A proximity-based device within a product and/or a product package sends data associated with the product and/or the product package to a mobile device based upon the mobile device being within a proximity to the proximity-based device. Another proximity-based receiver within a mobile device receives data associated with a product and/or a product package from a proximity-based transmitter within the product and/or the product package based upon the proximity-based receiver being within a proximity to the proximity-based transmitter.
Figure 1
Figure 2
Data Associated with Product and/or Product Package Request

Mobile Device

Proximity-based Sensor and/or Transceiver

Web Address

Proximity-based Reader

Figure 3
send, from a proximity-based device within a product and/or a product package, data associated with the product and/or the product package to a mobile device based upon the mobile device being within a proximity to the proximity-based device
Figure 5

Mobile Device

110

- Proximity-based Reader

504

- Data Storage Device

502

- Processor

506

- Memory

508

- Transmitter

510

- Receiver
Figure 6
receive, at a server, a user preference from data stored in a mobile device and a product identifier

store the user preference and the product identifier in a database

receive, from a content playback device, an indication that playback for content corresponding to the product identifier has been initiated

send the user preference to the content playback device so that the content playback device plays back the content according to the user preference

Figure 7
receive, at a server, a user identifier from data stored in a mobile device and a product identifier

store the user identifier and the product identifier in a database

receive, from a content playback device, an indication that playback for content corresponding to the product identifier has been initiated

search a profile database to determine a user preference based upon the user identifier

send the user preference to the content playback device so that the content playback device plays back the content according to the user preference

**Figure 9**
Figure 10
TRANSFERENCE OF DATA ASSOCIATED WITH A PRODUCT AND/OR PRODUCT PACKAGE

RELATED APPLICATIONS

[0001] This application claims priority to U.S. Provisional Patent Application Serial No. 61/766,065, filed on Feb. 18, 2013, entitled TRANSFERENCE OF DATA TO PROVIDE CONTENT, which is hereby incorporated by reference in its entirety.

BACKGROUND

[0002] 1. Field
[0003] This disclosure generally relates to the field of data transference.
[0004] 2. General Background
[0005] Media products are typically placed in packaging on store shelves that allow consumers to read information about the content of the media products. Examples of such media products are Blu-ray discs or DVDs with movies, television shows, video games, or the like. Consumers typically peruse different packages to find out more information about the products of potential interest. Although technology has vastly progressed, the packaging configurations for media products have mainly remained stagnant. Users often have a limited experience for reading and learning about the content of the media product prior to purchase.
[0006] Stores often have to compete with newer online websites that sell the same media products. Such online websites sell those media products and often provide various information to the user that is perusing the online website. As a result of such competition, stores selling media products have faced newer challenges in maintaining the same base of customers that previously purchased media products from those stores.

SUMMARY

[0007] A proximity-based device within a product and/or a product package sends data associated with the product and/or the product package to a mobile device when the mobile device is within a proximity to the proximity-based device. A proximity-based receiver within a mobile device receives data associated with a product and/or a product package from a proximity-based transmitter within the product and/or the product package based upon the proximity-based receiver being within a proximity to the proximity-based transmitter.
[0008] Yet another process and apparatus receive, at a server, a user preference from data stored in a mobile device and a product identifier, store the user preference and the product identifier in a database, receive, from a content playback device, an indication that playback for content corresponding to the product identifier has been initiated, and send the user preference to the content playback device so that the content playback device plays back the content according to the user preference.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] The above-mentioned features of the present disclosure will become more apparent with reference to the following description and accompanying drawings, wherein like reference numerals denote like elements and in which:
[0010] FIG. 1 illustrates a data transference configuration that allows for proximity-based detection and transfer of data.
[0011] FIG. 2 illustrates a data transference configuration in which a network connection is utilized to obtain at least a portion of the data associated with the product and/or product package.
[0012] FIG. 3 illustrates an alternative configuration in which a data transference configuration is utilized without any content being received by the mobile device directly from the proximity-based sensor and/or transceiver.
[0013] FIG. 4 illustrates a process that is utilized to send data associated with the product and/or product package illustrated in FIGS. 1-3.
[0014] FIG. 5 illustrates an expanded view of the internal components of the mobile device.
[0015] FIG. 6 illustrates a data transference configuration that customizes playback of the product by a content playback device.
[0016] FIG. 7 illustrates a process that is utilized to customize playback of the product.
[0017] FIG. 8 illustrates an alternative content playback customization configuration.
[0018] FIG. 9 illustrates an alternative process that is utilized to customize playback of the product.
[0019] FIG. 10 illustrates a user interface for the mobile device illustrated in FIG. 1.

