ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

**Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)**
(application filed on or after May 29, 2000)

The Patent Term Adjustment is 166 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site http://pair.uspto.gov for additional applicants):

 Wonjang Baek, Seongnam-si, KOREA, REPUBLIC OF;
 John Kim, Seoul, KOREA, REPUBLIC OF;
 Seong Baek Lee, Seoul, KOREA, REPUBLIC OF;

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@steinip.com
Response to Rule 312 Communication

Applicant No.: 12/216,192
Examiner

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

1. ☑ The amendment filed on 18 May 2016 under 37 CFR 1.312 has been considered, and has been:
   a) ☑ entered.
   b) ☑ entered as directed to matters of form not affecting the scope of the invention
   c) ☐ disapproved because the amendment was filed after the payment of the issue fee.
      Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1)
      and the required fee to withdraw the application from issue.
   d) ☐ disapproved. See explanation below.
   e) ☐ entered in part. See explanation below.

N.Y. Home

PUBLISHING DIVISION
PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail
Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571) 273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

40455 7590 03/02/2016
STEIN IP, LLC
1400 EYE STREET, NW
SUITE 300
WASHINGTON, DC 20005

APPLICATION NO. 12/216,192
FILING DATE 07/01/2008
FIRST NAMED INVENTOR Wonjae Baek
ATTORNEY DOCKET NO. 0366,1020
CONFIRMATION NO. 6709

TITLE OF INVENTION: Content providing system based on media playback apparatus

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EXAMINER PENG, HUAWEI A
ART UNIT 2158
CLASS 707-104100

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.563).
   - Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
   - "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 02/02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list
   1. Stein IP, LLC
   2. (1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
      (2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
   3. (B) RESIDENCE: (CITY and STATE OR COUNTRY)

   SK PLANET CO., LTD.
   SEOUL, REPUBLIC OF KOREA

   Please check the appropriate assignee category or categories (will not be printed on the patent):
   1. Individual 2. Corporation or other private group entity 3. Government

4a. The following fee(s) are submitted:
   1. Issue Fee
   2. Publication Fee (No small entity discount permitted)
   3. Advance Order - # of Copies

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)
   1. A check is enclosed.
   2. Payment by credit card. Form PTO-208 is attached.
   3. The check is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number ______________ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)
   1. Applicant certifying micro entity status. See 37 CFR 1.29
   2. Applicant asserting small entity status. See 37 CFR 1.27
   3. Applicant changing to regular undiscounted fee status.

NOTE: Except for a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to micro entity status, as applicable.

Authorized Signature: Sungyop Chung
Date: May 26, 2016
Registration No. 64,130

Page 2 of 3

PTOL-85 Part B (10-13) Approved for use through 10/31/2013.
OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
# Electronic Patent Application Fee Transmittal

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The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:
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## Warnings:

## Information:

| Total Files Size (in bytes): | 176526 |

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al. Confirmation No. 6709
Application No. 12/216,192 Group Art Unit: 2165
Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT AFTER NOTICE OF ALLOWANCE UNDER 37 CFR 1.312

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Notice to File Corrected Application Papers Notice of Allowance Mailed dated March 18, 2016, and having a period for response set to expire on May 18, 2016.
AMENDMENTS TO THE SPECIFICATION

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with strikethrough.

Please REPLACE the fourth paragraph, at page 3, with the following paragraph:

Preferably, the content reception information includes a network identification information of the content providing apparatus, and the media playback apparatus establishes the communication connection with the content providing apparatus based on the content providing apparatus based on the network identification information.
REMARKS

This amendment is being filed in order to improve the form of the above referenced application. In accordance with the foregoing, the missing information on page 3, line 17 of the specification has been provided. Claims 1-11 are pending and under consideration. Support for the amendment can be found at least in claim 2 as originally filed. No new matter within the meaning of 35 U.S.C. § 132 is presented in this Amendment.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN IP, LLC

Date: May 18, 2016

By: Sungyeop Chung

Registration No. 64130

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):
docketing@steinip.com

PTOL-90A (Rev. 04/07)
NOTICE TO FILE CORRECTED APPLICATION PAPERS

Notice of Allowance Mailed

This application has been accorded an Allowance Date and is being prepared for issuance. The application, however, is incomplete for the reasons below.

Applicant is given two (2) months from the mail date of this Notice within which to respond. This time period for reply is extendable under 37 CFR 1.136(a) for only TWO additional MONTHS.

The informalities requiring correction are indicated in the attachment(s). If the informality pertains to the abstract, specification (including claims) or drawings, the informality must be corrected with an amendment in compliance with 37 CFR 1.121 (or, if the application is a reissue application, 37 CFR 1.173). Such an amendment may be filed after payment of the issue fee if limited to correction of informalities noted herein. See Waiver of 37 CFR 1.312 for Documents Required by the Office of Patent Publication, 1280 Off. Gaz. Patent Office 918 (March 23, 2004). In addition, if the informality is not corrected until after payment of the issue fee, for purposes of 35 U.S.C. 154(b)(1)(iv), “all outstanding requirements” will be considered to have been satisfied when the informality has been corrected. A failure to respond within the above-identified time period will result in the application being ABANDONED.

See attachment(s).

A copy of this notice MUST be returned with the reply. Please address response to
“Mail Stop Issue Fee, Commissioner for Patents,
P.O. Box 1450, Alexandria, VA 22313-1450”.

/Stephanie Smart/
Publication Branch
Office of Data Management
(571) 272-4200
Application No. 12216192

IDENTIFICATION OF APPLICATION DEFICIENCIES
IN APPLICATION FILED BEFORE SEPTEMBER 16, 2012

☐ Applicant must provide legible text for the following item(s).

☐ Specification filed, page(s).

☐ Claims filed, claim(s).

☐ Other:

X Applicant must provide missing information on the following page(s) of the specification by amending the specification to add the missing text. No new matter may be added.
Page/line no(s): page 3 line 17

☐ The specification refers to one or more applications by attorney docket number and does not show the U.S. application number(s). Applicant must supply the U.S. application number in place of each attorney docket number.
Page/line no(s).

☐ Applicant must provide an Abstract of the Disclosure.

☐ The Application Data Sheet (ADS dated ) did not show the inventor’s residence at all, or did not show both a city and state in the U.S. inventor’s residence, or did not show both a city and country in the non-U.S. inventor’s residence. Applicant must supply a Supplemental Application Data Sheet (ADS) that shows each U.S. inventor’s city and state of residence and each non-U.S. inventor’s city and country of residence. To be in compliance with 37 CFR 1.76, the Supplemental Application Data Sheet must identify the information being changed by using underlining for additions and strikethroughs or brackets for deletions.

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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
Pursuant to 37 CFR 1.53(f), and in response to the U.S. Patent and Trademark Office Notice to File Corrected Application Papers Notice of Allowance Mailed dated March 18, 2016 for the above-identified application, enclosed are:

- **RETURN COPY** of Notice to File Corrected Application Papers Notice of Allowance Mailed
- The Oath or Declaration was omitted from the original application or was improper, and:
  - ☐ is enclosed, and the undersigned registered attorney or agent states that the subject application is the application which the inventor(s) executed by signing the attached Declaration
  - ☐ was previously filed on _____ ☐ will be filed later
  - The late Oath or Declaration surcharge: ☐ is enclosed ☐ was previously paid on ___
- ☐ Preliminary Amendment ☐ with Substitute Specification
- ☐ English-language translation of application (with Translator’s Statement (pages ___))
- Non-English Specification surcharge: ☐ is enclosed ☐ was previously paid on ___
- ☐ Formal Drawings (___ Replacement Sheets: Figs. ___)
- ☐ Late fee surcharge, and belated payment of: ☐ Filing Fee ☐ Search Fee ☐ Examination Fee
- ☒ Other Documents: Amendment after Notice of Allowance (Rule 312)

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<td>Since an Official Action set an original due date of May 18, 2016, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000)).</td>
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☐ A previous micro entity status is no longer appropriate and is hereby cancelled under 37 CFR 1.29(i).
METHOD OF PAYMENT

☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).
☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below
☐ Payment authorized and made via EFS-Web.
☒ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

GENERAL AUTHORIZATION

☒ If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees under 37 CFR 1.16 or 1.17 necessary to maintain pendency of the present application to:

Deposit Account No.: 503333
Deposit Account Name: STEIN IP, LLC

CORRESPONDENCE ADDRESS

STEIN IP, LLC
49,455
PATENT TRADEMARK OFFICE

SIGNATURE OF ATTORNEY OR AGENT REQUIRED

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@steinip.com
NOTICE TO FILE CORRECTED APPLICATION PAPERS

Notice of Allowance Mailed

This application has been accorded an Allowance Date and is being prepared for issuance. The application, however, is incomplete for the reasons below.

Applicant is given two (2) months from the mail date of this Notice within which to respond. This time period for reply is extendable under 37 CFR 1.136(a) for only TWO additional MONTHS.

The informalities requiring correction are indicated in the attachment(s). If the informality pertains to the abstract, specification (including claims) or drawings, the informality must be corrected with an amendment in compliance with 37 CFR 1.121 (or, if the application is a reissue application, 37 CFR 1.173). Such an amendment may be filed after payment of the issue fee if limited to correction of informalities noted herein. See Waiver of 37 CFR 1.312 for Documents Required by the Office of Patent Publication, 1280 Off. Gaz. Patent Office 918 (March 23, 2004). In addition, if the informality is not corrected until after payment of the issue fee, for purposes of 35 U.S.C. 154(b)(1)(iv), “all outstanding requirements” will be considered to have been satisfied when the informality has been corrected. A failure to respond within the above-identified time period will result in the application being ABANDONED.

See attachment(s).

A copy of this notice MUST be returned with the reply. Please address response to
“Mail Stop Issue Fee, Commissioner for Patents,
P.O. Box 1450, Alexandria, VA 22313-1450”.

/Stephanie Smart/
Publication Branch
Office of Data Management
(571) 272-4200
Application No. 12216192

IDENTIFICATION OF APPLICATION DEFICIENCIES
IN APPLICATION FILED BEFORE SEPTEMBER 16, 2012

☐ Applicant must provide legible text for the following item(s).
   ☐ Specification filed, page(s).
   ☐ Claims filed, claim(s).
   ☐ Other:

☒ Applicant must provide missing information on the following page(s) of the specification by amending the specification to add the missing text. No new matter may be added. Page/line no(s). page 3 line 17

☐ The specification refers to one or more applications by attorney docket number and does not show the U.S. application number(s). Applicant must supply the U.S. application number in place of each attorney docket number. Page/line no(s).

☐ Applicant must provide an Abstract of the Disclosure.

☐ The Application Data Sheet (ADS dated) did not show the inventor’s residence at all, or did not show both a city and state in the U.S. inventor’s residence, or did not show both a city and country in the non-U.S. inventor’s residence. Applicant must supply a Supplemental Application Data Sheet (ADS) that shows each U.S. inventor’s city and state of residence and each non-U.S. inventor’s city and country of residence. To be in compliance with 37 CFR 1.76, the Supplemental Application Data Sheet must identify the information being changed by using underlining for additions and strikethroughs or brackets for deletions.

☐ Other:
NOTICE OF ALLOWANCE AND FEE(S) DUE

STEIN IP, LLC
1400 EYE STREET, NW
SUITE 300
WASHINGTON, DC 20005

EXAMINER
PENG, HUAWEN A

DATE MAILED: 03/02/2016

ART UNIT: 2158
PAPER NUMBER

APPLICATION NO. 12/216,192
FILING DATE 07/01/2008
FIRST NAMED INVENTOR Wonjang Baek
ATTORNEY DOCKET NO. 0366.1020
CONFIRMATION NO. 6709

TITLE OF INVENTION: Content providing system based on media playback apparatus

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

II. If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

III. If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.
**PART B - FEE(S) TRANSMITTAL**

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSUE FEE Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 or **Fax** (571)-273-2885

**INSTRUCTIONS:** This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

**CURRENT CORRESPONDENCE ADDRESS** (Note: Use Block 1 for any change of address)

49455 7590 03/02/2016
STEIN IP, LLC 1400 EYE STREET, NW SUITE 300 WASHINGTON, DC 20005

**APPLICATION NO.** 12/216,192 **FILING DATE** 07/01/2008 **FIRST NAMED INVENTOR** Wonjang Baek **ATTORNEY DOCKET NO.** 0366.1020 **CONFIRMATION NO.** 6709

**TITLE OF INVENTION:** Content providing system based on media playback apparatus

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**EXAMINER** PENG, HUAWEN A **ART UNIT** 2158 **CLASS-SUBCLASS** 707-104100

1. **Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).**
   - Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
   - "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. **For printing on the patent front page, list**
   - 1. The names of up to 3 registered patent attorneys or agents OR, alternatively,
   - 2. The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
   - 3. **ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)**

   **PLEASE NOTE:** Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

   **(A) NAME OF ASSIGNEE**

   **(B) RESIDENCE: (CITY AND STATE OR COUNTRY)**

   Please check the appropriate assignee category or categories (will not be printed on the patent): □ Individual □ Corporation or other private group entity □ Government

4a. **The following fee(s) are submitted:**
   - Issue Fee
   - Publication Fee (No small entity discount permitted)
   - Advance Order - # of Copies

4b. **Payment of Fee(s):** (Please first reapply any previously paid issue fee shown above)
   - A check is enclosed.
   - Payment by credit card. Form PTO-2038 is attached.
   - The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number [ ] (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)
   - Applicant certifying micro entity status. See 37 CFR 1.29
   - Applicant asserting small entity status. See 37 CFR 1.27
   - Applicant changing to regular undiscounted fee status. **NOTE:** Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment. **NOTE:** If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status, as applicable.

   **NOTE:** Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

Author Authorized Signature Date

**Registration No.**

---

Page 2 of 3

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(Applications filed on or after May 29, 2000)

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.
OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number’s legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.
**Examiner-Initiated Interview Summary**

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<thead>
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<td>BAEK ET AL.</td>
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<td>Huwen Peng</td>
<td>2158</td>
</tr>
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All participants (applicant, applicant's representative, PTO personnel):

1. **Huwen Peng (Primary Examiner).**
2. **Sungyeop Chung (Applicant's Representative).**

Date of Interview: *24 February 2016.*

Type:  
- [x] Telephonic  
- [ ] Video Conference  
- [ ] Personal [copy given to: [ ] applicant  
- [ ] applicant’s representative]

Exhibit shown or demonstration conducted:  
- [ ] Yes  
- [x] No.

Issues Discussed:  
- [ ] 101  
- [ ] 112  
- [ ] 102  
- [ ] 103  
- [x] Others

(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: **1.**

Identification of prior art discussed: _____.

Substance of Interview:

Discussed the allowable subject matter "a media playback apparatus configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information and the device identification information, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information."

Applicant recodnation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

Examiner recodnation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recodnation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recodnation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

/Huwen Peng/
Primary Examiner, Art Unit 2158
Notice of Allowability

Application No. 12/216,192

Applicant(s) BAEK ET AL

Examiner Huwen Peng

Art Unit 2158

AIA (First Inventor to File) Status No

--- The MAILING DATE of this communication appears on the cover sheet with the correspondence address---

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☑ This communication is responsive to **Amendment filed 1/6/2016.**
   - [ ] A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filled on ______.

2. [ ] An election was made by the applicant in response to a restriction requirement set forth during the interview on ______; the restriction requirement and election have been incorporated into this action.

3. ☑ The allowed claim(s) is/are 1-4, 6, 9-13 and 17 (renumbered as 1-11). As a result of the allowed claim(s), you may be eligible to benefit from the Patent Prosecution Highway program at a participating intellectual property office for the corresponding application. For more information, please see [http://www.uspto.gov/patents/init_events/pph/index.jsp](http://www.uspto.gov/patents/init_events/pph/index.jsp) or send an inquiry to PPHfeedback@uspto.gov.

4. ☑ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   - Certified copies:
     - [a] ☑ All
     - [b] [☐] Some
     - [c] [☐] None of the:
       1. [☐] Certified copies of the priority documents have been received.
       2. [☐] Certified copies of the priority documents have been received in Application No. ______.
       3. [☐] Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
   - [ ] Certified copies not received: ______.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5. [☐] CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   - [ ] including changes required by the attached Examiner’s Amendment / Comment or in the Office action of Paper No./Mail Date ______.
   - Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. [☐] DEPOSIT OF AND/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner’s comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. [☐] Notice of References Cited (PTO-892)
2. [☐] Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date ______.
3. [☐] Examiner’s Comment Regarding Requirement for Deposit of Biological Material
4. ☑ Interview Summary (PTO-413), Paper No./Mail Date 20160224.
5. ☑ Examiner’s Amendment/Comment
6. ☑ Examiner’s Statement of Reasons for Allowance
7. [☐] Other ______.

/Huwen Peng/
Primary Examiner, Art Unit 2158
DETAILED ACTION

1. This communication is responsive to Amendment filed 01/06/2016.

   As a result of the amendment claim 1 has been amended. Claims 1-4, 6, 9-13 and 17 (renumbered as 1-11) are allowed.

   Claims 5, 7-8 and 14-16 have been cancelled.

Notice of Pre-AIA or AIA Status

2. The present application is being examined under the pre-AIA first to invent provisions.

EXAMINER’S AMENDMENT

3. An examiner’s amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

   Authorization for this examiner’s amendment was given in a telephone interview with Mr. Sungyeop Chung on February 24, 2016.

   Please replace the claims with the new versions as follows:

Claim 1

A content providing system comprising:
a content providing apparatus configured to store therein a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service and is transmitted in a unit of the scene resource data, wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data; and

a media playback apparatus configured to establish a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, configured to receive one of the plurality of multimedia contents and to provide the received multimedia content by subjecting the received multimedia content to signal processing, and configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene,

wherein the content providing apparatus stores the plurality of multimedia contents that are classified by a standard of the user group or the service providing region or a time

wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information and the device identification information.
wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

Claim 5 (Cancelled)

Claim 7-8 (Cancelled)

Claim 14-16 (Cancelled)

Reasons for Allowance

4. Claims 1-4, 6, 9-13 and 17 now renumbered as 1-11, are allowable over the prior arts of record.

5. The following is an examiner’s statement of reasons for allowance:

The present invention is directed to a content providing system based on a media playback apparatus capable of reading a content reception information stored in a storage media to provide a multimedia content to a user.
Claim 1 is considered allowable since the prior art of record fails to disclose each and every element of the Applicant’s claimed invention. Specifically, the prior art of record fails to teach and/or suggest “a media playback apparatus configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information and the device identification information, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information”.

Therefore, claim 1 is presently allowed in combination of thereof all other limitations in the claims. Their dependent claims 2-4, 6, 9-13 and 17 are also allowable based on the same subject matter.
Conclusion

6. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled “Comments on Statement of Reasons for Allowance.”

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Huawen Peng whose telephone number is (571)270-5215. The examiner can normally be reached on Mon.-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Boris Gorney can be reached on (571)270-5626. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.
/Huwen Peng/  
Primary Examiner, Art Unit 2158
Examiner-Initiated Interview Summary

Application No. 12/216,192
Applicant(s) BAEK ET AL.
Examiner Huwen Peng
Art Unit 2158

All participants (applicant, applicant’s representative, PTO personnel):

(1) **Huwen Peng (Primary Examiner).**
(2) **Sungyeop Chung (Applicant's Representative).**

Date of Interview: **24 February 2016.**

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant’s representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐ 101 ☐ 112 ☐ 102 ☐ 103 ☒ Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: **1.**

Identification of prior art discussed: _____.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

**Discussed the allowable subject matter "a media playback apparatus configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information and the device identification information, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information."**

Applicant recollection instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

Examiner recollection instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

/ Huwen Peng /
Primary Examiner, Art Unit 2158
### Issue Classification

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(Primary Examiner) (Assistant Examiner) (Date)

/UHUAWEN PENG/
Primary Examiner Art Unit 2158

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/BAEK ET AL/
Primary Examiner Art Unit 2158
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(Primary Examiner)

Primary Examiner: Art Unit 2158

02/25/2016

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**APPLICANTS**

**INVENTORS**
- Wonjiang Baek, Seoul, KOREA, REPUBLIC OF;
- John Kim, Seoul, KOREA, REPUBLIC OF;
- Seong Baek Lee, Seoul, KOREA, REPUBLIC OF;

**CONTINUING DATA ***********************

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**ADDRESS**

STEIN IP, LLC
1400 EYE STREET, NW
SUITE 300
WASHINGTON, DC 20005
UNITED STATES

**TITLE**

Content providing system based on media playback apparatus

**FILING FEE RECEIVED**

515

FEES: Authority has been given in Paper No. to charge/credit DEPOSIT ACCOUNT No. for following:
- All Fees
- 1.16 Fees (Filing)
- 1.17 Fees (Processing Ext. of time)
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Affective Haptics: Current Research and Future Directions
Mohamad Eld; Hussein Al Omsan
IEEE Access
Year: 2015, Volume: PP, Issue: 99
Pages: 1 - 1, DOI: 10.1109/ACCESS.2015.2497316
IEEE Early Access Articles

Adding User-Level SPACe: Security, Privacy, and Context to Intelligent Multimedia Information Architectures
Dawn N. Julia; Dmitri Kanovsky
Web intelligence and Intelligent Agent Technology Workshops, 2006. WI-IAT 2006 Workshops. 2006 IEEE/WIC/ACM International Conference on
Year: 2006
Pages: 77 - 84, DOI: 10.1109/WI-IATW.2006.28
Cited by: Patents (3)
IEEE Conference Publications

Introduction
C. Jaynes; R. Collins
Computer Vision for Interactive and Intelligent Environment, 2005
Year: 2005
Pages: 3 - 14, DOI: 10.1109/CVIE.2005.12
Cited by: Patents (2)
IEEE Conference Publications

Proxemic Interactions: From Theory to Practice
Nicolei Marquardt; Saul Greenberg

Year: 2015
DOI: 10.2200/S00619ED1V01Y201502HCI025
Morgan and Claypool eBooks

Abstract

IEEE Recommended Practice for Electric Systems in Health Care Facilities
Year: 2007
Pages: 1 - 436, DOI: 10.1109/IEEESTD.2007.4299432
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IEEE Standards

Convergence of Web 2.0 and SOA: Taking Advantage of Web Services to Implement a Multimodal Social Networking System
Stan Kurkovsky; David Strimple; Eric Nuziri; Kerry Verdecchia
Computational Science and Engineering Workshops, 2008. CSEWORKSHOPS '08. 11th IEEE International Conference on
Year: 2009
Pages: 227 - 232, DOI: 10.1109/CSEW.2008.15
Cited by: Papers (2)

IEEE Conference Publications

Applications of video-content analysis and retrieval
N. Dimitrova; Hong-Jiang Zhang; B. Sahharay; I. Sezan; T. Huang; A. Zakhov
IEEE MultiMedia
Year: 2002, Volume: 9, Issue: 3
Pages: 42 - 55, DOI: 10.1109/MMUL.2002.1022858
Cited by: Papers (89) | Patents (55)

IEEE Journals & Magazines

Abstract

Interactive Technologies for Autism: A Review
Julie A. Krentz; Matthew Goodwin; Gillian R. Hayee; Gregory D. Abowd

Year: 2013
DOI: 10.2200/S00533ED1V01Y201309ARH004
Morgan and Claypool eBooks

Perceptual coding of digital audio
T. Painter; A. Spanias
Proceedings of the IEEE
Year: 2000, Volume: 88, Issue: 4
Pages: 581 - 585, DOI: 10.1109/5.842995
Cited by: Papers (273) | Patents (122)
IEEE Journals & Magazines

Multimedia Retrieval and Delivery: Essential Metadata Challenges and Standards
Fernando Pereira; Anthony Vetro; Thomas Sikora
Proceedings of the IEEE
Year: 2008, Volume: 96, Issue: 4
Pages: 721 - 744, DOI: 10.1109/JPROC.2008.916384
Cited by: Papers (6) | Patents (2)
IEEE Journals & Magazines
Visual business recognition: a multimodal approach
Anir Basohan Zadib, Abolin Danghan, Maharar Shah
Publisher: ACM
Bibliometrics: Citation Count: 2
Downloads (6 Weeks): 10, Downloads (12 Months): 58, Downloads (Overall): 256

In this paper we investigate a new problem called visual business recognition. Automatic identification of businesses in images is an interesting task with plenty of potential applications especially for mobile device users. We propose a multimodal approach which incorporates business directories, textual information, and web images in a unified framework. ...

Keywords: business review, multi-hypotheses, scene text, business recognition, map, storefront, location based service, yelp

J. HGPU '11: Proceedings of the 2011 joint ACM workshop on Human gesture and behavior understanding
November 2011
MA3HO'11: The First International ACM Workshop on Multimedia access to 3D Human Objects (MA3HO'11) is held on November 2011 at Scottsdale, Arizona, USA in conjunction with ACM Multimedia 2011. Motivations behind this initiative are strong: 3D is becoming increasingly popular in a number of economically relevant fields of application, including ...

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### Index of Claims

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<td>BAEK ET AL.</td>
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| ✓ | Rejected |
| - | Cancelled |
| ÷ | Restricted |
| N | Non-Elected |
| I | Interference |
| A | Appeal |
| O | Objected |

- Claims renumbered in the same order as presented by applicant  
- CPA  
- T.D.  
- R.1.47

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.                        Confirmation No. 6709
Application No. 12/216,192                   Group Art Unit: 2165
Filed: July 1, 2008                           Examiner: Kellye Dee BUCKINGHAM

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT UNDER 37 CFR 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Office Action mailed October 6, 2015, and having a period for response set to expire on January 6, 2016.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
AMENDMENTS TO THE CLAIMS

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claim 1 in accordance with the following:

1. (CURRENTLY AMENDED) A content providing system comprising:

   a content providing apparatus configured to store therein a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service and is transmitted in a unit of the scene resource data, wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data; and

   a media playback apparatus configured to establish a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, configured to receive one of the plurality of multimedia contents and to provide the received multimedia content by subjecting the received multimedia content to signal processing, and configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene,

   wherein the content providing apparatus stores the plurality of multimedia contents that are classified by a standard of the user group or the service providing region or a time.

2. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information.
3. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes authentication information,

wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

4. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes receiver identification information,

wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the receiver identification information.

5. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (ORIGINAL) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (ORIGINAL) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.
8. (ORIGINAL) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (ORIGINAL) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

11. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the storage media includes disk media, and

   wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (ORIGINAL) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (ORIGINAL) The system in accordance with claim 1, wherein the storage media stores a user interface program, and

   wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user
input received through user interface program.

14-16. (CANCELLED)

17. (PREVIOUSLY PRESENTED) The system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data.
REMARKS

In accordance with the foregoing, claim 1 has been amended, and claims 1-13 and 17 are pending and under consideration. No new matter within the meaning of 35 U.S.C. § 132 is presented in this Amendment.

DOUBLE PATENTING REJECTION(S):

The rejection of claims 1-13 and 17 on the ground of nonstatutory obviousness-type double patenting as being unpatentable over Application No. 12/216,280 (now U.S. Patent No. 9,032,469) stands depending on the further amendment.

Applicants respectfully request that this rejection be held in abeyance until an indication that the claims are otherwise allowable. Applicants, at that time, will either address this rejection or file a terminal disclaimer.

REJECTIONS UNDER 35 U.S.C. § 102:

Claims 1, 9, 11, 13 and 17 are rejected under pre-AIA 35 U.S.C. § 102(b) as being anticipated U.S. Publication 2004/0218100 applied for by Staker et al. ("Staker"). This rejection is respectfully traversed.

"A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." Verdegaeal Bros. v. Union Oil Co. of California, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987). >"When a claim covers several structures or compositions, either generically or as alternatives, the claim is deemed anticipated if any of the structures or compositions within the scope of the claim is known in the prior art." Brown v. 3M, 265 F.3d 1349, 1351, 60 USPQ2d 1375, 1376 (Fed. Cir. 2001) (claim to a system for setting a computer clock to an offset time to address the Year 2000 (Y2K) problem, applicable to records with year date data in "at least one of two-digit, three-digit, or four-digit" representations, was held anticipated by a system that offsets year dates in only two-digit formats). See also MPEP § 2131.02. < "The identical invention must be shown in as complete detail as is contained in the ... claim." Richardson v. Suzuki Motor Co., 868 F.2d 1226, 1236, 9 USPQ2d 1913, 1920 (Fed. Cir. 1989). The elements must be arranged as required by the claim, but this is not an *ipsissimis verbis* test, i.e., identity of terminology is not required. In re Bond, 910 F.2d 831, 15 USPQ2d 1566 (Fed. Cir. 1990). Note that, in some circumstances, it
is permissible to use multiple references in a 35 U.S.C. 102 rejection. See MPEP § 2131.01.

Claim 1, as amended, recites *inter alia*:

A content providing system comprising:

a content providing apparatus ... wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data; and

a media playback apparatus ... configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene,

wherein the content providing apparatus stores the plurality of multimedia contents that are classified by a standard of the user group or the service providing region or a time. (Emphasis added)

Support for the amended claim features above may be found at least in paragraphs [0069]-[0079] of the instant application as originally filed (the paragraph numbers as from the publication, for the Examiner’s convenience). Applicants respectfully submit that Staker fails to teach at least “wherein the content providing apparatus stores the plurality of multimedia contents that are classified by a standard of the user group or the service providing region or a time,” as recited in claim 1.

Furthermore, Staker merely teaches that a user can substitute his or her own image on the data files identifying scenes of the DVD, but fails to teach that each of the plurality of the scene resource data may be configured for a scene-by-scene execution of the data application and may include an execution code that is independently executed scene-by-scene and a resource data. Moreover, according to the claimed subject matter, the plurality of the scene resource data are not simply an arbitrary set of consecutive frames, but are a frame of a set of frames which are construed as a ‘scene.’

As such, according to the claimed subject matter, a data application is transmitted in a unit of the scene resource data, and thereby minimizing the restrictions on the size of the data application to be executed in the playback apparatus. Staker does not teach or suggest such aspects of the claimed subject matter.

Since Staker fails to disclose or suggest each and every feature recited in claim 1, Applicants respectfully submit that claim 1 is not anticipated by Staker. Claims 9, 11, 13 and 17 depend from claim 1 and thus are deemed allowable for at least their dependency of an
allowable base claim.

Based on the foregoing, the rejection of claims 1, 9, 11, 13 and 17 under pre-AIA 35 U.S.C. § 102(b) is respectfully requested to be withdrawn.

REJECTIONS UNDER 35 U.S.C. § 103:

Claims 2, 5, 8, 10 and 12 are rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of U.S. Publication 2003/0152366 applied for by Kanazawa et al. ("kanazawa");

Claims 3, 4 and 6 are rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of U.S. Publication 2005/0091688 applied for by Chang et al. ("Chang"); and

Claim 7 is rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of Kanazawa, and further in view of Chang. Applicants respectfully traverse these rejections.

Claims 2-8, 10 and 12 depend directly or indirectly upon claim 1, and are thus deemed allowable for at least their dependency of an allowable base claim. Based on the foregoing, the rejection of claims 2-8, 10 and 12 under pre-AIA 35 U.S.C. § 103(a) is respectfully requested to be withdrawn.
CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN IP, LLC

Date: January 6, 2016

By: [Signature]

Registration No. 64,130

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Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
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| **Title of Invention:** | Content providing system based on media playback apparatus |

| **First Named Inventor/Applicant Name:** | Wonjang Baek |
| **Customer Number:** | 49455 |
| **Filer:** | Sungyeop Chung |
| **Filer Authorized By:** | |
| **Attorney Docket Number:** | 0366.1020 |
| **Receipt Date:** | 06-JAN-2016 |
| **Filing Date:** | 01-JUL-2008 |
| **Time Stamp:** | 19:43:18 |
| **Application Type:** | Utility under 35 USC 111(a) |

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Submitted with Payment: no

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**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
REPLY/AMENDMENT FEE TRANSMITTAL

Attorney Docket No. 0366.1020
Application Number 12/216,192
Filing Date July 1, 2008
First Named Inventor Wonjang BAEK
Group Art Unit 2165

AMOUNT ENCLOSED $ 0.00
Examiner Name Kelly Dee BUCKINGHAM

FEE CALCULATION (fees effective 3/19/2013)

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Since an Official Action set an original due date of ___, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000));

Notice of Appeal is enclosed (37 CFR 41.20(b)(1): $800.00) 
Information Disclosure Statement is enclosed and fee is required (37 CFR 1.17(p): $180.00)
Total of above calculations = $ 0.00

Reduction by 50% for filing by small entity (37 CFR 1.27) - $
Reduction by 75% for filing by micro entity (37 CFR 1.29) - $
Total of above calculations = $ 0.00
Statutory Disclaimer is enclosed (37 CFR 1.20(d): $160.00) $

TOTAL FEES DUE = $ 0.00

☐ A previous micro entity status is no longer appropriate and is hereby cancelled under 37 CFR 1.29(i).

METHOD OF PAYMENT

☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).
☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.
☐ Payment authorized and made via EFS-Web.
☒ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

GENERAL AUTHORIZATION

☒ If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:

Deposit Account No. 503333
Deposit Account Name STEIN IP, LLC

The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 U.S.C. § 120 (e.g., continuations/divisionals/CIPs under 37 CFR 1.53(b) and/or continuations/divisionals/CPAs under 37 CFR 1.53(d)) to maintain pendency hereof or of any such related application.

SUBMITTED BY: STEIN IP, LLC

Typed Name Sungyeop Chung
Reg. No. 64130

Signature
Date January 6, 2016
**APPLICATION AS FILED – PART I**

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**APPLICATION AS AMENDED – PART II**

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**TOTAL ADD'L FEE**

**LIE**

/MOLIKI MAY/

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** "If the "Highest Number Previously Paid For" in THIS SPACE is less than 20, enter "20".
*** "If the "Highest Number Previously Paid For" in THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@steinip.com
-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☑ Responsive to communication(s) filed on 8/24/2015.
   □ A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filed on _____.
2a) ☐ This action is FINAL. 2b) ☑ This action is non-final.
3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 1-13 and 17 is/are pending in the application.
   5a) Of the above claim(s) _____ is/are withdrawn from consideration.
6) □ Claim(s) _____ is/are allowed.
7) ☑ Claim(s) 1-13 and 17 is/are rejected.
8) □ Claim(s) _____ is/are objected to.
9) □ Claim(s) _____ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the Patent Prosecution Highway program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

10) □ The specification is objected to by the Examiner.
11) ☑ The drawing(s) filed on 7/1/2008 is/are: a) ☑ accepted or b) ☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12) ☑ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a) ☑ All  b) ☐ Some**  c) ☐ None of the:
1. ☑ Certified copies of the priority documents have been received.
2. □ Certified copies of the priority documents have been received in Application No. _____.
3. □ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)
2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
   Paper No(s)/Mail Date _____
3) ☐ Interview Summary (PTO-413)
   Paper No(s)/Mail Date: _____
4) ☐ Other: _____.
DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant’s submission filed on 08/24/2015 has been entered.

Notice of Pre-AIA or AIA Status

2. The present application is being examined under the pre-AIA first to invent provisions.

Double Patenting

3. The nonstatutory obviousness-type double patenting rejection over Application No. 12/216,280 (Patent No. 9,032,469) stands depending on the further amendment.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of pre-AIA 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.
5. **Claims 1, 9, 11, 13 and 17** are rejected under pre-AIA 35 U.S.C. 102(b) as being anticipated by Staker et al. (US 2004/0218100), hereinafter Staker.

In claim 1, Staker teaches

a content providing system comprising:

a content providing apparatus configured to store therein a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service and is transmitted in a unit of the scene resource data, wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data ([0028], the video source 14 comprises a memory that stores data representing video content, the video source 14 may comprise a device that receives a video transmission, such as through a cable network, a satellite dish, an antenna, or a network, [0030], the video source 14 may supply audio content along with video content. This audio content may be delivered on the same or different mediums as the video content, [0043], the memory 22 stores data files that include data or information regarding the content of particular media. In one embodiment, a data file or a group of related data files contains information specific to a particular movie or prerecorded video footage. For example, data files for a particular movie may be referenced by using the movie's unique serial number. The information contained in the data files may identify scenes or segments of the particular movie or video
that have been catalogued as being suitable for video compositing. [0050], when a Star Wars DVD is placed in the DVD player 24, the DVD player reads the serial number of the DVD and communicates the number to the control circuitry 20. The control circuitry 20 uses the serial number to find the appropriate data files stored in the memory 22. **The data files identify the media content of the DVD as being the Star Wars movie and also identify which scenes, or frames, are to be played by the DVD player 24.** [0087], when a DVD is inserted into the DVD player 24, the serial number of the DVD is communicated to the control circuitry 20, which uses the serial number to identify and access the appropriate prerecorded data files. **The data files identify scenes recorded on the DVD that have been catalogued as being suitable for chroma key substitution.** The suitable scenes are identified by the data files stored in the memory 22 of the compositing device 12. These data files may have been preprogrammed in the memory 22, may have been downloaded or saved from another source, or may be saved on the selected DVD, such as in the bonus materials section of the DVD. **The scenes catalogued as being available for chroma-key substitution generally contain video footage of a character for which a user can substitute his or her own image.** The data files comprise reference information that identifies which scenes of the DVD contain video footage of the particular character); and a media playback apparatus configured to establish a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and
connected to the media playback apparatus, configured to receive one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene ([0049]), the DVD player 24 is one embodiment of a video source for the compositor device 12. The DVD player 24 functions as a general purpose DVD player and outputs video and audio content stored on a DVD to the multiplexer 26. The DVD player 24 also includes a counter that adjusts itself based on which frame of the DVD is being read. For example, the DVD counter may correlate each frame of the DVD with a specific time code relating to the media stored on the DVD. This counter enables the DVD player 24 to jump to, identify or read specific frames of video content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to identify the media content contained by the particular DVD and may communicate the serial number to the control circuitry 20, [0050], the functioning of the DVD player 24 may be controlled by the control circuitry 20, which loads appropriate data files from the memory 22. For example, when a Star Wars DVD is placed in the DVD player 24, the DVD player reads the serial number of the DVD and communicates the number to the control circuitry 20. The control circuitry 20 uses the serial number to find the appropriate data files stored in the memory 22. The data files identify the media content of the DVD as being the Star Wars movie and also identify which scenes, or frames, are to be played by the DVD player 24. In this
way, the control circuitry 20 is able to manage the functioning of the DVD player 24).

**In claim 9,** Staker teaches

the system in accordance with claim 1, wherein the content providing

apparatus maintains a list of the plurality of multimedia contents provided according to a
time for providing the plurality of multimedia contents, and wherein one of the plurality of
multimedia contents to be transmitted to the media playback apparatus is selected
based on the list ([0049], the DVD player 24 is one embodiment of a video source for
the compositer device 12. The DVD player 24 functions as a general purpose DVD
player and outputs video and audio content stored on a DVD to the multiplexer 26. The
DVD player 24 also includes a counter that adjusts itself based on which frame of the
DVD is being read. For example, the DVD counter may correlate each frame of the DVD with a specific time code relating to the media stored on the DVD. This
counter enables the DVD player 24 to jump to, identify or read specific frames of video
content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to
identify the media content contained by the particular DVD and may communicate the
serial number to the control circuitry 20).

**In claim 11,** Staker teaches

the system in accordance with claim 1, wherein the storage media includes disk media,
and wherein the media playback apparatus provides the multimedia content stored in
the disk media by subjecting the multimedia content stored in the disk media to the
signal processing ([0049]), the DVD player 24 is one embodiment of a video source for the compositor device 12. The DVD player 24 functions as a general purpose DVD player and outputs video and audio content stored on a DVD to the multiplexer 26. The DVD player 24 also includes a counter that adjusts itself based on which frame of the DVD is being read. For example, the DVD counter may correlate each frame of the DVD with a specific time code relating to the media stored on the DVD. This counter enables the DVD player 24 to jump to, identify or read specific frames of video content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to identify the media content contained by the particular DVD and may communicate the serial number to the control circuitry 20).

In claim 13, Staker teaches

the system in accordance with claim 1, wherein the storage media stores a user interface program, and

wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program ([0053], the multiplexer 26 is structured to select one of multiple input signals, the selection being based on a control signal. In one embodiment, the control circuitry 20 supplies the control signal to the multiplexer 26. In another embodiment, the multiplexer 26 automatically selects the signal from the DVD player 24 when a DVD is inserted therein and selects the signal from the other available signals when no DVD is present in the DVD player 24. For
example, in one embodiment, the user may input a selection through the user interface 32).

Claims 14-16 (Cancelled)

In claim 17, Staker teaches

the system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data ([0046], the preprogrammed data files associated with Star Wars would identify scenes in the movie that have been selected as being suitable as a background scene for video compositing. The data files may identify when a particular character, such as Darth Vader. RTM., is present in a specific scene. This data file information allows for the user to choose between pre-selected scenes and facilitates the generation of a signal by the control circuitry 20 to be used in coordinating and creating a composite video signal. The data files may be preprogrammed in the memory 22).

Claim Rejections - 35 USC § 103

6. The following is a quotation of pre-AIA 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which
said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under pre-AIA 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of pre-AIA 35 U.S.C. 103(c) and potential pre-AIA 35 U.S.C. 102(e), (f) or (g) prior art under pre-AIA 35 U.S.C. 103(a).

7. **Claims 2, 5, 8, 10 and 12** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker, in view of Kanazawa et al. (US 2003/0152366), hereinafter Kanazawa.

*In claim 2, per rejection in claim 1, but*

Staker does not appear to explicitly disclose “the system wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information”.

However, Kanazawa discloses “the system wherein the content reception information includes network identification information of the content providing
apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information ([(0150), the DVD video provided by the DVD playback control program 116 and the HTML contents provided by the WWW browser 117 are displayed simultaneously on the screen. In this state, for example, when the user presses a Web display key on a remote control unit to specify the interlocking display of HTML contents, or when the user selects a Web button displayed on a DVD video image with a remote control unit, a keyboard, or a mouse, the HTML contents related to the moving picture presently being reproduced are automatically acquired from an external WWW server and displayed on the screen)").

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([(0009]).

**In claim 5**, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback
apparatus by verifying the user identification information or the device identification information”.

However, Kanazawa discloses “the system wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information ([0071], the information management table 40b is read from the DVD 40 under the control of the CPU 1 in reproducing the title information and is stored in a specific area 20 of the RAM 2. Using the information management table 40b stored in the RAM 2, the CPU 1 executes the resource use process. Specifically, according to the user’s specify operation (or the clicking of a Web mark by the user), an NT (network) resource use judging section 100 judges whether the resource use is valid (i.e., judges whether Web page accessing can be done). On the basis of the result of the judgment by the judging section 100, an NT resource use processing section 101 connects to the relevant Web server on the network and accesses the Web page corresponding to the related information. The judging section 100 and NT resource use processing 101 each represent conceptual component parts composed of the CPU 1 and set programs)”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.
The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).

In claim 8, per rejection in claims 1 and 5, but

Staker does not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information”.

However, Kanazawa discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information ([0071])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).
In claim 10, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information”.

However, Kanazawa discloses “the system wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (\([0071]\))”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions (\([0009]\)).

In claim 12, per rejection in claims 1 and 11, but

Staker does not appear to explicitly disclose “the system wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification”.

However, Kanazawa discloses "the system wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification ([0121], the DVD drive 111 reads the DVD video stream stored on a DVD medium at a transfer rate of 10.08 Mbps at its maximum. The DVD drive 111 is composed of a DVD medium, such as an optical disk, a motor, a pickup, a pickup drive, a servo controller, and a drive controller including an ECC circuit for detecting and correcting errors. The motor, pickup, pickup drive, servo controller, and drive controller function as a drive unit for driving a DVD medium and reading the data recorded on the DVD medium)."

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).

8. **Claims 3-4 and 6** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker in view of Chang et al. (US 2005/0091688), hereinafter Chang.

**In claim 3,** per rejection in claim 1, but

Staker does not appear to explicitly disclose "the system wherein the content reception information includes authentication information, wherein the media playback
apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information”.

However, Chang discloses “the system wherein the content reception information includes authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information ([0013], a smaller memory capacity removable media contains basic viewer profile information such as an identification or login. The media can be inserted into an entertainment device to store profile data and then removed therefrom, and data can be communicated via a network and accessed when the media is inserted into a networked kiosk)”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang.

The suggestion/motivation for doing so would have been to provide a improved method to assist a viewer to find the desired information ([0008]).

In claim 4, per rejection in claim 1, but
Staker does not appear to explicitly disclose “the system wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the receiver identification information”.

However, Chang discloses “the system wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the receiver identification information ([0013])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang. The suggestion/motivation for doing so would have been to provide a improved method to assist a viewer to find the desired information ([0008]).

**In claim 6, per rejection in claims 1 and 4, but**
Staker does not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information”.

However, Chang discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information ([0013])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang. The suggestion/motivation for doing so would have been to provide a improved method to assist a viewer to find the desired information ([0008]).

9. **Claim 7** is rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker, in view of Kanazawa et al. (US 2003/0152366), hereinafter Kanazawa, and further in view of Chang et al. (US 2005/0091688), hereinafter Chang.

In claim 7, per rejection in claims 1 and 5, but
Staker and Kanazawa do not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information”.

However, Chang discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information ([0013])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker, Kanazawa and Chang before him or her, to modify the method of Staker and Kanazawa to include the method of Chang.

The suggestion/motivation for doing so would have been to provide an improved method to assist a viewer to find the desired information ([0008]).

**Response to Arguments**

Applicant’s arguments filed 08/24/2015 have been fully considered but they are not persuasive.

10. In the remarks, the applicant argues that:
Staker may describe that a user can substitute his or her own image on the data files identifying scenes of the DVD. This however does not mean each scene of the video footage includes an execution code that is independently executable.

Staker fails to teach that “each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data”, and “a media playback apparatus ... configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene,” as recited in claim 1.

Examiner Responds: since the compositor device 12 allows a user to selectively overlay Images in real time onto a second video image using reference information of the data files that identifies scenes of the DVD, the user may choose to substitute his or her image in each scene of the DVD. As previous responses the following paragraphs of Staker described “... executing the scene resource data which contains the execution code that is independently executed scene-by-scene” [0043], the memory 22 stores data files that include data or information regarding the content of particular media. In one embodiment, a data file or a group of related data files contains information specific to a particular movie or prerecorded video footage. For example, data files for a particular movie may be referenced by using the movie's unique serial number. The information contained in the data files may identify scenes or segments of the particular movie or video that have been catalogued as being suitable for video compositing. [0050], when a Star Wars DVD is placed in the DVD player 24, the DVD player reads the serial number of the DVD and communicates the number to the control circuitry 20. The control circuitry 20
uses the serial number to find the appropriate data files stored in the memory 22. The **data files** identify the media content of the DVD as being the Star Wars movie and also identify which scenes, or frames, are to be played by the DVD player 24, [0087], when a DVD is inserted into the DVD player 24, the serial number of the DVD is communicated to the control circuitry 20, which uses the serial number to identify and access the appropriate prerecorded data files. The **data files identify scenes recorded on the DVD that have been catalogued as being suitable for chroma key substitution**. The suitable scenes are identified by the data files stored in the memory 22 of the compositor device 12. These data files may have been preprogrammed in the memory 22, may have been downloaded or saved from another source, or may be saved on the selected DVD, such as in the bonus materials section of the DVD. The **scenes catalogued as being available for chroma-key substitution generally contain video footage of a character for which a user can substitute his or her own image**. The data files comprise reference information that identifies which scenes of the DVD contain video footage of the particular character.

**Contact Information**

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Huawen Peng whose telephone number is (571)270-5215. The examiner can normally be reached on Mon.-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Boris Gorney can be reached on (571)270-5626. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Huawen Peng/
Primary Examiner, Art Unit 2158
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**CPC COMBINATION SETS - SEARCHED**

**US CLASSIFICATION SEARCHED**

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REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL
(INCLUDING FILING FEE AND/OR PETITION FOR EXTENSION OF TIME FEE)

Subsection (b) of 35 U.S.C. § 132, effective May 29, 2000 provides for continued examination of a utility or plant application filed on or after June 8, 1995. See The American Inventors Protection Act of 1999 (AIPA)

To: Commissioner for Patents
   Box RCE
   P.O. Box 1450
   Alexandria, VA 22313-1450

Attorney Docket No.: 0366.1020
First Named Inventor: Wonjang BAEK

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Title of Invention: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

This is a Request for Continued Examination (RCE), under 37 CFR 1.114, of the above-identified application.

1. Submission required under 37 CFR 1.114 (Box a or b must be completed)
   a. ☑ Previously submitted
      i. ☑ Consider the amendment(s)/reply under 37 CFR 1.116 previously filed on August 24, 2015. (Any un-entered amendment(s) referred to above will be entered).
      ii. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on ________.
      iii. ☐ Other: ________
   b. ☐ Enclosed (box i must be checked)
      i. ☐ Amendment/Reply (required)
      ii. ☐ Affidavit(s)/Declaration(s)
      iii. ☐ Information Disclosure Statement (IDS)
      iv. ☐ Other: ________

2. Miscellaneous
   a. ☐ This is the first RCE filed for the above-identified application.
   b. ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of ________ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required).
   c. ☐ Other: ________
**FEE CALCULATION (fees effective 3/19/2013)**

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Since an Official Action set an original due date of September 29, 2015, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000)):

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Suspension Fee of $140.00 (37 CFR 1.17(i)) $0.00

Total of above Calculations = $1,700.00

Reduction by 50% for filing by small entity (37 CFR 1.27) - $

Reduction by 75% for filing by micro entity (37 CFR 1.29) - $

TOTAL FEES DUE = $1,700.00

☐ A previous micro entity status is no longer appropriate and is hereby cancelled under 37 CFR 1.29(i).

**METHOD OF PAYMENT**

☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).

☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.

☒ Payment authorized and made via EFS-Web.

**GENERAL AUTHORIZATION**

☒ The Commissioner is hereby authorized to credit any overpayment or charge any additional fees under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application and of any related application(s) claiming benefit hereof pursuant to 35 U.S.C. § 120 to maintain pendency hereof and of any such related application to:

Deposit Account No. 503333

**CORRESPONDENCE ADDRESS**

STEIN IP, LLC

49,455

PATENT TRADEMARK OFFICE

**SIGNATURE OF ATTORNEY OR AGENT REQUIRED**

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Signature

Date September 25, 2015
**Electronic Patent Application Fee Transmittal**

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**Title of Invention:**
Content providing system based on media playback apparatus

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### Payment information:

- **Submitted with Payment:** yes
- **Payment Type:** Credit Card
- **Payment was successfully received in RAM:** $1700
- **RAM confirmation Number:** 2903
- **Deposit Account:**
- **Authorized User:**

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:
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**Warnings:**

This is not a USPTO supplied RCE SB30 form.

**Information:**

| 2               | Fee Worksheet (SB06)                 | fee-info.pdf         | 30264                           | no              | 2               |

**Warnings:**

**Information:**

Total Files Size (in bytes): 260874

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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
**PATENT APPLICATION FEE DETERMINATION RECORD**

Substitute for Form PTO-875

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TOTAL CLAIMS (37 CFR 1.16(g)(1)): minus 20 = *

INDEPENDENT CLAIMS (37 CFR 1.16(h)): minus 3 = *

APPLICATION SIZE FEE (37 CFR 1.16(a)): If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(g))? *If the difference in column 1 is less than zero, enter “0” in column 2.

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FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(g))?

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APPLICATION SIZE FEE (37 CFR 1.16(a))

FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(g))?

**TOTAL ADD'L FEE**

LIE

/TAMMY d. MCBETH BROWN/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):
docketing@steinip.com
Advisory Action
Before the Filing of an Appeal Brief

Application No. 12/216,192
Applicant(s) BAEK ET AL.
Examiner Huawen Peng
Art Unit 2158
AIA (First Inventor to File) Status No

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 24 August 2016 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

NO NOTICE OF APPEAL FILED

1. The reply was filed after a final rejection. No Notice of Appeal has been filed. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance;
   (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.144 if this is a utility or plant application. Note that RCEs are not permitted in design applications. The reply must be filed within one of the following time periods:
a) ☐ The period for reply expires ______ months from the mailing date of the final rejection.
b) ☑ The period for reply expires on: (1) the mailing date of this Advisory Action; or (2) the date set forth in the final rejection, whichever is later.
   In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
c) ☐ A prior Advisory Action was mailed more than 3 months after the mailing date of the final rejection in response to a first-after-final reply filed within 2 months of the mailing date of the final rejection. The current period for reply expires ______ months from the mailing date of the prior Advisory Action or SIX MONTHS from the mailing date of the final rejection, whichever is earlier.

Examiner Note: If box 1 is checked, check either box (a), (b) or (c). ONLY CHECK BOX (b) WHEN THIS ADVISORY ACTION IS THE FIRST RESPONSE TO APPLICANT'S FIRST AFTER-FINAL REPLY WHICH WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. ONLY CHECK BOX (c) IN THE LIMITED SITUATION SET FORTH UNDER BOX (c). See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) or (c) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☑ The Notice of Appeal was filed on ______. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. ☑ The proposed amendments filed after a final rejection, but prior to the date of filing a brief, will not be entered because
   a) ☐ They raise new issues that would require further consideration and/or search (see NOTE below);
   b) ☑ They raise the issue of new matter (see NOTE below);
   c) ☑ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
   d) ☑ They present additional claims without canceling a corresponding number of finally rejected claims.

   NOTE: ____. (See 37 CFR 1.116 and 41.33(a)).

4. ☐ The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. ☐ Applicant's reply has overcome the following rejection(s): ______.

6. ☑ Newly proposed or amended claim(s) ______ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. ☑ For purposes of appeal, the proposed amendment(s): (a) ☑ will not be entered, or (b) ☐ will be entered, and an explanation of how the new or amended claims would be rejected is provided below or appended.

AFFIDAVIT OR OTHER EVIDENCE

8. ☑ A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filed on ______.

9. ☑ The affidavit or other evidence filed after final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

10. ☑ The affidavit or other evidence filed after the date of filing the Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

11. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

12. ☐ The request for reconsideration has been considered but does NOT place the application in condition for allowance because:

   See Continuation Sheet.

13. ☑ Note the attached Information Disclosure Statement(s), (PTO/SB/08) Paper No(s). ______


STATUS OF CLAIMS

15. The status of the claim(s) is (or will be) as follows:

   Claim(s) allowed: ______
   Claim(s) objected to: ______
   Claim(s) rejected: 1-13 and 17.
   Claim(s) withdrawn from consideration: ______

/Huawen Peng/
Primary Examiner, Art Unit 2158

U.S. Patent and Trademark Office
PTOL-303 (Rev. 08-2013)
Advisory Action Before the Filing of an Appeal Brief
Part of Paper No. 20150826
Continuation of 12. does NOT place the application in condition for allowance because: The newly added claim limitations “receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene” are still taught by the cited prior art Staker at [0087]. . . the data files identify scenes recorded on the DVD that have been cataloged as being suitable for chroma key substitution . . . the scenes cataloged as being available for chroma-key substitution generally contain video footage of a character for which a user can substitute his or her own image . . . .
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.                      Confirmation No. 6709
Application No. 12/216,192                  Group Art Unit:  2165
Filed:   July 1, 2008                      Examiner: Kellye Dee BUCKINGHAM
For:     CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

RESPONSE AND REQUEST FOR RECONSIDERATION UNDER 37 CFR 1.116

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Final Office Action mailed June 29, 2015, and having a
Shortened Statutory Period for response set to expire on September 29, 2015.

The two-month date from the mailing date of the Final Office Action is August 29, 2015.
This response is being filed on August 24, 2015, and thus is being filed within two months of the
mailing date of the Final Office Action, for the purposes of MPEP 714.13(I).

This response amends at least one independent claim without broadening its scope in
any way, namely, claim 1. Participation into the After Final Consideration Pilot 2.0 is therefore
requested. A PTO/SB/434 form is attached.

Reconsideration of the claims is respectfully requested. The following remarks are
respectfully submitted.
This is in response to the After Final Consideration Pilot request filed 8/24/2015.

1. **Improper Request** – The AFCP 2.0 request is improper for the following reason(s) and the after final amendment submitted with the request will be treated under pre-pilot procedure.

   - ☐ An AFCP 2.0 request form PTO/SB/434 (or equivalent document) was not submitted.
   - ☐ A non-broadening amendment to at least one independent claim was not submitted.
   - ☐ A proper AFCP 2.0 request was submitted in response to the most recent final rejection.
   - ☐ Other:

2. **Proper Request**

   A. After final amendment submitted with the request will not be treated under AFCP 2.0.
   
   The after final amendment cannot be reviewed and a search conducted within the guidelines of the pilot program.

   - ☐ The after final amendment will be treated under pre-pilot procedure.

   B. Updated search and/or completed additional consideration.

   The examiner performed an updated search and/or completed additional consideration of the after final amendment within the time authorized for the pilot program. The result(s) of the updated search and/or completed additional consideration are:

   - ☐ 1. All of the rejections in the most recent final Office action are overcome and a Notice of Allowance is issued herewith.

   - ☐ 2. The after final amendment would not overcome all of the rejections in the most recent final Office action. See attached interview summary for further details.

   - ☐ 3. The after final amendment was reviewed, and it raises a new issue(s). See attached interview summary for further details.

   - ☐ 4. The after final amendment raises new issues, but would overcome all of the rejections in the most recent final Office action. A decision on determining allowability could not be made within the guidelines of the pilot. See attached interview summary for further details, including any newly discovered prior art.

   ✗ 5. Other: The newly added claim limitations "receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene" are still taught by cited prior art Staker ([0087]) and it does not place the application in condition for allowance.

Examiner Note: Please attach an interview summary when necessary as described above.
CERTIFICATION AND REQUEST FOR CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0

<table>
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<tr>
<th>Practitioner Docket No.:</th>
<th>Application No.:</th>
<th>Filing Date:</th>
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<tr>
<td>0366.1020</td>
<td>12/216,192</td>
<td>July 1, 2008</td>
</tr>
</tbody>
</table>

First Named Inventor: Wonjang BAEK
Title: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0 (AFCP 2.0) OF THE ACCOMPANYING RESPONSE UNDER 37 CFR 1.116.

1. The above-identified application is (i) an original utility, plant, or design nonprovisional application filed under 35 U.S.C. 111(a) or (ii) a continuing application (e.g., a continuation or divisional application) filed under 35 U.S.C. 111(a) and is eligible under (i), or (ii) an international application that has entered the national stage in compliance with 35 U.S.C. 371(c).

2. The above-identified application contains an outstanding final rejection.

3. Submitted herewith is a response under 37 CFR 1.116 to the outstanding final rejection. The response includes an amendment to at least one independent claim, and the amendment does not broaden the scope of the independent claim in any aspect.

4. This certification and request for consideration under AFCP 2.0 is the only AFCP 2.0 certification and request filed in response to the outstanding final rejection.

5. Applicant is willing and available to participate in any interview requested by the examiner concerning the present response.

6. This certification and request is being filed electronically using the Office’s electronic filing system (EFS-Web).

7. Any fees that would be necessary consistent with current practice concerning responses after final rejection under 37 CFR 1.116, e.g., extension of time fees, are being concurrently filed herewith. [There is no additional fee required to request consideration under AFCP 2.0.]

8. By filing this certification and request, applicant acknowledges the following:

- Reissue applications and reexamination proceedings are not eligible to participate in AFCP 2.0.
- The examiner will verify that the AFCP 2.0 submission is compliant, i.e., that the requirements of the program have been met (see items 1 to 7 above). For compliant submissions:
  o The examiner will review the response under 37 CFR 1.116 to determine if additional search and/or consideration (i) is necessitated by the amendment and (ii) could be completed within the time allotted under AFCP 2.0. If additional search and/or consideration is required but cannot be completed within the allotted time, the examiner will process the submission consistent with current practice concerning responses after final rejection under 37 CFR 1.116, e.g., by mailing an advisory action.
  o If the examiner determines that the amendment does not necessitate additional search and/or consideration, or if the examiner determines that additional search and/or consideration is required and could be completed within the allotted time, then the examiner will consider whether the amendment places the application in condition for allowance (after completing the additional search and/or consideration, if required). If the examiner determines that the amendment does not place the application in condition for allowance, then the examiner will contact the applicant and request an interview.
    * The interview will be conducted by the examiner, and if the examiner does not have negotiation authority, a primary examiner and/or supervisory patent examiner will also participate.
    * If the applicant declines the interview, or if the interview cannot be scheduled within ten (10) calendar days from the date that the examiner first contacts the applicant, then the examiner will proceed consistent with current practice concerning responses after final rejection under 37 CFR 1.116.

Signature: /schung/
Date: August 24, 2015

Name (Print/Typed): Sungyeop Chung
Practitioner Registration No.: 64,130

Note: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required; see below.*

☐ * Total of _________ forms are submitted.
Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2905. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.
REPLY/AMENDMENT FEE TRANSMITTAL

Attorney Docket No. 0366.1020
Application Number 12/216,192
Filing Date July 1, 2008
First Named Inventor Wonjung BAEK
Group Art Unit 2165

AMOUNT ENCLOSED $ 0.00 Examine Name Kellye Dee BUCKINGHAM

FEE CALCULATION (fees effective 3/19/2013)

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<th>Claims Remaining After Amendment</th>
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<th>Number Extra</th>
<th>Rate</th>
<th>Calculations</th>
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<td>$ 0.00</td>
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</table>

Since an Official Action set an original due date of ___, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000)).

Notice of Appeal is enclosed (37 CFR 41.20(b)(1): $800.00) $

Information Disclosure Statement is enclosed and fee is required (37 CFR 1.17(p): $180.00) $

Total of above calculations = $ 0.00

Reduction by 50% for filing by small entity (37 CFR 1.27) - $

Reduction by 75% for filing by micro entity (37 CFR 1.29) - $

Total of above calculations = $ 0.00

Statutory Disclaimer is enclosed (37 CFR 1.20(d): $160.00) $

TOTAL FEES DUE = $ 0.00

☐ A previous micro entity status is no longer appropriate and is hereby cancelled under 37 CFR 1.29(i).

METHOD OF PAYMENT

☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).

☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.

☐ Payment authorized and made via EFS-Web.

☒ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

GENERAL AUTHORIZATION

☒ If the above-noted “AMOUNT ENCLOSED” is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:

<table>
<thead>
<tr>
<th>Deposit Account No.</th>
<th>503333</th>
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</thead>
<tbody>
<tr>
<td>Deposit Account Name</td>
<td>STEIN IP, LLC</td>
</tr>
</tbody>
</table>

The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 U.S.C. § 120 (e.g., continuations/divisions/CIPs under 37 CFR 1.53(b) and/or continuations/divisions/CPAs under 37 CFR 1.53(d)) to maintain pendency hereof or of any such related application.

SUBMITTED BY: STEIN IP, LLC

Typed Name Sungyeop Chung Reg. No. 64130

Signature  Date August 24, 2015
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al. Confirmation No. 6709
Application No. 12/216,192 Group Art Unit: 2165
Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM
For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

RESPONSE AND REQUEST FOR RECONSIDERATION UNDER 37 CFR 1.116

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

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The two-month date from the mailing date of the Final Office Action is August 29, 2015.
This response is being filed on August 24, 2015, and thus is being filed within two months of the
mailing date of the Final Office Action, for the purposes of MPEP 714.13(I).

This response amends at least one independent claim without broadening its scope in
any way, namely, claim 1. Participation into the After Final Consideration Pilot 2.0 is therefore
requested. A PTO/SB/434 form is attached.

Reconsideration of the claims is respectfully requested. The following remarks are
respectfully submitted.
AMENDMENTS TO THE CLAIMS

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claim 1 in accordance with the following:

1. (CURRENTLY AMENDED) A content providing system comprising:

   a content providing apparatus configured to store therein a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service and is transmitted in a unit of the scene resource data, wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data; and

   a media playback apparatus configured to establish a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, configured to receive one of the plurality of multimedia contents and providing-to provide the received multimedia content by subjecting the received multimedia content to signal processing, and configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene.

2. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information.

3. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein
the content reception information includes authentication information,

wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

4. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes receiver identification information,

wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the receiver identification information.

5. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (ORIGINAL) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (ORIGINAL) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.
8. (ORIGINAL) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (ORIGINAL) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

11. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the storage media includes disk media, and

wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (ORIGINAL) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (ORIGINAL) The system in accordance with claim 1, wherein the storage media stores a user interface program, and

wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user
input received through user interface program.

14-16. (CANCELLED)

17.  (PREVIOUSLY PRESENTED) The system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data.
REMARKS

In accordance with the foregoing, claim 1 has been amended, and claims 1-13 and 17 are pending and under consideration. No new matter within the meaning of 35 U.S.C. § 132 is presented in this Amendment.

DOUBLE PATENTING REJECTION(S):

Claims 1-13 and 17 are provisionally rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 11-17 and 21-25 of copending Application Serial No.12/216,280.

Applicants respectfully request that this rejection be held in abeyance until an indication that the claims are otherwise allowable. Applicants, at that time, will either address this rejection or file a terminal disclaimer.

REJECTIONS UNDER 35 U.S.C. § 102:

Claims 1, 9, 11, 13 and 17 are rejected under pre-AIA 35 U.S.C. § 102(b) as being anticipated U.S. Publication 2004/0218100 applied for by Staker et al. ("Staker"). This rejection is respectfully traversed.

