

Title (en)  
IMAGE DISPLAY DEVICE RETRIEVING LOCATIONAL INFORMATION IN ASSOCIATION WITH AN OBJECT IN A BROADCAST PROGRAM

Title (de)  
BILDANZEIGEVORRICHTUNG MIT ABRUF VON STANDORTINFORMATIONEN IN VERBINDUNG MIT EINEM OBJEKT IN EINEM RUNDfunkPROGRAMM

Title (fr)  
DISPOSITIF D'AFFICHAGE D'IMAGE EXTRAYANT DES INFORMATIONS D'EMPLACEMENT EN ASSOCIATION AVEC UN OBJET DANS UN PROGRAMME DE DIFFUSION

Publication  
**EP 3278267 A1 20180207 (EN)**

Application  
**EP 15713477 A 20150331**

Priority  
EP 2015057033 W 20150331

Abstract (en)  
[origin: WO2016155793A1] The present invention relates to an image display device capable of retrieving secondary non-direct information in the form of locational information in a broadcast program to be delivered to the users. The present invention more particularly relates to an image display device receiving a plurality of broadcasting services and comprising a control unit effecting operation of the image display device. The control unit is configured to automatically define visual objects in association with a program content being viewed. The control unit is further configured to access a visual object database containing locational information in association with a defined visual object. The image display device is configured to present the locational information retrieved from the visual object database in the form of an on-screen machine readable code overlaid on an actual program content or to remotely communicate the locational information as a digital message.

IPC 8 full level  
**G06K 9/00** (2006.01)

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Citation (search report)  
See references of WO 2016155793A1

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