DETAILED DESCRIPTION

[0020] A data transference configuration presents media associated with a product and/or a product package to a mobile device of a user prior to the purchase of the product by the user and/or after the purchase. The product may be a media product, e.g., a Blu-ray disc, DVD, video game, or the like. Alternatively, the product may be an entertainment product that is not a media product, e.g., an action figure, a doll, or the like.
[0021] The media provided to the user may include information about the contents of the package or the product, e.g., a menu of the discs inside the package, a list of items inside the package, previews, bonus games, quantity of discs, promotions, coupons, special offers, a video (such as a video involving an action figure and/or a movie), music (such as music corresponding to an action figure and/or a movie), an offer to purchase a digital copy of a movie (such as with a movie character corresponding to an action figure), additional information, or the like. The mobile device of the user obtains the media when the user places the mobile device within proximity of the product and/or product package.
[0022] FIG. 1 illustrates a data transference configuration that allows for proximity-based detection and transfer of data. A product and/or product package may be placed on store shelves, in an amusement park, and/or in various entertainment environments. The product package may have various information, e.g., pictures, text, or the like, on differ-
ent portions of the product package 102 so that the user may learn about the product 102 prior to purchase.

[0023] In one aspect, the product and/or product package 102 has a proximity-based sensor and/or transceiver 104, e.g., RFID chip, RFID tag, Near Field Communication (“NFC”) chip, NFC tag, Bluetooth, or the like. The proximity-based sensor and/or transceiver 104 may establish radio or other communication with another device 106 based upon a set of standards, e.g., NFC standards.

[0024] The data transference configuration 100 also has a mobile device 106. The mobile device 106 is a device such as a smartphone, tablet, laptop, or the like. The mobile device 106 has a display 108 that displays data such as text, video, or the like on the mobile device 106. The display 108 may be a display that is integrated within the mobile device 106, e.g., a smartphone display. Alternatively, the display 108 may be a display that is operably connected to the mobile device, e.g., an LED monitor, an LCD monitor, or the like. Further, the mobile device 106 has a proximity-based reader 110. The proximity-based reader 110 is a receiver that detects the presence of the proximity-based sensor and/or transceiver 104 and receives the data associated with the product and/or product package 102 when in proximity with the proximity-based sensor and/or transceiver 104 of the product and/or the product package 102.

[0025] Upon detection of the proximity-based sensor and/or transceiver 104, the proximity-based reader 110 receives proximity data from the proximity-based sensor and/or transceiver 104. The proximity data may be an application, an instruction to launch an application, a link to a website, a menu preview, an offer, a bonus feature, a bonus game, a trailer, a link to a trailer, or the like. In other words, the proximity data can be any data or content associated with the product and/or product package 102. For example, a user may tap or place the mobile device 106 with an NFC reader in proximity to a Blu-ray disc package that has an NFC chip. As a result, the mobile device 106 may receive a trailer of a movie that is on a Blu-ray disc within the Blu-ray disc package. The display 108 may then display the data associated with the product and/or product package 102, e.g., a movie trailer.

[0026] Alternatively, the NFC chip may be positioned or within the Blu-ray disc rather than the Blu-ray disc package. The tap of the mobile device 106 on the Blu-ray disc package positions the mobile device 106 within enough proximity to the NFC chip on or within the Blu-ray disc so that the mobile device 106 may receive the movie trailer from the NFC chip within the Blu-ray disc.