"A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." Verdegaal Bros. v. Union Oil Co. of California, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987). >"When a claim covers several structures or compositions, either generically or as alternatives, the claim is deemed anticipated if any of the structures or compositions within the scope of the claim is known in the prior art." Brown v. 3M, 265 F.3d 1349, 1351, 60 USPQ2d 1375, 1376 (Fed. Cir. 2001) (claim to a system for setting a computer clock to an offset time to address the Year 2000 (Y2K) problem, applicable to records with year date data in "at least one of two-digit, three-digit, or four-digit" representations, was held anticipated by a system that offsets year dates in only two-digit formats). See also MPEP § 2131.02. < "The identical invention must be shown in as complete detail as is contained in the ... claim." Richardson v. Suzuki Motor Co., 868 F.2d 1226, 1236, 9 USPQ2d 1913, 1920 (Fed. Cir. 1989). The elements must be arranged as required by the claim, but this is not an ipsissimis verbis test, i.e., identity of terminology is not required. In re Bond, 910 F.2d 831, 15 USPQ2d 1566 (Fed. Cir. 1990). Note that, in some circumstances, it
is permissible to use multiple references in a 35 U.S.C. 102 rejection. See MPEP § 2131.01.

Staker discloses in paragraph [0038] that "[t]he compositor device 12 allows a user to selectively overlay images in real time onto a second video image, such as prerecorded video content. In one embodiment, the compositor device 12 comprise control circuitry 20, a memory 22, a DVD player 24, a multiplexer 26, a chroma-key mixer 28, a switcher 30 and a user interface 32."; in paragraph [0008] that "[t]he compositing process is managed by internal circuitry and data files that direct when and how the real-time image is inserted into the prerecorded image."; and in paragraph [0087] that "[i]n one embodiment, the data files comprise reference information that identifies which scenes of the DVD contain video footage of the particular character."

Staker may describe that a user can substitute his or her own image on the data files identifying scenes of the DVD. This however does not mean each scene of the video footage includes an execution code that is independently executable.

However, Staker teaches merely that the compositor device 12 allows a user to selectively overlay images in real time onto a second video image using reference information of the data files that identifies scenes of the DVD, but fails to teach that each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data. While the Examiner interprets the features of Staker, "[t]he data files identify scenes recorded on the DVD that have been catalogued as being suitable for chroma key substitution"
and "[t]he scenes catalogued as being available for chroma-key substitution generally contain video footage of a character for which a user can substitute his or her own image" as corresponding to the claimed feature "... an execution code that is independently executed scene-by-scene and a resource data" as claimed (Office Action, page 20, lines 17-21), Applicants respectfully note that these reference features actually do not teach "a media playback apparatus ... configured to receive and provide the scene resource data by executing the scene resource data which contains the execution code that is independently executed scene-by-scene," as recited in claim 1.

Since Staker fails to teach each and every feature as recited in claim 1, it fails to anticipate the claim. Claims 9, 11, 13 and 17 depend from claim 1 and thus are deemed allowable for at least their dependency of an allowable base claim.

Based on the foregoing, the rejection of claims 1, 9, 11, 13 and 17 under pre-AIA 35 U.S.C. § 102(b) is respectfully requested to be withdrawn.

REJECTIONS UNDER 35 U.S.C. § 103:

Claims 2, 5, 8, 10 and 12 are rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of U.S. Publication 2003/0152366 applied for by Kanazawa et al. ("kanazawa");

Claims 3-4 and 6 are rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of U.S. Publication 2005/0091688 applied for by Chang et al. ("Chang"); and

Claim 7 is rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of Kanazawa, and further in view of Chang. Applicants respectfully traverse these rejections.

Claims 2-8, 10 and 12 depend directly or indirectly upon claim 1, and are thus deemed allowable for at least their dependency of an allowable base claim. Based on the foregoing, the rejection of claims 2-8, 10 and 12 under pre-AIA 35 U.S.C. § 103(a) is respectfully requested to be withdrawn.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the
application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN IP, LLC

Date: August 24, 2015

By: Sungyeop Chung
Registration No. 64130

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
# Electronic Acknowledgement Receipt

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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/O/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
**APPLICATION AS FILED – PART I**

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**APPLICATION SIZE FEE (37 CFR 1.16(s))**

If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

**APPLICATION AS AMENDED – PART II**

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* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" in this space is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" in this space is less than 3, enter "3".

LIE

/CHARLENE / HERBERT/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@steinip.com
Office Action Summary

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☑ Responsive to communication(s) filed on 06/11/2015.
   □ A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filed on _____.
2a) ☑ This action is FINAL.          2b) □ This action is non-final.
3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
   closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 1-13 and 17 is/are pending in the application.
   5a) Of the above claim(s) _____ is/are withdrawn from consideration.
6) □ Claim(s) _____ is/are allowed.
7) ☑ Claim(s) 1-13 and 17 is/are rejected.
8) □ Claim(s) _____ is/are objected to.
9) □ Claim(s) _____ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the Patent Prosecution Highway program at a
participating intellectual property office for the corresponding application. For more information, please see
http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

10) □ The specification is objected to by the Examiner.
11) ☑ The drawing(s) filed on 07/23/2008 is/are: a) ☑ accepted or b) □ objected to by the Examiner.

   Applicant may not request that any objections to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12) ☑ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   Certified copies:
   a) ☑ All   b) □ Some** c) □ None of the:
   1. ☑ Certified copies of the priority documents have been received.
   2. □ Certified copies of the priority documents have been received in Application No. _____.
   3. □ Copies of the certified copies of the priority documents have been received in this National Stage
   application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) □ Notice of References Cited (PTO-892) 3) □ Interview Summary (PTO-413)
   Paper No(s)/Mail Date _____ 4) □ Other: _____.
2) □ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
   Paper No(s)/Mail Date _____.
DETAILED ACTION

This communication is responsive to the Amendment filed 06/11/2015. Claims 1 and 4 have been amended. Claims 1-13 and 17 are pending in this application. This action is made Final.

Notice of Pre-AIA or AIA Status

1. The present application is being examined under the pre-AIA first to invent provisions.

Double Patenting

2. The provisional nonstatutory double patenting rejection stand depending on the further amendment.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of pre-AIA 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

   A person shall be entitled to a patent unless –

   (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claims 1, 9, 11, 13 and 17 are rejected under pre-AIA 35 U.S.C. 102(b) as being anticipated by Staker et al. (US 2004/0218100), hereinafter Staker.
In claim 1, Staker teaches

a content providing system comprising:

a content providing apparatus configured to store therein a plurality of multimedia
contents including a plurality of scene resource data obtained by dividing a data
application according to scenes, wherein the data application has a plurality of scenes
for interactive service and is transmitted in a unit of the scene resource data, wherein
each of the plurality of the scene resource data is configured for a scene-by-scene
execution of the data application and includes an execution code that is independently
executed scene-by-scene and a resource data ([0028], the video source 14 comprises a
memory that stores data representing video content, the video source 14 may comprise
a device that receives a video transmission, such as through a cable network, a satellite
dish, an antenna, or a network, [0030], the video source 14 may supply audio content
along with video content. This audio content may be delivered on the same or different
 mediums as the video content, [0043], the memory 22 stores data files that include data
or information regarding the content of particular media. In one embodiment, a data file
or a group of related data files contains information specific to a particular movie
or prerecorded video footage. For example, data files for a particular movie may be
referenced by using the movie's unique serial number. The information contained in
the data files may identify scenes or segments of the particular movie or video
that have been catalogued as being suitable for video compositing, [0050], when a
Star Wars DVD is placed in the DVD player 24, the DVD player reads the serial number
of the DVD and communicates the number to the control circuitry 20. The control
circuitry 20 uses the serial number to find the appropriate data files stored in the memory 22. **The data files identify the media content of the DVD as being the Star Wars movie and also identify which scenes, or frames, are to be played by the DVD player 24,** [0087], when a DVD is inserted into the DVD player 24, the serial number of the DVD is communicated to the control circuitry 20, which uses the serial number to identify and access the appropriate prerecorded data files. **The data files identify scenes recorded on the DVD that have been catalogued as being suitable for chroma key substitution.** The suitable scenes are identified by the data files stored in the memory 22 of the compositior device 12. These data files may have been preprogrammed in the memory 22, may have been downloaded or saved from another source, or may be saved on the selected DVD, such as in the bonus materials section of the DVD. **The scenes catalogued as being available for chroma-key substitution generally contain video footage of a character for which a user can substitute his or her own image.** The data files comprise reference information that identifies which scenes of the DVD contain video footage of the particular character); and

a media playback apparatus **configured to establish** a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, **configured to receive** one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and **configured to receive and provide**
the scene resource data ([0049], the DVD player 24 is one embodiment of a video source for the compositor device 12. The DVD player 24 functions as a general purpose DVD player and outputs video and audio content stored on a DVD to the multiplexer 26. The DVD player 24 also includes a counter that adjusts itself based on which frame of the DVD is being read. For example, the DVD counter may correlate each frame of the DVD with a specific time code relating to the media stored on the DVD. This counter enables the DVD player 24 to jump to, identify or read specific frames of video content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to identify the media content contained by the particular DVD and may communicate the serial number to the control circuitry 20, [0050], the functioning of the DVD player 24 may be controlled by the control circuitry 20, which loads appropriate data files from the memory 22. For example, when a Star Wars DVD is placed in the DVD player 24, the DVD player reads the serial number of the DVD and communicates the number to the control circuitry 20. The control circuitry 20 uses the serial number to find the appropriate data files stored in the memory 22. The data files identify the media content of the DVD as being the Star Wars movie and also identify which scenes, or frames, are to be played by the DVD player 24. In this way, the control circuitry 20 is able to manage the functioning of the DVD player 24).

**In claim 9,** Staker teaches

the system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a
time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list ("[0049], the DVD player 24 is one embodiment of a video source for the compositing device 12. The DVD player 24 functions as a general purpose DVD player and outputs video and audio content stored on a DVD to the multiplexer 26. The DVD player 24 also includes a counter that adjusts itself based on which frame of the DVD is being read. For example, the DVD counter may correlate each frame of the DVD with a specific time code relating to the media stored on the DVD. This counter enables the DVD player 24 to jump to, identify or read specific frames of video content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to identify the media content contained by the particular DVD and may communicate the serial number to the control circuitry 20).

In claim 11, Staker teaches

the system in accordance with claim 1, wherein the storage media includes disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing ("[0049], the DVD player 24 is one embodiment of a video source for the compositing device 12. The DVD player 24 functions as a general purpose DVD player and outputs video and audio content stored on a DVD to the multiplexer 26. The DVD player 24 also includes a counter that adjusts itself based on which frame of the DVD is being read. For example, the DVD counter may correlate each frame of the
DVD with a specific time code relating to the media stored on the DVD. This counter enables the DVD player 24 to jump to, identify or read specific frames of video content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to identify the media content contained by the particular DVD and may communicate the serial number to the control circuitry 20).

In claim 13, Staker teaches

the system in accordance with claim 1, wherein the storage media stores a user interface program, and

wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program ([0053], the multiplexer 26 is structured to select one of multiple input signals, the selection being based on a control signal. In one embodiment, the control circuitry 20 supplies the control signal to the multiplexer 26. In another embodiment, the multiplexer 26 automatically selects the signal from the DVD player 24 when a DVD is inserted therein and selects the signal from the other available signals when no DVD is present in the DVD player 24. For example, in one embodiment, the user may input a selection through the user interface 32).

Claims 14-16 (Cancelled)
In claim 17, Staker teaches

the system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data (0046), the preprogrammed data files associated with Star Wars would identify scenes in the movie that have been selected as being suitable as a background scene for video compositing. The data files may identify when a particular character, such as Darth Vader, is present in a specific scene. This data file information allows for the user to choose between pre-selected scenes and facilitates the generation of a signal by the control circuitry 20 to be used in coordinating and creating a composite video signal. The data files may be preprogrammed in the memory 22).

Claim Rejections - 35 USC § 103

5. The following is a quotation of pre-AIA 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under pre-AIA 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation
under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of pre-AIA 35 U.S.C. 103(c) and potential pre-AIA 35 U.S.C. 102(e), (f) or (g) prior art under pre-AIA 35 U.S.C. 103(a).

6. **Claims 2, 5, 8, 10 and 12** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker, in view of Kanazawa et al. (US 2003/0152366), hereinafter Kanazawa.

**In claim 2**, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information”.

However, Kanazawa discloses “the system wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information ([0150], the DVD video provided by the DVD playback control program 116 and the HTML contents provided by the WWW browser 117 are displayed simultaneously on the screen. In this state, for example, when the user presses a Web display key on a remote control unit to specify the interlocking display of HTML
contents, or when the user selects a Web button displayed on a DVD video image with a remote control unit, a keyboard, or a mouse, the HTML contents related to the moving picture presently being reproduced are automatically acquired from an external WWW server and displayed on the screen)."

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).

In claim 5, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information”.

However, Kanazawa discloses “the system wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the
user identification information or the device identification information ([0071], the information management table 40b is read from the DVD 40 under the control of the CPU 1 in reproducing the title information and is stored in a specific area 20 of the RAM 2. Using the information management table 40b stored in the RAM 2, the CPU 1 executes the resource use process. Specifically, according to the user’s specify operation (or the clicking of a Web mark by the user), an NT (network) resource use judging section 100 judges whether the resource use is valid (i.e., judges whether Web page accessing can be done). On the basis of the result of the judgment by the judging section 100, an NT resource use processing section 101 connects to the relevant Web server on the network and accesses the Web page corresponding to the related information. The judging section 100 and NT resource use processing 101 each represent conceptual component parts composed of the CPU 1 and set programs)".

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).

In claim 8, per rejection in claims 1 and 5, but

Staker does not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a
service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information”.

However, Kanazawa discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information ([(0071)])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([(0009)])

**In claim 10**, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information”.

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However, Kanazawa discloses “the system wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (0071)]."

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions (0009).

In claim 12, per rejection in claims 1 and 11, but

Staker does not appear to explicitly disclose “the system wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification”.

However, Kanazawa discloses “the system wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification ([0121], the DVD drive 111 reads the DVD video stream stored on a DVD medium at a transfer rate of 10.08 Mbps at its maximum. The DVD drive 111 is composed of a DVD medium, such as an optical disk, a motor, a pickup, a pickup drive, a servo controller, and a drive controller including an ECC circuit for detecting and correcting errors. The motor,
pickup, pickup drive, servo controller, and drive controller function as a drive unit for
driving a DVD medium and reading the data recorded on the DVD medium)."

At the time of the invention, it would have been obvious to one of ordinary skill in
the art, having the teachings of Staker and Kanazawa before him or her, to modify the
method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a
reproducing system capable of acquiring the optimum related information that meets
specific conditions ([0009]).

7. **Claims 3-4 and 6** are rejected under pre-AIA 35 U.S.C. 103(a) as being
unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker in view of Chang
et al. (US 2005/0091688), hereinafter Chang.

**In claim 3,** per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content
reception information includes authentication information, wherein the media playback
apparatus reads the authentication information and transmits the authentication
information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia
contents to the media playback apparatus by verifying the authentication information”.

However, Chang discloses “the system wherein the content reception information
includes authentication information, wherein the media playback apparatus reads the
authentication information and transmits the authentication information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information ([0013], a smaller memory capacity removable media contains basic viewer profile information such as an identification or login. The media can be inserted into an entertainment device to store profile data and then removed therefrom, and data can be communicated via a network and accessed when the media is inserted into a networked kiosk)."

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang.

The suggestion/motivation for doing so would have been to provide a improved method to assist a viewer to find the desired information ([0008]).

**In claim 4**, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia
contents to the media playback apparatus by verifying the receiver identification information.

However, Chang discloses “the system wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the receiver identification information ([0013])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang. The suggestion/motivation for doing so would have been to provide a improved method to assist a viewer to find the desired information ([0008]).

In claim 6, per rejection in claims 1 and 4, but

Staker does not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information”.
However, Chang discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information ([0013])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang. The suggestion/motivation for doing so would have been to provide a improved method to assist a viewer to find the desired information ([0008]).

8. **Claim 7** is rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker, in view of Kanazawa et al. (US 2003/0152366), hereinafter Kanazawa, and further in view of Chang et al. (US 2005/0091688), hereinafter Chang.

**In claim 7**, per rejection in claims 1 and 5, but

Staker and Kanazawa do not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information”.

However, Chang discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information ([0013]).”

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker, Kanazawa and Chang before him or her, to modify the method of Staker and Kanazawa to include the method of Chang.

The suggestion/motivation for doing so would have been to provide an improved method to assist a viewer to find the desired information ([0008]).

**Response to Amendment**

9. The rejections given to claims 1 and 4 under 35 U.S.C. 112 (pre-AIA), second paragraph have been withdrawn because the affected claims have been amended.

10. The rejections given to claims 1-13 and 17 under 35 U.S.C. 101 have been withdrawn because the Applicant’s arguments are persuasive (page 7, lines 13-14 of specification describes that “the media playback apparatus may be a DVD player, a Blu-ray player or a HD-DVD player”).
Response to Arguments

Applicant’s arguments filed 06/11/2015 have been fully considered but they are not persuasive.

11. In the remarks, the applicant argues that:

Staker fails to teach that "each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data" as recited in claim 1 (emphasis added). Furthermore, it is to be appreciated that the "plurality of the scene resource data" as recited in claim 1 are not an arbitrary set of consecutive frames, but are a frame of a set of frames which are construed as a "scene." This can be understood in this way by one of ordinary skill in the art. At least, alternatively, the term "scene" can be defined by Applicants in this way. Thus, the Examiner is respectfully invited to understand the term "scene" as noted above.

Examiner Responds: Staker teaches these limitations at [0043], the memory 22 stores data files that include data or information regarding the content of particular media. In one embodiment, a data file or a group of related data files contains information specific to a particular movie or prerecorded video footage. For example, data files for a particular movie may be referenced by using the movie's unique serial number. The information contained in the data files may identify scenes or segments of the particular movie or video that have been catalogued as being suitable for video compositing, [0050], when a Star Wars DVD is placed in the DVD player 24, the DVD player reads the serial number of the DVD and communicates the number to
the control circuitry 20. The control circuitry 20 uses the serial number to find the appropriate
data files stored in the memory 22. The data files identify the media content of the DVD as being the Star Wars movie and also identify which scenes, or frames, are to be played by the DVD player 24, [0087], when a DVD is inserted into the DVD player 24, the serial number of the DVD is communicated to the control circuitry 20, which uses the serial number to identify and access the appropriate prerecorded data files. The data files identify scenes recorded on the DVD that have been catalogued as being suitable for chroma key substitution. The suitable scenes are identified by the data files stored in the memory 22 of the compositor device 12. These data files may have been preprogrammed in the memory 22, may have been downloaded or saved from another source, or may be saved on the selected DVD, such as in the bonus materials section of the DVD. The scenes catalogued as being available for chroma-key substitution generally contain video footage of a character for which a user can substitute his or her own image. The data files comprise reference information that identifies which scenes of the DVD contain video footage of the particular character (Examiner interprets: “a group of related data files contains information specific to a particular movie or prerecorded video footage”, correspond to a frame of a set of frames which are construed as a "scene."
“The data files identify scenes recorded on the DVD that have been catalogued as being suitable for chroma key substitution,”, “The scenes catalogued as being available for chroma-key substitution generally contain video footage of a character for which a user can substitute his or her own image”, correspond to “… an execution code that is independently executed scene-by-scene and a resource data).
Conclusion

12. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Huawen Peng whose telephone number is (571)270-5215. The examiner can normally be reached on Mon.-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Jacob Betit can be reached on (571)272-4075. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Huawen Peng/
Primary Examiner, Art Unit 2158
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.  Confirmation No. 6709
Application No. 12/216,192  Group Art Unit: 2165
Filed: July 1, 2008  Examiner: Huawen A. Peng

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT UNDER 37 CFR 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Office Action mailed March 11, 2015, and having a period for response set to expire on June 11, 2015.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
AMENDMENTS TO THE CLAIMS

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims show added text with underline and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1 and 4 in accordance with the following:

1. (CURRENTLY AMENDED) A content providing system comprising:
   a content providing apparatus for storing configured to store therein a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service and is transmitted in a unit of the scene resource data, wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data, and wherein the data application is transmitted in a unit of the scene resource data to the disk media playback apparatus; and
   a media playback apparatus for establishing configured to establish a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, for receiving configured to receive one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing configured to receive and provide the scene resource data.

2. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information.

3. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes authentication information,
   wherein the media playback apparatus reads the authentication information and
transmits the authentication information to the content providing apparatus, and
wherein the content providing apparatus transmits one of the plurality of multimedia
contents to the media playback apparatus by verifying the authentication information.

4. (CURRENTLY AMENDED) The system in accordance with claim 1, wherein the
content reception information includes receiver identification information,
wherein the media playback apparatus reads the receiver identification information and
transmits the receiver identification information to the content providing apparatus, and
wherein the content providing apparatus transmits one of the plurality of multimedia
contents to the media playback apparatus by verifying the authentication receiver identification
information.

5. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein
the media playback apparatus stores user identification information or device identification
information of the media playback apparatus, and
wherein the content providing apparatus transmits one of the plurality of multimedia
contents to the media playback apparatus by verifying the user identification information or the
device identification information.

6. (ORIGINAL) The system in accordance with claim 4, wherein the content
providing apparatus classifies and stores the plurality of multimedia contents based on a user
profile, and wherein one of the plurality of multimedia contents to be transmitted to the media
playback apparatus is selected based on the receiver identification information.

7. (ORIGINAL) The system in accordance with claim 5, wherein the content
providing apparatus classifies and stores the plurality of multimedia contents based on a user
profile, and wherein one of the plurality of multimedia contents to be transmitted to the media
playback apparatus is selected based on the user identification information.

8. (ORIGINAL) The system in accordance with claim 5, wherein the content
providing apparatus classifies and stores the plurality of multimedia contents based on a service
providing area, and wherein one of the plurality of multimedia contents to be transmitted to the
media playback apparatus is selected based on the device identification information.
9. (ORIGINAL) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

11. (PREVIOUSLY PRESENTED) The system in accordance with claim 1, wherein the storage media includes disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (ORIGINAL) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (ORIGINAL) The system in accordance with claim 1, wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14-16. (CANCELLED)

17. (PREVIOUSLY PRESENTED) The system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data.
REMARKS

In accordance with the foregoing, claims 1 and 4 have been amended, and claims 1-13 and 17 are pending and under consideration. No new matter within the meaning of 35 U.S.C. § 132 is presented in this Amendment.

DOUBLE PATENTING REJECTION(S):

Claims 1-13 and 17 are provisionally rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 11-17 and 21-25 of copending Application Serial No. 12/216,280.

Applicants respectfully request that this rejection be held in abeyance until an indication that the claims are otherwise allowable. Applicants, at that time, will either address this rejection or file a terminal disclaimer.

REJECTIONS UNDER 35 U.S.C. § 112:

Claims 1 and 4 are rejected under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Claim 1 recites the limitation “the disk media playback apparatus” in line 8, which allegedly lacks antecedent basis. Claim 4 recites the limitation “the authentication information” in line 6, which allegedly lacks antecedent basis.

In claim 1, the phrase at issue “the disk media playback apparatus” in line 8 has been removed by this amendment.

In claim 4, the phrase at issue “the authentication information” in line 6 has been replaced with -- the receiver identification information -- by this amendment.

Based on the foregoing, the rejection of claims 1 and 4 under 35 U.S.C. § 112, second paragraph is respectfully requested to be withdrawn.

REJECTIONS UNDER 35 U.S.C. § 101:

Claims 1-13 and 17 are rejected under 35 U.S.C. § 101 because the claimed invention is directed to non-statutory subject matter. Claim 1 recites “a content providing system
comprising: a content providing apparatus ...; a media playback apparatus ...” however, each recited element of the system may be reasonably interpreted by one of ordinary skill as software. The claim lacks the necessary physical articles or objects to constitute as a machine or a manufacture within the meaning of 35 U.S.C. § 101, instead being software per se. Applicants respectfully traverse this rejection.

The “content providing apparatus” as recited in claim 1 is “configured to store therein a plurality of multimedia contents ...” (lines 2-3; emphasis added). Storing data can be carried out only in hardware. No software per se can store multimedia data therein.

The “media playback apparatus” as recited in claim 1 is “external to and connected to” the external storage media and “configured to receive and provide the scene resource data” (lines 12-13 and 15-16; emphasis added). No software per se can realize such features.

Furthermore, several examples of such apparatuses are introduced in the specification. For example, the original specification, on page 7, lines 13-14, clearly describes that “[t]hat is, the media playback apparatus 230 may be a DVD player, a Blu-ray player or a HD-DVD player.”

As such, Applicants respectfully submit that the claimed system define specific hardware and thus constitutes a machine or a manufacture within the meaning of 35 U.S.C. § 101. Based on the foregoing, the rejection of claims 1 and 4 under 35 U.S.C. § 101 is respectfully requested to be withdrawn.

REJECTIONS UNDER 35 U.S.C. § 102:

Claims 1, 9, 11, 13 and 17 are rejected under pre-AIA 35 U.S.C. § 102(b) as being anticipated U.S. Publication 2004/0218100 applied for by Staker et al. (“Staker”). Applicants respectfully traverse this rejection.

In the Office Action, page 7, last line to page 8, line 12, the Examiner alleges that Staker teaches the following: “... [0087], when a DVD is inserted into the DVD player 24, the serial number of the DVD is communicated to the control circuitry 20, which uses the serial number to identify and access the appropriate prerecorded data files. The data files identify scenes recorded on the DVD that have been catalogued as being suitable for chroma key substitution. The suitable scenes are identified by the data files stored in the memory 22 of the compositor device 12. These data files may have been preprogrammed in the memory 22, may have been downloaded or saved from another source, or may be saved on the selected DVD, such as in
the bonus materials section of the DVD. The scenes catalogued as being available for chroma-key substitution generally contain video footage of a character for which a user can substitute his or her own image. The data files comprise reference information that identifies which scenes of the DVD contain video footage of the particular character" (emphasis added). Also, in the Office Action, page 9, lines 19-22, the Examiner alleges that Staker teaches the following: "... [0050], the functioning of the DVD player 24 may be controlled by the control circuitry 20, which loads appropriate data files from the memory 22. For example, when a Star Wars DVD is placed in the DVD player 24, the DVD player reads the serial number of the DVD and communicates the number to the control circuitry 20." The Examiner's statements above are referring to Fig. 2 of Staker, which illustrates a compositor device.

Staker may describe that a user can substitute his or her own image on the data files identifying scenes of the DVD. This however does not mean each scene of the video footage includes an execution code that is independently executable. Actually, no part in Staker teaches such features. Thus, it is respectfully submitted that Staker fails to teach that "each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data" as recited in claim 1 (emphasis added).

Furthermore, it is to be appreciated that the "plurality of the scene resource data" as recited in claim 1 are not an arbitrary set of consecutive frames, but are a frame of a set of frames which are construed as a "scene." This can be understood in this way by one of ordinary skill in the art. At least, alternatively, the term "scene" can be defined by Applicants in this way. Thus, the Examiner is respectfully invited to understand the term "scene" as noted
above.

Due to such constitution, the presently claimed subject matter allows a data application to be transmitted in a unit of the scene resource data, and thereby minimizing the restrictions on the size of the data application to be executed in the playback apparatus.

As such, since Staker fails to teach each and every feature of claim 1, Applicants respectfully submit that Stake does not anticipate claim 1. Claims 9, 11, 13 and 17 depend from claim 1, and are deemed allowable for at least their dependency of an allowable base claim.

Based on the foregoing, the rejection of claims 1, 9, 11, 13 and 17 under pre-AIA 35 U.S.C. § 102(b) is respectfully requested to be withdrawn.

REJECTIONS UNDER 35 U.S.C. § 103:

Claims 2, 5, 8, 10 and 12 are rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of U.S. Publication 2003/0152366 applied for by Kanazawa et al. ("Kanazawa"); claims 3-4 and 6 are rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of U.S. Publication 2005/0091688 applied for by Chang et al. ("Chang"); and claim 7 is rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Staker in view of Kanazawa, and further in view of Chang. Applicants respectfully traverse these rejections.

Claims 2-8, 10 and 12 depend directly or indirectly upon claim 1, and are thus deemed allowable for at least their dependency of an allowable base claim. Based on the foregoing, the rejection of claims 2-8, 10 and 12 under pre-AIA 35 U.S.C. § 103(a) is respectfully requested to be withdrawn.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.
Respectfully submitted,

STEIN IP, LLC

Date: June 11, 2015

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510

By: Sungyeop Chung
Registration No. 64,130
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<td>First Named Inventor/Applicant Name:</td>
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**Warnings:**

**Information:**
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
**REPLY/AMENDMENT FEE TRANSMITTAL**

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Since an Official Action set an original due date of June 11, 2015, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000));

Notice of Appeal is enclosed (37 CFR 41.20(b)(1): $800.00) $0.00

Information Disclosure Statement is enclosed and fee is required (37 CFR 1.17(p): $180.00) $0.00

Total of above calculations = $0.00

Reduction by 50% for filing by small entity (37 CFR 1.27) - $

Reduction by 75% for filing by micro entity (37 CFR 1.29) - $

Total of above calculations = $0.00

Statutory Disclaimer is enclosed (37 CFR 1.20(d): $160.00) $160.00

TOTAL FEES DUE = $160.00

☐ A previous micro entity status is no longer appropriate and is hereby cancelled under 37 CFR 1.29(i).

**METHOD OF PAYMENT**

☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).

☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.

☒ Payment authorized and made via EFS-Web.

☐ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

**GENERAL AUTHORIZATION**

☒ If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:

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The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 U.S.C. § 120 (e.g., continuations/divisionals/CIPs under 37 CFR 1.53(b) and/or continuations/divisionals/CPAs under 37 CFR 1.53(d)) to maintain pendency hereof or of any such related application.

**SUBMITTED BY:** STEIN IP, LLC

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Signature

Date June 11, 2015
**PATENT APPLICATION FEE DETERMINATION RECORD**

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**TOTAL ADD'L FEE**

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* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" in this space is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" in this space is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
<table>
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<tr>
<th>APPLICATION NO.</th>
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<th>FIRST NAMED INVENTOR</th>
<th>ATTORNEY DOCKET NO.</th>
<th>CONFIRMATION NO.</th>
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<td>07/01/2008</td>
<td>Wonjung Back</td>
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<td>6709</td>
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<td>49455</td>
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STEIN IP, LLC
1400 EYE STREET, NW
SUITE 300
WASHINGTON, DC 20005

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):
docketing@steinip.com
Office Action Summary

--- The MAILING DATE of this communication appears on the cover sheet with the correspondence address ---

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☑ Responsive to communication(s) filed on 9/22/2014.
2a) ☐ A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filed on _______.
2b) ☑ This action is FINAL.
3) ☐ This action is non-final.
4) ☑ An election was made by the applicant in response to a restriction requirement set forth during the interview on _______; the restriction requirement and election have been incorporated into this action.

Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 1-13 and 17 is/are pending in the application.
6) ☑ Claim(s) _______ is/are withdrawn from consideration.
7) ☑ Claim(s) 1-13 and 17 is/are rejected.
8) ☑ Claim(s) _______ is/are objected to.
9) ☐ Claim(s) _______ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the Patent Prosecution Highway program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

10) ☐ The specification is objected to by the Examiner.
11) ☑ The drawing(s) filed on 7/1/2008 is/are: a) ☑ accepted or b) ☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12) ☑ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a) ☑ All  b) ☐ Some** c) ☐ None of the:

1. ☑ Certified copies of the priority documents have been received.
2. ☑ Certified copies of the priority documents have been received in Application No. _______.
3. ☑ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)
2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
   Paper No(s)/Mail Date 8/12/2014
3) ☑ Interview Summary (PTO-413)
   Paper No(s)/Mail Date: _______.
4) ☐ Other: _______.

U.S. Patent and Trademark Office
PTOL-326 (Rev. 11-13) Office Action Summary Part of Paper No./Mail Date 20150227
DETAILED ACTION

This communication is responsive to the Amendment, filed 09/22/2014.

Claim 1 has been amended. Claims 14-16 have been cancelled. Claims 1-13 and 17 are pending in this application.

Notice of Pre-AIA or AIA Status

1. The present application is being examined under the pre-AIA first to invent provisions.

Double Patenting

2. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the “right to exclude” granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the claims at issue are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., In re Berg, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); In re Goodman, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); In re Longi, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); In re Van Ornum, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); In re Vogel, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and In re Thorrington, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).
A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the reference application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO internet Web site contains terminal disclaimer forms which may be used. Please visit http://www.uspto.gov/forms/. The filing date of the application will determine what form should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to http://www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

3. **Claims 1-13 and 17** are provisionally rejected on the ground of nonstatutory double patenting as being unpatentable over claims 11-17 and 21-25 of copending Application No. 12/216,280. Although the claims at issue are not identical, they are not patentably distinct from each other.

   This is a provisional nonstatutory double patenting rejection because the patently indistinct claims have not in fact been patented.
<table>
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<tr>
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<tbody>
<tr>
<td>A method for providing a multimedia content using a disk media playback apparatus, the multimedia content comprising video data, audio data and a data application, the method comprising steps of:</td>
<td>A content providing system comprising:</td>
</tr>
<tr>
<td>(a) reading a content reception information from a disk media storage by the disk media playback apparatus;</td>
<td></td>
</tr>
<tr>
<td>(b) after step (a), sending, by the disk media playback apparatus, the content reception information to a content providing apparatus, and then transmitting, by the content providing apparatus, the multimedia content to the disk media playback apparatus based on the content reception information that is received from the disk media playback apparatus by the content providing apparatus, wherein the disk media playback apparatus is different from the content providing apparatus;</td>
<td>a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data.</td>
</tr>
<tr>
<td>(c) receiving the multimedia content from the content providing apparatus including the data application divided into a plurality of scene resource data independently executable scene-by-scene, wherein each of the plurality of the scene resource data includes an execution code and a resource data, wherein the data application is transmitted in a unit of the scene resource data to the disk media playback apparatus;</td>
<td>a content providing apparatus for storing a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service, wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data, and wherein the data application is transmitted in a unit of the scene resource data to the disk media playback apparatus;</td>
</tr>
<tr>
<td>(d) providing the video data and the audio data included in the multimedia</td>
<td></td>
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</tbody>
</table>
content received in the step (c) and processing the data application included in the multimedia content received in the step (c) by independently executing the plurality of scene resource data scene-by-scene, the data application being executable by the disk media playback apparatus.

It is noted that the claimed limitations of claims 1-13 and 17 of Patent Application 12/216,192 are almost identical to that of claims 11-17 and 21-25 of U.S. Patent Application 12/216,280 except the limitations bolded above. No other differences appear to be found in the claims. It appears to be proper to apply the judicially created doctrine of provisional nonstatutory double patenting to the claims at issue.

Claim Rejections - 35 USC § 112

4. The following is a quotation of 35 U.S.C. 112(b):
   (b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

   The following is a quotation of 35 U.S.C. 112 (pre-AIA), second paragraph:
   The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claim 1 recites the limitation "the disk media playback apparatus" in line 8.
   There is insufficient antecedent basis for this limitation in the claim.

6. Claim 4 recites the limitation "the authentication information" in line 6. There is insufficient antecedent basis for this limitation in the claim.
Claim Rejections - 35 USC § 101

7. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

8. Claims 1-13 and 17 are rejected under 35 U.S.C. § 101 because the claimed invention is directed to non-statutory subject matter.

Claim 1 recites “a content providing system comprising: a content providing apparatus…; a media playback apparatus…”; however, each recited element of the system may be reasonably interpreted by one of ordinary skill as software. The claim lacks the necessary physical articles or objects to constitute a machine or a manufacture within the meaning of 35 U.S.C. § 101, instead being software per se.

As such, the claimed system does not define any specific hardware and needs to be amended to include physical computer hardware (e.g. processor, memory) to execute the software components. See MPEP 2106.01.

The dependent claims 2-13 and 17 included in the statement of rejection but not specifically addressed in the body of the rejection have inherited the deficiencies of their parent claim and have not resolved the deficiencies. Therefore, they are also rejected based on the same rationale as applied to their parent claim above.
Claim Rejections - 35 USC § 102

9. The following is a quotation of the appropriate paragraphs of pre-AIA 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

10. Claims 1, 9, 11, 13 and 17 are rejected under pre-AIA 35 U.S.C. 102(b) as being anticipated by Staker et al. (US 2004/0218100), hereinafter Staker.

In claim 1, Staker teaches

a content providing system comprising:

a content providing apparatus for storing a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service, wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data ([0028], the video source 14 comprises a memory that stores data representing video content, the video source 14 may comprise a device that receives a video transmission, such as through a cable network, a satellite dish, an antenna, or a network, [0030], the video source 14 may supply audio content along with video content. This audio content may be delivered on the same or different mediums as the video content, [0087], when a DVD is inserted into
the DVD player 24, the serial number of the DVD is communicated to the control
circuitry 20, which uses the serial number to identify and access the appropriate
prerecorded data files. The data files identify scenes recorded on the DVD that have
been catalogued as being suitable for chroma key substitution. The suitable scenes are
identified by the data files stored in the memory 22 of the compositor device 12. These
data files may have been preprogrammed in the memory 22, may have been
downloaded or saved from another source, or may be saved on the selected DVD, such
as in the bonus materials section of the DVD. The scenes catalogued as being
available for chroma-key substitution generally contain video footage of a character for
which a user can substitute his or her own image. The data files comprise reference
information that identifies which scenes of the DVD contain video footage of the
particular character), and wherein the data application is transmitted in a unit of the
scene resource data to the disk media playback apparatus ([0043]), the memory 22
stores data files that include data or information regarding the content of particular
media. In one embodiment, a data file or a group of related data files contains
information specific to a particular movie or prerecorded video footage. For example,
data files for a particular movie may be referenced by using the movie’s unique serial
number. The information contained in the data files may identify scenes or segments of
the particular movie or video that have been catalogued as being suitable for video
compositing, [0050], when a Star Wars DVD is placed in the DVD player 24, the DVD
player reads the serial number of the DVD and communicates the number to the control
circuitry 20. The control circuitry 20 uses the serial number to find the appropriate data
files stored in the memory 22. The data files identify the media content of the DVD as being the Star Wars movie and also identify which scenes, or frames, are to be played by the DVD player 24); and

a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data ([0049], the DVD player 24 is one embodiment of a video source for the compositor device 12. The DVD player 24 functions as a general purpose DVD player and outputs video and audio content stored on a DVD to the multiplexer 26. The DVD player 24 also includes a counter that adjusts itself based on which frame of the DVD is being read. For example, the DVD counter may correlate each frame of the DVD with a specific time code relating to the media stored on the DVD. This counter enables the DVD player 24 to jump to, identify or read specific frames of video content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to identify the media content contained by the particular DVD and may communicate the serial number to the control circuitry 20, [0050], the functioning of the DVD player 24 may be controlled by the control circuitry 20, which loads appropriate data files from the memory 22. For example, when a Star Wars DVD is placed in the DVD player 24, the DVD player reads the serial number of the DVD and communicates the number to the control circuitry 20.
The control circuitry 20 uses the serial number to find the appropriate data files stored in the memory 22. The data files identify the media content of the DVD as being the Star Wars movie and also identify which scenes, or frames, are to be played by the DVD player 24. In this way, the control circuitry 20 is able to manage the functioning of the DVD player 24).

**In claim 9,** Staker teaches

the system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list ([0049], the DVD player 24 is one embodiment of a video source for the compositor device 12. The DVD player 24 functions as a general purpose DVD player and outputs video and audio content stored on a DVD to the multiplexer 26. The DVD player 24 also includes a counter that adjusts itself based on which frame of the DVD is being read. For example, the DVD counter may correlate each frame of the **DVD with a specific time code relating to the media stored on the DVD.** This counter enables the DVD player 24 to jump to, identify or read specific frames of video content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to identify the media content contained by the particular DVD and may communicate the serial number to the control circuitry 20).
In claim 11, Staker teaches

the system in accordance with claim 1, wherein the storage media includes disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing ([0049], the DVD player 24 is one embodiment of a video source for the compositon device 12. The DVD player 24 functions as a general purpose DVD player and outputs video and audio content stored on a DVD to the multiplexer 26. The DVD player 24 also includes a counter that adjusts itself based on which frame of the DVD is being read. For example, the DVD counter may correlate each frame of the DVD with a specific time code relating to the media stored on the DVD. This counter enables the DVD player 24 to jump to, identify or read specific frames of video content stored on DVDs. The DVD player 24 also reads DVD serial numbers so as to identify the media content contained by the particular DVD and may communicate the serial number to the control circuitry 20).

In claim 13, Staker teaches

the system in accordance with claim 1, wherein the storage media stores a user interface program, and

wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program ([0053], the multiplexer 26 is structured to select one of multiple input signals, the selection being based on a control
signal. In one embodiment, the control circuitry 20 supplies the control signal to the multiplexer 26. In another embodiment, the multiplexer 26 automatically selects the signal from the DVD player 24 when a DVD is inserted therein and selects the signal from the other available signals when no DVD is present in the DVD player 24. For example, in one embodiment, the user may input a selection through the user interface 32).

Claims 14-16 (Cancelled)

In claim 17, Staker teaches the system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data ([0046], the preprogrammed data files associated with Star Wars would identify scenes in the movie that have been selected as being suitable as a background scene for video compositing. The data files may identify when a particular character, such as Darth Vader.RTM., is present in a specific scene. This data file information allows for the user to choose between pre-selected scenes and facilitates the generation of a signal by the control circuitry 20 to be used in coordinating and creating a composite video signal. The data files may be preprogrammed in the memory 22).
Claim Rejections - 35 USC § 103

11. The following is a quotation of pre-AIA 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under pre-AIA 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of pre-AIA 35 U.S.C. 103(c) and potential pre-AIA 35 U.S.C. 102(e), (f) or (g) prior art under pre-AIA 35 U.S.C. 103(a).

12. Claims 2, 5, 8, 10 and 12 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker, in view of Kanazawa et al. (US 2003/0152366), hereinafter Kanazawa.

In claim 2, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content reception information includes network identification information of the content providing
apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information”.

However, Kanazawa discloses “the system wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information ([0150], the DVD video provided by the DVD playback control program 116 and the HTML contents provided by the WWW browser 117 are displayed simultaneously on the screen. In this state, for example, when the user presses a Web display key on a remote control unit to specify the interlocking display of HTML contents, or when the user selects a Web button displayed on a DVD video image with a remote control unit, a keyboard, or a mouse, the HTML contents related to the moving picture presently being reproduced are automatically acquired from an external WWW server and displayed on the screen)”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).
In claim 5, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information”.

However, Kanazawa discloses “the system wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information ([0071], the information management table 40b is read from the DVD 40 under the control of the CPU 1 in reproducing the title information and is stored in a specific area 20 of the RAM 2. Using the information management table 40b stored in the RAM 2, the CPU 1 executes the resource use process. Specifically, according to the user’s specify operation (or the clicking of a Web mark by the user), an NT (network) resource use judging section 100 judges whether the resource use is valid (i.e., judges whether Web page accessing can be done). On the basis of the result of the judgment by the judging section 100, an NT resource use processing section 101 connects to the relevant Web server on the network and accesses the Web page corresponding to the related
information. The judging section 100 and NT resource use processing 101 each represent conceptual component parts composed of the CPU 1 and set programs)."

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).

**In claim 8**, per rejection in claims 1 and 5, but

Staker does not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information”.

However, Kanazawa discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information ([0071])."
At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).

**In claim 10**, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information”.

However, Kanazawa discloses “the system wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information ([0071])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.
The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).

In claim 12, per rejection in claims 1 and 11, but

Staker does not appear to explicitly disclose "the system wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification".

However, Kanazawa discloses "the system wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification ([0121], the DVD drive 111 reads the DVD video stream stored on a DVD medium at a transfer rate of 10.08 Mbps at its maximum. The DVD drive 111 is composed of a DVD medium, such as an optical disk, a motor, a pickup, a pickup drive, a servo controller, and a drive controller including an ECC circuit for detecting and correcting errors. The motor, pickup, pickup drive, servo controller, and drive controller function as a drive unit for driving a DVD medium and reading the data recorded on the DVD medium)."

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Kanazawa before him or her, to modify the method of Staker to include the method of Kanazawa.

The suggestion/motivation for doing so would have been to provide a reproducing system capable of acquiring the optimum related information that meets specific conditions ([0009]).
13. **Claims 3-4 and 6** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker in view of Chang et al. (US 2005/0091688), hereinafter Chang.

In claim 3, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content reception information includes authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information”.

However, Chang discloses “the system wherein the content reception information includes authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information ([0013], a smaller memory capacity removable media contains basic viewer profile information such as an identification or login. The media can be inserted into an entertainment device to store profile data and then removed therefrom, and data can be
communicated via a network and accessed when the media is inserted into a networked kiosk).

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang.

The suggestion/motivation for doing so would have been to provide an improved method to assist a viewer to find the desired information ([0008]).

In claim 4, per rejection in claim 1, but

Staker does not appear to explicitly disclose “the system wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information”.

However, Chang discloses “the system wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information ([0013])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang.

The suggestion/motivation for doing so would have been to provide a improved method to assist a viewer to find the desired information ([0008]).

In claim 6, per rejection in claims 1 and 4, but

Staker does not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information”.

However, Chang discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information ([0013])”.

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker and Chang before him or her, to modify the method of Staker to include the method of Chang.

The suggestion/motivation for doing so would have been to provide a improved method to assist a viewer to find the desired information ([0008]).
14. **Claim 7** is rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Staker et al. (US 2004/0218100), hereinafter Staker, in view of Kanazawa et al. (US 2003/0152366), hereinafter Kanazawa, and further in view of Chang et al. (US 2005/0091688), hereinafter Chang.

**In claim 7,** per rejection in claims 1 and 5, but

Staker and Kanazawa do not appear to explicitly disclose “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information”.

However, Chang discloses “the system wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information ([0013]).”

At the time of the invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Staker, Kanazawa and Chang before him or her, to modify the method of Staker and Kanazawa to include the method of Chang.

The suggestion/motivation for doing so would have been to provide an improved method to assist a viewer to find the desired information ([0008]).
Conclusion

15. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure is listed on 892 form.

Examiner's Note: Examiner has cited particular figures, and paragraphs in the references as applied to the claims above for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested for the applicant, in preparing the responses, to fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Huawan Peng whose telephone number is (571)270-5215. The examiner can normally be reached on Mon.-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Jacob Betit can be reached on (571)272-4075. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Huawen Peng/
Primary Examiner, Art Unit 2158
**Notice of References Cited**

**U.S. PATENT DOCUMENTS**

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**EXAMINER**

/Huwen Peng/

**DATE CONSIDERED**

03/03/2015

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.*
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al. Confirmation No. 6709
Application No. 12/216,192 Group Art Unit: 2165
Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM
For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT UNDER 37 CFR 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Office Action mailed May 22, 2014, and having a period for response set to expire on August 22, 2014. A petition for a one-month extension of time is made herein and the appropriate fee is enclosed, extending the due date to September 22, 2014.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
AMENDMENTS TO THE CLAIMS

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claim 1 in accordance with the following:

1. (Currently amended) A content providing system comprising:
   a content providing apparatus for storing a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service, and wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data, and wherein the data application is transmitted in a unit of the scene resource data to the disk media playback apparatus; and
   a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data.

2. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information.

3. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia
contents to the media playback apparatus by verifying the authentication information.

4. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

5. (Previously presented) The system in accordance with claim 1, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (Original) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

8. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (Original) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia
10. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

11. (Previously presented) The system in accordance with claim 1, wherein the storage media includes disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (Original) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (Original) The system in accordance with claim 1, wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14-16. (Cancelled)

17. (Previously presented) The system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data.
REMARKS

In accordance with the foregoing, claim 1 has been amended, and claims 1-13 and 17 are pending and under consideration. No new matter within the meaning of 35 U.S.C. § 132 is presented in this Amendment.

REJECTIONS UNDER 35 U.S.C. § 103:


   Applicants respectfully submit that neither Labrozzi nor Candelore teaches or suggests the following features of claim 1, as amended, inter alia:

   ... wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data, and wherein the data application is transmitted in a unit of the scene resource data to the disk media playback apparatus; ...

   [emphasis added]

The amended features above find support at least in paragraphs [0085]-[0087] of the instant application. The Office effectively concedes that Labrozzi fails to teach such claim features (Office Action, page 4, paragraph 2). The Office, however, contends that Candelore teaches "wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is executed scene-by-scene (col. 3, lines 6-15, disclose executable code in the form of an application, an applet, a routine or even a series of instructions) and a resource data (col. 3, lines 16-50, represents a stream of digital content that is configured for transmission to one or more digital devices for viewing and/or listening. According to one embodiment, the program may contain MPEG (Moving Pictures Expert Group) compliant compressed video. The ‘scene’ may be generally defined as one or more frames of content, namely one or more frames video, one or more still images, or any combination thereof. For instance, as an example, a scene may include fifteen (15) consecutive frames of video)" (underlines added). Applicants respectfully note that Candelore fails to teach or suggest the amended features of claim 1 as recited above, for at least the reasons presented below:

Candelore merely describes broad definitions on the terms, "software" and "program," in
Col. 3, lines 6-50, but these definitions of the terms, even together with other definitions, do not teach that "each of the plurality of the scene resource data ... includes an execution code that is independently executed scene-by-scene and a resource data," as recited in claim 1 (emphasis added). Although the Office asserts that "[t]he 'scene' may be generally defined as one or more frames of content, namely one or more frames video, one or more still images, or any combination thereof. For instance, as an example, a scene may include fifteen (15) consecutive frames of video," this does not mean that any arbitrary number of consecutive frames of video can be construed as a "scene." Moreover, assuming arguendo a scene may include fifteen (15) consecutive frames of video, as suggested by the Examiner, the Office Action still fails to elaborate how each this scene (i.e., the 15 frames of video) include an execution code that is independently executed scene-by-scene.

Furthermore, one of ordinary skill in the art would understand that scene resource data are not an arbitrary set of consecutive frames, but are a frame or a set of frames which are construed as a "scene." Candelore, however, merely describes transmission of a convenient number of consecutive frames, which are not the same as a "scene." Thus, it is submitted that Candelore fails to disclose or suggest at least that "each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data," as recited in claim 1 (emphasis added).

Still furthermore, by this amendment, claim 1 explicitly recites "wherein the data application is transmitted in a unit of the scene resource data to the disk media playback apparatus" (emphasis added). Support for these amended features can be found at least in paragraph [0087]:

When the data application is stored in the content providing apparatus 210 in a form of the scene resource data, the content providing apparatus 210 transmits the data application to the media playback apparatus 230 in a unit of the scene resource data. The media playback apparatus 230 provides the data application by receiving executing the scene resource data. When the scene resource data is employed, a limitation of a size of the data application executable in the media playback apparatus 230 and a resource of the media playback apparatus 230 may be minimized. Therefore, the data application having various functions may be provided. [emphasis added]

As such, in the presently claimed subject matter, a data application is transmitted in a unit of the scene resource data, and thereby minimizing the restrictions on the size of the data
application to be executed in the playback apparatus. However, Candelore merely present broad, general definitions on the terms, "software" and "program," but does not teach that its data application may be transmitted in a unit of the scene resource data. Thus, Candelore cannot lead to such significant effects derived from the claimed features.

Accordingly, neither Labrozzi nor Candelore disclose or suggest at least "... wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is independently executed scene-by-scene and a resource data, and wherein the data application is transmitted in a unit of the scene resource data to the disk media playback apparatus," as recited in claim 1. Thus, Applicants respectfully submit that claim 1 is allowable over Labrozzi and Candelore, whether taken alone or in combination. Claims 2 and 10 depend from claim 1, and are thus deemed allowable.


Claims 3-9 depend directly or indirectly from claim 1. Ikeda was cited against the additional features of dependent claims 3-9, but fails to cure the deficiencies of Labrozzi and Candelore as noted above with regard to claim 1. Thus, assuming, *arguendo*, Labrozzi, Candelore, and Ikeda may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose all of the features as recited in claim 1. Accordingly, it is respectfully submitted that claims 3-9 are deemed allowable for at least their dependency of allowable base claim 1.

3. Claim 17 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Labrozzi in view of Candelore and Ikeda, and in future view of U.S. Patent No. 8,139,926 to Hamada et al. ("Hamada").

Claim 17 depends from claim 3. Hamada was cited against the additional features of dependent claim 17, but fails to cure the deficiencies of Labrozzi, Candelore and Ikeda as noted above with regard to claim 3. Thus, assuming, *arguendo*, Labrozzi, Candelore, Ikeda, and Hamada may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose all of the features as recited in claim 3. Accordingly, it is respectfully submitted that claim 17 is deemed allowable for at least their dependency of

Claims 11-13 depend directly or indirectly from claim 1. Swartz was cited against the additional features of dependent claims 11-13, but fails to cure the deficiencies of Labrozzi, Candelore and Swartz as noted above with regard to claim 1. Thus, assuming, arguendo, Labrozzi, Candelore, and Swartz may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose all of the features as recited in claim 1. Accordingly, it is respectfully submitted that claims 11-13 are deemed allowable for at least their dependency of allowable base claim 1.

Based on the foregoing, withdrawal of the rejection of claims 1-13 and 17 under 35 U.S.C. §103(a) is respectfully requested.
CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN IP, LLC

Date: September 22, 2014

By: [Signature]

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510

Registration No. 64,130
**Electronic Patent Application Fee Transmittal**

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**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
REPLY/AMENDMENT
FEE TRANSMITTAL

Attorney Docket No. 0366.1020
Application Number 12/216,192
Filing Date July 1, 2008
First Named Inventor Wonjung BAEK
Group Art Unit 2165

AMOUNT ENCLOSED $200.00
Examiner Name Kellye Dee BUCKINGHAM

FEE CALCULATION (fees effective 3/19/2013)

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Since an Official Action set an original due date of August 22, 2014, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000)); $200.00

Notice of Appeal is enclosed (37 CFR 41.20(b)(1): $800.00) $0.00
Information Disclosure Statement is enclosed and fee is required (37 CFR 1.17(p): $180.00) $0.00
Total of above calculations = $200.00
Reduction by 50% for filing by small entity (37 CFR 1.27) - $
Reduction by 75% for filing by micro entity (37 CFR 1.29) - $
Total of above calculations = $200.00
Statutory Disclaimer is enclosed (37 CFR 1.20(d): $160.00) $
TOTAL FEES DUE = $200.00

☐ A previous micro entity status is no longer appropriate and is hereby cancelled under 37 CFR 1.29(i).

METHOD OF PAYMENT

☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).
☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.
☒ Payment authorized and made via EFS-Web.
☐ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

GENERAL AUTHORIZATION

☒ If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:

Deposit Account No. 503333
Deposit Account Name STEIN IP, LLC

☒ The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 U.S.C. § 120 (e.g., continuations/divisionals/CIPs under 37 CFR 1.53(b) and/or continuations/divisionals/CPAs under 37 CFR 1.55(d)) to maintain pendency hereof or of any such related application.

SUBMITTED BY: STEIN IP, LLC

Typed Name Sungyeop Chung
Reg. No. 64,130

Signature
Date September 22, 2014
**PATENT APPLICATION FEE DETERMINATION RECORD**

*Substitute for Form PTO-875*

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**TOTAL ADD’L FEE**

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**FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(g))**

**TOTAL ADD’L FEE**

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/NICHELE PETERSON/

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Bibliographic Data

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Requested Date of Examination 20000329
Agent. HUH, Sang Hoon
Inventor KIM YANG SUP

Title of Invention

System for supplying moving pictures of high definition using net network and method thereof.

Abstract

The invention relates to the system for supplying moving pictures of the high definition using the net network and the method thereof, providing the system for supplying moving pictures of the high definition using the net network which it searches the high-definition image water fitting it can do and the method thereof in the real-time or its own taste in the online the user is easy to think through D / B server connected to moreover, the web server of the supplier moving image data of the high definition provided to the downloading pattern is transmitted and moving image data brings back so that the user appreciate the moving image and in that way the storing place for keeping the video tape is removed and the space utilization can be enhanced. The software decoder provided by the video room or the game room business carrier is the supplier the supplier encodes all kinds of the moving images to the compression technology of the MPEG-2,4 is in the computer within the businessman side server or the place of business the mount.

The system for supplying moving pictures of the high definition, the MPEG-2,4, and the net network.

대표도면 (Representative drawing)
**Scope of Claims**

**Claim 4:**

As for claim 2, this management program is the system for supplying moving pictures of direct mount high definition using the net network which does and used in the provider side server (10) and businessman side server (20) or each user personal computer (30) connected to the activating the web server (11) and the management program which can do not only the search of the images but also the charge and member management etc. It selects the desired video image object from D / B server (12) are mounted in the
제 2 항에 있어서, 상기 공급자측 서버(10)에는 웹 서버(11) 및 D/B 서버(12)로부터 사용자가 원하는 비디오 영상을 선택하거나 영상들의 엽서 본인의 이름이나 요금 및 회원 권리 등을 할 수 있는 관리 프로그램이 탑재되고, 이 관리프로그램은 공급자측 서버(10)와 사업자측 서버(20)나 여기에 접속한 각 사용자 PC(30)에 적절히 탑재하여 사용할 수 있도록 한 것을 특징으로 하는 내용을 이용한 고화질의 동영상 공급방식.

배경기술

본 발명은 넷워크를 이용한 고화질의 동영상 공급방식 및 그 방법에 관한 것으로, 더욱 상세하게는 공급자가 각종 동영상들을 MPEG-2.4의 고화질로 인코딩하여 비디오방이나 게임방 사업자측 서버에 실시간이나 다룬로부터 방식으로 소프트웨어 디코더와 고화질의 동영상들을 전송시켜 용으로써, 업자는 비디오 테이프를 전송하는 수단등을 없을 수 있게 되어 사용성을 보다 널리 확보할 수 있을 뿐만 아니라 비디오를 감상하는 사용자는 공급자 또는 게임방과 비디오방 업자에 제공하는 비디오 영상을 보러며 이용하는 영상을 선택할 수 있는 넷워크를 이용한 고화질의 동영상 공급방식 및 그 방법에 관한 것이다.

일반적으로 비디오는 테이프 형태로 저작되어 비디오 업자에게 제공되며, 비디오 업자는 사용자가 비디오 테이프를 선택하게 되면 이를 비디오 재생기에 통해 재생시켜 주는 것을 사용자가 감상하게 된다.

이러한 비디오 테이프는 보드 일정한 크기로 제작되기 때문에 비디오방이나 비디오 매니저인 경우에만 비디오를 보관해야 하는 경우 별도의 보관장소를 필요로 하지 않고, 재생 흐름을 더해 날짜의 흐름을 필요로 하지 않고화면을 가저 비디오에 대한 전문가 필요하게 되었고, 인터넷 사용 인구의 확장적인 문제가 부각되어 수많은 게임방이 생겨나면서 쌓여있던 영상은 보드에 별도로 필요하게 되었고, 이러한 상황의 부각으로 필요하게 되었으며, 새로운 경쟁시장들이 필요하게 되었으며, 이에 대한 서비스를 제공함으로서 경쟁력의 제고가 필요하게 되었다.

발명의 내용

발명의 효과

이상에서 보는 바와 같이 본 발명은 공급자가 MPEG-2.4로 압축한 고화질의 동영상 비디오방 또는 게임방을 운영하는 사업자나 사용자가 직접 선택하고, 이렇게 선택된 고화질의 동영상들을 공급자의 웹 서버 및 D/B 서버로부터 다룬로부터 방식이나 실시간 방식으로 제공받아 감상할 수 있게 함으로써 다음과

provider side server (10).

Claim 4:

As for claim 2, this management program is the system for supplying moving pictures of direct mount high definition using the net network which does and used in the provider side server (10) and business side server (20) or each user personal computer (30) connected to the activating the web server (11) and the management program which can do not only the search of the images but also the charge and member management etc. the management program select the desired video image object from D/B server (12) are mounted in the provider side server (10).

Background Art

The invention relates to the system for supplying moving pictures of the high definition using the network and the method thereof, and more specifically, to the system for supplying moving pictures of the high definition using the net network can select and the method thereof the images to suit a taste the video image object provided by the user who the supplier encodes all kinds of the moving images to the high definition of the MPEG-2,4 and it transmits the moving image of the high definition and software decoder to the video room or the game room businessman side server with the real-time or the downloading pattern and in that way the dealer removes the holding space exhibiting videotape and it is more broad it can secure the utility space appreciates the video. Is the supplier or the game room and video room dealer are looked at.

Generally, the video is manufactured to the tape type and the video is provided for the video dealer. And the user appreciates that the video dealer brings back this through the video player if the user selects the video tape.

The separate storing place which had to keep many video because this video tape was manufactured to the fixed size in case of being the video room or the video mania was required. As the playback frequency was added it had the problem that The quality of the picture quality was gradually degraded and the improvement about this was. As it met the explosive increase of the internet-using population and the numerous game room appeared it did intense the new competitive product was required. The provision of the competitive power was by providing the service about this.

Summary of Invention

Effects of the Invention

In the above, the web server of the supplier and effect as follows the moving image of the high definition in which the business carrier or the user which runs the moving image video room or the game room of the high definition which compresses on the invention relates to
같은 효과를 얻을 수 있게 된다.

1) 고화질의 동영상들을 사용자 서버 또는 개인 PC와 여러 가지 보조장치 기록장치에 저장하기 때문에 비디오 테이프 형태로 재생한 영상들을 보관하는 보관장소가 필요 없을 뿐만 아니라 이 공간을 다른 용도로 사용할 수 있게 된다.

2) 음란한 상에서 전송받은 동영상 데이터는 개인의 PC나 업자 의 서버에서 쉽게 삭제할 수 있으며, 또한 비디오 영상을 필 라고 업소에 나가지 않고서도 쉽게 넷워크 통해 고화질의 동영상들을 감상할 수 있게 된다.

3) 넷워크를 통해 사용자가 공급자측의 서버와 D/B 서버에 연 결하여 수많은 각종 고화질의 동영상들이 인덱스별로 쉽게 검 색할 수 있게 되어, 사용자의 취향에 맞는 고화질의 동영상들을 관련하게 찾아서 감상할 수 있게 된다.

기술적 과제

본 발명은 상기와 같은 문제점을 해결하기 위한 것으로, 공급자 는 각종 동영상들을 MPEG-2,4의 암축기술을 이용하여 비디오 영상들을 고화질의 동영상로 가공하고, 비디오 영상은 공급자가 제공하는 소프트웨어 디코더를 사용자측 서버에 탑재하여 실시간이나 또는 미리로딩 방식으로 제공되는 영상은 디코더를 전송방식 사용자가 해당 대형영상파일을 검색할 수 있도록 제작하게 함으로써, 비디오 테이프를 보관하기 위한 보관장소를 없애 공간활용도를 높일 수 있고, 또한 공급자측의 서버를 통해 사용자가 쉽게 자신의 취향에 맞는 비디오 영상 데이터를 검색하여 감상할 수 있는 넷워크를 이용한 고화질의 동영상 공급장치 및 그 방법을 제공하는데 그 목적이 있다.

발명의 구성 및 작용

이하, 첨부도면을 참조하여 본 발명의 구성과 작용효과에 대하여 설명하면 다음과 같다.

첨부도면 1은 본 발명에 따른 비디오 장치의 구성을 나타내 는 구성도로, 도면부로 10은 웹 서버와 D/B 서버를 포함하는 공급자측 서버를, 20은 비디오영상 또는 게임텍트에 설치되는 사용자측 서버를, 30은 사용자 PC를 각각 나타내었다.

본 발명은 공급자가 각종 장르의 비디오 테이프에 저장된 동영

the supplier is the MPEG-2,4 as looked at directly selects and which is selected. It does from D / B server to the downloading pattern or the real-time mode it receives may be obtained.

1) In addition the storing place which keeps the images manufactured in the form of the video tape because of storing the moving image of the high definition in the user server, the personal computer, or the different kinds secondary storage recording device is unnecessary this space is used as the different use.

2) Moving-picture data which is transmitted in the online easily can delete from the server of the individual PC or the dealer. And in spite of not going out to the business site in order to borrow moreover, the video image object it is easy the moving image of the high definition is appreciated through the net network.

3) The user connects to the web server and D / B server of the provider side and the user easily searches the moving image of all kinds of the numerous high definitions through the net network according to the index. The moving image of the high definition to suit a taste of the user is conveniently found and the user appreciates.

Technical Task

An object of the present invention to provide the system for supplying moving pictures of the high definition using the net network which it searches video image data fitting it can do and the method thereof in the real-time or its own taste the user is easy through moreover, the web server of the supplier image data provided to the downloading pattern is transmitted and the user reproduces so that the user appreciate the video image object and in that way the storing place for keeping the video tape is removed and the space utilization can be enhanced. The software decoder provided by the video room or the game room dealer is the supplier the supplier processes the video image object all kinds of the moving images to using the compression technology of the MPEG-2,4 to the moving image of the high definition for solving is in the businessman side server the mount.

Structure & Operation of the Invention

Hereinafter, it is the same as that of the next time it describes configuration and functional effect of the present invention with reference to the attached view.

The attached view 1 30 shows the user personal computer the businessman side server installed at 20 is the video room or the game room etc provider side server including the configuration diagram, showing the configuration the reference numeral 10 is the web server and D / B server of the video unit according to the present invention.

