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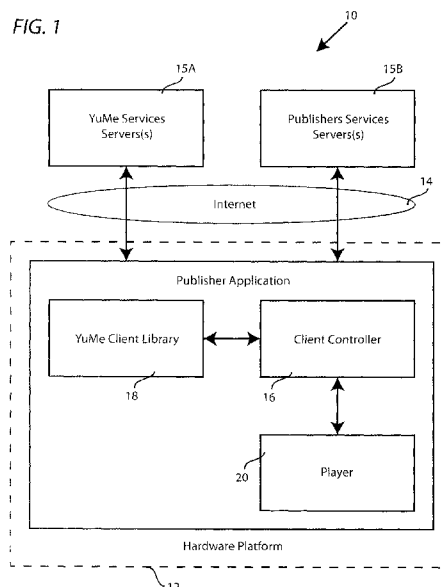
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(54) Title: PLATFORM INDEPENDENT SYSTEM FOR CONTEXT-RELATED ADVERTISEMENT DELIVERY AND DISPLAY

FIG. 1



(57) Abstract: A video display apparatus including a processor, non-volatile memory coupled to the processor storing binary code segments, an Internet interface coupled to the processor, and a video display coupled to the processor capable of displaying an advertisement received via the Internet. Example binary code segments include client code segments, board support package (BSP) code segments, player support package (PSP) code segments, application support package (ASP) code segments, and application code capable of interacting with the client code segments and the ASP code segments. A multi-platform advertising system provides a web server for concurrently communicating with two or more display devices to derived demographics of a common user for the purpose of delivering a targeted video advertisement.

AMENDED CLAIMS

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WHAT IS CLAIMED IS:

Claims

1. A video display apparatus comprising:

a processor;

an application comprising application code segments executable by the processor to process video data for display on a screen of the video display apparatus;

non-volatile memory coupled to the processor storing code segments executable by the processor including

a compiled client consisting of client code segments provided as a binary file comprising at least part of a library which provides resources and functionality to the application executable by the processor and further comprising an application program interface (API),

board support package (BSP) code segments provided as source code capable of being customizable by a supplier of the video display apparatus using the API prior to compilation and storage as firmware for the video display apparatus, wherein the BSP serves as an interface between the compiled client and an operating system of the video display apparatus,

player support package (PSP) code segments provided as source code capable of being customizable by a supplier of the video display apparatus using the API prior to compilation and storage as firmware for the video display apparatus, wherein the PSP serves as an interface between the compiled client and the application executable by the processor as well as a player of the video display apparatus, and

application support package (ASP) code segments provided as source code capable of being customizable by a supplier of the video display apparatus supplemented using the API prior to compilation and storage as firmware for the video display apparatus, wherein the ASP serves as an interface between the compiled client and the application executable by the processor.

wherein the application executable by the processor comprises application code segments capable of interacting with the client code segments and the ASP code segments;

an Internet interface coupled to the processor; and

a video display coupled to the processor capable of displaying an advertisement received via the Internet.

2. A multi-platform video advertising system comprising:

a first video display device having a first firmware module including code segments facilitating communication over the Internet;

a second video display device having a second firmware module including code segments facilitating communication over the Internet; and

a video advertiser server system coupled to the Internet capable of communicating with the first video display device and the second video display device, the video advertising system being configured to determine whether the first video display device and the second video display device are related by a concurrent use by deducing that a same user is using both the first video display device and the second video display device simultaneously, the video advertising system being configured to deliver a video advertisement to at least one of the first video display device and the second video display device using demographics associated with both the first video display device and the second video display device if it is determined that the first video display device and the second video display device are related by the concurrent use.

3. A multi-platform advertising system as recited in claim 2 wherein the first video display device and the second video display device are capable of inter-device communication.

