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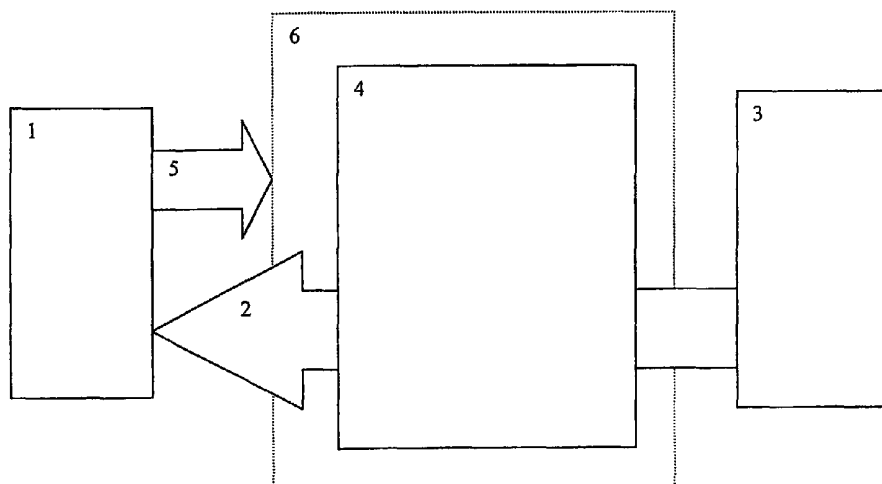
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(54) Title: METHOD OF USE OF THE SYSTEM SOLUTION FOR E-BUSINESS AND ACCESS TO THE SOURCES



(57) **Abstract:** The method of use the system, which is based on the identification of the Client, of the Source oand on distribution of data streams on demand. After his entry into the System (6) is the Client (1) identified and based on the demand of the Client (1) for the stream (2) the source (3) providing teh data - analogous and/or digital. The System (6) sets up a secured channel (4) and solving in the same time the optimising of data stream (2) distribution, when the System (6) reserves for the Client (1) the channel (5) for optional feedback. In variants of the above the sources (3) of the data are the providers and/or distributors of services, information or goods, the sale or distribution thereof is ensured by data stream (2) transfer. The data stream distribution process is optimised by the choice of the path and/or time and/or form and/or data stream (2) distribution method. An identification of the source (3) and of the Client (1) is inserted into the data at the providing of secured channel (4).



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Method of use of the system solution for E-Business and access to the sources

Technology branch

The invention relates to the method of use of the system solution for E-Business and access to the sources, e.g. purchase of goods and services, and acquiring of information of both commerce and non-commerce nature. The system is based on the identification of a Client and of a Source and on the data stream distribution on demand.

Current state of technology

Internet file archives and providers of video and music data streams are currently the most frequent form of data stream distribution.

Internet file archives

Internet file archives mostly use the FTP transfer modes. The access is either free of charge or for pay, or there is applied another restriction (e.g. previous registration, membership in some enclosed users group, etc.). To get access to large data files there is used either standard connection, although it is time-demanding, or an high-capacity connection, or two-channel connection, where the demand is sent by first, slower one and the required data stream is received by the second, quicker one. Satellite download services are a typical example of that connection type.

Providers of video data streams

Two types of transfer are currently used:

1. On the same channel, which demands the data stream
2. On another channel than that which demanded the data stream.

ad 1. This type is used mainly on channels capable to manage high volumes of transferred data on required rate. They are first of all the high-speed Internet or private nets connections. WebTV and DishNetwork are the typical examples of such technology utilising.

ad 2. This type is used in case it is not possible to ensure high-capacity connection to the provider, or such a connection is less effective from the economical point of view. The requirement is sent by ordinary channel (e.g. by commuted telephone connection) and the video data streams are received back by another channel of much higher capacity (e.g. satellite). This way of communication is used mostly in sites where the connection as described in case 1 is technically hard to make. Some equipment of WebTV standard or UPC Direct offered in Europe are typical example of this type of technology.

