

Title (en)

SYSTEM AND METHOD FOR THE AUTOMATIC INSERTION OF DATA INTO A TELEVISION SIGNAL IN CONNECTION WITH INTERACTIVE TV

Title (de)

SYSTEM UND VERFAHREN ZUM AUTOMATISCHEN EINFÜGEN VON DATEN IN EIN FERNSEHSIGNAL IN VERBINDUNG MIT INTERAKTIVEM TV

Title (fr)

SYSTEME ET PROCEDE D'INSERTION AUTOMATIQUE DE DONNEES DANS UN SIGNAL DE TELEVISION ASSOCIE A UNE T.V. INTERACTIVE

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Application

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Abstract (en)

[origin: WO0235822A2] A system and method are disclosed for automatically inserting ITV-related data into a video signal based on the detection of certain events occurring during the show. According to the invention, certain components on the studio set are monitored for the occurrence of corresponding events. Upon detecting one or more such events, a detection signal is output by a monitoring device, and a data encoder then inserts corresponding ITV-related data into the video signal. In this manner, ITV-related data is automatically inserted into the TV program.

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