The invention relates to the MPEG-2,4 the moving
The provider side server (10) comprises the web server (11) as the server in which the supplier provides the moving image of the high definition but also the member management goes in hand. If the business carrier running the video room or the game room joins in the member the user is any time transmitted the moving image of the high definition using such place of business through the net network the business carrier does.

Here, the management program selects the desired video image object from the web server (11) and D / B server (12) or it is used for not only the search of the images but also the charge and member management etc. The management program is in the implementation doing with desirable of the present invention in the provider side server (10) and businessman side server (20) or each PC (30) connected to the activating the direct mount and it can use.
관련 프로그램이 사용자의 PC(30)에 탑재된 경우에는 사용자가 직접 자신이 원하는 고화질의 동영상들을 선택하여 웹 서버 (11) 및 D/B 서버 (12)로부터 전송받아 비디오 영상들로 만성
하는 것이 가능하게 되는 것이다.

또한, 실제 사업자측 서버 (20)는 공급자의 웹 서버 (11) 및
D/B 서버 (12)로부터 고화질의 동영상들을 전송받아 사용자
PC (30)를 통해 재생하여 사용자가 감상할 수 있게 하며 애서
서, 실시간으로 전송받은 고화질의 비디오 영상들을 사용자가
감상할 수 있게 하거나 사업자측 서버 (20)에 다운로드받은 상태에서 PC (30)를 통해 각 PC에서 재생시켜 감상할 수 있다.

여기서, 실제 PC (30)는 고화질의 비디오 영상을 감상하는 단
말로 사용되며, 본 발명의 바람직한 구현에서는 다수의
사용자를 위해 여러 대의 PC (30)를 사업자측 서버 (20)에 접
편(point-to-point)이나 멀티포인트(multi-point) 연결방식
을 통해 동시에 여러 사용자가 고화질의 비디오 영상을 감상
할 수 있도록 하며 한다.

따라서, 비디오방송이나 게임방송을 운영하는 사업자는 공급자측
서버 (11)를 구비하고 다수의 사용자가 사용할 수 있도록 PC
(30)를 연결하고 공급자가 제공하는 고화질의 동영상들을 전
송받아 재생이 가능하도록 하여 되는 것이다.

도면에 대한 간략한 설명

#60#도면의 주요 부분에 대한 부호의 설명>
10 : 공급자 서버 11 : 웹 서버
12 : D/B 서버 20 : 사업자측 서버
30 : PC

연락문

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Brief explanation of the drawing

Figure 1 is a configuration diagram showing the configuration of the system for supplying moving pictures of the high definition according to the present invention.

<Explanation of signs of major parts in the drawing>
10: provider side server 11: web server,
12: d/B server 20: businessman side server,
30: PC
system for unauthorized general public without our consent.)
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(12) 공개특허공보(A)

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(54) 넷방을 이용한 고화질의 동영상 공급장치 및 그 방법

요약

본 발명은 넷방을 이용한 고화질의 동영상 공급장치 및 그 방법에 관한 것으로, 공급자는 각종 동영상물 손 MEG-2,4의 압축기술로 인코딩하여 고화질의 동영상 데이터로 가공하고, 비디오방이나 게임방 사업자는 공급자가 제공하는 소프트웨어 디코더를 사용자측 서버 또는 사업장 내의 컴퓨터에 탑재하여 온라인에서 사용이고 또는 다운로딩 방식으로 제공되는 고화질의 동영상물 데이터를 전송받아 사용자가 동영상물을 감상할 수 있도록 재생시켜 줄으로써, 비디오 테이프를 보관하기 위한 보관장소를 없애 공간활용도를 높일 수 있고, 또한 공급자의 웹 서버에 연결된 D/B서버를 통해 사용자가 쉽게 자신의 취향에 맞는 고화질의 영상물을 검색하여 감상할 수 있는 넷방을 이용한 고화질의 동영상 공급장치 및 그 방법을 제공하는데 있다.

대표도
도 1

세인어
고화질의 동영상 공급장치, MPEG-2,4, 넷방

명세서
도면의 간단한 설명
도 1은 본 발명에 따른 고화질의 동영상 공급장치의 구성을 나타내는 구성도

< 도면의 주요 부분에 대한 부호의 설명>
10 : 공급자측 서버 11 : 웹 서버
12 : D/B 서버 20 : 사업자측 서버
30 : PC

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

본 발명은 넷방송을 이용한 고화질의 동영상 공급장치 및 그 방법에 관한 것으로, 더욱 상세하게는 공급자가 각종 동영상들을 MPEGR-2,4의 고화질로 인코딩하여 비디오방이나 게임방 사업자측 서버에 실시간이나 다운로드 방식으로 소프트웨어 디코더와 고화질의 동영상들을 전송시켜 줌으로써, 업자는 비디오 테이프를 전달하는 수납공간을 없앨 수 있게 되어 사용공간을 보다 넓게 확보 할 수 있을 뿐만 아니라 비디오를 감상하는 사용자는 공급자 또는 게임방 및 비디오방 업자가 제공하는 비디오 영상물을 보면서 취향에 맞는 영상을 선택할 수 있는 넷방송을 이용한 고화질의 동영상 공급장치 및 그 방법에 관한 것이다.

일반적으로 비디오는 테이프 형태로 제작되어 비디오 업자에게 제공되며, 비디오 업자는 사용자가 비디오 테이프를 선택하게 되면 이것을 비디오 제작기를 통해 재생시켜 주는 것을 사용자가 감상하게 된다.

이러한 비디오 테이프는 보통 적절한 크기로 제작되기 때문에 비디오방이나 비디오 매니아인 경우 많은 비디오를 보관해야 하는 경우 별도의 보관장소를 필요로 하게 되고, 재생 횟수를 타한 값수록 임차 화질이 떨어지게 되는 문제점도 가지게 되어 이에 대한 개선이 필요하게 되었고, 인터넷 사용 인구의 폭발적인 증가에 부응하여 수많은 게임방이 생겨나면서 치열한 경쟁을 하고 있음에 따라, 새로운 경쟁상품이 필수적으로 요구되어, 이에 대한 서비스를 제공함으로써 경쟁력의 체감을 필요하게 되었다.

발명이 이루고자 하는 기술적 과제

본 발명은 상기와 같은 문제점을 해결하기 위한 것으로, 공급자는 각종 동영상들을 MPEGR-2,4의 암축기술을 이용하여 비디오 영상을 고화질의 동영상들로 가공하고, 비디오방이나 게임방 업자는 공급자와 제공하는 소프트웨어 디코더를 사업자측 서버에 탑재하여 실시간이나 또는 다운로드 방식으로 제공되는 영상을 텐트를 전송받아 사용자가 비디오 영상을 감상할 수 있도록 제작하게 함으로써, 비디오 테이프를 보관하기 위한 보관장소를 없애 공간활용도를 높일 수 있고, 또한 공급자의 웹 서버를 통해 사용자가 쉽게 자신의 취향에 맞는 비디오 영상 데이터를 검색하여 감상할 수 있는 넷방송을 이용한 고화질의 동영상 공급장치 및 그 방법을 제공하는데 그 목적이 있다.

발명의 구성 및 작용

이하, 첨부도면을 참조하여 본 발명의 구성과 작용효과에 대하여 설명하면 다음과 같다.
정부도면 1은 본 발명에 따른 비디오 장치의 구성물의 구성도로, 도면부호 10은 웹 서버와 D/B 서버를 포함하는 공급자측 서버를, 20은 비디오방송 또는 게임방 등에 설치되는 사업자측 서버를, 30은 사용자 PC를 각각 나타낸다.

본 발명은 공급자가 각종 장르의 비디오 테이프에 저장된 동영상을 MPEG-2,4로 가공하여 고품질의 동영상파일 데이터로 저장한 웹 서버(11) 및 D/B 서버(12)를 포함하는 사업자측 서버(10)와, 이 웹 서버(11) 및 D/B 서버(12)로부터 실시간으로 전송받거나 다운로드할 수 있도록 한 소프트웨어 디코더가 탑재되어 있으며, 상기 고소음질의 영상물을 다운로딩 방식이나 실시간 방식으로 데이터를 전송받는 사업자측 서버(20)와, 이 사업자측 서버에 접속된(poins-to-point) 또는 멀티포트(multi-point) 방식으로 연결되어 고품질의 비디오 화상을 재생할 수 있도록 하는 다수의 사용자 PC(30)를 포함하는 것을 특징으로 하는 것이다.

이를 좀더 상세하게 설명하면 다음과 같다.

상기 공급자측 서버(10)는 공급자가 뷰티방이나 게임방을 운영하는 사업자측 서버(20)에 고소음질의 동영상파일을 저장해 두는 서버로서 웹 서버(11)와 D/B 서버(12)로 구성되어 있으며, 이 서버를 관리하는 공급자가 MPEG-2,4로 압축한 고소음질의 각종 영상파일 데이터와 소프트웨어 디코더가 저장되어 있다.

특히, 상기 웹 서버(11)와 D/B 서버(12)는 고소음질의 동영상파일 데이터 뿐만 아니라 회원관리도 병행하게 되는데, 비디오 방송과 게임방을 운영하는 사업자가 회원으로 가입하게 되면 사용자가 이러한 사업장을 이용하여 언제든지 뷰티방을 통해 고소음질의 영상물을 전송받아 감상할 수 있게 된다.

이러한 공급자측 웹 서버(11) 및 D/B 서버(12)는 온라인 상에서 회원으로 가입한 사업자측 서버(20) 또는 사용자 PC(30)에 고소음질의 영상파일을 전송해 주게 되는데, 고품질의 영상파일을 클라이언트의 담당 컴퓨터에 저장할 수 있도록 해서서서는 클라이언트의 디코더와 같이 제공하게 되며, 이 뿐만 아니라 비디오 업계가 사업자측 서버(20)에 연결된 각종 PC(30)을 관리할 수 있도록 관리 프로그램도 제공할 수 있다.

여기서, 상기 관리 프로그램은 웹 서버(11) 및 D/B 서버(12)로부터 사용자가 원하는 비디오 영상을 선택하거나 영상의 검색 뿐만 아니라 요금 및 회원 관리 등에 사용되는 것으로, 본 발명의 바람직한 구현예에서는 상기 관리 프로그램을 공급자측 서버(10)와 사업자측 서버(20)나 여기에 접속된 각 PC(30)에 직접 탑재하여 사용할 수 있다.

이를 좀더 상세하게 설명하면, 상기 비디오방 또는 게임방을 운영하는 사업자측 서버(20)의 관리 프로그램이 탑재된 경우 사용자가 감상하고자 하는 영상을 선택하게 됨으로 비디오 업계가 사업자측 서버(20)를 통하여 원하는 고품질의 동영상파일을 공급자측 웹 서버(11) 및 D/B 서버(12)로부터 전송받아서 다시 각 사용자 PC(30)로 연결시켜 주고 요금 등을 계산하거나 관리 프로그램이 사용자의 PC(30)에 탑재된 경우에는 사용자가 직접 자신이 원하는 고품질의 영상을 선택하여 웹 서버(11) 및 D/B 서버(12)로부터 전송받아 비디오 영상을 감상하는 것이 가능하게 되는 것이다.

또한, 상기 사업자측 서버(20)는 공급자의 웹 서버(11) 및 D/B 서버(12)로부터 고품질의 동영상파일을 전송받아 사용자 PC(30)를 통해 재생하여 사용자가 감상할 수 있게 하는데 있어서, 실시간으로 전송받아 고품질의 비디오 영상을 사용자가 감상할 수 있게 하거나 사업자측 서버(20)에 다운로드받은 상태에서 PC(30)를 통해 각 PC에서 재생시켜 감상할 수 있다.

여기서, 상기 PC(30)는 고품질의 비디오 영상을 감상하는 수단으로 사용되며, 본 발명의 바람직한 구현예에서는 다수의 사용자에게 여러대의 PC(30)를 사업자측 서버(20)에 접속시(point to point)과 멀티포인트(multi-point) 연결방식을 통해 동시에 여러 사용자가 고품질의 비디오 영상을 감상할 수 있도록 하게 된다.

따라서, 비디오방이나 게임방을 운영하는 사업자는 공급자측 서버(10)를 구비하고 다수의 사용자가 사용할 수 있도록 PC(30)를 연결하고 공급자가 제공하는 고품질의 동영상파일을 전송받아 재생이 가능하도록 하게 되는 것이다.
발명의 효과

이상에서 보는 바와 같이 본 발명은 공급자가 MPEG-2,4로 압축한 고화질의 동영상을 비디오방 또는 게임방을 운영하는 사업자나 사용자가 직접 선택하고, 이렇게 선택된 고화질의 동영상을 공급자의 웹 서버 및 D/B 서버로부터 다운로드 받는 방식이나 실시간 방식으로 제공받아 감상할 수 있게함으로써 다음과 같은 효과를 얻을 수 있게 된다.

1) 고화질의 동영상물 사용자 서버 또는 개인 PC 또는 여타가지 보조장치 기록장치에 저장하기 때문에 비디오 테이프 형태로 제작된 영상을 구매하는 보관장소가 필요 없을 뿐만 아니라 이 공간을 다른 용도로 사용할 수 있게 된다.

2) 온라인 상에서 전송받은 동영상 데이터는 개인의 PC나 업자의 서버에서 쉽게 암호할 수 있으며, 또한 비디오 영상물은 별도가지고 업소에 나가지 않고서도 쉽게 볼 수 통해 고화질 동영상성을 감상할 수 있게 된다.

3) 뼈당을 통해 사용자가 공급자측의 웹 서버와 D/B 서버에 연결하여 수많은 각종 고화질의 동영상물을 인덱스별로 쉽게 검색할 수 있게 되어, 사용자의 취향에 맞는 고화질의 동영상물에 편리하게 찾아서 감상할 수 있게 된다.

(57) 청구의 범위

청구항 1.

각종 동영상물을 MPEG-2,4로 인코딩한 고화질의 동영상물을 공급자가 공급자측 서버를 통해 제공하는 과정과, 회원으로 가입한 비디오방 또는 게임방의 사업자측 서버를 상기 웹 서버에 연결하여 사업자나 각 사업장을 이용하는 사용자가 선택한 고화질의 동영상물 및 소프트웨어 디코더를 실시간 또는 다운로드 방식으로 전송받는 과정과, 이렇게 전송된 고화질의 동영상물을 PC에 탑재된 소프트웨어 디코더를 통해 재생시켜 감상하는 과정을 포함하는 것을 특정으로 하는 뼈당을 이용한 고화질의 동영상 공급 방법.

청구항 2.

공급자가 각종 매체에 저장된 동영상을 MPEG-2,4로 가공한 고화질의 동영상들이 저장된 웹 서버 및 D/B 서버를 포함하는 공급자측 서버와, 이 웹 서버로부터 다운로드 받은 소프트웨어 디코더가 탑재되어 상기 고화질의 동영상물을 다운로드 받았거나 실시간 방식으로 데이터를 전송받던 사업자측 서버 또는 각 사업자의 PC와, 이 사업자측 서버에 접속 점(point-to-point) 또는 멀티포인트(multi-point) 방식으로 연결되어 화상을 재생시켜 주는 다수의 PC를 포함하는 것을 특정으로 하는 뼈당을 이용한 고화질의 동영상 공급장치.

청구항 3.

제 2 항에 있어서, 상기 고화질 동영상물은 비디오방 또는 게임방을 운영하는 사업자 또는 이 사업장을 이용하는 사용자가 직접 선택가능하도록 구성된 것을 특정으로 하는 뼈당을 이용한 고화질의 동영상 공급장치.

청구항 4.

제 2 항에 있어서, 상기 공급자측 서버(10)에는 웹 서버(11) 및 D/B 서버(12)로부터 사용자가 원하는 비디오 영상물을 선택하거나 영상물의 검색 뿐만 아니라 요금 및 회원 관리 등을 할 수 있는 관리 프로그램이 탑재되고, 이 관리프로그램은 공급자측 서버(10)의 사업자측 서버(20)와 여기에 접속된 각 사용자 PC(30)에 직접 탐색하여 사용할 수 있도록 한 것을 특정으로 하는 뼈당을 이용한 고화질의 동영상 공급장치.

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Title of Invention
The movie / image contents distribution and distribution system of the network-based.

Abstract
The disclosed content may perform the movie / visual image production person or the contents provider, the server operator, and the cinema, especially, the distribution of profit for the corresponding movie / images contents is outputted in the cinema server to display the device and the user views the movie / images cost the user is paid for according to the movie / images selection of the users in which the franchise contract provides multiple movie / images contents from the main server from the movie / visual image production person or the contents provider as the invention relating to the movie / image contents distribution and distribution system of the network-based to the cinema server of the fixed the plurality and visiting the specific cinema. And in the main server, with the movie / images title, which users see from multiple cinema servers the movie / images kind, and viewing time data being input and performing the statistics processing distribution of profit result data according to the cost which users make payment is input and it stores.
Therefore, the present invention is to provide the effect capable of the formation of the digital distribution network, all over the world, the same time distribution / circulation without the / spatial restriction it is free.
The network, the movie, the images, the distribution, circulation, the running time, the charging.

대표도면(Representative drawing)
Scope of Claims

Claim 3:
As for claim 2, the movie/image contents distribution and distribution system of the network-based wherein the control unit and multiple set-top boxes it is connected to the IEEE 1394 cable; and the multiple set-top boxes and multiple display devices are connected to A/V cable.

Claim 5:
As for claim 1, the movie/image contents distribution and distribution system of the network-based wherein the accounting program according to the size of the space in which users views the movie/images and running time of the minute unit, the separate accounting is performed.

Claim 6:
As for claim 1, the movie/image contents distribution and distribution system of the network-based wherein the accounting program according to the movie/images observation time of the users, accounting is automatically performed according to the movie/visual image production corp. or the contents provider, the cinema, and the server operator according to the predetermined share.

Claim 7:
As for claim 1, the movie/image contents distribution and distribution system of the network-based wherein the cost according to the movie/images viewing calculated through the accounting program according to the movie/visual image production time or the movie/images entertainment industry, it differentially can apply.

Claim 8:
As for claim 1, the movie/image contents distribution and distribution system of the network-based wherein the main server if the user providing the cinema mark function and sees the movie/images among multiple cinema servers in one cinema server performs the cinema mark among the movie/images progressing in the fixed position the code according
to the cinema mark is generated and the user stores; and the location information of the movie / image contents performing continuity, the cinema mark according to the request of the corresponding cinema server in case the selection viewing of the movie / images performing the cinema mark is outputted to the corresponding cinema server and the user continuously views the specific movie / images in the afterward other cinema server.

**Claim 10:**

(1) A plurality of movie / image contents distribution and flooding strategy of the network-based which performs the statistics processing through the movie / images title, which users inputted from multiple cinema servers see in the process: (4) performing the movie / visual image production person or the contents provider, the server operator, and the cinema, especially, the distribution of profit cost the correspondence user is paid for the cost according to the size of the movie / images observation time of the correspondence user and tour space are automatically produced in the cinema server if the movie / images viewing is terminated and main server of the process: (3) user which outputs the display device to the process: (3) user the movie / images kind, and viewing time data; and is made including the process of distribution of profit result data according to the cost which users make payment being input and storing in which the franchise contract the multiple movie / images contentses provided from the main server from the movie / visual image production person or the contents provider is set up.

**Claim 13:**

As for claim 10, the movie / image contents distribution and flooding strategy of the network-based comprising step: (3-6) performing the movie / visual image production person according to the accounting program or the contents provider the space which the user sees in the corresponding cinema server according to the accounting program the process (3) the step: (3-2) movie / images viewing which determines in (3-1) cinema server the movie / images viewing of the correspondence user is terminated is terminated and the cost, which the step: (3-5) correspondence user which determines whether the cost according to the movie / images viewing is paid by the step: (3-4) user informing the step: (3-3) correspondence user which automatically produces cost according to time of the cost according to the tour space and time or not makes payment the server operator, and the cinema, especially, the distribution of profit and step which outputs main server to step.

**Claim 14:**

As for claim 10, the movie / image contents distribution and flooding strategy of the network-based which the process (4) stores data in the database in (4-1) main server as a result of step: (4-3) performing the movie / images title, inputted to the step: (4-2) cinema server which determines whether movie / images title, movie / images kind, observation time, distribution of profit result data which users see are inputted or not the movie / images kind, and the statistics processing through viewing time data being statistically processed from multiple cinema servers; and comprises the step of storing in the database data it profit is especially distributed through data on expenditure according to the step: (4-4) provided and the movie / images viewing inputted to the cinema server with the movie / visual image production person or the contents provider, the server operator, and the cinema result data to the desired users.

**Claim 15:**

As for claim 13 The user receiving code data according to the step: (A-3) cinema mark charging the cost according to the size of the time which sees the correspondence user performs the cinema mark in the step: (A-2) cinema server which stores it creates code data according to the cinema mark in the main server and tour space is the movie / image contents distribution of the corresponding cinema or the network-based which is characterized to perform the step of charging the cost according to the observation time and tour space of the spot after performing the step: (A-6) and the cinema mark which visits and in which the step: (A-4) user who determines whether it continuously selects viewing or not of the cinema mark after outputs the movie / images contents of the location information after which is continuously viewing provided from the step: (A-5) main server receiving the location information of the specific movie / images contents in case the selection in the corresponding cinema server from the main server of the cinema mark after through the set-top box to the display device equipped in the tour space of the correspondence user the other cinema and flooding strategy including the location information of the movie / images contents which the correspondence user selects the cinema mark function in the movie /
images viewing end-point by the specified user of the previous step (3-1) than; and the user sees in (A-1) corresponding cinema server.

**Background Art**
The invention relates to the movie / image contents distribution and distribution system of the network-based.

More specifically, it is about the movie / image contents distribution and distribution system of the network-based establishing the digital distribution network of the COD (Culture On Demand) concept for altogether including the movie / image contents distribution and showing, the video circulation / loan, and the internet VOD (Video On Demand) market and it timeliness the same time distributing all kinds of the movies and images without the spatial restriction and circulating.

Recently, as the quality of life becomes higher the people viewing the movie increases to the part of the cultural life. And the quality has in the trend accordingly that the industry associated with the movie, theatre, musical, concert, drama, the images including animation etc is activated.

So that the user view the movie among this the movie theater showing the corresponding movie after doing the selection is visited and the movie which firstly it wants to look has to be viewed. And the movie in which the unsealing time is over lends through the lending store. That is, in the order of the circulation / structure of distribution of the movie is the movie theater unsealing, the video release, the television broadcasting etc, the new work it becomes may be referred to visited the movie theater in case of desiring and it had to look at the new film and the movie appeared as the video lent in case of wanting the movie in which the unsealing time was over.

Moreover, visitors visited the direct corresponding performance place and the theatre, the musical, concert etc. had to see besides the movie. And the theatre, the musical, concert etc. lend through the lending store etc. in case of being manufactured to the images.

In the meantime, as described above, in the except method seeing the movie or the images through the movie theater / performance place or the video rental, the site in which oneself selects the desired movie / images on the internet while the internet is activated is opened and the site draws attention many.

But there is a problem that it is the actual condition in which the scale of the video market is in the plateau according to the media appearance on the stage including DVD, the internet VOD etc. because the number of demand of the people to *** look at the movie / images the movie theater / performance places performed the circulation / distribution called the analog had the problem of being insufficient and conventionally has film or the video tape etc. as the intermediary and the benefit distribution system is not properly constructed. And the movie / visual image production person according to the video rental, the distributor, and the revenue sharing of the lending store are unable to be fairly made.

Moreover, recently sites providing the conventional all kinds of movie / images secured the unsealing or all kinds of the movies the manufactured / images contents but it had the difficulty of being many. Also the problem that actually the profit sharing of the movie / visual image production person according to the movie / images content distribution and distributors were not fairly comprised occurred.

**Summary of Invention**

**Effects of the Invention**
As described above, it has the effect that according to the movie / image contents distribution and distribution system of the network-based of the present invention, the movie / images which it wants to look after it circulates the corresponding movie / images contents in the main server to the multiple cinemas which sets up the franchise contract relation after receiving the multiple movie / images contentes from the contents provider as well as the movie / visual image production person with the distribution / and general users hunt the movie theater / performance place or it does not lend the video tape can be freely seen to the affordable price. And it all over the world timeliness the same time distribution / circulation is possible through the formation of the digital distribution network which is not analog distribution network including the film or the video tape etc. without the spatial restriction.

And it has the effect that the potential market due to the movie theater / performance place shortage can be altogether absorbed due to the isotonic of the new cinema which is not existing large-scale movie theater / performance place of the small scale. And the scientific
earnings dispersion can be realized due to the introduction of the per-minute billing system utilizing the integration computer network to the movie/visual image production person as well as the main server, which is in charge of the distribution/circulation and cinema administrator.

Moreover, in the performance place including the theatre as well as the movie, the musical, concert etc., it has the advantage that it can establish the cultural space of the new concept because of providing so that users who are the digital contents and visit the cinema freely select and see the direct made scene.

Here, in the invention, it explained with reference to the preferred embodiment. However it will be able to understand to be various the invention can be modified and can change in the range that the unskilled person skilled in the art of the target technology part does not deviate from thought and area of the invention described in below patent claim.

**Technical Task**

In order that this Purpose of the invention solves the problem the movie/image contents distribution and distribution system of the network-based establishing the digital distribution network of the COD concept for altogether including the movie/image contents distribution and showing, the video circulation/loan, the internet VOD market etc. and it timeliness the same time all over the world distributing all kinds of the movies the/images without the spatial restriction and circulating are to be provided.

It are another object of the present invention to provide the movie/image contents distribution and distribution system of the network-based which is scientific according to the scale of the place and movie/images observation time and it performs the efficient accounting when introducing the running time billing system and seeing the movie/images in the exclusive cinema in which the digital distribution network of users are constructed and fairly distributes the corresponding earnings in the movie/image visual image production person, the cinema, and the main server.

**Structure & Operation of the Invention**

It connects the communication line of the unspecified individuals and it receives the multiple movie/images contents from the outside performing the distribution of the movie/images contents through the communication network and circulation it secures and the movie/image contents distribution and distribution system of the network-based according to the present invention for achieving this purpose build the multiple spaces for the communication network in which data communications is comprised and movie/images viewing to the database. The multiple movie/images contents is received from the cinema server: of the plurality which outputs outside to plurality and multiple movie/visual image production persons or the contents provider and users visiting the cinema for the movie/images viewing build the desired movie/images among multiple movie/images contents to the database. The movie/images title, movie/images kind, the movie/visual image production person according to the cost, server operator, and the main server is included. The movie/images title updates the multiple movie/images contents through the communication network to the multiple cinema servers and which users see from multiple cinema servers. The movie/visual image production person according to the cost viewing time data is input and it performs the statistics processing and users viewing the specific movie/images pay from multiple cinema servers. Or the contents provider. The main server data are input as a result of profit being especially distributed with cinema and it stores.

Moreover, the movie/image contents distribution and flooding strategy of the network-based according to the present invention may perform the movie/images title, which users inputted from multiple cinema servers see in the process which outputs the display device to the process, the process performing the movie/visual image production person or the contents provider, the server operator, and the cinema, especially, the distribution of profit cost the correspondence user is paid for the cost according to the size of the movie/images observation time of the correspondence user and tour space are automatically produced in the cinema server if the movie/images viewing of (3) user is terminated and (4) main server the movie/images kind, and the statistics processing through viewing time data according to the movie/images selection of the users visiting (2) specific cinema and the process where the franchise contract provides multiple movie/images contents provided from (1) main server from the movie/visual image production person or the contents provider to the cinema server of the fixed the plurality. And made including the process of
distribution of profit result data according to the cost which users make payment being input and storing.

Specifically the movie / image contents distribution and distribution system of the attached network-based of the present invention are hereinafter explained.

Figure 1 is a block diagram which schematically shows the movie / image contents distribution of the network-based and configuration of the distribution system according to the invention.

As shown in the figure, as the communication network including the communication network (100) is the Yoo / wireless internet etc, the communication line between the cinema server (200) of the plurality which will be described later and the main server (300) is connected and the movie / images related data communications is each other comprised.

The multiple cinema servers (200) is the multiple space (for example, 2 *** , 3 *** , 4 *** etc) for the movie / images viewing is secured. And the multiple movie / images contentses is received from the main server (300) which will be described later and main server (300) performing the distribution of the movie / images contents through the communication network (100) after doing the establishment and circulation the franchise contract and main server (300) performing the distribution of the movie / images contents through the communication network (100) after doing the establishment and circulation the franchise contract build to the database.

And the multiple cinema servers (200) may perform the contents provider, the server operator, and the cinema, especially, the distribution of profit processing the predetermined cost according to the movie / images viewing is received from the user the corresponding movie / images contents is extracted from the database and the user controls so that the user look and listen according to the operating program which is pre-stored if users visiting the cinema for the movie / images viewing select the desired movie / images of multiple movie / images contentses. And the movie / images title, the movie / images kind, the observation time, distribution of profit result data which users see are outputted to the main server (300).

At this time, the accounting program used in the cinema server (200) of the plurality may perform the separate accounting according to the size of the space which users view the movie / images and running time of the minute unit. And according to the movie / images observation time of the users, accounting is automatically performed according to the movie / visual image production corp. or the contents provider, the cinema, and the server operator according to predetermined share (for example, the manufacturer 25%, the cinema 50%, and the server operator 25%).

That is, it claims to the user in the case of stopping A movie / images after 20 minutes the pass and the user viewing A movie / images selecting B movie / images and seeing 30 1 hour the minute, and the corresponding cinema server (200) proportionally to the size (for example, the granting the weighted value according to the size of space based on 2 *** ) of the space viewing the observation charge about the total 1 hour 50 minute of A movie / images 20 minute and B movie / images 1 hour 30 minute the movie / images.

In this way, the movie / images viewing of the users is charged through the accounting program using in multiple cinema servers (200) according to the running time of the minute unit. In that way the entertainment industry of the corresponding movie / images is accurately predicted without the need to predict the success of film according to the number of spectator like the existing according to the running time.

Moreover, in the cinema server (200) of the plurality, the movie / images observation charge requested to users viewing the movie / images differentially applies according to the movie / visual image production time. And it differentially can apply according to the extent of the movie / images entertainment industry.

The main server (300) updates the multiple movie / images contentses from the multiple movie / visual image production persons or the contents provider to the cinema server (200) of the plurality performing the franchise contract through the communication network (100) it receives.

And the movie / images title, which users see from multiple cinema servers (200) the movie / images kind, and viewing time data are input to the main server (300) and the statistics processing is performed. And distribution of profit result data which profit is especially distributed according to the cost which users viewing the specific movie / images pay from
multiple cinema servers (200) with the movie / visual image production person or the contents provider, the server operator, and the cinema is input and it stores. Moreover, in the main server (300), if the user providing the cinema mark function which is similar to the bookmark (book mark) function at the web browser and sees the movie / images among multiple cinema servers (200) in one cinema server (200) performs the cinema mark among the movie / images progressing in the fixed position the code is generated according to the location information (track information) according to the cinema mark and the user stores. The user continuously views the corresponding movie / images in the afterward other cinema server (200) from the spot after performing the user is the cinema mark the location information is outputted to the corresponding cinema server (200) of the movie / images contents performing continuity, the cinema mark according to the request of the corresponding cinema server (200) in case the selection viewing of the movie / images performing cinema mark. In this case, the cost according to the movie / images observation time of the spot after performing the user is the cinema mark and tour space are paid to the corresponding cinema server (200).

And the predetermined point is accumulated in the movie / images viewing of the users in which the main server (300) introduces the membership operating system and using multiple cinemas. The movie / images related service according to the inclination of the user can be continuously provided.

Moreover, figure 2 is a block diagram which specifically shows the configuration of the cinema server (200) of the fig. 1.

As shown in the figure, multiple movie / images contents are input from the main server (300) through the communication network (100) and the communication unit (210) outputs movie / images title, movie / images kind, observation time, distribution of profit result data according to the movie / images viewing of the users outputted from the control unit (220) it outputs to the control unit (220) which will be described later through the communication network (100) to the main server (300).

The control unit (220) controls the extraction of the corresponding movie / images content which controls in order to store multiple movie / images contents inputted through the communication unit (210) in the database part (230) which will be described later and is stored in the database part (230) according to the specific movie / images selection of the users visiting the cinema through the pre-stored operating program and the output to the display device (250) equipped in the tour space in which the user is located.

And the control unit (220) may perform the movie / visual image production person according to the cost turning out the cost according to the movie / images observation time of the correspondence user and tour space and which the user makes payment. Or the contents provider, the server operator, and the cinema, especially, the distribution of profit according to the accounting program the movie / images viewing of the users is terminated. And at the same time, the movie / images title, the movie / images kind, the observation time, distribution of profit result data according to the movie / images viewing of the users the output to the main server (300) of correspond datas is controlled in the database part (230) with the storage chamber.

The database part (230) stores multiple movie / images contents provided from the main server (300) under the control of the control unit (220). And movie / images title, movie / images kind, observation time, distribution of profit result data according to the movie / images viewing of the users is stored.

The movie / images contents outputted from the control unit (220) according to the movie / images selection of the user the key input signal of the users is outputted to the control unit (220) it provides for the correspondence user is converted into the video format and multiple movie / images contents datas are outputted to the display device (250) so that users in which multiple set-top boxes (240) visit the cinema under the control of the control unit (220) select the movie / images.

The movie / images contents outputted from set-top box (240) as to multiple display devices (250), is displayed in the on-screen and users view the movie / images.

The control unit (220) and multiple set-top box (240) is the be desirable multiple set-top boxes (240) and multiple display devices (250) are connected to A / V (Audio/Video) cable (270) it is connected to the IEEE 1394 cable (260). And not thus restricted. And although it connects using a line besides if data transmit and receive including LAN, A / V cable etc. are possible it is acceptable.
Moreover, figure 3 is a block diagram which specifically shows the configuration of the main server (300) of the fig. 1.

As shown in the figure, data input part (310) outputs the integrated management program according to the movie / images viewing of the movie / image contents distribution / circulation which the server operator inputs and users to the main control unit (320) which will be described later. And the movie / images contents of the multiple movie / visual image production persons or the plurality provided by contents provider is input and it outputs to the main control unit (320).

In order to store the integrated management program and the multiple movie / images contents in which the main control unit (320) is inputted through data input part (310) in the database part (330) which will be described later it controls. And in order to update the multiple movie / images contentses constructed to the database to the corresponding cinema server (200) it controls.

And the main control unit (320) may perform the statistics processing according to the integrated management program which is inputted through data input part (310) if the movie / images title, which users see from multiple cinema servers (200) the movie / images kind, and viewing time data are inputted. And in order to receive distribution of profit result data according to the cost which users viewing the specific movie / images make payment from the multiple cinema servers (200) and it stores in the database part (330) it controls.

The data (for example, the cinema name, the IP address etc) associated with the cinema server (200) of plurality performing the database part (330) is the main server (300) and franchise contract is stored. The integrated management program and the multiple movie / images contentses inputted under the control of the main control unit (320) through data input part (310) are stored. And distribution of profit result data of the cost which users seeing the movie / images title according to the movie / images viewing of the provided users, the movie / images kind, and the statistic process result and specific movie / images of viewing time data in multiple cinema servers (200) under the control of the main control unit (320) make payment is stored.

The multiple movie / images contentses is updated to the cinema server (200) of the plurality performing the communication control unit (340) is the communication connection through the communication network (100) under the control of the main control unit (320). And movie / images title, movie / images kind, observation time, distribution of profit result data which users inputted from multiple cinema servers (200) see are outputted to the main control unit (320).

In the next, specifically the embodiment of the movie / image contents distribution of the network-based according to the invention configured as described above and flooding strategy are explained with reference to the figures 4 through 9.

Figures 4 through 9 are the flowchart specifically showing the movie / image contents distribution of the network-based and operation process of the flooding strategy according to the invention.

Firstly, in the main server (300), multiple movie / images contentses provided from the multiple movie / visual image production persons or the contents provider are built to the database. The franchise contract provides multiple movie / images contentses constructed to the database to the cinema server (200) of the fixed plurality (S10).

In the this, specifically, the main server (300), the integrated management program develops for the database construction according to the movie / images viewing of the general users and the database construction builds to the database (S11). The multiple movie / visual image production persons or the contents provider and movie / images supply of contents contract are performed (S12).

And the multiple movie / images contentses is received from the multiple movie / visual image production persons or the contents provider and the multiple cinemas and the franchise contract equipped with the multiple tour spaces and movie / images contents showing means (for example, the set-top box (240) of the fig. 2, and the display device (250)) are performed to the database after doing the construction (S13) (S14).

Thereafter, the franchise contract provides multiple movie / images contentses in which the main server (300) is constructed to the database to the cinema server (200) of the fixed plurality (S15).

In this way, in the main server (300) through the process (S10), multiple movie / images contentses are outputted to multiple cinema servers (200). Since then the corresponding
movie / images contents is displayed in the on-screen in the corresponding cinema server
(200) according to the specific movie / images selection of the users visiting the cinema
through the display device (260) and the movie / images is viewed (S20).
Each cinema server (200) builds multiple movie / images contentses provided from the main
server (300) to the database and specifically this the movie / images viewing service is
started (S21). It determines whether users select the predetermined space (for example, 2
***, 3 *** etc) for the movie / images viewing the cinema after doing the visit (S22).
If the space for the result movie / images viewing is selected the user determines in the
Corresponding cinema server (200) (S23) whether the user selects one movie / images
contents for the movie / images viewing of multiple movie / images contentses. The specific
movie / images contents which the correspondence user selects is extracted from the
database (S24).
And the specific movie / images contents extracted from the database is outputted through
the set-top box (240) to the display device (250) equipped in the tour space of the
Correspondence user and the movie / images is viewed (S25).
Moreover, the step (S23) after is repeated in case the selection and the movie / images
having a different correspondence user it determines whether the movie / images viewing
which the user in which the cinema server (200) sees the movie / images sees is stopped and
the other movie / images is selected or not are performed (S26).
Now, if the viewing of the desired specific movie / images of users progressed through the
process (S20) are terminated the cost according to the size of the space seen is automatically
produced with the time when the user views the movie / images in the cinema server (200)
according to the accounting program. Cost the correspondence user is paid for and the
distribution of profit is especially performed with the movie / visual image production person
or the contents provider, the server operator, and the cinema (S30).
In the this, specifically, the Corresponding cinema server (200), the user determine (S31)s
whether the movie / images viewing of the user is terminated. If the user terminates the
movie / images viewing cost is produced according to space and the time which the user sees
in the main server (300) according to the provided accounting program (S32).
For example, in case the user views the specific movie / images for 30 1 hour the minute the
user produces in the cinema server (200) proportionally to the size (for example, 3 *** in
case based on 2 ***. 4 *** is the granting the weighted value) of the space viewing the
observation charge about 50 1 hour the minute the movie / images. At this time, according to
the observation charge of the movie / images contents is the movie / visual image production
time, it is differentially applied to.
And the cost according to the automatically calculated tour space and time is claimed to the
Correspondence user (S33). It determines whether the cost according to the movie / images
viewing is disbursed with the correspondence user (S34).
If the cost payment of the judgment result dissolution user is made the cost which the user
pays in the cinema server (200) the distribution of profit is especially performed according to
the accounting program with the movie / visual image production person or the contents
provider, the server operator, and the cinema (S35).
And in the cinema server (200), at the same time, movie / images title, movie / images kind,
observation time, distribution of profit result data which the correspondence user selects
correspond data are outputted in the database with the storage chamber to the main server
(300) (S36).
Like this, if data associated with the movie / images which users see and distribution of profit
result data are inputted from the cinema server (200) through the process (S30) the
statistics processing is performed in the main server (300) through the movie / images title,
which users inputted from multiple cinema servers see the movie / images kind, and viewing
time data. And distribution of profit result data which profit is especially distributed according
to the cost which users make payment with the movie / visual image production person or
the contents provider, the server operator, and the cinema is input and it stores (S40).
It determine (S41)s whether movie / images title, movie / images kind, observation time,
distribution of profit result data in which specifically users see this in the main server (300)
from multiple cinema servers (200) are inputted. The statistics processing is performed
according to the integrated management program if the movie / images title according to the
movie / images viewing of the users, the movie / images kind, and viewing time data are
inputted from the corresponding cinema server (200) (S42).
Thereafter, the main server (300) provides data it is statistically processed to the desired users including the movie / visual image production person data, the contents provider etc. the database is stored it stores in the database (S43). Moreover, the main server (300) stores data in the database as a result of profit being especially distributed through data on expenditure according to the movie / images viewing inputted to the cinema server (200) with the movie / visual image production person or the contents provider, the server operator, and the cinema (S44).

In this case, the main server (300) provides the movie / visual image production person or the contents provider the cost corresponding to the share which the movie / visual image production person or the contents provider and server operator receive from the cinema receiving the cost which users make payment is received with the predetermined earnings. In the meantime, occasionally, in the movie / images viewing end-point by the specified user of the step (S31), the correspondence user selects the cinema mark function.

In this kind of in that case, if the user selects the cinema mark function code data according to the cinema mark including the location information of the movie / images contents which the user sees in the specific cinema server (200) is created in the main server (300) and the user store (S100)s. The cost according to the size of the time which the user sees until the user performs the cinema mark and tour space are produced in the corresponding cinema server (200) than and it claims to the correspondence user (S110).

Thereafter, in the multiple cinema servers (200), it determines whether the user performing cinema mark function requests continuous viewing of the movie / images performing the cinema mark function it visits the corresponding cinema or the other cinema or not (S120).

That is, it confirms whether whether continuous viewing of the specific movie / images performing the user is the cinema mark if the user presents the membership card because of being endowed with the membership card which it is identical in each cinema server (200) users viewing the movie / images can use immediately the cinema server (200) can confirm the member information and use information of the correspondence user from the main server (300) is selected or not otherwise the other movie / images is selected or not.

In the judgment result user of the step (S120) is the case of continuously requesting viewing of the movie / images according to the cinema mark, and the corresponding cinema server (200), the location information of the specific movie / images contents which the correspondence user performs with the cinema mark is received from the main server (300) (S130). The movie / images contents of the extracted location information after is outputted through the set-top box (240) to the display device (250) equipped in the tour space of the correspondence user and the corresponding movie / images is seen (S140).

And the cost according to the observation time of the movie / images of the spot after performing the cinema mark the movie / images viewing of the user is terminated and tour space are turned out and the cost claim to the correspondence user (S150).

**Brief explanation of the drawing**

Figure 1 is a block diagram which schematically shows the movie / image contents distribution of the network-based and configuration of the distribution system according to the invention.

Figure 2 is a block diagram which specifically shows the configuration of the cinema server of fig. 1.

The block diagram in which specifically fig. 3 shows the configuration of the main server of 1.

Figure 4 is a flowchart specifically showing the movie / image contents distribution of the network-based and operation process of the flooding strategy according to the invention.

The flowchart in which specifically the figures 5 through 8 shows the operation process of each subroutine of 4.

Figure 9 is a flowchart which specifically shows the operation process of the cinema mark function among the movie / image contents distribution of the network-based and process of the flooding strategy according to the invention.

Explanation of signs of major parts in the drawing

100: communication network 200: cinema server.
210: communication unit 220: control unit.
270: a / V cable 300: main server.
310: data input part
320: main control unit.
330: database part
340: communication control unit.
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(54) 네트워크 기반의 영화/영상물 배급 및 유통시스템

요약

개시된 내용은 네트워크 기반의 영화/영상물 배급 및 유통시스템에 관한 것으로서, 메인 서버에서 영화/영상물 제작자 또는 컨텐츠 제공자로부터 제공된 복수의 영화/영상물 컨텐츠를 프레젠테이션 계약이 설정된 복수의 상영관 서버로 제공하고, 특정 상영관을 방문한 사용자들의 영화/영상물 선택에 따라 상영관 서버에서 해당 영화/영상물 컨텐츠를 디스크 플레이 장치로 출력하여 사용자가 영화/영상물을 관람할 수 있도록 하고, 사용자의 영화/영상물 관람이 종료되면 상영관 서버에서 사용자의 영화/영상물 관람 시간과 관람 공간의 크기에 따른 비용을 자동으로 산출하여 사용자로부터 비용을 지불받아 영화/영상물 제작자 또는 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분을 수행하며, 메인 서버에서 복수의 상영관 서버로부터 사용자들에게 관람한 영화/영상물 계급, 영화/영상물 종류, 관람 시간 데이터를 입력 받아 통계 처리를 수행함과 동시에 사용자들이 지불한 비용에 따른 수익 배분 결과 데이터를 입력 받아 저장한다.

따라서, 본 발명은 사용자들이 영화관을 찾거나 비디오 티비를 대여하지 않고도 보고 싶은 영화/영상물을 자유롭고 저렴한 비용으로 관람할 수 있으며, 디지털 유통망의 형성을 통해 전세계적으로 시/공간적 제약없이 동시 배급/유통이 가능한 효과를 제공한다.

대표도
도 1
색인이
네트워크, 영화, 영상물, 배급, 유통, 라닝타임, 과금

명세서

도면의 간단한 설명

도 1은 본 발명에 따른 네트워크 기반의 영화/영상물 배급 및 유통시스템의 구성을 개략적으로 나타낸 블록도,

도 2는 도 1의 상영관 서버의 구성을 상세하게 나타낸 블록도,

도 3은 도 1의 메인 서버의 구성을 상세하게 나타낸 블록도,

도 4는 본 발명에 따른 네트워크 기반의 영화/영상물 배급 및 유통방법의 동작과정을 상세하게 나타낸 순서도,

도 5 내지 도 8은 도 4의 각 서브루틴의 동작과정을 상세하게 나타낸 순서도,

도 9는 본 발명에 따른 네트워크 기반의 영화/영상물 배급 및 유통방법의 과정 중 시네마 마크 기능의 동작과정을 상세하게 나타낸 순서도이다.

* 도면의 주요부분에 대한 부분의 설명 *

100 : 네트워크 통신망 200 : 상영관 서버
210 : 통신부 220 : 제어부
230 : 데이터베이스부 240 : 셀프 박스
250 : 디스플레이 장치 260 : IEEE 1394 케이블
270 : A/V 케이블 300 : 메인 서버
310 : 데이터 입력부 320 : 메인 제어부
330 : 데이터베이스부 340 : 통신 제어부

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

본 발명은 네트워크 기반의 영화/영상물 배급 및 유통시스템에 관한 것이다.

보다 상세하게는 영화/영상물 배급 및 상영, 비디오 유통/배급, 인터넷 VOD(Video On Demand) 시장을 모두 포괄하여 각종 영화 및 영상물을 시간적/공간적 제약없이 동시 배급 및 유통하기 위한 COD(Culture On Demand) 개념의 디지털 유통망을 구축하도록 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템에 관한 것이다.

최근 들어 생활의 질이 높아짐에 따라 문화 생활의 일환으로 영화를 관람하는 사람들이 크게 늘어나고 있으며, 이에 따라 영화, 음악, 뮤지컬, 콘서트, 드라마, 애니메이션 등 영상물과 관련된 산업이 크게 활성화되고 있는 추세에 있다.
이중 사용자가 영화를 판람하기 위해서는 우선 보고실은 영화와 선택한 후 해당 영화를 상영하는 영화관을 찾아가 관람하여야 하며, 개봉 시기가 지난 영화는 비디오 대여점을 통해 대여하여 보어야 한다.

즉, 영화의 유통/배급 구조가 영화관 개봉, 비디오 출시, 텔레비전 방송 등의 순으로 되어 있기 때문에 신작을 원하는 경우 영화관을 찾아가 신작 영화를 보아야 했으며, 개봉 시기가 지난 영화를 원하는 경우에는 비디오 출시된 영화를 대여하여 보아야 했던 것이다.

또한, 상승한 영화 이외에 연극, 뮤지컬, 콘서트 등도 관람자들이 직접 해당 공연장을 방문하여 관람하여야 하였으며, 영상물로 제작된 경우에는 비디오 대여점을 통해 대여하여 보아야 한다.

한편, 상승한 바와 같이 영화관/공연장 또는 비디오 대여를 통해 영화 또는 영상을 관람하는 방법 이외에, 최근에는 인터넷(internet)이 발전하면서 인터넷 상에서 자신이 원하는 영화/영상물을 선택하여 볼 수 있도록 하는 사이트가 개설되어 많은 컴퓨터 사용자들의 관심을 끌고 있다.

그러나, 총괄에는 영화/영상물 보고자를 하는 사람들의 수요에 비해 영화관/공연장의 수가 크게 모자라는 문제점이 있었고, 기존에는 필름 또는 비디오 테이프 등을 매개수단으로 한 아날로그적인 유통/배급을 수행하였음은 물론 수익분배 시스템도 제대로 구축되어 있지 않기 때문에 DVD, 인터넷 VOD 등의 매체 출연에 따라 비디오 시장의 규모가 정체상태에 처한 실정이며, 비디오 대여에 따른 영화/영상물 제작자, 배급자, 비디오 대여점의 수익 분배가 공정하게 이루어지지 못하는 문제점이 있었다.

또한, 총괄의 각종 영화/영상물 제공하는 사이트들은 최근에 개봉 또는 제작된 각종 영화/영상물 컨텐츠(contents)를 확보하는데 많은 어려움이 있었음은 물론, 영화/영상물 컨텐츠 유통에 따른 영화/영상물 제작자 및 배급자들의 이익 분배가 현실적으로 공정하게 이루어지지 않는 문제점이 발생하였다.

발명이 이루고자 하는 기술적 과제

본 발명의 목적은 전술한 문제점을 해결할 수 있도록, 영화/영상물 배급 및 상영, 비디오 유통/대여, 인터넷 VOD 시장 등을 모두 포괄하여 각종 영화/영상물을 시간적/공간적 제약없이 전세계적으로 동시 배급 및 유통하기 위한 COD 개념의 디지털 유통망을 구축하도록 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템을 제정하는데 있다.

본 발명의 다른 목적은 러닝타임(.running time)과급시스템을 도입하여 이용자들이 디지털 유통망이 구축된 전용 상영관에서 영화/영상물을 관람할 때 영화/영상물 관람 시간과 장소의 규모에 따라 과학적이고 효율적인 과급처리를 수행하고, 해당 수익금을 영화/영상물 제작자, 상영관, 메인 서버에서 공정하게 분배하도록 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템을 제공하는데 있다.

발명의 구성 및 작용

이러한 목적을 달성하기 위한 본 발명에 따른 네트워크 기반의 영화/영상물 배급 및 유통시스템은, 별도의 문자의 통신 회신을 연결하여 상호간에 데이터 통신이 이루어지도록 하는 네트워크 통신망과, 영화/영상물 관람을 위한 복수의 공간을 확보하고 있고, 네트워크 통신망을 통해 영화/영상물 컨텐츠의 배급 및 유통을 수행하는 외부로부터 복수의 영화/영상물 컨텐츠를 제공받아 데이터베이스로 구축하고, 영화/영상물 관람을 위해 상영관을 방문한 사용자들이 복수의 영화/영상물 컨텐츠 중 원하는 영화/영상물을 선택하면 해당 영화/영상물 컨텐츠를 데이터베이스에서 추출하여 사용자가 시청할 수 있도록 제어하고, 영화/영상물 관람에 따라 소정의 비용을 사용자로부터 제공받아 데이터베이스 제공자, 서버 운영자, 상영관 별로 수익 배분 처리를 수행하며, 사용자들이 관람한 영화/영상물 재목, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터를 이용하여 복수의 상영관 서비스, 복수의 영화/영상물 제작자 또는 컨텐츠 제공자로부터 복수의 영화/영상물 컨텐츠를 제공받아 데이터베이스로 구축하고, 네트워크 통신망을 통해 복수의 상영관 서비스로 복수의 영화/영상물 컨텐츠를 업데이트하고, 복수의 상영관 서버로부터 사용자들이 관람한 영화/영상물 재목, 영화/영상물 종류, 관
달 시간 데이터를 입력받아 동계 처리를 수행하며, 복수의 상영관 서브로부터 특정 영화/영상물을 관광한 사용자들이 지불한 비용에 따라 영화/영상물 제작자 또는 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분과 결과 데이터를 입력받아 저장하는 메인 서버를 포함하여 구성된 것을 특정으로 한다.

또한, 본 발명에 따른 네트워크 기반의 영화/영상물 배급 및 유통방법은, (1) 메인 서버에서 영화/영상물 제작자 또는 컨텐츠 제공자로부터 제공된 복수의 영화/영상물 컨텐츠를 프랜차이즈 계약이 성립된 복수의 상영관 서브로 제공하는 과정과; (2) 특정 상영관을 방문한 사용자들의 영화/영상물 선호에 따라 상영관 서브로 제공된 영화/영상물을 컨텐츠를 디스플레이 장치로 출력하는 과정과; (3) 사용자의 영화/영상물 관람이 종료되면 상영관 서브에서 해당 사용자의 영화/영상물 관람 시간과 관람 공간의 크기에 따른 비용을 자동으로 산출하고, 해당 사용자로부터 이용을 지불받아 영화/영상물 제공자 또는 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분을 수행하는 과정과; (4) 메인 서버에서 복수의 상영관 서브로부터 입력되는 사용자들이 관람한 영화/영상물 제공, 영화/영상물 종류, 관람 시간 데이터를 통해 동계 처리를 수행하며, 사용자들이 지불한 비용에 따른 수익 배분 결과 데이터를 입력받아 저장하는 과정을 포함하여 이루어진 것을 특정으로 한다.

이하, 첨부된 도면을 참조하여 본 발명의 네트워크 기반의 영화/영상물 배급 및 유통시스템을 상세하게 설명한다.

도 1은 본 발명에 따른 네트워크 기반의 영화/영상물 배급 및 유통시스템의 구성을 개략적으로 나타낸 블록도이다.

도시된 바와 같이, 네트워크 통신망(100)은 유/무선 인터넷 등의 통신방으로서, 후술되는 복수의 상영관 서브(200)와 메인 서브(300) 사이의 통신회선을 연결하여 상호간에 영화/영상물 관람 관련 데이터 통신이 이루어지도록 한다.

복수의 상영관 서브(200)는 영화/영상물 관람을 위한 복수의 공간(예를 들어, 2인실, 3인실, 4인실 등)을 확보하고 있으며, 후술되는 메인 서브(300)와 프랜차이즈(Franchise) 계약을 성립한 후 네트워크 통신망(100)을 통해 영화/영상물 컨텐츠의 배급 및 유통을 수행하는 메인 서브(300)로부터 복수의 영화/영상물 컨텐츠를 제공받아 데이터베이스로 구축한다.

그리고, 복수의 상영관 서브(200)는 영화/영상물 관람을 위해 상영관을 방문한 사용자들이 복수의 영화/영상물 컨텐츠 중 원하는 영화/영상물을 선택하면 기자작성된 운영프로그램에 따라 해당 영화/영상물 컨텐츠를 데이터베이스에서 추출하여 사용자가 시청할 수 있도록 제어하고, 영화/영상물 관람에 따른 소정의 비용을 사용자로부터 제공받아 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분 처리를 수행하며, 사용자들이 관람한 영화/영상물 제공, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터를 메인 서브(300)로 출력한다.

이때, 상술한 복수의 상영관 서브(200)에서 사용되는 파급처리 프로그램은, 사용자들이 영화/영상물 관람을 하는 공간의 크기, 그리고 본 단위의 라인타임에 따라 별도의 파급처리를 수행하며, 사용자들의 영화/영상물 관람시간에 따라 영화/영상물 제작자 또는 컨텐츠 제공자, 상영관, 서비스 운영자별로 미리 정해진 지분(예를 들어, 제작사 25%, 상영관 50%, 서비스 운영자 25%)에 따라 자동으로 파급 처리를 수행한다.

즉, A 영화/영상물을 관람하는 사용자가 20분 경과 후 A 영화/영상물을 중지하고 B 영화/영상물을 선택하여 1시간 30분을 관람하는 경우, 해당 상영관 서브(200)에서는 A 영화/영상물 20분과 B 영화/영상물 1시간 30분의 총 1시간 50분에 대한 관람 비용을 영화/영상물 관람을 하는 공간의 크기(예를 들어, 2인실을 기준으로 공간의 크기에 따라 가중치를 부여하여 사용자에게 치용한다.

이와 같이 복수의 상영관 서브(200)에서 사용하는 파급처리 프로그램을 통해 사용자들의 영화/영상물 관람을 본 단위의 라인타임에 따라 파급처리함으로써, 기존과 같이 관객 수에 따른 영화제작을 예측할 필요없이 라인타임에 따라 해당 영화/영상물의 흥행을 정확하게 예측할 수 있게 된다.
또한, 상술한 복수의 상영관 서비스(200)에서 영화/영상물은 관람한 사용자들에게 칭구하는 영화/영상물 관람 비용은 영화/영상을 제공 시기에 따라 차등적으로 적용하며, 영화/영상을 흥행의 정도에 따라 차등적으로 적용할 수도 있다.

메인 서버(300)는 복수의 영화/영상을 제공자 또는 컨텐츠 제공자로부터 복수의 영화/영상을 컨텐츠를 제공받아 데이터베이스로 구축하며, 네트워크 통신망(100)을 통해 프랜차이즈 계약을 수행한 복수의 상영관 서비스(200)로 복수의 영화/영상을 컨텐츠를 업데이트한다.

그리고, 메인 서버(300)는 복수의 상영관 서비스(200)로부터 사용자들이 관람한 영화/영상을 제목, 영화/영상물 정보, 관람 시간 데이터를 입력받아 통계 처리를 수행하며, 복수의 상영관 서비스(200)로부터 특정 영화/영상물을 관람한 사용자들의 기록한 비용에 따라 영화/영상물 제공자 또는 컨텐츠 제공자, 서버 운영자, 상영관 별로 수익 배분된 수익 배분 결과 데이터를 입력받아 저장한다.

또한, 메인 서버(300)에서는 웹 브라우저에서의 복서(300)기능으로 유사한 시네마 마크(cinema mark) 기능을 제공하여 복수의 상영관 서비스(200)중 어느 하나의 상영관 서비스(200)에서 영화/영상물을 관람하는 사용자가 영화/영상을 관람중 소정 위치에서 시네마 마크를 수행하면 시네마 마크에 따른 위치 정보(도역 정보)에 따라 코드를 생성하여 저장하고, 사용자가 주변 다른 상영관 서비스(200)에서 시네마 마크를 수행한 영화/영상물의 관람을 선택하는 경우 해당 상영관 서비스(200)의 요청에 따라 시네마 마크를 수행한 영화/영상을 컨텐츠의 위치 정보를 해당 상영관 서비스(200)로부터 출력하여 사용자가 시네마 마크를 수행한 지점 이후부터 해당 영화/영상물을 관람할 수 있도록 한다.
이 경우 사용자는 시네마 마크를 수행한 지점 이후의 영화/영상을 관람 시간과 관람 공간에 따른 비용을 해당 상영관 서비스(200)에서 지불하면 됩니다.

그리고, 메인 서버(300)는 회원제 운영 시스템을 도입하여 복수의 상영관을 이용하는 사용자들의 영화/영상물 관람시 조정의 포인트를 적립하고, 사용자의 성향에 따른 영화/영상물 관련 서비스를 지속적으로 제공할 수 있다.

또한, 도 2는 상술한 도 1의 상영관 서비스(200)의 구성도를 상세하게 나타낸 블록도이다.

도시된 바와 같이, 통신부(210)는 네트워크 통신망(100)을 통해 메인 서버(300)로부터 복수의 영화/영상을 컨텐츠를 입력받아 후속되는 제어부(220)로 출력하며, 제어부(220)에서 출력되는 사용자들의 영화/영상을 관람에 따른 영화/영상물 제목, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터를 네트워크 통신망(100)을 통해 메인 서버(300)로 출력한다.

제어부(220)는 통신부(210)를 통해 입력되는 복수의 영화/영상을 컨텐츠를 후속되는 메이트레이트스(230)에 저장하도록 제어하며, 상영관을 방문한 사용자들의 특정 영화/영상물 선택에 따라 기약선된 운영프로그램을 통해 메이트레이트스(230)에 저장되어 있는 해당 영화/영상을 컨텐츠의 추가 및 사용자가 위치한 관람 공간에 구비되어 있는 디스플레이 장치(250)의 출력을 제어한다.

그리고, 제어부(220)는 사용자들의 영화/영상물 관람이 종료되면 과금처리 프로그램에 따라 해당 사용자의 영화/영상물 관람 시간과 관람 공간에 따른 비용을 산출하고, 사용자가 자동한 비용에 따라 영화/영상물 제공자 또는 컨텐츠 제공자, 서버 운영자, 상영관 별로 수익 배분을 수행하며, 사용자들의 영화/영상물 관람에 따른 영화/영상물 제공, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터를 메이트레이트스(230)에 저장함과 동시에 해당 데이터들의 메인 서버(300)로의 출력을 제어한다.

메이트레이트스(230)는 제어부(220)의 제어에 따라 메인 서버(300)에서 제공된 복수의 영화/영상을 컨텐츠를 저장하며, 사용자들의 영화/영상물 관람에 따른 영화/영상물 제공, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터를 저장한다.
복수의 셀렉트 박스(240)는 제어부(220)의 제어에 따라 상영관을 방문한 사용자들이 영화/영상물을 선택할 수 있도록 복수의 영화/영상물 컨텐츠 데이터를 해당 사용자에게 제공하고, 사용자의 키입력 신호를 제어부(220)로 출력하며, 사용자의 영화/영상물 선택에 따라 제어부(220)에서 출력되는 영화/영상물 컨텐츠를 영상 포맷으로 변환하여 디스플레이 장치(250)로 출력한다.

복수의 디스플레이 장치(250)는 셀렉트 박스(240)에서 출력된 영화/영상물 컨텐츠를 화면상에 디스플레이하여 사용자들이 영상/영상물을 관람할 수 있도록 한다.

상술한 제어부(220)와 복수의 셀렉트 박스(240)들은 IEEE 1394 케이블(260)로 연결되어 있으며, 복수의 셀렉트 박스(240)와 복수의 디스플레이 장치(250)는 A/V(Audio/Video) 케이블(270)로 연결되는 것이 바람직하지만 이에 한정되는 것은 아니며, 그 외에 LAN, A/V 케이블 등 데이터 송수신이 가능한 것이라면 어느 카인을 사용하여 연결하는 데도 무방하다.

또한, 도 3은 상술한 도 1의 배너 서비스(300)의 구성도 상세하게 나타낸 블록도이다.

도시된 바와 같이, 데이터 입력부(310)는 서버 운영자가 입력하는 영화/영상물 배급/유통 및 사용자들의 영화/영상물 관람에 따른 통합관리 프로그램을 후술되는 메인 제어부(220)로 출력하며, 복수의 영화/영상물 제작자 또는 컨텐츠 제공자가 제공하는 복수의 영화/영상물 컨텐츠를 입력받아 메인 제어부(220)로 출력한다.

메인 제어부(320)는 데이터 입력부(310)를 통해 입력되는 통합관리 프로그램과 복수의 영화/영상물 컨텐츠를 후술되는 메인 데이터베이스부(330)에 저장하도록 제어하여, 데이터베이스로 구축되어 있는 복수의 영화/영상물 컨텐츠를 해당 상영관 서비스(200)로 업데이트하도록 제어한다.

그리고, 메인 제어부(320)는 복수의 상영관 서버(200)로부터 사용자들이 관람한 영화/영상물 재목, 영화/영상물 종류, 관람 시간 데이터가 입력되며 데이터 입력부(310)를 통해 입력된 통합관리 프로그램에 따라 동계 처리를 수행하며, 복수의 상영관 서버(200)로부터 특정 영화/영상물을 관람한 사용자들이 지불하는 비용에 따른 수익 배분 결과 데이터를 제공받아 데이터베이스부(330)에 저장하도록 제어한다.

데이터베이스부(330)는 메인 서버(300)와 프랜차이즈 계약을 수행한 복수의 상영관 서버(200)와 관련된 데이터(예를 들어, 상영관 명칭, IP 어드레스 등)를 저장하고, 메인 제어부(320)의 제어에 따라 데이터 입력부(310)를 통해 입력되는 통합관리 프로그램과 복수의 영화/영상물 컨텐츠를 저장하며, 메인 제어부(320)의 제어에 따라 복수의 상영관 서버(200)에서 제공된 사용자들의 영화/영상물 관람에 따른 영화/영상물 재목, 영화/영상물 종류, 관람 시간 데이터의 동계 처리 결과 및 특정 영화/영상물을 관람한 사용자들이 지불한 비용의 수익 배분 결과 데이터를 저장한다.

동신 제어부(340)는 메인 제어부(320)의 제어에 따라 네트워크 통신망(100)을 통해 동신 접속을 수행한 복수의 상영관 서버(200)로 복수의 영화/영상물 컨텐츠를 업데이트하며, 복수의 상영관 서버(200)로부터 입력되는 사용자들이 관람한 영화/영상물 재목, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터를 메인 제어부(320)로 출력한다.

다음에는, 이와 같이 구성된 본 발명에 따른 네트워크 기반의 영화/영상물 배급 및 유통방법의 일 실시예를 도 4 내지 도 9를 참조하여 상세하게 설명한다.

도 4 내지 도 9는 본 발명에 따른 네트워크 기반의 영화/영상물 배급 및 유통방법의 동작과정을 상세하게 나타낸 순서도이다.

