

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
18 October 2001 (18.10.2001)

PCT

(10) International Publication Number
WO 2001/077776 A3

- (51) International Patent Classification:
H04N 7/10 (2006.01) H04N 7/16 (2006.01)
- (21) International Application Number:
PCT/US2001/010351
- (22) International Filing Date: 29 March 2001 (29.03.2001)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
09/545,015 7 April 2000 (07.04.2000) US
- (71) Applicant: **VISIBLE WORLD, INC.** [US/US]; 527 West
34th Street, New York, NY 10001 (US).
- (72) Inventors: **HABERMAN, Seth**; 1 West 85th Street, Apt.
6A, New York, NY 10024 (US). **SCHULER, Chet**; 30
Westminster Drive, Marlboro, MA 01752 (US).

- (74) Agents: **MICHAELIS, Brian, L.** et al.; Brown, Rudnick,
Freed & Gesmer, P.C., One Financial Center, Boston, MA
02111 (US).
 - (81) Designated States (*national*): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ,
DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR,
HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,
LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ,
NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM,
TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
 - (84) Designated States (*regional*): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,
IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF,
CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:**
— with international search report
- (88) Date of publication of the international search report:
6 August 2009

(54) Title: SYSTEM AND METHOD FOR PERSONALIZED MESSAGE CREATION AND DELIVERY

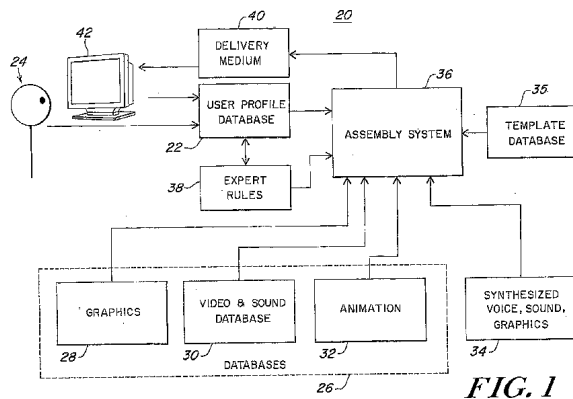
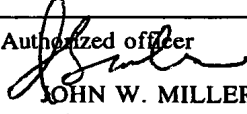


FIG. 1

(57) Abstract: A system (20) and method for dynamically creating individualized, multimedia messages and to deliver the messages to specific target groups or individual viewers. A message, story, or advertisement is assembled on demand, based upon rules applied to each viewer's profile and a library of media segments. The framework for the final personalized message is a story or message template designed for a campaign. A set of viewer profiles (22) is assembled from designated databases for each of the targeted entities. A collection of media segments (28, 30, 32) is also created or selected and then made available to produce the final personalized message at assembly time. Specific media segments are selected and merged according to the message template (35) and information about the viewer derived from each viewer's profile (22). The information from the viewer profile (22) is interpreted by a rule system (38) to determine which of several potential media segments (28, 30, 32) to select for use in the personalized message. The merged composite is then encoded to match the distribution media (40) and forwarded to the viewer (24).

WO 2001/077776 A3

A. CLASSIFICATION OF SUBJECT MATTER		
IPC(7) :H04N 7/10, 16 US CL :725/34, 146 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) U.S. : 725/32, 34, 35, 36, 114, 115, 116, 138, 144, 145, 146		
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.
A	US 5,515,098 A (CARLES) 07 May 1996, see whole document.	1-12
A	US 5,754,939 A (HERZ et al) 19 May 1998, see whole document.	1-12
A	US 5,835,087 A (HERZ et al) 10 November 1998, see whole document.	1-12
A	US 6,002,393 A (HITE et al) 14 December 1999, see whole document.	1-12
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* "A"	Special categories of cited documents: document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E"	earlier document published on or after the international filing date	"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
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O"	document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P"	document published prior to the international filing date but later than the priority date claimed	
Date of the actual completion of the international search	Date of mailing of the international search report	
03 JUNE 2001	02 AUG 2001	
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer  JOHN W. MILLER Telephone No. (703) 305-4795	