[0027] When the user brings the mobile device 106 in proximity to a proximity-based device (e.g., sensor and/or transceiver 104, e.g., NFC chip in a disc package), the proximity-based reader 110, e.g., NFC reader, in the mobile device 106 reads content from the NFC chip. The reading may be performed with or without connecting to a network such as the Internet to access more content. The content from the proximity-based sensor and/or transceiver 104 may trigger the mobile device 106 to display an X-ray view of the physical and virtual contents inside the package, e.g., images, videos, quantity of discs, a menu of content and functions stored by the discs, chapter menu, short preview clips of scenes, deleted scenes, director commentary, actor/actress interview(s), bonus content games, contest, special offers, advertisements, marketing, coupons for other products, movie reward point redemptions, previews, or the like.

[0028] In one aspect, an interactive menu is provided. In another aspect, a display is generated to provide the user with a virtual magazine of the contents of the media product. Rather than having to turn a package/box in different directions to view the data associated with the media product, the user may swipe through all of that data in a digital magazine format. Further, information from other associated media products, e.g., prequels, sequels, similar genres, similar actors/actresses, or the like may be presented together. In one aspect, placeholders may be illustrated for missing data. For example, a placeholder may be illustrated on the mobile device 106 for a sequel for which the user has not placed the mobile device 106 in proximity to the corresponding media product packaging.

[0029] In one aspect, the data transference configuration 100 provides an enhanced presentation of data associated with the media stored within the product and/or product package 102. The user is provided with a more immersive experience before the product and/or product package 102 is purchased. The user may also be provided with coupons, offers, or the like as an incentive to purchase the product and/or product package 102 in the store. As a result, consumers have more incentives to pursue products in the store environment.

[0030] The store environment is provided herein only as an example. The data transference configuration 100 and other configurations provided herein may be utilized in various promotional environments such as sell sheets, amusement parks, theatrical posters at bus stops, theaters, and other locations, or the like.

[0031] Further, computing devices other than the mobile device 106, e.g., desktop computer, kiosk, wearable computing devices such as watches, glasses, etc., or the like may be utilized for the data transference configuration 100 and other configurations provided herein.

[0032] In contrast with previous configurations that allow for a user to utilize a camera in a smartphone that takes a picture of a bar code on a media product package, the data transference configuration 100 does not require a smartphone to have a camera or an Internet connection. Further, the user does not have to download an application on the smartphone in order to read a code. As an example, a user can activate an NFC chip reader in a smartphone so that the smartphone is constantly scanning for data. In addition, the bar code in previous configurations only redirects the user to a website and does not allow for media to be transferred from a product package to a phone.

[0033] Although a proximity-based reader 110 is illustrated in FIG. 1, a variety of devices may be utilized in place of or in addition to the proximity-based reader 110. For example, a proximity-based sensor and/or transceiver may be utilized.

[0034] Although a proximity-based sensor and/or transceiver 104 is illustrated in FIG. 1, a variety of devices may be utilized in place of or in addition to the proximity-based sensor and/or transceiver 104. For example, a proximity-based reader may be utilized.

[0035] In one aspect, the proximity is predefined. In other words, a predefined distance may be established for which the mobile device 106 has to be with respect to the product and/or product package 102. For example, the predefined distance may be established such that a tap of the product and/or product package 102 has to be performed so that the mobile device 106 receives the data associated with the product and/
or product package 102. Alternatively, the predefined distance may be a distance that does not have a tap.

[0036] The data transference configuration 100 illustrated in FIG. 1 may be utilized without a connection to a network such as the Internet. In other words, the mobile device 106 obtains data associated with the product and/or product package 102, e.g., a preview video trailer, directly from the proximity-based sensor and/or transceiver 104, e.g., an NFC chip. The NFC chip stores the entirety of the preview video trailer.

[0037] In an alternative aspect, the data associated with the product and/or product package 102 is an activator, e.g., a code, that activates a software application stored in the mobile device 106. For example, a user may download a software application to the mobile device 106 such as a game associated with a movie on a Blu-ray disc or DVD. The mobile device 106 may be restricted from playing the game until the mobile device 106 is within proximity of the Blu-ray disc or DVD. The content on the disc NFC chip may trigger or unlock certain functions of the application and/or retrieve other content from the Internet such as certain games, trailers, wallpaper, personalized screensavers, or the like. Such data may be associated with the product and/or product package 102.

