

(10) International Publication Number
WO 2004/010694 A3

- [Continued on next page]*

(57) Abstract: An enhancement menu including at least one selection associated with a predetermined identifier is provided to a receiving unit. Selection of at least one selection results in the receiving unit monitoring a broadcast and acquiring data associated with the identifier. A data structure is defined for data elements. Software associated with storage and display of the data structure may be transmitted to the receiving unit or may be broadcast to a plurality of receiving units and may be associated with the identifier. Data elements may be transmitted to individual receiving units. Broadcast data elements may provide new data structure entries or may replace existing entries. Data elements may be broadcast at a predetermined interval or in response to a change in the value of the data element. User selection of a displayed data element may provide execution of code associated with the data element, may provide a link, or may result in acquiring of data using a new identifier. A broadcast schedule is formulated reflecting enhancement data types. A transmission schedule may be formulated using user requests.



Published:

- with international search report
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(88) Date of publication of the international search report:

11 March 2004

INTERNATIONAL SEARCH REPORT

PCT/US 03/22927

A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 H04N7/173 H04N7/16

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 7 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, WPI Data, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y A	US 6 240 555 B1 (BRONSON VALERIE L ET AL) 29 May 2001 (2001-05-29) column 2, line 56 - column 3, line 52	1,13,24, 27 2-12, 14-23, 25,26, 28-30
Y A	----- US 2002/059629 A1 (MARKEL STEVEN O) 16 May 2002 (2002-05-16) paragraph '0030! - paragraph '0048!	1,13,24, 27 2-12, 14-23, 25,26, 28-30
A	----- US 2002/035726 A1 (CORL MARK T) 21 March 2002 (2002-03-21) the whole document ----- -/--	1-30

☒ Further documents are listed in the continuation of box C.☒ Patent family members are listed in annex.

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Date of the actual completion of the international search

21 January 2004

Date of mailing of the international search report

28/01/2004

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Greve, M

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

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INTERNATIONAL SEARCH REPORT

Information on patent family members

PCT/US 03/22927

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