



- (51) **International Patent Classification:**  
*G06K 7/10* (2006.01) *G06K 19/06* (2006.01)
- (21) **International Application Number:**  
PCT/US2014/036058
- (22) **International Filing Date:**  
30 April 2014 (30.04.2014)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (71) **Applicant:** HEWLETT-PACKARD DEVELOPMENT COMPANY, L.P. [US/US]; 11445 Compaq Center Drive W., Houston, Texas 77070 (US).
- (72) **Inventors:** WILLIAMS, Bruce; 16399 W Bernardo Drive, San Diego, California 92127-1899 (US). KWAN, Sabrina; 16399 W Bernardo Drive, San Diego, California 92127-1899 (US). TAYLOR, Robert B.; 1115 SE 164th Avenue, Vancouver, Washington 98683 (US). SRINIVASU, Godavari; Pritech Park- SEZ, Sarjapur, Marathalli Outer Ring Road, SY No.-51-64/4, Bangalore, Karnataka 560103 (IN). MADHVANATH, Sriganesh; 17 Colonial Parkway, Apt. 5, Pittsford, New York 14534 (US). LENNAN, Pam; 16399 W. Bernardo Drive, San Diego, California 92127-1899 (US).

(74) **Agents:** KUPETS, Mark Justin et al.; Hewlett-packard Company, Intellectual Property Administration, Mail Stop 35 3404 E. Harmony Road, Fort Collins, Colorado 80528 (US).

(81) **Designated States** (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) **Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM,

[Continued on next page]

(54) **Title:** RESPONSE TO A MACHINE-READABLE LINK

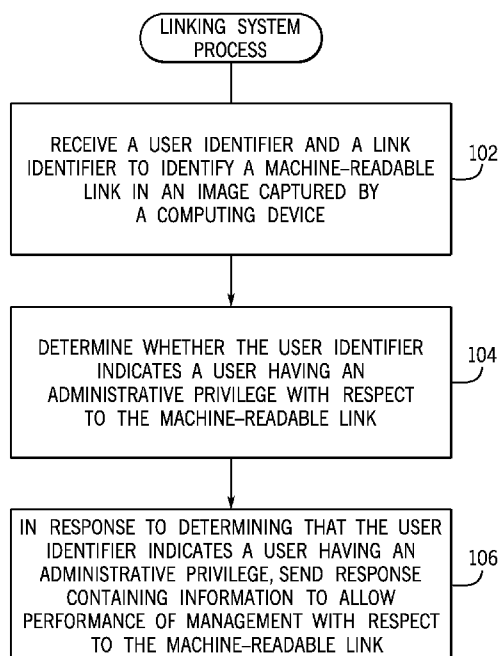


FIG. 1A

(57) **Abstract:** A system receives a user identifier and a link identifier to identify a machine-readable link in an image captured by a first device. In response to determining that the user identifier indicates a user having an administrative privilege with respect to the machine-readable link, the system sends, to the first device, a response containing information to allow performance of management with respect to the machine-readable link.



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

— *as to applicant's entitlement to apply for and be granted  
a patent (Rule 4.17(ii))*

**Declarations under Rule 4.17:**

— *as to the identity of the inventor (Rule 4.17(i))*

**Published:**

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

## RESPONSE TO A MACHINE-READABLE LINK

### Background

[0001] Various types of machine-readable links, such as one- or two-dimensional barcodes, digital watermarks, images, text, and the like, may be optically readable by a computing device with an image capture device. Such machine-readable links may be encoded or associated with various types of information. In some examples, a machine-readable link may be encoded or associated with information identifying content accessible over a network.

### Brief Description Of The Drawings

[0002] Some implementations are described with respect to the following figures.

[0003] Figs. 1A and 1B are flow diagrams of processes performed by a linking system, according to various implementations.

[0004] Fig. 2 is a block diagram of an example arrangement including a computing device and a linking system, according to some implementations.

[0005] Fig. 3 is a flow diagram of a process performed by a linking system, according to further implementations.

[0006] Fig. 4 is a flow diagram of a process performed by a computing device according to some implementations.

### Detailed Description

[0007] In some implementations, a machine-readable link can refer to an image associated with a linking system that is optically readable by a computing device, using an image capture device (e.g. a camera, a scanner, or any other device capable of capturing an image of a target object), to determine payload information with which the computing device may obtain access to content assigned to the image by the linking system. A computing device may provide payload information, determined from a captured image of a machine-readable link, to the linking system to

access content associated with the machine-readable link by the linking system. In such examples, the determined payload information provided to the linking service may indicate to the linking system that the computing device captured the machine-readable link with an image capture device. In some examples, a computing device can refer to a desktop computer, a laptop (or notebook) computer, a workstation, a tablet computer, a mobile phone, a smart device, a server, a blade enclosure, or any other processing device or equipment.

[0008] A machine-readable link can include at least one of a bar code (*e.g.* a one-dimensional bar code, a two-dimensional bar code, a matrix bar code, a QUICK RESPONSE CODE (QR CODE), or the like), a digital watermark, a target image such as a printed photograph, target text, a three-dimensional object (*e.g.* a building, a sign, etc.), or the like. In some examples, a machine-readable link can include the payload information encoded or embedded in the machine-readable link. In some examples, a machine-readable link such as digital watermark can include the payload information encoded or embedded in a carrier image. In other examples, a machine-readable link may not contain encoded or embedded payload information. In such other examples, a computing device using an image capture device may determine the payload information based on features, characteristics, or other aspects of the machine-readable link.

[0009] In some implementations, “content” assigned to a machine-readable link may be any suitable type of information that may be accessed (*e.g.* retrieved, viewed, etc.) over a network, such as video data, audio data, image data, a web page, a uniform resource identifier (URI) (such as a uniform resource locator (URL)) for web content, or the like. Content assigned to a machine-readable link can also be referred to as “payoff content.” As used herein, a network can include, for example, a local area network (LAN), a wireless local area network (WLAN), a virtual private network (VPN), the Internet, or the like, or a combination thereof. In some examples, a network can include a telephone network (*e.g.* a cellular telephone network).

