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(54) Title: INFORMATION EXCHANGE SYSTEM AND METHOD

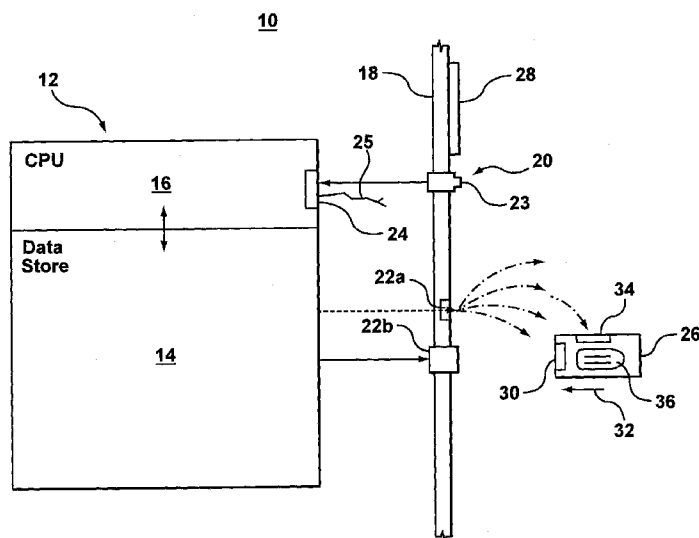


FIG. 1

(57) Abstract: A system and method for providing on demand information exchange between a data store and a portable recipient data storage device includes a source of data and a data transfer initiator, coupled to the source of data and configured for initiating the transfer of data from the source of data to a portable recipient data storage device. A data transfer port is provided to couple the data source with the portable recipient data storage device, and configured for transmitting, on request by the recipient, data from the source of data to the portable recipient data storage device.

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INFORMATION EXCHANGE SYSTEM AND METHOD**TECHNICAL FIELD**

5 The present invention relates to information exchange and more particularly, relates to a system and method of exchanging information between a data source and a desired recipient's portable data storage device.

BACKGROUND OF THE INVENTION

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There are many instances in which it is desired to provide a potential recipient with various data. For exemplary purposes only, at a trade show for example, vendors often print significant amounts of advertising material, technical information and other data relative to the products or services they are selling. Generally speaking, this information is specific to a particular product, a particular display, trade show location or trade show being attended. Once the trade show is over, the information is sometimes outdated and not used again. Printing such information is very expensive and time-consuming. Further, a vendor typically does not have the ability to print all of the information they would like to give to a potential customer or consumer/information seeker and must restrict the information they provide based on time, space or budgetary constraints.

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When a vendor does print material, there is often a significant amount of material that must be given out to a potential customer. Oftentimes customers have large bags full of material they receive from multiple vendors. This information is bulky and often difficult to transport back to the recipient's home, office or hotel room to be viewed at the recipient's convenience.

25

Some vendors have tried to circumvent this problem by providing information in a portable electronic means such as a CD-ROM or videocassette. Although this may be an improvement over providing printed information, there are still many restrictions with this form of data dissemination in that there is a significant time and cost involved in preparing certain information and transferring it to the media. Further, the media has an associated cost that is not always insignificant. In addition, once the event has transpired, the previously prepared media often cannot be used again and is therefore wasted.

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Accordingly, there is a long felt need for a system and method which can easily, quickly and at very low cost provide data and other information to a recipient utilizing stored data which is transferred to a portable receiving device which is carried by the recipient upon request by the recipient.

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SUMMARY OF THE INVENTION

5 The present invention features a system and method for providing on demand data exchange between a data store and a portable recipient data storage device. The system includes a source of data and a data transfer initiator. The data transfer initiator is coupled to the source of data and is activated by a recipient and serves for initiating the transfer of data between the data source and the portable recipient data storage device. A data transfer port is provided. The data transfer port is coupled to the source of data and responsive to the data transfer initiator that initiates a transfer of data. The data transfer port is configured for transmitting the data from the source to the portable recipient data storage device.

15 In the preferred embodiment, the data stored by the source of data may include one or more of textual data, video data and audio data, although any other type of data is contemplated by the present invention. The data initiator may be a button coupled to the data source or alternatively, some device or signal which emanates from the portable recipient data storage device. The data transfer port may include a USB port and/or a wireless data port. Examples of portable recipient data storage devices include USB port devices such as a memory stick or the similar device as well as an Ipad or other similar MP3 storage and player device as well as Blackberries, cell phones, PDAs, etc.

