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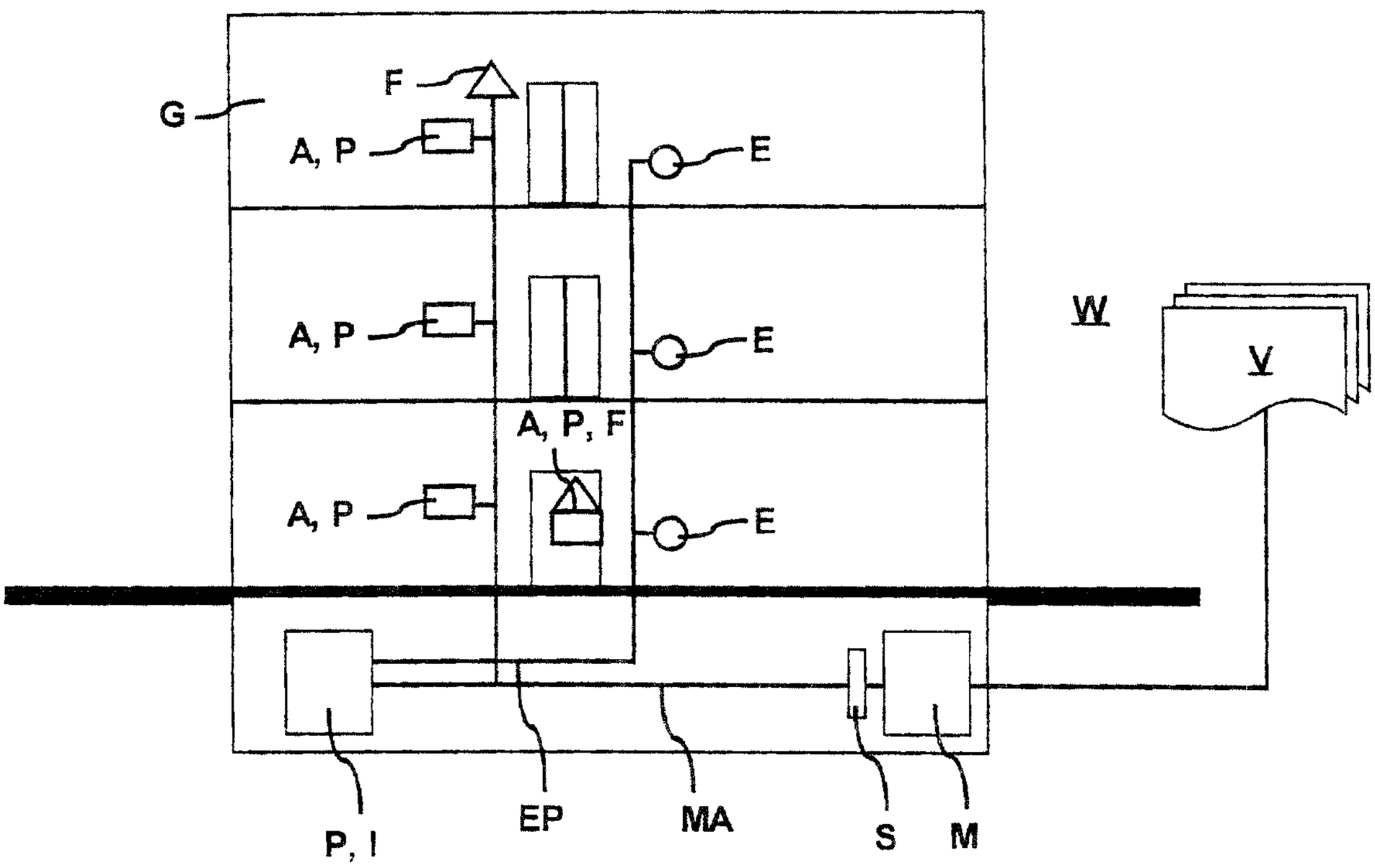
(54) Titre : PROCEDURES, SYSTEME ET PRODUIT DE PROGRAMME INFORMATIQUE VISANT LA PRESENTATION DE CONTENU MULTIMEDIA DANS DES ASCENSEURS

(54) Title: PROCEDURES, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR THE PRESENTATION OF MULTIMEDIA CONTENTS IN ELEVATOR INSTALLATIONS



(57) Abrégé/Abstract:
The invention refers to a procedure, a system and a computer program product for the presentation of multimedia contents in elevator installations. For this, at least one individual user profile (BP, BP', BP'') with multimedia contents is carried for a user. Multimedia contents are by means of a protective wall (S) separately made available from the elevator installation. An identified user is offered Multimedia contents carried into his user profile (BP, BP', BP'').

Summary

The invention refers to a procedure, a system and a computer program product for the presentation of multimedia contents in elevator installations. For this, at least one individual user profile (**BP, BP', BP''**) with multimedia contents is carried for a user. Multimedia contents are by means of a protective wall (**S**) separately made available from the elevator installation. An identified user is offered Multimedia contents carried into his user profile (**BP, BP', BP''**).

(Fig. 1)

Procedures, system and computer program product for the presentation of multimedia contents in elevator installations

The invention refers to a procedure, a system and a computer program product for the presentation of multimedia contents in elevator installations in accordance with the definition of the patent claims.

The writing US 6,288,688 reveals a computer-aided system for the distribution and display of digital advertisement (short messages) within the elevator cars. Screens are installed in the elevator cars and such screens are connected with a monitoring unit by means of communication connections. The monitoring unit exhibits a data storage device with digital advertisement. The digital advertisement being individually addressed is dispatched to the screens.

By multimedia is understood the integration of different media in a device. Multimedia contents consist of music compositions, SMS (Short Message service), EMS (Enhanced Messaging service), MMS (Multimedia Messaging service), texts, pictures, videos, movies, but also of scents, lighting effects, etc.. Multimedia contents can be presented by means of computers through input and output devices such as screens, loudspeakers, keyboards, microphones, atomizer, lamps, etc..