[0010] In some implementations, a “linking system” can be a system implemented by one or more computing devices to create and manage machine-readable links, and to create and manage the assignment of content to respective machine-readable links. In some examples, a linking system can assign content to respective machine-readable links and provide access, by a computing device, to the payoff content assigned to a given machine-readable link in response to an indication that the computing device has captured an image of the given machine-readable link.

[0011] A link producer can refer to a user that specifies payoff content to be associated with a machine-readable link. A link consumer can refer to a user that seeks to retrieve (such as for viewing or for another purpose) the payoff content of a machine-readable link.

[0012] A link producer may dynamically vary the payoff content associated with a given machine-readable link, based on one or multiple factors. For example, the link producer may specify that different payoff content is to be associated with the given machine-readable link at different times. Varying the payoff content for different times can be performed for purposes of recycling the given machine-readable link over time. For example, during a first time interval, the link producer can specify that first advertising content is to be associated with the given machine-readable link. In a second time interval, the link producer can specify that different advertising content is to be associated with the given machine-readable link. In this manner, the link producer does not have to acquire different machine-readable links for different payoff content (does not have to be obtained for different payoff content).

[0013] More generally, the link producer may specify that different payoff content is to be associated with the given machine-readable link based on one or multiple factors selected from among any or some combination of the following: a location of a computing device that detected the given machine-readable link, a timestamp from the computing device, historical data associated with usage of the given machine-readable link, information about characteristics of the computing device, information

about an environment of the computing device, and information about the link consumer.

[0014] Traditionally, to manage association of payoff content with a machine-readable link, a link producer may use a management portal, which can be a website or another portal. The link producer can log into the management portal. Once logged into the management portal, the link producer can search for a target machine-readable link that is to be updated, and the link producer can then perform a link updating workflow to update the payoff content of the machine-readable link. However, such a process for managing a machine-readable link may not be convenient to use, especially for a user who is not familiar with the management portal or who does not remember specific information about the machine-readable link to be managed.

[0015] In accordance with some implementations, techniques or mechanisms are provided to allow for more convenient performance of management tasks with respect to machine-readable links. Fig. 1A is a flow diagram of a process that can be performed by a linking system according to some implementations. The linking system receives (at 102) a user identifier and a link identifier to identify a machine-readable link in an image captured by a computing device. In some implementations, the user identifier and the link identifier may be included in a message received by the linking system from the computing device, where the message provides an indication that the computing device has detected the machine-readable link.

[0016] A user identifier can uniquely identify a user, and can include any one or some combination of the following: text, characters, symbols, an image, and so forth. For example, the user identifier can be a username, an email address, and so forth. Alternatively, a user identifier can uniquely identify a computing device (or a set of computing devices) that is associated with a user (or multiple users). For example, the user identifier can be an address or a set of addresses, such as one or multiple Medium Access Control (MAC) addresses or other types of addresses of the computing device(s) associated with the user(s).

[0017] A link identifier can uniquely identify a respective machine-readable link. The link identifier can be derived based on detection by the computing device of the respective machine-readable link in an image captured by the computing device. As an example, the computing device can be derived by decoding the link identifier in the captured image. As another example, the computing device can compare the captured image to a database of images containing machine-readable links to identify a matching one of the machine-readable links. The database can contain link identifiers for the respective machine-readable links. The link identifier for the matching machine-readable link can be retrieved from the database for use as the link identifier of the detected machine-readable link.

[0018] The linking system determines (at 104) whether the user identifier indicates a user having an administrative privilege with respect to the machine-readable link. As noted above, the user identifier can be an identifier of a user, or alternatively, can be an identifier of a computing device used by the user. The user identifier indicates a user having an administrative privilege if the user identifier identifies such a user, or the user identifier identifies a computing device of the user. A user having an administrative privilege can be a link producer, for example, or any other user that has been designated to have the administrative privilege. For example, the link producer may designate that one or multiple other users can have an administrative privilege with respect to the machine-readable link. A user having an administrative privilege with respect to the machine-readable link is a user that can perform a management task with respect to the machine-readable link, such as to view analytics information associated with the machine-readable link, update payoff content of the machine-readable link, or another management task (example management tasks are discussed further below).

[0019] In response to determining (at 104) that the user identifier indicates a user having the administrative privilege with respect to the machine-readable link, the linking system sends (at 106), to the computing device, a response containing information to allow performance of management with respect to the machine-readable link.

[0020] In further implementations, the sending of the response to allow performance of management with respect to the machine-readable link can further be based on an identifier of an application that sent a request that includes the user identifier and the link identifier. The identifier of the application can be used to confirm that the application is capable of performing the management. If the linking system determines that the identified application at the computing device is not capable of performing the management with respect to the machine-readable link, then the linking system can decide not to send the response to computing device to allow performance of management with respect to the machine-readable link.

[0021] In some examples, the information contained in the response can include analytics information that relates to past usage with respect to the machine-readable link. For example, the analytics information can include the number of times the machine-readable link was detected in images captured by one or multiple computing devices. The analytics information can also record the types (e.g. brands, models, etc.) of computing devices that have been used to capture images containing the machine-readable link. The analytics information can also identify characteristics of such computing devices, including types of operating systems, types of processors, and so forth. Additionally, the analytics information can include information specifying usage of payoff content associated with the machine-readable link. For example, the analytics information can indicate whether a link consumer clicked on a hyperlink included in the payoff content, a length of time the payoff content was viewed, whether the payoff content was forwarded by the link consumer to another user, and so forth.

[0022] Other examples of management tasks can include modification of the payoff content of the machine-readable link. The link producer can change the payoff content of the machine-readable link, or the link producer can delete and insert a new payoff content for the machine-readable link.

