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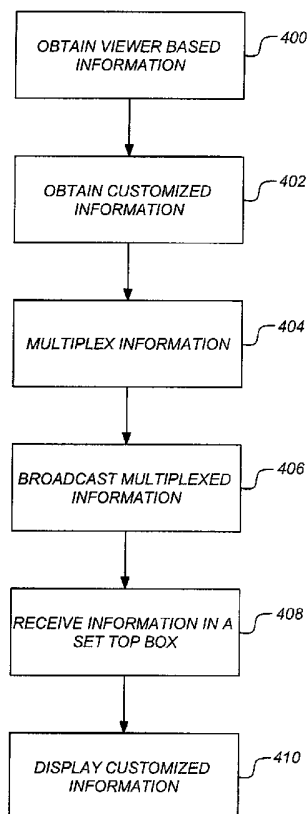
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(57) Abstract: A method, apparatus, and article of manufacture provide the ability to display personalized information on a television. A server obtains viewer-based information (400). The server then obtains customized information that is customized based on the viewer-based information (402). Audio/video information is then multiplexed with the customized information (404) and broadcast using a satellite/cable, etc (406). The broadcast multiplexed information is received in a set top box (e.g., by a location logic application) (408). The set top box causes the customized information to be displayed on a television communicatively coupled to the set top box (410).



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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 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 --- Y	US 6,133,912 A (MONTERO) 17 October 2000 (17.10.2000), see entire document.	1-4, 7-13, 15-18, 21-27, 29-32, 35-41 ----- 5, 6, 14, 19, 20, 28, 33, 34, 42
Y	US 5,432,542 A (THIBADEAU et al) 11 July 1995 (11.07.1995), column 14, lines 42-60.	5, 19, 33
Y	US 5,907,322 A (KELLY et al) 25 May 1999 (25.05.1999), column 6, lines 3-26.	6, 20, 34
Y	CALDER et al. Java TV(tm) API Technical Overview: The Java TV API Whitepaper. November 2000, ver. 1.0, pages 1-6.	14, 28, 42

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

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