

Title (en)

SYSTEM AND METHOD FOR ONLINE ORDERING UTILIZING A DIGITAL TELEVISION RECEIVER

Title (de)

SYSTEM UND VERFAHREN ZUM ONLINE EINKAUF MIT EINEM DIGITAL FERNSEHMPFÄNGER

Title (fr)

SYSTEME ET PROCEDE DE PASSATION DE COMMANDE EN LIGNE UTILISANT UN RECEPTEUR DE TELEVISION NUMERIQUE

Publication

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Application

EP 01976283 A 20011004

Priority

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- US 68864400 A 20001016

Abstract (en)

[origin: WO0233951A2] A transaction controller is provided either in a digital television receiver or a set top playback device for detecting product identification records embedded in a video data stream. The product identification record is inserted into a recorded or broadcast video program data stream. A user may utilize a remote control to input preferences, billing and shipping information and any other information necessary for completing an order. The transaction controller identifies the product identification record and attaches a generated product order record along with a stored user identification record. The combination of records are then encoded and sent to the product supplier for fulfillment.

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IPC 8 full level

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