[0038] FIG. 2 illustrates a data transference configuration 200 in which a network connection is utilized to obtain at least a portion of the data associated with the product and/or product package 102. Upon the mobile device 102 being in proximity to the proximity-based sensor and/or transceiver 104, the system 100 stores in the product and/or product package 102, the proximity-based sensor and/or transceiver 104 sends a first portion of the data associated with the product and/or product package 102. The proximity-based sensor and/or transceiver 104 may also send a web address to the mobile device 106. For example, the proximity-based sensor and/or transceiver 104 may send twenty percent of a video trailer to the mobile device 106. The mobile device 106 may then obtain the remaining eighty percent of the video trailer from a website at the web address. Accordingly, the mobile device 106 sends a request to a server 202 through a network 204. The server 202 then sends the second portion of the data associated with the product and/or product package 102 to the mobile device 106. The mobile device 102 then aggregates the first portion of the data associated with the product and/or product package 102 and the second portion of the data associated with the product and/or product package 102 to form the entirety of the data associated with the product and/or product package 102 for display on the display 108 of the mobile device 106.

[0039] In one aspect, the data is preloaded into a chipset of the product and/or product package 102. That data is then available for transmission. In another aspect, only a subset of the data is preloaded into a chipset of the product and/or product package 102. The mobile device 106 may then request a remainder of the data from the server 202 through the network 204.

[0040] FIG. 3 illustrates an alternative configuration in which a data transference configuration 300 is utilized without any content being received by the mobile device 106 directly from the proximity-based sensor and/or transceiver 104. The proximity-based sensor and/or transceiver 104 provides a web address to the mobile device 106. The mobile device 106 then obtains the entirety of the data associated with the product and/or product package 102 from the server 202 through the network 204.

[0041] FIG. 4 illustrates a process 400 that is utilized to send data associated with the product and/or product package 102 illustrated in FIGS. 1-3. At a process block 402, the process 400 sends, from a proximity-based device within a product and/or a product package, data associated with the product and/or the product package to a mobile device 106 based upon the mobile device 106 being within proximity to the proximity-based device.

[0042] FIG. 5 illustrates an expanded view of the internal components of the mobile device 106. The mobile device 106 has a processor 502 that provides instructions to the proximity-based reader 110, a data storage device 504, a memory 506, a transmitter 508, and a receiver 510. In one aspect, the data storage device 504 stores user preferences. The user preferences may include preferences particular to that user, e.g., favorite movies, favorite scenes of movies, favorite actors and/or actresses, spoken languages, favorite music, or the like.

[0043] The internal components illustrated in FIG. 5 are provided as examples of internal components. As a variety of mobile devices 106 may be utilized with any of the configurations provided for herein, different internal components may be utilized. For example, the internal components of a mobile device 106 may have different internal components if the mobile device 106 is a wearable computing device. Further, the internal components of the mobile device 106 may be different than those illustrated in FIG. 5 based upon the type of proximity-based technology utilized, e.g., NFC, RFID, etc.

[0044] In one aspect, the processor 502 of the mobile device 106 customizes the data associated with the product and/or product package 102 illustrated in FIGS. 1-3 according to the user preferences. In yet another aspect, a customized preview is provided for a particular user. The mobile device 106 may utilize personal preferences of the user, e.g., a type of scene, actor, or the like stored on the phone to select content from the media product package NFC chip to display. Further, the mobile device 106 may retrieve additional content from the network 204, e.g., the Internet, based upon the user preferences. As an example, the mobile device 106 reads a generic menu off of the NFC chip in a media product package and combines that generic menu via software with data particular to the user stored on the mobile device 106 for display.

