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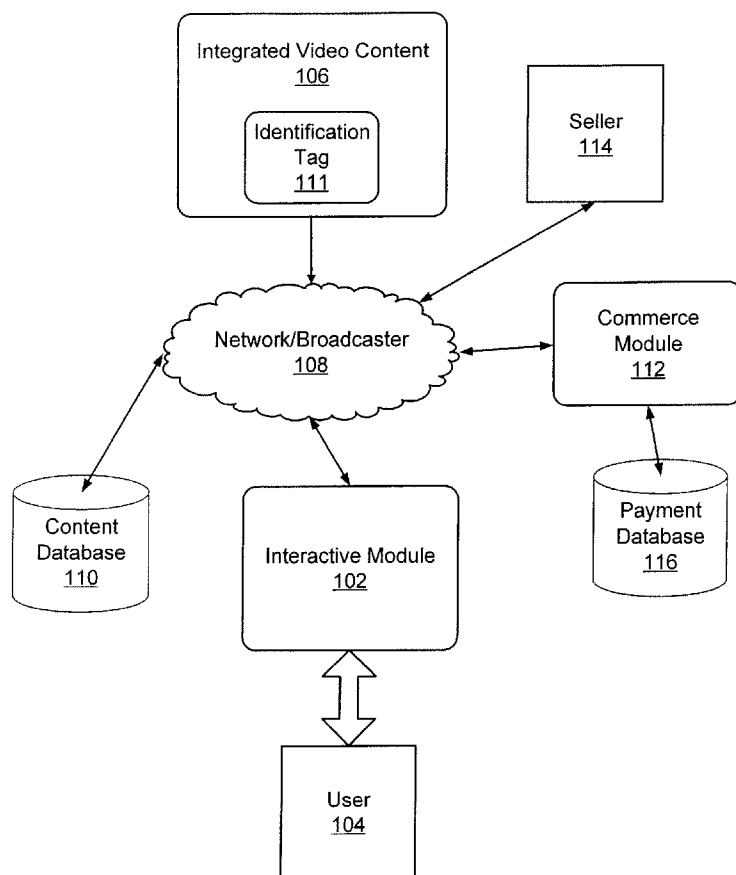
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[Continued on next page]

(54) Title: MULTIPLEXED TELECOMMUNICATION AND COMMERCE EXCHANGE MULTIMEDIA TOOL



(57) Abstract: A method and system for providing interactive media content are disclosed. In one embodiment, the method comprises receiving an integrated video content. The integrated video content comprises an identification tag. The identification tag is extracted from the integrated video content. Content information associated with the integrated video content is accessed based on the identification tag. The content information and the integrated video content are then rendered to a user.

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A. CLASSIFICATION OF SUBJECT MATTER

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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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, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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X	WO 01/65833 A (WATCHPOINT MEDIA INC [US]) 7 September 2001 (2001-09-07) page 2, line 4 - page 3, line 16 page 9, line 2 - page 14, line 25 page 21, lines 5-7 page 28, line 6 - page 32, line 25	1-3,5-7, 9-12, 14-16, 18-21, 23-25,27
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☒ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

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