[0023] Another example of a management task that can be performed with respect to the machine-readable link is the specification of a location of the machine-readable link. A link producer can communicate location information of an object that

includes the machine-readable link, and this information can be recorded in a database that correlates machine-readable links to their corresponding locations. As an example, at a conference, sporting event, retail store, and so forth, there can be a high density of objects containing respective machine-readable links (where the objects can be in close proximity with each other). The density of the objects can be such that Global Positioning System (GPS) coordinates obtained by GPS receivers may not be adequate to distinguish locations of the objects. In other examples, the objects may be located in a building where GPS receivers are unable to obtain GPS signals. To address the foregoing issues, an administrative user can manually specify the location of a given object that contains a machine-readable link, and communicate that location to a remote system.

[0024] Fig. 1B is a flow diagram of a process that can be performed by a linking system according to further implementations. The linking system receives (at 120) a user identifier and a link identifier to identify a machine-readable link in an image captured by a computing device.

[0025] The linking system determines (at 122) whether the user identifier indicates a link consumer or a user having an administrative privilege with respect to the machine-readable link. In response to determining (at 122) that the user identifier indicates a link consumer, the linking system sends (at 124) payoff content of the machine-readable link to the computing device, for viewing or other use at the computing device.

[0026] On the other hand, in response to determining (at 122) that the user identifier indicates a user having the administrative privilege with respect to the machine-readable link, the linking system sends (at 126), to the computing device, a response containing information to allow performance of management with respect to the machine-readable link.

[0027] Fig. 2 is a block diagram of an example arrangement that includes a computing device 202 and a linking system 204. The linking system 204 can communicate with the computing device 202 over a network 203. Although just one

computing device 202 and one linking system 204 is shown in Fig. 2, it is noted that in other implementations, multiple computing devices 202 and/or multiple linking systems 204 can be provided.

[0028] The computing device 202 includes one or multiple processors 204 and a non-transitory machine-readable storage medium (or storage media) 206, which can store an application 208. The application 208 can be in the form of machine-readable instructions executable on the processor(s) 204. A processor can include a microprocessor, microcontroller, processor module or subsystem, programmable integrated circuit, programmable gate array, or another control or computing resource. The computing device 202 includes a network interface 220 that is able to communicate over the network 203.

[0029] A machine-readable storage medium can refer to any electronic, magnetic, optical, or other physical storage apparatus to contain or store information, such as executable instructions, data, and the like. For example, any machine-readable storage medium described herein may be any of a dynamic or static random access memory, an erasable and programmable read-only memory (EPROM), an electrically erasable and programmable read-only memory (EEPROM), a flash memory, disk-based storage device such as a magnetic disk drive or optical disk drive, a solid state drive, or another types of storage device.

[0030] The application 208 can be an application used to perform access of payoff content of machine-readable links or management of machine-readable links. In some implementations, the application 208 can be selectively set to a consumer mode and an administrative mode. In the consumer mode, the application 208 is used for the purpose of retrieving and viewing (or otherwise using) payoff content associated with a machine-readable link. In the administrative mode, the application 208 can be used to perform management tasks (such as those discussed above) with respect to the machine-readable link.

[0031] In other examples, different applications can be used by a link consumer and an administrative user, respectively. A first application can be invoked by a link

consumer to access payoff content of a machine-readable link. A second, different application can be invoked by an administrative user to perform management with respect to a machine-readable link.

[0032] The computing device 202 further includes an image capture device 210, which is able to capture an image of an object 212 that includes a machine-readable link 214. The object 212 can be a document, a paper or other substrate, a three-dimensional object, a display screen, and so forth. The application 208 can process the image of the object 212 to detect the machine-readable link 214, such as by comparing the image of the object 212 (or a portion of the image of the object 212) with a database of images of machine-readable links to identify a matching machine-readable link.

[0033] The computing device 202 also includes a display device 216, which can display a user interface (UI) 218. If the application 208 is set in the consumer mode, then the UI 218 allows a user of the computing device 202 to view the payoff content associated with the machine-readable link 214. If the application 208 is set in the administrative mode, then the UI 218 is a management UI that includes various user-selectable control items to allow a user to perform management tasks with respect to the machine-readable link 214. The management UI 218 can also be used to display analytics information associated with the machine-readable link 214.

[0034] The linking system 204 includes a network interface 224 to communicate over the network 222. In addition, the linking system includes one or multiple processors 226, and a non-transitory machine-readable storage medium (or storage media) 228.

[0035] The machine-readable storage medium (or storage media) 228 can store link control instructions 230, a link-payoff database 232, and an administrative user identifier database 234. The link-payoff database 232 associates machine-readable links with corresponding payoff content. The administrative user identifier database 234 includes one or multiple identifiers of users with administrative privileges with respect to one or multiple machine-readable links.

[0036] The link control instructions 230 are executable on the processor(s) 226 to perform various tasks, including tasks depicted in Fig. 1A or 1B. As examples, the link control instructions 230 can include a user resolver 230-1, a link resolver 230-2, and an administrative control logic 230-3. The user resolver 230-1 can determine whether or not a user identifier received from the computing device 202 indicates a link consumer or a user with an administrative privilege. As examples, the user resolver 230-1 can compare the received user identifier with identifier(s) in the administrative user identifier database 234. If the received user identifier matches any of the identifier(s) in the administrative user identifier database 234, then the user resolver 230-1 determines that the received user identifier indicates a user with an administrative privilege. On the other hand, if the received user identifier does not match any of the identifier(s) in the administrative user identifier database 234, then the user resolver 230-1 determines that the received user identifier indicates a link consumer.

[0037] The link resolver 230-2 uses a link identifier received from the computing device 202 to retrieve corresponding payoff content from the link-payoff database 232. In some implementations, the link resolver 230-2 can use the link identifier and at least one additional factor to identify the payoff content to retrieve. For a given link identifier, there can be multiple payoff content that can be selected based on the at least one factor. As noted above, the at least one factor is selected from among any or some combination of the following: a location of the computing device 202 that detected the given machine-readable link, a timestamp from the computing device 202, historical data associated with usage of the given machine-readable link, information about characteristics of the computing device 202, information about an environment of the computing device 202, and information about the link consumer.