A task of the present invention is to provide a procedure, a system and a computer program product, in order to offer multimedia contents in elevator installations. In particular, individually tailor-made multimedia contents based on the user of the elevator installation are presented.

This task is solved by the invention in accordance with the definition of the patent claims.

According to the invention, at least an individualised user profile with multimedia contents is carried for a user. This user profile is customised, i.e. it contains preferential multimedia contents selected by the user. The

user profile contains much information, i.e. the user selects preferential multimedia contents from a large offer. The user profile is far-reaching, i.e. the user receives multimedia contents, wherever he is identified.

Preferably, the user is identified before, respectively after entering an elevator car. The identification takes place, preferably, via an identification code. An examination device examines the validity of this recognised identification code. With valid identification code, the user is considered as identified.

An identified user is presented multimedia contents, which are carried in its user profile. Preferably, these multimedia contents are loaded from at least one contents database and presented through at least one output device before, or respectively in the elevator car. Multimedia contents are made available by at least one provider and stored on request in the contents database. Preferably, multimedia contents, categorised by demographic travelling preferences, psychographics travelling preferences as well as situational travelling preferences are presented.

The communication of the contents database, respectively of the external world with the elevator installation in itself is made through a protective wall. Multimedia contents are therefore by means of the protective wall separately made available from the elevator installation. In such a way, any hackers and Internet viruses are prevented from accessing the elevator installation via the communication mean with the external world.

The system works with well known and proven means of the communication technique and can be added to already installed elevator installations. Hereto are installed at least one recognition device for recognising an identification code, at least one examination device for identifying a user on the basis of a recognised identification code, at least one contents database for linking at least one user profile with multimedia contents and at least one output device for presenting multimedia contents carried in the user profile.

In one aspect, the present invention provides a method for the presentation of multimedia contents in elevator installations to identified users comprising the steps of: a. providing for a user of the elevator installation a user profile including multimedia contents preferences selected by the user; b. storing multimedia contents in a contents database separated from the elevator installation by a protective wall, the stored multimedia contents including selected multimedia contents associated with the multimedia contents preferences of the user; c. identifying the user when the user is within a predetermined proximity to the elevator installation; d. transmitting from the elevator installation a request for the selected multimedia contents based on the user profile with the multimedia contents preferences through the protective wall to the contents database; and e. transmitting the selected multimedia contents from the contents database through the protective wall to the elevator installation and presenting the selected multimedia contents to the user at an output device.

In a further aspect, the present invention provides a method for the presentation of multimedia contents in elevator installations to identified users comprising the steps of: a. providing for a user of an elevator installation a user profile including multimedia contents preferences selected by the user; b. storing multimedia contents in a contents database separated from the elevator installation by a protective wall, the stored multimedia contents including selected multimedia contents associated with the multimedia contents preferences of the user; c. identifying the user when the user is within a predetermined proximity to the elevator installation; d. transmitting a request for the selected multimedia contents based on the user and the user profile with the multimedia contents preferences from the elevator installation through the protective wall to the contents database; e. transmitting the selected multimedia contents from the contents database to the elevator installation through the protective wall and presenting the selected multimedia contents to the user at a first output device adjacent a

hallway door to the elevator installation when the user is proximate the first output device; and presenting the selected multimedia contents to the user at a second output device in an elevator car of the elevator installation when the user is in the elevator car.

In yet a further aspect, the present invention provides a system for the presentation of multimedia contents in elevator installations to identified users comprising: recognition means for recognizing an identification code of a user of an elevator installation; examination means connected to said recognition means for identifying the recognized identification code; an identification database for storing a user profile with multimedia contents preferences selected by the user and being connected to said examination means; a contents database storing multimedia contents including selected multimedia contents associated with the multimedia contents preferences and being connected to said examination means and said identification database; a protective wall connected between said contents database and said examination means and between said contents database and said identification database; and a plurality of output devices positioned at floors and in a car of the elevator installation and connected to said examination means for presenting to the user on a one of said output devices in proximity to the user said selected multimedia contents when the recognized identification code is identified by said examination means.

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In the following is the invention in detail described, based on exemplary embodiment forms in accordance with **Fig. 1** to **3**. Herewith shows:

Fig. 1 a schematic representation of an exemplary embodiment form of a system for the presentation of multimedia contents in elevator installations,

Fig. 2 a basic representation of a system for the presentation of multimedia contents in elevator installations, and

Fig. 3 a schematic representation of an output device for the system in accordance with **Fig. 1** or **2.**

With respect to the system, with respect to the elevator installation: **Fig. 1** shows schematically an exemplary embodiment form of a system for the presentation of multimedia contents in elevator installations. The system comprehends at least one recognition device **E**, at least one examination device **P**, at least one identification database **I**, at least one elevator control **B**, at least one contents database **M** as well as at least one output device **A**. The elevator installation is installed in a building **G**, or respectively a block of buildings and transports users from a storey to another storey. In accordance with **Fig. 1**, three storeys are represented. The elevator installation is operated for example electrically, respectively hydraulically. Preferably, on each storey a recognition device **E** as well as an output device **A** is installed beside a storey door to the elevator installation. Alternatively, it is also possible to install only one recognition device **E**, for example in the ground floor of the building **G**. Preferably, an output device **A** is installed in an elevator car of the elevator installation. In accordance with **Fig. 1**, the elevator car is located in the ground floor of the building **G**, an output device **A** of the elevator car is to be recognised through the open elevator doors. In accordance with **Fig. 1**, the examination device **P**, the identification database **I** and the contents database **M** are located in a basement of the building **G** and the elevator control **B** is located on an upper floor of the building **G**.