4. A multi-platform advertising system as recited in claim 3 wherein the inter-device communication is via the Internet.

5. A multi-platform advertising system as recited in claim 3 wherein the inter-device communication is via a wired connection.
6. A multi-platform advertising system as recited in claim 3 wherein the inter-device communication is via a wireless communication.
7. A multi-platform advertising system as recited in claim 6 wherein the wireless communication comprises WiFi.
8. A multi-platform advertising system as recited in claim 6 wherein the wireless communication comprises Bluetooth.
9. A multi-platform advertising system as recited in claim 2 wherein the first video display device is a Smart TV.
10. A multi-platform advertising system as recited in claim 9 wherein the second video display device is a mobile computing device which supports social networking.
11. A multi-platform advertising system as recited in claim 10 wherein both the first video display device and the second video display device communicate over the Internet with a web server.
12. A multi-platform advertising system as recited in claim 11 wherein the web server facilitates social networking.
13. A multi-platform advertising system as recited in claim 11 wherein the web server facilitates communication between the first video display device and the second video display device over the Internet.

Statement under Article 19(1)

It is respectfully submitted that claims 1-13, as amended, are novel and involve an inventive step over the documents cited in the International Search Report for at least the following reasons.

Amended claim 1 recites an application comprising application code segments executable by the processor to process video data for display on a screen of the video display apparatus; non-volatile memory coupled to the processor storing code segments executable by the processor including a compiled client consisting of client code segments provided as a binary file comprising at least part of a library which provides resources and functionality to the application executable by the processor and further comprising an application program interface (API), board support package (BSP) code segments provided as source code capable of being customizable by a supplier of the video display apparatus using the API prior to compilation and storage as firmware for the video display apparatus, wherein the BSP serves as an interface between the compiled client and an operating system of the video display apparatus, player support package (PSP) code segments provided as source code capable of being customizable by a supplier of the video display apparatus using the API prior to compilation and storage as firmware for the video display apparatus, wherein the PSP serves as an interface between the compiled client and the application executable by the processor as well as a player of the video display apparatus, and application support package (ASP) code segments provided as source code capable of being customizable by a supplier of the video display apparatus supplemented using the API prior to compilation and storage as firmware for the video display apparatus, wherein the ASP serves as an interface between the compiled client and the application executable by the processor, wherein the application executable by the processor comprises application code segments capable of interacting with the client code segments and the ASP code segments. US 2012/0099024 A1 and US 2003/0200548 A1 do not describe or suggest the features of the client code segments, board

support package (BSP) code segments, player support package (PSP) code segments, application support package (ASP) code segments, and application code segments recited in amended claim 1. Therefore, the subject matter of amended claim 1 involves an inventive step over the disclosures in US 2012/0099024 A1 and US 2003/0200548 A1.

Claim 2, from which claims 3-13 depend, recites the video advertising system is configured to determine whether the first video display device and the second video display device are related by a concurrent use by deducing that a same user is using both the first video display device and the second video display device simultaneously, the video advertising system being configured to deliver a video advertisement to at least one of the first video display device and the second video display device using demographics associated with both the first video display device and the second video display device if it is determined that the first video display device and the second video display device are related by the concurrent use. Paragraph [0067] of US 2012/0059696 A1 describes that a media guidance application may obtain all or part of other user profiles that are related to a particular user (*e.g.*, from other websites on the Internet the user accesses, such as www.tvguide.com, from other media guidance applications the user accesses, from other interactive applications the user accesses, from a handheld device of the user, *etc.*), and/or obtain information about the user from other sources that the media guidance application may access. As a result, a user can be provided with a unified guidance application experience across the user's different devices. However, neither US 2012/0059696 A1 or US 2012/0099024 A1 or US 2011/0183654 A1 describes or suggests deducing that a same user is using both a first video display device and a second video display device simultaneously. Therefore, the subject matter of amended claim 2, as well as the subject matter of claims 3-13 which depend from amended claim 2, involves an inventive step over the disclosures in US 2012/0059696 A1, US 2012/0099024 A1, and US 2011/0183654 A1.