[0038] The location of the computing device 202 may be indicated by location information, such as GPS coordinates or other location information, from the computing device 202. The historical data can include data relating to information previously served to the computing device 202 for the machine-readable link, such as payoff content selected by a link consumer.

[0039] Information about the characteristics of the computing device 202 can include any or some combination of the following: a brand of the computing device 202, a version of the computing device 202, an operating system of the computing device 202, a version of the operating system, a display size or resolution, an installed application, and so forth. Information about the environment of the computing device 202 can include any or some combination of the following: a temperature, a brightness, a humidity, and so forth. Information about the link consumer can include any or some combination of the following: age, gender, social networking activities, user authentication information, and so forth.

[0040] The administrative control logic 230-3 can provide a response and can perform management tasks with respect to a machine-readable link, in response to the user resolver 230-1 determining that a user identifier indicates a user with an administrative privilege.

[0041] Fig. 3 is a flow diagram of a process of the linking system 204 according to further implementations. Tasks 120, 122, and 124 in Fig. 3 are the same as or similar to respective tasks in Fig. 1B. Fig. 3 further depicts additional tasks that can be performed by the link control instructions 230 of the linking system 204. In response to determining that the user identifier indicates a user having an administrative privilege with respect to a machine-readable link, the linking system 204 can send (at 302) analytics information associated with the machine-readable link to the computing device 202. In addition, the linking system 204 can send (at 304) the payoff content of the machine-readable link to the computing device 202. The linking system 204 can also receive (at 306) modification information from the computing device 202 to modify the payoff content of the machine-readable link. The modification information can include a message (or messages) specifying a change to be made to the payoff content. In addition, the linking system 204 can receive (at 308) location information of an object including the machine-readable link.

[0042] Fig. 4 is a flow diagram of a process performed by the computing device 202, according to some implementations. More specifically, the task of Fig. 4 can be performed by the application 208 of Fig. 2 that runs in the computing device 202.

[0043] The application 208 receives (at 402) authentication information from a user of the computing device 202. The application 208 then authenticates (at 404) the user based on the received authentication information. The authentication information can include a user identifier as well as other information, such as a password, a security key, or other information useable for authenticating the user.

[0044] The application 208 determines (at 406) whether the user identifier indicates a link consumer or a user with an administrative privilege. This determination is used by the application 208 to selectively set the application 208 into a consumer mode or an administrative mode. If the user identifier indicates that the user is a link consumer, then the application 208 sets (at 408) itself in the consumer mode, where detection of a machine-readable link causes the application 208 to retrieve payoff content for consumption (viewing or other use) by the user.

[0045] On the other hand, if the application 208 determines that the user identifier indicates a user with an administrative privilege with respect to the machine-readable link, then the application 208 sets (at 410) itself in the administrative mode. In the administrative mode, the application 208 can receive a response that contains information to allow for management with respect to the machine-readable link.

[0046] Using techniques or mechanisms according to some implementations, an administrative user may more easily perform management tasks with respect to a machine-readable link. The administrative user can manage a machine-readable link without having to remember specific information about the machine-readable link, since the administrative user can simply capture the machine-readable link that the administrative user wishes to manage to trigger the ability to perform management tasks.

[0047] As discussed above, machine-readable instructions for performing tasks according to some implementations can be stored on one or multiple computer-readable or machine-readable storage media. Such computer-readable or machine-readable storage medium or media is (are) considered to be part of an article (or

article of manufacture). An article or article of manufacture can refer to any manufactured single component or multiple components. The storage medium or media can be located either in the machine running the machine-readable instructions, or located at a remote site from which machine-readable instructions can be downloaded over a network for execution.

[0048] In the foregoing description, numerous details are set forth to provide an understanding of the subject disclosed herein. However, implementations may be practiced without some of these details. Other implementations may include modifications and variations from the details discussed above. It is intended that the appended claims cover such modifications and variations.

What is claimed is:

- 1 1. A method comprising:  
2 receiving, by a system, a user identifier and a link identifier to identify a  
3 machine-readable link in an image captured by a first device;  
4 determining, by the system, whether the user identifier indicates a user having  
5 an administrative privilege with respect to the machine-readable link; and  
6 in response to determining that the user identifier indicates a user having the  
7 administrative privilege with respect to the machine-readable link, sending, by the  
8 system to the first device, a response containing information to allow performance of  
9 management with respect to the machine-readable link.
- 1 2. The method of claim 1, wherein the receiving comprises receiving a message  
2 containing the user identifier and the link identifier, the message indicative of capture  
3 of the image containing the machine-readable link by the first device.
- 1 3. The method of claim 1, further comprising:  
2 receiving, by the system from the first device, modification information to  
3 modify payoff content associated with the machine-readable link, the modification  
4 information being responsive to the response.
- 1 4. The method of claim 1, wherein the user identifier and the link identifier are  
2 received in association with a request, the method further comprising receiving an  
3 identifier of an application in the first device used to make the request, wherein  
4 sending the response is further based on the identifier of the application.
- 1 5. The method of claim 1, further comprising:  
2 receiving, by the system from the first device, information identifying a location  
3 of an object including the machine-readable link, the information being responsive to  
4 the response.

1 6. The method of claim 5, further comprising:  
2 recording, by the system, the information identifying the location of the object  
3 in a database that correlates machine-readable links with corresponding locations.

1 7. The method of claim 1, wherein sending the response comprises sending the  
2 response that includes analytics information relating to usage of the machine-  
3 readable link.

1 8. The method of claim 1, further comprising:  
2 determining, by the system, whether the user identifier indicates a consumer  
3 of the content associated with the machine-readable link; and  
4 in response to determining that the user identifier indicates the consumer of  
5 the content associated with the machine-readable link, sending, by the system to the  
6 first device, the content for viewing at the first device.