우선, 메인 서버(300)에서 복수의 영화/영상물 제작자 또는 컨텐츠 제공자로부터 제공된 복수의 영화/영상물 컨텐츠를 데이터베이스로 구축하고, 데이터베이스로 구축된 복수의 영화/영상물 컨텐츠를 프랜차이즈 계약이 설정된 복수의 상영관 서버(200)로 제공한다(S10).
이를 상세하게 설명하면, 메인 서비(300)에서는 일반 사용자들의 영화/영상물 관람에 따른 데이터베이스 구축을 위해 통합 관리 프로그램을 개발하여 데이터베이스로 구축하고(S11), 복수의 영화/영상물 제작자 또는 컨텐츠 제공자와 영화/영상물 컨텐츠 공급 계약을 수행한다(S12).

그려, 복수의 영화/영상물 제작자 또는 컨텐츠 제공자로부터 복수의 영화/영상물 컨텐츠를 제공받아 데이터베이스로 구축한 후(S13), 복수의 관람 공간과 영화/영상물을 관람할 수 있는 동영상과 디스플레이 장치(250)를 구비하고 있는 복수의 상영관과 프랜차이즈 계약을 수행한다(S14).

이후, 메인 서비(300)는 데이터베이스로 구축된 복수의 영화/영상물 컨텐츠를 프랜차이즈 계약이 설정된 복수의 상영관 서비(200)로 제공한다(S15).

이와 같이 상술한 과정(S10)을 통해 메인 서비(300)에서 복수의 상영관 서비(200)로 복수의 영화/영상물 컨텐츠를 출처한 이후, 해당 상영관 서비(200)에서는 상영관을 방문한 사용자들의 특정 영화/영상물 선택에 따라 해당 영화/영상물 컨텐츠를 디스플레이 장치(260)를 통해 화면상에 디스플레이하여 영화/영상물을 관람할 수 있도록 한다(S20).

이를 상세하게 설명하면, 각 상영관 서비(200)는 메인 서비(300)에서 제공된 복수의 영화/영상물 컨텐츠를 데이터베이스로 구축하여 영화/영상물을 관람 서비스를 시작하고(S21), 사용자들이 상영관을 방문한 후 영화/영상물 관람을 위한 소정의 공간(예를 들어, 2인실, 3인실 등)을 선택하는지를 판단한다(S22).

판단 결과 영화/영상물 관람을 위한 공간이 선택되면 해당 상영관 서비(200)에서는 사용자가 영화/영상물 관람을 위해 복수의 영화/영상물 컨텐츠 중 어느 하나의 영화/영상물을 선택하는지를 판단하고(S23), 해당 사용자가 선택한 특정 영화/영상물 컨텐츠를 데이터베이스에서 추출한다(S24).

그리고, 데이터베이스에서 추출한 특정 영화/영상물 컨텐츠를 셋탑 박스(240)를 통해 해당 사용자의 관람 공간에 구비된 디스플레이 장치(250)로 출력하여 영화/영상물을 관람할 수 있도록 한다(S25).

또한, 상영관 서비(200)는 영화/영상률을 관람중인 사용자가 현재 관람중인 영화/영상물 관람을 중지하고 다른 영화/영상물을 선택하는지를 판단하여 해당 사용자가 다른 영화/영상물 선택의 경우 상술한 단계(S23) 이후를 반복하여 수행한다(S26).

이제, 상술한 과정(S20)을 통해 진행되는 사용자들이 원하는 특정 영화/영상물의 관람이 종료되면, 상영관 서비(200)에서는 사용자가 영화/영상물 관람을 한 시간과 관람한 공간의 크기에 따른 비용을 과금처리 프로그램에 따라 자동으로 산출하고, 해당 사용자로부터 비용을 지불받아 영화/영상물 제작자 또는 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분을 수행한다(S30).

이를 상세하게 설명하면, 해당 상영관 서비(200)에서는 사용자의 영화/영상물 관람이 종료되는지를 판단하고(S31), 사용자가 영화/영상물 관람을 종료하면 메인 서비(300)에서 제공된 과금처리 프로그램에 따라 사용자가 관람한 공간과 시간에 따라 비용을 자동으로 산출한다(S32).

예를 들어, 사용자가 특정 영화/영상물을 1시간 30분동안 관람한 경우, 상영관 서비(200)에서는 1시간 50분에 대한 관람 비용을 영화/영상물 관람을 하는 공간의 크기(예를 들어, 2인실을 기준으로 하는 경우 3인실, 4인실은 가중치를 붙여)에 반하여 산출하는 것이다. 이때, 영화/영상물 컨텐츠의 관람 비용은 영화/영상물 제작 시기에 따라 자동적으로 적용된다.

그리고, 자동으로 산출된 관람 공간과 시간에 따른 비용을 해당 사용자에게 청구하고(S33), 해당 사용자에 의해 영화/영상물 관람에 따른 비용이 지불되는지를 판단한다(S34).

판단 결과 해당 사용자의 비용 지불이 이루어지면 상영관 서비(200)에서는 사용자가 지불한 비용을 과금처리 프로그램에 따라 영화/영상물 제작자 또는 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분을 수행한다(S35).
그리고, 상영관 서비스(200)에서 해당 사용자가 선택한 영화/영상을 제목, 영화/영상을 종류, 관람 시간, 수익 배분 결과 데이터를 데이터베이스에 저장함과 동시에 메인 서버(300)로 해당 데이터를 출력한다(S36).

이처럼 상술한 과정(S30)을 통해 상영관 서비스(200)로부터 사용자들이 관람한 영화/영상을 관람된 데이터와 수익 배분 결과 데이터가 입력되면, 메인 서버(300)에서는 복수의 상영관 서비스로부터 입력되는 사용자들이 관람한 영화/영상 을 제목, 영화/영상 종류, 관람 시간 데이터를 통해 통계 처리를 수행하며, 사용자들이 저장한 비용에 따라 영화/영상 을 제작자 또는 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분된 수익 배분 결과 데이터를 입력 받아 저장한다(S40).

이를 상세하게 설명하면, 메인 서버(300)에서 복수의 상영관 서비스(200)로부터 사용자들이 관람한 영화/영상을 제목, 영화/영상 종류, 관람 시간, 수익 배분 결과 데이터가 입력되는지를 판단하고(S41), 해당 상영관 서비스(200)로부터 사용자들의 영화/영상 관람에 따른 영화/영상 제목, 영화/영상 종류, 관람 시간 데이터가 입력되면 통합관리 프로 그램에 따라 통계 처리를 수행한다(S42).

이후, 메인 서버(300)는 통계 처리된 결과 데이터를 데이터베이스에 저장하고, 저장된 결과 데이터를 영화/영상 제 작자, 컨텐츠 제공자 등 원하는 사용자들에게 제공한다(S43).

또한, 메인 서버(300)는 상영관 서비스(200)에서 입력된 영화/영상을 관람에 따른 비용 데이터를 통해 영화/영상을 제 작자 또는 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분된 결과 데이터를 데이터베이스에 저장한다(S44).

이 경우 메인 서버(300)는 사용자들이 지불하는 비용을 제공받는 상영관 측으로부터 영화/영상 제작자 또는 컨텐츠 제공자와 서비스 운영자가 지불하는 지분에 해당하는 비용을 제공받은 후, 영화/영상 제작자 또는 컨텐츠 제공자에게 소정의 수익금을 제공하게 된다.

한편, 상술한 단계(S31)의 특정 사용자에 의한 영화/영상 관람 흥미지시점에서 해당 사용자가 시네마 마크 기능을 선택하는 경우가 있다.

이와 같은 경우에는, 도 9에 도시된 바와 같이, 사용자가 시네마 마크 기능을 선택하면 메인 서버(300)에서는 특정 상영관 서비스(200)에서 사용자가 판매품인 영화/영상을 컨텐츠의 위치정보를 포함하는 시네마 마크에 따른 코드 데이터를 생성하여 저장해 두고(S100), 해당 상영관 서비스(200)에서는 사용자가 시네마 마크를 수행할 때까지 판람한 시간과 관람 공간의 크기에 따른 비용을 산출하여 해당 사용자에게 제공한다(S110).

이후, 복수의 상영관 서비스(200)에서는 시네마 마크 기능을 수행한 사용자가 해당 상영관 또는 다른 상영관을 방문하여 시네마 마크 기능을 수행한 영화/영상들의 연속 관람을 요청하는지를 판단한다(S120).

즉, 영화/영상들은 관람하는 사용자들은 각 상영관 서비스(200)에서 동일하게 사용할 수 있는 회원카드를 부여받기 때문에 사용자가 회원카드를 제시하면 상영관 서비스(200)는 해당 사용자의 회원정보 및 이용정보를 메인 서버(300)로부터 즉시 확인할 수 있으므로 사용자가 시네마 마크를 수행한 특정 영화/영상들의 연속 관람을 선택하는지 아니면 다른 영화/영상들을 선택하는지를 확인하는 것이다.

상술한 단계(S120)의 판단 결과 사용자가 시네마 마크에 따른 영화/영상들의 계속 관람을 요청하는 경우, 해당 상영관 서비스(200)에서는 메인 서버(300)로부터 해당 사용자가 시네마 마크 수행한 특정 영화/영상들 컨텐츠의 위치 정보를 제공받아(S130), 추출된 위치 정보 이후의 영화/영상들 컨텐츠를 넘버 박스(240)를 통해 해당 사용자의 관람 공간에 구비된 디스플레이 장치(250)로 출력하여 해당 영화/영상들을 계속 관람하도록 한다(S140).

그리고, 사용자의 영화/영상 관람이 종료되면, 시네마 마크를 수행한 지정 이후의 영화/영상들의 관람 시간과 관람 공간에 따른 비용을 산출하여 해당 사용자에게 제공한다(S150).

발명의 효과
이상에서와 같이 본 발명의 네트워크 기반의 영화/영상물 배급 및 유통시스템에 따르면, 메인 서버측에서 영화/영상물 제작자는 물론 컨텐츠 제공자로부터 복수의 영화/영상물 컨텐츠를 제공받은 후 프렌차이즈 계약 관계를 설정한 복수의 상영관으로 해당 영화/영상물 컨텐츠를 배급/유통하여 일반 사용자들이 영화관/공연장 등을 찾아 비디오 테이프를 대여 하지 않거나 보고 싶은 영화/영상물을 자유롭게, 그리고 저렴한 비용으로 관람할 수 있으며, 편리하니 비디오 테이프 등을 통한 아날로그 유통망이 아닌 디지털 유통망의 형성을 통해 전세계적으로 시간적/공간적 제약없이 동시 배급/유통이 가능한 효과가 있다.

그리고, 기존의 대규모 영화관/공연장이 아닌 소규모의 새로운 상영관의 등장으로 인해 영화관/공연장 부족으로 인한 대규모의 잠재적인 시장을 모두 흡수할 수 있으며, 통합 전산망을 활용한 Yd1020010107172분당 과급처리 시스템의 도입으로 인하여 배급/유통을 담당하는 메인 서버는 물론, 영화/영상물 제작자와 상영관 운영자에게 합리적인 수익금 분배를 실현할 수 있는 효과가 있다.

또한, 영화는 물론, 연극, 뮤지컬, 콘서트 등과 같은 공연장에서 직접 이루어지는 장면을 디지털 컨텐츠화하여 상영관을 방문한 사용자들이 자유롭게 선택하여 관람할 수 있도록 제공하기 때문에 신개념의 문화공간을 구축할 수 있다는 이점이 있다.

여기에서, 상술한 본 발명에서는 비효율적 인실예를 참조하여 설명하였지만, 해당 기술분야의 숙련된 당업자는 기회의 특허청구범위에 기재된 본 발명의 사상 및 영역으로부터 벗어나지 않는 범위 내에서 본 발명을 다양하게 수정 및 변경할 수 있음을 이해할 수 있을 것이다.

(57) 정규의 범위

정구항 1.

물특정 다수의 통신선을 연결하여 상호간에 데이터 통신이 이루어지도록 하는 네트워크 통신망;

영화/영상물 관람을 위한 복수의 공간을 확보하고 있고, 상기 네트워크 통신망을 통해 영화/영상물 컨텐츠의 배급 및 유통을 수행하는 외부로부터 복수의 영화/영상물 컨텐츠를 제공받아 데이터베이스로 구축하고, 영화/영상물 관람을 위해 상영관을 방문한 사용자들이 복수의 영화/영상물 컨텐츠를 즐기는 영화관/영상관을 선택하면 해당 영화/영상물의 데이터베이스에서 추출하여 사용자가 시청할 수 있도록 제어하고, 영화/영상물 관람에 따른 소정의 비용을 사용자로부터 제공받아 컨텐츠 제공자, 서비 운영자, 상영관 별로 수익 배분 처리를 수행하며, 사용자들이 관람한 영화/영상물 제목, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터를 외부로 출력하는 복수의 상영관 서버; 및

복수의 영화/영상물 제작자 또는 컨텐츠 제공자로부터 복수의 영화/영상물 컨텐츠를 제공받아 데이터베이스로 구축하고, 상기 네트워크 통신망을 통해 복수의 상영관 서버로부터 복수의 영화/영상물 컨텐츠를 인터넷에 구축하고, 상기 복수의 상영관 서버로부터 사용자들이 관람한 영화/영상물 제목, 영화/영상물 종류, 관람 시간 데이터를 입력받아 통계 처리를 수행하며, 상기 복수의 상영관 서버로부터 특정 영화/영상물을 관람한 사용자들이 지불한 비용에 따라 영화/영상물 제작자 또는 컨텐츠 제공자, 서비 운영자, 상영관 별로 수익 배분결과 데이터를 입력받아 저장하는 메인 서버 및 구현된 것을 포함하는 네트워크 기반의 영화/영상물 배급 및 유통시스템.

정구항 2.

제 1 항에 있어서, 상기 상영관 서버는.
상기 네트워크 통신망을 통해 상기 메인 서버로부터 복수의 영화/영상을 컨텐츠를 입력받고, 사용자의 영화/영상을 관련에 따른 영화/영상을 제공, 영화/영상을 종류, 관련 시간, 수익 배분 결과 데이터를 상기 메인 서버로 출력하는 통신 부분.

상기 통신부를 통해 입력되는 복수의 영화/영상을 컨텐츠의 데이터베이스 구축을 제어하고, 사용자의 특정 영화/영상을 선택에 따라 가시성강된 운영프로그램을 통해 데이터베이스로 구축된 해당 영화/영상을 컨텐츠의 추출과 출력을 제어하고, 영화/영상을 관련에 따른 링크가 정리된 과정에서 프로그램에 따라 해당 사용자의 영화/영상을 관련에 따른 비율을 산출하고, 사용자가 지불한 비율에 따라 영화/영상을 제작자 또는 컨텐츠 제공자, 서비스 운영자, 상영관 별로 수익 배분을 수행하며, 사용자의 영화/영상을 관련에 따른 영화/영상을 제공, 영화/영상을 종류, 관련 시간, 수익 배분 결과 데이터의 저장과 상기 메인 서버로의 출력을 제어하는 제어부.

상기 제어부의 제어에 따라 상기 메인 서버에서 제공된 복수의 영화/영상을 컨텐츠를 저장하며, 사용자의 영화/영상을 관련에 따른 영화/영상을 제공, 영화/영상을 종류, 관련 시간, 수익 배분 결과 데이터를 저장하는 데이터베이스부.

상기 제어부의 제어에 따라 상영관을 방문한 사용자들이 영화/영상을 선택할 수 있도록 복수의 영화/영상을 컨텐츠 데이터를 제공하게 사용자에게 제공하고, 사용자의 키입력 신호를 상기 제어부로 출력하며, 사용자의 영화/영상을 선택에 따라 상기 제어부에서 출력되는 영화/영상을 컨텐츠를 영상 포맷으로 변환하여 출력하는 복수의 섹터 박스 및 장치.

상기 섹터 박스에서 출력된 영화/영상을 컨텐츠를 화면상에 디스플레이하는 복수의 디스플레이 장치를 포함하여 구성된 것을 특정으로 하는 네트워크 기반의 영화/영상을 배급 및 유통시스템.

정구항 3.

제 2 항에 있어서, 상기 제어부와 복수의 섹터 박스는 IEEE 1394 케이블로 연결되며, 상기 복수의 섹터 박스와 복수의 디스플레이 장치는 A/V 케이블로 연결됨을 특정으로 하는 네트워크 기반의 영화/영상을 배급 및 유통시스템.

정구항 4.

제 1 항에 있어서, 상기 메인 서버는, 서비스 운영자에 의해 영화/영상을 배급/유통 및 사용자의 영화/영상을 관련에 따른 통합관리 프로그램이 입력되며, 복수의 영화/영상을 제공자 또는 컨텐츠 제공자가 제공하는 복수의 영화/영상을 입력받는 데이터 입력부.

상기 데이터 입력부를 통해 입력되는 통합관리 프로그램과 복수의 영화/영상을 컨텐츠의 데이터베이스 구축을 제어하고, 상기 복수의 영화/영상을 영화/영상을 컨텐츠의 업데이트를 제어하고, 상기 복수의 사용자가 관련한 영화/영상을 제공, 영화/영상을 종류, 관련 시간 데이터가 입력되면 상기 데이터 입력부를 통해 입력된 통합관리 프로그램에 따라 통계 처리를 수행하며, 상기 복수의 영화/영상을 관련에 따라 입력되며, 사용자들이 지불한 비율의 수익 배분 결과 데이터의 저장과 제어하는 메인 제어부.

상기 메인 제어부의 제어에 따라 메인 서버와 프랜차이즈 계약을 수행한 복수의 상영관 서버와 관련된 데이터를 저장하고, 상기 데이터 입력부를 통해 입력되는 통합관리 프로그램과 복수의 영화/영상을 컨텐츠를 저장하며, 상기 메인 제어부의 제어에 따라 상기 복수의 상영관 서버에서 제공된 사용자의 영화/영상을 관련에 따른 영화/영상을 제공, 영화/영상을 종류, 관련 시간 데이터의 통계 처리 결과 및 특정 영화/영상을 관련한 사용자들이 지불한 비율의 수익 배분 결과 데이터를 저장하는 데이터베이스부 및
상기 메인 서버에 따라 상기 네트워크 통신방을 통해 통신 접속을 수행한 상기 복수의 상영관 서버로 복수의 영화/영상물 컨텐츠를 업데이트하며, 상기 복수의 상영관 서비스로부터 입력되는 사용자들이 관람한 영화/영상물 제목, 영화/영상물 종류, 관람 시간, 수익 비분 결과 데이터를 상기 메인 서버로 출력하는 통신 메개부를 포함하여 구성된 것을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템.

청구항 5.

제 1 항에 있어서, 상기 과급처리 프로그램은,

사용자들이 영화/영상물을 관람하는 공간의 크기, 그리고 본 단위의 런닝타임에 따라 별도의 과급처리를 수행함을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템.

청구항 6.

제 1 항에 있어서, 상기 과급처리 프로그램은,

사용자들의 영화/영상물 관람시간에 따라 영화/영상물 제작사 또는 컨텐츠 제공자, 상영관, 서비 운영자별로 미리 정해진 지분에 따라 자동으로 과급처리를 수행함을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템.

청구항 7.

제 1 항에 있어서, 상기 과급처리 프로그램을 통해 산출되는 영화/영상물 관람에 따른 비용은,

영화/영상물 제작 시기 또는 영화/영상물 흥행에 따라 차등적으로 적용할 수 있음을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템.

청구항 8.

제 1 항에 있어서, 상기 메인 서버는,

시네마 마크 기능을 제공하여 상기 복수의 상영관 서버중 어느 하나의 상영관 서비스에서 영화/영상물을 관람하는 사용자가 영화/영상물을 진행한 상영관 서비스에서 시네마 마크를 수행하면 시네마 마크에 따른 코드를 생성하여 저장하고, 사용자가 추후 다른 상영관 서비스에서 시네마 마크를 수행한 영화/영상물의 재날관관을 선택하는 경우 해당 상영관 서비스의 요정에 따라 시네마 마크를 수행한 영화/영상물 컨텐츠의 위치 정보를 해당 상영관 서비스로 출력하여 특정 영화/영상물을 계속 관람할 수 있도록 함을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템.

청구항 9.

제 1 항에 있어서, 상기 메인 서버는,

 회원제 운영을 통해 상영관을 이용하는 사용자들의 영화/영상물 관람시 소정의 포인트를 적립하고, 사용자의 성향에 따른 영화/영상물 관련 서비스를 지속적으로 제공함을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통시스템.

청구항 10.

(1) 메인 서버에서 영화/영상물 제작자 또는 컨텐츠 제공자로부터 제공된 복수의 영화/영상물 컨텐츠를 프렌차이즈 계약에 기재된 복수의 상영관 서비스로 제공하는 과정:
(2) 특정 상영관을 방문한 사용자들의 영화/영상물 선택에 따라 상영관 서비에서 해당 영화/영상물 콘텐츠를 디스플레이 장치로 출력하는 과정;

(3) 사용자의 영화/영상물 관람이 종료되면 상영관 서비에서 해당 사용자의 영화/영상물 관람 시간과 관람 공간의 크기에 따른 비용을 자동으로 산출하고, 해당 사용자로부터 비용을 지불해야 영화/영상물 제작자 또는 콘텐츠 제공자, 서비 운영자, 상영관 별로 수익 배분을 수행하는 과정; 및

(4) 메인 서비에서 복수의 상영관 서비로부터 입력되는 사용자들이 관람한 영화/영상물 제목, 영화/영상물 종류, 관람 시간 데이터를 통해 통계 처리를 수행하며, 사용자들이 지불한 비용에 따른 수익 배분 결과 데이터를 입력받아 저장하는 과정을 포함하여 이루어진 것을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통방법.

청구항 11.

제 10 항에 있어서, 상기 과정(1)은,

(1-1) 일반 사용자들의 영화/영상물 관람에 따른 통계처리를 위한 통합관리 프로그램을 개발하여 데이터베이스로 구축하는 단계;

(1-2) 영화/영상물 제작자 또는 콘텐츠 제공자와 영화/영상물 콘텐츠 공급 계약을 수행하는 단계;

(1-3) 영화/영상물 제작자 또는 콘텐츠 제공자로부터 복수의 영화/영상물 콘텐츠를 제공받아 데이터베이스로 구축하는 단계;

(1-4) 복수의 관람 공간과 영화/영상물 콘텐츠 상영수단을 구비하고 있는 상영관 서비와 프랜차이즈 계약을 수행하는 단계; 및

(1-5) 데이터베이스로 구축된 복수의 영화/영상물 콘텐츠를 프랜차이즈 계약이 체결된 복수의 상영관 서비에 제공하는 단계를 포함하여 이루어진 것을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통방법.

청구항 12.

제 10 항에 있어서, 상기 과정(2)은,

(2-1) 메인 서비에서 제공된 복수의 영화/영상물 콘텐츠를 데이터베이스로 구축하는 단계;

(2-2) 상영관을 방문한 사용자가 영화/영상물 관람을 위한 공간을 선택하는지를 판단하는 단계;

(2-3) 해당 상영관 서비에서 사용자가 영화/영상물 관람을 위한 콘텐츠를 선택하는지를 판단하는 단계;

(2-4) 해당 사용자가 선택한 특정 영화/영상물 콘텐츠를 데이터베이스에서 추출하는 단계; 및

(2-5) 데이터베이스에서 추출한 영화/영상물 콘텐츠를 셋탑 박스를 통해 해당 사용자의 관람 공간에 구비된 디스플레이 장치로 출력하는 단계를 포함하여 이루어진 것을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통방법.

청구항 13.

제 10 항에 있어서, 상기 과정(3)은,

(3-1) 상영관 서비에서 해당 사용자의 영화/영상물 관람이 종료되는지 판단하는 단계;
(3-2) 영화/영상물 관람이 종료되면 과급처리 프로그램에 따라 해당 상영관 서비에서 사용자가 관람한 공간과 시간에 따라 비용을 자동으로 산출하는 단계;

(3-3) 해당 사용자에게 관람 공간과 시간에 따른 비용을 알려 주는 단계;

(3-4) 사용자에 의해 영화/영상물 관람에 따른 비용이 지불되는지를 판단하는 단계;

(3-5) 해당 사용자가 지불한 비용을 과급처리 프로그램에 따라 영화/영상물 제작자 또는 컨텐츠 제공자, 서비 운영자, 상영관 별로 수익 배분을 수행하는 단계; 및

(3-6) 상영관 서비에서 해당 사용자가 선택한 영화/영상물 제목, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터를 메인 서비로 출력하는 단계를 포함하여 이루어진 것을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통방법.

청구항 14.

제 10 항에 있어서, 상기 과정(4)은,

(4-1) 메인 서비에서 복수의 상영관 서비로부터 사용자들이 관람한 영화/영상물 제목, 영화/영상물 종류, 관람 시간, 수익 배분 결과 데이터가 입력되는지를 판단하는 단계;

(4-2) 상영관 서비에서 입력되는 영화/영상물 제목, 영화/영상물 종류, 관람 시간 데이터를 통해 통계 처리를 수행하는 단계;

(4-3) 통계 처리된 결과 데이터를 데이터베이스에 저장하고, 결과 데이터를 원하는 사용자들에게 제공하는 단계; 및

(4-4) 상영관 서비에서 입력되는 영화/영상물 관람에 따른 비용 데이터를 통해 영화/영상물 제작자 또는 컨텐츠 제공자, 서비 운영자, 상영관 별로 수익 배분된 결과 데이터를 데이터베이스에 저장하는 단계를 포함하여 이루어진 것을 특징으로 하는 네트워크 기반의 영화/영상물 배급 및 유통방법.

청구항 15.

제 13 항에 있어서, 상기 단계(3-1)의 특정 사용자에 의한 영화/영상물 관람 종료시점에서 해당 사용자가 시네마 마크 기능을 선택하면,

(A-1) 해당 상영관 서비에서 사용자가 관람중인 영화/영상물 컨텐츠의 위치정보를 포함하는 시네마 마크에 따른 코드 데이터를 메인 서비에서 생성하여 저장하는 단계;

(A-2) 상영관 서비에서 해당 사용자가 시네마 마크를 수행할 때까지 관람한 시간과 관람 공간의 크기에 따른 비용을 과급처리하는 단계;

(A-3) 시네마 마크에 따른 코드 데이터를 제공받은 사용자가 해당 상영관 또는 다른 상영관을 방문하여 시네마 마크 이후의 관람을 선택하는지를 판단하는 단계;

(A-4) 사용자가 시네마 마크 이후의 관람을 선택하는 경우 해당 상영관 서비에서 메인 서비로부터 특정 영화/영상물 컨텐츠의 위치 정보를 제공받는 단계;

(A-5) 메인 서비에서 제공된 위치 정보 이후의 영화/영상물 컨텐츠를 세팅 박스를 통해 해당 사용자의 관람 공간에 구비된 디스플레이 장치로 출력하는 단계; 및
(A-6) 시네마 마크를 수행한 지점 이후의 관람 시간과 관람 공간에 따른 비용을 파급처리하는 단계를 수행함을 특정으로 하는 네트워크 기반의 영화/영상을 배급 및 유통방법.

도면

도면 1

시영관 서버

\[ \vdots \]

시영관 서버

\[ 200 \]

100

네트워크

통신망

메인 서버

\[ 300 \]
도면 4

시작

S10
메인서버에서 복수의 상영관 서비스의 복수의 영상/영상물 컨텐츠 출력 루틴

S20
상영관 서비스에서의 사용자가 선택한 영상/영상물 컨텐츠 출력 루틴

S30
상영관 서비스에서 사용자의 영화/영상물 관련 시간과 관련 공간의 크기에 따른 비용 산출과 수익 배분 수행 루틴

S40
메인 서버에서 복수의 상영관 서버로부터 제공된 관련 데이터에 따른 통계 처리와, 비용 데이터에 따른 수익 배분 결과 저장 루틴

종료
도번 5

데이터베이스 구축을 위한 통합관리 프로그램 개발/구축

S12

영화/영상물 제작자 또는 컨텐츠 제공자와 영화/영상물 컨텐츠 공급 계약을 수행

S13

북수의 영화/영상물 컨텐츠를 제공받아 데이터베이스로 구축

S14

북수의 성명과 프랜차이즈 계약을 수행

S15

북수의 영화/영상물 컨텐츠를 성명관 세버로 출력

복귀
도면 6

상명관 서버에서의 사용자가 선택한 영화/영상을 컨텐츠 출력 루틴

S21

복수의 영화/영상을 컨텐츠를 데이터베이스로 구축

S22

관람 공간 선택?

예

S23

영화/영상을 선택?

예

S24

선택한 영화/영상을 컨텐츠를 데이터베이스에서 추출

S25

선택된 박스를 통해 사용자가 위치한 관람 공간의 디스플레이 장치로 영화/영상을 컨텐츠 출력

예

다른 영화/영상을 선택?

아니오

S26

복귀
도면 7

상영관 서바에서 사용자의 영화/영상을 관람 시간과 관람 공간의 크기에 따른 비용 산출과 수익 배분 수행 루틴

S31
영화/영상을 관람 종료?

예

S32
과금처리 프로그램에 따라 사용자가 관람한 공간과 시간에 비례한 비용을 산출

S33
해당 사용자에게 비용 데이터 확인

S34
비용지불 완료?

예

S35
영화/영상을 제작자 또는 레이스 전달자, 서바운열자,상영관별로 수익 배분율 수행

S36
메인 서바로 사용자가 관람한 영화/영상을 제목, 종류, 관람시간, 비용 데이터를 출력

복귀
도면 8

메인 서버에서 복수의 상영관 서버로부터 제공된 
관람 데이터에 따른 통계 처리와 이용 데이터에 
따른 수익 배분 결과 저장 루틴

S41

영화/영상물 관람에 따른 결과/ 수익 배분 결과 
데이터 입력?

예

S42

영화/영상물 제목, 종류, 관람시간 데이터를 통해 
통계 처리 수행

S43

결과 데이터를 데이터베이스에 저장하고, 
문하는 사용자에게 제공

S44

영화/영상물 관람에 따른 이용 데이터를 통해 
지분에 따른 수익 배분 결과를 데이터베이스에 저장

복귀
도면 9

시네마 마크 기능

S100

특정 상영관 서버에서 사용자가 관람중인 영화 콘텐츠의 위치 정보를 포함한 코드 데이터를 메인 서버에서 생성하여 저장

S110

상영관 서버에서 관람시간과 관람공간에 따른 비용을 과금처리

S120

사용자가 상영관 방문후 시네마 마크 이후의 관람을 선택?

예

S130

메인 서버로 부터 특정 영화 콘텐츠의 위치 정보를 제공 받음

S140

셋탑 박스를 통해 사용자가 위치한 관람 공간의 디스플레이 장치로 영화 콘텐츠 출력

S150

시네마 마크 이후의 관람시간과 관람 공간에 따른 비용을 과금처리

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발명의 영장
온라인 DVD 실행 방법

요약
본 발명은 온라인 DVD 실행 방법에 관한 것으로서, DVD 서버가 네트워크를 통해 연결된 이용자 컴퓨터에 영화를 제공하는 방법에 있어서, (a) 이용자가 상기 이용자 컴퓨터를 통하여 상기 DVD 서버에 접속하면, 상기 DVD 서버는 자막 설정, 음성 다음 설정 및 엽터를 포함하는 메뉴 메뉴를 상기 이용자의 컴퓨터를 통한 디스플레이하는 단계; (b) 상기 이용자가 상기 메뉴 메뉴 중 하나를 선택하면 상기 DVD 서버는 선택된 메뉴에 관련된 내용을 실행하고, 상기 이용자가 상기 메뉴 메뉴를 선택하지 않으면 상기 DVD 서버는 상기 메뉴 메뉴의 디스플레이 설정을 실행하는 단계; 및 (c) 영화 상영 도중에 상기 이용자가 상기 메뉴 메뉴 중 하나를 선택하면 상기 DVD 서버는 상기 영화 상영을 진행하면서 상기 선택된 메뉴를 실행하는 단계를 포함함으로써, 이용자는 휴대폰较小을 이용하여 서비스를 제공받을 수 있다.

Title of Invention
Online DVD execution method.

Abstract
As for about the online DVD execution method through the network of the invention, the main menu including the DVD server is the subtitle establishment, and the audio multiplex establishment (a) user connects to the DVD server through the user computer and the chapter the step of practicing the DVD server is the default setting of the main menu it does not select and step of practicing the selected menu it progresses are implied. In that way the user can receive the quality the good movie service.

대표도면(Representative drawing)
DVD 서버가 네트워크를 통해 연결된 이용자 컴퓨터에 영화를 제공하는 방법에 있어요, (a) 이용자가 상기 이용자 컴퓨터를 통하여 상기 DVD 서버에 접속하여, 상기 DVD 서버는 자작 설정, 음성다중 설정 및 절제를 포함하는 매인 메뉴를 상기 이용 자의 컴퓨터 화면에 디스플레이하는 단계; (b) 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서버는 선택한 메뉴에 관련된 내용을 실행하고, 상기 이용자가 상기 메인 메뉴 를 선택하지 않으면 상기 DVD 서버는 상기 메인 메뉴의 디폴트 설정을 실행하는 단계; (c) 영화 상영 도중에 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서버는 상기 영 화 상영을 진행하면서 상기 선택된 메뉴를 실행하는 단계를 포함하는 것을 특징으로 하는 온라인 DVD 실행 방법.

장구 3항:

제1항에 있어서, 상기 이용자가 상기 메인 메뉴 중 음성다중 설정을 선택할 경우, (a-11) 상기 DVD 서버는 한국어 및 외국 언어들로 병렬 디스플레이하는 단계; (a-12) 상기 이용 자가 상기 음성 설정을 변경하면 상기 DVD 서버는 다수 개의 음성 디바이스가 자원된 디바이스에서 상기 선택한 연 예에 해당하는 음성 디바이스가 있는지 검색하는 단계; (a-13) 상기 음성 디바이스가 있으면, 태어나 매크론 상기 음성의 현재 상상 시각에 디스플레이하는 단계; (a-14) 현재의 영화 상영 시각에 해당하는 음성 이후를 상기 이용자 컴퓨터에 제공하는 단계를 포함하는 것을 특징으로 하는 온라인 DVD 실행 방법.

장구 5항:

제1항에 있어서, 상기 메인 메뉴는 인코딩 설정을 더 포함하여 상기 이용자가 상기 인코딩 설정을 선택할 경우, (a-31) 상기 DVD 서버는 ADSL 및 VDSL을 포함하는 서브 메뉴를 디스플레이 하는 단계; (a-32) 상기 이용자가 ADSL를 선택하면 상기 DVD 서버는 인코딩을 ADSL로 설정하고, 상기 이용자가 VDSL을 선택하면 상기 DVD 서버는 인코딩을 VDSL로 설정하는 것을 특징으로 하는 온라인 DVD 실행 방법.

장구 7항:

제1항에 있어서, 상기 메인 메뉴는 메뉴를 더 포함하여 상기 이용자가 상기 메뉴를 선택할 경우, (a-51) 상기 DVD 서버는 OST, 메이저 필름, 인터뷰, 에고편 및 NG를 포함하는 서브 메뉴를 디스플레이하는 단계; (a-52) 상기 이용자가 OST를 선택한 상기 DVD 서버는 상기 영화의 OST를 제공하고, 상기 이용자가 메이저 필름을 선택하면 상기 DVD 서버는 상기 영화를 제공하는 과정에서 생긴 음을 할당한 장면이나 부분 포함 장면들을 보여주고, 상기 이용자가 인터뷰를 선택하면 상기 DVD 서버는 상기 영화에 관련된 사람들의 인터뷰 장면을 보여주며, 상기 이용자가 에고편을 선택하면 상기 DVD 서버는 다른 영화의 에고편을 보여주며, 상기 이용자가 NG를 선택하면 상기 DVD 서버는 상기 영화를 제공하는 과정에서 발생한 NG 장면 들을 보여주는 것을 특징으로 하는 온라인 DVD 실행 방법.

장구 7항:

제1항에 있어서, 상기 메인 메뉴는 메뉴를 더 포함하여 상기 이용자가 상기 메뉴를 선택할 경우, (a-51) 상기 DVD 서버는 OST, 메이저 필름, 인터뷰, 에고편 및 NG를 포함하는 서브 메뉴를 디스플레이하는 단계; (a-52) 상기 이용자가 OST를 선택하고, 상기 이용자가 메이저 필름을 선택하면 상기 DVD 서버는 상기 영화를 제공하는 과정에서 생긴 음을 할당한 장면이나 부분 포함 장면들을 보여주고, 상기 이용자가 인터뷰를 선택하면 상기 DVD 서버는 상기 영화에 관련된 사람들의 인터뷰 장면을 보여주며, 상기 이용자가 에고편을 선택하면 상기 DVD 서버는 다른 영화의 에고편을 보여주며, 상기 이용자가 NG를 선택하면 상기 DVD 서버는 상기 영화를 제공하는 과정에서 발생한 NG 장면 들을 보여주는 것을 특징으로 하는 온라인 DVD 실행 방법.

Claim 3:

As for claim 1, the online DVD execution method, wherein (a-11) DVD server the user selects the audio multiplex establishment of the main menu comprises in the DVD server, the multiple audio data the step of providing the step: (a-14) checked and the voice after corresponding to the current showing a movie time with the user computer the step: (a-12) user displayed selects one the Korean and foreign languages as the sub menu of languages.

Claim 5:

As for claim 1, the online DVD execution method setting up the DVD server is the encoding it selects to VDSL wherein it further comprises the main menu is the encoding establishment and (a-31) DVD server the user selects the encoding establishment comprise ADSL and VDSL.

Claim 7:

As for claim 1, the online DVD execution method in which it shows the scene or make up related scenes taking a picture of tasks generated in a process of making the DVD server is the movie it selects; it shows the interview scene of the people in which the DVD server relates to the movie if the user selects the interview ; and the DVD server shows NG scenes generated in a process of making the DVD server is the movie it selects of the other movie if the user selects the trailer wherein it further comprises the main menu is the chapter and (a-51) DVD server the user selects the chapter comprises the OST, the making film, the interview, the trailer and NG.

Claim 7:

As for claim 1, the online DVD execution method in which it shows the scene or make up related scenes taking a picture of tasks generated in a process of making the DVD server is the movie it selects; it
Background Art

The invention relates to the online DVD execution method, especially, it relates to the online DVD execution method providing various menus to the user computer through the internet with the showing a movie screen and appreciates the movie to the user to the various method.

While the internet developed the movie could look on the off line was looked at in the internet. There can be the windows media player as the technology providing the moving picture like the movie. It preferentially received moving-picture data of the given frame and it recognized and it displayed to this video players. The buffering phenomenon was peculiar to the initial in the process of receiving the next frame and displaying. But the now is developed with the marked program and the picture quality provided to the offline is provided.

In this way, the technology providing the moving picture to the online was very much developed. However the skill of still providing to the offline is not altogether provided. That is, the menu selecting the function of being many is not provided.

Summary of Invention

Effects of the Invention

As described above, the present invention is to provide the optimal movie to the user hero can change the environment related to the showing a movie in the halfway seeing moreover, the movie at its convenience various menus related to the showing a movie are provided and the environment fitting for oneself for oneself is selected out for the user. In the user side, because of receiving the good movie service which it is defeated the business carrier can secure many member.

Technical Task

This Technical challenges of the invention provides the user the menu including the function of being many is provided with the online DVD execution method providing the opportunity selecting various contents related to the movie and more apprecates the movie to the various method.

Structure & Operation of the Invention
상기 기술적 과제를 이루기 위하여 본 발명은,

DVD 서비가 네트워크를 통해 연결된 이용자 컴퓨터에 영화를 제공하는 방법에 있어, (a) 이용자가 상기 이용자 컴퓨터를 통하여 상기 DVD 서비에 접속하여 상기 DVD 서비는 자막 설정, 음성 다양 설정 및 환경을 제공하는 메인 메뉴를 상기 이용자 컴퓨터 화면에 디스플레이하는 단계; (b) 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서비는 선택한 메뉴에 관련된 내용을 실시간으로 상기 이용자에게 메시지로 전송하며, 상기 이용자에게 상기 메인 메뉴를 선택하지 아니할 경우에는 상기DVD 서비는 상기 메인 메뉴의 다른 설정을 실시간으로 전송하는 단계; 및 (c) 영화 상영 도중에 상기 이용자에게 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서비는 상기 영화 상영을 진행하면서 상기 선택한 메뉴의 설정을 실시간으로 전송하는 단계를 포함하는 온라인 DVD 실행 방법을 제공한다.

본 발명과 본 발명의 동작상의 이점 및 본 발명의 실시예에 의하여 설명하는 목적을 충분히 이해하기 위해서는 본 발명의 바람직한 실시예를 예시하는 하부 도면 및 좌표 도면에 기재된 내용을 참조하여야 한다.

이하, 하부 도면을 참조하여 본 발명의 바람직한 실시예를 설명함으로써, 본 발명을 상세히 설명한다. 각 도면에 제시된 동일한 좌표는 동일한 부분을 나타낸다.

도 1은 본 발명의 온라인 DVD 시스템의 블록도이다. 도 1을 참조하면, 본 시스템은 다음의 이용자 컴퓨터들 (111a～111n)과 DVD 서비 (121)를 구비한다. 이용자 컴퓨터들(111a～111n)은 인터넷이나 LAN (Local Area Network)과 같은 네트워크 (131)를 통해서 상호 통신한다.

DVD 서비(121)는 데이터베이스 (127), 타이머 (125) 및 제어부 (123)를 구비한다.

데이터베이스 (127)는 영화 파일, 영화의 대사를 한국어 및 외국 언어로 표시하는 자막 파일, 영화의 대사를 한국어 및 외국 언어로 표시하는 음성 파일, 영화의 OST (Original Sound Track; 이하, OST로 약칭) 파일, 영화를 재생하는 과정에서 생긴 일없이 발생한 오류, 분류 관련 장면들을 모아 놓은 메이킹 필름 (Making Film) 파일, 영화에 관련된 사람들들의 인터뷰 장면을 모아 놓은 인터뷰 파일, 다른 영화의 예고편을 모아 놓은 예고편 파일, 및 영화를 재생하는 과정에서 발생한 NG (No Good; 이하, NG로 약칭) 장면들을 모아 놓은 NG 파일 등을 포함하여 인터넷을 통해서 영화를 상영하는데 필요한 모든 파일들을 저장한다. 데이터베이스 (127)는 DVD 서비 (121)의 외부에 구비할 수도 있다.

타이머 (125)는 DVD 서비 (121)에서 제공하는 영화의 상영 시각을 검색한다.

제어부 (123)는 타이머 (125)가 검색한 영화 상영 시각을 확인

To achieve the above described technical tasks, invention

As to the method which provides movie to the user computer in which the DVD server is connected through the network, main menu including the DVD server is the sub-title establishment, and the audio multiplex establishment (a) user connects to the DVD server through the user computer and chapter the step of practicing the DVD server is the default setting of the main menu it does not select and the online DVD execution method for including the step of practicing the selected menu it progresses are provided.

In order to enough understand the purpose of being achieved with the advantage of the invention and in operation of the present invention and operation of the present invention only when referring to content described in the attached view and the attached view exemplified the preferred embodiment of the present invention is.

Figure 1 is a block diagram of the online DVD system of the invention. Referring to Figure 1, the online DVD system comprises the multiple user computers (111a～111n) and the DVD server (121). The user computer (111a～111n) communicates mutually through the network (131) such as the Internet and LAN (LAN: Local Area Network).

The DVD server (121) comprises the database (127), the timer (125), and the control unit (123).

Necessary all files are stored including the NG file etc. collects NG (NG less than the No Good, the abbreviated designation) scenes generated in the scene taking a picture of tasks generated in a process of creating the caption file, which indicates by the Korean and foreign languages the audio file, which expresses the metabolism of the movie in the Korean and foreign languages the OST (OST less than the Original Sound Track, the abbreviated designation) file of the movie, and the movie the database (127) is the movie file, and the metabolism of the movie or the making film file, collecting make up related scenes the Interview file collecting the interview scene of the people related to the movie, and a process of creating the trailer file and the movie which collects trailer of the other movie to show the film through the internet. The database (127) can be equipped outside the DVD server (121).

The timer (125) checks the showing time of the movie provided to the DVD server (121).

The showing a movie time which the control unit (123)
고, 데이터베이스(127)에 저장된 다양한 파일이나 데이터를 불러오면서 이용자 컴퓨터들(111a~111n)에 영화를 제공하는 모든 동작을 제한한다.

도 2는 도 1의 DVD 서버가 이용자 컴퓨터의 화면에 제공하는 초기 화면을 보여준다. 이용자 컴퓨터(도 1의 111a)를 이용하여 DVD 서버(도 1의 121)의 영화를 제공하는 웹 사이트에 로그인하면 DVD 서버(121)는 이용자 컴퓨터(111a)에 도 2와 같은 화면(211)을 제공한다. 이용자가 상기 웹 사이트에 로그인하기 위해서는 DVD 서버(121)의 화면으로 가입하여 유저 아이디(User-ID)와 암호(Pass-word)를 입력받아야 한다.

Reffing to Figure 2, it has the screen (221) for showing the film and the main menu providing the various environment of showing a movie is displayed in the one side. The main menu may be the chapter (236) etc. In the main menu, more contents can be added in the future in case the necessary function is developed in the showing a movie.

도 3은 본 발명에 따르는 온라인 DVD 실행 방법을 도시한 화면도이다. 도 3을 참조하면, DVD 서버(도 1의 121)가 네타워크(도 1의 131)를 통해 연결된 이용자 컴퓨터(도 1의 111a)에 영화를 제공하기 위한 온라인 DVD 실행 방법은 제 1 내지 제 4 단계(311~341)를 제공한다. 도 1 및 도 2를 참조하여 도 3에 도시된 화면도의 동작을 설명하기로 한다.

제1 단계로, 이용자 컴퓨터(111a)를 통하여 DVD 서버(121)에 접속하면, DVD 서버(121)는 자유 실행, 음성다중 실행, 화면비율 설정, 인코딩 설정, 네타워크 실행 및 핸다는 등의 메뉴를 이용자 컴퓨터(111a)의 화면에 디스플레이한다(311). 즉, 도 2의 도시한 화면이 이용자 컴퓨터(111a)의 모니터에 디스플레이된다.

Main menu including the DVD server (121) is the subtitle establishment, audio multiplex establishment, screen rate establishment, encoding establishment, network setting the user connects to the DVD server (121) as the first step through the user computer (111a) and chapter are displayed in the screen of the computer (111a) (311). That is, the screen illustrated in Figure 2 is displayed in the monitor of the computer (111a) of the user.

제2 단계로, 이용자가 메뉴 중 하나를 선택하면(315), DVD 서버(121)는 선택한 메뉴에 관련된 내용을 실행하고(321), 이용자가 메뉴 메뉴를 선택하지 않으면 DVD 서버(121)는 메뉴 메뉴의 디스플레이를 실행한다(322). 디스플레이는 영화 상영 화면에 이용자가 나타나는 것이고, 디스플레이 내용은 영화 상영시 영화 재생 과정에서 사용한 언어를 둘어주는 것이고, 네타워크는 영화 상영 화면에 이용자를 대상으로 특정한 비용에 대를 제공한다. 주소 표준은 ADSL (Asymmetrical Digital Subscriber Line; 이하, ADSL로 약칭)이고, 디스플레이 네타워크는 기존 트래픽이 적은 네타워크를 선택하여 연결해주는 모드(autos)이다. 디스플레이 설정은 DVD 시스템의 특성에 따라 변경될 수 있다.
제3 단계로써, 이용자가 컴퓨터 화면에 표시된 영화 시작 버튼을 누르면(325) DVD 서버(121)는 데이터베이스(도 1의 127)에 저장된 영화 파일을 로딩/loading하여 영화를 상영한다(331). 영화 화면에는 영화를 선택하기 위한 버튼들과 영상들을 선택하기 위한 영화 메뉴가 별도로 표시될 수 있다.

제4 단계로써, 영화 상영 중에 이용자가 메인 메뉴 중 하나를 선택하면(335), DVD 서버(121)는 영화 상영을 진행하면서 상기 선택한 메뉴를 실행한다(341). 즉, 이용자가 영화 상영 도중에 자막 설정, 음성 다중 설정 및 화면비율 설정을 선택하면, DVD 서버(121)는 영화 상영을 계속하면서 영상 화면에 해당하는 자막 또는 음성을 제공하거나 아니면 화면비율을 조정한다.

도 4는 사용자가 자막 설정을 선택할 때의 온라인 DVD 실행 방법을 효율적으로. 도 4를 참조하면, 자막 설정 방법은 제1 내지 제4 단계(411~441)를 포함한다.

제1 단계로써, DVD 서버(도 1의 121)는 한국어 및 외국 언어를 포함한 서브 메뉴를 디스플레이한다(411). 외국 언어로는 영어, 일본어, 중국어를 포함한 모든 국가의 언어를 포함하거나 그 중 일부를 포함한다. DVD 서버(도 1의 121)는 필요에 따라 특정한 외국 언어로 구성된 자막을 제공한다.

제2 단계로써, 이용자가 상기 표시된 언어들 중 하나를 선택하면(415), DVD 서버(도 1의 121)는 다수개의 자막 파일들이 저장된 데이터베이스(도 1의 127)에서 상기 선택한 언어에 해당하는 자막 파일이 있는지 검색하고(421), 이용자가 서브 메뉴를 선택하지 않으면 영화 화면에 아무런 자막이 나타나지 않는다.

제3 단계로써, 상기 검색 결과, 선택한 언어에 해당되는 자막 파일이 있으면(425), DVD 서버(도 1의 121)는 데이터베이스(도 1의 127)에서 상기 선택한 언어에 해당하는 자막 파일을 추출하고(431). 없으면, 해당하는 자막 파일이 없다는 안내 메시지를 표시하여 이용자로 하여금 자막으로써 다른 언어를 선택하도록 한다.

제4 단계로써, 현재의 영화 상영 시간에 해당하는 자막 이후로 이용자의 컴퓨터(도 1의 111a)의 영화 화면에 디스플레이한다(441).

도 5는 사용자가 음성다중 설정을 선택할 때의 온라인 DVD 실행 방법을 효율적으로. 도 5를 참조하면, 음성 설정 방법은 제1 내지 제4 단계(511~541)를 포함한다.

If the movie start button displayed on the user with 3rd step, is the computer screen is pressed (325) the movie file in which the DVD server (121) is stored in the database (127 of the drawing 1) is done with the loading (loading) and the film is shown (331). In the movie screen, the buttons which it is to choose the movie upon and the movie menu which it to choose the movie upon can be separately indicated.

If the user selects one out of the main menu as 4th step in the showing a movie halfway (335) the DVD server (121) enforces the selected menu while progressing the showing a movie (341). That is, the user is the subtitle establishment in the showing a movie halfway, and the audio multiplex establishment and DVD server (121) the screen rate establishment is selected continue the showing a movie. And the subtitle or the voice corresponding to the scene from a movie is provided or otherwise the screen ratio is adjusted.

In fig. 4, the user the subtitle establishment may be referred to the flowchart the online DVD execution method when selecting. Referring to Figure 4, the subtitle set up method comprises the first through 4th step (411~441).

Sub menu including the DVD server (121 of the drawing 1) with the first step, is the Korean and foreign languages are displayed (411). The language of all countries including the foreign language the English, Japanese, and chinese is included or part is among them included. The DVD server (121 of the drawing 1) provides the subtitle consisting of the specific foreign language as necessary.

If the user selects one out of the indicated languages as described above as the second step the DVD server (121 of the drawing 1) searches in the database (127 of the drawing 1) (421) in which multiple caption files are stored whether it has the caption file corresponding to the selected language. Any subtitle does not show up in the movie screen if the user does not select the sub menu (415).

If it has the caption file corresponding to the search result, and the selected language as 3rd step (425) if the showing time is checked of the movie (431) in which the DVD server (121 of the drawing 1) is checked in the timer and it does not have the announcement that there is no corresponding to caption file is indicated and the other language is selected out for the user as the subtitle.

The subtitle after corresponding to the current showing a movie time is displayed in the scene from a movie of the user computer (111a of the drawing 1) as 4th step (441).

In fig. 5, the user the audio multiplex establishment may be referred to the flowchart the online DVD execution method when selecting. Referring to Figure 5, the audio setting method comprises the first through 4th step (511~541).
제1 단계로써, DVD 서버(도 1의 121)는 외국어 및 외국 언어를 포함하는 서브 매뉴를 디스플레이한다(511). 외국 언어로는 영어, 일본어, 중국어를 포함한 모든 국가의 언어를 포함하거나 그 중 일부를 포함한다. DVD 서버(도 1의 121)는 필요에 따라 특정한 외국 언어로 구성된 음성과 빌드한다.

제2 단계로써, 이용자가 성기 표시된 언어들 중 하나를 선택하면(515), DVD 서버(도 1의 121)는 다수개의 음성 파일들이 저장된 데이터베이스(도 1의 127)에서 성기 선택된 언어에 해당하는 음성 파일이 있는지 검색하여(521), 이용자가 서브 매뉴 중 아무것도 선택하지 않으면(515), 디폴트 음성으로 제공된다(522).

제3 단계로써, 상기 검색 결과, 선택된 언어에 해당되는 음성 파일이 있으면(523), DVD 서버(도 1의 121)는 타이머에 재생된 성기 영화의 현재 상영시간과 시간(531)을 받으며, 해당하는 음성 파일이 없다면 안내 메시지를 표시하여 이용자가 하여금 음성으로서 다른 언어를 선택하도록 한다.

제4 단계로써, 현재의 영화 상영 시각에 해당하는 음성 이후를 이용자 컴퓨터(도 1의 111a)의 영화 장면에 디스플레이한다(541).

도 6은 사용자가 화면비율 설정을 선택할 때의 옵션이다. DVD 실행 방법을 선택한 후(도 6), 도 6을 참조하면, 화면비율 설정 방법은 제1 및 제2 단계(611,621)를 포함한다.

제1 단계로써, DVD 서버(도 1의 121)는 비율고정, 윈도, 윈도 화면 및 사용자 외의 초점에 포함하는 서브 매뉴를 디스플레이한다(611).

제2 단계로써, 이용자가 서브 매뉴 중 하나를 선택하면(615), DVD 서버(도 1의 121)는 선택된 화면 비율에 따라 화면 크기를 조정하고(621), 이용자가 서브 매뉴를 선택하지 않으면 디폴트 화면 크기로 설정된다(622).

즉, 이용자가 외국어를 선택하면 DVD 서버(도 1의 121)는 영어의 화면 크기를 외국어 화면으로 조정하고, 이용자가 윈도 화면을 선택하면 DVD 서버(도 1의 121)는 영어의 화면 크기를 윈도 화면으로 조정하고, 이용자가 사용자 외의 초점에 포함하는 화면 비율은(도 1의 121)은 영화의 화면 크기를 상기 사용자에 따라 화면 크기를 변경하는 크기로 설정한다.

도 7은 사용자가 인코딩 설정을 선택할 때의 옵션이다. DVD 실행 방법을 참조한다.도 7을 참조하면, 인코딩 설정 방법은 제1 및 제2 단계(711,721)를 포함한다.

Sub menu including the DVD server (121 of the drawing 1) with the first step, is the Korean and foreign languages are displayed (511). The language of all countries including the foreign language the English, Japanese, and Chinese is included or part is among them included. The DVD server (121 of the drawing 1) provides the voice consisting of the specific foreign language as necessary.

Provided is the default voice the user nothing does not select of the sub menu (515) if the user selects one out of the indicated languages as described above as the second step the DVD server (121 of the drawing 1) searches in the database (127 of the drawing 1) (521) in which multiple audio files are stored whether it has the audio file corresponding to the selected language (522).

If it has the audio file corresponding to the search result, and the selected language as 3rd step (525) if the showing time is checked of the movie (531) in which the DVD server (121 of the drawing 1) is checked in the timer and it does not have the announcement that there is no corresponding to audio file is indicated and the other language is selected out for the user as voice.

The voice after corresponding to the current showing showing a movie time is displayed in the scene from a movie of the user computer (111a of the drawing 1) as 4th step (541).

In fig. 6, the user the screen rate establishment may be referred to the flowchart the online DVD execution method when selecting. Referring to Figure 6, the screen rate set up method comprises first and second steps (611,621).

Sub menu including the DVD server (121 of the drawing 1) with the first step, is the rate fixing, and the wide, in full capacity, the full screen and user optional regulation are displayed (611).

If the user selects one out of the sub menu as the second step the screen size is adjusted according to the screen rate (621) in which the DVD server (121 of the drawing 1) is selected. One is set up as the default screen size if the user does not select the sub menu (615) (622).

That is, the DVD server (121 of the drawing 1) adjusts the screen size of the movie as the wide screen if the user selects the wide. If the screen which the user solves is selected the DVD server (121 of the drawing 1) adjusts the screen size of the movie as the screen loosening. The DVD server (121 of the drawing 1) adjusts the screen size of the movie as the desired size if the user selects the user optional regulation.

In fig. 7, the user the encoding establishment may be referred to the flowchart the online DVD execution method when selecting. Referring to Figure 7, the encoding set up method comprises first and second
제1 단계로써, DVD 서버(도 1의 121)는 ADSL과 VDSL(Very high-data rate Digital Subscriber Line; 이하, VDSL로 약칭)을 포함하는 서브 메뉴를 디스플레이합니다(711).

제2 단계로써, 이용자가 서브 메뉴 중 하나를 선택하면(715), DVD 서버(도 1의 121)는 인코딩용 네트워크를 제공하고(721), 이용자가 서브 메뉴를 선택하지 않으면(715), DVD 서버(도 1의 121)는 디폴트 인코딩을 제공한다(822).

즉, 이용자가 VDSL을 선택하면 DVD 서버(도 1의 121)는 인코딩용 VDSL로 설정한다.

도 8은 사용자가 네트워크 설정을 선택할 때의 온라인 DVD 실행 방법을 화면도이다. 도 8을 참조하면, 네트워크 설정 방법은 제 1 및 제 2 단계(811,821)를 포함한다.

제1 단계로써, DVD 서버(도 1의 121)는 오롯, 하나로, 신비로, 두루넷, KT, 동일물, 유산카이의 등 인터넷 서비스 사업자 이름을 포함하는 서브 메뉴를 디스플레이한다(811).

제2 단계로써, 이용자가 서브 메뉴 중 하나를 선택하면(815), DVD 서버(도 1의 121)는 선택된 네트워크를 이용하여 영화를 전송하고(821), 이용자가 서브 메뉴를 선택하지 않으면(815), DVD 서버(도 1의 121)는 디폴트 네트워크를 설정한다(822).

예컨대, 이용자가 하나로를 선택하면 DVD 서버(도 1의 121)는 하나로 네트워크를 연결하고, 이용자가 신비로를 선택하면 DVD 서버(도 1의 121)는 신비로 네트워크를 연결하고, 이용자가 두루넷을 선택하면 DVD 서버(도 1의 121)는 두루넷 네트워크를 연결하고, 이용자가 KT를 선택하면 DVD 서버(도 1의 121)는 KT 네트워크를 연결하고, 이용자가 동일물을 선택하면 DVD 서버(도 1의 121)는 동일물 네트워크를 연결하고, 이용자가 유산카이를 선택하면 DVD 서버(도 1의 121)는 유산카이 네트워크를 연결하고, 이용자가 이들 범위에서 선택하면 DVD 서버(도 1의 121)는 선택된 인터넷 서비스 사업자의 네트워크를 연결한다.

도 9는 사용자가 셀터를 선택할 때의 온라인 DVD 실행 방법을 화면도이다. 도 9를 참조하면, 셀터 설정 방법은 다음과 같다.

제1 단계로써, DVD 서버(도 1의 121)는 OST, 메이킹 필름, 인터뷰, 에고런 및 NG를 포함하는 서브 메뉴를 디스플레이한다(911). OST, 메이킹 필름, 인터뷰, 에고런 및 NG 등을 영화화 화면일치에 급작스런 영상으로 표시될 수도 있다.

Sub menu including the DVD server (121 of the drawing 1) with the first step, is ADSL and the VDSL (VDSL less than the Very high-data rate Digital Subscriber Line, the abbreviated designation) are displayed (711).

If the user selects one out of the sub menu as the second step the DVD server (121 of the drawing 1) provides the encoding. If the user does not select the sub menu (715) the DVD server (121 of the drawing 1) provides the default encoding (721) (822).

That is, the DVD server (121 of the drawing 1) sets up the encoding as VDSL if the user selects VDSL.

In fig. 8, the user the network setting may be referred to the flowchart the online DVD execution method when selecting. Referring to Figure 8, the network setting method comprises first and second steps (811,821).

The sub menu in which the DVD server (121 of the drawing 1) includes auto, and the one, the shinibiro, thrunet, KT, DACOM, the internet service provider name including the wire cable etc is displayed as the first step (811).

The second step is for the establishment of the DVD server (121 of the drawing 1) is the default network the user does not select the sub menu (815) if the user selects one out of the sub menu the movie is transmitted using the network (821) in which the DVD server (121 of the drawing 1) is selected (822).

For example, the DVD server (121 of the drawing 1) connects the network as one if the user selects one furnace out. The DVD server (121 of the drawing 1) connects the network as the mystery if the user selects the Shinibiro. The DVD server (121 of the drawing 1) connects the Thrunet network if the user selects the Thrunet. The DVD server (121 of the drawing 1) connects the KT network if the user selects KT. The DVD server (121 of the drawing 1) connects the DACOM network if the user chooses DACOM. The DVD server (121 of the drawing 1) connects the wire cable network if the user selects the wire cable. And the other internet service provider name is added to the sub menu. The network of the internet service provider in which the DVD server (121 of the drawing 1) is selected is connected if the user selects this.

In fig. 9, the user the chapter may be referred to the flowchart the online DVD execution method when selecting. Referring to Figure 9, the chapter set up method is as follows.
제2 단계로써, 이용자가 서브 메뉴 중 하나를 선택하면 (915), DVD 서버(도 1의 121)는 선택된 내용을 실행하고 (921), 이용자가 서브 메뉴를 선택하지 않으면 (915), 이 전 상태로 돌아간다.

즉, 이용자가 OST를 선택하면 DVD 서버(도 1의 121)는 상기 영화의 OST를 재생하고, 이용자가 메인 메뉴를 선택하면 DVD 서버(도 1의 121)는 상기 영화를 재생하는 과정에서 센스 유니버스를 활성화한 정면이나 분장 관관 장면들을 보여주고, 이용자가 인터페이스 선택하면 DVD 서버(도 1의 121)는 다른 영화의 예고편을 보여주며, 이용자가 NG를 선택하면 DVD 서버(도 1의 121)는 상기 영화를 재생하는 과정에서 발생할 NG 장면들을 보여준다.

도 10은 영화 상영 동중에 메인 메뉴를 변경할 때의 채널도이며, 도 10을 참조하면, 영화 상영 동중의 메인 메뉴 변경 방법은 다음과 같다.

먼저, 영화 상영 동중에 이용자가 자작 설정, 음성다중 설정 및 편집비평 설정 중 하나를 선택할 경우에는 (911), DVD 서버(도 1의 121)는 영화 상영을 계속하면서 선택한 메뉴에 따라 4 내지 6을 통해서 설정한 과정을 실행한다.

이용자가 영화 상영 동중에 인코딩 설정을 변경하기 위하여 인코딩 설정을 선택할 경우 (912), DVD 서버(도 1의 121)는 인코딩 설정의 서브 메뉴를 디스플레이하고, 이용자가 그 중에 하나를 선택하면 선택된 인코딩 특성의 인코딩 영화가 있는지 디버그하는 (도 1의 127)를 검사하여 (922), 해당되는 영화가 있으면 (932), 상영중인 영화를 종료하고 (942), 해당되는 영화 파일을 로딩한 후 이를 처음부터 재생하게 한다 (952). 해당되는 영화가 없으면 (932) 이전 상태로 돌아간다.

이용자가 영화 상영 동중에 네트워크 설정을 변경하고자할 경우 (913), DVD 서버(도 1의 121)는 네트워크 설정의 서브 메뉴를 디스플레이하고, 이용자가 그 중에 하나를 선택하게 되면 (923), DVD 서버(도 1의 121)는 상영중인 영화를 종료하고 (933), 새로 설정한 네트워크에서 상기 상영한 영화 파일 및 이에 관련된 SVS 파일을 로딩한 후 상기 영화를 처음부터 재생한다 (943). SVS 파일은 영화에 배포된 파일에 포함된 SVS 파일을 로딩한 후, 파일을 재생하기 위한 파일로, 파일은 변경될 수 있다.

도면과 명세서에서 최적 설계치들이 제시되었다. 여기서 특정한 용량들이 사용되었으나, 이는 당지 본 발명을 설명하기 위한 목적에서 사용된 것이지만 의미있는 정보나 특허심구행위에 기재된 본 발명의 범위를 재한하기 위하여 사용된 것은 아니다. 그러므로 본 기술 분야의 응용의 지식을 가진 자라면 이로부터 다양한 변형 및 구현의 타 설계가 가능할 것이다. 따라서, 본 발명의

If the user selects one out of the sub menu as the second step the content that the DVD server (121 of the drawing 1) is selected is practiced (921). If the user does not select the sub menu (915) It returns to the prior state.

That is, the scene or make up related scenes taking a picture of tasks generated in a process of making the DVD server (121 of the drawing 1) is the movie it selects are shown. The interview scene of the people in which the DVD server (121 of the drawing 1) relates to the movie is shown if the user selects the interview. And if the user selects the trailer the DVD server (121 of the drawing 1) shows NG scenes generated in a process of making the DVD server (121 of the drawing 1) is the movie it selects of the other movie.

