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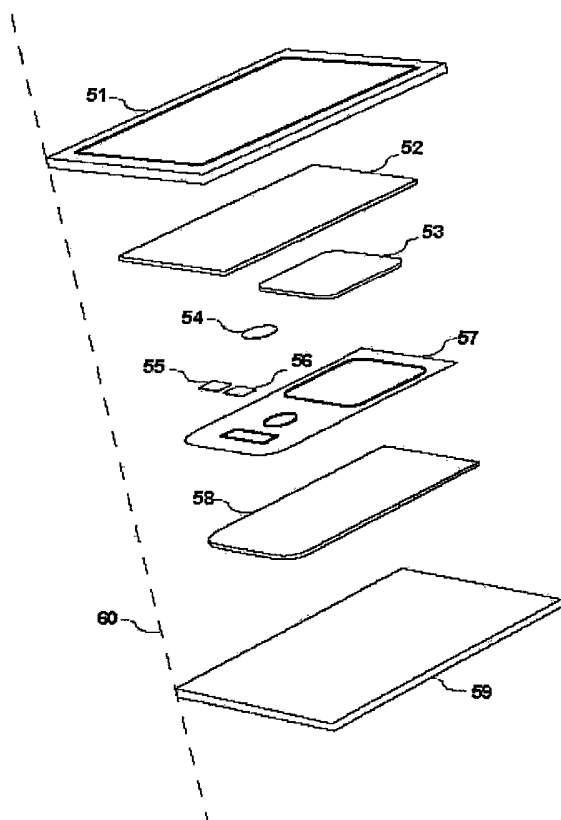
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[Continued on next page]

(54) Title: DISPLAY HAVING OPTICAL SENSOR FOR TRIGGERING SECONDARY DISPLAY



(57) Abstract: An electronic screen display (60) includes a screen (52), a memory (56) storing digital content for display on the screen (52), a processor (55) communicatively coupled to the memory (56) and the screen (52), and a sensor (54) communicatively coupled to the processor (55). The processor (55) obtains digital content from the memory and generates signals causing a primary display to appear on the screen (52). The sensor (54) is activated by sensing a light signal emitted from an external device being used to read information from the primary display, and causes the processor (55) to obtain further digital content from the memory (56) and generate signals causing a secondary display to appear on the screen (52).



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US CL : 235/375, 379, 380, 383, 385; 345/1.1, 156

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,679,421 B2 (SHIN et al) 20 January 2004, columns 3-4.	1-25
A	US 6,726,094 B1 (RANTZE et al) 27 April 2004, see columns 3-4.	1-25



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