1 9. A system comprising:  
2 at least one processor to:  
3 receive a message including a user identifier and a link identifier to  
4 identify a machine-readable link in an image captured by a first device, the message  
5 being indicative of detection of the machine-readable link by the first device;  
6 determine whether the user identifier indicates a consumer of content  
7 associated with the machine-readable link or a user having an administrative  
8 privilege with respect to the machine-readable link;  
9 in response to determining that the user identifier indicates a user  
10 having the administrative privilege with respect to the machine-readable link, send,  
11 to the first device, a response containing information to allow performance of  
12 management with respect to the machine-readable link; and  
13 in response to determining that the user identifier indicates the  
14 consumer of the content associated with the machine-readable link, send, to the first  
15 device, the content for viewing at the first device.

10. The system of claim 9, wherein sending the content for viewing at the first device comprises sending dynamic content that is variable according to at least one parameter received by the system, the at least one parameter selected from the group consisting of a location of the first device, a timestamp from the first device, historical data associated with usage by the user relating to the machine-readable link, information regarding the first device, information about an environment of the first device, and information about the user.

11. The system of claim 9, wherein sending the response comprises sending the response that includes analytics information associated with usage relating to the machine-readable link.

12. The system of claim 9, wherein the at least one processor is to further:  
receive, from the first device, modification information to modify content associated with the machine-readable link, the modification information being responsive to the response.

13. An article comprising at least one non-transitory computer-readable storage medium storing instructions that upon execution cause a computing device to:  
determine, based on a user identifier, whether to selectively set an application running in the computing device in a consumer mode or an administrative mode;  
if the application is set in the administrative mode:  
send, by the application to a system in response to detection of the machine-readable link, the user identifier and a link identifier to identify a machine-readable link in an image captured by the computing device;  
receive, by the application from the system, a response containing analytics information associated with usage relating to the machine-readable link;  
and  
cause display of the analytics information in the response.

1 14. The article of claim 13, wherein the instructions upon execution cause the  
2 computing device to further:

3 if the application is set in the consumer mode:

4 send, by the application to the system in response to detection of the  
5 machine-readable link, the user identifier and the link identifier;

6 receive, by the application from the system, payoff content associated  
7 with the machine-readable link; and

8 cause display, by the application, of the payoff content.

1 15. The article of claim 13, wherein the instructions are executable to:

2 if the application is in the administrative mode, cause display, by the  
3 application, of a management user interface including at least one control item  
4 selectable to modify payoff content associated with the machine-readable link.

