Abstract: A customer relationship management (CRM) method using IBOC-radio signals is provided. A message in the radio signal is parsed to obtain a key. The key is compared to a plurality of stored keys. When the received key matches a stored key, a data structure associated with the message is outputted. A device comprising a lookup table with a plurality of stored keys, a tuner unit that receives a CRM in an IBOC signal, and a controller in electrical communication with the lookup table and tuner is provided. The controller comprises (i) instructions for comparing a key in the CRM to one or more stored keys in the plurality of stored keys and (ii) instructions for permitting the display of a display text associated with the received key when there is a match between the received key and a key in the plurality of stored keys.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER
   IPC(8): H04L 9/00 (2007.01)
   USPC: 713/170

   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: 713/170 (view text search terms below)

   Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
   USPC: 713/168; 380/277 (view text search terms below)

   Electronic database consulted during the international search (name of database and, where practicable, search terms used)
   pubWEST(PGP,B,USPT,EPAB,JP; PLUR=YES; DialogPRO(Engineering); Google Scholar; Text search terms: IBOC-radio signals, message radio signal, parsed, key, compared stored keys, received key matches, lookup table, tuner unit, controller, electrical communication lookup table tuner, comparing key, permitting display text

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 5,857,156 A (ANDERSON et al.) 05 January 1999 (05.01.1999) entire document, especially Abstract and col 6, ln 49</td>
<td>10-12, 25-27, 34-35 and 41-42</td>
</tr>
</tbody>
</table>

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:
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Date of the actual completion of the international search:
22 July 2007 (22.07.2007)

Date of mailing of the international search report:
19 DEC 2007

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