1-21
A	JP 2006-085392 A (XING INC.) 30 March 2006 See abstract, pages 2-21 and claims 1-23.	1-21
A	WO 2007-128394 A1 (APS ASTRA PLATFORM SERVICES GMBH et al.) 15 November 2007 See abstract, pages 7-13 and figures 1, 6.	1-21
A	JP 2003-046983 A (TOSHIBA TEC CORP.) 14 February 2003 See abstract, pages 2-7 and figure 1.	1-21
A	JP 2004-234646 A (SATO HIROSHI) 19 August 2004 See abstract and pages 12-25.	1-21
A	KR 10-2006-0097187 A (SK TELECOM CO., LTD.) 14 September 2006 See abstract and pages 2-6.	1-21

 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

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"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

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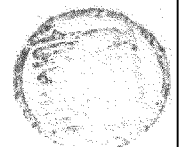
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INTERNATIONAL SEARCH REPORT

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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JP 2004-234646 A	19.08.2004	None	
KR 10-2006-0097187 A	14.09.2006	None	