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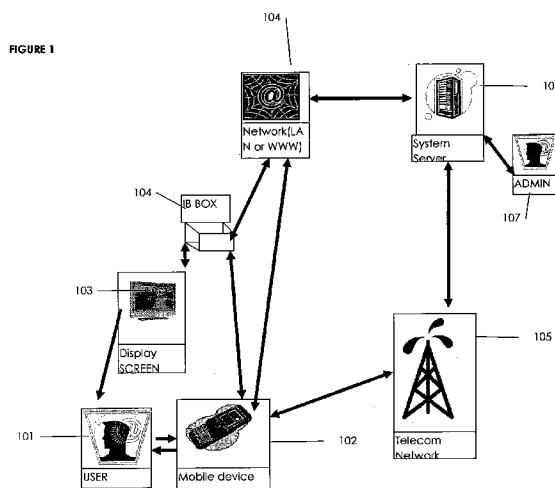
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EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN,  
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ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV,  
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NE, SN, TD, TG).

[Continued on next page]

## (54) Title: SYSTEM AND METHOD FOR IMPLEMENTING PERSONALIZED INTERACTION



(57) Abstract: A system and method for implementing an interactive session between a display equipment and a handheld electronic device is provided. The system comprises a display screen operable to display data/information, a telecommunication network coupled with local area network and world wide web, a smart - IB box capable of sending and receiving data/information, a system server capable of interpreting received messages from Smart - IB and user's handheld communication device, a handheld communication device. The method comprises the steps of detecting a request by a handheld communication device, initiating a user preferred schedule for pushing data/information in response to the request, determining the installation of enabling means to access various options available through enhanced enabling means, receiving and processing the request so made, sorting the request for scheduled data/information, relaying and displaying the scheduled data/information in accordance with preferred schedule.

**Declarations under Rule 4.17:**

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

- *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))*

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## A. CLASSIFICATION OF SUBJECT MATTER

IPC<sup>8</sup>: **G06F 17/30** (2006.01); **G06Q 30/00** (2006.01); **H04W 88/02** (2009.01)

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)

IPC<sup>8</sup>: G06F, G06Q, H04W

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)

WPI, EPODOC

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages                                                                                                         | Relevant to claim No. |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| X         | WO 2002/029665 A1 (KENT RIDGE DIGITAL LABS)<br>11 April 2002 (11.04.2002)<br><i>abstract, figs. 1-8; page 8, line 19 - page 10, line 35;<br/>page 11, line 30 - page 26, line 3.</i><br>-- | 1-14                  |
| A         | WO 2004/079694 A2 (CRAIG R.G.) 16 September 2004<br>(16.09.2004)<br><i>abstract, figs. 1-3; page 6, line 21 - page 9, line 13.</i><br>--                                                   | 1-14                  |

☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

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

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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         | TE-KAI, L. et al. "Interactive Wireless Electronic Billboard" In: IEEE International Conference on Networking, Sensing and Control, 2004, New York: IEEE, 21 March 2004 (21.03.2004), pages 553-558, XP010705554, ISBN 978-0-7803-8193-3, ISSN 1810-7869<br><i>sections 1-5.</i> | 1-14                  |
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| A         | WO 2007/073813 A1 (RIVETTI, G.) 5 July 2007 (05.07.2007)<br><i>abstract, fig. 1; page 1, line 1 - page 16, line 9.</i>                                                                                                                                                           | 1-14                  |
| A         | WO 2002/071285 A1 (RED-M LIMITED) 12 September 2002 (12.09.2002)<br><i>abstract, figs. 1, 2;<br/>page 2, line 6 - page 6, line 3; page 6, line 17 - page 8, line 22.</i>                                                                                                         | 1-14                  |

# INTERNATIONAL SEARCH REPORT

Information on patent family members

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| WO                                        | A | 2002071285 |                     |  | none                       |                     |