[0045] The user preferences stored by the data storage device 504 may be utilized in the alternative or in addition to customization of the data associated with the product and/or product package 102. For example, the user preferences may be utilized to customize the playback of the product, e.g., a Blu-ray disc. FIG. 6 illustrates a data transference configuration 600 that customizes playback of the product 102 by a content playback device 602. The proximity-based sensor and/or transceiver 104 of the product and/or product package 102 sends a product identifier to the proximity-based reader 110 of the mobile device 106. An example of the product identifier is a unique movie identifier such as a Pre-recorded Media Serial Number ("PMSN"). The PMSN of the product 102, e.g., a DVD, may be the same as the PMSN of the proximity-based sensor and/or transceiver 104 in the product package 102.

[0046] The mobile device 106 then sends the product identifier and user preferences stored in the data storage device 504 illustrated in FIG. 5 to the server 202 through the network 204 in FIG. 6. In one aspect, the server 202 is in operable communication, e.g., through wired or wireless communication, with a product identifier database, e.g., a PMSN database. The product identifier database 604 stores the product
identifier and the user preferences. The content playback device 602, e.g., Blu-ray disc player, may then send a playback indication to the server 202 through the network 204 to indicate that playback of the product 102 has been initiated. The server 202 may then send the user preferences to the playback device 602. Accordingly, the playback device 602 may customize playback of the product 102 according to the user preferences.

For instance, a user may place the mobile device 106 illustrated in FIG. 1 in proximity to a Blu-ray disc package. The user may then obtain a customized trailer of the movie corresponding to the Blu-ray disc on the display 108. The user may then decide to purchase the Blu-ray disc. Prior to the user playing the Blu-ray disc in a Blu-ray player, the user preferences of the user may be sent to the product identifier database 604. Upon the user placing the Blu-ray disc into the Blu-ray disc player, the Blu-ray disc player obtains the user preferences from the product identifier database 604. As a result, the Blu-ray disc player customizes the playback of the Blue-ray disc according to the user preferences.

As an example, a Blu-ray disc player may be preset to perform playback in a certain language, e.g., audio and/or subtitles. The user interface of the mobile device 106 is configured to that particular language. The disc may then be configured to subsequently utilize that language.

FIG. 7 illustrates a process 700 that is utilized to customize playback of the product 102. At a process block 702, the process 700 receives, at a server, a user preference from data stored in a mobile device and a product identifier. Further, at a process block 704, the process 700 stores the user preference and the product identifier in a database. In addition, at a process block 706, the process 700 receives, from a second playback device, an indication that playback for content corresponding to the identifier has been initiated. At a process block 708, the process 700 sends the user preference to the content playback device so that the content playback device plays back the content according to the user preference.

An alternative aspect, the user preferences are not obtained directly from the product identifier database 604. FIG. 8 illustrates an alternative content playback customization configuration 800. The mobile device 106 sends a product identifier and a user identifier to the server 202 through the network 204. The server 202 stores the product identifier and the user identifier in the product identifier database 604. Upon receiving a playback indication from the content playback device 602, the server 202 determines the user preference from a user identifier database 802. The user identifier database 802 stores a profile for each user identifier. The profile includes the user preferences. Accordingly, the mobile device 106 only has to send a user identifier rather than the user preferences to the server 202 through the network 204.

FIG. 9 illustrates an alternative process 900 that is utilized to customize playback of the product 102. At a process block 902, the process 900 receives, at a server, a user identifier from data stored in a mobile device and a product identifier. Further, at a process block 904, the process 900 stores the user identifier and the product identifier in a database. In addition, at a process block 906, the process receives, from a content playback device, an indication that playback for content corresponding to the product identifier has been initiated. At a process block 908, the process 900 searches a profile database to determine a user preference based upon the user identifier. Further, at a process block 910, the process 900 sends the user preference to the content playback device so that the content playback device plays back the content according to the user preference.

In yet another aspect, the placement of a plurality of product packages together causes the NFC chips to send additional content to the NFC reader in the mobile device 106. For example, placement of DVD packages for a movie series together may provide a trailer based upon all of the movies in the series that would not be accessible if the mobile device 106 was in proximity to each DVD individually. Further, additional content may be available or unlocked after purchase.