Fig. 10 is the main menu in the showing a movie halfway may be referred to the flowchart when changing. Referring to Figure 10, the main menu change method of the showing a movie halfway is as follows.

Firstly, the user in the showing a movie halfway is the subtitle establishment, and the audio multiplex establishment and DVD server (121 of the drawing 1) one is selected out of the screen rate establishment (911) continue the showing a movie. And according to the selected menu, the process is enforced through the figures 4 through 6.

When the encoding establishment is selected so that the user change the encoding establishment in the showing a movie halfway the sub menu of the encoding establishment the DVD server (121 of the drawing 1) is displayed. If the user among them selects one out (912) the database (127 of the drawing 1) is searched (922) whether it has the movie manufactured in the form of the selected encoding. And if the movie has the movie (932) corresponding to after to the on show movie is terminated (942) the movie file and the corresponding movie related SVS file corresponding to this are from the first time rerun after doing loading (952). If there is no movie (932) corresponding to movie (932) returns to the prior state.

When the user tries to change the network setting in the showing a movie halfway (913) the sub menu of the network setting the DVD server (121 of the drawing 1) is displayed. If the user among them selects one out (923) the it is on show movie is terminated (933). The movie the movie file shown as described above and associated SVS file is newly from the first time rerun in the fixed network after doing loading (943). It is the file for setting up the screen environment when the SVS file loads the movie in the screen. The file name can be changed.

Disclosure is the embodiment it best suited in drawing and specification. Here, the specific terms was used. But this is not the invention used in order to limit the range of the invention described in the meaning limitation or the patent claim it is used in the purpose of explaining. Therefore, it has the normal knowledge of
도면에 대한 간단한 설명
본 발명의 성질에 관한 설명에서 인용되는 도면을 보다 충분히 이해하기 위하여 각 도면의 간단한 설명이 제공된다.

도 1은 본 발명의 온라인 DVD 시스템의 복도도이다.

도 2는 도 1의 DVD 서버가 이용자 컴퓨터의 화면에 제공하는 초기 화면을 보여준다.

도 3은 본 발명에 따른 온라인 DVD 실행 방법을 도시한 흐름도이다.

도 4는 사용자가 자막 설정을 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.

도 5는 사용자가 음성다중 설정을 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.

도 6은 사용자가 화면비율 설정을 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.

도 7은 사용자가 인코딩 설정을 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.

도 8은 사용자가 네트워크 설정을 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.

도 9는 사용자가 캡처를 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.

도 10은 영화 썸네일 도중에 메뉴 메뉴를 변경할 때의 흐름도이다.

먼저, 이 기술적 보호 범위는 출원된 특허청구범위의 기술적 사항에 의해 정해져야 할 것이다.

이 기술적 보호 범위는 출원된 특허청구범위의 기술적 사항에 의해 정해져야 할 것이다.

Brief explanation of the drawing
Provided is in order to enough understand drawing cited in this Details of the invention, each Brief explanation of the drawing.

Figure 1 is a block diagram of the online DVD system of the invention.

Figure 2 shows the initial display which the DVD server of fig. 1 provides to the screen of the user computer.

Figure 3 is a flowchart showing the online DVD execution method according to the present invention.

In fig. 4, the user the subtitle establishment may be referred to the flowchart the online DVD execution method when selecting.

In fig. 5, the user the audio multiplex establishment may be referred to the flowchart the online DVD execution method when selecting.

In fig. 6, the user the screen rate establishment may be referred to the flowchart the online DVD execution method when selecting.

In fig. 7, the user the the encoding establishment may be referred to the flowchart the online DVD execution method when selecting.

In fig. 8, the user the network setting may be referred to the flowchart the online DVD execution method when selecting.

In fig. 9, the user the chapter may be referred to the flowchart the online DVD execution method when selecting.

Fig. 10 is the main menu in the showing a movie halfway may be referred to the flowchart when changing.

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온라인 DVD 실행 방법

요약
본 발명은 온라인 DVD 실행 방법에 관한 것으로써, DVD 서버가 네트워크를 통해 연결된 이용자 컴퓨터에 영화를 제공하는 방법에 있어서, (a) 이용자가 상기 이용자 컴퓨터를 통하여 상기 DVD 서버에 접속하면, 상기 DVD 서버는 자막 설정, 음성다중 설정 및 화면을 포함하는 메인 메뉴를 상기 이용자의 컴퓨터 화면에 디스플레이하는 단계; (b) 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서버는 선택된 메뉴에 관한 내용을 실행하고, 상기 이용자가 상기 메인 메뉴를 선택하지 않으면 상기 DVD 서버는 상기 메인 메뉴의 디폴트 설정을 실행하는 단계; 및 (c) 영화 상영 도중에 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서버는 상기 영화 상영을 진행하면서 상기 선택된 메뉴를 실행하는 단계를 포함함으로써, 이용자는 쉽고 편한 영화 서비스를 제공받을 수 있다.

대표도
도 3

명세서

도면의 간단한 설명
본 발명의 상세한 설명에서 인용되는 도면을 보다 충분히 이해하기 위하여 각 도면의 간단한 설명이 제공된다.

도 1은 본 발명의 온라인 DVD 시스템의 분류도이다.

도 2는 도 1의 DVD 서버가 이용자 컴퓨터의 화면에 제공하는 초기 화면을 보여준다.

도 3은 본 발명에 따른 온라인 DVD 실행 방법을 도시한 도시도이다.

도 4는 사용자가 자막 설정을 선택할 때의 온라인 DVD 실행 방법을 도시도이다.

도 5는 사용자가 음성다중 설정을 선택할 때의 온라인 DVD 실행 방법을 도시도이다.
도 6은 사용자가 화면비율 설정을 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.
도 7은 사용자가 인코딩 설정을 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.
도 8은 사용자가 네트워크 설정을 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.
도 9는 사용자가 캠퍼를 선택할 때의 온라인 DVD 실행 방법을 흐름도이다.
도 10은 영화 상영 도중에 메인 메뉴를 변경할 때의 흐름도이다.

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

본 발명은 온라인 DVD 실행 방법에 관한 것으로서, 특히 인터넷을 통하여 사용자 컴퓨터에 영화 상영 화면과 함께 다양한 메뉴를 제공하여 사용자로 하여금 다양한 방법으로 영화를 감상할 수 있게 해주는 온라인 DVD 실행 방법에 관한 것이다.

인터넷화가 발달하면서 오프라인 상에서 볼 수 있던 영화를 인터넷에서도 볼 수 있게 되었다. 영화와 같은 동영상은 제공하는 기술로는 인터넷 미디어 플레이어가 있다. 이러한 동영상 플레이어들은 일정 프레임의 동영상 데이터를 우선적으로 받아 인식하여 디스플레이하고, 다음 프레임을 받아 디스플레이하는 과정에서 초기에 비춰지는 현상이 발생하였다. 지금은 고도의 프로그램들이 기반된 오프라인으로 제공하는 화질은 제공하고 있다.

이와 같이, 온라인 상으로 동영상을 제공하는 기술이 많이 발전되었다고는 하지만, 아직도 오프라인상에서 제공하는 기능을 모두 제공하지는 못하고 있다. 즉, 많은 기능을 선택할 수 있는 메뉴를 제공하지 못하고 있다.

발명이 이루고자 하는 기술적 과제

본 발명이 이루고자 하는 기술적 과제는 많은 기능을 포함하는 메뉴를 제공하여 사용자로 하여금 영화에 관련된 다양한 내용을 선택할 수 있는 기회를 제공하고, 보다 다양한 방법으로 영화를 감상할 수 있게 해주는 온라인 DVD 실행 방법을 제공하는 것이다.

발명의 구성 및 작용

상기 기술적 과제를 이루기 위하여 본 발명은,

DVD 서버가 네트워크를 통해 연결된 이용자 컴퓨터에 영화를 제공하는 방법에 있어서, (a) 이용자가 상기 이용자 컴퓨터를 통하여 상기 DVD 서버에 접속하면, 상기 DVD 서버는 자막 설정, 음성다중 설정 및 캠퍼를 포함하는 메인 메뉴를 상기 이용자 컴퓨터 화면에 디스플레이하는 단계; (b) 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서버는 선택된 메뉴에 관련된 내용을 실행하고, 상기 이용자가 상기 메인 메뉴를 선택하지 않으면 상기 DVD 서버는 상기 메인 메뉴의 디폴트 설정을 실행하는 단계; 및 (c) 영화 상영 도중에 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서버는 상기 영화 상영을 진행하면서 상기 선택된 메뉴를 실행하는 단계를 포함하는 온라인 DVD 실행 방법을 제공한다.

본 발명은 본 발명의 동작상의 이점 및 본 발명의 실시에 의하여 달성되는 목록을 충분히 이해하기 위해서는 본 발명의 바람직한 실시예를 예시하는 절부 도면 및 첨부 도면에 기재된 내용을 참조하여야 한다.

이하, 첨부한 도면을 참조하여 본 발명의 바람직한 실시예를 설명함으로써, 본 발명을 상세히 설명한다. 각 도면에 제시된 동일한 참조부호는 동일한 부재를 나타낸다.
도 1은 본 발명의 온라인 DVD 시스템의 블록도이다. 도 1을 참조하면, 온라인 DVD 시스템은 다수의 이용자 컴퓨터들(111a~111n)과 DVD 서버(121)를 구비한다. 이용자 컴퓨터들(111a~111n)은 인터넷이나 레이널 네트워크(LAN: Local Area Network)과 같은 네트워크(131)를 통해서 상호 통신한다.

DVD 서버(121)는 데이터베이스(127), 태이머(125) 및 제어부(123)를 구비한다.

데이터베이스(127)는 영화 파일, 영화의 대사를 한국어 및 외국 언어들을 표시하는 자막 파일, 영화의 대사를 한국어 및 외국 언어들로 표시하는 음성 파일, 영화의 OST(Original Sound Track: 이하, OST로 약칭) 파일, 영화를 제작하는 과정에서 생긴 일들을 설명하는 장면이나 본장 관련 장면들을 모아놓은 메이킹 필름(Making Film) 파일, 영화에 관련된 사람들의 인터뷰 장면을 모아놓은 인터뷰 파일, 다른 영화의 예고편을 모아놓은 예고편 파일, 및 영화를 제작하는 과정에서 발생한 NG(No Good: 이하, NG로 약칭) 장면들 모아놓은 NG 파일 등을 포함하여 인터넷을 통해서 영화를 상영하는데 필요한 모든 파일들을 저장한다. 데이터베이스(127)는 DVD 서버(121)의 외부에 구비될 수도 있다.

태이머(125)는 DVD 서버(121)에서 제공하는 영화의 상영 시작을 계산한다.

제어부(123)는 태이머(125)가 제공한 영화 상영 시작을 확인하고, 데이터베이스(127)에 저장된 다양한 파일이나 데이터를 불러와서 이용자 컴퓨터들(111a~111n)에 영화를 제공하는 모든 동작을 계제한다.

도 2는 도 1의 DVD 서버가 이용자 컴퓨터의 화면에 제공하는 초기 화면을 보여준다. 이용자 컴퓨터(도 1의 111a)를 이용하여 DVD 서버(121)의 영화를 제공하는 웹 사이트에서 로그인하면 DVD 서버(121)는 이용자 컴퓨터(111a)에 도 2와 같은 화면(211)을 제공한다. 이용자가 상기 웹 사이트에 로그인하기 위해서는 DVD 서버(121)의 회원으로 가입하여 유저 아이디(User-ID)와 암호(Pass-word)를 인증받아야 한다.

도 2를 참조하면, 영화를 상영하기 위한 화면(221)이 있고 그 일측에 영화 상영의 다양한 환경을 제공하는 메인 메뉴가 디스플레이된다. 메인 메뉴는 자막 설정(231), 음성다중 설정(232), 화면비율 설정(233), 인코딩 설정(234), 네트워크 설정(235) 및 캡처(236) 등이 있다. 메인 메뉴에는 앞으로 영화 상영에 필요한 기능이 개발될 경우 더 많은 내용들이 추가될 수 있다.

도 3은 본 발명에 따른 온라인 DVD 실행 방법을 도시한 화물도이다. 도 3을 참조하면, DVD 서버(121)가 네트워크(도 1의 121)를 통해 연결된 이용자 컴퓨터(도 1의 111a)에 영화를 제공하기 위한 온라인 DVD 실행 방법은 제 1단계(311~341)를 제공한다. 도 1 및 도 2를 참조하여 도 3에 도시한 화물의 동작을 설명하기로 한다.

제 1단계로, 이용자가 이용자 컴퓨터(111a)를 통하여 DVD 서버(121)에 접속하면, DVD 서버(121)는 자막 설정, 음성다중 설정, 화면비율 설정, 인코딩 설정, 네트워크 설정 및 캡처를 포함하는 메인 메뉴를 이용자 컴퓨터(111a)의 화면에 디스플레이한다(311). 즉, 도 2에 도시된 화면이 이용자의 컴퓨터(111a)의 모니터에 디스플레이된다.

제 2단계로, 이용자가 메인 메뉴 중 하나를 선택하면(315), DVD 서버(121)는 선택된 메뉴에 관련된 내용을 실행하고(321), 이용자가 메인 메뉴를 선택하지 않으면 DVD 서버(121)는 메인 메뉴의 디폴트 설정을 실행한다(322). 디폴트 설정은 영화 상영 화면에 아무런 자막이 나타나지 않는 것이고, 디폴트로 설정된 음성은 영화 상영시 영화 제작 과정에서 사용한 언어를 들려주는 오토(autod)이다. 디폴트 설정은 DVD 시스템의 특성에 따라 변경될 수 있다.

제 3단계로, 이용자가 컴퓨터 화면에 표시된 영화 시작 비트를 누르면(325) DVD 서버(121)는 데이터베이스(도 1의 121)에 저장된 영화 파일을 로딩_LOADING하여 영화를 상영한다(331). 영화 화면은 영화를 선택하기 위한 비트들에 영화를 선택하기 위한 영화 메뉴가 별도로 표시될 수 있다.

제 4단계로, 영화 상영 도중에 이용자가 메인 메뉴 중 하나를 선택하면(335), DVD 서버(121)는 영화 상영을 진행하면서 상기 선택된 메뉴를 실행한다(341). 즉, 이용자가 영화 상영 도중에 자막 설정, 음성다중 설정 및 화면비율 설정을 선택하면, DVD 서버(121)는 영화 상영을 계속하면서 영화 장면에 해당하는 자막 또는 음성을 제공하거나 아닌 화면비율을 조정한다.

도 4는 사용자가 자막 설정을 선택할 때의 온라인 DVD 실행 방법을 화면도이다. 도 4를 참조하면, 자막 설정 방법은 제 1단계 제 4단계(411~441)를 포함한다.

제 1단계로, DVD 서버(도 1의 121)는 한국어 및 외국 언어들을 포함하는 서브 메뉴를 디스플레이한다(411). 외국 언어로서 영어, 일본어, 중국어를 포함한 모든 국가의 언어를 포함하거나 그 중 일부를 포함한다. DVD 서버(도 1의
121)는 필요에 따라 특정한 외국 언어로 구성된 자막을 제공한다.

제2 단계로써, 이용자가 상기 표시된 언어들 중 하나를 선택하면(415), DVD 서버(도 1의 121)는 다수개의 자막 파일들이 저장된 데이터베이스(도 1의 127)에서 상기 선택된 언어에 해당하는 자막 파일이 있는지 검색하고(421), 이용자가 서브 메뉴를 선택하지 않으면 영화 화면에 아무런 자막이 나타나지 않는다.

제3 단계로써, 상기 검색 결과, 선택된 언어에 해당되는 자막 파일이 있으면(425), DVD 서버(도 1의 121)는 타이머에 체크된 상기 영화의 현재 상영시각을 체크하고(431), 없으면, 해당하는 자막 파일이 없다는 안내 메시지를 표시하여 이용자로 하여금 자막으로서 다른 언어를 선택하도록 한다.

제4 단계로써, 현재의 영화 상영 시각에 해당하는 자막 이후를 이용자 컴퓨터(도 1의 111a)의 영화 장면에 디스플레이 한다(441).

도 5는 사용자가 음성다중 설정을 선택할 때의 온라인 DVD 실행 방법을 보름도이다. 도 5를 참조하면, 음성 설정 방법은 1 계 4 단계(511 ~ 541)를 포함한다.

제1 단계로써, DVD 서버(도 1의 121)는 한국어 및 외국 언어들을 포함하는 서브 메뉴를 디스플레이한다(511). 외국 언어로는 영어, 일본어, 중국어를 포함한 모든 국가의 언어를 포함하거나 그 중에 일부를 포함한다. DVD 서버(도 1의 121)는 필요에 따라 특정한 외국어로 구성된 음성설정을 제공한다.

제2 단계로써, 이용자가 상기 표시된 언어들 중 하나를 선택하면(515), DVD 서버(도 1의 121)는 다수개의 음성 파일들이 저장된 데이터베이스(도 1의 127)에서 상기 선택된 언어에 해당하는 음성 파일이 있는지 검색하며(521), 이용자가 서브 메뉴 중 아무것도 선택하지 않으면(515), 디스플레이 음성이 제공된다(522).

제3 단계로써, 상기 검색 결과, 선택된 언어에 해당되는 음성 파일이 있으면(525), DVD 서버(도 1의 121)는 타이머에 체크된 상기 영화의 현재 상영시각을 체크하고(531), 없으면, 해당하는 음성 파일이 없다는 안내 메시지를 표시하여 이용자로 하여금 음성으로서 다른 언어를 선택하도록 한다.

제4 단계로써, 현재의 영화 상영 시각에 해당하는 음성 이후를 이용자 컴퓨터(도 1의 111a)의 영화 장면에 디스플레이 한다(541).

도 6은 사용자가 화면비율 설정을 선택할 때의 온라인 DVD 실행 방법을 보름도이다. 도 6을 참조하면, 화면비율 설정 방법은 1계 2 단계(611, 621)를 포함한다.

제1 단계로써, DVD 서버(도 1의 121)는 비율고정, 와이드, 폭 화면 및 사용자 임의 조정을 포함하는 서브 메뉴를 디스플레이한다(611).

제2 단계로써, 이용자가 서브 메뉴 중 하나를 선택하면(615), DVD 서버(도 1의 121)는 선택된 화면 비율에 따라 화면 크기를 조정하고(621), 이용자가 서브 메뉴를 선택하지 않으면 디스플레이 화면 크기로 설정된다(622).

즉, 이용자가 와이드를 선택하면 DVD 서버(도 1의 121)는 영화의 화면 크기를 와이드 화면으로 조정하고, 이용자가 폭 화면을 선택하면 DVD 서버(도 1의 121)는 영화의 화면 크기를 폭 화면으로 조정하고, 이용자가 사용자 임의 조정을 선택하면 DVD 서버(도 1의 121)는 영화의 화면 크기를 상기 사용자가 원하는 크기로 조정한다.

도 7은 사용자가 인코딩 설정을 선택할 때의 온라인 DVD 실행 방법을 보름도이다. 도 7을 참조하면, 인코딩 설정 방법은 1계 2 단계(711, 721)를 포함한다.

제1 단계로써, DVD 서버(도 1의 121)는 ADSL와 VDSL(Very high-data rate Digital Subscriber Line: VDSL)을 포함하는 서브 메뉴를 디스플레이한다(711).

제2 단계로써, 이용자가 서브 메뉴 중 하나를 선택하면(715), DVD 서버(도 1의 121)는 인코딩을 제공하고(721), 이용자가 서브 메뉴를 선택하지 않으면(715), DVD 서버(도 1의 121)는 디스플레이 인코딩을 제공한다(622).

즉, 이용자가 VDSL을 선택하면 DVD 서버(도 1의 121)는 인코딩을 VDSL로 설정한다.

도 8은 사용자가 네트워크 설정을 선택할 때의 온라인 DVD 실행 방법을 보름도이다. 도 8을 참조하면, 네트워크 설정 방법은 1계 2 단계(811, 821)를 포함한다.
제1 단계로써, DVD 서버(도 1의 121)는 오토, 하나로, 신비로, 두루넷, KT, 레이블, 유선케이블 등 인터넷 서비스 사
업자 이름을 포함하는 서브 메뉴를 디스플레이한다(811).

제2 단계는 이용자가 서브 메뉴 중 하나를 선택하면(815), DVD 서버(도 1의 121)는 선택된 네트워크를 이용하여 영
화를 전송하고(821), 이용자가 서브 메뉴를 선택하지 않으면(815), DVD 서버(도 1의 121)는 다중 및 네트워크를 설
정한다(822).

이전에, 이용자가 하나를 선택하면 DVD 서버(도 1의 121)는 하나로 네트워크를 연결하고, 이용자가 신비로 선택
하여 DVD 서버(도 1의 121)는 신비로 네트워크를 연결하고, 이용자가 두루넷을 선택하면 DVD 서버(도 1의 121)는 두루넷
네트워크를 연결하고, 이용자가 KT를 선택하면 DVD 서버(도 1의 121)는 KT 네트워크를 연결하고, 이용
자가 레이블을 선택하면 DVD 서버(도 1의 121)는 레이블 네트워크를 연결하고, 이용자가 유선케이블을 선택하면 D
VD 서버(도 1의 121)는 유선케이블 네트워크를 연결하며, 이 외에도 서브 메뉴에 따른 인터넷 서비스 사업자 이름
이 추가되고, 이용자가 이를 선택하면 DVD 서버(도 1의 121)는 선택된 인터넷 서비스 사업자의 네트워크를 연결한다.

도 9는 사용자가 셀렉트 할 때의 온라인 DVD 실행 방법을 화면도이다. 도 9를 참조하면, 셀렉트 설정 방법은 다
음과 같다.

제1 단계로써, DVD 서버(도 1의 121)는 OST, 메이킹 필름, 인터뷰, 예고편 및 NG를 포함하는 서브 메뉴를 디스플레이
한다(911). OST, 메이킹 필름, 인터뷰, 예고편 및 NG 등은 영화 화면 일시에 글자가 아닌 영상으로 표시될 수도 있
다.

제2 단계로써, 이용자가 서브 메뉴 중 하나를 선택하면(915), DVD 서버(도 1의 121)는 선택한 내용을 실행하고(921
), 이용자가 서브 메뉴를 선택하지 않으면(915), 이전 상태로 돌아간다.

즉, 이용자가 OST를 선택하면 DVD 서버(도 1의 121)는 상기 영화의 OST를 제공하고, 이용자가 메이킹 필름을 선택
하면 DVD 서버(도 1의 121)는 상기 영화를 재생하는 과정에서 생긴 일들만을 활용한 장면이나 분량 관련 장면들을 보
여주고, 이용자가 인터뷰를 선택하면 DVD 서버(도 1의 121)는 상기 영화에 관련된 사람들의 인터뷰 장면을 보여주
며, 이용자가 예고편을 선택하면 DVD 서버(도 1의 121)는 다른 영화의 예고편을 보여주며, 이용자가 NG를 선택하면
DVD 서버(도 1의 121)는 상기 영화를 재생하는 과정에서 발생한 NG 장면들을 보여준다.

도 10은 영화 상영 도중에 메인 메뉴를 변경할 때의 화면도이다. 도 10을 참조하면, 영화 상영 도중의 메인 메뉴 변경
방법은 다음과 같아.

먼저, 영화 상영 도중에 이용자가 자막 설정, 음성다중 설정 및 화면비율 설정 중 하나를 선택할 경우에는(911), DVD
서버(도 1의 121)는 영화 상영을 계속하면서 선택된 메뉴에 따라 4 내지 6을 통해서 설정한 결과를 실행한다.

이용자가 영화 상영 도중에 인코딩 설정을 변경하기 위하여 인코딩 설정을 선택할 경우(912), DVD 서버(도 1의 121)
는 인코딩 설정의 서브 메뉴를 디스플레이하고, 이용자가 그 중 하나를 선택하면 선택된 인코딩 형태로 재생된 영
화가 있으면서 메이저메이스(도 1의 127)를 검색하여(922), 해당되는 영화가 있으면(932), 상영중인 영화로 동료한 후(9
42), 해당되는 영화 파일 및 해당 영화 관련 SVS 파일을 로딩한 후 이를 처음부터 재생한다(952). 해당되는 영화
가 없으면(932) 이전 상태로 돌아간다.

이용자가 영화 상영 도중에 네트워크 설정을 변경하고자 할 경우(913), DVD 서버(도 1의 121)는 네트워크 설정의 서
브 메뉴를 디스플레이하고, 이용자가 그 중 하나를 선택하면(923), DVD 서버(도 1의 121)는 상영중인 영화를 종료
하고(933), 새로 설정된 네트워크와 상기 상영중인 영화 파일 및 이에 관련된 SVS 파일을 로딩한 후 상기 영화를
처음부터 재생한다(943). SVS 파일은 영화를 화면에 로딩할 때 화면 환경을 설정하기 위한 파일로서, 파일은 변
경될 수 있다.

도면과 명세서에 적적 실시예들이 개시되었다. 여기서 특정한 용어들이 사용되었으나, 이는 단지 본 발명을 설명하
기 위한 목적으로 사용된 것이지 의미한정이나 특허청구범위에 기재된 본 발명의 범위를 제한하기 위하여 사용된 것
은 아니다. 그러므로 본 기술 분야의 통상의 저작권 자격을 가진 자들이라도 다양한 변경 및 근본적인 실시예가 가능할
것이다. 따라서, 본 발명의 정확한 기술적 보호 범위는 첨부된 특허청구범위의 기술적 사항에 의해 정해져야 할 것이
다.

발명의 효과
상술한 바와 같이 본 발명은, 영화 상영에 관련된 다양한 메뉴를 제공하여 이용자로 하여금 자신에 맞는 환경을 스스로 선택할 수 있게 하고, 또한, 영화를 보는 도중에도 이용자는 영화상영에 관련된 환경을 마음대로 변경할 수 있기 때문에 이용자에게 최적의 영화를 제공할 수 있다. 이용자측에서는 질 좋은 영화 서비스를 제공받을 수 있기 때문에 사업자는 많은 회원을 확보할 수 있다.

(57) 첨부의 범위

첨부항 1.
DVD 서비가 네트워크를 통해 연결된 이용자 컴퓨터에 영화를 제공하는 방법에 있어서,
(a) 이용자가 상기 이용자 컴퓨터를 통하여 상기 DVD 서비에 접속하면, 상기 DVD 서비는 자막 설정, 음성다중 설정 및 카탈로그 포함하려는 메뉴 메뉴를 상기 이용자의 컴퓨터 화면에 디스플레이하는 단계;
(b) 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서비는 선택된 메뉴에 관련된 내용을 실행하고, 상기 이용자가 상기 메인 메뉴를 선택하지 않으면 상기 DVD 서비는 상기 메인 메뉴의 다트로 설정을 실행하는 단계; 및
(c) 영화 상영 도중에 상기 이용자가 상기 메인 메뉴 중 하나를 선택하면 상기 DVD 서비는 상기 영화 상영을 진행하면서 상기 선택된 메뉴를 실행하는 단계를 포함하는 것을 특징으로 하는 온라인 DVD 실행 방법.

첨부항 2.
제1항에 있어서, 상기 이용자가 상기 메인 메뉴 중 자막 설정을 선택할 경우,
(a-1) 상기 DVD 서비는 한국어 및 외국 언어들을 서브 메뉴로써 디스플레이하는 단계;
(a-2) 상기 이용자가 상기 언어들 중 하나를 선택하면, 상기 DVD 서비는 다수개의 자막 데이터가 저장된 데이터베이스에서 상기 선택된 언어에 해당하는 자막 데이터가 있는지 검색하는 단계;
(a-3) 해당되는 자막 데이터가 있으면, 타이머에 착득된 상기 영화의 현재 상영시각을 체크하는 단계; 및
(a-4) 현재의 영화 상영 시각에 해당하는 자막 이후를 상기 이용자 컴퓨터의 영화 화면에 디스플레이하는 단계를 포함하는 것을 특징으로 하는 온라인 DVD 실행 방법.

첨부항 3.
제1항에 있어서, 상기 이용자가 상기 메인 메뉴 중 음성다중 설정을 선택할 경우,
(a-11) 상기 DVD 서비는 한국어 및 외국 언어들을 서브 메뉴로써 디스플레이하는 단계;
(a-12) 상기 이용자가 상기 언어들 중 하나를 선택하면, 상기 DVD 서비는 다수개의 음성 데이터가 저장된 데이터베이스에서 상기 선택된 언어에 해당하는 음성 데이터가 있는지 검색하는 단계;
(a-13) 해당하는 음성 데이터가 있으면, 타이머에 착득된 상기 영화의 현재 상영시각을 체크하는 단계; 및
(a-14) 현재의 영화 상영 시각에 해당하는 음성 이후를 상기 이용자 컴퓨터에 제공하는 단계를 포함하는 것을 특징으로 하는 온라인 DVD 실행 방법.

첨부항 4.
제1항에 있어서, 상기 메인 메뉴는 화면비율 설정을 더 포함하며 상기 이용자가 상기 화면비율 설정을 선택할 경우,
(a-21) 상기 DVD 서비는 비율고정, 와이드, 폴 화면 및 사용자 임의 조정을 포함하는 서브 메뉴를 디스플레이하는 단계;
(a-22) 상기 이용자가 비율고정을 선택하면 상기 DVD 서비는 상기 영화의 화면 크기를 디폴트 크기로 설정하고, 상기 이용자가 와이드를 선택하면 상기 DVD 서비는 상기 영화의 화면 크기를 와이드 화면으로 조정하고, 상기 이용자가 폴 화면을 선택하면 상기 DVD 서비는 상기 영화의 화면 크기를 폴 화면으로 조정하고, 상기 이용자가 사용자 임의 조정을 선택하면 DVD 서비는 상기 영화의 화면 크기를 상기 사용자가 원하는 크기로 조정하는 것을 특징으로 하는 온라인 DVD 실행 방법.
청구항 5.
제1항에 있어서, 상기 메뉴는 인코딩 설정을 더 포함하며 상기 이용자가 상기 인코딩 설정을 선택할 경우,
   (a-31) 상기 DVD 서비스는 ADSL과 VDSL을 포함하는 서브 메뉴를 디스플레이하는 단계;
   (a-32) 상기 이용자가 ADSL을 선택하면 상기 DVD 서비스는 인코딩을 ADSL로 설정하고, 상기 이용자가 VDSL을 센
   택하면 상기 DVD 서비스는 인코딩을 VDSL로 설정하는 것을 특정으로 하는 온라인 DVD 실행 방법.

청구항 6.
제1항에 있어서, 상기 메뉴는 네트워크 설정을 더 포함하며 상기 이용자가 상기 네트워크 설정을 선택할 경우,
   (a-41) 상기 DVD 서비스는 오토, 하나로, 신비로, 두루넷, KT, 데아름, 유선케이블을 포함하는 서브 메뉴를 디스플레이
   하는 단계;
   (a-42) 상기 이용자가 오토를 선택하면 상기 DVD 서비스는 상기 네트워크를 상기 서브 메뉴들 중 가장 트래픽이 적은
   네트워크를 찾아서 연결하고, 상기 이용자가 하나로, 신비로, KT, 데아름 및 유선케이블 중 하나를 선택하면 상기 DV
   D 서비스는 해당되는 네트워크를 연결하는 것을 특정으로 하는 온라인 DVD 실행 방법.

청구항 7.
제1항에 있어서, 상기 메뉴는 패턴을 더 포함하며 상기 이용자가 상기 패턴을 선택할 경우,
   (a-51) 상기 DVD 서비스는 OST, 메이킹 필름, 인터뷰, 에고편 및 NG를 포함하는 서브 메뉴를 디스플레이하는 단계;
   (a-52) 상기 이용자가 OST를 선택하면 상기 DVD 서비스는 상기 영화의 OST를 제공하고, 상기 이용자가 메이킹 필름
   을 선택하면 상기 DVD 서비스는 상기 영화를 재작하는 과정에서 생긴 일들을 활영한 장면이나 본장 관련 장면들을 보
   여주고, 상기 이용자가 인터뷰를 선택하면 상기 DVD 서비스는 상기 영화에 관련된 사람들의 인터뷰 장면을 보여주며,
   상기 이용자가 에고편을 선택하면 상기 DVD 서비스는 다른 영화의 에고편을 보여주며, 상기 이용자가 NG를 선택하면
   상기 DVD 서비스는 상기 영화를 재작하는 과정에서 발생한 NG 장면들을 보여주는 것을 특정으로 하는 온라인 DVD
   실행 방법.

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Title of Invention

Apparatus and method for managing the reproduction multimedia.

Abstract

The invention relates to apparatus and method for managing the multimedia contents play. And the multimedia reproducing device according to the present invention comprises the multimedia contents play part reproducing the multimedia contents in the playback position which in that case containing the first play position information in the first reproduction information agreeing to the identifying information in which the multimedia contents play information receiving part: receiving the first reproduction information about the multimedia contents from the multimedia replay management device receiving the multimedia contents identification information transmission unit: Identifying information transmitted in the multimedia contents identification information transmission unit transmits the identifying information about the multimedia contents to the multimedia replay management device via the network via the network and the identifying information included in the first reproduction information received in the multimedia contents play information receiving part are transmitted and is received, and the first play position information show. And the DVD title reproduced is changed into the other DVD title and it inserts or the play position information safely can keep even in case the power source of the DVD player is suddenly cut.

대표도면 (Representative drawing)
청구의 범위

청구 1항:
알트미디어 재생 관리 장치로 네트워크를 경유하여 소정의 알트미디어 컨텐츠에 대한 식별 정보를 수신하는 알트미디어 컨텐츠 식별 정보 수신부; 상기 알트미디어 컨텐츠 식별 정보 수신부에서 수신된 식별 정보를 수신한 알트미디어 재생 관리 장치로부터 상기 네트워크를 경유하여 상기 알트미디어 컨텐츠에 대한 제 1 재생 정보를 수신하는 알트미디어 컨텐츠 재생 정보 수신부; 및 상기 알트미디어 컨텐츠 재생 정보 수신부에 수신된 제 1 재생 정보에 포함된 식별 정보가 상기 식별 정보와 일치하고, 상기 수신된 제 1 재생 정보에 제 1 재생 위치 정보가 포함되어 있는 경우, 상기 제 1 재생 위치 정보가 나타내는 재생 위치에서 상기 알트미디어 컨텐츠를 재생하는 알트미디어 컨텐츠 재생부를 포함하는 것을 특징으로 하는 알트미디어 재생 장치.

Scope of Claims

Claim 1:
The multimedia reproducing device for comprising case, and the multimedia contents play part reproducing the multimedia contents in the playback position including the first play position information in the received first reproduction information as described above the multimedia contents play information receiving part: receiving the first reproduction information about the multimedia contents from the multimedia playback management device receiving the multimedia contents identification information transmission unit: identifying information transmitted in the multimedia contents identification information transmission unit transmits the identifying information about the predetermined
장구 2항:

제 1 항에 있어서, 상기 멀티미디어 컨텐츠 재생부는 상기 수신된 제 1 재생 정보에 상기 멀티미디어 컨텐츠에 대한 어떠한 재생 위치 정보도 포함되어 있지 않은 경우, 상기 멀티미디어 컨텐츠에 대한 재생 시작 위치에서 상기 멀티미디어 컨텐츠를 재생하는 것을 특징으로 하는 멀티미디어 재생 장치.

장구 3항:

제 1 항에 있어서, 상기 멀티미디어 컨텐츠 재생부에서 재생 중인 멀티미디어 컨텐츠에 대한 재생 정보가 발생한 경우, 상기 멀티미디어 재생 관리 장치로 상기 식별 정보 및 상기 재생 정보를 포함한 제 2 재생 위치 정보를 포함하는 멀티미디어 컨텐츠 재생 정보 송신부를 포함하는 것을 특징으로 하는 멀티미디어 재생 장치.

장구 4항:

제 1 항에 있어서, 상기 멀티미디어 컨텐츠 재생 정보 송신부는 상기 멀티미디어 컨텐츠 재생부에서 재생 중인 멀티미디어 컨텐츠에 대한 식별 정보 및 상기 재생 시작의 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 주기적으로 송신하는 것을 특징으로 하는 멀티미디어 재생 장치.

장구 5항:

제 1 항에 있어서, 상기 멀티미디어 재생 장치가 시동된 경우, 상기 멀티미디어 재생 관리 장치로 상기 네트워크를 경유하여 상기 멀티미디어 재생 장치에 대한 시동 신호를 송신하는 멀티미디어 재생 장치 시동 신호 송신부; 및 상기 멀티미디어 재생 장치 시동 신호 송신부에서 송신한 시동 신호를 수신한 멀티미디어 재생 관리 장치로부터 상기 네트워크를 경유하여 상기 시동 신호에 대한 확인 신호를 수신하는 시동 확인 신호 수신부를 포함하고, 상기 멀티미디어 컨텐츠 재생 정보 송신부는 상기 시동 확인 신호 수신부에 확인 신호가 수신되면, 상기 멀티미디어 컨텐츠에 대한 식별 정보를 송신하는 것을 특징으로 하는 멀티미디어 재생 장치.

장구 6항:

multimedia contents to the multimedia replay management device via the network via the network and the identifying information included in the first reproduction information received in the multimedia contents play information receiving part coincide with the equation information, and the multimedia contents play part reproducing the multimedia contents in the playback position the first play position information shows.

Claim 2:

As for claim 1, the multimedia reproducing device the multimedia contents play part any play position information about the multimedia contents is not included in the received first reproduction information as described above ; and for reproducing the multimedia contents in the start play position about the multimedia contents.

Claim 3:

As for claim 1, the multimedia reproducing device for comprising the multimedia contents play information transmitting part transmitting the second reproduction information including the second play position information of the multimedia replay management device the equation information and point of time when being playback stopped as described above the stop about the multimedia contents which is in regeneration is generated in the multimedia contents play part.

Claim 4:

As for claim 3, the multimedia reproducing device for periodically transmitting the third reproduction information wherein the multimedia contents play information transmitting part comprises the third play position information of the identifying information about the multimedia contents which is in the multimedia contents play part in regeneration and presentation timing.

Claim 5:

As for claim 1, the multimedia reproducing device it includes the multimedia reproducing device starting signal transmitting part, and the starting confirmation signal receiving part receiving the acknowledgement signal about the trigger signal from the multimedia replay management device receiving the trigger signal transmitted in the multimedia reproducing device starting signal transmitting part via the network ; the acknowledgement signal the multimedia contents identification information transmission unit is received in the starting confirmation signal receiving part ; and for transmitting the identifying information about the multimedia contents, and the multimedia reproducing device starting signal transmitting part the multimedia reproducing device is started ; and transmits the trigger signal about the multimedia reproducing device to the multimedia replay management device via the network.

Claim 6:
양의 미디어 재생 장치로부터 네트워크를 경유하여 소정의 양의 미디어 컨텐츠에 대한 식별 정보를 수신하는 양의 미디어 컨텐츠 식별 정보 수신부; 상기 양의 미디어 컨텐츠 식별 정보 수신부에 수신된 식별 정보가 지정하는 양의 미디어 컨텐츠에 대한 재생 위치 정보를 추출하는 양의 미디어 컨텐츠 재생 위치 정보 추출부; 상기 양의 미디어 재생 장치로 상기 네트워크를 경유하여 상기 식별 정보 및 상기 양의 미디어 컨텐츠 재생 위치 정보 추출부에서 추출한 재생 위치 정보를 포함하는 재생 정보 수신부를 포함하는 것을 특로 는 양의 미디어 재생 관리 장치.

Claim 7:
As for claim 6, the multimedia replay management device for comprising the multimedia contents play information transmitting part transmitting the first reproduction information including the equation information via the multimedia contents play location information extraction part: extracting the first play position information about the multimedia contents which the multimedia contents identification information receiver: identifying information received in the multimedia contents identification information receiver instructs receives the identifying information about the predetermined multimedia contents from the multimedia reproducing device via the network and multimedia reproducing device the network and the first play position information extracted from the multimedia contents play location information extraction part.

Claim 8:
As for claim 7, the multimedia replay management device the multimedia contents play location information extraction part searches the equation information about the reproduction multimedia information storage unit; the equation information is stored in the reproduction multimedia information storage unit; and for extracting the first play position information about the multimedia contents which the equation information instructs from the reproduction multimedia information storage unit.

Claim 9:
As for claim 6, the multimedia replay management device it includes the multimedia reproducing device starting signal receiving part receiving the trigger signal about the multimedia reproducing device from the multimedia reproducing device via the network, and the starting confirmation signal transmitting part; and for receiving the identifying information about the multimedia contents from the multimedia reproducing device in which the multimedia contents identification information receiver receives the acknowledgement signal transmitted in the starting confirmation signal transmitting part, and the starting confirmation signal transmitting part the trigger signal is received in the multimedia reproducing device starting signal receiving part; and transmits the acknowledgement signal about the trigger signal to the multimedia reproducing device via the network.
Claim 10:

(a) The method for playing multimedia for comprising the step of reproducing the multimedia contents in the playback position which case, and the first play position information show including the first play position information in the received first reproduction information as described above the identifying information included in the step of receiving the first reproduction information about the multimedia contents from the multimedia replay management device which receives the identifying information which is transmitted in the step: (b) (a) step which transmits via the network the identifying information about the predetermined multimedia contents via the multimedia replay management device the network and the first reproduction information received in (c) (b) step coincides with the equation information.

Claim 11:

As for claim 10, the method for playing multimedia for comprising the step of reproducing the multimedia contents in the start play position about the multimedia contents any play position information about the multimedia contents is not included in the first reproduction information received in (d) (b) step.

Claim 12:

As for claim 11, the method for playing multimedia for comprising the step of transmitting a message the second reproduction information including the second play position information of the equation information via (e) (c) step or the multimedia replay management device the network and point of time when being playback stopped as described above the stop about the multimedia contents which is in regeneration is generated in (d) step.

Claim 13:

As for claim 12, the method for playing multimedia for comprising the step of periodically transmitting a message the third reproduction information including the third play position information of the identifying information about (c) step via (e-1) multimedia replay management device the network or the multimedia contents which is in (d) step in regeneration and presentation timing.

Claim 14:

As for claim 10, the method for playing multimedia it includes the step of receiving the acknowledgement signal about the trigger signal from the multimedia replay management device which receives the step: (a-1) which transmits a message and the trigger signal which is transmitted in (a-2) step via the network the trigger signal about the multimedia reproducing device via the multimedia replay management device the network (a-2) multimedia reproducing device is started; the acknowledgement signal (a) step is received in (a-1) step; and for transmitting the
Claim 15:
(a) The reproduction multimedia management method for comprising the step of transmitting a message the first reproduction information including the step : (c) extracting the first play position information about the multimedia contents which the identifying information received in the step of receiving the identifying information about the predetermined multimedia contents via the network from the multimedia reproducing device; (b) (a) step instructs and the first play position information extracted from the equation information and (b) step to the multimedia reproducing device via the network.

Claim 16:
As for claim 15, the reproduction multimedia management method for comprising the step which stores the step : (e) receiving the second reproduction information and the second reproduction information received in (d) step including the second play position information about the equation information via the network from the multimedia reproducing device receiving the first play position information transmitted in (d) (c) step and multimedia contents.

Claim 17:
As for claim 16, the reproduction multimedia management method, wherein (b) step comprises the step of extracting the first play position information about the multimedia contents which the equation information is stored ; and the equation information instructs.

Claim 18:
As for claim 15, the reproduction multimedia management method it includes the step of transmitting a message the acknowledgement signal about the trigger signal via the multimedia reproducing device the network the trigger signal is received in the step : (a-1) and (a-2) step received ; and for receiving the Identifying information about the multimedia contents from the multimedia reproducing device receiving the acknowledgement signal in which (a) step is transmitted in (a-1) step via the network.

Claim 19:
(a) The computer-readable medium recording the program for executing in the computer the method for playing multimedia for comprising the step of reproducing the multimedia contents in the playback position which case, and the first play position information show including the first play position information in the received first reproduction information as described above the identifying information included in the step of receiving the first reproduction information about the multimedia contents from the multimedia replay management device which receives the identifying information which is
탐구 20장:

(a) 멀티미디어 재생 장치로부터 네트워크를 경유하여 소정의 멀티미디어 파일을에 대한 식별 정보를 수신하는 단계; (b) 상기 (a) 단계에서 수신한 식별 정보가 지정하는 멀티미디어 파일에 대한 제 1 재생 위치 정보를 추출하는 단계; 및 (c) 상기 멀티미디어 재생 장치로 상기 네트워크를 경유하여 상기 식별 정보 및 상기 (b) 단계에서 추출된 제 1 재생 위치 정보를 포함하는 제 1 재생 정보를 송신하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 관련 방송을 컴퓨터에서 실행시키기 위한 프로그램을 기록한 컴퓨터로 읽을 수 있는 기록 매체.

Claim 20:

(a) The computer-readable medium recording the program for executing in the computer the reproduction multimedia management method for comprising the step of transmitting a message the first reproduction information including the step; (c) extracting the first play position information about the multimedia contents which the identifying information received in the step of receiving the identifying information about the predetermined multimedia contents via the network from the multimedia reproducing device: (b) (a) step instructs and the first play position information extracted from the equation information and (b) step to the multimedia reproducing device via the network.

배경기술

본 발명은 멀티미디어 컨텐츠 재생을 관리하는 장치 및 방법에 관한 것임. 보다 상세하게는 DVD 타이틀 재생을 관리하는 장치 및 방법에 관한 것이다.

도 1은 종래의 DVD(Digital Video Disk) 재생 장치 및 DVD 출력 장치를 도시한 도면이다.

도 1을 참조하면, DVD 재생 장치(1) 및 DVD 출력 장치(2)는 전용선으로 연결되어 있다.

DVD 재생 장치(1)는 DVD에 저장된 DVD 타이틀(목, DVD 영상 및 음향 신호)을 재생한다. DVD 출력 장치(2)는 DVD 재생 장치(1)에서 재생된 영상 및 음향 신호를 전용선을 경유하여 수신하고, 수신된 영상 및 음향 신호를 출력한다.

DVD 재생 장치(1)는 재생 위치 정보(예를 들면, 복마크 정보)를 저장하기 위한 메모리 카드 내장하고 있다. 어떤 DVD 타이틀을 재생하고자 하는 사용자는 이 DVD 타이틀을 DVD 재생 장치(1)에 삽입하고, DVD 재생 장치(1)의 제어 패널 또는 리모컨 등에 있는 재생 버튼을 누르면, 이 DVD 타이틀은 재생되게 된다. 이에, 사용자가 재생 위치를 기억시키고자 할 경우에는 제어 패널 또는 리모컨 등에 있는 재생 위치 기억 버튼을 눌러, 재생 위치 기억 영역을 송신한다. 이어서, DVD 재생 장치(1)가 재생 위치 기억 영역을 수신하면, 내장된 메모리에 재생 위치 정보를 저장한다. 이후, 사용자에 의해 요망된 경우, 메모리에 저장된 재생 위치 정보를 이용하여, DVD의 특정 위치로 재생 위치를 이동시킨다.

Background Art

The invention relates to apparatus and method for managing the multimedia contents play, more particularly, to apparatus and method for managing the DVD title play.

Figure 1 is a drawing showing the conventional DVD (Digital Video Disk) reproducer and DVD output device.

Referring to Figure 1, the DVD player (1) and DVD output device (2) are connected to the private line.

The DVD player (1) reproduces DVD title (in other words, the DVD image and acoustic signal) stored in DVD. The image and the acoustic signal in which the DVD output device (2) is reproduced in the DVD player (1) are received via the private line. The image and the received acoustic signal are outputted.

It has the memory chip in which the DVD player (1) stores the play position information (for example, the bookmark information) built in. The user to reproduce any kind of DVD title inserts this DVD title into the DVD player (1). If the play button which is in the control panel or the remote controller of the DVD player (1) etc. is pressed this DVD title is reproduced. At this time, in case of to memorizing the playback position the user presses the playback position memory button having in the control panel or the remote controller etc. The playback position memory instruction is transmitted. Subsequently, if the DVD player (1) receives the playback position memory instruction the play position information is stored in the memory of being installed. Thereafter, in case the user demands the playback position is moved using the play position information stored in memory to the specific location of DVD.

The prior art described in the above has the problem as
발명의 내용
발명의 효과
본 발명에 따르면, DVD 타이틀들과 같은 멀티미디어 콘텐츠의 재생 위치 정보를 홈 서버 메모리 등 외부 메모리에 저장함으로써 다음과 같은 효과가 발생한다. 첫째, 여러 가지 재생 위치 정보들을 총합한 기간 동안 저장하기 위한 총합한 메모리 공간을 확보할 수 있고, DVD 재생 장치 내에 설치되었던 재생 위치 정보 저장용 메모리에 대한 비용을 줄일 수 있다는 효과가 있다. 둘째, 재생 위치 정보가 외부 메모리에 저장되어 있기 때문에 재생중인 DVD 타이틀들의 다른 DVD 타이틀로 바꾸어 삽입 하거나, DVD 재생 장치의 전원이 깨지며 꺼진 경우에도 재 생 위치 정보가 안전하게 보관된다는 효과가 있다. 셋째, 이러한 DVD 타이틀들에 대한 재생 위치 정보를 다른 DVD 재생 장치로 전송할 수 있기 때문에 다른 DVD 재생 장치에 저장된 재생 위치 정보를 자동적으로 인식하여 사용할 수 있게 되어 사용자의 편의성을 향상시킬 수 있다는 효과가 있다.

Summary of Invention
Effects of the Invention
According to the invention, the play position information of the multimedia contents including the DVD title etc. is stored in the external memory including the home server memory etc. the effect as follows is generated. The enough memory space for storing various play position information for enough period can be secured. It has the effect that it can decrease the cost about the memory for the regeneration location information store of being installed within the DVD player with first. There can be the effect it changes and it inserts or that the play position information is safely kept even in case the power source of the DVD player is suddenly cut as the other DVD title the DVD title which it reproduces with second because the play position information is stored in the external memory. Thirdly, there can be the effect that it can improve the convenience of the user by it automatically recognizes clearly the play position information stored in the other DVD player because of transmitting and using as the other DVD player the play position information about any kind of DVD title.

기술적 과제
본 발명이 이루고자 하는 기술적 과제는 DVD 타이틀들들과 같은 멀티미디어 콘텐츠의 재생 위치 정보를 홈 서버 메모리 등 외부 메모리에 저장함으로써 재생중인 DVD 타이틀들 다른 DVD 타이틀로 바꾸어 삽입하거나, DVD 재생 장치의 전원이 깨지며 꺼진 경우에도 재생 위치 정보가 안전하게 보관될 수 있게 하는 문제 및 방법을 제공하는데 있다.

Technical Task
This Technical challenges of the invention stores the play position information of the multimedia contents including the DVD title etc. in the external memory including the home server memory etc. the DVD title reproduced is changed into the other DVD title and it inserts or even in case the power source of the DVD player is suddenly cut apparatus and method in which it safely makes kept are to be provided.

발명의 구성 및 작용
상기 기술적 과제를 해결하기 위한 본 발명에 따른 멀티미디어 재생 장치는 멀티미디어 재생 관리 장치를 네트워크를 경유하 여 소중의 멀티미디어 콘텐츠에 대한 웹 정보를 승인하는 멀티미디어 콘텐츠 산업 정보 속망이; 상기 멀티미디어 콘텐츠
상기 다른 기술적 과제를 해결하기 위한 본 발명에 따른 멀티미디어 재생 관련 정책은 멀티미디어 재생 장치로부터 네트워크를 경유하여 소정의 멀티미디어 컨텐츠에 대한 식별 정보를 수신하는 멀티미디어 컨텐츠 식별 정보 수신부; 상기 멀티미디어 컨텐츠로부터 수신된 상기 식별 정보를 다음에 수신한 멀티미디어 컨텐츠에 대한 재생 정보에 제1 재생 위치 정지 정보를 포함하는 멀티미디어 컨텐츠 재생 정보 수신부를 포함한다.

The other technical problem as described above is solved. And the multimedia replay management device according to the present invention comprises the multimedia contents play location information extraction part extracting the first play position information about the multimedia contents which the multimedia contents identification information receiver instructs receiving the identifying information about the predetermined multimedia contents from the multimedia reproducing device via the network and the multimedia contents play information transmitting part transmitting the first reproduction information including the equation information and the first play position information extracted from the multimedia contents play location information extraction part via the network to the multimedia reproducing device.

And the other technical problem is solved with the above. And the method for playing multimedia according to the present invention comprises the step of transmitting a message the identifying information about the multimedia contents via (a) multimedia replay management device the network: the step of receiving the first reproduction information about the multimedia contents from the multimedia replay management device which receives via the network the identifying information transmitted in (b) (a) step and in that case containing the first play position information in the received first reproduction information as described above the identifying information included in the first reproduction information received in (c) (b) step coincides with the equation information, and the step of reproducing the multimedia contents in the playback position which the first play position information shows.
는 단계를 포함한다.

상기 또는 다른 기술적 과제를 해결하기 위하여, 본 발명은 상기
된 멀티미디어 재생 방법을 컴퓨터에서 실행시키기 위한 프로
그램을 기록한 컴퓨터로 창출할 수 있는 기록 매체를 제공한
다.

아래에서에는 도면을 참조하여 본 발명의 바람직한 실시예들을
상세히 설명한다.

도 2는 본 발명의 바람직한 일 실시예에 따른 멀티미디어 재생/
관리 시스템의 구성도이다.

도 2를 참조하면, 멀티미디어 재생/관리 시스템은 멀티미디어
재생 관리 장치(211), 멀티미디어 재생 장치(212, 213, 214), 및 멀티미디어 출력 장치(215)로 구성된다.

사용자가 멀티미디어 재생 장치(212, 213, 214)의 제어 패널
또는 리모컨 등에 있는 편의 버튼을 눌러, 멀티미디어 재생 장
치(212, 213, 214)가 시동된 경우, 멀티미디어 재생 장치(212, 213, 214)는 네트워크를 경유하여 멀티미디어 재생 관
리 장치(211)로 재생되는 재생 정보에 대한 시동 신호를 송
신한다. 여기서, 멀티미디어 재생 장치(212, 213, 214)는
랜에 설치된 DVD 재생 장치(212, 213, 214)는 DPC, 데스크톱 PC(213), 노트북 PC(214) 등과 같이 DVD 타이틀 등의 멀티미디어 컨텐츠
를 재생할 수 있는 장치를 말하고, 네트워크는 주로 중 네트워크
를 말한다.

멀티미디어 재생 관리 장치(211)는 멀티미디어 재생 장치(212, 213, 214)에서 승인된 시동 신호를 수신하면, 네트워크
를 경유하여 멀티미디어 재생 장치(211)로 시동 신호에 대한
확신(acknowledgement) 신호를 송신한다. 상기한 바와 함
의, 멀티미디어 재생 장치(212, 213, 214)는 주로 에서에 설치
된 것이고, 이에 따라 멀티미디어 재생 관리 장치(211)는 에
내에 두로 설치할 것이다. 따라서, 멀티미디어 재생 관리 장
치(211)는 기존의 홈 서버(home server)와 접근할 가능성이 크
다.

멀티미디어 재생 장치(212, 213, 214)는 멀티미디어 재생 장
치에서 송신된 시동 신호가 수신되면, 네트워크를 경유하여 멀
티미디어 재생 장치(211)로 멀티미디어 컨텐츠에 대한 식별 경
보를 송신한다. 멀티미디어 컨텐츠가 DVD 타이틀일 경우, 색
received in (b) (a) step instructs and the step of
transmitting the first reproduction information which
implies the first play position information extracted from
the equation information and (b) step to (c) multimedia
reproducing device via the network.

The , and, to solve the other technical problem. And
the present invention is to provide the computer-
readable medium recording the program for executing in
the computer the method for playing multimedia
described in the above.

The , and, to solve the other technical problem. And
the present invention is to provide the computer-
readable medium recording the program for executing in
the computer the reproduction multimedia management
method described in the above.

Hereinafter, referring to the figure, the preferred
embodiments of the present invention is particularly
explained.

Figure 2 is a reproduction multimedia / administration
system diagram according to the embodiment doing
with the desirable of the present invention.

Referring to Figure 2, the reproduction multimedia /
management system comprises the multimedia replay
management device (211), and multimedia reproducing
devices (212, 213, 214) and multimedia output
apparatus (219).

The user presses the power button having in the
control panel or the remote controller of multimedia
reproducing devices (212, 213, 214) etc. In case
multimedia reproducing devices (212, 213, 214) are
started multimedia reproducing devices (212, 213, 214)
transmit the trigger signal about the multimedia
reproducing device via the network to the multimedia
replay management device (211). Here, the apparatus
for reproducing the multimedia contents including the
DVD title etc. like the DVD player (212), in which
multimedia reproducing devices (212, 213, 214) are
installed within home the desktop PC (213), the
notebook computer (214) etc. is referred to. The
network mainly refers to the home network.

If the trigger signal in which the multimedia replay
management device (211) is transmitted in multimedia
reproducing devices (212, 213, 214) is received the
confirmation (acknowledgement) signal about the
trigger signal is transmitted via the network to the
multimedia reproducing device (211). As described
above, multimedia reproducing devices (212, 213, 214)
will be mainly installed within home. Accordingly the
multimedia replay management device (211) will be
mainly installed within home. Therefore, the multimedia
replay management device (211) is most likely to be
mounted in the existing home server.

If the acknowledgement signal in which multimedia
reproducing devices (212, 213, 214) are transmitted in
the multimedia reproducing device is received the
identifying information about the multimedia contents is
본 정보는 DVD 타이틀의 고유 키(key) 값이 없다. 이 고유 키 값은 UDF(Universal Disk Format) 속성에서 기반하여 생성된다. 예를 들면, 고유 키 값은 VTS_ID(Video Title Set Identifier), VTSN(Video Title Set number) 등의 조합으로 생성할 수 있다. 여기에서, VTS_ID는 DVD 타이틀의 아이디이고, VTSN은 여러 장으로 구성된 DVD 타이틀에서 각 장에 설정된 순번을 말한다. 즉, 설명 정보는 각 DVD 디스크를 구분할 수 있도록 해주는 정보이다.

ALTimedia 재생 관리 장치(211)는 ALTimedia 재생 장치(212, 213, 214)에서 송신된 ALTimedia 컨텐츠에 대한 설명 정보를 네트워크를 경유하여 수집하고, 수집된 병 정보가 지시하는 ALTimedia 컨텐츠에 대한 재생 위치 정보를 추출하고, 설명 정보 및 추출된 재생 위치 정보를 보낸다. 재생 위치 정보로 가공된 ALTimedia 컨텐츠의 재생 위치 정보를 저장할 수 있다. 이것과 같이 ALTimedia 컨텐츠의 재생 위치 정보와 ALTimedia 컨텐츠의 설명 정보가 서로 병을 이루도록 저장한다. ALTimedia 재생 관리 장치(211)에 내장된 스토리지에서 설명 정보를 참조하고, 설명 정보의 복잡도에 따라 재생 위치 정보를 추출한다. 재생 위치 정보는 이전에 기록된 재생 위치 정보에서, 시간 정보 또는 프레임 정보를 포함할 수도 있고, 이를 포함할 수도 있다. 어떤 경우, 시간 정보 또는 프레임 정보로 구성된 재생 위치 정보는 시간: 분: 초: 프레임이 될 수 있다. 이것으로서 이전의 재생 위치는 정확히 재생될 수 있다.

First reproduction information including the identifying information the first play position information about the multimedia contents which the received identifying information instructs is extracted. The identifying information about the multimedia contents in which the multimedia replay management device (211) is transmitted in multimedia reproducing devices (212, 213, 214) is received via the network and the extracted first play position information are transmitted. As described above, the multimedia replay management device (211) will be mounted in the home server. Therefore the play position information about the various multimedia contents can be stored in the mass storage installed at the home server. At this time, in order that it knows whether it is the play position information about any kind of multimedia contents the play position information of any kind of multimedia contents and identifying information of this multimedia contents store in order to be comprised the partner. The first play position information which mates with this the search result this identifying information is searched from the storage installed at the multimedia replay management device (211). The first play position information comprises both the time information or the frame information can be included the previously is the recorded play position information. For example, the play position information comprised of the time information and frame information is time: minute: the second: it can be framed. The playback position of the previous is specified in the accurately as this.

In the playback position which in that case containing the first play position information in the first reproduction information which receives the first reproduction information in which multimedia reproducing devices (212, 213, 214) are transmitted in the multimedia replay management device (211) via the network and in which the identifying information included in the received first reproduction information coincides with the identifying information and which is received, and the first play position information show, the multimedia contents is resurrected. The first DVD title which it was replaced was taken off. When it changed into the second DVD title and it is reproduced in case the first DVD title was again inserted it again from the first time could not help searching because of knowing the playback position of the previous. According to the invention, the play position information of the previous is extracted from the
재생 위치 정보에 따른 재생 위치에서 재생을 시작함으로써 상기의 모든 블록을 해소할 수 있다. 또한, 멀티미디어 재생 관리 장치(211) 내장된 스토리지에 저장된 재생 위치 정보 및 식별 정보는 여러 멀티미디어 재생 장치(212, 213, 214)에서 사용할 수 있기 때문에 멀티미디어 컨텐츠를 재생했던 장치뿐만 아니라, 다른 장치도 이전의 재생 위치에서 재생을 시작할 수 있다.

멀티미디어 재생 장치(212, 213, 214)는 재생 중인 멀티미디어 컨텐츠에 대한 재생 정보가 발생한 경우, 네트워크를 경유하여 멀티미디어 재생 관리 장치(211)로 멀티미디어 컨텐츠에 대한 식별 정보 및 재생 정보를 시점의 재생 위치 정보를 포함하는 재생 정보를 송신한다. 물론, 재생 위치 정보는 다음에 이 멀티미디어 컨텐츠를 재생할 때 재생 위치를 특정하고자 하는 정보이다.

In case the stop about the multimedia contents in which multimedia reproducing devices (212, 213, 214) are in regenerations is generated the second reproduction information including the second play position information of the identifying information about the multimedia contents and the point of time when being playback stopped is transmitted via the network to the multimedia replay management device (211). Of course, the second play position information, next, this multimedia contents may be referred to the information to specify the playback position when reproducing.

The second reproduction information in which the multimedia replay management device (211) is transmitted in multimedia reproducing devices (212, 213, 214) is received via the network. The received second reproduction information is stored. The second reproduction information is stored in the storage installed at the multimedia replay management device (211). And the second play position information which mates with this second identifying information this second identifying information is searched in storage the second identifying information is received from multimedia reproducing devices (212, 213, 214) is extracted and it transmits a message via the network to multimedia reproducing devices (212, 213, 214).

It is the configuration diagram of the multimedia reproducing device illustrated in Figure 2 of fig. 3 and multimedia replay management device.

Don't forget to include the necessary diagrams to illustrate the configuration and flow of the multimedia replay management system. It will help to better understand the described functionality.
얼티미디어 재생 장치 시동 신호 송신부(31)는 얼티미디어 재생 장치(3)가 시동된 경우, 네트워크를 경유하여 얼티미디어 재생 장치 시동 신호 송신부(31)에서 송신된 시동 신호를 수신한 얼티미디어 재생 장치 시동 신호 송신부(32)는 얼티미디어 재생 장치 시동 신호 송신부(31)에서 송신된 시동 신호를 수신한 얼티미디어 재생 장치 관리 장치(4)로부터 네트워크를 경유하여 시동 신호에 대한 확인 신호를 수신한다. 얼티미디어 컨텐츠 송신 부(33)는 시동 확인 신호 송신부(32)에 확인 신호가 수신되면, 얼티미디어 컨텐츠에 대한 식별 정보를 네트워크를 경유하여 얼티미디어 재생 장치 관리 장치(4)로 송신한다. 얼티미디어 컨텐츠 송신 부(34)는 얼티미디어 컨텐츠 송신부(34)에서 송신된 식별 정보를 수신한 얼티미디어 재생 장치 관리 장치(4)로부터 얼티미디어 컨텐츠에 대한 제 1 재생 정보를 네트워크를 경유하여 수신한다.

얼티미디어 컨텐츠 재생부(35)는 얼티미디어 컨텐츠 재생 정보 송신부(34)에 수신한 제 1 재생 정보에 포함된 식별 정보가 상기의 식별 정보를 일치하고, 수신된 제 1 재생 정보에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타내는 재생 위치에서 얼티미디어 컨텐츠를 재생한다. 만약, 수신한 제 1 재생 정보에 얼티미디어 컨텐츠에 대한 다양한 재생 위치 정보도 포함되어 있지 않은 경우에는 얼티미디어 컨텐츠에 대한 재생 시각 위치에서 얼티미디어 컨텐츠를 재생한다. 이러한 재생 위치 정보도 포함되어 있지 않은 경우를 상기의 얼티미디어 컨텐츠가 재생된 것이 아니거나, 재생되었지만 끝까지 재생된 경우를 말하므로, 이러한 경우에는 처음부터 재생한다.