Music data providers

A lot of free as well as paid Internet services using the standard connection possibilities are existing now. Commuted telephone line connection of 33.6 Kbps rate is usually enough for music data transfer.

There are two ways of music data transfer:

1. Music data are transferred first and then played
2. Music is played during its transfer

There are many Internet servers utilising the former one - e.g. NARSTER, GNUTELA and many others. Internet radio is a typical example of the latter.

Data transfers related to purchase of goods - e.g. air ticket.

It is possible to buy air ticket in several ways now:

- 1) Retail visit:
 - airways agent
 - travel agency
- 2) Via Internet
 - purchase / booking of air ticket on airways web page
 - purchase / booking of air ticket on travel agency web page

Summary of the services

What concerns the former case, you have to appear in person in an airways office and the personnel there will offer you the best connection meeting your needs, although with some reservations. They will offer you just the flights with their company, or with a partner company. It is clear therefrom that the best connection at the best price is not warranted this way.

In case of travel agency, the chance to get better connection/price ratio is higher, since the travel agency is not bound to one airways, but is connected to some global air tickets booking system (e.g. Galileo, Sabre, Amadeus, etc.), which are linked up in IATA (International Air Transport Association).

In the latter case, it is quick and comfortable to buy air ticket on airways web page, but it is again limited to the flights with this airways, for other limitations see below.

Web pages of travel agencies enable „on-line“ purchase of air tickets just in limited range and these electronic purchases are usually related to the flights bound with the tours of these travel agencies. There are also the travel agencies specialised in air tickets sale, but they are limited by the capabilities of the electronic booking system they use.

The data stream transfers ensuring the air tickets purchase and booking are not secured in case of booking, the information are authorised just based on data provided by the booking person - in most cases it is just his name and surname, optionally passport number; credit card is usually used for payment for the air ticket and the data are often either without additional protection, or just on a level provided by an ordinary Internet explorer. In any case, at the end of this transaction, a standard „paper“ air ticket is issued after physical verification of the payer, either on the airport or in the travel agency office. There are just two authorities world-wide, which are entitled to issue (print) air tickets: airlines and travel agencies linked up in IATA. The prices of those air tickets are stated by agreements between the single airlines and companies operating the booking systems. The payments are effected via BSP system which ensures the clearing between GRS (Global Reservation System) and airlines. Difference between „paper“ air tickets and their electronic equivalent is just in their booking time requirements, in possibility of their use (dependence on the country, airline and certain airport) and in cancellation possibility. In case of the „paper“ air ticket, the cancellation is free of charge up to the moment of their issue itself by the booking office representative. This issue (in principle simple printing out) takes usually place 48 hours to 4 days before departure. Certain fee is charged in case of cancellation after this print out, the fee is usually

between 20 - 1% of its purchase price according its amount (counts, if any, are taken into consideration, too). What concerns of the cancellation fees, the frequency of flights of the single customer is often taken into consideration, as well as the class of the air ticket. First class air tickets cancellation fee is much cheaper than that of Business class and again that one is cheaper than economy class cancellation fee.

The nature of the invention

The method of utilisation of E-Business system solution and of access to information sources is according to the invention based on that there is created a system which identifies a Client and a Source and distributes the data stream on demand. Both analogous and digital data are used by the system.

The proposed solution is based on the identification of a Client after his entry to the system. On demand of the Client the system identifies the required data source and in the same time it sets up a secured transfer channel together with data stream distribution process optimising. The system also reserves for the Client a channel for optional feedback.

The data sources are the providers and/or distributors of services, information or goods, the method of sale or distribution thereof is ensured by the data stream transfer. The data stream distribution process is optimised by choice of path and/or time and/or data stream distribution mode.

Identification of the Client as well as of the source will be included into the transferred data in advantageous solution during providing of secured channel.