With respect to the identification: **Fig. 2** shows an exemplary embodiment form of a system for the presentation of multimedia contents. For the presentation of multimedia contents, a user logs itself onto the system with an identification code. Such a registration **1** takes place, preferably, through a recognition device **E** for recognizing an identification code. In this connection, several construction forms of the registration **1** can be differentiated:

- in a first preferred embodiment form of the registration **1**, the identification code is transmitted by an identification device to the recognition device **E**. Such contact-less recognition of an identification code is well known from the writing EP 699,617. The identification device is here a transponder with transponder antenna and transmitting electronics. The transmitting electronics of the identification device exhibits a sending unit and a receiving unit and a data storage device with at least one identification code. The identification device is fed by induction through an electromagnetic field with an operating voltage. Preferably, the recognition device **E** emits such an electromagnetic field. As soon as the identification device is located in the proximity of the recognition device **E**, it is supplied with energy and it sends the identification code to the recognition device **E**. For example, the identification device is maintained hereto some centimetres up to several meters distance from the recognition device **E**. The recognition device **E** receives the identification code through an accordingly developed sending and receiving antenna. Any readable and/or able to be written information devices respectively recognition devices can be realised. So, information devices, which communicate based on light and contactless with a recognition device like a scanner, are likewise applicable. Also applicable are information devices in the form of magnetic cards, electronic chip, etc., which communicate through at least an intermediate contact with a recognition device.

- in further embodiment forms of the registration **1**, the identification code is entered by the user mechanically, for example through a keyboard of the recognition device **E** and/or acoustically, for example through a microphone of the recognition device **E**. Of course, the man skilled in the art, having knowledge of the present invention, may realise other input devices such as an output device **A** with touch-sensitive screen surface, a mobile telephone keyboard, etc..
- finally, it is possible to recognise a biometric identification code of the user, such as a fingerprint, an iris pattern, a face profile, etc. with a recognition device.

With respect to the examination: The recognition device **E** further transmits the recognised identification code for examination **2** to the examination device **P.** At least one examination device **P** is necessary; several examination devices P can be set in. The examination device **P** is computer-aided. Under "computer-aided" is understood a commercially available computing unit such as a PC (Personal Computer) with the operating system Windows, Apple, etc., or respectively a workstation with the operating system UNIX™, etc.. The identification database **I** is preferably a relational database such as Access™, Lotus Notes™, Oracle™, SAP™, etc. or respectively a XML (Extensible Markup Language) database, etc.. The identification database **I** can be placed into a computer-aided device. The recognition device **E**, the examination device **P** and identification database **I** are equipped with inputs and outputs for the communication. Preferably, the communication arises between recognition device **E**, examination device **P** and identification database **I** on a recognition bus **EP** in accordance with a well known standard protocol such as PCI (Peripheral Component Interconnect) - bus, Ethernet, token ring, etc., preferably by radio and/or cable. The examination device **P** can be developed mobile, or respectively fixed. The testing fixture **P** and the identification database **I** can be integrated - as shown in **Fig. 1** -, into a single housing, but they can also be placed separately in different locations. Of course, it is also

possible to realise the recognition device **E**, examination device **P** and identification database **I** in a single housing. Furthermore, it is possible to integrate the examination device **P** and output devices **A** - as shown in **Fig. 1** – into a single housing.

Preferably, a computer program product is installed into the examination device **P**. The computer program product compares the recognised identification code with identification addresses, which are stored in the identification database **I**. The user is unequivocally identifiable through an identification address. For each identification address, an identification code exists. For example, an identification address is to be assigned exactly to a recognised identification code, if identification address and identification code are identical. In accordance with **Fig. 2**, the computer program product supplies then a positive allocation result **Y1**, if one of the stored identification addresses is identical to the identification code, otherwise the computer program product supplies a negative allocation result **N1**. Such a negative allocation result is transmitted, for example, to the recognition device **E**, from which the identification code has been transmitted and the user is called up through an output device **A** of this recognition device **E** on a repeated registration **1**. By reiterated negative allocation result, a neutral, not individualised guest address can be assigned to the user. The computer program product is written, for example, in a common and proven computer language. For example, the computer program product is stored into a storage unit and is loaded into a processor for the execution of the computer program product.

With respect to the allocation of multimedia contents: multimedia contents from the contents database **M** are made available on a call **3** to the user identified accordingly to an identification code. The contents database **M** is computer-aided. It exhibits inputs and outputs for the communication with the examination device **P**, the output device **A** and the provider **V**. Preferably, at least one computer program product is installed into the contents database **I** and such computer program product assigns to an identification address of the user a user profile with multimedia contents,

which are stored into the contents database **M**. Multimedia contents consist of music compositions, SMS, EMS, MMS, texts, pictures videos, movies, scents, lighting effects, etc.. It applies also here that the computer program product can be written in a common and proven computer language. For example, the computer program product is stored into a storage unit and is loaded into a processor for the execution of the computer program product.

With respect to the transmission of multimedia contents: The multimedia contents conforming to an identification address are presented in a presentation **5** on the output device **A**, before, respectively in the elevator car. The contents database **M** and the output device **A** communicate, preferably, on a contents bus **MA** in accordance with a well known standard protocol such as PCI-bus, Ethernet, token ring, etc. by cables and/or by radio. Of course, it is also possible to transmit multimedia contents by mail, for example stored on a CD (Compact disk).