In another aspect, bonus content, e.g., deleted scenes may be unlocked after purchase of the product 102. In one configuration, the checkout counter sends a code to the NFC chip in the package 102. In another configuration, a server sends a code or key to the mobile device 106. The mobile device 106 then sends the code or key to the NFC chip in the media product package 102.

In yet another aspect, the product 102 is a Secure Digital ("SD") card. The mobile device 106 sends an indication to an NFC chip in the media product package 102. The indication is an activator that activates a process to update the SD card to personalize the content, e.g., the user's name on a menu.

FIG. 10 illustrates a user interface 1002 for the mobile device 106 illustrated in FIG. 1. The user interface 1002 has the following features: disc one menu 1004, disc two menu 1006, trailer 1008, actors/actresses info or interviews 1010, director info or interviews 1012, advertisements 1014, coupons 1016, related movies 1018, related video games 1020, and user preferences 1022.

The processes described herein may be implemented in a general, multi-purpose or single purpose processor. Such a processor will execute instructions, either at the assembly, compiled or machine-level, to perform the processes. Those instructions can be written by one of ordinary skill in the art following the description of the figures corresponding to the processes and stored or transmitted on a computer readable medium. The instructions may also be created using source code or any other known computer-aided design tool. A computer readable medium may be any medium capable of carrying those instructions and include a CD-ROM, DVD, magnetic or other optical disc, tape, silicon memory (e.g., removable, non-removable, volatile or non-volatile), packetized or non-packetized data through wireline or wireless transmissions locally or remotely through a network.