The following goals will be achieved at using the method according to the invention:

- completely transparent and safe run of electronic business, i.e. of payments for executed data streams transfers demanded by the Client, with that the system grants warranties both to the Client and to the provider of services (data stream);
- quick and simple access to any information (data streams) from electronic sources without need of special knowledge or skills (i.e. knowledge of electronic addresses, control of search engines), here in case of product control, which is to be easy and accessible to all groups of users without special requirements for knowledge or training;
- warranty of observing the licence agreements and copyrights - system will be able, as the only means yet known, to warrant to distribution companies the control of observing the licence rights, thanks to the agreements concluded with the distributors of the media requiring this protection;
- mass pervasion of on demand data streams providing utilisation by the group of users, who do not possess of special knowledge;
- possibilities to switch quickly over to another standard at mass scale utilisation of on demand data streams providing patented system, thanks to central system administration, e.g. change of communication protocol, system coding, copyright securing system for any communication channel of any form;
- unified, high safety level, warranty of delivery date and in case of any claim of data stream transfer based transactions;

- clear contractual relations between data owners (providers or licence owners;
- simple and unified control and information search - the same control form for all products provided on the data stream transfer to the Client;
- authorised data streams providing - where it is necessary it will be possible to utilise the system solution to warrant the data contents, i.e. for the data veracity, legality to distribute (copyright, removal of language barriers and versions - the system solution enables to overcome the language barriers preventing some data streams distribution, e.g. at TV broadcasting, where it will be possible to insert one channel with simultaneous translation into several languages (this service will be provided by the operator).

The national operator will ensure in advantageous way the adaptation of the data stream to make them easily commercially usable - by sale; the watching rate of the channels translated into the local language will substantially increase.

Figures:

Fig. 1 - Data stream provided through the system

Fig. 2 - Data stream provided into the secured channel

Fig. 3 - Secured access at data stream providing

Examples

Example 1

Method of use the system solution for E-Business and access to sources, which create the System 6. The System consists of at least one Operator Server and one Central Server. National Server is at least one and smaller or is equal to the number of the Operator Servers and is created optionally virtually by part of the Operator Server's capacity or by a separate server. Single servers are interconnected into enclosed network, which technically consists of virtual connections via hired lines, or of own lines, or of other communication means. In any case the network is created in a way that only the secured entry is possible both between single servers and between the Operator Servers and Clients 1.

The Client 1 of the System 6 are unequivocally identified at the entry to the System 6 by uninterchangeable identification of the Client 1. The Client 1 receives the said identification at concluding of an agreement with the Operator. This way obtained data are verified by the Client 1 at his first entry to the System 6 before he is given a Client's identification. The Client's identification is understood e.g. PIN, chip card or another means suitable for uninterchangeable identification. Single sources 3 of the goods, services and information are contractually bound with one Operator Server owner or directly with Central Server owner. They provide their sources 3 to the entire System 6. Sources 3 are unequivocally identified based on information provided to the Operator at contractual entry to System 6.

The System 6 provides the data streams 2 on demand of a Client 1 via secured channel 4, which is a part of the System 6. The Data stream bears the identification of the Client 1, who has asked for them, as well as of the Source 3, which has provided them. Based on the information included in the transferred Data stream it is possible to trace the Data stream back and to identify the Client 1, who has asked

them, as we see the Source 3, which had⁵ provided them with the scope of the System 6.

The Client 1 can be offered a Channel 5 for optional feedback, based on which the he can provide the System 6 additional information during the receipt of the demanded data stream 2.

A typical example of use is to utilise the system solution for transfer of video and audio data streams 2 on demand with optional feedback. The Client 1 will utilise this principle at watching live broadcasting, TV on demand, duplex TV broadcasting - i.e. TV broadcasting with optional feedback, interactive games, which utilise the feedback from the Client 1. The method of use is that the System 6 provides the Client 1 with a secured channel 4 for data stream 2 transfer to the Client 1 and in the same time the channel 5 for optional feedback into the System 6. The System 6 will be able to evaluate the feedback and to provide the results thereof to the Source 3 on its demand, or to provide the Source with the feedback directly. The feedback is understood for instance the answer to the question being asked at the TV contests or the choose for asked question, or the choice of the type of program. In case of interactive games the feedback is understood the transfer of data stream reflecting the reaction of a Client to it.