In accordance with **Fig. 1**, the output devices **A** communicate in the storeys by cables with the contents database **M**, while the output device **A** communicates in the elevator car by radio through a transmitter **F** and by cables with the contents database **M**. The output device **A** is for example, accordingly with **Fig. 3**, a screen with several ranges **A1, A2, A3, A4, A5, A6**. For example, it concerns, in the case of the output device **A**, a computer-aided screen with first, second, third and fourth ranges **A1, A2, A3, A4** for the output of multimedia contents and with fifth and sixth ranges **A5, A6** for the communication with the contents database **M**. The communication is preferably bi-directional. The output device **A** receives multimedia contents from the contents database **M** and transmits them into a first range **A1** as graphical representation, respectively into a second range **A2** as acoustical, respectively into a third range **A3** as aromatic, respectively into a fourth range **A4** as optical. For example, the first range **A1** is a screen, the second range **A2** a loudspeaker, the third range **A3** a scent machine and the fourth range **A4** a generator. By scent machine is understood a spray apparatus with a fragrance, or respectively with several, freely selectable and mixable fragrances and such spray apparatus sprays

this/these fragrance/fragrances. By generator is understood at least a controllable, respectively adjustable lamp and such lamp emits effects lighting.

Preferably, the output device **A** transmits signals to the contents database **M**, respectively to the examination device **P**. For example, the fifth and sixth range **A5, A6** are touch-sensitive and enables the generation of such signals by the user. With such signals a user can, for example, confirm multimedia contents, respectively select. For confirming multimedia contents the user operates a fifth range **A5**, for selecting multimedia contents the user operates a sixth range **A6**. So long as a user does not actively select multimedia contents, multimedia contents apply as desired. Of course, also other means for the generation of such signals are applicable - such as a microphone coupled with speech recognition - for seizing language instructions. The man skilled in the art has in this connection, having knowledge of the present invention, multiple possibilities.

Preferably, at least one computer program product is installed in the contents database **I**, and such computer program product transmits multimedia contents of a user profile as at least one cookie to an output device **A**. By cookie is understood a file, which exhibits a sequence of multimedia contents, which is presented in a certain order. For example, a cookie consists of a sequence of ten sides, which is presented in a sequence page 1 until page 10. For example, it concerns thereby a sequel history, which is presented to a user by successive transportations in the elevator. The cookie notes the current stage of the sequence, so that after, for example, the presentation of the pages 1 and 2, with a following transport, the page 3 is presented. Preferably, such a cookie can be stored into a data storage unit of the output device **A**. Preferably, the contents database **I** transmits the cookie directly to the output device **A**, in whose proximity the user is. For this purpose, an output device **A** receives, for example, a piece of information from the elevator control **B** that a user identified with an identification code is in its proximity. The output device **A** announces

itself, thereupon, to the contents database I. For example, the output device A transmits the identification address of the identified user to the contents database I. The computer program product assigns a user profile with multimedia contents to this identification address and transmits multimedia contents of this user profile to this output device A. The computer program product is written, for example, in a common and proven computer language. For example, the computer program product is stored into a storage unit and is loaded into a processor for the execution of the computer program product.

With respect to the structure of multimedia contents: a system architect presents multimedia contents, preferably, in a structure. The structure covers a framework, for example a sequence of pages, respectively columns in pages and in such framework multimedia contents are introduced. In a favourable embodiment form, multimedia contents are structured as Flash film with a software named Flash of the company Macromedia. The software Flash permits the simple and rapid provision of appealing designs, unusual animations, which are provided with music. Other software such as HTML (Hypertext Markup LANGUAGE) can, of course, also be used.

Multimedia contents are categorised. The system architect offers a multiplicity of categorised multimedia contents to the user in his user profile. Such categories are subdivided, preferably, into travelling preferences such as demographic travelling preferences, psychographics travelling preferences as well as situational travelling preferences.

Demographic travelling preferences are for example:

- the language presentation (for example: DE, GB, FR, IT, etc..)
- the sex of the user (male/female)
- the age of the user (for example: subdivided into age groups of 0-13, 14-20, 21-30, 31-40, 41-50, 51-65, 66-80, 81-120 years)
- civil status (for example: single, married, divorced, widowed)

- income (for example: subdivided into income classes of 0-30,000, 30,001-60,000, 60,001-90,000, 90,001-120,000, 120,001-180,000, >180.000 CHF/per year)

Psychographics travelling preferences are for example:

- information preferences (for example: weather forecast, horoscope, stock exchange briefing, sport news, topicalities, local news, etc..)
- culture preferences (for example: Italian meal, Chinese meal, wine, cigars, etc..)
- music preferences (for example: pop-music, classical music, jazz music, etc..)
- scent preferences (for example: lavender, peppermint, eucalyptus, etc..)
- light preferences (for example: violent lightning, mat warm light, etc..)

Situational travelling preferences are for example:

- zone preferences (for example: pre-determined zones, storeys of a building **G**)
- period preferences (for example: pre-determined periods (in the morning, in the afternoon, at night), clock times (coffee break, lunch break), etc..)

Preferably, a computer program product is provided, which categorises multimedia contents for a user profile. The computer program product is written, for example, in a common and proven computer language. For example, the computer program product is stored into a storage unit and is loaded into a processor for the execution of the computer program product. Each category exhibits at least one specific multimedia content. Preferably, each category exhibits several specific multimedia contents. For example,

the category "Information preferences" exhibits specific multimedia contents such as "weather forecast, horoscope, stock exchange briefing, sport news, topicalities, local news, etc..". The different categories are linkable one to each other, in accordance with at least a logical element such as "AND", "OR", "NOT". For example, a psychographics travelling preference can be modulated through a situational travelling preference, for example, by adapting the "information preferences" with the "period preferences", in such a manner that, in the morning the weather forecast, at noon the stock exchange briefing and in the evening the topicalities are presented. Multimedia contents are thus scalable, i.e. in the three-dimensional space, which is extended through the dimensions of degree of customisation, richness of content and range, and a structure with specific multimedia contents is made available to the user and such multimedia contents constitute for the user a valuable, optimal content.