얼티미디어 컨텐츠 재생 정보 송신부(36)는 얼티미디어 컨텐츠 재생 정보 송신부(34)에서 재생 중인 얼티미디어 컨텐츠에 대한 재생 정보가 발생한 경우, 네트워크를 경유하여 얼티미디어 재생 관리 장치(4)로의 식별 정보 및 재생 정보를 시점의 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 송신한다. 얼티미디어 컨텐츠 재생부(35)에서 앞서 전달된 재생 위치 정보가 발생하였다면, 재생 위치 정보가 변경되어 된다. 따라서, 재생이 정지되었고, 그 시점의 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 네트워크를 경유하여 얼티미디어 재생 관리 장치(4)로 송신하고, 얼티미디어 재생 관리 장치(4)는 이것을 수신하여 자신의 스토리지에 저장한다.

한편, 얼티미디어 컨텐츠 재생 정보 송신부(36)는 얼티미디어 재생 장치 시동 신호 송신부(31)는 얼티미디어 재생 장치(3)가 시동된 경우, 네트워크를 경유하여 얼티미디어 재생 장치 시동 신호 송신부(31)에서 송신된 시동 신호를 수신한 얼티미디어 재생 장치 시동 신호 송신부(32)는 얼티미디어 재생 장치 시동 신호 송신부(31)에서 송신된 시동 신호를 수신한 얼티미디어 재생 장치 관리 장치(4)로부터 네트워크를 경유하여 시동 신호에 대한 확인 신호를 수신한다. 얼티미디어 컨텐츠 송신 부(33)는 시동 확인 신호 송신부(32)에 확인 신호가 수신되면, 얼티미디어 컨텐츠에 대한 식별 정보를 네트워크를 경유하여 얼티미디어 재생 장치 관리 장치(4)로 송신한다. 얼티미디어 컨텐츠 송신 부(34)는 얼티미디어 컨텐츠 송신부(34)에서 송신된 식별 정보를 수신한 얼티미디어 재생 장치 관리 장치(4)로부터 얼티미디어 컨텐츠에 대한 제 1 재생 정보를 네트워크를 경유하여 수신한다.

In the playback position which in that case containing the first play position information in the first reproduction information agreement to the identifying information in which the identifying information included in the first reproduction information in which the multimedia contents play part (35) is received in the multimedia contents play information receiving part (34) is described vividly and is received, and the first play position information show, the multimedia contents is resurrected. In case any play position information about the multimedia contents is not included in the first reproduction information which the is received the multimedia contents is reproduced in the start play position about the multimedia contents. There the occasion in which the multimedia contents described in the above is revived is no as to the case, in which any play position information is not included or it was reproduced but the case of being till the end reproduced is said. Therefore in this case, it from the first time reproduces.

In the multimedia contents play information transmitting part (36) is the multimedia contents play part (35), in case the stop the multimedia contents which is in regeneration is generated the second reproduction information including the second play position information of the point of time when being playback stopped and identifying information is transmitted via the network to the multimedia replay management device (4). In the multimedia contents play part (35), the regeneration of the same was progressed. The playback position is changed. Therefore, if regeneration is stopped the second reproduction information including the second play position information of the point of time is transmitted via the network to the multimedia replay management device (4). The multimedia replay management device (4) receives this and it stores in its own storage.

In the meantime, in the multimedia contents play
컨텐츠 재생부(35)에서 재생 중인 멀티미디어 컨텐츠에 대한 식별 정보 및 재생 시점의 제 3 재생 위치 정보를 포함하는 제 3 재생 정보를 추가적으로 승인할 수도 있다. 즉, 주기적으로 멀티미디어 재생 관리 장치(4)에 저장된 스토리지에 저장된 재생 위치 정보를 업데이트한다. 이것은 간단히 전자 자료가 오프라인으로 전달되는 등의 수단은 물론이다. 멀티미디어 재생 장치(3)에서의 재생 위치 기능을 다비하여 멀티미디어 재생 위치 정보를 생성하는 것이다.

도 3를 참조하면, 멀티미디어 재생 관리 장치(4)는 멀티미디어 재생 장치 시동 신호 수신부(41), 시동 확인 신호 송신부(42), 멀티미디어 컨텐츠 식별 정보 수신부(43), 멀티미디어 컨텐츠 재생 위치 정보 추출부(44), 멀티미디어 컨텐츠 재생 정보 송신부(45), 멀티미디어 컨텐츠 재생 정보 수신부(46), 멀티미디어 재생 정보 저장부(47)로 구성된다.

Referring to Figure 3, the multimedia replay management device (4) comprises the multimedia reproducing device starting signal receiving part (41), the starting confirmation signal transmitting part (42), the multimedia contents identification information receiver (43), the multimedia contents play location information extraction part (44), the multimedia contents play information transmitting part (45), the multimedia contents play information receiving part (46) and the multimedia information storage unit (47).

The multimedia reproducing device starting signal receiving part (41) receives the trigger signal about the multimedia reproducing device (3) via the network from the multimedia reproducing device (3). If the trigger signal the starting confirmation signal transmitting part (42) is received in the multimedia reproducing device starting signal receiving part (41) the acknowledgment signal about the trigger signal is transmitted to the multimedia reproducing device (3). The identifying information about the multimedia contents is received from the multimedia reproducing device (3) in which the multimedia contents identification information receiver (43) receives the acknowledgment signal transmitted in the starting confirmation signal transmitting part (42) via the network.

The multimedia reproducing device starting signal receiving part (41) receives the trigger signal about the multimedia reproducing device (3) via the network from the multimedia reproducing device (3). If the trigger signal the starting confirmation signal transmitting part (42) is received in the multimedia reproducing device starting signal receiving part (41) the acknowledgment signal about the trigger signal is transmitted to the multimedia reproducing device (3). The identifying information about the multimedia contents is received from the multimedia reproducing device (3) in which the multimedia contents identification information receiver (43) receives the acknowledgment signal transmitted in the starting confirmation signal transmitting part (42) via the network.

The first play position information about the multimedia contents which the identifying information in which the multimedia contents play location information extraction part (44) is received in the multimedia contents identification information receiver (43) instructs is extracted. The multimedia contents play location information extraction part (44) searches the identifying information about the reproduction multimedia information storage unit (47). If the identifying information is stored in the reproduction multimedia information storage unit (47) the first play position information about the multimedia contents which the identifying information instructs is extracted from the reproduction multimedia information storage unit (47). Here, the reproduction multimedia information storage unit (47) becomes the storage installed at the multimedia replay management device (4).

The first reproduction information in which the multimedia contents play information transmitting part (45) includes the identifying information and the first
여 알티미디어 재생 장치(3)로 송신한다. 알티미디어 컨텐츠 재생 정보 수신부(46)는 알티미디어 컨텐츠 재생 정보 송신부(45)에서 송신된 제 1 재생 위치 정보를 수신한 알티미디어 재생 장치(3)로부터 네트워크를 경유하여 식별 정보 및 알티미디어 컨텐츠에 대한 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 수신한다. 여기에서, 제 1 재생 위치 정보는 알티미디어 재생 정보 저장부(47)에 저장되어 있어 이전의 재생 위치 정보이므로, 제 2 재생 위치 정보는 알티미디어 재생 장치(3)의 재생으로 인한 변경된 재생 위치에 관한 정보이다. 알티미디어 재생 정보 저장부(47)는 알티미디어 컨텐츠 재생 정보 수신부(46)에 수신된 제 2 재생 정보를 저장한다.

도 4는 본 발명의 발명적 기술 Implemented method according to the embodiment doing with the desirable of the present invention.

도 4를 참조하먼, 알티미디어 재생/관리 방법은 다음과 같은 단계로 구성된다.

알티미디어 재생 장치가 시작된 경우, 알티미디어 재생 장치에 대한 시동 신호를 네트워크를 경유하여 송신한다(401). 이어서, 송신된 시동 신호를 수신하면, 시동 신호에 대한 확인 신호를 네트워크를 경유하여 송신한다(402). 이어서, 송신된 확인 신호가 수신되면, 알티미디어 컨텐츠에 대한 식별 정보를 네트워크를 경유하여 송신한다(403). 이어서, 송신된 알티미디어 컨텐츠에 대한 식별 정보를 실시간 네트워크를 경유하여 송신하고, 식별 정보가 저장되어 있으며, 저장된 식별 정보가 지시하는 알티미디어 컨텐츠에 대한 제 1 재생 위치 정보를 송신한다(404). 이어서, 식별 정보 및 추출된 제 1 재생 위치 정보를 포함하는 제 1 재생 정보를 네트워크를 경유하여 송신한다(405). 이어서, 송신된 제 1 재생 정보를 수신하고, 수신된 제 1 재생 정보에 포함된 식별 정보가 상기한 식별 정보와 일치하고, 수신된 제 1 재생 정보에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타내는 재생 위치에서 알티미디어 컨텐츠를 재생한다(406). 이어서, 재생 중인 알티미디어 컨텐츠에 대한 재생 위치가 발생한 경우, 알티미디어 컨텐츠에 대한 식별 정보 및 재생 정보에 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 네트워크를 경유하여 송신한다(407). 이어서, 송신된 제 2 재생 정보를 네트워크를 경유하여 수신하고, 수신된 제 2 재생 정보를 저장한다(408).

Figure 4 is a flowchart of the reproduction multimedia / management method according to the embodiment doing with the desirable of the present invention.

In case the multimedia reproducing device is started the trigger signal about the multimedia reproducing device is transmitted via the network (401). Subsequently, if the transmitted trigger signal is received the acknowledgement signal about the trigger signal is transmitted via the network (402). Subsequently, if the transmitted acknowledgment signal is received the identifying information about the multimedia contents is transmitted via the network (403). Subsequently, the identifying information about the transmitted multimedia contents is received via the network. If the identifying information is stored the first play position information about the multimedia contents which the stored identifying information instructs is extracted (404). Subsequently, first reproduction information including identifying information and the extracted first play position information are transmitted via the network (405). Subsequently, in the playback position which in that case containing the first play position information in the first reproduction information receiving the transmitted first reproduction information and agrees to the identifying information in which the identifying information included in the received first reproduction information is described vividly and is received, and the first play position information show, the multimedia contents is resurrected (406). Subsequently, in case the stop about the multimedia contents which is in regeneration is generated the second reproduction information including the second play position information of the identifying information about the multimedia contents and the point of time when being playback stopped is transmitted via the network (407). Subsequently, the transmitted second reproduction information is received via the network. The received
도 5는 본 발명의 바람직한 일 실시예에 따른 알티미디어 재생 방법의 흐름도이다.

도 5를 참조하면, 알티미디어 재생 방법은 다음과 같은 단계로 구성된다.

알티미디어 재생 장치가 시작된 경우(501), 알티미디어 재생 관리 정치로 네트워크를 경유하여 알티미디어 재생 장치에 대한 시작 신호를 송신한다(502). 이어서, 송신된 시작 신호를 수신한 알티미디어 재생 관리 정치로부터 네트워크를 경유하여 시작 신호에 대한 확인 신호를 송신한다(503). 이어서, 확인 신호가 수신되면, 알티미디어 재생 관리 정치로 네트워크를 경유하여 알티미디어 관리 정치에 대한 상세 정보를 송신한다(504).

이어서, 송신된 상세 정보를 수신한 알티미디어 재생 관리 정치로부터 네트워크를 경유하여 알티미디어 관리 정치에 대한 제 1 재생 정보를 송신한다(505). 이어서, 수신된 제 1 재생 정보의 식별 정보가 식별 정보와 일치하고, 수신된 제 1 재생 정보에 제 1 재생 위치 정보가 포함되어 있는 경우(506), 제 1 재생 위치 정보가 나타내는 재생 위치에 알티미디어 재생 장치를 재생한다(507). 만약, 수신된 제 1 재생 정보에 알티미디어 관리 정치에 대한 이외의 재생 위치 정보도 포함되어 있지 않은 경우면(506), 알티미디어 관리 정치에 대한 재생 시작 위치에 알티미디어 관리 정치를 재생한다(508). 이어서, 알티미디어 재생 관리 정치로 네트워크를 경유하여 재생 중인 알티미디어 관리 정치에 대한 식별 정보 및 재생 시작의 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 주기적으로 송신한다(509).

이어서, 재생 중인 알티미디어 관리 정치에 대한 재생 정치가 발생한 경우(510), 알티미디어 재생 관리 정치로 네트워크를 경유하여 식별 정보 및 재생 정치 발생 시점의 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 송신한다(511).

도 6은 본 발명의 바람직한 일 실시예에 따른 알티미디어 재생 관리 방법의 흐름도이다.

도 6를 참조하면, 알티미디어 재생 관리 방법은 다음과 같은 단계로 구성된다.

알티미디어 재생 장치로부터 네트워크를 경유하여 알티미디어 재생 정치에 대한 시작 신호를 수신한(601), 알티미디어 재생 정치로 네트워크를 경유하여 시작 신호에 대한 확인 신호를 송신한다(602). 이어서, 송신된 확인 신호를 수신한 알티미디어 재생 장치로부터 네트워크를 경유하여 알티미디어 관리 정치에 대한 식별 정보를 수신한다(603). 이어서, 수신된 식별 정보가 second reproduction information is stored (408).

Figure 5 is a flowchart of the method for playing multimedia according to the embodiment doing with the desirable of the present invention.

In case the multimedia reproducing device is started (501) the trigger signal about the multimedia reproducing device is transmitted to the multimedia replay management device via the network (502).

Subsequently, the acknowledgegment signal about the trigger signal is received from the multimedia replay management device receiving the transmitted trigger signal via the network (503). Subsequently, if the acknowledgegment signal is received the identifying information about the multimedia contents is transmitted to the multimedia replay management device via the network (504). Subsequently, the first reproduction information about the multimedia contents is received from the multimedia replay management device receiving the transmitted identifying information via the network (505).

Subsequently, in the playback position which case (506) containing the first play position information in the first reproduction information in which the identifying information included in the received first reproduction information coincides with the identifying information and which is received, and the first play position information show, the multimedia contents is resurrected (507). It is the case (506) in which any play position information about the multimedia contents is not included in the first reproduction information which the if is received. If it is the case the multimedia contents is reproduced in the start play position about the multimedia contents (508).

Subsequently, the third reproduction information including the third play position information of the identifying information about the multimedia contents via the network in regeneration and presentation timing is periodically transmitted to the multimedia replay management device (509). Subsequently, in case the stop about the multimedia contents which is in regeneration is generated (510) the second reproduction information including the second play position information of the point of time when being playback stopped and identifying information via the network is transmitted to the multimedia replay management device (511).

Figure 6 is a flowchart of the reproduction multimedia management method according to the embodiment doing with the desirable of the present invention.

If the trigger signal about the multimedia reproducing device is received from the multimedia reproducing device via the network (501) the acknowledgegment signal about the trigger signal is transmitted to the multimedia reproducing device via the network (502). Subsequently, the identifying information about the
저장되어 있으면, 이를 복제할 수 있는 인터페이스를 제공하고, 이를 통해 복제가 가능하다. 이를 통해 복제가 가능한 대상은 품질의 콘텐츠를 포함한다. 예를 들어, 상기 복제가 가능한 대상에는 미디어 저장 매체(예: DVD, 하드디스크, USB etc.) 및 캐리어 웨어러블(예: 소니, 인터넷 통신)의 저장 매체를 포함한다.

이제까지 본 발명에 대하여 그 내용과 실시예를 중심으로 설명해보았다. 본 발명이 속하는 기술 분야에서 통상의 지식을 가진 자는 본 발명이 본 발명의 본질적인 특성을 벗어나지 않는 범위에서 변경된 형태로 구현될 수 있을음을 이해할 수 있을 것이다. 그러므로 기술적인 실시예들은 범위의 한정적인 견해가 아니라 설명적 관점에서 고려되어야 한다. 본 발명의 범위는 전술한 설명 이 아니라 특허구명범위에 나타나 있으며, 그 외 동등한 범위 내에 있는 모든 차이점은 본 발명에 포함된 것으로 해석되어야 할 것이다.

multimedia contents is received from the multimedia reproducing device receiving the transmitted acknowledgement signal via the network (603). Subsequently, if the received identifying information is stored the first play position information about the multimedia contents which this identifying information instructs is extracted (604). Subsequently, first reproduction information including the identifying information described vividly to the multimedia reproducing device via the network and the extracted first play position information are transmitted (605). Subsequently, the second reproduction information including the second play position information for the multimedia contents and the identifying information described vividly via the network is received from the multimedia reproducing device receiving the transmitted first play position information (606). Subsequently, the received second reproduction information is stored.

In the meantime, it can be made to the program in which the embodiment of the invention can be performed in the computer. The program can be implemented in the general digital computer operating the program using the computer-readable medium.

The recording medium which the computer can read comprises data which can be read with the computer system which is the recording device of stored all kinds. For example, the recording medium which the computer can read comprises the magnetic storage media (for example, ROM, the floppy disk, the hard disk etc.), the optical storage media (for example, the compact disk ROM, DVD etc), and the storage media like the carrier wave (for example, the transmission through the internet).

The present invention has been reviewed centering on preferred embodiments. It will be able to understand to be implemented as the form in which an ordinary person skilled in the art is changed in the range that the invention does not deviate from the intrinsic property of the present invention. It is not the disclosed embodiment limited point of view but point of view has to be considered in the point of view of being descriptive. It should be interpreted that the scope of the present invention the description all differences within that and the equivalent range it shows up in the patent claim it is not are included in the invention.

도면에 대한 간단한 설명

도 1은 증례의 DVD(Digital Video Disk) 재생 장치(1) 및 DVD 출력 장치를 도시한 도면이다.

도 2는 본 발명에 바탕한 실시예에 따른 인터페이스 재생 관리 시스템의 구성도이다.

도 3의 도 2에 도시된 인터페이스 재생 장치 및 인터페이스 재생 관리 장치의 구성도이다.

도 4는 본 발명의 바탕한 실시예에 따른 인터페이스 재생/관리 방법의 호름도이다.

Brief explanation of the drawing

Figure 1 is a drawing showing the conventional DVD (Digital Video Disk) reproducer (1) and DVD output device.

Figure 2 is a reproduction multimedia / administration system diagram according to the embodiment doing with the desirable of the present invention. It is the configuration diagram of the multimedia reproducing device illustrated in Figure 2 of fig. 3 and multimedia replay management device.

Figure 4 is a flowchart of the reproduction multimedia / management method according to the embodiment doing with the desirable of the present invention.

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도 5는 본 발명의 바람직한 일 실시예에 따른 멀티미디어 재생
방법의 효율도이다.

도 6은 본 발명의 바람직한 일 실시예에 따른 멀티미디어 재생
관리 방법의 효율도이다.

Figure 5 is a flowchart of the method for playing multimedia according to the embodiment doing with the desirable of the present invention.

Figure 6 is a flowchart of the reproduction multimedia management method according to the embodiment doing with the desirable of the present invention.

면책 안내

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(54) 멀티미디어 재생을 관리하는 장치 및 방법

요약

본 발명은 멀티미디어 킨텐츠 재생을 관리하는 장치 및 방법에 관한 것으로, 본 발명에 따른 멀티미디어 재생 장치는 멀티미디어 재생 관리 장치로 네트워크를 통한 액세스 하거나 멀티미디어 킨텐츠에 대한 식별 정보를 송신하는 멀티미디어 킨텐츠 식별 정보 송신부, 멀티미디어 킨텐츠 식별 정보 송신부에서 송신한 식별 정보를 수신한 멀티미디어 재생 관리 장치로부터 네트워크를 통한 액세스 하거나 멀티미디어 킨텐츠에 대한 제 1 재생 정보를 수신하는 멀티미디어 킨텐츠 재생 정보 수신부 및 멀티미디어 킨텐츠 재생 정보 수신부에서 수신된 제 1 재생 정보에 포함된 식별 정보가 송신된 식별 정보와 일치하고, 수신된 제 1 재생 정보에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타내는 재생 위치에서 상기 멀티미디어 킨텐츠를 재생하는 멀티미디어 킨텐츠 재생부를 포함하며, 재생중인 DVD 타이틀을 다른 DVD 타이틀로 바꾸어 삽입하거나, DVD 재생 장치의 전원이 갑자기 끊어진 경우에도 재생 위치 정보가 안전하게 보관할 수 있다.

대표도

도 3

명세서

도면의 간단한 설명

도 1은 재생DVD (Digital Video Disk) 재생 장치 (1) 및 DVD 출력 장치를 도시한 도면이다.

도 2는 본 발명의 비슷한 일 실시에 따른 멀티미디어 재생 관리 시스템의 구성도이다.

도 3의 도 2에 도시된 멀티미디어 재생 장치 및 멀티미디어 재생 관리 장치의 구성도이다.

도 4는 본 발명의 비슷한 일 실시에 따른 멀티미디어 재생 관리 방법의 도로도이다.

도 5는 본 발명의 비슷한 일 실시에 따른 멀티미디어 재생 방법의 도로도이다.

도 6은 본 발명의 비슷한 일 실시에 따른 멀티미디어 재생 관리 방법의 도로도이다.

발명의 상세한 설명

발명의 목격

발명이 속하는 기술 및 그 분야의 종래기술

본 발명은 멀티미디어 킨텐츠 재생을 관리하는 장치 및 방법에 관한 것이고, 보다 상세하게는 DVD 타이틀 재생을 관리하는 장치 및 방법에 관한 것이다.
도 1은 콘텐츠의 DVD(Digital Video Disk) 재생 장치 및 DVD 출력 장치를 도시한 도면이다.

도 1을 참조하면, DVD 재생 장치(1) 및 DVD 출력 장치(2)는 전용선으로 연결되어 있다.

DVD 재생 장치(1)는 DVD에 저장된 DVD 타이틀(즉, DVD 영상 및 음향 신호)을 재생한다. DVD 출력 장치(2)는 DVD 재생 장치(1)에서 재생된 영상 및 음향 신호를 출력하여 수신하고, 수신한 영상 및 음향 신호를 출력한다.

DVD 재생 장치(1)는 재생 위치 정보(예를 들면, 북마크 정보)를 저장하기 위한 메모리 칩을 내장하고 있다. 어떤 DVD 타이틀을 재생하고자 하는 사용자는 이 DVD 타이틀에 DVD 재생 장치(1)에 삽입하고, DVD 재생 장치(1)의 제어 패널 또는 리모컨 화면에서 재생 위치로 이동하고, 해당 위치에서 재생 위치의 정보를 전송한다. 이어서, DVD 재생 장치(1)는 재생 위치 정보를 수신한다. 재생 위치 정보를 수신한 후, 수신된 정보를 내장된 메모리에 저장하고, DVD 재생 장치(1)의 특정 위치로 재생 위치를 이동시킨다.

도 2를 참조하면, 멀티미디어 재생/관리 시스템은 멀티미디어 재생 관리 장치(211), 멀티미디어 재생 장치(212, 213, 214), 및 멀티미디어 출력 장치(215)로 구성된다.

사용자가 멀티미디어 재생 장치(212, 213, 214)의 제어 패널 또는 리모트 등에 있는 버튼을 눌러, 멀티미디어 재생 장치(212, 213, 214)가 시작되면, 멀티미디어 재생 장치(212, 213, 214)는 네트워크를 경유하여 멀티미디어 재생 관리 장치(211)로부터 지시를 받고, 멀티미디어 재생 장치(212, 213, 214)는 네트워크를 경유하여 DVD 재생 장치(212), 내장 PC(213), 노션 Col PC(214) 등과 같이 DVD 타이틀 등의 멀티미디어 컨텐츠를 재생할 수 있는 장치를 발전, 멀티미디어 재생 장치(212, 213, 214)는 네트워크를 주로 사용하게 된다.

멀티미디어 재생 관리 장치(211)는 멀티미디어 재생 장치(212, 213, 214)에서 송신된 시동 신호를 수신하면, 네트워크를 경유하여 멀티미디어 재생 장치(211)로부터 시동 신호에 대한 확인(acknowledgement) 신호를 송신한다. 상기의 바와 같이, 멀티미디어 재생 장치(212, 213, 214))은 주로, 네트워크를 주로 처리될 것이고, 이에 따라 멀티미디어 재생 관리 장치(211)도 네트워크를 주로 처리될 것이다. 따라서, 멀티미디어 재생 관리 장치(211)는 기존의 홈 서버(home server)에 발매될 가능성이 크다.

멀티미디어 재생 장치(212, 213, 214)는 멀티미디어 재생 장치(212, 213, 214)에서 송신된 인증 신호가 수신되면, 네트워크를 경유하여 멀티미디어 재생 장치(212, 213, 214)의 콘텐츠에 대한 인증을 수행한다. 멀티미디어 재생 장치(212, 213, 214)의 콘텐츠에 대한 인증 정보를 요청할 경우, 멀티미디어 재생 장치(212, 213, 214)는 인증 서버에 테이블을 갖추어, 인증 서버에 내장된 저장용 스토리지(storage)에 차원의 멀티미디어 컨텐츠에 대한 인증 정보를 제공할 수 있다. 이때, 멀티미디어 컨텐츠에 대한 인증 정보의 가용성을 가질 수 있도록 하기 위하여, 멀티미디어 컨텐츠의 제일 위치 정보가 멀티미디어 컨텐츠의 콘텐츠 정보가 서로 짝을 이루도록 저장한다. 멀티미디어 재생 관리 장치(211)에 내장된 스토리지에서 콘텐츠 정보를 검색하고, 검색 결과가 콘텐츠 정보가 저장되어 있는 경우, 멀티미디어 재생 관리 장치(211)에 내장된 스토리지로부터 본인의 규정된 콘텐츠 정보를 제공할 수 있다. 이들 인증서와 인증서에서 제공된 콘텐츠 정보는 시동/분산/소프트웨어를 제공할 수 있다. 이것은 어떤 인증서와 인증서에서 제공된 콘텐츠 정보를 정확하게 제공할 수 있다.
효가 수신되며, 멜티미디어 컨텐츠에 대한 식별 정보를 네트워크를 경유하여 멜티미디어 재생 관리 장치(4)로부터 멜티미디어 컨텐츠에 대한 제 1재생 정책을 네트워크를 경유하여 수신한다.

멜티미디어 컨텐츠 재생(35)은 멜티미디어 컨텐츠 재생 정책(35)에 수신된 제 1 재생 정책에 포함된 식별 정보가 상기된 식별 정보와 일치하고, 수신한 제 1 재생 정책에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타나는 재생 위치에서 재생하기에 대하여 멜티미디어 컨텐츠에 대한 제 1재생 정책 정보를 포함된 제 2재생 위치 정책 정보를 경유하여 제공한다.

이와 같은 제 2재생 위치 정보는 멜티미디어 컨텐츠에 대한 제 2재생 정책을 제공하며, 제 2재생 위치 정보는 제 1재생 위치 정보를 제 2재생 위치 정보로 업데이트하여 제공한다.

멜티미디어 컨텐츠 재생 정책(36)은 멜티미디어 컨텐츠 재생 정책(35)에 수신된 제 1 재생 정책에 포함된 식별 정보가 상기된 식별 정보와 일치하고, 수신한 제 1 재생 정책에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타나는 재생 위치에서 재생하기에 대하여 멜티미디어 컨텐츠에 대한 제 1재생 정책 정보를 포함된 제 2재생 위치 정책 정보를 경유하여 수신한다.

앞에서 언급한 멜티미디어 컨텐츠 재생 정책(36)은 멜티미디어 컨텐츠 재생 정책(35)에 수신된 제 1 재생 정책에 포함된 식별 정보가 상기된 식별 정보와 일치하고, 수신한 제 1 재생 정책에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타나는 재생 위치에서 재생하기에 대하여 멜티미디어 컨텐츠에 대한 제 1 재생 정책 정보를 포함된 제 2재생 위치 정책 정보를 경유하여 수신한다.

앞에서 언급한 멜티미디어 컨텐츠 재생 정책(36)은 멜티미디어 컨텐츠 재생 정책(35)에 수신된 제 1 재생 정책에 포함된 식별 정보가 상기된 식별 정보와 일치하고, 수신한 제 1 재생 정책에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타나는 재생 위치에서 재생하기에 대하여 멜티미디어 컨텐츠에 대한 제 1재생 정책 정보를 포함된 제 2재생 위치 정책 정보를 경유하여 수신한다.

앞에서 언급한 멜티미디어 컨텐츠 재생 정책(36)은 멜티미디어 컨텐츠 재생 정책(35)에 수신된 제 1 재생 정책에 포함된 식별 정보가 상기된 식별 정보와 일치하고, 수신한 제 1 재생 정책에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타나는 재생 위치에서 재생하기에 대하여 멜티미디어 컨텐츠에 대한 제 1재생 정책 정보를 포함된 제 2재생 위치 정책 정보를 경유하여 수신한다.

앞에서 언급한 멜티미디어 컨텐츠 재생 정책(36)은 멜티미디어 컨텐츠 재생 정책(35)에 수신된 제 1 재생 정책에 포함된 식별 정보가 상기된 식별 정보와 일치하고, 수신한 제 1 재생 정책에 제 1 재생 위치 정보가 포함되어 있는 경우, 제 1 재생 위치 정보가 나타나는 재생 위치에서 재생하기에 대하여 멜티미디어 컨텐츠에 대한 제 1재생 정책 정보를 포함된 제 2재생 위치 정책 정보를 경유하여 수신한다.
도 6은 본 발명의 바람직한 일 실시예에 따른 멀티미디어 재생 관리 방법의 화면도이다.

도 6을 참조하면, 멀티미디어 재생 관리 방법은 다음과 같은 단계로 구성된다.

(57) 참조의 범위

차구항 1.

멀티미디어 재생 관리 장치로 네트워크를 정의하여 소정의 멀티미디어 컨텐츠에 대한 쟁점 정보를 송신하는 멀티미디어 컨텐츠 쟁점 정보 송신부.

장기 멀티미디어 컨텐츠 쟁점 정보 송신부에서 송신한 쟁점 정보를 수신한 멀티미디어 재생 관리 장치로부터 장기 네트워크를 정의하여 장기 멀티미디어 컨텐츠에 대한 쟁점 정보를 송신한 경우, 장기 컨텐츠재생 장치에 해당되는 장기의 정보를 나타내는 정보인이 장기의 정보에서 멀티미디어 컨텐츠에 대한 쟁점 정보를 송신한다.

장기 멀티미디어 컨텐츠 쟁점 정보 송신부에서 수신한 쟁점 정보를 수신한 멀티미디어 재생 관리 장치로부터 장기 네트워크를 정의하여 장기 컨텐츠재생 장치에 대한 쟁점 정보를 송신한 경우, 장기 컨텐츠재생 장치에 해당되는 장기의 정보를 나타내는 정보인이 장기의 정보에서 멀티미디어 컨텐츠에 대한 쟁점 정보를 송신한다.
청구항 2.
제 1항에 있어서, 상기 멀티미디어 컨텐츠 재생부는 상기 수신된 제 1 재생 정보에 상기 멀티미디어 컨텐츠에 대한 이러한 재생 위치 정보도 포함되어 있지 않은 경우, 상기 멀티미디어 컨텐츠에 대한 재생 시작 위치에서 상기 멀티미디어 컨텐츠를 재생하는 것을 특징으로 하는 멀티미디어 재생 장치.

청구항 3.
제 1항에 있어서,
상기 멀티미디어 컨텐츠 재생부에서 재생 중인 멀티미디어 컨텐츠에 대한 재생 장치가 발생한 경우, 상기 멀티미디어 재생 관리 장치로 상기 섹터 정보 및 상기 재생 장치의 시점의 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 송신하는 멀티미디어 컨텐츠 재생 정보 송신부를 포함하는 것을 특징으로 하는 멀티미디어 재생 장치.

청구항 4.
제 3항에 있어서, 상기 멀티미디어 컨텐츠 재생 정보 송신부는 상기 멀티미디어 컨텐츠 재생부에서 재생 중인 멀티미디어 컨텐츠에 대한 섹터 정보 및 상기 재생 시작의 제 3 재생 위치 정보를 포함하는 제 3 재생 정보를 원칙적으로 송신하는 것을 특징으로 하는 멀티미디어 재생 장치.

청구항 5.
제 1항에 있어서,
상기 멀티미디어 재생 장치가 사동된 경우, 상기 멀티미디어 재생 관리 장치로 상기 네트워크를 경유하여 상기 멀티미디어 재생 장치에 대한 사동 신호를 송신하는 멀티미디어 재생 장치 사동 신호 송신부; 및
상기 멀티미디어 재생 장치 사동 신호 송신부에서 송신된 사동 신호를 수신한 멀티미디어 재생 관리 장치로부터 상기 네트워크를 경유하여 상기 사동 신호에 대한 확인 신호를 수신하는 사동 확인 신호 수신부를 포함하고,
상기 멀티미디어 컨텐츠 섹터 정보 송신부는 상기 사동 확인 신호 수신부에 확인 신호가 수신되면, 상기 멀티미디어 컨텐츠에 대한 섹터 정보를 송신하는 것을 특징으로 하는 멀티미디어 재생 장치.

청구항 6.
멀티미디어 재생 장치로부터 네트워크를 경유하여 소정의 멀티미디어 컨텐츠에 대한 섹터 정보를 수신하는 멀티미디어 컨텐츠 섹터 정보 수신부;
상기 멀티미디어 컨텐츠 섹터 정보 수신부에 수신된 섹터 정보가 지시하는 멀티미디어 컨텐츠에 대한 제 1 재생 위치 정보를 수신하는 멀티미디어 컨텐츠 재생 위치 정보 수신부; 및
상기 멀티미디어 재생 장치로 상기 네트워크를 경유하여 상기 섹터 정보 및 상기 멀티미디어 컨텐츠 재생 위치 정보 수신부에서 수신된 제 1 재생 위치 정보를 포함하는 제 1 재생 정보를 송신하는 멀티미디어 컨텐츠 재생 정보 송신부를 포함하는 것을 특징으로 하는 멀티미디어 재생 관리 장치.

청구항 7.
제 6항에 있어서,
상기 멀티미디어 컨텐츠 재생 정보 송신부에서 송신된 제 1 재생 위치 정보를 수신한 멀티미디어 재생 장치로부터 상기 네트워크를 경유하여 상기 섹터 정보 및 상기 멀티미디어 컨텐츠에 대한 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 수신하는 멀티미디어 컨텐츠 재생 정보 수신부; 및
상기 멀티미디어 컨텐츠 재생 정보 수신부에 수신된 제 2 재생 정보를 저장하는 멀티미디어 재생 정보 저장부를 포함하는 것을 특징으로 하는 멀티미디어 재생 관리 장치.

청구항 8.
제 7 항에 있어서,
상기 멀티미디어 컨텐츠 재생 위치 정보 추출부는 상기 식별 정보를 상기 멀티미디어 재생 정보 저장부에 대해서 검색하고, 상기 멀티미디어 재생 정보 저장부에 상기 식별 정보가 저장되어 있으면, 상기 멀티미디어 재생 정보 저장부로부터 상기 식별 정보가 지시하는 멀티미디어 컨텐츠에 대한 제 1 재생 위치 정보를 추출하는 것을 특징으로 하는 멀티미디어 재생 관리 장치.

청구항 9.
제 6 항에 있어서,
상기 멀티미디어 재생 장치로부터 상기 네트워크를 경유하여 상기 멀티미디어 재생 장치에 대한 시동 신호를 수신하는 멀티미디어 재생 장치 시동 신호 수신부; 및
상기 멀티미디어 재생 장치 시동 신호 수신부에 시동 신호가 수신되면, 상기 멀티미디어 재생 장치로 상기 네트워크를 경유하여 상기 시동 신호에 대한 확인 신호를 송신하는 시동 확인 신호 송신부를 포함하고,
상기 멀티미디어 컨텐츠 식별 정보 수신부는 상기 시동 확인 신호 송신부에서 송신된 확인 신호를 수신한 멀티미디어 재생 장치로부터 상기 멀티미디어 컨텐츠에 대한 식별 정보를 수신하는 것을 특징으로 하는 멀티미디어 재생 관리 장치.

청구항 10.
(a) 멀티미디어 재생 관리 장치로 네트워크를 경유하여 소정의 멀티미디어 컨텐츠에 대한 식별 정보를 송신하는 단계;
(b) 상기 (a) 단계에서 송신된 식별 정보를 수신한 멀티미디어 재생 관리 장치로부터 상기 네트워크를 경유하여 상기 멀티미디어 컨텐츠에 대한 제 1 재생 정보를 수신하는 단계; 및
(c) 상기 (b) 단계에서 수신된 제 1 재생 정보에 포함된 식별 정보가 상기 식별 정보와 일치하고, 상기 수신된 제 1 재생 정보에 제 1 재생 위치 정보가 포함되어 있는 경우, 상기 제 1 재생 위치 정보가 나타내는 재생 위치에서 상기 멀티미디어 컨텐츠를 재생하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 방법.

청구항 11.
제 10 항에 있어서,
(d) 상기 (b) 단계에서 수신된 제 1 재생 정보에 상기 멀티미디어 컨텐츠에 대한 어떠한 재생 위치 정보도 포함되어 있지 않은 경우, 상기 멀티미디어 컨텐츠에 대한 재생 시작 위치에서 상기 멀티미디어 컨텐츠를 재생하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 방법.

청구항 12.
제 11 항에 있어서,
(e) 상기 (c) 단계 또는 상기 (d) 단계에서 재생 중인 멀티미디어 컨텐츠에 대한 재생 경지가 발생한 경우, 상기 멀티미디어 재생 관리 장치로 상기 네트워크를 경유하여 상기 식별 정보 및 상기 재생 경지된 시점의 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 송신하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 방법.

청구항 13.
제 12 항에 있어서,
(e-1) 상기 멀티미디어 재생 관리 장치로 상기 네트워크를 경유하여 상기 (e) 단계 또는 상기 (d) 단계에서 재생 중인 멀티미디어 컨텐츠에 대한 식별 정보 및 상기 재생 시점의 제 3 재생 위치 정보를 포함하는 제 3 재생 정보를 주기적으로 송신하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 방법.

청구항 14.
제 10 항에 있어서,
(a-2) 상기 멀티미디어 재생 장치가 사동된 경우, 상기 멀티미디어 재생 관리 장치로 상기 네트워크를 경유하여 상기 멀티미디어 재생 장치에 대한 시동 신호를 송신하는 단계; 및

(a-1) 상기 (a-2) 단계에서 송신된 시동 신호를 수신한 멀티미디어 재생 관리 장치로부터 상기 네트워크를 경유하여 상기 시동 신호에 대한 확인 신호를 수신하는 단계를 포함하고,

상기 (a) 단계는 상기 (a-1) 단계에서 확인 신호가 수신되면, 상기 멀티미디어 컨텐츠에 대한 식별 정보를 송신하는 것을 특징으로 하는 멀티미디어 재생 방법.

청구항 15.
(a) 멀티미디어 재생 장치로부터 네트워크를 경유하여 소정의 멀티미디어 컨텐츠에 대한 식별 정보를 수신하는 단계;
(b) 상기 (a) 단계에서 수신된 식별 정보가 저장하는 멀티미디어 컨텐츠에 대한 제 1 재생 위치 정보를 추출하는 단계; 및
(c) 상기 멀티미디어 재생 장치로 상기 네트워크를 경유하여 상기 식별 정보 및 상기 (b) 단계에서 추출된 제 1 재생 위치 정보를 포함하는 제 1 재생 정보를 송신하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 관리 방법.

청구항 16.
제 15 항에 있어서,
(d) 상기 (c) 단계에서 수신된 제 1 재생 위치 정보를 수신한 멀티미디어 재생 장치로부터 상기 네트워크를 경유하여 상기 식별 정보 및 상기 멀티미디어 컨텐츠에 대한 제 2 재생 위치 정보를 포함하는 제 2 재생 정보를 수신하는 단계; 및
(e) 상기 (d) 단계에서 수신된 제 2 재생 정보를 저장하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 관리 방법.

청구항 17.
제 16 항에 있어서,
상기 (b) 단계는 상기 식별 정보가 저장되어 있으면, 상기 식별 정보가 저장하는 멀티미디어 컨텐츠에 대한 제 1 재생 위치 정보를 추출하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 관리 방법.

청구항 18.
제 15 항에 있어서,
(a-2) 상기 멀티미디어 재생 장치로부터 상기 네트워크를 경유하여 상기 멀티미디어 재생 장치에 대한 시동 신호를 수신하는 단계; 및

(a-1) 상기 (a-2) 단계에서 시동 신호가 수신되면, 상기 멀티미디어 재생 장치로 상기 네트워크를 경유하여 상기 시동 신호에 대한 확인 신호를 송신하는 단계를 포함하고,

상기 (a) 단계는 상기 (a-1) 단계에서 송신된 확인 신호를 수신한 멀티미디어 재생 장치로부터 상기 네트워크를 경유하여 상기 멀티미디어 컨텐츠에 대한 식별 정보를 수신하는 것을 특징으로 하는 멀티미디어 재생 관리 방법.

청구항 19.
(a) 멀티미디어 재생 관리 장치로 네트워크를 경유하여 소정의 멀티미디어 컨텐츠에 대한 식별 정보를 송신하는 단계;
(b) 상기 (a) 단계에서 수신된 식별 정보를 수신한 멀티미디어 재생 관리 장치로부터 상기 네트워크를 경유하여 상기 멀티미디어 컨텐츠에 대한 제 1 재생 정보를 수신하는 단계; 및
(c) 상기 (b) 단계에서 수신된 제 1 재생 정보에 포함된 식별 정보가 상기 식별 정보와 일치하고, 상기 수신된 제 1 재생 정보에 제 1 재생 위치 정보가 포함되어 있는 경우, 상기 제 1 재생 위치 정보가 나타내는 재생 위치에서 상기 멀티미디어 컨텐츠를 재생하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 방법을 컴퓨터에서 실행시키기 위한 프로그램을 기록한 컴퓨터로 읽을 수 있는 기록 매체.

청구항 20.

(a) 멀티미디어 재생 장치로부터 네트워크를 경유하여 소정의 멀티미디어 컨텐츠에 대한 식별 정보를 수신하는 단계;

(b) 상기 (a) 단계에서 수신된 식별 정보가 지정한 멀티미디어 컨텐츠에 대한 제 1 재생 위치 정보를 추출하는 단계; 및

(c) 상기 멀티미디어 재생 장치로 상기 네트워크를 경유하여 상기 식별 정보 및 상기 (b) 단계에서 추출된 제 1 재생 위치 정보를 포함하는 제 1 재생 정보를 송신하는 단계를 포함하는 것을 특징으로 하는 멀티미디어 재생 관리 방법을 컴퓨터에서 실행시키기 위한 프로그램을 기록한 컴퓨터로 읽을 수 있는 기록 매체.
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Method and apparatus for playing content

Abstract
An apparatus and method for playing the content stored in advance by reading the contents of the downloaded contents includes information related to the available bandwidth to download the information relating to the detection. Then, based on the detected bandwidth, the request includes bandwidth information; receiver matches the bandwidth corresponding to the detected download; download the content and the stored content playback combination. As a result of real-time automatic detection of the playback apparatus currently available bandwidth of the link network, to dynamically change the desired quality of the downloaded content, in order to achieve seamless play while also avoiding the trouble to select the quality of the user may bring.

대표도면(Representative drawing)
Scope of Claims

Claim 1:
A content playback method comprising the steps of:
Read the contents of the pre-stored, which includes information and download content related;
Detect available bandwidth;
According to the downloaded content-related information and sends a download request, the request including the bandwidth information;
Receive matches the corresponding detection bandwidth to download content; and
Download content combined with the pre-stored player.

Claim 2:
The method according to claim 1, wherein the download request further includes storing the URL of the download site.

Claim 3:
The method according to claim 1, wherein the detector detects the effective bandwidth is the amount of information transmitted through a specific time to obtain.

Claim 4:
4 A content playback method comprising the steps of:
   - Read the contents of the pre-stored, which includes information and download content related;
   - Detect available bandwidth;
   - And according to the bandwidth information of the content related to the download detected, selecting the corresponding quality of downloaded content;
   - According to the downloaded content-related information and sends a download request, the request includes the corresponding quality information;
   - Receive download content conforming to the appropriate quality; and
   - The downloaded content combined with the contents of the stored broadcast.

Claim 5:
The method as claimed in claim 4, wherein the information related to the download includes the disc ID, URL of the download content is stored and a quality menu of the web site to download the content, wherein the quality menu includes the download different quality options content.

Claim 6:
The method as claimed in claim 4, wherein the detection by detecting the effective bandwidth is the amount of information transmitted within a specific time to acquire.

Claim 7:
7 A content playback method comprising the steps of:
   - Read the contents of the pre-stored, which includes information and download content related;
   - Detect available bandwidth;
   - A download request based on the information and downloading content related to the issue, the request includes information about the different quality downloadable content;
   - And according to the bandwidth information of the content related to the download detected, selecting the corresponding quality of downloaded content;
   - Another issue a download request, the request includes the corresponding quality information;
   - Receive download content conforming to the appropriate quality; and
   - The downloaded content combined with the contents of the stored broadcast.

Claim 8:
The apparatus as claimed in claim 7, wherein the information related to the download includes the disk ID and the URL of the download content storage site.

Claim 9:
9 An apparatus according to claim 8, wherein the bandwidth is detected by detecting an effective amount of information transmitted within a specific time to obtain.

Claim 10:
[10] A content playback apparatus comprising:
   - A reading means for reading a pre-stored content which include information relevant to the downloaded content;
   - A detecting means for detecting available bandwidth;
   - A transmitting means, a download request for the download according to the information about the issue, the request including the bandwidth information;
   - A receiving means for receiving the detected bandwidth matches the corresponding download; and
   - An output means for downloading the content and combination of the pre-stored content playback.

Claim 11:
11 An apparatus according to claim 10, wherein the download request further includes storing the URL of the download site.

Claim 12:
12 An apparatus according to claim 10, wherein the detection by detecting the effective bandwidth is the amount of information transmitted within a specific time to obtain.
Claim 13:

[13] A content playback apparatus comprising:
A reading means for reading a pre-stored content which include information relevant to the downloaded content;
A detecting means for detecting available bandwidth;
A selection means according to the detected bandwidth, and information related to the content of the download, the download content and select the corresponding quality;
A transmitting means, a download request for the download according to the information about the issue, the request includes the corresponding quality information;
A receiving means for receiving the downloaded content conforming to the respective quality; and
An output means for the downloaded content combined with the contents of the stored broadcast.

Claim 14:

14 An apparatus as claimed in claim 13, wherein the information related to the downloaded content, including the disc ID, URL of the download content is stored and a quality menu of the web site to download the content, wherein the quality menu includes the download different quality options content.

Claim 15:

15 An apparatus according to claim 13, wherein the detection by detecting the effective bandwidth is the amount of information transmitted within a specific time to obtain.

Claim 16:

[16] A content playback apparatus comprising:
A reading means for reading a pre-stored content which include information relevant to the downloaded content;
A method of detecting means for detecting available bandwidth;
A transmission means for issuing a download request, wherein the first download request includes information on the different quality of the download, a download request including the second information based on the quality information corresponding to the downloaded content-related twice;
A selection means according to the detected bandwidth, and information related to the content of the download, the download content and select the corresponding quality;
A receiving means for receiving the downloaded content conforming to the respective quality; and
An output means for the downloaded content combined with the contents of the stored broadcast.

Claim 17:

17 An apparatus as claimed in claim 16, wherein the information related to the content and include the URL to download the disk ID of the download and storage sites.

Claim 18:

18 An apparatus according to claim 17, wherein the detection by detecting the effective bandwidth is the amount of information transmitted within a specific time to obtain.

Description

Technical Field
The present invention relates to a method and apparatus for playing content, especially a method and apparatus for detecting a real-time playback apparatus to the available bandwidth of the network link to download the appropriate quality content and play.

Background Art
With the rapid development of CD-ROMs and CD playback technology, more and more content is stored on a network server so that the disc will play in the process of downloading the content to the player, and thus with the CD player.
The content can be downloaded applications, audio and subtitles. Application means the application language JAVA application expressed or expressed in other programming languages. JAVA language in which the application expressed as follows: JAVA language written advertising, games, animation and implementation of procedures to control playback of a disc and so on.
The application, additional audio and subtitles to save on a network server, and then downloaded to the player ready to play with the disc, which in many ways and the
corresponding disc player in both applications, such as Blu-ray Disc (Blu-ray Disc) and corresponding player, eDVD (Enhanced DVD) and corresponding player and the like. Currently, download content from the web server to accommodate the disc is playing, often a dialog box for the user to select appears on the screen. The dialog box to the user based on the current network link type (dialup Internet access, integrated services digital network (ISDN), broadband Internet access, etc.) select a corresponding bandwidth (or flow, Throughput), and this is sent to the web server bandwidth options request download quality (bitrate size) adapted to the bandwidth of information in order to use this information to match appropriate quality disc playback information seamlessly. For example, if you are dialing the Internet, the network link bandwidth available is relatively small. At this point, the user may choose to download the current bandwidth size adapted to match the quality of the audio disc playback information. If a user is connected to the broadband network, the network link bandwidth is relatively large, the user can choose to download the current bandwidth size adapted quality audio, animation or games to play with the disc information. However, whether the Internet or dial-up internet access, the bandwidth of its network links are dynamic. Users according to their current link type, select a bandwidth to download the corresponding quality information. But after a while the bandwidth of the network link changes, if any more (or less) of other devices or users to connect to the Internet, resulting in a network link bandwidth is larger (or smaller), so that the selected quality and network link bandwidth is no longer matching, making it difficult to make full use of the current network bandwidth or link seamless playback.

In addition, the selection process, the user must know a lot of expertise, such as dial-up Internet bandwidth may be much the largest broadband Internet bandwidth may be much like. In this way, users may have to make the right choice of quality in order to achieve seamless playback possible. However, the fact that not every user knows the above knowledge, if you do not understand, it is likely to make the wrong choice. For example, according to the current actual bandwidth, users could download a better quality information to meet disc player, but because the choice of the actual bandwidth less than the current bandwidth, resulting in poor quality of information downloaded to cope with CD player, so, to users with poor playback, CD interest affecting the user to view information. On the other hand, according to the current actual bandwidth, users can download the information to match poor quality disc player, but because of the chosen bandwidth is greater than the current actual bandwidth, leading to the current bandwidth to download with better quality does not match the information to cope with CD player, you can easily result in a delay in information to download content directly from the CD-ROM is read out, making it difficult to achieve synchronous playback.

Therefore, an improved method and apparatus for downloading content to avoid the above drawbacks.

**Disclosure**

**SUMMARY OF THE INVENTION**

The present invention provides a content playback method and apparatus to detect a real-time dynamic network link bandwidth.

A content playback method of the present invention, comprising the steps of: reading a pre-stored content which include information relevant to the downloaded content; detecting available bandwidth; a download request to download the content based on the information relating to the issue of the request includes the bandwidth information; receiving line with the corresponding detection bandwidth to download content; and download content combined with pre-stored content playback.

Another method of the present invention is to play the content, comprising the steps of: reading a pre-stored content which include information relevant to the downloaded content; detecting available bandwidth; based on the detected bandwidth information and the download of the content-related, selecting the appropriate quality downloadable content; a download request based on the information and downloading content related to the issue, the request including the corresponding quality information; receiving downloadable content in line with the corresponding quality; and the downloaded content with the combining the stored contents of said play.

A content playback apparatus according to the present invention, comprising: a reading means for reading a pre-stored content which include information relevant to the downloaded content; a detecting means for detecting available bandwidth; one transmission means for
requesting a download according to the downloaded content-related information is issued, the request including the bandwidth information; a receiving means for receiving the detected bandwidth matches the corresponding download; and an output means for the said pre-stored the downloaded content combined with the contents playback.
The method and apparatus of the present invention, downloading the content, the use of real-time automatic detection of the playback apparatus currently available bandwidth of the link network, to dynamically change the desired quality of the downloaded content, in order to achieve a seamless play while also avoiding the quality of the user's own choice may bring trouble.
Claimed in the accompanying drawings and the description below with reference to the requirements by the present invention as well as other objects and achievements of the complete understanding of the present invention will be more clearly defined.

Description Of Drawings

Brief Description

The present invention will be described in further detail by way of example and with reference to the accompanying drawings.

Figure 1 is a schematic block diagram of the present invention is an optical disc playback system of the embodiment;
Figure 2 is a schematic block diagram of a first embodiment of the player shown in Figure 1;
Figure 3 is a schematic block diagram of a second embodiment of the player shown in Figure 1;
4 is a flowchart of the optical disc player shown in FIG playback;
5 is a flowchart of the optical disc player shown in Fig 3 player;
In all the above drawings, like reference numerals indicate similar or corresponding features and functions.

Mode Of Invention

Embodiment

Figure 1 shows a schematic block diagram of the present invention, the optical disk playback system. CD disc playback system includes 10 players to play the disc 20 and the network server 60. Wherein the player 20 is linked with the network server 60 via the Internet. Player 20 Download quality information (or bit rate) with the current bandwidth of the network link (or flow (Throughput)) from a network server 60 to combine with the optical disc 10 is stored in the player information.

Figure 2 shows a schematic block diagram of the player according to the first embodiment of the present. Player 20 comprises reading means 21, a network communication device 22, the decoding means 23, an output device 24, a buffer device 25 and the bandwidth detection means 26, the player 20 other conventional elements not shown in Figure 1.
Readout device 21 is used to read the disc information. Information stored in the optical disk including the information needed to play, the disc ID (disc identifier or number, etc.) and corresponding to the required download URL or the like of the read-out means 21 reads. In the player, the player needs to be stored on the optical disk information is directly supplied to the decoding apparatus 23, and the disk ID and the URL corresponding to the required download content is delivered to the network communication device 22, including some of the optical disc for playback with auxiliary information, such as advertising, games, animation, audio and subtitles.
Bandwidth detection means 26 is used to detect in real time the player 20 and the network link bandwidth of the network server 30, and is used to detect the bandwidth of the network link is sent to the network communication device 22. When the player does, the bandwidth of each detecting device 26 according to the second transmission the effective amount of information from a network server network communication device 22 calculates the current network link bandwidth. Because the information downloaded through the network are usually first and then the input buffer for playback device 25, it can also be an effective amount of information into the buffer 25 is calculated per unit according to the current network link bandwidth. Bandwidth detection means 26, the function may be performed by a conventional CD player processor.

Network communication device 22 is used to receive the one hand, the device reads the URL sent from the disc ID 21 and the required downloadable content, on the other hand is also used to receive 26 to pass over the current network bandwidth detection device link bandwidth. The network communication device 22 includes a transmission apparatus 27 and
the receiving apparatus 28. Wherein the transmission device 27 is used to issue a download request receiving means 28 for receiving a download request with the corresponding information. Content download request issued by including URL required to download content, the disc ID and current network link bandwidth information. According to a first embodiment of the present invention, when the bandwidth is changed, the network communication device 22 to change the bandwidth of the download request information sent to the network server 60.

Said downloading request is sent to the network server, then the server according to the network link bandwidth option to select the desired quality of the downloaded content to meet the quality of a current bandwidth of the network server can be a way to achieve the above selection process: Information is needed to download from the CD-ROM disc content provider or vendor content providers licensed by the network server to upload and download content needed for each corresponds to a quality selection menu, the quality of the content selection menu includes different quality options.

For example, downloading content that is stored on a network server is the director annotation, the corresponding menu has the following options: A, using good quality audio to express the director annotation, rate of 256Kbps; B, compared with the quality Poor audio annotation to express the director, the rate of 64Kbps; C, with a text-based subtitle to express the director's comments, rate of 20Kbps, in order to receive the current network server when the network link bandwidth automatically from the menu Select the downloaded information in line with the current bandwidth in order to achieve seamless playback.

Buffer means 25 is used to buffer the network communication device 22 is received by the receiving apparatus 28 to download information. When working in the decoding means 23 players to download content from the buffer unit 25 outputs and reads the disc information readout device 21 decodes, and an output device 24 downloads disc information and synchronize the output received.

In a first embodiment, the player 20 to perform the function of the elements can be combined by the JAVA application processor (not shown) to control.

Detected by real-time bandwidth of 20 pairs of players, according to the network server 60 is able to detect the bandwidth required to download content from a quality selection menu, choose quality meets the bandwidth to download information and to send the required quality to the player download content. According to the present invention, the player can adjust the quality of the downloaded information in real time according to the network connection condition to improve playing efficiency.

Figure 3 shows a schematic view of the structure of the player of the second embodiment of the present invention. Player 30 comprises reading means 21, a network communication device 22, the decoding means 23, an output device 24, a buffer device 25, the bandwidth detecting device 26, selection means 31, and the other player 30 of conventional elements, not shown in Figure 1.

Figure 3 shows the player's 30 two ways to perform the play function:

Example 1

In Example 1, the desired quality of the pre-selection menu to download content stored on the disc. Thus, the content information is read out of the read-out device 21 includes a disc to be played on the stored, the disc ID, the URL corresponding to the desired quality of the download and the download of the desired menu selection. The quality selection menu as described in the first embodiment.

Bandwidth detection means 26 for detecting the current bandwidth in real time (as described in the first embodiment), and the bandwidth of the output to the selection means 31. Wherein the selection means 31 stores the corresponding API (application program interface). The network communication device 22 includes a transmission apparatus 27 and the receiving apparatus 28. Wherein the reading means from the desired quality of the downloaded content selection menu 21 can be output via the network communication device 22 to the selection means 31. Then, select the device 31 to select menu, select meet the quality required for the current bandwidth to download content from the mass, and to the quality of the output of the selected 22 network communication devices.

The network communication device 22 sends to the network device 27 to send the server 60 (Figure 1) download request, the request including the disc ID, required quality corresponding to the content download URL and downloaded content. Thus, the network
server will be able to send the desired content to the player under the download request, with the quality of the content in line with current bandwidth. Bandwidth detection means 26 and the function selection means 31 may be performed by a conventional CD player processor.

Example 2

In Example 2, the desired quality of the downloaded content selection menu stored on a network server, rather than on the disc. In this case, the bandwidth detecting device 26 to the selector means 31 outputs the information to the detection bandwidth. 22 transmitting device network communication device 27 sends a request to the network to download quality menu server, the request includes disc ID and download the required content of the corresponding URL.

After the network server receives the download request, the content of all the quality selection menu to be downloaded to the network communication device 22 to send. The quality of the network communication device 22 receives a selection menu to select the output device 31. Select the device 31 based on the current Bandwidth Bandwidth detection device detected 26 required to download content from the current quality menu, select quality meets the bandwidth, and the quality of output options to the network communication device 22.

Transmitting means 27 of the network communication device 22 to the network server to download the retransmission request, the request including the disc includes ID, corresponding to the desired quality of the download URL and download content. Thus, the network server will be able to send the desired content to the player under the download request, with the quality of the content in line with current bandwidth.

The player of the second embodiment of the present invention 30 is not only the current real-time detection network link bandwidth, but also the quality of the respective dynamically selected according to the required download bandwidth is sent to the network server. Thus, the player can receive downloaded content with appropriate quality in order to improve the efficiency of play.

Figure 4 shows a flowchart of one embodiment of playback of the embodiment according to the present invention. First, the disc information is read out (step S400), the read information included in the stored content to be played in the disc, the optical disc corresponding to the content ID and the URL to download the desired and the like. Then, real-time detection of the current available network link bandwidth (Step S410), that is, within a certain time is detected (e.g., every second), the effective amount of information transmitted from the network server arrival. This step in the process of playing the entire disc were executed.

Then, the network server sends a download request to the download request with the contents of the disc is playing, the download request includes bandwidth information disc ID, and the URL of the content needed to download the current network (step S420). Then, received from the network server sends back the required downloadable content (step S430). Wherein the download bandwidth of the received quality required to find the corresponding server through the network to download content based on current network link. Finally, decoding the downloaded information and read information from the optical disc player, in order to achieve seamless playback (step S440).

Figure 5 illustrates a flowchart according to another player embodiment of the present invention. First, the disc information is read out, the read information included in the stored content of the disc to be played, the disc corresponding to the content ID and the download URL (step S500) required.

Then, the download request issued to the network server to request downloading all the quality required to download the content selection menu, the request including: an optical disc such ID and URL (step S510). However, if all the quality selection menu to be pre-downloaded content stored on the disc, then in step S500, the disc information is read out of the mass further comprises selection menu, S510 may be omitted.

After that, the real-time detection of the current network link bandwidth (step S520). The steps in Figure 4 is similar to the step S410. According to the detected current network link bandwidth with the corresponding quality option selection (step S530) from the received quality of the desired download menu.
Then, send a download request (step S540), to request downloads with disc playback information, the contents of the download request includes: Disc ID, URL download the required quality and the option to download the desired content. Finally, receiving a download request corresponding to the contents information (step S550), and decodes the information and download information on the disc corresponding to achieve seamless playback (step S560).

CD player and playing method of the present invention, the use of real-time dynamic detection of the current network bandwidth required to automatically select quality downloadable content, which can achieve seamless playback, while also avoiding the quality of the user's own choice inconvenience and errors may cause. Further, the apparatus and method for real-time detection of the network link bandwidth disclosed in the present invention can also be used in other fields, such as networked PC (Personal Computer), mobile phones and other Internet. Although described in connection with specific embodiments of the present invention to be, however, the foregoing description, many alternatives, modifications, and changes to the person skilled in the art are evident. Thus, the present invention will include this alternative within the spirit and scope of the rights attached to all the requirements of the fall, modifications and changes.
一种播放内容的装置和方法通过读取预存储的内容，该内容包括与下载内容有关的信息，来根据与下载内容有关的信息检测可用带宽。然后，根据检测到的带宽发出一个请求，该请求包括带宽信息；接收符合所检测的带宽的相应下载内容；和将下载内容与预存的内容结合播放。由于采用了实时自动地检测播放装置连接网络的当前可用带宽，来动态的改变所需下载的内容的质量，从而在实现无缝播放的同时，还避免了用户自己选择质量可能带来的麻烦。
(54) Title: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

[Fig. 2]

210

CONTENT PROVIDING APPARATUS

230

MEDIA PLAYBACK APPARATUS

250

STORAGE MEDIA

(57) Abstract: A content providing system based on a media playback apparatus capable of reading content reception information stored in a storage media to provide a multimedia content to a user is disclosed. In accordance with the system, an advertisement or a promotion of a product is possible by distributing a storage media that holds a link to a content providing apparatus to consumers.
INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2008/003963

A. CLASSIFICATION OF SUBJECT MATTER

G06F 17/00(2006.01)i

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC G06F 17/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
Korean utility models and applications for utility models since 1975.
Japanese utility models and applications for utility models since 1975.

Electronic database consulted during the international search (name of database and, where practical, search terms used)
e-KIPASS * content providing apparatus, media playback apparatus, content reception information, advertisement, authentication*

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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<td>KR 1020010107173 A (WEBATECH CO., LTD.) 07 December 2001 See abstract; figures 1-5; pages 2-4; claims 1-15</td>
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<td>Y</td>
<td>CA 2512975 A1 (TVIDIA CORPORATION) 22 January 2006 See abstract; figures 1-5; pages 1-7; claims 1-20</td>
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<td>Y</td>
<td>KR 1020010093577 A (KIM, YOUNG SOO) 29 October 2001 See abstract; figure 1; pages 2-3; claims 1-4</td>
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<td>A</td>
<td>KR 1020040062255 A (WEB DATA BANK CO., LTD.) 07 July 2004 See abstract; figures 1-6; pages 2-4; claims 1-7</td>
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\[ \square \text{ Further documents are listed in the continuation of Box C. } \]
\[ \times \text{ See patent family annex. } \]

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search
21 JANUARY 2009 (21.01.2009)

Date of mailing of the international search report
21 JANUARY 2009 (21.01.2009)

Name and mailing address of the ISA/KR
Korean Intellectual Property Office
Government Complex-Daejeon, 139 Seoam-ro, Seogu, Daejeon 302-701, Republic of Korea
Facsimile No. 82-42-472-7140

Authorized officer
KYE, Won Ho
Telephone No. 82-42-481-8375
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Electronic Patent Application Fee Transmittal

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**Title of Invention:** Content providing system based on media playback apparatus

**First Named Inventor/Applicant Name:** Wonjang Baek

**Filer:** Sungyeop Chung/Sabrina Maya

**Attorney Docket Number:** 0366.1020

Filed as Small Entity

**Utility under 35 USC 111(a) Filing Fees**

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Claims:

Miscellaneous-Filing:

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Patent-Appeals-and-Interference:

Post-Allowance-and-Post-Issuance:

Extension-of-Time:
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- **Payment Type:** Credit Card
- **Payment was successfully received in RAM:** $90
- **RAM confirmation Number:** 5893
- **Deposit Account:**
- **Authorized User:**

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## Multipart Description/PDF files in .zip description

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### Warnings:

#### Information:

| Refs_File_081214.pdf               | 12775881 | yes | 98 |

## Multipart Description/PDF files in .zip description

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### Warnings:
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al. Confirmation No. 6709

Application No. 12/216,192 Group Art Unit: 2165

Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In accordance with the duty of disclosure provisions of 37 CFR § 1.56, there is hereby provided certain information which the Examiner may consider material to the examination of the subject U.S. patent application. It is requested that the Examiner make this information of record if it is deemed material to the examination of the subject application.

1. Enclosures accompanying this Information Disclosure Statement are:

1a. ☒ List Of References Cited By Applicant (ATTACHMENT 1(a), hereto).
1c. ☐ English language copy of a communication(s) from a foreign Patent Office or a PCT International Search Report.
1d. ☒ English language translation (Abstract Only) attached to non-English language publications as indicated on the attached List Of References Cited By Applicant.
1e. ☐ Explanations of Relevancy of References (ATTACHMENT 1(e), hereto) for providing a concise explanation of non-English publications.
1f. ☐ List of Copending Applications (ATTACHMENT 1(f), hereto).
1g. ☐ List of Additional Submitted Documents (ATTACHMENT 1(g), hereto).