Example 2

The method of use of the invention, using the System 6 identifying the Client 1 and the Source 3 and providing the secured channel 4 and channel 5 for optional feedback, is the same as in the Example 1 above.

The Client 1 and the Source 3 utilise the System 6 for purchase of air tickets, for instance. The Client 1 who has entered the System 6, has been unequivocally identified. The Client 1 asks the data stream 2, which represents the offer of airlines or travel agencies. His choice is transferred via channel 5 for optional feedback. The complete transaction is ensured by secured channel 4, which enables in any time the unequivocal identification of the data stream 2, Client 1 and Source 3. Three-sided safety identification is an advantage.

The proposed solution provides the Client 1 with an advantage based in that the Client 1 knows, whom he pays for the provided service and in the same he is sure that he will pay just for the services he has demanded. The fact that just one identification document (e.g. passport, driving licence, chip card, etc.) he has used at the entry to the System 6) is enough for the Client 1 to receive the service from the Source 3. The costs related with the issue of the air ticket and its further checking will not be borne by the airlines any more, because the System 6 and identification document of the Client 1 will be used for unequivocal identification.

List of codes

1 – Client

2 - Data stream

3 - Source

4 - Secured channel

5 - Channel

6 - System

Patent claims

1. Method of use of the system solution for E-Business and access to the sources are creating a system, which is based on the identification of a Client, a source and on the distribution of data streams on demand characterized that after his entry into the System (6) is the Client (1) identified and based on the demand of the Client (1) for the stream (2) the source (3) providing the data will be identified and in the same time the System (6) will set up a secured channel (4) and solving in the same time the optimising of data stream (2) distribution, when the System (6) reserves for the Client (1) the channel (5) for optional feedback.
2. Method as in 1 above, characterized that the data are analogous and /or digital.
3. Method as in 1 and 2 above, characterized that the source (3) of the data are the providers and / or distributors of services, information or goods, the sale or distribution thereof is ensured by data stream (2) transfer.
4. Method as in 1 - 3 above, characterized that the data stream distribution process are optimised by choice of the path and/or time and/or form and/or data stream (2) distribution method.
5. Method as in 1 - 4 above, characterized that an identification of the source (3) and of the Client (1) is inserted into the data at the providing of secured channel (4).