With respect to the procurement of multimedia contents: multimedia contents are to be obtained, preferably, by the provider **V**. Preferably, the contents database **M** communicates with the provider **V** by means of communication tools such as the Internet and over established standard protocols such as TCP/IP (Transmission Control Protocol/Internet Protocol), FTP (File Transfer Protocol), etc.. The contents database **M** works, preferably, with a software based upon the Open Services Gateway initiative (OSGi™) specification. OSGi has set a much-considered open standard, whereby the update, respectively upgrade possibilities of multimedia contents by the provider **V** enable topicality and a high level of customisation. The multimedia contents are provided, preferably with a purchase order form by the provider **V**. Preferably, a computer program product is provided that lists the multimedia contents to be updated and that for the entire contents database **M** and per actualisation interval of the provider **V**. The computer program product is written, for example, in a common and proven computer language. For example, the computer program product is stored into a storage unit and is loaded into a processor for the execution of the computer program product. The actualisation intervals can vary depending upon category, for example the horoscope is

updated every 24 hours, the weather forecast is updated every 12 hours, while the stock exchange briefing is updated every 2 minutes. Representative actualisation intervals are every 24 hours, and/or every 8 hours, and/or every 2 hours, respectively every 60 minutes, and/or every 15 minutes, and/or every 2 minutes, respectively every 60 seconds, and/or every 15 seconds.

With respect to the protection of the elevator installation: In accordance with **Fig. 1** the contents database **M** is arranged as separate computing unit in the building **G** of the elevator installation, while the provider **V** is located in an external world **W**, outside the building **G**. In order to guarantee a safe operation of the elevator installation, i.e. to prevent with high probability a failure of the elevator installation because of hackers and Internet viruses, the contents database **M** is provided with a protective wall **S**. The communication of the contents database **M** with the proper elevator installation in the building **G** is made through this protective wall **S**. Preferably, a computer program product is provided, which loads multimedia contents through the protective wall **S** into the elevator installation. The computer program product is written, for example, in a common and proven computer language. For example, the computer program product is stored into a storage unit and is loaded into a processor for the execution of the computer program product. In particular the protective wall **S** supervises and regulates the access from the contents database **M** into the recognition device **E**, into the examination device **P**, into the identification database **I**, into the output device **A** and into the elevator control **B** regulated via a standard protocol. Such a protective wall **S** is a software, which is commercially obtainable from companies such as McAfee™, PGP™ (Pretty Good Privacy), Symantec™, etc.. A protective wall **S** works with safety criteria such as identification number, crypto certificates, etc.. Preferably - and as shown in the embodiment form in accordance with **Fig. 1** - such a protective wall **S** is installed in a separate personal computing unit. The contents database **M** arranged in the building **G** of the elevator installation is therefore readable / able to be written for the external world **W** via the standard protocol; any hackers and Internet

viruses are still prevented by the protective wall **S** from getting access to the recognition device **E**, to the examination device **P**, to the identification database **I**, to the output device **A** and to the elevator control **B**. Instead of arranging the contents database **M** decentralised, respectively locally in the building of the elevator installation, the contents database **M** can be just as well a central, respectively a national, respectively a global remote server, which serves centrally elevator installations with Multimedia contents in several buildings, cities, countries.

We claim:

1. A method for the presentation of multimedia contents in elevator installations to identified users comprising the steps of:

a. providing for a user of an elevator installation a user profile including multimedia contents preferences selected by the user;

b. storing multimedia contents in a contents database separated from the elevator installation by a protective wall, the stored multimedia contents including selected multimedia contents associated with the multimedia contents preferences of the user;

c. identifying the user when the user is within a predetermined proximity to the elevator installation;

d. transmitting from the elevator installation a request for the selected multimedia contents based on the user profile with the multimedia contents preferences through the protective wall to the contents database; and

e. transmitting the selected multimedia contents from the contents database through the protective wall to the elevator installation and presenting the selected multimedia contents to the user at an output device.

2. The method according to claim 1 including a step of obtaining the multimedia contents from at least one provider.

3. The method according to claim 1 including a step of providing the output device adjacent a hallway door to the elevator installation.

4. The method according to claim 1 including a step of providing the output device in an elevator car of the elevator installation.

5. The method according to claim 1 wherein said step e, is performed by presenting the selected multimedia contents in a predetermined sequence.

6. The method according to claim 5 wherein when the presentation sequence is not completed before the user leaves the predetermined proximity to the elevator installation, a current stage in the presentation sequence is noted and the next time said steps c, and d, are performed said step e, is performed by presenting the selected multimedia contents beginning at the noted current stage in the predetermined sequence.

7. The method according to claim 1 wherein said step a, is performed by the user selecting the multimedia contents preferences as at least one of information preferences, music preferences, scent preferences and light preferences.

8. The method according to claim 1 wherein said step a, is performed by the user entering the selected multimedia contents preferences at the output device.

9. The method according to claim 8 wherein said step a, is performed by the user confirming the user entered selected multimedia contents preferences at the output device.

10. A method for the presentation of multimedia contents in elevator installations to identified users comprising the steps of:

a. providing for a user of an elevator installation a user profile including multimedia contents preferences selected by the user;

b. storing multimedia contents in a contents database separated from the elevator installation by a protective wall, the stored multimedia contents including selected multimedia contents associated with the multimedia contents preferences of the user;

c. identifying the user when the user is within a predetermined proximity to the elevator installation;

d. transmitting a request for the selected multimedia contents based on the user and the user profile with the multimedia contents preferences from the elevator installation through the protective wall to the contents database;

e. transmitting the selected multimedia contents from the contents database to the elevator installation through the protective wall and presenting the selected multimedia contents to the user at a first output device adjacent a hallway door to the elevator installation when the user is proximate the first output device; and

presenting the selected multimedia contents to the user at a second output device in an elevator car of the elevator installation when the user is in the elevator car.

11. The method according to claim 10 wherein said step a, is performed by the user selecting the multimedia contents preferences as at least one of information preferences, music preferences, scent preferences and light preferences.