1 / 5

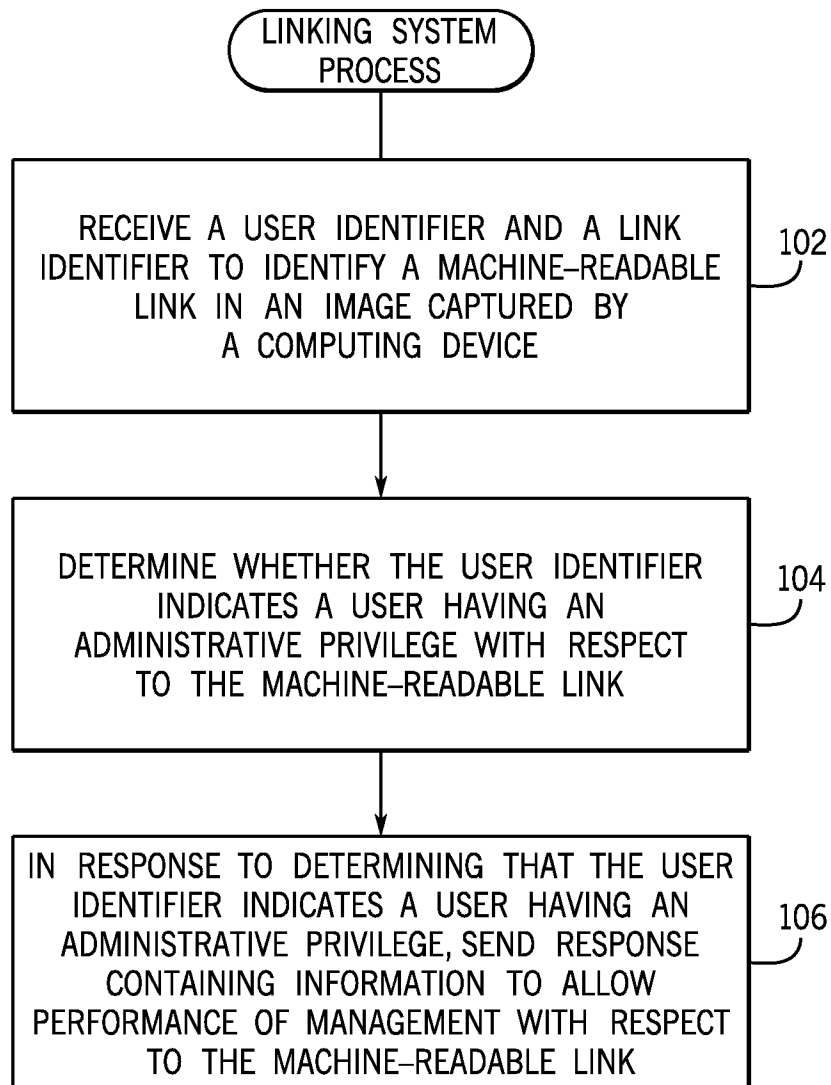


FIG. 1A

2 / 5

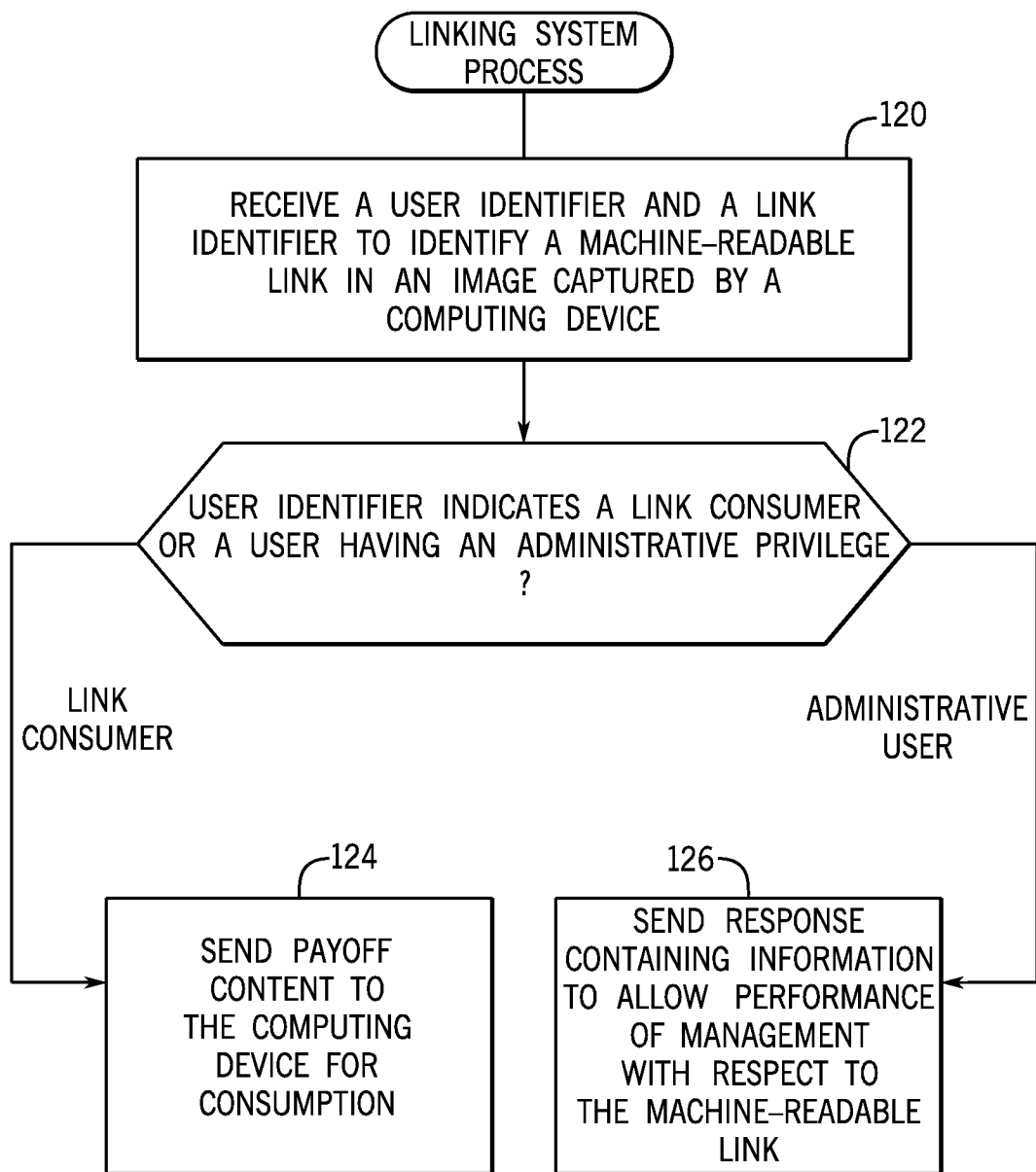