20 The source of data may be located on a product or service display device such as a trade show display or other publicly available display devices as may be located in airports, hotels, lobbies, subways, buses or other public places. The source of data may include a computer or of the storage device that has the capability of storing data and, on demand, transferring some or all of the data stored to a recipient's data storage device.

25 It is important to note that the present invention is not intended to be limited to a system or method which must satisfy one or more of any stated objects or features of the invention. It is also important to note that the present invention is not limited to the preferred, exemplary, or primary embodiment(s) described herein. Modifications and substitutions by one of ordinary skill in the art are considered to be within the scope of the present invention, which is not to be limited except by the allowed claims and their legal equivalents.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other features and advantages of the present invention will be better understood by reading the following detailed description, taken together with the drawings wherein:

FIG. 1 is a schematic diagram illustrating an exemplary system that can be utilized to carry out the teachings of the system and method of the present invention.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT(S)

An exemplary information exchange system 10, Figure 1, is shown and described herein. The present invention includes a source of data 12 that is associated with some form of display device 18 as will be explained in greater detail below. The source of data 12 typically includes a device 14 to store actual data and a controller or CPU 16 that serves to control the dissemination of data stored in the data store 14. Examples of a data store 14 include, but are not limited to, a disk drive, CD, DVD, optical disk and volatile or nonvolatile computer memory.

The CPU 16 is responsive to a data transfer initiator 20 and corresponding initiator signal that is configured to cause the source of data 12 to provide data related specifically to the display device 18 over 10 more ports 22a, 22b. The data transfer initiator 20 may include a physical button 23 that a user may push or alternatively, CPU 16 may include a region 24 that is responsive to wireless commands 25 received from a user's data storage device 26 as will be explained in greater detail below. The purpose of the data transfer initiator 20 is to cause the source of data 12 to provide data specifically related to the display 18. The source of data 12 may include a significant amount of data some of which may or may not be related to the specific display device 18 with which the data store is associated. In this manner, a universal data store 12 may be provided while a user may request down loaded of only information related specifically to the display device 18 of interest to the user.

The display device 18 may, for example, include information region 28 related to a specific product or service. The display device 18 may be in the form of a trade show display or a dynamic or static display in a public place such as an airport, hotel lobby, subway station, train, bus or the like. If a user is interested in obtaining additional or more detailed information about the product or service displayed in information region 28, a user will take his or her personal, portable data storage device 26 and initiate and download all or some of the information from the source of data 12 for review later on by the recipient at his or her leisure.

Examples, without limitation, of portable data storage devices 26 include flash drives, memory sticks, MP3 players, IPODs, cell phones, Blackberrys, and PDAs. Some of these devices will include a USB port or other similar hardwired port 30 in which case the display device 18 will include a

corresponding port 20b into which the user may insert his or her portable data storage device 26 either directly, as shown by arrow 32, or using a wire or cable, while other such portable data storage devices 26 will include a wireless port 34 which will interact with a wireless port 22a on the display device 18.

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In the case where the user has a portable data storage device 26 having a hardwired port 30, the user will connect his or her portable data storage device 26 with port 22b on the display device and initiate data transfer such as by depressing button or similar user activated device 23. The system may allow the user to transfer all or only some of the data in which case the data to be transferred may be user selectable using the user activated device 23. Data will then be transferred from the data store 14 to the user's portable data storage device 26. In the case where the user has a portable data storage device having a wireless port 34, the user will be instructed to press some key or button on the user's portable data storage device 26 or otherwise cause the initiation of data transfer wirelessly between wireless port 20a and a corresponding wireless port 34 on the user's portable data storage device 26.

15

Examples of data which may be transferred to include information previously provided and printed form such as advertising information, technical specifications, promotional material and audio and video data related to the product or service being promoted, displayed or advertised on the display device 18. In certain situations such as trade shows and the like, the vendor advertising its product or service may even provide the user with the portable data storage device 26 as a promotional device. For example, a vendor may provide someone visiting their trade show booth with an MP3 player, IPOD or other data storage device 26 as a gesture of goodwill and for promotional purposes. In such instances, the data storage device 26 may also include a logo or insignia 36 of the vendor. In this way, the user can utilize the data storage device 26 not only for storing the vendor's information but for other purposes as well, all the while building goodwill for the vendor because of the advertising 36.