12. The method according to claim 10 wherein said step a, is performed by the user entering the selected multimedia contents preferences at at least one of the first and second output devices.

13. The method according to claim 12 wherein said step a, is performed by the user confirming the user entered selected multimedia contents preferences at the at least one of the output devices.

14. The method according to claim 10 wherein said step e, is performed by presenting the selected multimedia contents in a predetermined sequence.

15. The method according to claim 14 wherein when the presentation sequence is not completed before the user leaves the predetermined proximity to the elevator installation, a current stage in the presentation sequence is noted and the next time said steps c, and d, are performed said step e, is performed by presenting the selected multimedia contents beginning at the noted current stage in the predetermined sequence.

16. A system for the presentation of multimedia contents in elevator installations to identified users comprising:

recognition means for recognizing an identification code of a user of an elevator installation;

examination means connected to said recognition means for identifying the recognized identification code;

an identification database for storing a user profile with multimedia contents preferences selected by the user and being connected to said examination means;

a contents database storing multimedia contents including selected multimedia contents associated with the multimedia contents preferences and being connected to said examination means and said identification database;

a protective wall connected between said contents database and said examination means and between said contents database and said identification database; and

a plurality of output devices positioned at floors and in a car of the elevator installation and connected to said examination means for presenting to the user on a one of said output devices in proximity to the user said selected multimedia contents when the recognized identification code is identified by said examination means.

17. The system according to claim 16 wherein at least one of said output devices includes means for the user to enter said multimedia contents preferences into said identification database.

18. The system according to claim 17 wherein said at least one output device includes means for the user to confirm entry of said multimedia contents preferences into said identification database.

19. A computer program product, comprising a memory having computer-readable instructions embodied therein for the presentation of multimedia contents in elevator installations, which when executed by a CPU, the instruction cause the CPU to execute the method according to any one of claims 1 to 15.

