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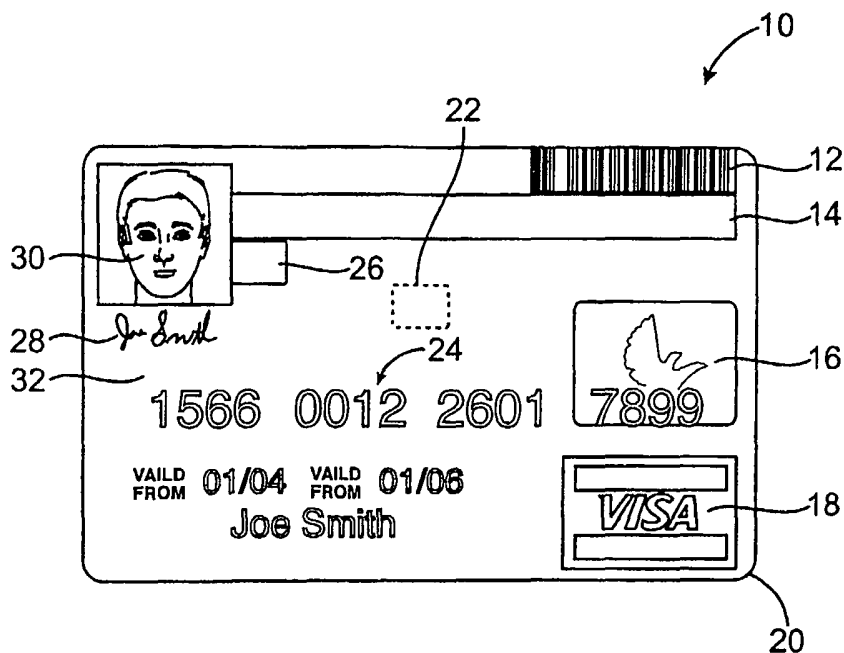
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(54) Title: INTERACTIVE MULTIMEDIA SMART AFFINITY CARD



(57) Abstract: A multimedia card, including, a multimedia card portion, a multimedia card holder portion, and a multimedia cover portion, wherein the multimedia cover portion including a magnetic stripe containing magnetic information, and wherein the multimedia cover portion and the multimedia card holder portion releasably cover the multimedia card portion in between the multimedia cover portion and the multimedia card holder portion.



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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)

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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.
Y	2002/0027090 (Sankey et al.) 7 March 2002 (07.03.2002), FIG. 7.	13, 14, 16-20
Y	US 2003/0155425 A1 (Lynch) 21 August 2003 (21.08.2003), FIG. 1.	13-19, and 20-23
Y	US 6,450,332 B1 (Courchesne) 17 September 2002 (17.09.2002), FIG. 1	13 and 21-23
Y	US 5,377,825 (Sykes et al.) 3 January 1995 (03.01.1995), FIG. 3.	13, 15, and 23
X	US 2002/0027837 A1 (Weber) 7 March 2002 (07.03.2002), FIG. 1.	1, 2, 3, 4, 9, 10, 11,
Y		13, 14, 15, 16, 17, 18,
Y	US 2003/0173409 A1 (Vogt et al.) 18 September 2003 (18.09.2003), abstract.	19, 21, 22 12, 5-8

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