

Title (en)

REMOTELY CONFIGURABLE MULTIMEDIA ENTERTAINMENT AND INFORMATION SYSTEM WITH REAL-TIME AUCTIONING OF ADVERTISEMENT SPACE

Title (de)

FERNKONFIGURIERBARES, MULTIMEDIALES UNTERHALTUNGS-UND INFORMATIONSSYSTEM MIT ECHTZEITVERSTEIGERUNG VON WERBUNGSRAUM

Title (fr)

SYSTEME D'INFORMATION ET DE DIVERTISSEMENT MULTIMEDIA POUVANT ETRE CONFIGURE A DISTANCE COMPRENANT UNE VENTE AUX ENCHERES EN TEMPS REEL D'UN ESPACE PUBLICITAIRE

Publication

**EP 1141871 A1 20011010 (EN)**

Application

**EP 00967334 A 20001005**

Priority

- US 0027541 W 20001005
- US 41478499 A 19991008

Abstract (en)

[origin: WO0127831A1] This invention relates to providing real-time auctioning of advertisement space within a multimedia entertainment and information system, an internet radio (20) for portable applications and uses as in an automobile. The internet radio allows access to a host of audio, visual and other information (160). Normal radio channel function is provided along with programmable content and channel selection (162), as well as automatic content and channel updating by location and style. Internet access is also provided. Direct or targeted advertising, as well as electronic commerce is supported (170, 174). Connection to the internet is through wireless communications. Programmability is achieved off-line via a web page and remote computer. Customized information is also communicated to the radio such as stock quotes, travel information, advertising, and e-mail. Onboard global positioning (110) allows for channel updating by location, traffic information, geographic advertising and available similar content.

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CPC (source: EP)

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