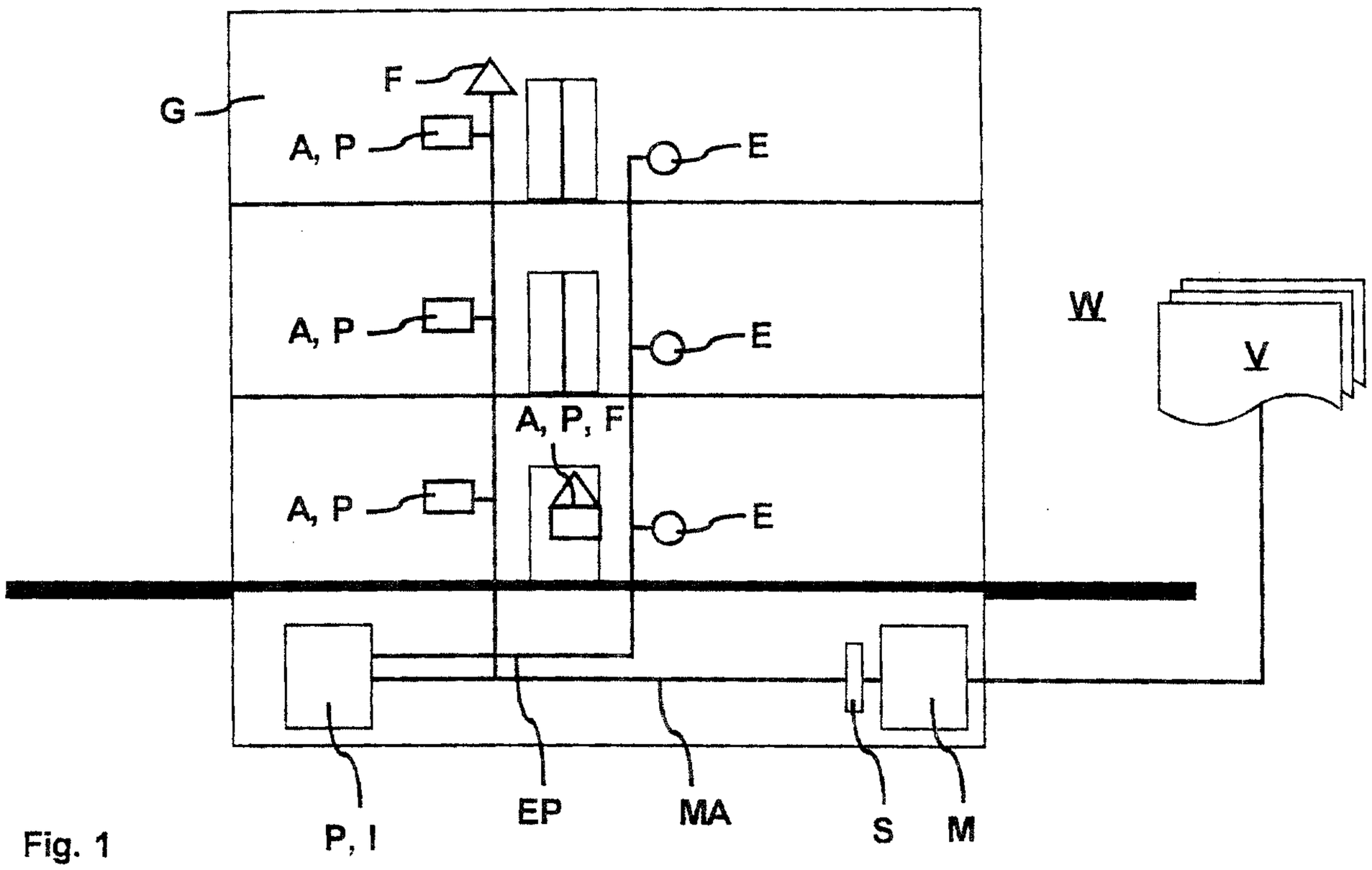


Fig. 1

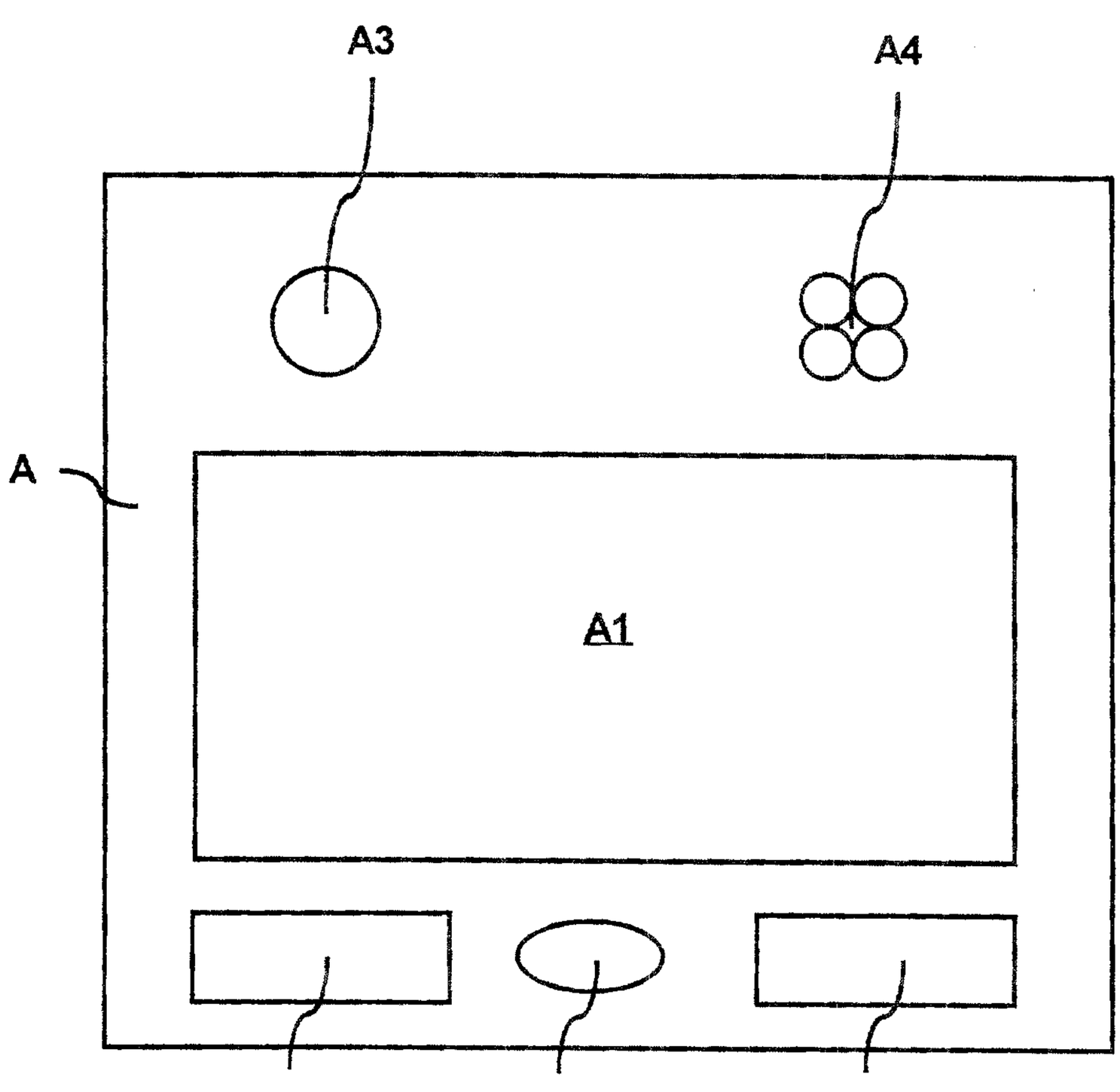


Fig. 3