It is understood that the apparatuses, systems, computer program products, and processes described herein may also be applied in other types of apparatuses, systems, computer program products, and processes. Those skilled in the art will appreciate that the various adaptations and modifications of the aspects of the apparatuses, systems, computer program products, and processes described herein may be configured without departing from the scope and spirit of the present apparatuses, systems, computer program products, and processes. Therefore, it is to be understood that, within the scope of the appended claims, the present apparatuses, systems, computer program products, and processes may be practiced other than as specifically described herein.
We claim:
1. A method comprising:
   sending, from a proximity-based device within a product and/or a product package, data associated with the product and/or the product package to a mobile device based upon the mobile device being within a proximity to the proximity-based device.
2. The method of claim 1, wherein the data associated with the product and/or the product package is a preview of content stored by the product and/or the product package.
3. The method of claim 1, wherein the data associated with the product and/or the product package is a preview of a plurality of images, a plurality of videos, a quantity of discs, a menu of content, a menu of functionality, a chapter menu, a list of deleted scenes, director commentary, interviews, bonus content, games, contents, special offers, advertisements, promotions, coupons, and movie reward redemptions.
4. The method of claim 1, wherein the data associated with the product and/or the product package is obtained by the mobile device without the mobile device connecting to the Internet.
5. The method of claim 1, further comprising sending a web address link to the mobile device, the web address link indicating a web address of a server to which the mobile device connects via the Internet to obtain a remainder of data associated with the product and/or the product package.
6. The method of claim 1, further comprising activating, from the proximity-based device, functionality of a software application stored on the mobile device.
7. The method of claim 1, wherein the proximity-based device is a Near Field Communication transmitter.
8. The method of claim 1, wherein the mobile device comprises a proximity-based receiver.
9. The method of claim 8, wherein the proximity-based receiver is a Near Field Communication receiver.
10. The method of claim 1, wherein the proximity is predefined.
11. An apparatus comprising:
    a proximity-based transmitter stored within a product and/or a product package that sends data associated with the product and/or the product package to a mobile device based upon the mobile device being within a proximity to the proximity-based device.
12. A method comprising:
    receiving, at a proximity-based receiver within a mobile device, data associated with a product and/or a product package from a proximity-based transmitter within the product and/or the product package based upon the proximity-based receiver being within a proximity to the proximity-based transmitter.
13. The method of claim 12, wherein the data associated with the product and/or the product package is a preview of content stored by a product stored within the product and/or the product package.
14. The method of claim 12, wherein the mobile device selects a subset of the data associated with the product and/or the product package according to user preferences stored by the mobile device and displays the subset of the data associated with the product and/or the product package.
15. The method of claim 12, wherein the mobile device obtains additional data from a server through a network, the additional data being associated with the product and/or the product package, the additional data being obtained based upon user preferences stored by the mobile device.
16. The method of claim 15, wherein the mobile device displays the data associated with the product and/or the product package in conjunction with the additional data.
17. The method of claim 12, wherein the data associated with the product and/or the product package is a Pre-recorded Media Serial Number of the product.
18. The method of claim 12, further comprising determining a user preference from data stored in the mobile device and sending the user preference to a Pre-recorded Media Serial Number database.
19. The method of claim 12, further comprising determining a user identifier from data stored in the mobile device and sending the user identifier to a Pre-recorded Media Serial Number database.
20. The method of claim 12, wherein the data is preloaded into a chipset of the product and/or product package.
21. The method of claim 12, wherein a subset of the data is preloaded into a chipset of the product and/or product package.
22. The method of claim 21, wherein the mobile device requests a remainder of the data from a server through a network.
23. An apparatus comprising:
    a proximity-based receiver that receives data associated with a product and/or a product package from a proximity-based transmitter within the product and/or the product package based upon the proximity-based receiver being within a proximity to the proximity-based transmitter.
24. A method comprising:
    receiving, at a server, a user preference from data stored in a mobile device and a product identifier;
    storing the user preference and the product identifier in a database;
    receiving, from a content playback device, an indication that playback for content corresponding to the product identifier has been initiated;
    sending the user preference to the content playback device so that the content playback device plays back the content according to the user preference.
25. The method of claim 24, wherein the database is a Pre-recorded Media Serial Number database.
26. The method of claim 24, wherein the user preference is a language.
27. An apparatus comprising:
    a server that receives a user preference from data stored in a mobile device and a product identifier, stores the user preference and the product identifier in a database, receives, from a content playback device, an indication that playback for content corresponding to the product identifier has been initiated, and sends the user preference to the content playback device so that the content playback device plays back the content according to the user preference.
28. An apparatus comprising:
    a content playback device that receives a product having content stored thereon for playback and having a product identifier stored thereon, sends an indication to a server that the product has been received for playback, receives a user preference from the server based upon the product identifier, and configures the playback of the content according to the user preference.
29. A method comprising:
receiving, at a server, a user identifier from data stored in a mobile device and a product identifier;
storing the user identifier and the product identifier in a database;
receiving, from a content playback device, an indication that playback for content corresponding to the product identifier has been initiated;
searching a profile database to determine a user preference based upon the user identifier;
sending the user preference to the content playback device so that the content playback device plays back the content according to the user preference.

30. The method of claim 29, wherein the database is a Pre-recorded Media Serial Number database.

31. The method of claim 29, wherein the user preference is a language.

32. An apparatus comprising:
a server that receives a user identifier from data stored in a mobile device and a product identifier, stores the user identifier and the product identifier in a database, receives, from a content playback device, an indication that playback for content corresponding to the product identifier has been initiated, searches a profile database to determine a user preference based upon the user identifier, and sends the user preference to the content playback device so that the content playback device plays back the content according to the user preference.

33. An apparatus comprising:
a content playback device that receives a product having content stored thereon for playback and having a product identifier stored thereon, sends an indication to a server that that the product has been received for playback, receives a user identifier from the server based upon the product identifier, searches a user profile database according to the user identifier to determine a user preference, and configures the playback of the content according to the user preference.

34. A method comprising:
receiving, at a proximity-based receiver within a mobile device, data associated with a plurality of products and/or product packages from a plurality of proximity-based transmitters stored within the plurality of products and/or product packages based upon the proximity-based receiver being within a first proximity to the plurality of proximity-based transmitters and the plurality of proximity-based transmitters being within second proximity of each other.

35. The method of claim 34, wherein the data associated with the plurality of products and/or product packages is data other than that received and aggregated by the proximity-based receiver being with the first proximity of each of the plurality of products and/or product packages.

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