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(54) **Title:** APPARATUS, SYSTEMS AND METHODS FOR ACCESSING AND SYNCHRONIZING PRESENTATION OF MEDIA CONTENT AND SUPPLEMENTAL MEDIA RICH CONTENT

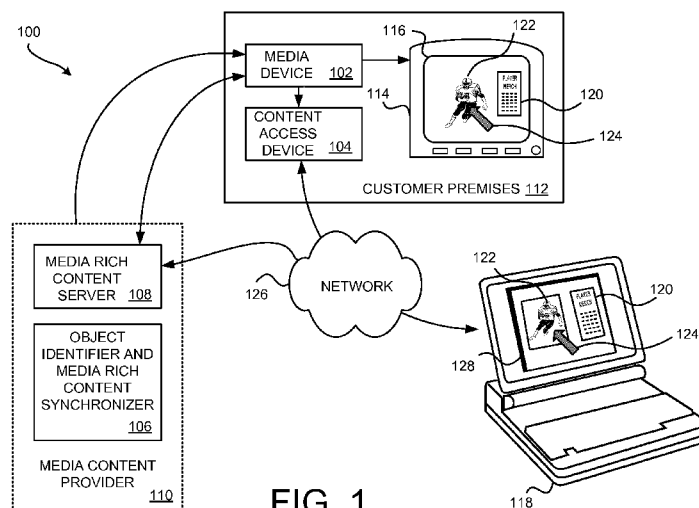


FIG. 1

(57) **Abstract:** Media rich content systems and methods are operable to provide access to supplemental media rich content in response to user selection of a presented object of interest. An exemplary embodiment receives at a media device a video stream comprising at least a plurality of video frames, wherein at least one of the video frames is configured to present an object of interest; processes a supplemental media rich content trigger associated with the at least one video frame, wherein the supplemental media rich content trigger comprises information that identifies a region where the object of interest is presented in the video frame, and comprises information configured to access supplemental media rich content associated with the object of interest; receives a user selection of the object of interest presented in the at least one video frame; and presents the supplemental media rich content on a presentation device.



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Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	EP 0 982 947 A2 (SHARP KK [JP]) 1 March 2000 (2000-03-01) paragraphs [0004], [0012], [0013], [0018], [0022], [0023], [0057], [0069]; claims 1-3,31; figures 1-6 -----	1-20
<input type="checkbox"/> Further documents are listed in the continuation of Box C.		
<input checked="" type="checkbox"/> See patent family annex.		
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