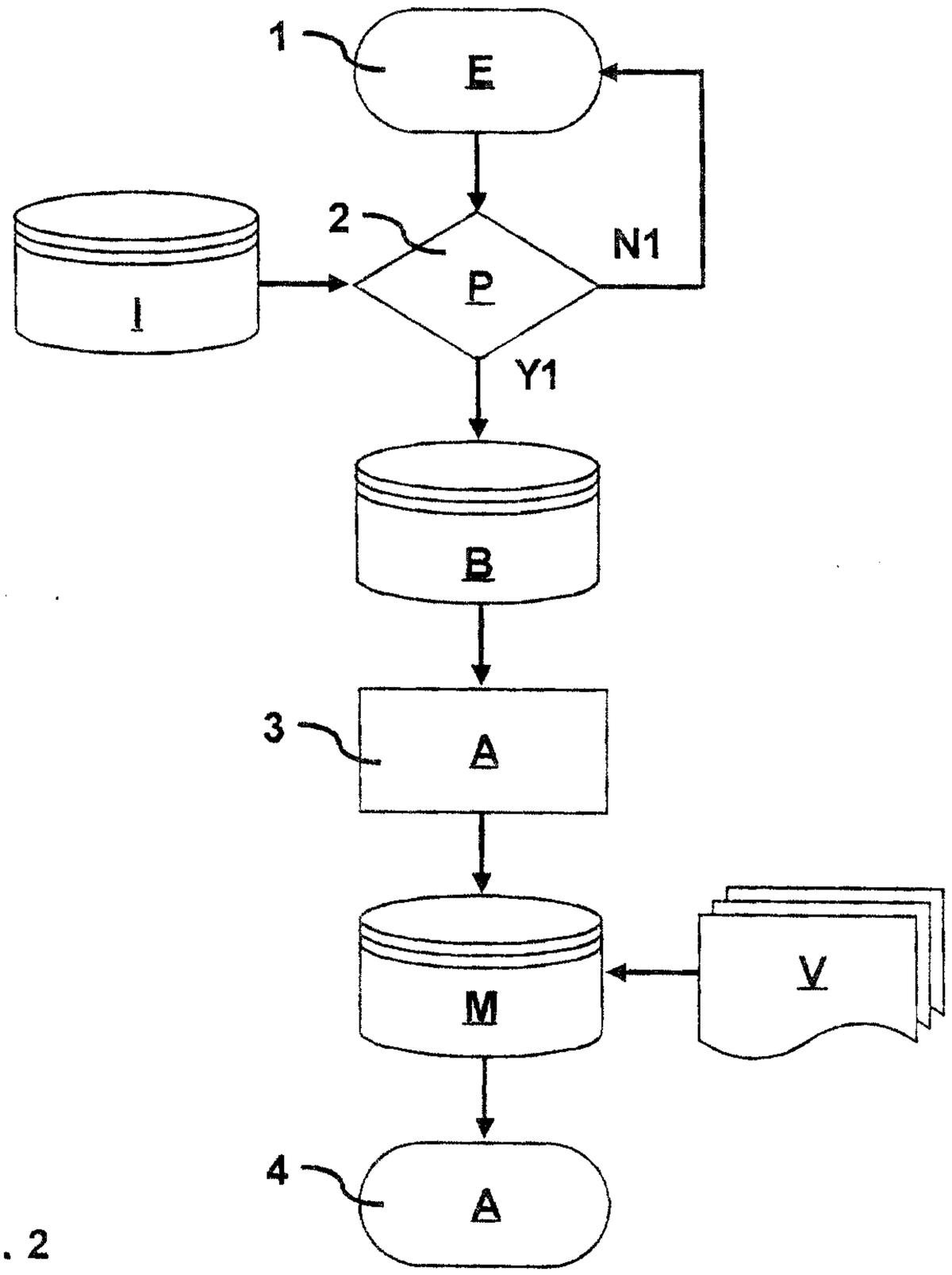
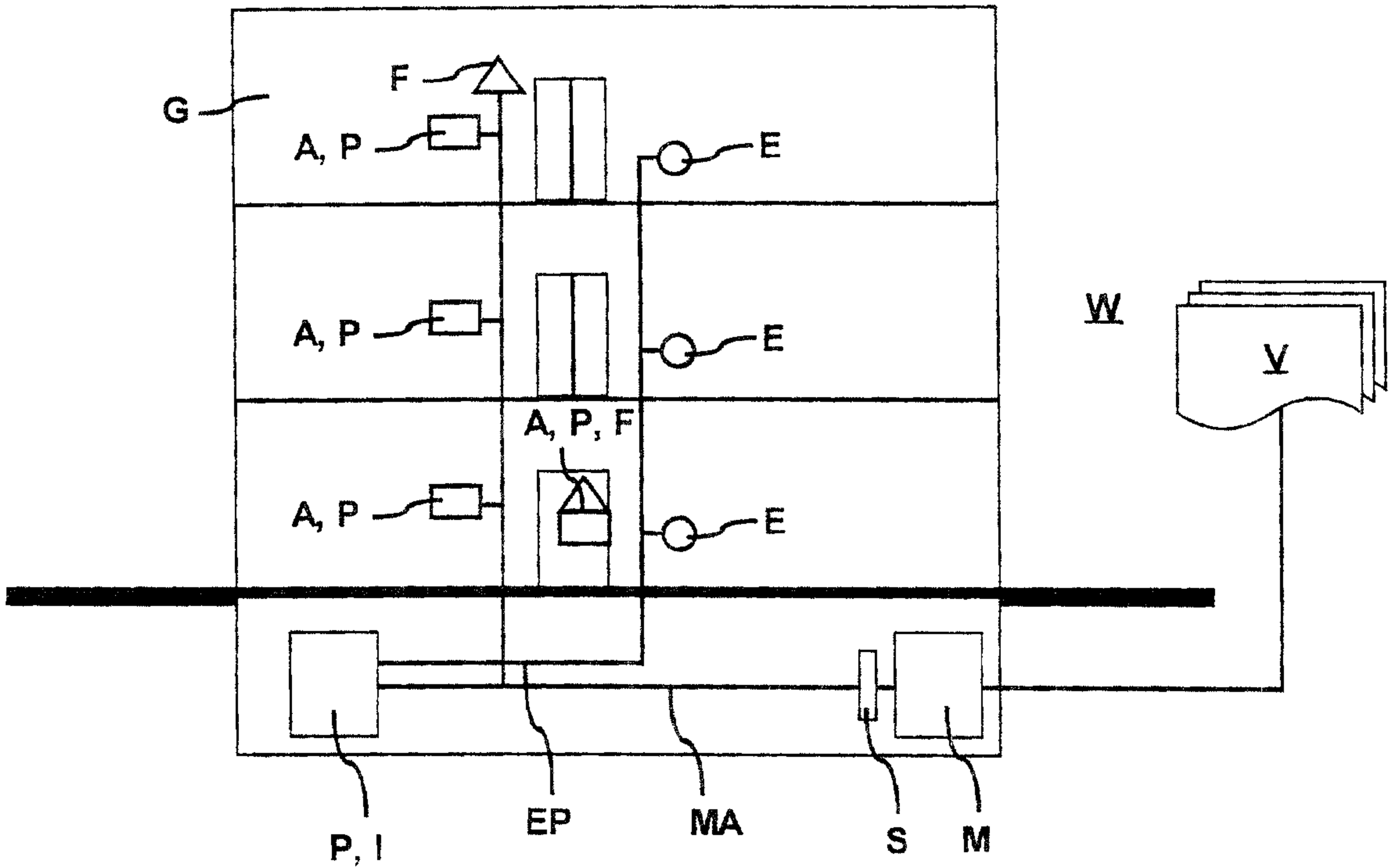


Fig. 2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