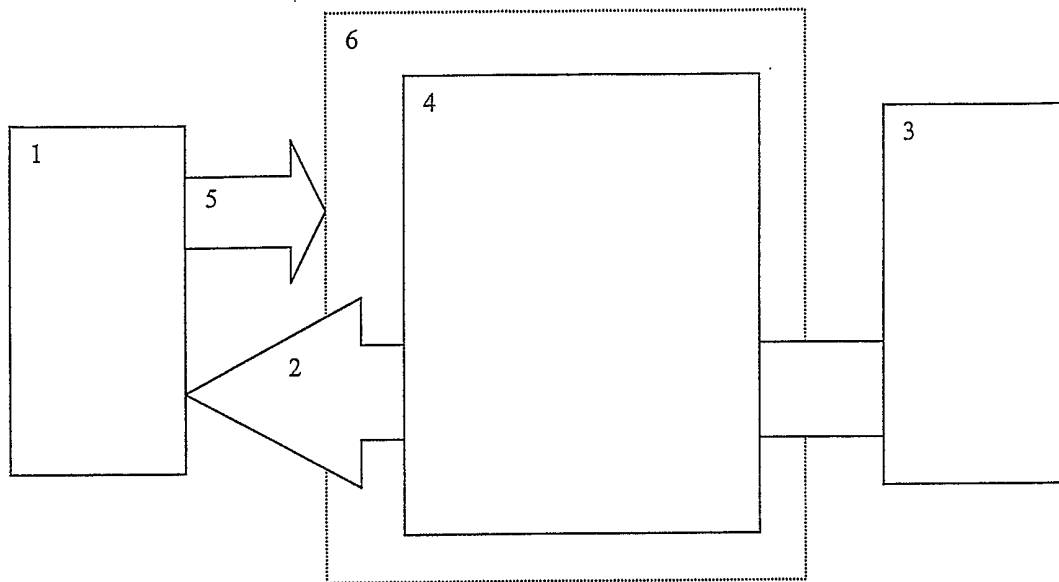


fig. 1

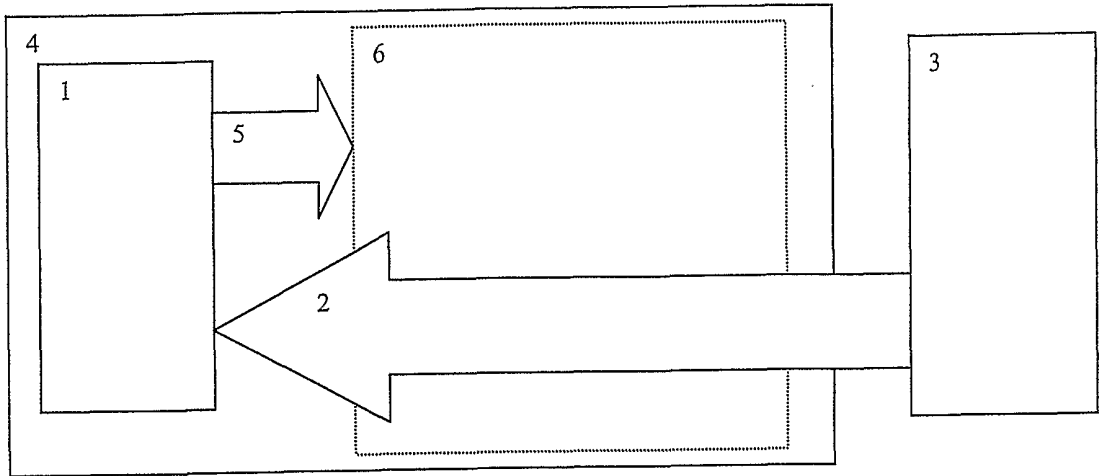


fig. 2

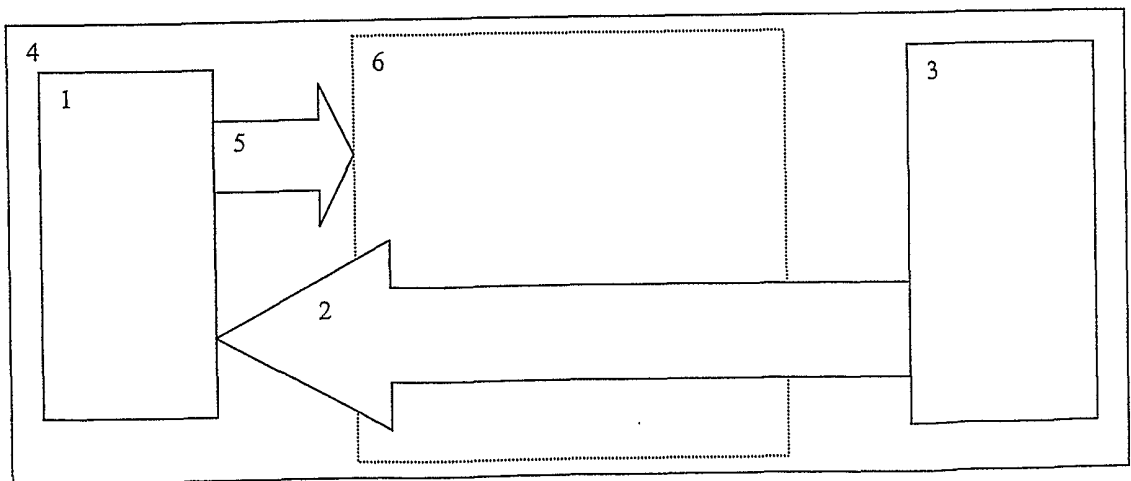


fig. 3