FIG. 1B

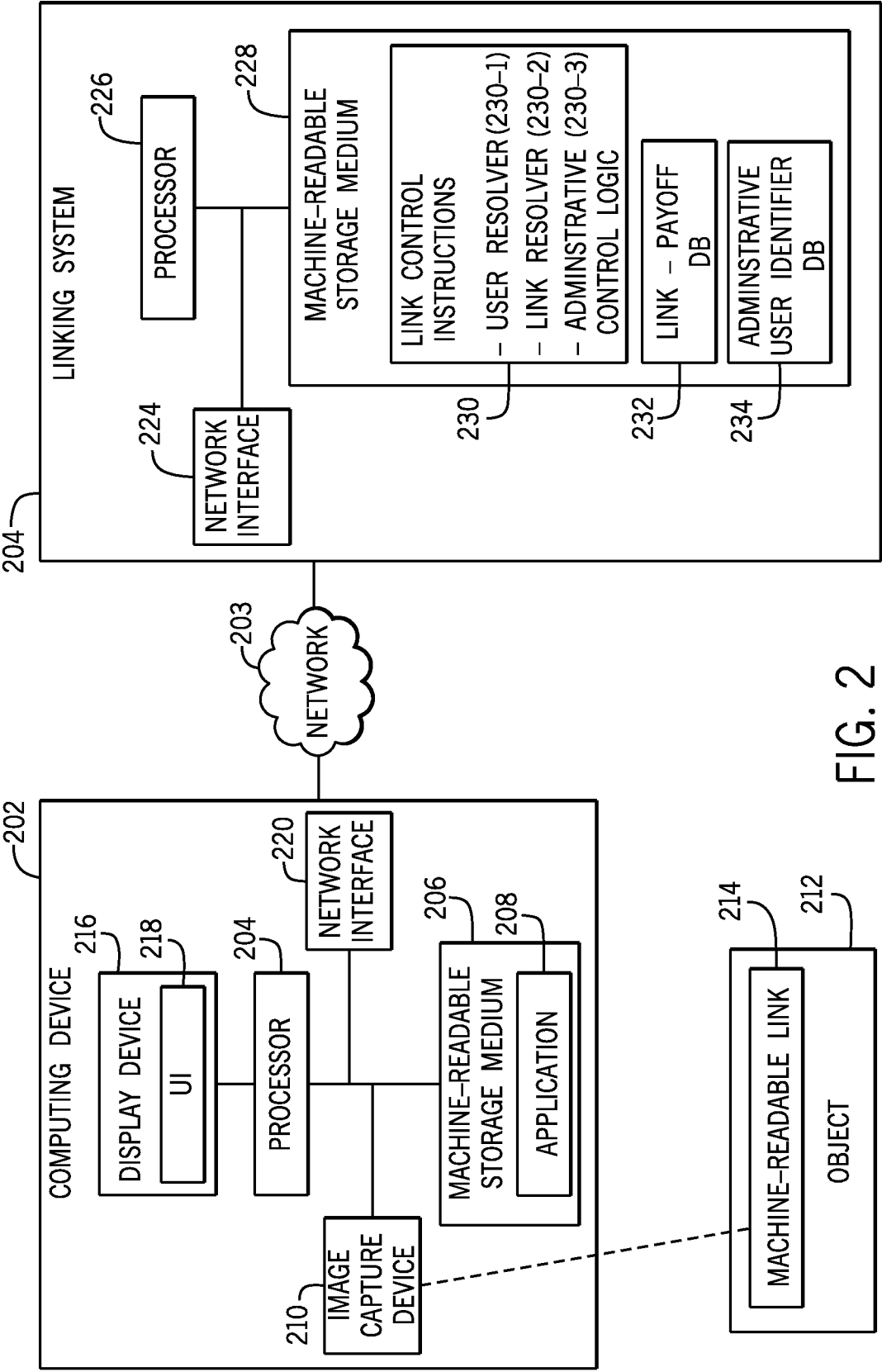
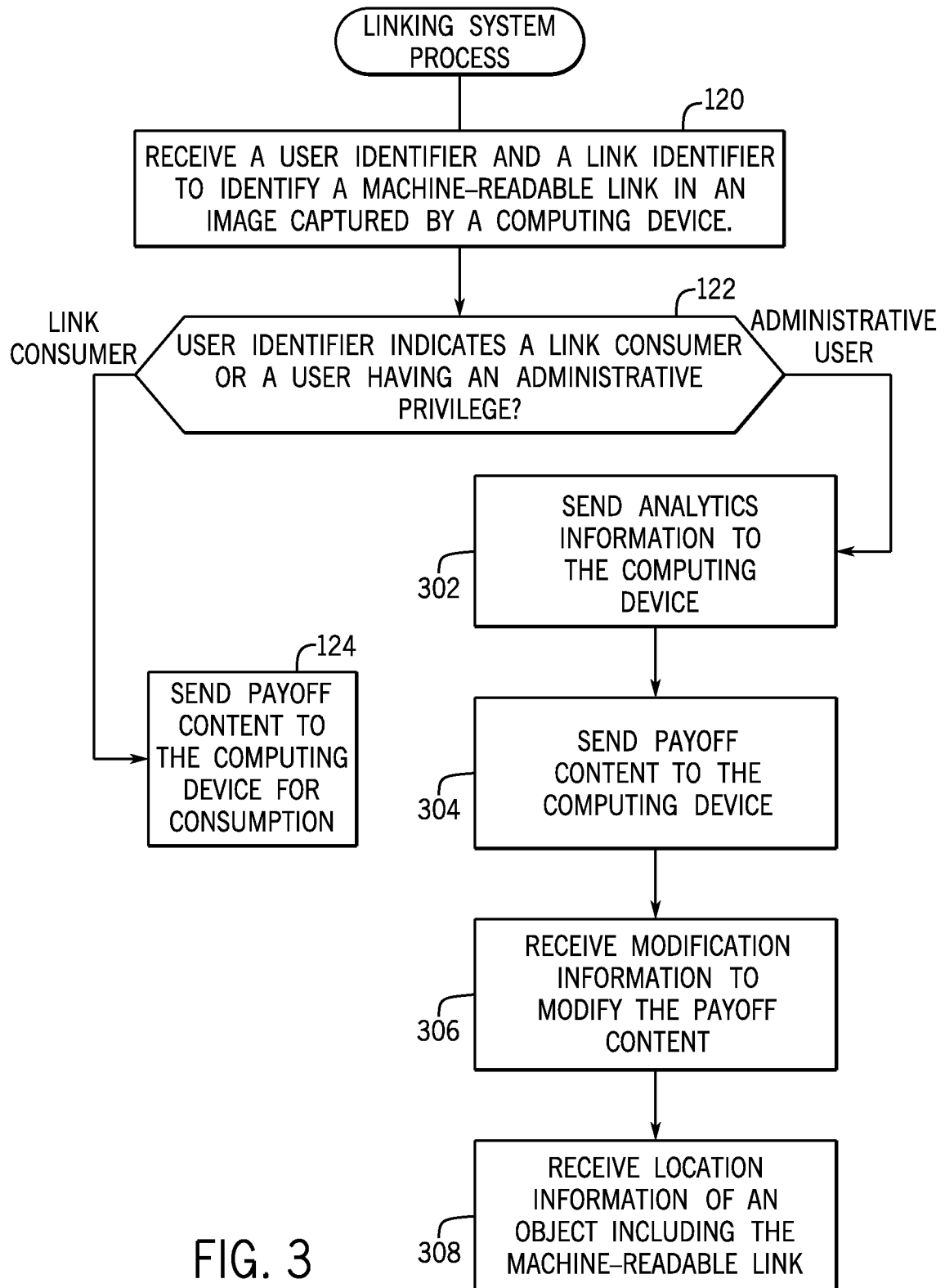