2. ☐ This Information Disclosure Statement is filed under 37 CFR § 1.97(b):

   (Check either item 2a or 2b or 2c or 2d)

2a. ☐ Within three months of the filing date of a national application;
2b. ☐ Within three months of the date of entry of the national stage as set forth in § 1.491 in an international application.
2c. ☐ Before the mailing of a first Office Action on the merits; or
2d. ☐ Before the mailing of a first Office Action after the filing of a Request for Continued Examination under § 1.114.
3. ☒ This Information Disclosure Statement is filed under 37 CFR § 1.97(c) after the period specified in paragraph 2 above but before the mailing date of any of a Final Office Action under § 1.113, a Notice of Allowance under § 1.311 or an action that otherwise closes prosecution in the application, AND

   (Check either Item 3a or 3b; Item 3b to be checked if any reference known for more than 3 months)

3a. ☐ The § 1.97(e) Statement in Item 5 below is applicable; OR
3b. ☒ The fee set forth in 37 CFR § 1.17(p) is enclosed, said fee being:
   ☐ $180.00 (large entity fee).
   ☒ $90.00 (small entity fee).
   ☐ $45.00 (micro entity fee).

4. ☐ This Information Disclosure Statement is filed under 37 CFR § 1.97(d) after the period specified in paragraph 3 above, but on or before payment of the Issue Fee, AND

4a. ☐ The § 1.97(e) Statement in Item 5 below is applicable; AND
4b. ☐ The fee set forth in 37 CFR § 1.17(p) is enclosed, said fee being:
   ☐ $180.00 (large entity fee).
   ☐ $90.00 (small entity fee).
   ☐ $45.00 (micro entity fee).

5. ☐ Statement under § 1.97(e) (applicable if Item 3a or Item 4a is checked)

   (Check either Item 5a or 5b)

5a. ☐ In accordance with 37 CFR § 1.97(e)(1), it is stated that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement.
5b. ☐ In accordance with 37 CFR § 1.97(e)(2), it is stated that no item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in this Information Disclosure Statement was known by any individual designated in § 1.56(c) more than three months prior to the filing of this Information Disclosure Statement.

6. ☐ This is included with a Request for Continued Examination under 37 CFR § 1.114.

   (Check either Item 6a or 6b)

6a. ☐ The Issue Fee has not been paid.
6b. ☒ A Petition to Withdraw from issue under 37 CFR § 1.313(c) is filed concurrently herewith or has been granted. A Request for Continued Examination under 37 CFR § 1.114, after payment of the Issue Fee, is proper in accordance with 37 CFR § 1.114(a), respectively.
7. □ This is a Supplemental Information Disclosure Statement.
   (Check either Item 7a or 7b)
   
   7a. □ This Supplemental Information Disclosure Statement under 37 CFR § 1.97(f) supplements the Information Disclosure Statement filed on ___. A bona fide attempt was made to comply with 37 CFR § 1.98, but inadvertent omissions were made. These omissions have been corrected herein. Accordingly, additional time is requested so that this Supplemental IDS can be considered as if properly filed on ___.
   
   7b. □ This Supplemental Information Disclosure Statement is timely filed within one (1) month of the Notice under 37 CFR §§ 1.97 and 1.98, mailed ___.

8. □ In accordance with 37 CFR § 1.98, a concise explanation of what is presently understood to be the relevance of each non-English language publication is:
   (Check appropriate items 8a, 8b, 8c and/or 8d)
   
   8a. □ satisfied for the non-English language publication(s) cited on the enclosed "English language version of the search report or action which indicates the degree of relevance found by the foreign office". (See MPEP § 609.04(a)(III), Minimum Requirements for an Information Disclosure Statement: Concise Explanation of Relevance, 8th Ed., Rev. 5)
   
   8b. □ set forth in the application.
   
   8c. □ satisfied for the non-English language publication(s) indicated on the attached List Of References Cited By Applicant as having an English language translation (Abstract Only) attached thereto.
   
   8d. □ enclosed as Attachment 1(e), hereto.

9. No admission is made that the information cited in this Statement is, or is considered to be, material to patentability nor a representation that a search has been made (other than search report(s) from a counterpart foreign application or a PCT International Search Report, if submitted herewith). 37 CFR §§ 1.97(g) and (h).

10. The Commissioner is authorized to credit any overpayment or charge any additional fee required under 37 CFR § 1.17 for this Information Disclosure Statement to Deposit Account No. 503333.

Respectfully submitted,

STEIN IP, LLC

Dated: August 12, 2014

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510

By: Sungyeop Chung
Registration No. 64,130
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@steinip.com
**Office Action Summary**

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**Period for Reply**

A SHORTESTED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

1) ☑ Responsive to communication(s) filed on 10/31/13.
   - A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filed on ______.
2a) ☐ This action is FINAL.
2b) ☑ This action is non-final.
3) ☑ An election was made by the applicant in response to a restriction requirement set forth during the interview on ______; the restriction requirement and election have been incorporated into this action.
4) ☑ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

5) ☑ Claim(s) 1-13 and 17 is/are pending in the application.
   - 5a) Of the above claim(s) ______ is/are withdrawn from consideration.
6) ☐ Claim(s) ______ is/are allowed.
7) ☑ Claim(s) 1-13, 17 is/are rejected.
8) ☐ Claim(s) ______ is/are objected to.
9) ☐ Claim(s) ______ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the Patent Prosecution Highway program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

**Application Papers**

10) ☐ The specification is objected to by the Examiner.
11) ☑ The drawing(s) filed on ______ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
   - Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
   - Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

**Priority under 35 U.S.C. § 119**

12) ☑ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

**Certified copies:**

a) ☐ All  b)☐ Some**  c)☐ None of the:
   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. ______.
   3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

**Attachment(s)**

1) ☑ Notice of References Cited (PTO-892)
2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
   - Paper No(s)/Mail Date ______.
3) ☐ Interview Summary (PTO-413)
   - Paper No(s)/Mail Date ______.
4) ☐ Other: ______.
DETAILED ACTION

1. In view of the appeal brief filed on January 6, PROSECUTION IS HEREBY REOPENED. A new ground of rejection is set forth below.

To avoid abandonment of the application, appellant must exercise one of the following two options:

(1) file a reply under 37 CFR 1.111 (if this Office action is non-final) or a reply under 37 CFR 1.113 (if this Office action is final); or,

(2) initiate a new appeal by filing a notice of appeal under 37 CFR 41.31 followed by an appeal brief under 37 CFR 41.37. The previously paid notice of appeal fee and appeal brief fee can be applied to the new appeal. If, however, the appeal fees set forth in 37 CFR 41.20 have been increased since they were previously paid, then appellant must pay the difference between the increased fees and the amount previously paid.

A Supervisory Patent Examiner (SPE) has approved of reopening prosecution by signing below.

Response to Amendment

2. This Office Action is in response to applicant’s communication filed August 8, 2013 in response to PTO Office Action dated May 8, 2013. The Applicant’s remarks and amendments to the claims and/or the specification were considered with the results that follow.

3. In response to the last Office Action, there are no claim amendments, cancelled or added claims. As result, claims 1-13 and 17 are now pending in this application.
Priority

4. As required by M.P.E.P. 201.14(c), acknowledgement is made of applicant’s claim for priority based on applications filed on 07/06/2007. Receipt is acknowledged of papers submitted under 35 U.S.C. 119(a)-(d), which papers have been placed of record in the file.

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

7. Claims 1-2, 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Labrozzi et al. US Publication 20060233236 in view of Candelore US Patent 8185921

Regarding claim 1, Labrozzi et al. teach content providing system comprising:

a content providing apparatus for storing a plurality of multimedia contents (paragraph 22, disclose video source material ) including a plurality of scene resource data obtained by dividing a data application according to scenes (paragraph 24, disclose plurality of scene or segments) , having wherein the data application has a
plurality of scenes for interactive service (paragraph 24, disclose plurality of scenes or fragments),

However, Labrozzi et al. does not teach wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is executed scene-by-scene and a resource data; and

a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data.

Candelore teach wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is executed scene-by-scene (col. 3, lines 6-15), disclose executable code in the form of an application, an applet, a routine or even a series of instructions, and a resource data (col. 3, lines 16-50, represents a stream of digital content that is configured for transmission to one or more digital devices for viewing and/or listening. According to one embodiment, the program may contain MPEG (Moving Pictures Expert Group) compliant compressed video. The "scene" may be generally defined as one or more frames of content, namely one or more frames video, one or more still
images, or any combination thereof. For instance, as an example, a scene may include fifteen (15) consecutive frames of video); and

    a media playback apparatus for establishing a communication connection with
the content providing apparatus based on content reception information read by the
media playback apparatus from external storage media (See Fig. 3, col. 5, lines 30-
37, disclose content provider 120 may be adapted with an antenna/tuner 200 (e.g.,
satellite antenna, etc.) to receive incoming content, which is external to and connected
to the media playback apparatus, for receiving one of the plurality of multimedia
contents and providing the received multimedia content by subjecting the received
multimedia content to signal processing, and receiving and providing the scene
resource data (col. 5, lines 39-59, disclose during playback during playback as normal,
and may include additional closed captioning information that provides rating
information of an upcoming scene or tag information used to identify the type of content
within the upcoming scene, which maybe encrypted for children under age and not
supposed to be viewing content).

    It would have been obvious to one of ordinary skill in the art at the time the
invention was made to include the teaching of Candelore because he disclose capability
of scene-to-scene filtering and language filtering (col. 1, lines 40-55).

    Regarding claim 2, The combined references teach the system in accordance
with claim 1, however, Candelore teach wherein the content reception information
includes network identification information of the content providing apparatus, and
wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information (col. 5, lines 50-59, disclose encrypted data transmitted through encryption logic and then transmitted via transmission medium 130 to digital device 110 and perhaps other digital devices).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Candelore because he disclose capability of scene-to-scene filtering and language filtering (col. 1, lines 40-55)).

**Regarding claim 10.** The combined references teach the system in accordance with claim 1, however, Candelore teach reference teach wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (col. 5, lines 50-59, disclose encrypted data transmitted through encryption logic and then transmitted via transmission medium 130 to digital device 110 and perhaps other digital devices).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Candelore because he disclose capability of scene-to-scene filtering and language filtering (col. 1, lines 40-55)).
8. **Claims 3-9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Labrozzi et al. US Publication 20060233236 in view of Candelore US Patent 8185921 in view of Ikeda et al. US Publication 20060098936.**

**Regarding claim 3.** The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the content reception information includes authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

Ikeda et al. teach wherein the content reception information includes authentication information, (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card)

wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to
perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 4.** The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

Ikeda et al. teach, wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card), and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).
It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 5.** The combined references teach the system in accordance with claim 1, however neither reference teach wherein the media playback apparatus stores a user identification information or device identification information of the media playback apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

Ikeda et al. teach wherein the media playback apparatus stores a user identification information or device identification information of the media playback apparatus (paragraph 259, disclose selectively played back in accordance with the user’s operation), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information (paragraph 361, disclose protected
area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 6.** The combined references teach the system in accordance with claim 4, however, Ikeda et al. teach wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 274, disclose storing update information), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD
scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 7.** Ikeda et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 274, disclose storing update information), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 8.** Ikeda et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area (paragraph 274, disclose storing update
information), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 9.** The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

Ikeda et al. teach wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents (paragraph 318, disclose date and time of accessing multimedia), disclose multimedia contents), and wherein one of the plurality of multimedia contents to
be transmitted to the media playback apparatus is selected based on the list (paragraph 310-311 disclose play list)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).


The combined references teach the system in accordance with claim 3, however, Ikeda et al. teach wherein the resource data included in the scene resource data comprises, an image of a button of the user interface (paragraph 349, disclose buttons to make changes of the state of the image), and a text data (paragraph 215, disclose text data).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to
perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

Even though Ikeda et al. teach an image of a button of the user interface (paragraph 349, disclose buttons to make changes of the state of the image), and a text data (paragraph 215, disclose text data). He does not teach a background image.

Hamada et al. teach a background image (col. 9, lines 11-18, disclose background image).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Hamada et al. because a lot of time and effort to create the content can be saved (col. 5, lines , disclose a user interface which makes easier).

10. **Claim 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Labrozzi et al. US Publication 20060233236 in view of Candelore US Patent 8185921 in further view of Swartz et al. US Publication 20070180509.**

**Regarding claim 11.** The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the storage media includes a disk media , and wherein the media playback apparatus provides the multimedia
content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

Swartz et al. teach wherein the storage media includes disk media (paragraph 300, disclose media disk), and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing (paragraph 372, disclose media content stored).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 12.** The combined references teach the system in accordance with claim 11, however Swartz et al. does not teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

Swartz et al. teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification (paragraph 348, disclose storage media, i.e. blu-ray or other optical storage disc).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).
Regarding claim 13. The combined references teach the system in accordance with claim I, however, Song et al. does not teach wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Swartz et al. teach wherein the storage media stores a user interface program (paragraph 372, disclose media interface for storing media content), and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program (paragraph 424, disclose shared context with programs for secure transferring of information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into the combined references because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

Response to Arguments

11. Applicant’s arguments with respect to claims 1-13 and 17 have been considered but are moot because the arguments do not apply to any of the references being used in the current rejection.

Conclusion

12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to KELLYE BUCKINGHAM whose telephone number is
(571)270-1756. The examiner can normally be reached on Monday- Friday, 7:30-5:00 EST alt Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Neveen Abel-Jalil can be reached on 571-272-4074. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

May 5, 2014
/K. B./
Examiner, Art Unit 2165

/Jacob F. Bétit/
Supervisory Patent Examiner, Art Unit 2158
**Notice of References Cited**

**U.S. PATENT DOCUMENTS**

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**NON-PATENT DOCUMENTS**

Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages.

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* *A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)*

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

U.S. Patent and Trademark Office
PTO-892 (Rev. 01-2001)
### Search Notes

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CPA: No
T.D.: No
R.1.47: No
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5/5/2014 2:17:38 PM
C: \ Users \ kbuckingham \ Documents \ EAST \ Workspaces \ 12216192.wsp
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.
This is in response to the Pre-Appeal Brief Request for Review filed 06 January, 2014.

1. □ Improper Request – The Request is improper and a conference will not be held for the following reason(s):

   - The Notice of Appeal has not been filed concurrent with the Pre-Appeal Brief Request.
   - The request does not include reasons why a review is appropriate.
   - A proposed amendment is included with the Pre-Appeal Brief request.
   - Other: ____________

The time period for filing a response continues to run from the receipt date of the Notice of Appeal or from the mail date of the last Office communication, if no Notice of Appeal has been received.

2. □ Proceed to Board of Patent Appeals and Interferences – A Pre-Appeal Brief conference has been held. The application remains under appeal because there is at least one actual issue for appeal. Applicant is required to submit an appeal brief in accordance with 37 CFR 41.37. The time period for filing an appeal brief will be reset to be one month from mailing this decision, or the balance of the two-month time period running from the receipt of the notice of appeal, whichever is greater. Further, the time period for filing of the appeal brief is extendible under 37 CFR 1.136 based upon the mail date of this decision or the receipt date of the notice of appeal, as applicable.

   - The panel has determined the status of the claim(s) is as follows:
     Claim(s) allowed: ______.
     Claim(s) objected to: ______.
     Claim(s) rejected: ______.
     Claim(s) withdrawn from consideration: ______.

3. □ Allowable application – A conference has been held. The rejection is withdrawn and a Notice of Allowance will be mailed. Prosecution on the merits remains closed. No further action is required by applicant at this time.

4. ✓ Reopen Prosecution – A conference has been held. The rejection is withdrawn and a new Office action will be mailed. No further action is required by applicant at this time.

All participants:

(1) NEVEEN ABEL JALIL

(2) SPE Usmaan Saeed, AU 2169

(3) Examiner Kellye Buckingham

(4) ____________

/NEVEEN ABEL JALIL/ Supervisory Patent Examiner, Art Unit 2165
PRE-APPEAL BRIEF REQUEST FOR REVIEW

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on January 3, 2014.

Signature /schung/

Typed or printed name Sungyeop Chung

Application Number 12/216,192
Filed July 1, 2008

First Named Inventor Wonjung BAEK

Art Unit 2165
Examiner Kelly Dee BUCKINGHAM

Docket Number (Optional) 0366.1020

Applicant requests review of the final rejection in the above-identified application. No amendments are being filed with this request.

This request is being filed with a notice of appeal.

The review is requested for the reason(s) stated on the attached sheet(s).

Note: No more than five (5) pages may be provided.

I am the

☐ applicant/inventor.

☐ assignee of record of the entire interest.
See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed.
(Form PTO/SB/96)

☑ attorney or agent of record.
Registration number 64,130

/schung/
Signature

Sungyeop Chung
Typed or printed name

202-216-9505, extension 1100
Telephone number

January 3, 2014
Date

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☑ "Total of 1 forms are submitted.

This collection of information is required by 35 U.S.C. 132. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11, 1.14 and 41.6. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Privacy Act Statement

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2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

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6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

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IN THE UNITED STATES PATENT AND TRADemark OFFICE

In re the Application of:

Wonjang BAEK et al. Confirmation No. 6709
Application No. 12/216,192 Group Art Unit: 2165
Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

ADDENDUM – PRE-APPEAL BRIEF REQUEST FOR REVIEW

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Pursuant to Applicants' concurrently filed Notice of Appeal and concurrently filed Pre-Appeal Brief Request for Review, Applicants submit this Addendum providing the reasons for the request. The Pre-Appeal Brief Request for Review is authorized at 1296 OG 67 (July 12, 2005) and 1303 OG 21 (February 7, 2006).

As required, this Addendum is five pages or less.

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The status of the claims of the application is as follows:

Claims 1-13 and 17: rejected.

Claims 14-16: canceled.

Claims 1-13 and 17 are the subject of this appeal.

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Claims 1-10 are not unpatentable under 35 U.S.C. § 103(a) over Labrozzi et al. US Publication 20060233236 in view of Ikeda et al. U.S. Publication 20060098936.

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In view of the law and facts stated herein, the Appellant respectfully submits that the Examiner has failed to cite a reference sufficient to maintain the rejection of the pending claims and has failed to rebut the Applicants’ arguments in the Amendment dated October 31, 2013 and in previous responses.

For all the foregoing reasons, the Appellant respectfully submits that the cited prior art does not teach or suggest the presently claimed invention. The claims are patentable over the prior art of record and the Examiner’s findings of unpatentability regarding claims 1-13 and 17 should be reversed.

The Commissioner is hereby authorized to charge any additional fees required in connection with the filing of the Appeal Brief to our Deposit Account No. 503333.
Respectfully submitted,

STEIN IP, LLC

By:  

Sungyeop Chung  
Registration No. 64,130

Date: January 3, 2014

1400 Eye St., N.W.  
Suite 300  
Washington, D.C. 20005  
Telephone: (202) 216-9505  
Facsimile: (202) 216-9510
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.       Confirmation No. 6709
Application No. 12/216,192 Group Art Unit: 2165
Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM
For: CONTENT PROVIDING SYSTEM BASED ON MEDIA Playback APPARATUS

NOTICE OF APPEAL FROM THE EXAMINER
TO THE PATENT TRIAL AND APPEAL BOARD

Commissioner for Patents
Attention: After Final
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

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   - Reduction of petition fees previously paid on: $ -
     SUBTOTAL: $1,000.00
   - Small entity status applies, reducing the total fees by 50%: $ -
   - Micro entity status applies, reducing the total fees by 75%: $ -
     TOTAL FEES DUE: $1,000.00

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   - Credit Card Payment Form, Form PTO-2038 (attached).
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Dated: January 3, 2014

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Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
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By: Sungyeop Chung
Registration No. 64,130
PRE-APPEAL BRIEF REQUEST FOR REVIEW

Docket Number (Optional)
0366.1020

Application Number
12/216,192
Filed
July 1, 2008

First Named Inventor
Wonjang BAEK

Art Unit
2165
Examiner
Kellye Dee BUCKINGHAM

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)]
on January 3, 2014

Signature /schung/

Typed or printed name Sungyeop Chung

Applicant requests review of the final rejection in the above-identified application. No amendments are being filed with this request.

This request is being filed with a notice of appeal.

The review is requested for the reason(s) stated on the attached sheet(s).
Note: No more than five (5) pages may be provided.

I am the

☐ applicant/inventor.

☐ assignee of record of the entire interest.

See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed.
(From PTO/SA/96)

☑ attorney or agent of record.
Registration number 64,130

Signature /schung/

Sungyeop Chung

Typed or printed name

202-216-9505, extension 1100

Telephone number

January 3, 2014

Date

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☑ "Total of 1 forms are submitted.

This collection of information is required by 35 U.S.C. 132. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11, 1.14 and 41.6. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Wonjang BAEK et al.  
Confirmation No. 6709

Application No. 12/216,192  
Group Art Unit: 2165

Filed: July 1, 2008  
Examiner: Kellye Dee BUCKINGHAM

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Respectfully submitted,

STEIN IP, LLC

By: Sungyeop Chung  
Registration No. 64,130

Date: January 3, 2014

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
# Electronic Patent Application Fee Transmittal

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<td>First Named Inventor/Applicant Name:</td>
<td>Wonjang Baek</td>
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## Utility under 35 USC 111(a) Filing Fees

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## Electronic Acknowledgement Receipt

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<td>Wonjang Baek</td>
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### Payment information:

| Submitted with Payment | yes |
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.                  Confirmation No. 6709
Application No. 12/216,192            Group Art Unit: 2165
Filed: July 1, 2008                  Examiner: Kellye Dee BUCKINGHAM
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Facsimile: (202) 216-9510
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@steinip.com
**Applicant-Initiated Interview Summary**

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<th>12/216,192</th>
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All participants (applicant, applicant’s representative, PTO personnel):

1. **EXAMINER KELLYE BUCKINGHAM**
2. **SPE NEVEEN AVEL-JALIL**
3. **ATTORNEY SUNG YEIO (64130)**
4. **[Blank]**

**Date of Interview:** 04 December 2013

**Type:**
- [ ] Telephonic
- [ ] Video Conference
- [x] Personal [copy given to: [ ] applicant [x] applicant’s representative]

**Exhibit shown or demonstration conducted:**
- [ ] Yes
- [x] No

**Issues Discussed**
- [ ] 101
- [ ] 112
- [ ] 102
- [x] 103
- [ ] Others

(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

**Claim(s) discussed:** [ ]

**Identification of prior art discussed:** Labrozzi in view Ikeda.

**Substance of Interview**
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc.)

*Attorney indicate that the limitation in reference to the execution for each scene was not address in the advisory action. After updating a search, found relevant prior art that is also close although not yet used (Ishikawa US Patent 5493345, col. 7, lines 25-34. Examiner review prior art of record and will like to point at paragraph 24 which disclose scene by scene processing as depicting specific scene encoding with specific instructions interpreted to read on the each scene with execution code."

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

[ ] Attachment

/K. B./
Examiner, Art Unit 2165

/NEVEEN ABEL JALIL/
Supervisory Patent Examiner, Art Unit 2165

U.S. Patent and Trademark Office
PTOL-413 (Rev. 8/11/2010)
Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.
It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner’s responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the “Contents” section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant’s correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.
A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant’s record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner’s version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, “Interview Record OK” on the paper recording the substance of the interview along with the date and the examiner’s initials.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):
docketing@steinip.com
The reply was filed after a final rejection. No Notice of Appeal has been filed. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.144 if this is a utility or plant application. Note that RCEs are not permitted in design applications. The reply must be filed within one of the following time periods:

- The period for reply expires ______ months from the mailing date of the final rejection.
- The period for reply expires on (1) the mailing date of this Advisory Action; or (2) the date set forth in the final rejection, whichever is later.
- A prior Advisory Action was mailed more than 3 months after the mailing date of the final rejection in response to a first-after-final reply filed within 2 months of the mailing date of the final rejection. The current period for reply expires 1 month from the mailing date of the prior Advisory Action or SIX MONTHS from the mailing date of the final rejection, whichever is earlier.

Examiner Note: If box (a) is checked, check either box (a), (b) or (c). ONLY CHECK BOX (b) WHEN THIS ADVISORY ACTION IS THE FIRST RESPONSE TO APPLICANT'S FIRST AFTER-FINAL REPLY WHICH WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. ONLY CHECK BOX (c) IN THE LIMITED SITUATION SET FORTH UNDER BOX (c). See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) or (c) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

The Notice of Appeal was filed on ______. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

The proposed amendments filed after a final rejection, but prior to the date of filing a brief, will not be entered because

- They raise new issues that would require further consideration and/or search (see NOTE below);
- They raise the issue of new matter (see NOTE below);
- They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
- They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: ______. (See 37 CFR 1.116 and 41.33(a)).

The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

Applicant's reply has overcome the following rejection(s): ______.

Newly proposed or amended claim(s) ______ would be allowable if submitted in a separate, timely amendment canceling the non-allowable claim(s).

For purposes of appeal, the proposed amendment(s): (a) □ will not be entered, or (b) ☒ will be entered, and an explanation of how the new or amended claims would be rejected is provided below or appended.

AFFIDAVIT OR OTHER EVIDENCE

A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filed on ______.

The affidavit or other evidence filed after final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

The affidavit or other evidence filed after the date of filing the Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

The request for reconsideration has been considered but does not place the application in condition for allowance because:

See Continuation Sheet.

Note the attached Information Disclosure Statement(s), (PTO/SB/08) Paper No(s). ______

Other: ______.

STATUS OF CLAIMS

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: ______
Claim(s) objected to: ______
Claim(s) rejected: 1-13 and 17.
Claim(s) withdrawn from consideration: ______

/NEVEEN ABDEL JALIL/
Supervisory Patent Examiner, Art Unit 2165

/K. B./
Examiner, Art Unit 2165
Continuation of 11. does NOT place the application in condition for allowance because:

Claim objection has been withdrawn.

Applicant argue that the Labrozzi reference does not teach "execute program code".

Examiner respectfully disagree because the applicant specification only explain execute program code in paragraph 86, however, its not clear what this execute program code specifically means other that just mere use of computer instructions therefore Laborozzi reference is implemented using computer code, which teach execution code and since the references explicity deals with scene by scene processing then it would inherently use computer code to execute the scene by scene processing command.

Applicant further argues that Labrozzi teaching compressing process being executed.

Examiner respectfully traverse because Labrozzi disclose scene by scene is compressed data. When combining two segments together each scene of the compressed data that sets marks that identify the start and end of each scene (paragraph 46). Therefore the video material that is being compressed, disclose separate segments within the video, such as compressed images to be encoded can be high-resolution images, such as HD TV, and even higher-resolution images, including image formats such as 30-frame/second interlaced, 720-line progressive at 24, 30, and 60 frames/second, 1080-line interlaced, and 1080-line progressive at 60 frames/second (paragraph 22-24).

Laborozzi also teaches action being executed (paragraph 7 and 17). The rejection of record is maintained.

Applicant argue that neither reference teach "a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from external storage media which is external to and connected to the media playback, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data”.

Examiner respectfully disagree because Ikeda et al. clearly teach the apparatus playback is connected to the WWW server via the network. So in response to the request submitted, the server will submit the recorded data what is recorded on the BD-ROM 100 to the playback apparatus 200, therefore the playback apparatus 200 dynamically combines the update kit with what is recorded on the BD-ROM 100 and performs the playback of a package in a virtual version (called a "virtual package"). The rejection of record is maintained.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al. Confirmation No. 6709

Application No. 12/216,192 Group Art Unit: 2165

Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

RESPONSE AND REQUEST FOR RECONSIDERATION UNDER 37 CFR 1.116

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Final Office Action mailed September 5, 2013, and having a Shortened Statutory Period for response set to expire on December 5, 2013.

The two-month date from the mailing date of the Final Office Action is November 5, 2013. This response is being filed on October 31, 2013, and thus is being filed within two months of the mailing date of the Final Office Action, for the purposes of MPEP 714.13(I).

This response amends at least one independent claim without broadening its scope in any way, namely, claim 1. Participation into the After Final Consideration Pilot 2.0 is therefore requested. A PTO/SB/434 form is attached.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
CERTIFICATION AND REQUEST FOR CONSIDERATION UNDER THE
AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0

Practitioner Docket No.: 0366.1020
Application No.: 12/216,192
Filing Date: July 1, 2008
First Named Inventor: Wonjang BAEK
Title: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0 (AFCP 2.0) OF THE ACCOMPANYING RESPONSE UNDER 37 CFR 1.116.

1. The above-identified application is (i) an original utility, plant, or design nonprovisional application filed under 35 U.S.C. 111(a) [a continuing application (e.g., a continuation or divisional application) is filed under 35 U.S.C. 111(a) and is eligible under (ii)], or (ii) an international application that has entered the national stage in compliance with 35 U.S.C. 371(c).

2. The above-identified application contains an outstanding final rejection.

3. Submitted herewith is a response under 37 CFR 1.116 to the outstanding final rejection. The response includes an amendment to at least one independent claim, and the amendment does not broaden the scope of the independent claim in any aspect.

4. This certification and request for consideration under AFCP 2.0 is the only AFCP 2.0 certification and request filed in response to the outstanding final rejection.

5. Applicant is willing and available to participate in any interview requested by the examiner concerning the present response.

6. This certification and request is being filed electronically using the Office’s electronic filing system (EFS-Web).

7. Any fees that would be necessary consistent with current practice concerning responses after final rejection under 37 CFR 1.116, e.g., extension of time fees, are being concurrently filed herewith. [There is no additional fee required to request consideration under AFCP 2.0.]

8. By filing this certification and request, applicant acknowledges the following:
   - Reissue applications and reexamination proceedings are not eligible to participate in AFCP 2.0.
   - The examiner will verify that the AFCP 2.0 submission is compliant, i.e., that the requirements of the program have been met (see items 1 to 7 above). For compliant submissions:
     - The examiner will review the response under 37 CFR 1.116 to determine if additional search and/or consideration (i) is necessitated by the amendment and (ii) could be completed within the time allotted under AFCP 2.0. If additional search and/or consideration is required but cannot be completed within the allotted time, the examiner will process the submission consistent with current practice concerning responses after final rejection under 37 CFR 1.116, e.g., by mailing an advisory action.
     - If the examiner determines that the amendment does not necessitate additional search and/or consideration, or if the examiner determines that additional search and/or consideration is required and could be completed within the allotted time, then the examiner will consider whether the amendment places the application in condition for allowance [after completing the additional search and/or consideration, if required]. If the examiner determines that the amendment does not place the application in condition for allowance, then the examiner will contact the applicant and request an interview.
       - The interview will be conducted by the examiner, and if the examiner does not have negotiation authority, a primary examiner and/or supervisory patent examiner will also participate.
       - If the applicant declines the interview, or if the interview cannot be scheduled within ten (10) calendar days from the date that the examiner first contacts the applicant, then the examiner will proceed consistent with current practice concerning responses after final rejection under 37 CFR 1.116.

Signature
/schung/

Date October 31, 2013

Name (Print/Typed) Sungyeop Chung
Practitioner Registration No. 64,130

Note: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below.

☐ * Total of _____ forms are submitted.
Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al. Confirmation No. 6709
Application No. 12/216,192 Group Art Unit: 2165
Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM
For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

RESPONSE AND REQUEST FOR RECONSIDERATION UNDER 37 CFR 1.116

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Final Office Action mailed September 5, 2013, and having a
Shortened Statutory Period for response set to expire on December 5, 2013.

The two-month date from the mailing date of the Final Office Action is November 5,
2013. This response is being filed on October 31, 2013, and thus is being filed within two
months of the mailing date of the Final Office Action, for the purposes of MPEP 714.13(I).

This response amends at least one independent claim without broadening its scope in
any way, namely, claim 1. Participation into the After Final Consideration Pilot 2.0 is therefore
requested. A PTO/SB/434 form is attached.

Reconsideration of the claims is respectfully requested. The following remarks are
respectfully submitted.
AMENDMENTS TO THE CLAIMS

Please AMEND claim 1 in accordance with the following:

1. (Currently amended) A content providing system comprising:
   a content providing apparatus for storing a plurality of multimedia contents including a
   plurality of scene resource data obtained by dividing a data application according to scenes,
   wherein the data application has a plurality of scenes for interactive service, and wherein each
   of the plurality of the scene resource data is configured for a scene-by-scene execution of the
   data application and includes an execution code that is executed scene-by-scene and a
   resource data; and
   a media playback apparatus for establishing a communication connection with the
   content providing apparatus based on content reception information read by the media playback
   apparatus from external storage media, which is external to and connected to the media
   playback apparatus, for receiving one of the plurality of multimedia contents and providing the
   received multimedia content by subjecting the received multimedia content to signal processing,
   and receiving and providing the scene resource data.

2. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes network identification information of the content providing
   apparatus, and wherein the media playback apparatus establishes the communication
   connection with the content providing apparatus based on the network identification information.

3. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes authentication information,
   wherein the media playback apparatus reads the authentication information and
   transmits the authentication information to the content providing apparatus, and
   wherein the content providing apparatus transmits one of the plurality of multimedia
   contents to the media playback apparatus by verifying the authentication information.

4. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes receiver identification information,
   wherein the media playback apparatus reads the receiver identification information and
   transmits the receiver identification information to the content providing apparatus, and
   wherein the content providing apparatus transmits one of the plurality of multimedia
contents to the media playback apparatus by verifying the authentication information.

5. (Previously presented) The system in accordance with claim 1, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (Original) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

8. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (Original) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.
11. (Previously presented) The system in accordance with claim 1, wherein the storage media includes disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (Original) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (Original) The system in accordance with claim 1, wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14-16. (Cancelled)

17. (Previously presented) The system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data.
REMARKS

In accordance with the foregoing, claim 1 has been amended to correct informalities and more clearly recite the subject matter, and claims 1-13 and 17 are pending and under consideration. No new matter within the meaning of 35 U.S.C. § 132 is presented in this Amendment.

CLAIM OBJECTIONS:

Claim 17 is objected to because of the following alleged informalities: "Examiner is uncertain of the meaning of the amended portion of claim 17. There is no portion of the specification to explain what is meant by the resource data may include a background image." See Office Action, item 4. Applicants respectfully traverse this objection.

Paragraph [0086] of the specification as published, which corresponds to page 15, lines 9-10 of the original specification, clearly describes that "[t]he resource data may include a background image, an image of a button of the user interface and a data such as a text" (emphasis added). The phrase "background image" is well known in the art. For example, it can be understood as the image behind the main object as displayed. Accordingly, it is respectfully submitted that claim 17 is clear and definite.

Based on the foregoing, this objection of claim 17 is respectfully requested to be withdrawn.

REJECTIONS UNDER 35 U.S.C. § 103:


   It is respectfully submitted that Labrozzi fails to disclose or suggest the following features of claim 1, *inter alia*:

   ... wherein *each* of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and *includes an execution code* that is executed scene-by-scene and a resource data ... (emphasis added)
With respect to these claim features, the Office Action implies that paragraph [0022] of Labrozzi discloses "execute program code." See Office Action, page 3, item 6, paragraph 2. Paragraph [0022] of Labrozzi describes the following:

It is currently believed that the information content handled by the S×S compression process is most likely to be video source material that has been compressed, although it should be appreciated that any digital signal having comparable properties can be handled. Compressed images to be encoded can be high-resolution images, such as HD TV, and even higher-resolution images, including image formats such as 30-frame/second interlaced, 720-line progressive at 24, 30, and 60 frames/second, 1080-line interlaced, and 1080-line progressive at 60 frames/second. FIG. 1 is a flow diagram of an S×S compression process in accordance with this invention, and it will be understood that this process can be carried out as program code executed by a suitable processor, such as a personal computer (PC). (emphasis added)

As can be appreciated from the above, Labrozzi merely describes the compression process which can be carried out as "program code executed by a suitable processor."

However, Labrozzi does not teach or suggest that this "program code" may be included in each of the "[plurality of] scene or segments" as described in paragraph [0024] of the cited reference, which the Office Action identifies as teaching the "plurality of the scene resource data" as recited in claim 1. Thus, it is clear that Labrozzi fails to teach or suggest at least that "each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is executed scene-by-scene and a resource data," as recited in claim 1.

The secondary reference, Ikeda, was cited against claim features other than the above, and actually does not disclose such claim features either. Hence, assuming arguendo Labrozzi and Ikeda can be combined, the combined references still do not teach such claim features of claim 1.

Furthermore, neither Labrozzi nor Ikeda teaches the following features of claim 1, inter alia:

a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus ... (emphasis added)

The Office Action admits that Labrozzi fails to teach these claim features. The Office
Action, however, asserts that these deficiencies of Labrozzi are remedied by Ikeda, paragraph [0102]. See Office Action, page 4, paragraph 2. Paragraph [0102] of Ikeda describes the following:

The home theater system is characterized with that the playback apparatus 200 is connected with a WWW server 500 via a network. In response to a request from the playback apparatus, 200, the WWW server 500 transmits an update kit for what is recorded on the BD-ROM 100 to the playback apparatus 200. When the update kit has been transmitted, the playback apparatus 200 dynamically combines the update kit with what is recorded on the BD-ROM 100 and performs the playback of a package in a virtual version (called a "virtual package").

As is clearly stipulated above, the WWW server 500 transmits an update kit upon request from the playback apparatus 200, and this update kit is used by the playback apparatus 200 to update the contents in the BD-ROM 100. Thus, it is clear that in Ikeda the communication between the WWW server 500 (corresponding to the "content providing apparatus" in claim 1) and the playback apparatus 200 (corresponding to the "media playback apparatus" in claim 1) is not established based on the information read by the playback apparatus 200 from the BD-ROM 100.

The abstract of Ikeda clearly explains this principle, where it is described that “[a] playback apparatus not only plays back an AV stream recorded on a BD-ROM but also downloads an update kit from a WWW server (500) and writes it on a local HD (12).” Thus, in Ikeda, the communication between the WWW server 500 and playback apparatus 200 is not established based on the read information stored in BD-ROM 100.

Accordingly, it is clear that Ikeda fails to teach or suggest at least “a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read by the media playback apparatus from external storage media, which is external to and connected to the media playback apparatus,” as recited in claim 1. Hence, assuming arguendo Labrozzi and Ikeda can be combined, the combined references still do not teach such claim features of claim 1.

Claims 11-13 depend directly or indirectly from claim 1. Swartz was cited against the additional features of dependent claims 11-13, but fails to cure the deficiencies of Labrozzi and Ikeda as noted above with regard to claim 1. Thus, assuming, *arguendo*, Labrozzi, Ikeda, and Swartz may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose all of the features as recited in claim 1. Accordingly, it is respectfully submitted that claims 11-13 are allowable at least because they depend from allowable claim 1.

3. Claim 17 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Labrozzi in view of Ikeda, and in future view of U.S. Patent No. 8,139,926 to Hamada et al. ("Hamada"). Applicants respectfully traverse this rejection.

Claim 17 depends indirectly from claim 1. Hamada was cited against the additional features of dependent claim 17, but fails to cure the deficiencies of Labrozzi and Ikeda as noted above with regard to claim 1. Thus, assuming, *arguendo*, Labrozzi, Ikeda, and Hamada may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose all of the features as recited in claim 1. Accordingly, it is respectfully submitted that claim 17 is allowable at least because it depends from allowable claim 1.

Based on the foregoing, it is respectfully requested that the rejection of claims 1-13 and 17 under 35 U.S.C. §103(a) be withdrawn.

**CONCLUSION:**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN IP, LLC
Date: October 31, 2013

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510

By:

Sungyeo Chung
Registration No. 64130
## Electronic Acknowledgement Receipt

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<td>First Named Inventor/Applicant Name:</td>
<td>Wonjang Baek</td>
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
REPLY/AMENDMENT
FEE TRANSMITTAL

Attorney Docket No. 0366.1020
Application Number 12/216,192
Filing Date July 1, 2008
First Named Inventor Wonjang BAEK
Group Art Unit 2165

AMOUNT ENCLOSED $0.00
Examiner Name Kellye Dee BUCKINGHAM

FEE CALCULATION (fees effective 3/19/2013)

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Since an Official Action set an original due date of December 5, 2013, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000));

Notice of Appeal is enclosed (37 CFR 41.20(b)(1): $800.00) $0.00
Information Disclosure Statement is enclosed and fee is required (37 CFR 1.17(p): $180.00) $0.00
Total of above calculations = $0.00
Reduction by 50% for filing by small entity (37 CFR 1.27) - $0.00
Reduction by 75% for filing by micro entity (37 CFR 1.29) - $
Total of above calculations = $0.00
Statutory Disclaimer is enclosed (37 CFR 1.20(d): $160.00) $0.00
TOTAL FEES DUE = $0.00

☐ A previous micro entity status is no longer appropriate and is hereby cancelled under 37 CFR 1.29(i).

METHOD OF PAYMENT
☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).
☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.
☐ Payment authorized and made via EFS-Web.
☒ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

GENERAL AUTHORIZATION
☒ If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:

Deposit Account No. 503333
Deposit Account Name STEIN IP, LLC
The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 U.S.C. § 120 (e.g., continuations/divisionals/CIPs under 37 CFR 1.53(b) and/or continuations/divisionals/CPAs under 37 CFR 1.53(d)) to maintain pendency hereof or of any such related application.

SUBMITTED BY: STEIN IP, LLC

Typed Name Sungyeop Chung
Reg. No. 64,130
Signature [Signature]
Date October 31, 2013
**APPLICATION AS FILED – PART I**

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* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

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*** If the "Highest Number Previously Paid For" in this space is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

/Lee Dantzler/
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@steinip.com
Office Action Summary

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☐ Responsive to communication(s) filed on 8 August 2013.
   2) ☐ A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filed on ______.
2a) ☐ This action is FINAL.
2b) ☐ This action is non-final.
3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ______; the restriction requirement and election have been incorporated into this action.
4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

5) ☐ Claim(s) 1-13 and 17 is/are pending in the application.
   5a) Of the above claim(s) ______ is/are withdrawn from consideration.
6) ☐ Claim(s) ______ is/are allowed.
7) ☐ Claim(s) 1-13 and 17 is/are rejected.
8) ☐ Claim(s) ______ is/are objected to.
9) ☐ Claim(s) ______ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the Patent Prosecution Highway program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

10) ☐ The specification is objected to by the Examiner.
11) ☐ The drawing(s) filed on ______ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.

   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a) ☐ All  b) ☐ Some  c) ☐ None of the:
   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. ______.
   3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)
2) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date ______.
3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date ______.
4) ☐ Other: ______.
DETAILED ACTION

Response to Amendment

1. This Office Action is in response to applicant's communication filed August 8, 2013 in response to PTO Office Action dated May 8, 2013. The Applicant's remarks and amendments to the claims and/or the specification were considered with the results that follow.

2. In response to the last Office Action, claim 1 has been amended. There are no cancelled claims and claim 17 has been added. As result, claims 1-13 and 17 are now pending in this application.

Priority

3. As required by M.P.E.P. 201.14(c), acknowledgement is made of applicant’s claim for priority based on applications filed on 07/06/2007. Receipt is acknowledged of papers submitted under 35 U.S.C. 119(a)-(d), which papers have been placed of record in the file.

Claim Objections

4. Claims 17 is objected to because of the following informalities: Examiner is uncertain of the meaning of the amended portion of claim 17. There is no portion of the specification to explain what is meant by the resource data may include a background image. Appropriate correction is required.
Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6. Claims 1-10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Labrozzi et al. US Publication 20060233236 in view of Ikeda et al. US Publication 20060098936.

Regarding claim 1, Labrozzi et al. teach content providing system comprising:

a content providing apparatus for storing a plurality of multimedia contents
(paragraph 22, disclose video source material ) including a plurality of scene resource data obtained by dividing a data application according to scenes (paragraph 24, disclose plurality of scene or segments), having wherein the data application has a plurality of scenes for interactive service (paragraph 24, disclose plurality of scenes or fragments), and wherein according to each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that executed scene-by-scene and a resource data (paragraph 22, disclose execute program code);

However, Labrozzi et al. does not teach a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from external storage media, which is external to
and connected to the media playback, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data.

Ikeda et al. teach a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from external storage media (paragraph 102, disclose dynamically combines the update kit with what is recorded on the BD-ROM 100 and performs the playback), which is external to and connected to the media playback, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data (paragraph 102, disclose dynamically combines the update kit with what is recorded on the BD-ROM 100 and performs the playback).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).
Regarding claim 2. The combined references teach the system in accordance with claim 1, however, Ikeda et al. teach wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information (paragraph 361, disclose a secure area to receive data).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

Regarding claim 3. The combined references teach the system in accordance with claim 1, however, Ikeda et al. teach wherein the content reception information includes authentication information,( paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card) wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information
(paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 4.** The combined references teach the system in accordance with claim 1, however, Ikeda et al. teach, wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card), and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).
It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 5.** The combined references teach the system in accordance with claim 1, however Ikeda et al teach wherein the media playback apparatus stores a user identification information or device identification information of the media playback apparatus (paragraph 259, disclose selectively played back in accordance with the user’s operation), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD
scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 6.** The combined references teach the system in accordance with claim 4, however, Ikeda et al. teach wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 274, disclose storing update information), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 7.** Ikeda et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia
contents based on a user profile (paragraph 274, disclose storing update information), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 8.** Ikeda et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area ((paragraph 274, disclose storing update information), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information(paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to
perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 9.** The combined references teach the system in accordance with claim 1, however Ikeda et al. teach wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents (paragraph 318, disclose date and time of accessing multimedia), disclose multimedia contents), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list (paragraph 310-311 disclose play list)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recording medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).
Regarding claim 10. The combined references teach the system in accordance with claim 1, however, Ikeda et al. teach, wherein the content reception information includes identification information of one of the plurality of multimedia contents (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (paragraph 361, disclose protected area unless authenticity is confirmed through an authentication process with the SD memory card).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

**Regarding claim 17.** The combined references teach the system in accordance with claim 3, however, Ikeda et al. teach wherein the resource data included in the scene resource data comprises, an image of a button of the user interface (paragraph 349, disclose buttons to make changes of the state of the image), and a text data (paragraph 215, disclose text data).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Ikeda et al. because he disclose to perform the reading from the secondary recording medium in parallel with the reading from the optical disc. In a case where the secondary recoding medium is an HD, an HD scan needs to be performed because it is necessary to (i) check if an updated version exists in a directory somewhere in the HD and (ii) determine, if there are more than one updated version, which is the newest updated version (paragraph 28).

Even though Ikeda et al. teach an image of a button of the user interface (paragraph 349, disclose buttons to make changes of the state of the image), and a text data (paragraph 215, disclose text data). He does not teach a background image.

Hamada et al. teach a background image (col. 9, lines 11-18, disclose background image).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Hamada et al. because a lot of time and effort to create the content can be saved (col. 5, lines 5, disclose a user interface which makes easier).

Regarding claim 11. The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the storage media includes a disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

Swartz et al. teach wherein the storage media includes disk media (paragraph 300, disclose media disk), and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing (paragraph 372, disclose media content stored.

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

Regarding claim 12. The combined references teach the system in accordance with claim 11, however Swartz et al. does not teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.
Swartz et al. teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification (paragraph 348, disclose storage media, i.e. blu-ray or other optical storage disc).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 13.** The combined references teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Swartz et al. teach wherein the storage media stores a user interface program (paragraph 372, disclose media interface for storing media content), and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program (paragraph 424, disclose shared context with programs for secure transferring of information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into the combined references because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).
Response to Arguments

9. Applicant's arguments with respect to claims 1-13 and 17 have been considered but are moot because the arguments do not apply to any of the references being used in the current rejection.

Conclusion

10. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, THIS ACTION IS MADE FINAL. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KELLYE BUCKINGHAM whose telephone number is
(571)270-1756. The examiner can normally be reached on Monday- Friday, 7:30-5:00 EST alt Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Neveen Abel-Jalil can be reached on 571-272-4074. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

August 26, 2013
/K. B./
Examiner, Art Unit 2165

/Neveen Abel-Jalil/
Supervisory Patent Examiner, Art Unit 2165
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**FOREIGN PATENT DOCUMENTS**

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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.
**Search Notes**

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**Examiner**

KELLYE D BUCKINGHAM

**Art Unit**

2165

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## Index of Claims

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- **Applicant(s)/Patent Under Reexamination** BAEK ET AL.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.                      Confirmation No. 6709
Application No. 12/216,192                Group Art Unit: 2165
Filed: July 1, 2008                      Examiner: Kellye Dee BUCKINGHAM

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT UNDER 37 CFR 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Office Action mailed May 8, 2013, and having an initial period
for response set to expire on August 8, 2013.

Reconsideration of the claims is respectfully requested. The following remarks are
respectfully submitted.
AMENDMENTS TO THE SPECIFICATION

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with strikethrough.

Please INSERT the following header and paragraph immediately following the title of the invention:

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims the benefit of Korean Patent Application No. 10-2007-0067844, filed July 6, 2007 in the Korean Intellectual Property Office, the disclosure of which is incorporated herein by reference.
AMENDMENTS TO THE CLAIMS

Please AMEND claim 1 and ADD new claim 17 in accordance with the following:

1. (Currently amended) A content providing system comprising:
   a content providing apparatus for storing a plurality of multimedia contents including a
   plurality of scene resource data and a data application, the scene resource data being obtained
   by dividing the a data application according to scenes, having wherein the data application has
   a plurality of scenes for interactive service, and wherein according to each of the plurality of
   scenes, the scene resource data being is configured for a scene-by-scene execution of the data
   application and including includes an execution code that is executed scene-by-scene and a
   resource data; and
   a media playback apparatus for establishing a communication connection with the
   content providing apparatus based on content reception information read from external storage
   media, which is external to and connected to the media playback, for receiving one of the
   plurality of multimedia contents and providing the received multimedia content by subjecting the
   received multimedia content to signal processing, and receiving and providing the scene
   resource data.

2. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes network identification information of the content providing
   apparatus, and wherein the media playback apparatus establishes the communication
   connection with the content providing apparatus based on the network identification information.

3. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes authentication information,
   wherein the media playback apparatus reads the authentication information and
   transmits the authentication information to the content providing apparatus, and
   wherein the content providing apparatus transmits one of the plurality of multimedia
   contents to the media playback apparatus by verifying the authentication information.

4. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes receiver identification information,
   wherein the media playback apparatus reads the receiver identification information and
transmits the receiver identification information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

5. (Previously presented) The system in accordance with claim 1, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (Original) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

8. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (Original) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to
the media playback apparatus is selected based on the identification information.

11. (Previously presented) The system in accordance with claim 1, wherein the storage media includes disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (Original) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (Original) The system in accordance with claim 1, wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14-16. (Cancelled)

17. (New) The system in accordance with claim 3, wherein the resource data included in the scene resource data comprises a background image, an image of a button of the user interface, and a text data.
REMARKS

In accordance with the foregoing, the specification has been amended to improve form and provide improved correlation with the drawings and claims. Claim 1 has been amended and new claim 17 has been added. Support for the amended features of claim 1 can be found at least in paragraphs [0033], [0044], [0046], [0083], [0084] and [0088] of the specification as published. Upon entry of this amendment, claims 1-13 and 17 are pending and under consideration. No new matter within the meaning of 35 U.S.C. § 132 is presented in this Amendment.

FOREIGN PRIORITY UNDER 35 U.S.C. §119:

On the Office Action Summary, under the heading "Priority under 35 U.S.C. §119," Applicants find no acknowledgement is made of a claim for foreign priority. However, Applicants actually claimed priority under 35 U.S.C. §119 based on Korean Patent Application No. 10-2007-0067844, filed July 6, 2007 in the Korean Intellectual Property Office, in the Application Data Sheet filed with the instant application and submitted a certified copy of the priority documents therewith, on July 1, 2008. In addition, the specification has been amended by this paper to recite the priority claim.

Based on the foregoing, it is respectfully requested that the Examiner acknowledge the priority claim and the certified copies of the priority documents in the next Office Action.

EXAMINER'S RESPONSE TO AMENDMENT:

In the Office Action, page 2, item 2, it is stated that "[I]n response to the last Office Action, claim 1 has been amended." This is not a correct statement because Applicants respectfully submit that no claim was amended in the response filed April 26, 2013 in response to the last Office Action mailed January 31, 2013.

REJECTIONS UNDER 35 U.S.C. § 103:

To establish an obviousness rejection under 35 U.S.C. § 103(a), four factual inquiries must be examined. The four factual inquiries include (a) determining the scope and contents of the prior art; (b) ascertaining the differences between the prior art and the claims in issue; (c) resolving the level of ordinary skill in the pertinent art; and (d) evaluating evidence of secondary consideration. *Graham v. John Deere*, 383 U.S. I, 17-18 (1966). In view of these four factors, the analysis supporting a rejection under 35 U.S.C. 103(a) should be made explicit, and should "identify a reason that would have prompted a person of ordinary skill in the relevant field to combine the [prior art] elements" in the manner claimed. *KSR Int'l. Co. v. Telefex, Inc.*, 550 U.S. 398 (2007). Furthermore, even if the prior art may be combined, there must be a reasonable expectation of success, and the reference or references, when combined, must disclose or suggest all of the claim limitations. *See in re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991).

Song et al. fails to disclose or suggest at least the following features of claim 1 as amended:

a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from external storage media, which is external to and connected to the media playback apparatus ... (emphasis added)

Song et al. describes that the service manager (1133) obtains connection information from the RRE (1134), which is clearly an internal component in the multimedia middleware (113), and accordingly in the user terminal (110). *See Song et al., Figs. 2 and 4. Thus, Song et al. fails to teach such claim features of claim 1.

Moreover, claim 1 as amended recites, *inter alia*:

a content providing apparatus for storing a plurality of multimedia contents including a plurality of scene resource data obtained by dividing a data application according to scenes, wherein the data application has a plurality of scenes for interactive service ... (emphasis added)

The Office Action asserts that these claim features are taught by Taguchi. Applicants respectfully disagree.

According to the claimed subject matter, the scene resource data are obtained by dividing a data application, thereby allowing bidirectional transmissions. By contrast, Taguchi describes transmission of video data on a scene-by-scene basis, which only allows one
directional transmission. Thus, Taguchi fails to teach such claim features of claim 1.

Furthermore, Taguchi further fails to teach the following features of claim 1 as amended:

... wherein each of the plurality of the scene resource data is configured for a scene-by-scene execution of the data application and includes an execution code that is executed scene-by-scene and a resource data (emphasis added)

Taguchi describes transmission of video data, but the scene data for each scene of the video data does not include an execution code therein. In other words, while Taguchi teaches that metadata contain information on a specific scene, it fails to disclose the scene data for each scene include an execution code. Thus, Taguchi fails to teach such claim features of claim 1.

Accordingly, it is respectfully submitted that claim 1 is allowable over Song et al., and Taguchi, whether taken alone or in combination.

Furthermore, it is respectfully submitted that dependent claim 3 is allowable over the cited prior art not only in view of its dependency of claim 1 but also in view of the additional features as recited therein. Specifically, claim 3 recites, inter alia:

wherein the content reception information includes authentication information,
wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and
wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information. (emphasis added)

With regard to these claim features, the Office Action essentially concludes that such claim features are disclosed in paragraphs [0046] and [0049] of Song et al. See Office Action, page 4, penultimate line to page 5, line 9. The paragraphs at issue describe the following:

[0046] A first aspect of the present invention described with reference to FIGS. 1 to 15 provides a security management method and apparatus for handling security problems which may occur when a user terminal requiring a multimedia application communicates with a multimedia service provider (or repository), and an open multimedia middleware structure including a security management means. The security management means is for authentication, security parameter exchange and secure channel setup during service exchange with a multimedia service provider, which is an external entity.

...
That is, with the use of the metadata structure, the second aspect provides a procedure for verifying whether an application program has an access and use right for an internal service when a multimedia terminal provides a middleware service needed by the multimedia application program, and for verifying whether the middleware service has an access and use right for the internal service when the middleware service uses internal resources of a terminal platform, and also provides an access right. (underline added)

As clearly described in paragraph [0046] above, in Song et al., it is the security management means included in the multimedia middleware (113) in the user terminal (110) that conducts authentication (see Fig. 1). Also, while paragraph [0049] of Song et al. describes a procedure for verifying with the use of a metadata structure, it fails to teach that such verification may be conducted by the multimedia service provider (repository) (130) (see Fig. 1).

The following is Fig. 4 of Song et al.:

![Diagram](attachment:image.png)

**FIG. 4**

As illustrated in Fig. 4 of Song et al. above, the security manager (1135) responds to the signal “SELECTED PARAMETER, SESSION ID Return : string location (409)” from the repository (130) with the “SESSION CONNECTION RESPONSE Return : true/false (411).” This clearly shows that the security manager in the user terminal (110) conducts authentication.
In contrast to the teachings of Song et al., according to the claimed subject matter, the media playback apparatus "reads the authentication information and transmits the authentication information to the content providing apparatus" and the content providing apparatus "transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information." These features of claim 1 are not disclosed or suggested by Song et al.

The secondary reference, Taniguchi was cited against the other features of claim 3 but fails to cure the deficiencies of Song et al. as noted above. Hence, assuming arguendo Song et al. and Taniguchi can be combined and a reasonable expectation of success exists, the combined references still fail to disclose at least "wherein the content reception information includes authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information," as recited in claim 3.

Accordingly, Applicants respectfully submit that each of claims 1 and 3 is allowable over Song et al. and Taniguchi, whether taken alone or in combination. Claims 2-10 depend directly or indirectly from claim 1, and are thus allowable for at least this reason. New claim 17 depends from claim 1, and is thus allowable for at least this reason.

2. Claims 11-13 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Song et al. in view of Taniguchi, and in future view of Swartz et al. (U.S. Patent Publication No. 2007/0180509). Applicants respectfully traverse this rejection.

Claims 11-13 depend directly or indirectly from claim 1. Swartz et al. was cited by the Office in an attempt to teach the additional features of dependent claims 11-13, but fails to cure the deficiencies of Song et al. and Taniguchi as noted above with regard to claim 1. Thus, assuming, arguendo, Song et al., Taniguchi, and Swartz et al. may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose at least "wherein the content reception information includes authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus
by verifying the authentication information," as recited in claim 1 as amended. Hence, claim 1 is allowable over any combination of the cited references.

Based on the foregoing, it is respectfully requested that the rejection of claims 1-13 under 35 U.S.C. §103(a) be withdrawn.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN IP, LLC

Date: August 8, 2013

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510

By: Sungyeop Chung
Registration No. 64130
# Electronic Acknowledgement Receipt

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**Title of Invention:** Content providing system based on media playback apparatus

| **First Named Inventor/Applicant Name:** | Wonjjang Baek |
| **Customer Number:**                    | 49455        |
| **Filer:**                               | Sungyeop Chung/Sabrina Maya |
| **Filer Authorized By:**                 | Sungyeop Chung |
| **Attorney Docket Number:**              | 0366.1020    |
| **Receipt Date:**                        | 08-AUG-2013  |
| **Filing Date:**                         | 01-JUL-2008  |
| **Time Stamp:**                          | 15:51:44     |
| **Application Type:**                    | Utility under 35 USC 111(a) |

## Payment information:

- Submitted with Payment: no

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**Warnings:**

**Information:**

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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
REPLY/AMENDMENT FEE TRANSMITTAL

Attorney Docket No. 0366.1020
Application Number 12/216,192
Filing Date July 1, 2008
First Named Inventor Wonjang BAEK
Group Art Unit 2165

AMOUNT ENCLOSED $0.00 Examiner Name Kellye Dee BUCKINGHAM

FEE CALCULATION (fees effective 3/19/2013)

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Since an Official Action set an original due date of August 8, 2013, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000));

Notice of Appeal is enclosed (37 CFR 41.20(b)(1): $800.00) $0.00
Information Disclosure Statement is enclosed and fee is required (37 CFR 1.17(p): $180.00) $0.00

Total of above calculations = $0.00
Reduction by 50% for filing by small entity (37 CFR 1.27) - $
Reduction by 75% for filing by micro entity (37 CFR 1.29) - $
Total of above calculations = $0.00
Statutory Disclaimer is enclosed (37 CFR 1.20(d): $160.00) $0.00

TOTAL FEES DUE = $0.00

☐ A previous micro entity status is no longer appropriate and is hereby cancelled under 37 CFR 1.29(i).

METHOD OF PAYMENT

☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).
☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.
☒ Payment authorized and made via EFS-Web.
☐ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

GENERAL AUTHORIZATION

☒ If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:

Deposit Account No. 503333
Deposit Account Name STEIN IP, LLC

☒ The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 U.S.C. § 120 (e.g., continuations/divisionals/CIPs under 37 CFR 1.53(b) and/or continuations/divisionals/CPAs under 37 CFR 1.55(d)) to maintain pendency hereof or of any such related application.

SUBMITTED BY: STEIN IP, LLC

Typed Name Sungyeop Chung Reg. No. 64,130
Signature Date August 8, 2013
**PATENT APPLICATION FEE DETERMINATION RECORD**

Substitute for Form PTO-875

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| TOTAL ADD'L FEE | LIE /DESHONNE T. MARTINO/ |

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** If the "Highest Number Previously Paid For" in THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" in THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@steinip.com
Office Action Summary

--- The MAILING DATE of this communication appears on the cover sheet with the correspondence address ---

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply to the final rejected letter will cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☑️ Responsive to communication(s) filed on 26 April 2013.
2) ☐ A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/were filed on ______.
3) ☐ This action is FINAL. 2b) ☑️ This action is non-final.
4) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ______; the restriction requirement and election have been incorporated into this action.
5) ☑️ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

5) ☑️ Claim(s) 1-13 is/are pending in the application.
   5a) ☐ Of the above claim(s) ______ is/are withdrawn from consideration.
6) ☐ Claim(s) ______ is/are allowed.
7) ☑️ Claim(s) 1-13 is/are rejected.
8) ☐ Claim(s) ______ is/are objected to.
9) ☐ Claim(s) ______ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the Patent Prosecution Highway program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

10) ☐ The specification is objected to by the Examiner.
11) ☐ The drawing(s) filed on ______ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a) ☐ All  b) ☐ Some *  c) ☐ None of the:
   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. ______.
   3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Interim copies:

a) ☐ All  b) ☐ Some  c) ☐ None of the: Interim copies of the priority documents have been received.

Attachment(s)

1) ☑️ Notice of References Cited (PTO-892)
2) ☐ Information Disclosure Statement(s) (PTO-SB/08)
   Paper No(s)/Mail Date ______.
3) ☐ Interview Summary (PTO-413)
   Paper No(s)/Mail Date ______.
4) ☐ Other: ______.
DETAILED ACTION

Response to Amendment

1. This Office Action is in response to applicant's communication filed April 26, 2013 in response to PTO Office Action dated January 31, 2013. The Applicant's remarks and amendments to the claims and/or the specification were considered with the results that follow.

2. In response to the last Office Action, claim 1 has been amended. There are no cancelled claims or added claims. As result, claims 1-13 are now pending in this application.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4. Claims 1-10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of Taniguchi US Publication 20030093810.

Regarding claim 1, Song et al. teach a content providing system comprising:
a content providing apparatus for storing a plurality of multimedia contents a content providing apparatus for storing a plurality of multimedia contents (paragraph 53, Fig. 1, disclose a multimedia service provider 130);

a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from storage media, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data (paragraph 46-47, disclose data exchange between the mobile terminal and the multimedia middleware as well as the secure channel setup and data exchange between multimedia service entities is achieved using the metadata).

However, Song et al. does not teach including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes, the scene resource data being configured for a scene-by-scene execution of the data application and including an execution code that is executed scene-by-scene and a resource data.

Taniguchi teach including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes (paragraph 37 and 42, disclose dividing video data into portions), according to each of the plurality of scenes, the scene resource data being configured for a scene-by-scene execution of the data application (paragraph 50, disclose scene
data and metadata contain information about that specific scene) and including an execution code that is executed scene-by-scene and a resource data (paragraph 43, disclose encoded scheme and each scene with start and ending time).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Taniguchi into Song et al. because Taniguchi disclose the need to concurrently carry out a storage process of video data and a search/display process of video data (paragraph 007).

**Regarding claim 2.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes network identification information of the content providing apparatus (paragraph 53, indicating the network performing a security process which may occur during service exchange with multimedia service provider), and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information (paragraph 59, disclose the security manager set a communication channel (secure session) with the multimedia service provider with execution of the information).

**Regarding claim 3.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information
includes an authentication information (paragraph 46, disclose the security management means is for authentication),

  wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus (paragraph 49, disclose verifying weather an application has access rights), and

  wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 49, disclose verifying the rights of the contents being able to be used).

**Regarding claim 4.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes receiver identification information (paragraph 6, disclose digital data broadcast reception such as a typical communication network using multimedia middleware for transferring secured information),

  wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus (paragraph 57, disclose once been verified, its transmitted from the multimedia service provider, received through the metadata transceiver and sends over the network), and

  wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication
information (paragraph 49, disclose verifying the rights of the contents being able to be used).

**Regarding claim 5.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the media playback apparatus stores a user identification information or device identification information of the media playback apparatus (paragraph 47, disclose user previous multimedia selection that is secured based on the security protocol), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 6.** Song et al. teach the system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).
Regarding claim 7, Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

Regarding claim 8, Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

Regarding claim 9, The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents (paragraph 148, disclose multimedia
contents), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 10.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes an identification information of one of the plurality of multimedia contents (paragraph 81, disclose metadata structure that has a security protocol for transferring multimedia content), and

wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (paragraph 85, disclose send the secure information through the secured communication channel).