25

Accordingly, the present invention provides a novel system and method by which to transfer product or service specific information to a user using a computerized data store from which the user can download product or service specific audio, video or textual information onto a user's portable electronic data storage device.

30

The present invention is not intended to be limited to a system or method which must satisfy one or more of any stated or implied objects or features of the invention. It is also important to note that the present invention is not limited to the preferred, exemplary, or primary embodiment(s) described herein. Modifications and substitutions by one of ordinary skill in the art are considered to be within

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the scope of the present invention, which is not to be limited except by the allowed claims and their legal equivalents.

WHAT IS CLAIMED IS:

1. A system for providing on demand information exchange between a data store and a portable recipient data storage device, said system comprising:

5 a source of data;

a data transfer initiator, coupled to said source of data and configured for initiating the transfer of data from said source of data to said portable recipient data storage device; and;

10 a data transfer port, coupled to said source of data and responsive to said data transfer initiator initiating the transfer of data from said source of data to said portable recipient data storage device, and configured for transmitting data from said source of data to said portable recipient data storage device.

15 2. The system of claim 1, wherein said source of data includes at least one type of information selected from the group consisting of textual data, video data and audio data.

3. The system of claim 1, wherein said data transfer port is selected from the group consisting of a hardwired data port and a wireless data port.

20 4. The system of claim 3, wherein said hardwired data port includes a USB port.

5. The system of claim 1, wherein said data transfer initiator includes a user activated device.

25 6. The system of claim 1, wherein said data transfer initiator includes a signal received from a portable recipient data storage device.

7. The system of claim 4, wherein said portable recipient data storage device includes a USB port mating device.

30 8. The system of claim 7, wherein said USB port mating device includes a portable data storage device.

9. The system of claim 7, wherein said USB port mating device includes a portable data storage device configured for storing at least one of audio data, video data and textual data.

35 10. The system of claim 3, wherein said portable data storage device includes a wireless portable data storage device.

11. The system of claim 10, wherein said wireless portable data storage devices selected from the group consisting of a cell phone and a PDA.

12. The system of claim 1, wherein said data store is associated with a product or service display device.

13. The system of claim 12, wherein said product or service display device includes a trade show display device.

14. The system of claim 12, wherein said product or service display device includes a public place display device.

15. The system of claim 14, wherein said public place display device is selected from the group consisting of a trade show display device, an airport display device, a hotel display device, a subway display device and a bus display device.

16. A system for providing on demand information exchange between a data store and a portable recipient data storage device, said system comprising:

a source of data associated with a product or service display device;
a data transfer initiator, coupled to said source of data and configured for initiating the transfer of data from said source of data to said portable recipient data storage device; and;
a data transfer port, coupled to said source of data and responsive to said data transfer initiator initiating the transfer of data from said source of data to said portable recipient data storage device, and configured for transmitting data from said source of data to said portable recipient data storage device.

17. A system for providing on demand information exchange between a data store and a portable recipient data storage device, said system comprising:

a source of data associated with a product or service display device;
a data transfer initiator, coupled to said source of data and configured for initiating the transfer of data from said source of data to said portable recipient data storage device; and;
a data transfer port selected from the group consisting of a USB data port and a wireless data port., coupled to said source of data and responsive to said data transfer initiator initiating the transfer of data from said source of data to said portable recipient data storage device, and configured for transmitting data from said source of data to said portable recipient data storage device.

18. The system of claim 17, wherein said source of data includes at least one type of information selected from the group consisting of textual data, video data and audio data.

5 19. The system of claim 17, wherein said data transfer initiator includes a user activated device.

20. The system of claim 17, wherein said data transfer initiator includes a signal received from a portable recipient data storage device.

10 21. The system of claim 17, wherein said portable recipient data storage device includes a USB port mating device.

22. The system of claim 21, wherein said USB port mating device includes a portable data storage device.

15 23. The system of claim 21, wherein said USB port mating device includes a portable recipient data storage device configured for storing at least one of audio data, video data and textual data.

20 24. The system of claim 17, wherein said portable recipient data storage device includes a wireless portable data storage device.

