

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
12 March 2009 (12.03.2009)

PCT

(10) International Publication Number
WO 2009/031102 A3

(51) International Patent Classification:
H04N 5/445 (2006.01)

(21) International Application Number:
PCT/IB2008/053555

(22) International Filing Date:
3 September 2008 (03.09.2008)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/969,655 3 September 2007 (03.09.2007) US

(71) Applicant (for all designated States except US): **ORCA INTERACTIVE** [IL/IL]; 22 Zarchin Street, 43662 Raanana (IL).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **WEINTRAUB, Ofer** [IL/IL]; 3 Mitzpe Yam Street, 46590 Hertzliya (IL). **AGMON, Eran** [IL/IL]; 8 Haddera Street, 62095 Tel Aviv (IL). **ESHKOL, Adi** [IL/IL]; 10 Hod Street, 37013 Pardes Hanna (IL).

(74) Agent: **DR. MARK FRIEDMAN LTD.**; Moshe Aviv Tower, 54th Floor 7, Jabotinsky Street, 52520 Israel (IL).

(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, BR, BW, BY, BZ, CA, CH, 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, IS, JP, KE, KG, KM, 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, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

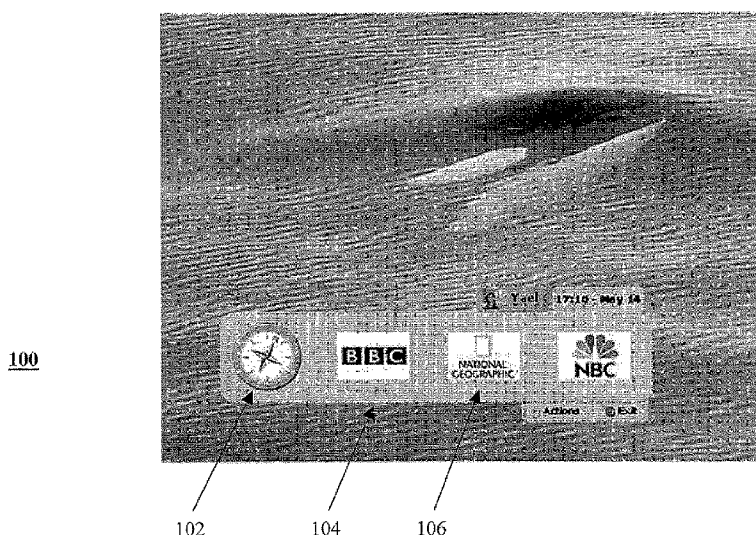
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— with international search report

[Continued on next page]

(54) Title: APPARATUS AND METHOD FOR QUICK NAVIGATION BETWEEN RECOMMENDATION SETS IN A TV CONTENT DISCOVERY SYSTEM

FIG. 1



(57) Abstract: A method for quick navigation between recommendation sets in a TV content discovery system includes mapping of several physical buttons on a remote controller to a single virtual representation button on a TV screen. The virtual representation button provides a one click function of selecting and changing recommendation domains and/or recommendation sets within the recommendation domains. The virtual representation button may also be changed with the single click to indicate the status of the selected content

WO 2009/031102 A3



— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) **Date of publication of the international search report:**
28 May 2009

INTERNATIONAL SEARCH REPORT

International application No
PCT/IB2008/053555

A. CLASSIFICATION OF SUBJECT MATTER
INV. H04N5/445

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)
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 practical, search terms used)

EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	EP 1 209 908 A (HUGHES ELECTRONICS CORP [US]) 29 May 2002 (2002-05-29) paragraph [0097] - paragraph [0118]; figures 12-25	1-9
X	WO 00/31972 A (PRASARA TECHNOLOGIES INC [US]) 2 June 2000 (2000-06-02) figures 8-26	1-9
X	US 2002/069415 A1 (HUMBARD CHARLES [US] ET AL) 6 June 2002 (2002-06-06) figures 7-13	1-9
X	US 2003/083533 A1 (GERBA GEORGE [US] ET AL) 1 May 2003 (2003-05-01) paragraph [0120] - paragraph [0132]; figures 8-11	1-9



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 document 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.
- *&* document member of the same patent family

Date of the actual completion of the international search

26 March 2009

Date of mailing of the international search report

03/04/2009

Name and mailing address of the ISA/

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040,
Fax: (+31-70) 340-3016

Authorized officer

Bardella, Xavier

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/IB2008/053555

Patent document cited in search report		Publication date	Patent family member(s)	Publication date
EP 1209908	A	29-05-2002	US 2002188944 A1	12-12-2002
WO 0031972	A	02-06-2000	AU 1821500 A	13-06-2000
			EP 1050165 A1	08-11-2000
			US 6678891 B1	13-01-2004
			US 2003028885 A1	06-02-2003
			US 2003046700 A1	06-03-2003
US 2002069415	A1	06-06-2002	NONE	
US 2003083533	A1	01-05-2003	NONE	