IN-FLIGHT VIDEO ENTERTAINMENT SYSTEM

Figure 1:

Abstract: An in-flight entertainment system includes a flight system server and seat video display units connected to the flight system server via a network. Each seat video display unit has a video display unit and a user input and is situated with a passenger seat on an airplane. The flight system server records interactions between passengers using the seat video display units and the flight system server during a flight. The flight system server displays advertisement chosen based on the recorded interactions on the video display units during the flight.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - H04N 7/18 (2009.01)
USPC - 725/77
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)
USPC: 725/77

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 725/74, 76, 77 (keyword limited - see terms below)

Electronic data base searched during the international search (name of data base and, where practicable, search terms used)
PubWEST|PGPB, USPT, USOC, EPAB, JBPB; GOOGLE
Search Terms Used: In-flight, entertainment, video, chat, seat, server, input, interactions, targeted, advertisement, marketing, based, info or information, collecting, recording, user, power over network.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 2008/0063396 A1 (CLINE) 13 March 2008 (13.03.2008), entire document, especially; abstract, para [0010], [0017], [0034], [0036].</td>
<td>1-10</td>
</tr>
<tr>
<td>Y</td>
<td>US 6,606,644 B1 (FORD et al.) 12 August 2003 (12.08.2003), entire document, especially; abstract, col 3, ln 21-33; col 5, ln 3-11; col 5, ln 29-42.</td>
<td>1-10</td>
</tr>
</tbody>
</table>

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:
  "A" document defining the general state of the art which is not considered to be of particular relevance
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  "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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  "&" document member of the same patent family

Date of the actual completion of the international search
24 August 2009 (24.08.2009)

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