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(71) Applicant and

(72) Inventor: **KHARE, Rajendra, Kumar** [IN/IN]; 1295, 1st Cross, 1st Main, HAL 3rd stage, Indira Nagar, Bangalore 560 075 (IN).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **BHAT, Ravi** [IN/IN]; IndusEdge Innovations, Orchid Techscape no 76 & 77, Cyber Park, 6th floor, Electronic City, Bangalore 560 100 (IN). **DAS, Abhijit** [IN/IN]; IndusEdge Innovations, Orchid Techscape no 76 & 77, Cyber Park, 6th floor, Electronic City, Bangalore 560 100 (IN). **RATH, Manjit** [IN/IN]; IndusEdge Innovations, Orchid Techscape no 76 & 77, Cyber Park, 6th floor, Electronic City, Bangalore 560 100 (IN). **SINGH, Saurabh** [IN/IN]; In-

dusEdge Innovations, Orchid Techscape no 76 & 77, Cyber Park, 6th floor, Electronic City, Bangalore 560 100 (IN). **KANSAL, Anant** [IN/IN]; IndusEdge Innovations, Orchid Techscape no 76 & 77, Cyber Park, 6th floor, Electronic City, Bangalore 560 100 (IN).

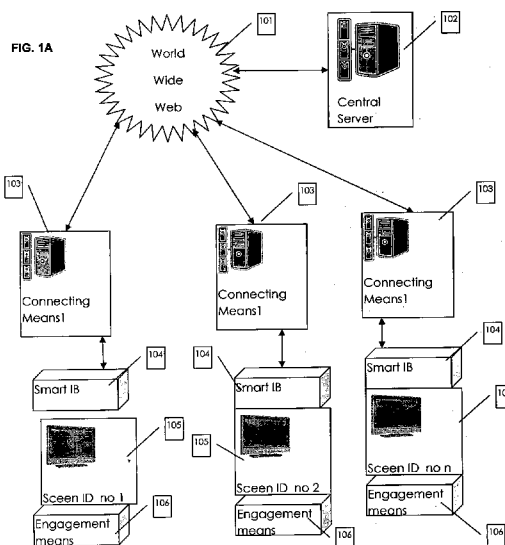
(74) Agent: **JOSHI, Shailesh**; IndusEdge Innovations, Orchid Techscape no 76 & 77, Cyber Park, 6th floor, Electronic City, Bangalore 560 100 (IN).

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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR CONTENT SCHEDULING ON DISPLAY MEDIA



(57) Abstract: Methods and systems of selection of content based on demographics and/or psychographics of a group from a remote central location through local commands on an input device from content that is sourced from the internet and/or a central database are provided. The system comprises Internet (101), central server (102), plurality of connecting means (103), plurality of smart IBs (104), plurality of screen IDs (105) and plurality of engagement means (106). The system initializes display media screens with IDs (105), initializes database with content stored in central server (102), receives information fed through the engagement means (106), updates the database according to the information and schedules data/content according to psychographic and/or demographic content stored in the database for a different region.



(BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

— *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))*

Declarations under Rule 4.17:

- *as to the identity of the inventor (Rule 4.17(i))*
- *of inventorship (Rule 4.17(iv))*

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

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/IN 2008/000734

A. CLASSIFICATION OF SUBJECT MATTER

IPC⁸: **G06Q 30/00** (2006.01); **G06F 7/00** (2006.01); **H04N 5/445** (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)

IPC⁸: G06Q, G06F, H04N

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

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

EPODOC, WPI, TXTDE, TXTEN

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/059602 A1 (MACRAE ET AL.) 16 May 2002 (16.05.2002) <i>Abstract; Figures 1-2, 4-5; Description of Figures; Claims 1, 6-13;</i> --	1-12
X	US 2006/195866 A1 (THUKRAL) 31 August 2006 (31.08.2006) <i>Abstract; Figures 1, 4, 9-10; Description of Figures; Claims 1, 4, 6, 9, 11-12, 14-15, 19;</i> --	1-12
X,P	US 7 340 457 B1 (KILLIAN ET AL.) 4 March 2008 (04.03.2008) <i>Abstract; Figures 1-2, 3A-B; Description of Figures; Claims 1-4, 6, 8, 10-13;</i> --	1-12

☒ 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

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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
16 July 2009 (16.07.2009)Date of mailing of the international search report
4. September 2009 (04.09.2009)Name and mailing address of the ISA/ AT
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Dresdner Straße 87, A-1200 ViennaAuthorized officer
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Facsimile No. +43 / 1 / 534 24 / 535

Telephone No. +43 / 1 / 534 24 / 550

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 6 188 398 B1 (COLLINS-RECTOR ET AL.) 13 February 2001 (13.02.2001)	7-12
A	<i>Abstract; Figure 2; Description of Figure; Claims 1, 3-4;</i> -----	1-6

Continuation of first sheet

Continuation 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:

Claims 1 to 12 relate to a system and a method for selection of content based on demographic or psychographic information. Claims 13 and 14 relate to a system and method for determining a number of regions on a display screen. Claims 21 and 22 contain a system and method for retrieving and displaying data on a display screen.

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. 1 to 12.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/IN 2008/000734

Patent document cited in search report			Publication date			Patent family member(s)			Publication date		
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						WO	A1	0056072			2000-09-21
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