



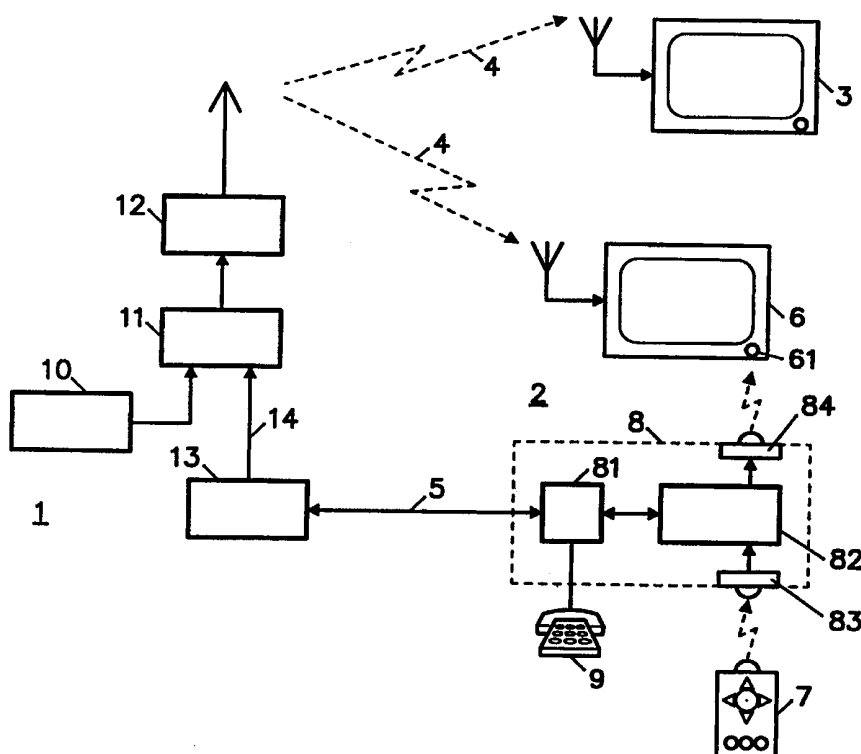
INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(21) International Application Number: PCT/IB99/00776 (22) International Filing Date: 29 April 1999 (29.04.99) (30) Priority Data: 98201512.5 8 May 1998 (08.05.98) EP (71) Applicant: KONINKLIJKE PHILIPS ELECTRONICS N.V. [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL). (71) Applicant (for SE only): PHILIPS AB [SE/SE]; Kottbygatan 7, Kista, S-164 85 Stockholm (SE). (72) Inventor: SANTILLI, Daniele; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). (74) Agent: SCHMITZ, Herman, J., R.; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).	(81) Designated States: JP, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments. (88) Date of publication of the international search report: 13 January 2000 (13.01.00)	

(54) Title: INTERACTIVE TELEVISION

(57) Abstract

An interactive television system is disclosed for selectively retrieving video images or teletext pages from a remote transmitter (1). User requests are communicated to the transmitter through the telephone network (5). The selected images (e.g. teletext pages) are provided with an image address (a personal teletext page number) and transmitted through a broadcast medium (4). A broadcast receiver (6) captures, stores and displays images having a particular address in a further autonomous manner. In order to prevent co-viewers from tracing the image address and thus watching personal information intended for an individual user on their broadcast receivers (3), the image address is modified whenever a new image is transmitted. Prior to transmitting the image, the address is communicated to the individual user through the telephone network and applied (84, 61) to the broadcast receiver.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/IB 99/00776

A. CLASSIFICATION OF SUBJECT MATTER

IPC6: H04N 7/088, H04N 7/173

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)

IPC6: H04N

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

SE,DK,FI,NO classes as above

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 9638984 A2 (PHILIPS ELECTRONICS N.V., PHILIPS NORDEN AB), 5 December 1996 (05.12.96), cited in the application	1,3,4,6
A	--	2,5,7
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☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

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Date of the actual completion of the international search

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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.
A	EP 0401873 A2 (COMMUNICATIONS PATENTS LIMITED), 12 May 1983 (12.05.83), abstract -- -----	1-7

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Information on patent family members

02/11/99

International application No.

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