25 25. The system of claim 24, wherein said wireless portable data storage devices selected from the group consisting of a cell phone and a PDA.

26. The system of claim 17, wherein said product or service display device includes a trade show display device.

27. The system of claim 17, wherein said product or service display device includes a public place display device.

30 28. The system of claim 27, wherein said public place display device is selected from the group consisting of a trade show display device, an airport display device, a hotel display device, a subway display device and a bus display device.

35 29. A method for providing on demand information exchange between a data store and a portable recipient data storage device, said method comprising the acts of:

providing a source of data, said source of data including a data transfer initiator receiver, coupled to said source of data, said data transfer initiator receiver configured for receiving a signal for initiating the transfer of data from said source of data to said portable recipient data storage device;

providing a data transfer port, coupled to said source of data and responsive to said data transfer initiator receiver receiving a signal initiating the transfer of data from said source of data to said portable recipient data storage device, and configured for transmitting data from said source of data to said portable recipient data storage device; and

initiating, by a recipient, data transfer between said source of data and said recipient's portable data storage device, said act of initiating including causing the issuance of said signal for initiating the transfer of data from said source of data to said portable recipient data storage device.

30. The method of claim 29, wherein said source of data includes at least one type of information selected from the group consisting of textual data, video data and audio data.

31. The method of claim 29, wherein said data transfer port is selected from the group consisting of a hardwired data port and a wireless data port.

32. The method of claim 31, wherein said hardwired data port includes a USB port.

33. The method of claim 29, wherein said signal for initiating the transfer of data from said source of data to said portable recipient data storage device is provided from a user activated data transfer initiator device, and wherein said user activated data transfer initiator device includes a button.

34. The method of claim 29, wherein said signal for initiating the transfer of data from said source of data to said portable recipient data storage device is provided from said recipient's portable recipient data storage device.

35. The method of claim 32, wherein said portable recipient data storage device includes a USB port mating device.

36. The method of claim 35, wherein said USB port mating device includes a portable data storage device.

37. The method of claim 35, wherein said USB port mating device includes a portable data storage device configured for storing at least one of audio data, video data and textual data.

38. The method of claim 31, wherein said portable data storage device includes a wireless portable data storage device.

39. The method of claim 38, wherein said wireless portable data storage devices selected from the group consisting of a cell phone and a PDA.

40. The method of claim 29, wherein said data store is associated with a product or service display device.

41. The method of claim 40, wherein said product or service display device includes a trade show display device.

42. The method of claim 40, wherein said product or service display device includes a public place display device.

43. The method of claim 42, wherein said public place display device is selected from the group consisting of a trade show display device, an airport display device, a hotel display device, a subway display device and a bus display device.

44. The method of claim 29, further including before the act of initiating data transfer between said data store and said portable recipient data storage device, the act of interconnecting a portable recipient data storage device having a data transfer port with said provided data transfer port coupled to said source of data.

45. The method of claim 29, wherein said portable recipient data storage device includes information related to a product or service provider.

46. The method of claim 29, further including before the act of initiating data transfer between said data store and said portable recipient data storage device, the act of providing a recipient with said portable recipient data storage device.