FIG. 2

4 / 5



5 / 5

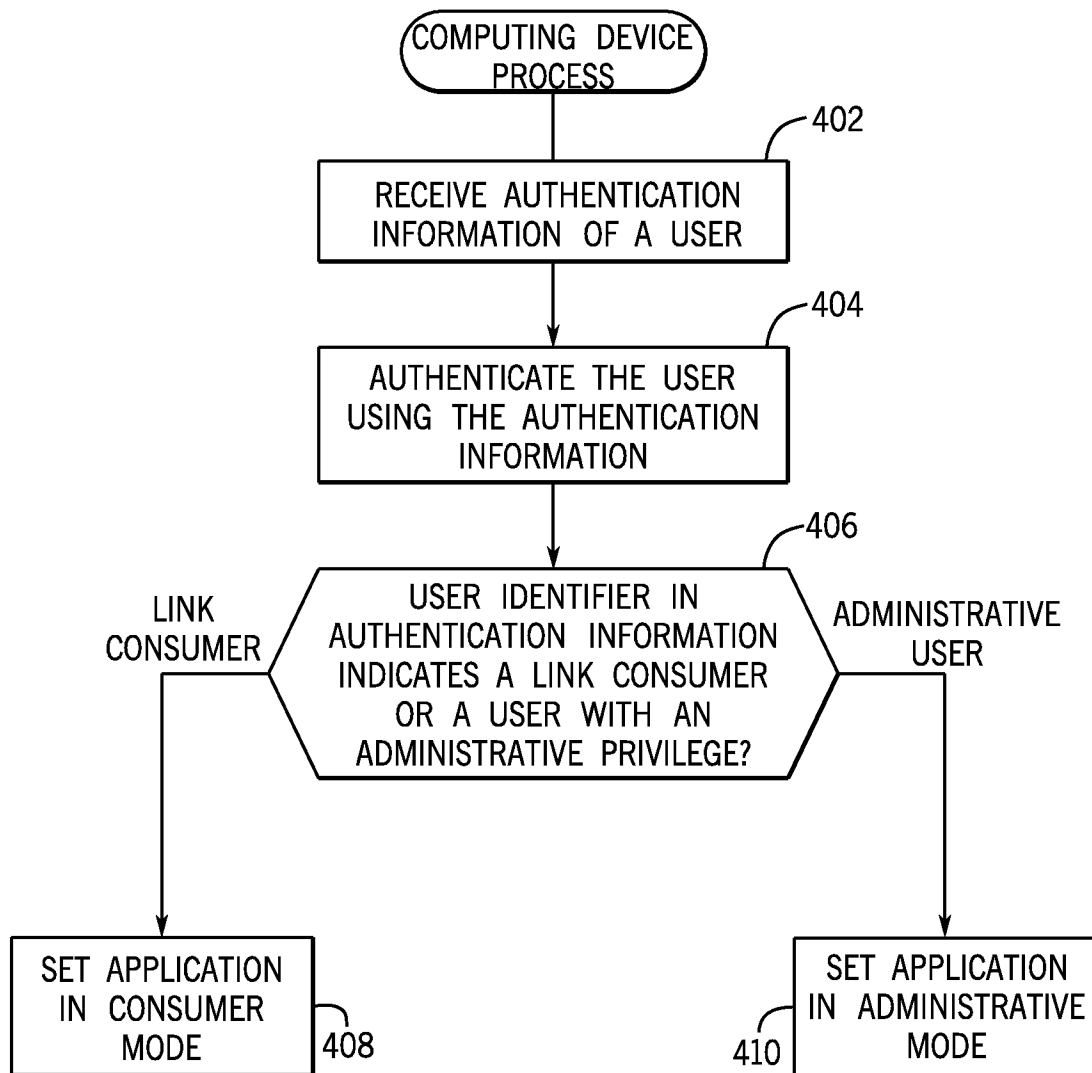


FIG. 4

## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2014/036058****A. CLASSIFICATION OF SUBJECT MATTER****G06K 7/10(2006.01)i, G06K 19/06(2006.01)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)

G06K 7/10; G06K 5/00; none ; G06F 17/00; G06Q 30/00; G06K 19/06

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) &amp; Keywords: identifier, machine-readable link, capture, administrative, privilege, management

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

| Category* | Citation of document, with indication, where appropriate, of the relevant passages                                                                          | Relevant to claim No. |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Y         | US 2012-0278242 A1 (KENFIELD ALLISTAIR GRIFFITH) 01 November 2012<br>See paragraphs [0008], [0024], [0028], [0044], [0047], [0052]-[0055];<br>and figure 1. | 1-15                  |
| Y         | US 2012-0205439 A1 (ADEL FRAD et al.) 16 August 2012<br>See paragraphs [0028], [0052], [0055]; and figures 2a, 4c.                                          | 1-15                  |
| A         | US 2005-0224571 A1 (YOHKO A. KELLEY et al.) 13 October 2005<br>See paragraphs [0013]-[0014], [0016], [0035]; and figures 1-3.                               | 1-15                  |
| A         | US 2013-0112760 A1 (GUY SCHORY et al.) 09 May 2013<br>See paragraphs [0024], [0030]-[0033]; and figures 2-3.                                                | 1-15                  |
| A         | WO 2013-158406 A2 (THE COCA-COLA COMPANY et al.) 24 October 2013<br>See paragraph [0090]; and figures 1, 4.                                                 | 1-15                  |



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

"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)

"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

"&amp;" document member of the same patent family

Date of the actual completion of the international search

07 January 2015 (07.01.2015)

Date of mailing of the international search report

**08 January 2015 (08.01.2015)**

Name and mailing address of the ISA/KR

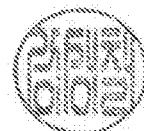
International Application Division  
Korean Intellectual Property Office  
189 Cheongsu-ro, Seo-gu, Daejeon Metropolitan City, 302-701,  
Republic of Korea

Facsimile No. +82-42-472-7140

Authorized officer

KANG, Sung Chul

Telephone No. +82-42-481-8405



**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2014/036058**

| Patent document<br>cited in search report | Publication<br>date | Patent family<br>member(s)                                   | Publication<br>date                    |
|-------------------------------------------|---------------------|--------------------------------------------------------------|----------------------------------------|
| US 2012-0278242 A1                        | 01/11/2012          | US 2013-329889 A1<br>WO 2012-135867 A1                       | 12/12/2013<br>04/10/2012               |
| US 2012-0205439 A1                        | 16/08/2012          | US 8413885 B2                                                | 09/04/2013                             |
| US 2005-0224571 A1                        | 13/10/2005          | US 7299972 B2                                                | 27/11/2007                             |
| US 2013-0112760 A1                        | 09/05/2013          | None                                                         |                                        |
| WO 2013-158406 A2                         | 24/10/2013          | AU 2013-204812 A1<br>US 2013-0282451 A1<br>WO 2013-158406 A3 | 07/11/2013<br>24/10/2013<br>22/05/2014 |