

Title (en)

SYSTEM FOR PROVIDING SALES INFORMATION VIA INTERACTIVE DIGITAL DATA STREAMS

Title (de)

SYSTEM ZUM BEREITSTELLEN VON VERKAUFSINFORMATIONEN ÜBER INTERAKTIVE DIGITALE DATENSTRÖME

Title (fr)

SYSTEME DE FOURNITURE D'INFORMATIONS DE VENTE VIA DES TRAINS DE DONNEES NUMERIQUES INTERACTIVES

Publication

**EP 1334420 A4 20070117 (EN)**

Application

**EP 01979782 A 20011013**

Priority

- US 0132020 W 20011013
- US 68786600 A 20001013

Abstract (en)

[origin: WO0231627A2] A virtual sales agent program (18) is provided to users via the functionality of interactive television (10) programming technology, enhanced television systems which present retrieved Internet information (28) and content, and expert based programming systems. The virtual sales agent segments (18) are part of the same transmission stream (4) which broadcasts an associated commercial message. The content signals, comprising both the commercial and virtual sales agent segments, are converted into digital format for transmission. An encoder combines the various digital content signals, which may include video (22), audio, graphics, text (20), and data signals, including Uniform Resource Locators for direction to Internet content (28), into a reduced number of data streams (4) for transmission. Using a multiple-choice controller (348), a user responds to information presentations or interrogatory messages. The various information segments in the various content signals preferably relate in real-time and content so that an interactive conversation can occur as the content signal is played back and the user responds.

IPC 8 full level

**G06F 1/00** (2006.01); **G06Q 30/00** (2012.01); **H04N 7/24** (2011.01)

CPC (source: EP)

**G06Q 30/02** (2013.01); **H04N 21/235** (2013.01); **H04N 21/2368** (2013.01); **H04N 21/435** (2013.01); **H04N 21/44016** (2013.01); **H04N 21/47205** (2013.01); **H04N 21/4722** (2013.01); **H04N 21/4755** (2013.01); **H04N 21/47815** (2013.01); **H04N 21/812** (2013.01); **H04N 21/8456** (2013.01)

Citation (search report)

- [X] WO 0049801 A1 20000824 - INDEX SYSTEMS INC, et al
- [X] WO 0002380 A2 20000113 - UNITED VIDEO PROPERTIES INC [US]
- See references of WO 0231627A2

Designated contracting state (EPC)

AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE TR

DOCDB simple family (publication)

**WO 0231627 A2 20020418**; **WO 0231627 A3 20020620**; AU 1170702 A 20020422; CA 2420668 A1 20020418; EP 1334420 A2 20030813; EP 1334420 A4 20070117

DOCDB simple family (application)

**US 0132020 W 20011013**; AU 1170702 A 20011013; CA 2420668 A 20011013; EP 01979782 A 20011013