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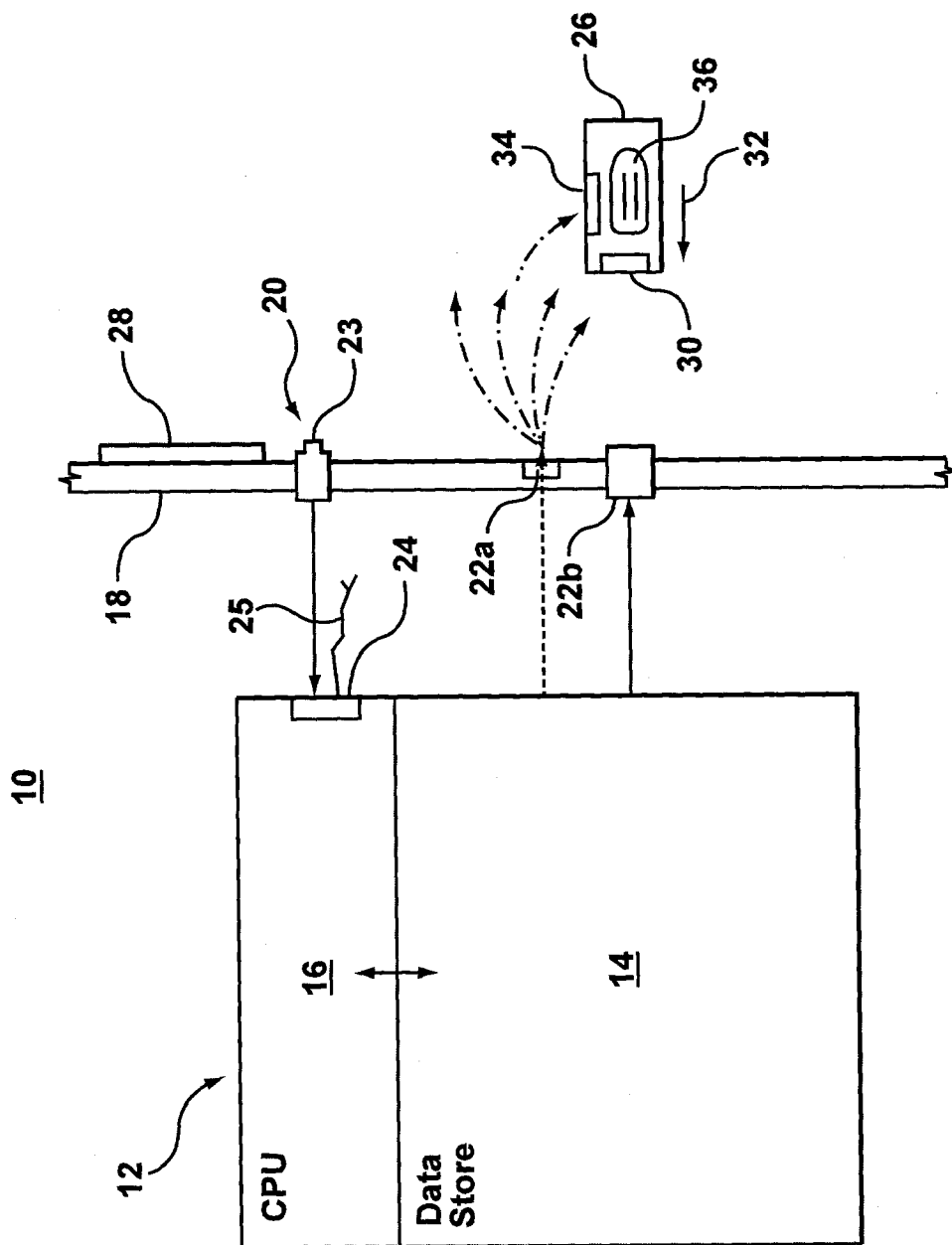


FIG. 1

INTERNATIONAL SEARCH REPORT

International application No.
PCT/CA2008/000466

A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06F 13/38** (2006.01) , **G06Q 30/00** (2006.01)

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): G06F-13/*, G06Q-30/*

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

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

Delphion and QPAT (Keywords: source, display, download, upload, portable, PDA, mobile, button, location, transmit, initiate, trade show, airport, bus, video, text, data, USB, product, advertisement and wireless)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 01/54104 A1 (FISHER ET AL. (AU)) 26 Jul. 2001 (26-07-2001) ** Abstract, Page 4, line 7 to Page 10 line 30 and Figure 4 **	1 to 46
X	US 6,578,835 B1 (TREYZ ET AL. (US)) 01 Jul. 2003 (01-07-2003) ** Abstract, Column 11, lines 40 to 45, Column 15, lines 23 to 26, Column 22, lines 42 to 54, Column 31, lines 48 and 49, Column 57, lines 5 to 8 and Figures 13 and 14 **	1 to 46

[X] Further documents are listed in the continuation of Box C.

[X] See patent family annex.

* Special categories of cited documents :	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier application or patent but published on or after the international filing date	"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
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"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	

Date of the actual completion of the international search

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INTERNATIONAL SEARCH REPORT

International application No.
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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.
X	US 7,187,997 B2 (JOHNSON) 06 Mar. 2007 (06-03-2007) ** Abstract, Column 1, line 39 to Column 2, line 67, Column 3, lines 13 to 19 and Figure 5A **	1 to 46

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
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