5. **Claims 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of Taniguchi US Publication 20030093810 in further view of Swartz et al. US Publication 20070180509.**

**Regarding claim 11.** The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the storage media includes a disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.
Swartz et al. teach wherein the storage media includes disk media (paragraph 300, disclose media disk) and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing (paragraph 372, disclose media content stored.

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 12.** The combined references teach the system in accordance with claim 11, however Swartz et al. does not teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

Swartz et al. teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification (paragraph 348, disclose storage media, i.e. blu-ray or other optical storage disc).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 13.** The combined references teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user
interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Swartz et al. teach wherein the storage media stores a user interface program (paragraph 372, disclose media interface for storing media content), and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program (paragraph 424, disclose shared context with programs for secure transferring of information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into the combined references because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

Response to Arguments

6. Applicant's arguments with respect to claims 1-13 have been considered but are moot because the arguments do not apply to any of the references being used in the current rejection.

Conclusion

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. See 892.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to KELLYE BUCKINGHAM whose telephone number is
(571)270-1756. The examiner can normally be reached on Monday- Friday, 7:30-5:00 EST alt Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Neveen Abel-Jalil can be reached on 571-272-4074. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

May 3, 2013
/K. B./
Examiner, Art Unit 2165
/Neveen Abel-Jalil/
Supervisory Patent Examiner, Art Unit 2165
**Notice of References Cited**

**U.S. PATENT DOCUMENTS**

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*Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages*

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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.*
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**EAST Search History (Interference)**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.

Application No. 12/216,192 Group Art Unit: 2165

Confirmation No. 6709

Filed: July 1, 2008 Examiner: Kellye Dee BUCKINGHAM

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Non-Final Office Action mailed January 31, 2013, and having an initial period for response set to expire on April 30, 2013.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
REMARKS

No claim has been amended by this paper. Applicant respectfully request withdrawal of the outstanding rejections in view of the following arguments.

REJECTIONS UNDER 35 U.S.C. §103:


To establish an obviousness rejection under 35 U.S.C. § 103(a), four factual inquiries must be examined. The four factual inquiries include (a) determining the scope and contents of the prior art; (b) ascertaining the differences between the prior art and the claims in issue; (c) resolving the level of ordinary skill in the pertinent art; and (d) evaluating evidence of secondary consideration. *Graham v. John Deere*, 383 U.S. 1, 17-18 (1966). In view of these four factors, the analysis supporting a rejection under 35 U.S.C. 103(a) should be made explicit, and should "identify a reason that would have prompted a person of ordinary skill in the relevant field to combine the [prior art] elements" in the manner claimed. *KSR Int'l Co. v. Teleflex, Inc.*, 550 U.S. 398 (2007). Furthermore, even if the prior art may be combined, there must be a reasonable expectation of success, and the reference or references, when combined, must disclose or suggest all of the claim limitations. *See in re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991).

It is respectfully submitted that neither Song nor Iwamoto discloses the following features of claim 1, *inter alia*:

a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing *the data application having a plurality of scenes*, according to each of the plurality of scenes, *the scene resource data being configured for a scene-by-scene execution of the data application and including an execution code that is executed scene-by-scene and a resource data* (emphasis added)

In the Office Action, page 3, last paragraph to page 4, first paragraph, the Examiner admits that Song fails to teach these claim features. However, the Office Action asserts that
these deficiencies of Song is cured by Iwamoto, which allegedly discloses, in paragraph [0156], a “method called jumpTitleApi which instruct the playback apparatus to jump to another title which is interpreted as another scene, a Playlist is played back at the same time as the application is executed” (Office Action, page 4, lines 10-12; underline added). Applicants respectfully disagree to this assertion, for at least the following reasons:

As clearly shown in Fig. 15 of Iwamoto, which paragraph [0156] refers to, the “Title (title_id)” in the 1st row is functionally tied to the “Application” in the 4th row of the left column while the “Title (title_id+1)” in the 1st row is functionally tied to the other “Application” in the 4th row of the right column. In the 5th row, the method called “Jump Title API” instructs the playback apparatus to jump from the “Title (title_id)” to the other “Title (title_id+1)” (see paragraph [0156], lines 7-10). Since each of Titles, “Title (title_id)” and “Title (title_id+1),” is functionally tied with a respective application, the jumping instructed by the method “Jump Title API” inevitably results in jumping from the application (in the left column) to the other application (in the right column). Thus, it is clear that this jumping is not directed to an execution of scenes within an application on a scene-by-scene basis.

By contrast, according to the claimed subject matter, the data application has “a plurality of scenes” and the scene resource data is configured for “a scene-by-scene execution of the data application” (underline added). Hence, a jumping between the titles, and accordingly, between the applications, disclosed in Fig. 15 and paragraph [0156] of Iwamoto, does not teach such features as claimed.

Therefore, it is respectfully noted that neither Song nor Iwamoto teaches at least “a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes, the scene resource data being configured for a scene-by-scene execution of the data application and including an execution code that is executed scene-by-scene and a resource data,” as recited in claim 1. Thus, assuming arguendo the two cited references can be combined and a reasonable expectation of success exists, the combined references still do not disclose all of the features recited in claim 1. Accordingly, Applicants respectfully submit that claim 1 is allowable over Song and Iwamoto, whether taken alone or in combination.

Claims 2-10 depend directly or indirectly from claim 1, and are thus allowable for at least this reason.
2. Claims 11-13 are rejected under 35 U.S.C. §103(a) as being unpatentable over Song in view of Iwamoto, and in future view of U.S. Patent Application Publication No. 2007/0180509 to Swartz et al. (hereinafter, "Swartz"). Applicant respectfully traverses this rejection.

Claims 11-13 depend directly or indirectly from claim 1. Swartz was cited by the Office in an attempt to teach the additional features of dependent claims 11-13, but fails to cure the deficiencies of Song and Iwamoto as noted above with regard to claim 1. Thus, assuming, arguendo, Song, Iwamoto, and Swartz may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose at least "a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes, the scene resource data being configured for a scene-by-scene execution of the data application and including an execution code that is executed scene-by-scene and a resource data," as recited in claim 1. Accordingly, Applicants respectfully submit that claims 11-13 are allowable over the cited references at least because they depend from allowable claim 1.

Based on the foregoing, it is respectfully requested that the rejection of claims 1-13 under 35 U.S.C. §103(a) be withdrawn.
CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN IP, LLC

Date:  April 26, 2013

By:  

Sungyeop Chung
Registration No. 64,130

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
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Total Files Size (in bytes): 610103

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
REPLY/AMENDMENT FEE TRANSMITTAL

Attorney Docket No. 0366.1020
Application Number 12/216,192
Filing Date July 1, 2008
First Named Inventor Wonjang BAEK
Group Art Unit 2165

AMOUNT ENCLOSED $0.00
Examiner Name Kellye Dee BUCKINGHAM

FEE CALCULATION (fees effective 3/19/2013)

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Since an Official Action set an original due date of April 30, 2013, petition is hereby made for an extension to cover the date this reply is filed, for which the requisite fee is enclosed: (1 month ($200)); (2 months ($600)); (3 months ($1,400)); (4 months ($2,200)); (5 months ($3,000)); Notice of Appeal is enclosed (37 CFR 41.20(b)(1); $800.00) = $0.00
Information Disclosure Statement is enclosed and fee is required (37 CFR 1.17(p); $180.00) = $0.00
Total of above calculations = $0.00
Reduction by 50% for filing by small entity (37 CFR 1.27) = - $0.00
Reduction by 75% for filing by micro entity (37 CFR 1.29) = - $0.00
Total of above calculations = $0.00
Statutory Disclaimer is enclosed (37 CFR 1.20(d); $160.00) = $0.00

TOTAL FEES DUE = $0.00

METHOD OF PAYMENT
☐ Check enclosed as payment. ☐ Credit Card Payment Form, Form PTO-2038 (attached).
☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.
☐ Payment authorized and made via EFS-Web.
☒ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

GENERAL AUTHORIZATION
☒ If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:

Deposit Account No. 503333
Deposit Account Name STEIN IP, LLC

The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 U.S.C. § 120 (e.g., continuations/divisions/Divisional/CIPs under 37 CFR 1.53(b) and/or continuations/divisions/Divisional/CPAs under 37 CFR 1.53(d)) to maintain pendency hereof or of any such related application.

SUBMITTED BY: STEIN IP, LLC

Typed Name Sungyeop Chung
Reg. No. 64,130

Signature [Signature]
Date April 26, 2013
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@smiplaw.com
**Office Action Summary**

**Application No.** 12/216,192  
**Applicant(s)** BAEK ET AL.

**Examiner** KELLYE BUCKINGHAM  
**Art Unit** 2165

--- The MAILING DATE of this communication appears on the cover sheet with the correspondence address ---

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

1) ✗ Responsive to communication(s) filed on 13 November 2012

2a) ☐ This action is FINAL.  
2b) ✗ This action is non-final.

3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on  
   the restriction requirement and election have been incorporated into this action.

4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
   closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

5) ☑ Claim(s) 1-10 is/are pending in the application.
   5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 1-10 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

*If any claims have been determined allowable, you may be eligible to benefit from the Patent Prosecution Highway program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.*

**Application Papers**

10) ☐ The specification is objected to by the Examiner.

11) ☐ The drawing(s) filed on _____ is/are:  
   a) ☐ accepted or b) ☐ objected to by the Examiner.

   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

**Priority under 35 U.S.C. § 119**

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   
   a) ☐ All  
   b) ☐ Some  
   c) ☐ None of:

   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. _____.
   3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

   * See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

1) ☑ Notice of References Cited (PTO-892)
2) ☐ Information Disclosure Statement(s) (PTO/SB/08)
3) ☐ Interview Summary (PTO-413)
   Paper No(s)/Mail Date _____.
4) ☐ Other: _____.

---
DETAILED ACTION

Response to Amendment

1. This Office Action is in response to applicant’s communication filed November 13, 2012 in response to PTO Office Action dated July 13, 2012. The Applicant's remarks and amendments to the claims and/or the specification were considered with the results that follow.

2. In response to the last Office Action, claim 1 has been amended. Claim 16 has been cancelled, there are no added claims. As a result, claims 1-13 are now pending in this application.

Continued Examination Under 37 CFR 1.114

3. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant’s submission filed on 10 March 2008 has been entered.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained through the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the
invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negativated by the manner in which the invention was made.

5. Claims 1-10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of Iwamoto et al. US 20060140091

**Regarding claim 1.** Song et al. teach a content providing system comprising:

a content providing apparatus for storing a plurality of multimedia contents (paragraph 53, Fig. 1, disclose a multimedia service provider 130);

a media playback apparatus for establishing a communication connection with

the content providing apparatus based on content reception information read from

storage media, for receiving one of the plurality of multimedia contents (paragraph 46,

disclose a security management apparatus handling security with user terminal

requiring a multimedia application to communicate with a multimedia service provider

or repository and an open multimedia middleware structure including security

management means) and providing the received multimedia content by subjecting the

received multimedia content to signal processing (paragraph 46-47, disclose data

exchange between the mobile terminal and the multimedia middleware as well as the

secure channel setup and data exchange between multimedia service entities is

achieved using the metadata).

However, Song et al. does not teach including scene resource data and a data

application, the scene resource data being obtained by dividing the data application

having a plurality of scenes, according to each of the plurality of scenes and receiving

and providing the scene resource data, the scene resource data being configured
for a scene-by-scene execution of the data application and including an execution code that is executed scene-by-scene and a resource data.

Iwamoto et al. teach including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes (paragraph 286, disclose user event manager dividing user events for a playback control, wherein the playback engine control the playback function that is referred to as user operation), the scene resource data being configured for a scene-by-scene execution of the data application, including an execution code that is executed scene-by-scene and a resource data (paragraph 156, disclose a method called jumptitleapi which instruct the playback apparatus to jump to another title which is interpreted as another scene, a Playlist is played back at the same time as the application is executed).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Iwamoto et al. to teach when the operation status change depending on the resource to have the management information indicates a playback control of the digital stream that is performed during the life cycle simultaneously with the execution of the application (paragraph 007).

Regarding claim 2. The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes network identification information of the content providing apparatus
(paragraph 53, indicating the network performing a security process which may occur during service exchange with multimedia service provider), and

wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information (paragraph 59, disclose the security manager set a communication channel (secure session) with the multimedia service provider with execution of the information).

**Regarding claim 3.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes an authentication information (paragraph 46, disclose the security management means is for authentication),

wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus (paragraph 49, disclose verifying weather an application has access rights), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 49, disclose verifying the rights of the contents being able to be used).

**Regarding claim 4.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes receiver identification information (paragraph 6, disclose digital data broadcast
reception such as a typical communication network using multimedia middleware for transferring secured information),

wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus (paragraph 57, disclose once been verified, its transmitted from the multimedia service provider, received through the metadata transceiver and sends over the network), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 49, disclose verifying the rights of the contents being able to be used).

**Regarding claim 5.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the media playback apparatus stores a user identification information or device identification information of the media playback apparatus (paragraph 47, disclose user previous multimedia selection that is secured based on the security protocol), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information (paragraph 85, disclose send the secure information through the secured communication channel).
Regarding claim 6. Song et al. teach the system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

Regarding claim 7. Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

Regarding claim 8. Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of
the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 9.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents (paragraph 148, disclose multimedia contents), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 10.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes an identification information of one of the plurality of multimedia contents (paragraph 81, disclose metadata structure that has a security protocol for transferring multimedia content), and

wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (paragraph 85, disclose send the secure information through the secured communication channel).
6. **Claims 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of Iwamoto et al. US 20060140091 and further view of Swartz et al. US Publication 20070180509.**

**Regarding claim 11.** The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the storage media includes a disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

Swartz et al. teach wherein the storage media includes disk media (paragraph 300, disclose media disk), and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing (paragraph 372, disclose media content stored.

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 12.** The combined references teach the system in accordance with claim 11, however Swartz et al. does not teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.
Swartz et al. teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification (paragraph 348, disclose storage media, i.e. blu-ray or other optical storage disc).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 13.** The combined references teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Swartz et al. teach wherein the storage media stores a user interface program (paragraph 372, disclose media interface for storing media content), and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program (paragraph 424, disclose shared context with programs for secure transferring of information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into the combined references because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).
Response to Arguments

7. Applicant's arguments with respect to claim 1-13 have been considered but are moot because the arguments do not apply to any of the references being used in the current rejection.

Conclusion

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. See 892.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KELLYE BUCKINGHAM whose telephone number is (571)270-1756. The examiner can normally be reached on Monday- Friday, 7:30-5:00 EST alt Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Neveen Abel-Jalil can be reached on 571-272-4074. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

January 27, 2013

/K. B./
Examiner, Art Unit 2165
/Neveen Abel-Jalil/
Supervisory Patent Examiner, Art Unit 2165
Notice of References Cited

Application/Control No. 12/216,192
Applicant(s)/Patent Under Reexamination BAEK ET AL.
Examiner KELLYE BUCKINGHAM
Art Unit 2165

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REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

(INCLUDING FILING FEE AND/OR PETITION FOR EXTENSION OF TIME FEE)

Subsection (b) of 35 U.S.C. §132, effective May 29, 2000 provides for continued examination of a utility or plant application filed on or after June 8, 1995. See The American Inventors Protection Act of 1999 (AIPA)

To: Commissioner for Patents
   Box RCE
   P.O. Box 1450
   Alexandria, VA 22313-1450

   Attorney Docket No.: 0366.1020

First Named Inventor: Wonjang BAEK et al.
Application No.: 12/216,192
Group Art Unit: 2165
Filing Date: July 1, 2008
Examiner: Kellye Dee BUCKINGHAM
CPA Filing Date: Confirmation No: 6709
Title of Invention: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

This is a Request for Continued Examination (RCE) under 37 C.F.R. §1.114 of the above-identified application.

1. Submission required under 37 C.F.R. §1.114 (Box a or b must be completed)
   a. □ Previously submitted
      i. □ Consider the amendment(s)/reply under 37 C.F.R. § 1.116 previously filed on ____
         (Any unentered amendment(s) referred to above will be entered).
      ii. □ Consider the arguments in the Appeal Brief or Reply Brief previously filed on __
      iii. □ Other
   b. ☒ Enclosed
      i. ☒ Amendment/Reply
      ii. □ Affidavit(s)/Declaration(s)
      iii. □ Information Disclosure Statement (IDS)
      iv. □ Other

2. Miscellaneous
   a. □ Suspension of action on the above-identified application is requested under 37 C.F.R. §103(c) for a period of ________ months. (Period of suspension shall not exceed 3 months; Fee under 37 C.F.R. §1.17(i) required).
   b. □ Other

[Page 1 of 2]
Since an Official Action set an original due date of October 13, 2012, petition is hereby made for a one-month extension of time to cover the date this RCE is filed, for which the requisite fee is enclosed (1 month ($150):

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Suspension Fee ($130.00)

Total of above Calculations = $1080.00

Reduction by 50% for filing by small entity (Note 37 C.F.R. 1.9, 1.27, 1.28).

Reduction by 75% for filing by micro entity (37 CFR 1.23(a)(1))

TOTAL FEES DUE = $1080.00

4. □ Small entity status:
   b. □ A Verified Statement Claiming Small Entity Status was previously filed and such status is still proper and desired.
   c. □ is no longer claimed.

5. □ Other:

6. METHOD OF PAYMENT

□ A check in the amount of $__ is enclosed.
☒ Credit Card Payment Form PTO-2038 (attached).

Charge "TOTAL FEES DUE" to Deposit Account No. 503333. (A duplicate copy of this form is enclosed.)

7. GENERAL AUTHORIZATION

☒ The Commissioner is hereby authorized to credit any overpayment or charge any additional fees under 37 C.F.R. 1.16 (filing fees) or 37 C.F.R. 1.17 (processing fees) during the prosecution of this application and of any related application(s) claiming benefit hereof pursuant to 35 U.S.C. §120 to maintain pendency hereof and of any such related application to:

Deposit Account No. 503333.

8. CORRESPONDENCE ADDRESS

STEIN MCEWEN, LLP
49,455
PATENT TRADEMARK OFFICE

9. SIGNATURE OF ATTORNEY OR AGENT REQUIRED

NAME Sungyeop Chung
REGISTRATION NO. 64,130

SIGNATURE Sungyeop
DATE November 13, 2012
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.

Application No. 12/216,192 Group Art Unit: 2165

Confirmation No. 6709

Filed: July 1, 2008 Examiner: Kellye Dee

BUCKINGHAM For: Content providing system based on media playback apparatus

AMENDMENT UNDER 37 CFR 1.114

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Final Office Action mailed July 13, 2012 and the Advisory Action mailed November 2, 2012, and having an initial period for response set to expire on October 13, 2012. A petition for a one-month extension of time is made herein and the appropriate fee is enclosed, extending the due date to November 13, 2012. A Request for Continued Examination (RCE) is being filed herewith.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
IN THE CLAIMS:

Please CANCEL claim 16 and AMEND claim 1, in accordance with the following:

1. (Currently amended) A content providing system comprising:
   a content providing apparatus for storing a plurality of multimedia contents including
   scene resource data and a data application, the scene resource data being obtained by dividing
   the data application having a plurality of scenes, according to each of the plurality of scenes, the
   scene resource data being configured for a scene-by-scene execution of the data application
   and including an execution code that is executed scene-by-scene and a resource data; and
   a media playback apparatus for establishing a communication connection with the
   content providing apparatus based on content reception information read from storage media,
   for receiving one of the plurality of multimedia contents and providing the received multimedia
   content by subjecting the received multimedia content to signal processing, and receiving and
   providing the scene resource data.

2. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes network identification information of the content providing
   apparatus, and wherein the media playback apparatus establishes the communication
   connection with the content providing apparatus based on the network identification information.

3. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes authentication information,
   wherein the media playback apparatus reads the authentication information and
   transmits the authentication information to the content providing apparatus, and
   wherein the content providing apparatus transmits one of the plurality of multimedia
   contents to the media playback apparatus by verifying the authentication information.

4. (Previously presented) The system in accordance with claim 1, wherein the
   content reception information includes receiver identification information,
   wherein the media playback apparatus reads the receiver identification information and
   transmits the receiver identification information to the content providing apparatus, and
   wherein the content providing apparatus transmits one of the plurality of multimedia
   contents to the media playback apparatus by verifying the authentication information.
5. (Previously presented) The system in accordance with claim 1, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and
wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (Original) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

8. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (Original) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.
11. (Previously presented) The system in accordance with claim 1, wherein the storage media includes disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (Original) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (Original) The system in accordance with claim 1, wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14-16. (Cancelled)
REMARKS

In accordance with the foregoing, claim 1 has been amended and claim 16 has been cancelled without prejudice or disclaimer. Support for the amended features of claim 1 can be found at least on page 15, lines 7-9 of the original specification (corresponding to paragraph [0086], sentence 2 of the publication). Upon entry of this amendment, claims 1-13 are pending and under consideration. No new matter within the meaning of 35 U.S.C. §132 is presented in this Amendment.

REJECTIONS UNDER 35 U.S.C. §103:


   To establish an obviousness rejection under 35 U.S.C. § 103(a), four factual inquiries must be examined. The four factual inquiries include (a) determining the scope and contents of the prior art; (b) ascertaining the differences between the prior art and the claims in issue; (c) resolving the level of ordinary skill in the pertinent art; and (d) evaluating evidence of secondary consideration. *Graham v. John Deere*, 383 U.S. 1, 17-18 (1966). In view of these four factors, the analysis supporting a rejection under 35 U.S.C. 103(a) should be made explicit, and should "identify a reason that would have prompted a person of ordinary skill in the relevant field to combine the [prior art] elements" in the manner claimed. *KSR Int'l. Co. v. Teleflex, Inc.*, 550 U.S. 398 (2007). Furthermore, even if the prior art may be combined, there must be a reasonable expectation of success, and the reference or references, when combined, must disclose or suggest all of the claim limitations. *See in re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991).

   Assuming, *arguendo*, Song et al. and Taniguchi may be combined and a reasonable expectation of success exists, this combination still does not disclose all of the features recited in claim 1. Claim 1, as amended, recites, *inter alia*:

   a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes, the scene resource data being configured for a scene-by-scene execution of the data application and including an execution code that is executed scene-by-scene and a resource
data; (emphasis added)

In the Advisory Action, the continuation sheet, paragraph 2, it is noted that "... based on the claim language as in claim 1, the scene resource data are not being other than for dividing which is clearly taught in the reference of record (paragraph[s] 50 and 68, both disclose dividing a video data (application data) to plurality of (resource data))" Claim 1 has been amended to recite "the scene resource data being configured for a scene-by-scene execution of the data application." Applicants respectfully submit that the reasoning of the rejection above is no longer applicable at least by this amendment.

Furthermore, in the Advisory Action, the continuation sheet, paragraph 4, it is noted that "the reference of record teach display (execution) of scene data (resource data) associated with the video data (application data (paragraph 191-192))." Claim 1 has been amended to recite "the scene resource data ... including an execution code that is executed scene-by-scene and a resource data." Applicants respectfully submit that the reasoning of the rejection above is no longer valid at least in view of this amendment.

The amended features of claim 1, supra, are supported at least by page 15, lines 7-9 of the original specification (corresponding to paragraph [0086], sentence 2 of the publication).

The Examiner concedes that Song et al. fails to teach these claim features. The secondary reference, Taniguchi, also fails to teach such features of claim 1 for at least the reasons noted above. Thus, even if the two references can be combined, this combination of the prior art still does not disclose all of the features recited in claim 1. Hence, claim 1 is allowable over Song et al. and Taniguchi, whether taken alone or in combination.

Claims 2-10 depend directly or indirectly from claim 1, and are thus allowable for at least this reason. Claim 16 has been cancelled without prejudice or disclaimer, thereby rendering the rejection thereof moot.


Claims 11-13 depend directly or indirectly from claim 1. Swartz et al. was cited by the
Office in an attempt to teach the additional features of dependent claims 11-13, but fails to cure the deficiencies of Song et al. and Taniguchi as noted above with regard to claim 1. Thus, assuming, *arguendo*, Song et al., Taniguchi, and Swartz et al. may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose at least "a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes," as recited in claim 1. Hence, claim 1 is allowable over the cited references. Accordingly, Applicant respectfully submits that claims 11-13 are allowable over the cited references at least because they depend from allowable claim 1.

Based on the foregoing, it is respectfully requested that the rejection of claims 1-13 under 35 U.S.C. §103(a) be withdrawn.

**CONCLUSION:**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN MCEWEN, LLP

Date: November 13, 2012

By: Sungyeop Chung
Registration No. 64,130

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
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**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
**PATENT APPLICATION FEE DETERMINATION RECORD**  
Substitute for Form PTO-875

**APPLICATION AS FILED – PART I**  
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**APPLICATION SIZE FEE** (37 CFR 1.16(e))  
If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(e).

**MULTIPLE DEPENDENT CLAIM PRESENT** (37 CFR 1.16(j))

* If the difference in column 1 is less than zero, enter “0” in column 2.

**APPLICATION AS AMENDED – PART II**  
(Column 1)  
(Column 2)  
(Column 3)

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(Column 3)

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Legal Instrument Examiner:  
/DALE A. HALL/  

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.  

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):
docketing@smiplaw.com
Advisory Action Before the Filing of an Appeal Brief

--- The MAILING DATE of this communication appears on the cover sheet with the correspondence address ---

THE REPLY FILED 10 October 2012 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

NO NOTICE OF APPEAL FILED

1. The reply was filed after a final rejection. No Notice of Appeal has been filed. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114 if this is a utility or plant application. Note that RCEs are not permitted in design applications. The reply must be filed within one of the following time periods:
   a) The period for reply expires 2 months from the mailing date of the final rejection.
   b) The period for reply expires on: (1) the mailing date of this Advisory Action; or (2) the date set forth in the final rejection, whichever is later.
   c) A prior Advisory Action was mailed more than 3 months after the mailing date of the final rejection in response to a first-after-final reply filed within 2 months of the mailing date of the final rejection. The current period for reply expires 6 months from the mailing date of the prior Advisory Action or SIX MONTHS from the mailing date of the final rejection, whichever is earlier.

   Examiner Note: If box 1 is checked, check either box (a), (b) or (c). ONLY CHECK BOX (b) WHEN THIS ADVISORY ACTION IS THE FIRST RESPONSE TO APPLICANT'S FIRST AFTER-FINAL REPL Y WHICH WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. ONLY CHECK BOX (c) IN THE LIMITED SITUATION SET FORTH UNDER BOX (c). See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) or (c) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on ______. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)); or any extension thereof (37 CFR 41.37(e)); to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendments filed after a final rejection, but prior to the date of filing a brief, will not be entered because
   a) They raise new issues that would require further consideration and/or search (see NOTE below);
   b) They raise the issue of new matter (see NOTE below);
   c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
   d) They present additional claims without canceling a corresponding number of finally rejected claims.

   NOTE: ______. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. Applicant's reply has overcome the following rejection(s): ______.

6. Newly proposed or amended claim(s) ______ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. For purposes of appeal, the proposed amendment(s): (a) ______ will not be entered, and (b) ______ will be entered, and an explanation of how the new or amended claims would be rejected is provided below or appended.

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9. The affidavit or other evidence filed after the date of filing the Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.

12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). ______

13. Other: ______

STATUS OF CLAIMS

14. The status of the claim(s) is (or will be) as follows:

   Claim(s) allowed: ______
   Claim(s) objected to: ______
   Claim(s) rejected: ______
   Claim(s) withdrawn from consideration: ______

/Neveen Abel-Jalil/  /K. B./
Supervisory Patent Examiner, Art Unit 2165 Examiner, Art Unit 2165

U.S. Patent and Trademark Office
PTOL-303 (Rev. 09-2010) Advisory Action Before the Filing of an Appeal Brief Part of Paper No. 20120020
Continuation of 11. does NOT place the application in condition for allowance because: Applicant argue that Taniguchi does not teach including scene resource data and a data application, the scene resource data being obtained by deviding the data application having a plurality of scenes.

Examiner respectfully traverse applicant argument because based on the claim language as in claim 1, the scene resource data are not being used other than for deviding which is clearly taught in the reference of record (paragraph 50 and 68, both disclose dividing a video data (application data) to plurality of (resource data). The rejection of record is maintained.

Applicant argue that the combined references does not teach limitation of claim 16 which disclose where in the scene resource data comprises an execution code and a resource data executing the data application according to the scene

Examiner respectfully traverse applicant argument because the reference of record teach display (execution) of scene data (resource data) associated with the video data (application data) (paragraph 191-192. The rejection of record is maintained.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al. Confirmation No.: 6709
Application No.: 12/216,192 Group Art Unit: 2165
Filed: July 1, 2008 Examiner: Kelly Dee Buckingham

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT AFTER FINAL

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Attention: BOX AF

Sir:

This is in response to the Office Action mailed July 13, 2012, and having a period for response set to expire on October 13, 2012.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK et al.                     Confirmation No.: 6709
Application No.: 12/216,192               Group Art Unit: 2165
Filed: July 1, 2008                       Examiner: Kellye Dee Buckingham

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT AFTER FINAL

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Attention: BOX AF

Sir:

This is in response to the Office Action mailed July 13, 2012, and having a period for response set to expire on October 13, 2012.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
REMARKS

No claim has been amended by this paper. Currently, claims 1-13 and 16 are pending and under consideration.

REJECTIONS UNDER 35 U.S.C. §103:


To establish an obviousness rejection under 35 U.S.C. § 103(a), four factual inquiries must be examined. The four factual inquiries include (a) determining the scope and contents of the prior art; (b) ascertaining the differences between the prior art and the claims in issue; (c) resolving the level of ordinary skill in the pertinent art; and (d) evaluating evidence of secondary consideration. *Graham v. John Deere*, 383 U.S. 1, 17-18 (1966). In view of these four factors, the analysis supporting a rejection under 35 U.S.C. 103(a) should be made explicit, and should "identify a reason that would have prompted a person of ordinary skill in the relevant field to combine the [prior art] elements" in the manner claimed. *KSR Int'l. Co. v. Teleflex, Inc.*, 550 U.S. 398 (2007). Furthermore, even if the prior art may be combined, there must be a reasonable expectation of success, and the reference or references, when combined, must disclose or suggest all of the claim limitations. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991).

Assuming, *arguendo*, Song et al. and Taniguchi may be combined and a reasonable expectation of success exists, this combination still does not disclose all of the features recited in claim 1. Claim 1 recites, *inter alia*:

a content providing apparatus for storing a plurality of multimedia contents *including scene resource data and a data application*, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes ... (emphasis added)

The Office Action concedes that Song et al. fails to teach these claim features. The Office Action, however, asserts that "Taniguchi teach *including scene resource data and a data application*, the scene resource data being obtained by dividing the data application having a plurality of scenes (paragraphs 0037, and 0042, disclose dividing video data into
a portion of moving option that is present), according to each of the plurality of scenes ...
(boldface in original). See the Office Action, page 3, paragraph 3. Applicant respectfully
disagrees with this assertion, and particularly, with the Examiner’s allegations presented under
the heading “Response to Arguments” in the Office Action, item 6, for at least the following
reasons:

In the Office Action, page 11, penultimate to last lines, it is alleged that “[t]his software
installed on the systems is interpreted as data application” (emphasis added). Also alleged by
the Office Action, on page 11, lines 4-5, is that “[t]he process of the division is being done
clearly in paragraph 72 as cited in previous rejection.” Here, paragraph [0072] of Taniguchi
describes that “… the video transmitting apparatus 101 transmits partial video metadata by
dividing it based on scene metadata instead of sending partial video metadata as one data file”
(emphasis added).

Based on the Examiner’s first allegation above, it is the “software installed on the
systems” described in Taniguchi that teaches the “data application” as recited in claim 1. On
the other hand, according to the Examiner’s second allegation above and paragraph [0072] of
Taniguchi, the “partial video metadata” are supposed to be divided, and therefore, must be
analogous to the “data application” as recited in claim 1. However, in Taniguchi, the “partial
video metadata” are clearly different from the “software installed on the systems.” Thus, these
two allegations in the Office Action are not compatible. Applicant respectfully requests
clarification or withdrawal.

Furthermore, while paragraph [0072] of Taniguchi may discuss dividing the partial video
metadata based on scene metadata, it still fails to teach that “scene resource data” are obtained
by this division of the partial video metadata. Actually, the Office Action does not even identify
which element disclosed in Taniguchi is analogous to the “scene resource data” as recited in
claim 1. In Taniguchi, the divided partial video metadata are simply transmitted by the video
transmitting apparatus 101. However, Taniguchi fails to teach that “scene resource data” may
be obtained by dividing the partial video metadata and the “scene resource data” are included,
with the partial video metadata, in multimedia contents.

Meanwhile, it should be appreciated that while the Office Action asserts, in rejecting
dependent claim 16, that paragraph [0107] of Taniguchi teach “wherein the scene resource data
comprises an execution code and a resource data for executing the data application according
to each scene,” it is unclear which element of the cited reference corresponds to the “scene
resource data” as recited in claims 1 and 16 because the Examiner merely cites a portion of the
reference that may describe executing something without identifying any corresponding element of the "scene resource data" as recited in claims 1 and 16.

Therefore, it is clear that Taniguchi also fails to teach or suggest at least "a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes ..." as recited in claim 1. Since neither Song et al. nor Taniguchi discloses such claim features, assuming arguendo these two cited references can be combined and a reasonable expectation of success exists, the combined references still do not teach all of the features recited in claim 1. Hence, claim 1 is allowable over Song et al. and Taniguchi, whether taken alone or in combination.

Claims 2-10 and 16 depend directly or indirectly from claim 1, and are thus allowable for at least this reason.

2. Claims 11-13 are rejected under 35 U.S.C. §103(a) as being unpatentable over Song et al. (U.S. Patent Publication No. 20070192834) in view of Taniguchi (U.S. Patent Publication No. 20030093810) and in future view of Swartz et al. (U.S. Patent Publication No. 20070180509). Applicant respectfully traverses this rejection.

Claims 11-13 depend directly or indirectly from claim 1. Swartz et al. was cited by the Office in an attempt to teach the additional features of dependent claims 11-13, but fails to cure the deficiencies of Song et al. and Taniguchi as noted above with regard to claim 1. Thus, assuming, arguendo, Song et al., Taniguchi, and Swartz et al. may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose at least "a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes," as recited in claim 1. Hence, claim 1 is allowable over the cited references. Accordingly, Applicant respectfully submits that claims 11-13 are allowable over the cited references at least because they depend from allowable claim 1.

Based on the foregoing, this rejection of claims 1-13 and 16 under 35 U.S.C. §103(a) is respectfully requested to be withdrawn.
CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN MCEWEN, LLP

Date: 10/10/12

By: Sungyeon Chung
Registration No. 64,130

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
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**Title of Invention:** Content providing system based on media playback apparatus

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<th>Wonjang Baek</th>
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- **Submitted with Payment:** no

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Warnings:

Information:

Total Files Size (in bytes): 502722

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
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49455 7890 07/13/2012
STEIN MCEWEN, LLP
1400 EYE STREET, NW
SUITE 300
WASHINGTON, DC 20005

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@smiplaw.com
Office Action Summary

Application No. 12/216,192
Applicant(s) BAEK ET AL.
Examiner KELLYE BUCKINGHAM
Art Unit 2165

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on 19 April 2012.
2a)☐ This action is FINAL.
2b)☐ This action is non-final.
3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on __________; the restriction requirement and election have been incorporated into this action.
4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

5)☐ Claim(s) 1-13 and 16 is/are pending in the application.
   5a) Of the above claim(s) ______ is/are withdrawn from consideration.
6)☐ Claim(s) ______ is/are allowed.
7)☐ Claim(s) 1-13 and 16 is/are rejected.
8)☐ Claim(s) ______ is/are objected to.
9)☐ Claim(s) ______ are subject to restriction and/or election requirement.

Application Papers

10)☐ The specification is objected to by the Examiner.
11)☐ The drawing(s) filed on ______ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
12)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

13)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a)☐ All b)☐ Some * c)☐ None of:
   1.☐ Certified copies of the priority documents have been received.
   2.☐ Certified copies of the priority documents have been received in Application No. ______.
   3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
   * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☐ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsperson’s Patent Drawing Review (PTO-948)
3)☐ Information Disclosure Statement(s) (PTO/SB/08)
   Paper No(s)/Mail Date ______.
4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date ______.
5)☐ Notice of Informal Patent Application
6)☐ Other: ______.
DETAILED ACTION

Response to Amendment

1. This Office Action is in response to applicant’s communication filed 19 April 2012 in response to PTO Office Action dated January 20, 2012. The Applicant's remarks and amendments to the claims and/or the specification were considered with the results that follow.

2. There are no new amended, cancelled or added claims. As a result, claims 1-13 and 16 are now pending in this application.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

   (a) A patent may not be obtained through the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negativated by the manner in which the invention was made.

4. Claims 1-10 and 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of Taniguchi US Publication 20030093810.

   Regarding claim 1, Song et al. teach a content providing system comprising:
   a content providing apparatus for storing a plurality of multimedia contents (paragraph 53, Fig. 1, disclose a multimedia service provider 130); a media playback apparatus for establishing a communication connection with the content providing
apparatus based on content reception information read from storage media, for receiving one of the plurality of multimedia contents (paragraph 46, disclose a security management apparatus handling security with user terminal requiring a multimedia application to communicate with a multimedia service provider or repository and an open multimedia middleware structure including security management means) and providing the received multimedia content by subjecting the received multimedia content to signal processing (paragraph 46-47, disclose data exchange between the mobile terminal and the multimedia middleware as well as the secure channel setup and data exchange between multimedia service entities is achieved using the metadata).

However Song et al. does not teach including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes; and receiving and providing the scene resource data.

Taniguchi teach including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes (paragraphs 0037, and 0042, disclose dividing video data into a portion of moving option that is present), according to each of the plurality of scenes; and receiving and providing the scene resource data (paragraph 12, disclose store long video data by easily dividing it into a plurality of partial video data files without carrying out complicated video data analysis).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Taniguchi into Song et al. because
Taniguchi disclose the need to concurrently carry out a storage process of video data and a search/display process of video data (paragraph 007)

Regarding claim 2. The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes network identification information of the content providing apparatus (paragraph 53, indicating the network performing a security process which may occur during service exchange with multimedia service provider), and

wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information (paragraph 59, disclose the security manager set a communication channel (secure session) with the multimedia service provider with execution of the information).

Regarding claim 3. The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes an authentication information (paragraph 46, disclose the security management means is for authentication),

wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus (paragraph 49, disclose verifying weather an application has access rights), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 49, disclose verifying the rights of the contents being able to be used).
Regarding claim 4. The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes receiver identification information (paragraph 6, disclose digital data broadcast reception such as a typical communication network using multimedia middleware for transferring secured information),

wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus (paragraph 57, disclose once been verified, its transmitted from the multimedia service provider, received through the metadata transceiver and sends over the network), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 49, disclose verifying the rights of the contents being able to be used).

Regarding claim 5. The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the media playback apparatus stores a user identification information or device identification information of the media playback apparatus (paragraph 47, disclose user previous multimedia selection that is secured based on the security protocol), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification
information or the device identification information (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 6.** Song et al. teach the system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 7.** Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 8.** Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of
the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 9.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents (paragraph 148, disclose multimedia contents), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 10.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes an identification information of one of the plurality of multimedia contents (paragraph 81, disclose metadata structure that has a security protocol for transferring multimedia content), and

wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 16.** The combined references teach the system in accordance with claim 1, however, Swartz et al. does not teach wherein the scene resource data
comprises an execution code and a resource data for executing the data application according to each scene.

Taniguchi teach wherein the scene resource data comprises an execution code and a resource data for executing the data application according to each scene (paragraph 107, disclose executing the encode process step by the video-data analyzing section 205. The various encoding parameters refers to arbitrary information concerning an encode process, such as data length of 1-frame image data, time when an encode process has been done, intermediate information in an encode process (e.g. MPEG4 DCT coefficients or motion vector information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into the combined references because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

5. **Claims 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of** Taniguchi US Publication 20030093810 in further view of **Swartz et al. US Publication 20070180509.**

**Regarding claim 11.** The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the storage media includes a disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.
Swartz et al. teach wherein the storage media includes disk media (paragraph 300, disclose media disk), and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing (paragraph 372, disclose media content stored).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 12.** The combined references teach the system in accordance with claim 11, however Swartz et al. does not teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

Swartz et al. teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification (paragraph 348, disclose storage media, i.e. blu-ray or other optical storage disc).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 13.** The combined references teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user
interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Swartz et al. teach wherein the storage media stores a user interface program (paragraph 372, disclose media interface for storing media content), and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program (paragraph 424, disclose shared context with programs for secure transferring of information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into the combined references because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

Response to Arguments

6. Applicant's arguments filed April 19, 2012 have been fully considered but they are not persuasive.

a. Applicant argues that the Taniguchi et al. reference does not teach the division of the data application.

i. Examiner respectfully traverse applicant argument because the Taniguchi et al. reference clearly disclose division receiving apparatus that disclose functions to display the video data being received and to search video data by the utilization of stored metadata. The video receiving apparatus 102 may be an apparatus configured only by hardware, or a
computer system having a software program installed thereon, means to display video data, a database to manage video data and so on (paragraph 34, which is interpreted as a division of the application (paragraph 34 and 42). The process of the division is being done clearly in paragraph 72 as cited in previous rejection. The claim doesn’t specify the neither data application type nor functionality related specification to data application to make the distinction argued. The rejection of record is maintained.

b. Applicant argue that the Taniguchi et al. reference does not teach a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtain by dividing the application having a plurality of scenes.

ii. Examiner respectfully traverse applicant argument because the Taniguchi et al. reference clearly disclose a video receiving apparatus that receives the video stream data sent in real-time from the plurality of video transmitting apparatuses 110a, 101b, 101c and the metadata of the video stream data, and stores these data. The video receiving apparatus 102 may be an apparatus configured only by hardware, or a computer system having a software program installed thereon, means to display video data, a database to manage video data and so on (paragraph 34).

iii. This software installed on the system is interpreted as data application because the process of analyzing this data and video dividing
scene by scene of the video data. This clearly teach a plurality of video data portions, e.g. corresponding to a process to divide video data into a portion a moving object is present and a portion a moving object is not present, depending upon a certain determination criterion. Meanwhile, a process to divide video data simply based on a reference unit time is also "scene division" (paragraph 42).

c. Applicant argue claims 11-13 because it depends on claim 1

iv. Examiner respectfully traverses as described above. If independent claims are rejected, independent claims are likewise rejected. The rejection maintained.

**Conclusion**

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.
Any inquiry concerning this communication or earlier communications from the examiner should be directed to KELLYE BUCKINGHAM whose telephone number is (571)270-1756. The examiner can normally be reached on Monday- Friday, 7:30-5:00 EST alt Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Neveen Abel-Jalil can be reached on 571-272-4074. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

July 9, 2012

/K. B./
Examiner, Art Unit 2165

/Neveen Abel-Jalil/
Supervisory Patent Examiner, Art Unit 2165
### Index of Claims

**Application/Control No.**

12216192

**Applicant(s)/Patent Under Reexamination**

BAEK ET AL.

**Examiner**

KELLYE D BUCKINGHAM

**Art Unit**

2165

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☐ Claims renumbered in the same order as presented by applicant

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### Application/Control No.
12216192

### Applicant(s)/Patent Under Reexamination
BAEK ET AL.

### Examiner
KELLYE D BUCKINGHAM

### Art Unit
2165

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK

Application No. 12/216,192
Confirmation No. 6709

Filed: July 1, 2008

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT UNDER 37 CFR 1.111

Sir:

This is in response to the Office Action mailed January 20, 2012, and having a period for response set to expire on April 20, 2012.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (Previously presented) A content providing system comprising:
   a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes; and a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from storage media, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data.

2. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information.

3. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

4. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes receiver identification information,
wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and
wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

5. (Previously presented) The system in accordance with claim 1, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and
wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (Original) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

8. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (Original) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. (Previously presented) The system in accordance with claim 1, wherein the
content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

11. (Previously presented) The system in accordance with claim 1, wherein the storage media includes disk media, and

wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (Original) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (Original) The system in accordance with claim 1, wherein the storage media stores a user interface program, and

wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14-15. (Cancelled)

16. (Previously presented) The system in accordance with claim 1, wherein the scene resource data comprises an execution code and a resource data for executing the data application according to each scene.
REMARKS

No claim has been amended in this paper. Currently, claims 1-13 and 16 are pending and under consideration.

REJECTIONS UNDER 35 U.S.C. §103:

1. Claims 1-10 and 16 are rejected under 35 U.S.C. §103(a) as being unpatentable over Song et al. (U.S. Patent Publication No. 20070192834) in view of Taniguchi (U.S. Patent Publication No.20030093810). Applicant respectfully traverses this rejection.

To establish an obviousness rejection under 35 U.S.C. § 103(a), four factual inquiries must be examined. The four factual inquiries include (a) determining the scope and contents of the prior art; (b) ascertaining the differences between the prior art and the claims in issue; (c) resolving the level of ordinary skill in the pertinent art; and (d) evaluating evidence of secondary consideration. *Graham v. John Deere*, 383 U.S. I, 17-18 (1966). In view of these four factors, the analysis supporting a rejection under 35 U.S.C. 103(a) should be made explicit, and should "identify a reason that would have prompted a person of ordinary skill in the relevant field to combine the [prior art] elements" in the manner claimed. *KSR Int'l. Co. v. Telefex, Inc.*, 550 U.S. 398 (2007). Furthermore, even if the prior art may be combined, there must be a reasonable expectation of success, and the reference or references, when combined, must disclose or suggest all of the claim limitations. *See in re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991).

Assuming, *arguendo*, Song et al. and Taniguchi may be combined and a reasonable expectation of success exists, this combination still does not disclose all of the features recited in claim 1. Claim 1 recites, *inter alia*:

a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, *the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes* ... (emphasis added)

The Office Action concedes that Song et al. fails to teach these claim features. Instead, Taniguchi allegedly teaches such features of claim 1 since paragraphs [0037] and [0042] of the cited reference disclose "dividing video data into a portion of moving option that is present"
(emphasis added). See the Office Action, page 4, lines 3-4. Applicant respectfully notes that the "video data" described in Taniguchi are clearly different from, and do not anticipate the "data application" as recited in claim 1.

Specifically, Taniguchi is directed to a video monitor system, but fails to teach or suggest the division of a data application. With respect to a data application, the instant application describes, on page 14, paragraph 4, that "[t]he multimedia content provided by the content providing apparatus 210 may include a data application. For instance, the data application is supported when the media playback apparatus 230 supports HDi (High Definition interactive) or BD-J. HDi is a standard specification for a data application service and an advanced user menu function supported by HD-DVD. BD-J is a standard specification for a data application service supported by Blu-ray disk. [T]he media playback apparatus 230 may embody and provide the data application using an interactive service specification for a disk media such as HDi or BD-J."

Taniguchi, however, disclose neither any analogous feature to a data application nor the division of a data application. Thus, it is clear that Taniguchi fails to teach at least "a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes," as recited in claim 1.

Because neither Song et al. nor Taniguchi discloses such features as claimed, assuming arguendo these cited references may be combined and a reasonable expectation of success exists, the combined references still do not teach or suggest all of the features recited in claim 1. Hence, it is respectfully submitted that claim 1 is allowable over Song et al. and Taniguchi, whether taken alone or in combination.

Claims 2-10 and 16 depend directly or indirectly from claim 1, and are thus allowable for at least this reason.


Claims 11-13 depend directly or indirectly from claim 1. Swartz et al. was cited by the Office in an attempt to teach the additional features of dependent claims 11-13, but fails to cure
the deficiencies of Song et al. and Taniguchi as noted above with regard to claim 1. Thus, assuming, *arguendo*, Song et al., Taniguchi, and Swartz et al. may be combined and a reasonable expectation of success exists, this combination of the prior art still does not disclose at least "a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes," as recited in claim 1. Hence, claim 1 is allowable over the cited references. Accordingly, Applicant respectfully submits that claims 11-13 are allowable over the cited references at least because they depend from allowable claim 1.

Based on the foregoing, this rejection of claims 1-13 and 16 under 35 U.S.C. §103(a) is respectfully requested to be withdrawn.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN MCEWEN, LLP

Date: April 19, 2012

By: [Signature]

Sungyeop Chung
Registration No. 64,130

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
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**Warnings:**

**Information:**

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

**Total Files Size (in bytes):** 882420
REPLY/AMENDMENT FEE TRANSMITTAL

Attorney Docket No. 0366.1020
Application Number 12/216,192
Filing Date July 1, 2008
First Named Inventor Wonjang BAEK
Group Art Unit 2165

AMOUNT ENCLOSED $0.00
Examiner Name Kellye Dee Buckingham

FEE CALCULATION

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Since an Official Action set an original due date of April 20, 2012, petition is hereby made for an extension to cover the date this reply is filed for which the requisite fee is enclosed (1 month ($150)); (2 months ($560)); (3 months ($1,270)); (4 months ($1,980)); (5 months ($2,680)):

If Notice of Appeal is enclosed, add ($620.00)
If Statutory Disclaimer under Rule 20(d) is enclosed, add fee ($140.00)
Information Disclosure Statement (Rule 1.17(p)) ($180.00)

Total of above Calculations = $0.00
Reduction by 50% for filing by small entity (37 CFR 1.9, 1.27 & 1.28)
Reduction by 75% for filing by micro entity (37 CFR 1.23(a)(1))

TOTAL FEES DUE = $0.00

(1) If entry (1) is less than entry (2), entry (3) is "0".
(2) If entry (2) is less than 20, change entry (2) to "20".
(4) If entry (4) is less than entry (5), entry (6) is "0".
(5) If entry (5) is less than 3, change entry (5) to "3".

METHOD OF PAYMENT

☐ Check enclosed as payment. ☒ Credit Card Payment Form, Form PTO-2038(attached).
☐ Charge "TOTAL FEES DUE" to the Deposit Account No. below.
☐ No payment is enclosed and no charges to the Deposit Account are authorized at this time (unless specifically required to obtain a filing date).

GENERAL AUTHORIZATION

☒ If the above-noted "AMOUNT ENCLOSED" is not correct, the Commissioner is hereby authorized to credit any overpayment or charge any additional fees necessary to:

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☒ The Commissioner is also authorized to credit any overpayments or charge any additional fees required under 37 CFR 1.16 (filing fees) or 37 CFR 1.17 (processing fees) during the prosecution of this application, including any related application(s) claiming benefit hereof pursuant to 35 USC § 120 (e.g., continuations/divisionals/CIPs under 37 CFR 1.53(b) and/or continuations/divisionals/CPAs under 37 CFR 1.53(d)) to maintain pendency hereof or of any such related application.

SUBMITTED BY: STEIN MCEWEN, LLP
Typed Name Sungyeop Chung Reg. No. 64,130
Signature
Date April 19, 2012
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@smiplaw.com
**Office Action Summary**

**Application No.**
12/216,192

**Applicant(s)**
BAEK ET AL.

**Examiner**
KELLYE BUCKINGHAM

**Art Unit**
2165

--- The MAILING DATE of this communication appears on the cover sheet with the correspondence address ---

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

1) ☒ Responsive to communication(s) filed on 27 December 2011.

2a) ☐ This action is FINAL.

2b) ☒ This action is non-final.

3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

5) ☒ Claim(s) 1-13 and 16 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☒ Claim(s) 1-13 and 16 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

**Application Papers**

10) ☐ The specification is objected to by the Examiner.

11) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

12) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) ☐ All  

b) ☐ Some *  

c) ☐ None of:

1. ☐ Certified copies of the priority documents have been received.

2. ☐ Certified copies of the priority documents have been received in Application No. _____.

3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson’s Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO/SB/08)

Paper No(s)/Mail Date _____.

4) ☐ Interview Summary (PTO-413)

Paper No(s)/Mail Date _____.

5) ☐ Notice of Informal Patent Application

6) ☐ Other: __________.
DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 27 December 2011 has been entered.

Response to Amendment

2. This Office Action is in response to applicant's communication filed 27 December 2011 in response to PTO Office Action dated August 31 2011. The Applicant's remarks and amendments to the claims and/or the specification were considered with the results that follow.

3. In response to the last Office Action, claims 1 and 16 have been amended. Claims 14-15 has been cancelled. As a result, claims 1-13 and 16 are now pending in this application.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
4. Claims 1-10 and 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of Taniguchi US Publication 20030093810.

**Regarding claim 1.** Song et al. teach a content providing system comprising:

- a content providing apparatus for storing a plurality of multimedia contents (paragraph 53, Fig. 1, disclose a multimedia service provider 130); a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from storage media, for receiving one of the plurality of multimedia contents (paragraph 46, disclose a security management apparatus handling security with user terminal requiring a multimedia application to communicate with a multimedia service provider or repository and an open multimedia middleware structure including security management means) and providing the received multimedia content by subjecting the received multimedia content to signal processing (paragraph 46-47, disclose data exchange between the mobile terminal and the multimedia middleware as well as the secure channel setup and data exchange between multimedia service entities is achieved using the metadata).

However Song et al. does not teach **including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes**, according to each of the plurality of scenes; and receiving and providing the scene resource data.
Taniguchi teach **including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes (paragraphs 0037, and 0042, disclose dividing video data into a portion of moving option that is present), according to each of the plurality of scenes; and receiving and providing the scene resource data (paragraph 12, disclose store long video data by easily dividing it into a plurality of partial video data files without carrying out complicated video data analysis).**

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the teaching of Taniguchi into Song et al. because Taniguchi disclose the need to concurrently carry out a storage process of video data and a search/display process of video data (paragraph 007)

**Regarding claim 2.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information includes network identification information of the content providing apparatus (paragraph 53, indicating the network performing a security process which may occur during service exchange with multimedia service provider ), and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information (paragraph 59, disclose the security manager set a communication channel (secure session) with the multimedia service provider with execution of the information).

**Regarding claim 3.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information
includes an authentication information (paragraph 46, disclose the security
management means is for authentication),

  wherein the media playback apparatus reads the authentication information and
transmits the authentication information to the content providing apparatus (paragraph
49, disclose verifying weather an application has access rights), and

  wherein the content providing apparatus transmits one of the plurality of
multimedia contents to the media playback apparatus by verifying the authentication
information (paragraph 49, disclose verifying the rights of the contents being able to be
used).

  Regarding claim 4, The combined references teach the system in accordance
with claim 1, however Song et al. teach wherein the content reception information
includes receiver identification information (paragraph 6, disclose digital data broadcast
reception such as a typical communication network using multimedia middleware for
transferring secured information),

  wherein the media playback apparatus reads the receiver identification
information and transmits the receiver identification information to the content providing
apparatus (paragraph 57, disclose once been verified, its transmitted from the
multimedia service provider, received through the metadata transceiver and sends over
the network), and

  wherein the content providing apparatus transmits one of the plurality of
multimedia contents to the media playback apparatus by verifying the authentication
information (paragraph 49, disclose verifying the rights of the contents being able to be used).

**Regarding claim 5.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the media playback apparatus stores a user identification information or device identification information of the media playback apparatus (paragraph 47, disclose user previous multimedia selection that is secured based on the security protocol), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 6.** Song et al. teach the system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 7.** Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has
stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 8.** Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 9.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents (paragraph 148, disclose multimedia contents), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 10.** The combined references teach the system in accordance with claim 1, however Song et al. teach wherein the content reception information
includes an identification information of one of the plurality of multimedia contents (paragraph 81, disclose metadata structure that has a security protocol for transferring multimedia content), and

wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 16.** The combined references teach the system in accordance with claim 1, however, Swartz et al. does not teach wherein the scene resource data comprises an execution code and a resource data for executing the data application according to each scene.

Taniguchi teach wherein the scene resource data comprises an execution code and a resource data for executing the data application according to each scene (paragraph 107, disclose executing the encode process step by the video-data analyzing section 205. The various encoding parameters refers to arbitrary information concerning an encode process, such as data length of 1-frame image data, time when an encode process has been done, intermediate information in an encode process (e.g. MPEG4 DCT coefficients or motion vector information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into the combined references because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).
5. **Claims 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable**

over Song et al. US Publication 20070192834 in view of Taniguchi US Publication 20030093810 in further view of Swartz et al. US Publication 20070180509.

**Regarding claim 11.** The combined references teach the system in accordance with claim 1, however, neither reference teach wherein the storage media includes a disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

Swartz et al. teach wherein the storage media includes disk media (paragraph 300, disclose media disk), and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing (paragraph 372, disclose media content stored.

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 12.** The combined references teach the system in accordance with claim 11, however Swartz et al. does not teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.
Swartz et al. teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification (paragraph 348, disclose storage media, i.e. blu-ray or other optical storage disc).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 13.** The combined references teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Swartz et al. teach wherein the storage media stores a user interface program (paragraph 372, disclose media interface for storing media content), and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program (paragraph 424, disclose shared context with programs for secure transferring of information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into the combined references because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).
Response to Arguments

5. Applicant's arguments with respect to claims 1-16 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. See 892

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KELLYE BUCKINGHAM whose telephone number is (571)270-1756. The examiner can normally be reached on Monday- Friday, 7:30-5:00 EST alt Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Neveen Abel-Jalil can be reached on 571-272-4074. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

January 13, 2012

/K. B./
Examiner, Art Unit 2165
/Neveen Abel-Jalil/
Supervisory Patent Examiner, Art Unit 2165
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### INTEREFDERENCE SEARCH

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Request for Continued Examination (RCE) Transmittal

Address to:
Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Application Number 12/216,192
Filing Date July 1, 2008
First Named Inventor Yonjang Baek
Art Unit 2185
Examiner Name Kellye Dee Buckingham
Attorney Docket Number 0293.1020

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application. Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. [Submission required under 37 CFR 1.114] Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).
   a. [ ] Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
      i. [ ] Consider the arguments in the Appeal Brief or Reply Brief previously filed on
      ii. [ ] Other ________________
   b. [✓] Enclosed
      i. [✓] Amendment/Reply
      ii. [ ] Affidavit(s)/Declaration(s)
      iii. [ ] Information Disclosure Statement (IDS)
      iv. [ ] Other ________________

2. Miscellaneous
   a. [ ] Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of ________ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)
   b. [ ] Other ________________

3. Fees
   a. [✓] The RCE fee under 37 CFR 1.17(a) is required by 37 CFR 1.114 when the RCE is filed.
      The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments, to Deposit Account No. 503333
      i. [ ] RCE fee required under 37 CFR 1.17(e)
      ii. [ ] Extension of time fee (37 CFR 1.136 and 1.17)
      iii. [ ] Other ________________
   b. [ ] Check in the amount of $ ________________ enclosed
   c. [✓] Payment by credit card (Form PTO-2038 enclosed)

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature  [Signature]
Name (Print/Type) Sungyong Chung
Date  09/11
Registration No. 614,130

CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

Signature  [Signature]
Name (Print/Type)  
Date  

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)

<table>
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<th>Docket Number (Optional) 0293.1020</th>
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For CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

Art Unit 2165
Examiner Kellye Dee Buckingham

This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application.

The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):

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☑ Applicant claims small entity status. See 37 CFR 1.27.

☐ A check in the amount of the fee is enclosed.

☑ Payment by credit card. Form PTO-2038 is attached.

☐ The Director has already been authorized to charge fees in this application to a Deposit Account.

☑ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 503333.

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

I am the ☐ applicant/inventor.
☐ assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96).
☑ attorney or agent of record. Registration Number 64,130
☐ attorney or agent under 37 CFR 1.34.
Registration number if acting under 37 CFR 1.34

Sungyeop Chung

Signature

Typed or printed name

12/27/11

Date

Telephone Number 64,130

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☐ Total of ___________ forms are submitted.

This collection of information is required by 37 CFR 1.136(a). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK

Application No. 12/216,192                                      Group Art Unit: 2165

Confirmation No. 6709

Filed: July 1, 2008                                              Examiner: Kellye Dee Buckingham

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

AMENDMENT ACCOMPANYING REQUEST FOR CONTINUED EXAMINATION (RCE)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Office Action mailed August 31, 2011, and having a period for response set to expire on November 30, 2011.

A petition for a 1-month extension of time is made herein and the appropriate fee is enclosed, extending the due date to December 31, 2011.

Reconsideration of the claims is respectfully requested. The following remarks are respectfully submitted.
IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underline and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1 and 16 and CANCEL claims 14 and 15, without prejudice or disclaimer, in accordance with the following:

1. (Currently amended) A content providing system comprising:
   a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes; and
   a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from storage media, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to signal processing, and receiving and providing the scene resource data.

2. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information.

3. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes authentication information,
   wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and
   wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.
4. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

5. (Previously presented) The system in accordance with claim 1, wherein the media playback apparatus stores user identification information or device identification information of the media playback apparatus, and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (Original) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

8. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (Original) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia
contents to be transmitted to the media playback apparatus is selected based on the list.

10. (Previously presented) The system in accordance with claim 1, wherein the content reception information includes identification information of one of the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

11. (Previously presented) The system in accordance with claim 1, wherein the storage media includes disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (Original) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (Original) The system in accordance with claim 1, wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14-15. (Cancelled)

16. (Currently Amended) The system in accordance with claim 15, wherein the scene resource data comprises an execution code and a resource data for executing the data application according to each scene.
REMARKS

In accordance with the foregoing, claims 1 and 16 have been amended, claims 14 and 15 have been cancelled without prejudice or disclaimer, and claims 1-13 and 16 are pending and under consideration. No new matter is presented in this Amendment.

INTERVIEW SUMMARY:

Applicant appreciates the telephone interview, held on November 30, 2011, between Applicant's agent and the Examiner and the Supervisory Patent Examiner (SPE). During the interview, the SPE admitted that neither Song et al. nor Swartz et al. teaches or suggests the features of claims 14 and 15, which have been incorporated into independent claim 1.

In addition to the allowability of proposed claim 1 over the cited prior art, the SPE suggested that the "plurality of multimedia contents," as recited in proposed claim 1, could be interpreted as any kinds of multimedia data, not limited to visual data. According to her perspective, the term "scene" recited in the same claim could be justified only if the "multimedia contents" are visual data, which inherently has scenes. In this regard, the SPE suggested that proposed claim 1 further impose limitations on its environment to visual data. Also suggested was that relationship between the "scene," and the "multimedia contents," "data application" or "scene resource data" should be clarified in amendments to claim 1, because the proposed claim language allows the "scene" to be independent of any of the "multimedia contents," "data application," and "scene resource data."

Furthermore, the SPE suggested that "dividing the data application according to each scene," as recited in proposed claim 1, should be based on the size of the file. Moreover, the SPE suggested that at least a dependent claim explicitly recite that the data application is executable by a DVD, a Blu-ray, etc.

Applicant respectfully submits that the issues discussed in the interview have been addressed in view of the amendments to the claims and for the reasons provided below.

REJECTIONS UNDER 35 U.S.C. §102:

Claims 1-10 are rejected under 35 U.S.C. §102(b) as being anticipated by Song et al. (U.S. Patent Application Publication No. 20047/0192834). Applicant respectfully traverses this
rejection.

Claim 1 has been amended to incorporate the features of claims 14 and 15, which were not subject to the 35 U.S.C. §102(b) rejection. Thus, amended claim 12 is not anticipated by, and is allowable over Song et al. Claims 2-10 depend directly or indirectly from claim 1, and are thus allowable for at least this reason. Accordingly, Applicant respectfully requests withdrawal of the 35 U.S.C. §102(b) rejection of claims 1-10.

REJECTIONS UNDER 35 U.S.C. §103:


In the Office Action, page 9, lines 11-15, the Examiner asserts, with regard to claim 15, that "Swartz et al. teach wherein the content providing apparatus stores a scene resource data obtained by dividing the data application according to each scene, and wherein the media playback apparatus receives and provides the scene resource data (paragraph 600-601, disclose migrating application content)." As conceded by the SPE during the interview, however, paragraphs [0600]-[0601] of Swartz et al. fails to teach the features of claim 15. Claim 15 has been canceled without prejudice or disclaimer, and the features thereof have been incorporated into independent claim 1, with modification. Thus, Applicant submits that the SPE effectively admitted that claim 1 is allowable over Song et al. and Swartz et al.

Furthermore, paragraphs [0600]-[0601] of Swartz et al. relates to a migration operation wherein the migration agent 1101 assists the user in migrating application content and configuration data located within the file systems in the computer's internal storage devices and application content and configuration data are migrated from a backup archive created by the migrated software application. Migration is generally referred to as a process of transferring data between storage types, formats, or computer systems when computer systems are changed or upgraded, which are described in Swartz et al. The scene resource data obtained by dividing the data application according to each scene, as in an embodiment of the present subject matter, bares no relation to migration. Thus, Swartz et al. fails to teach or suggest at least the following features of claim 1, as amended:
a content providing apparatus for storing a plurality of multimedia contents including scene resource data and a data application, the scene resource data being obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes (emphasis added)

Hence, assuming arguendo Song et al. and Swartz et al. may be combined and a reasonable expectation of success exists, the combined references still do not teach all of the features recited in claim 1. Accordingly, it is respectfully submitted that claim 1 is allowable over Song et al. and Swartz et al., whether taken alone or in combination. Claims 14 and 15 have been canceled without prejudice or disclaimer, thereby rendering the rejection thereof moot. Claims 11-13 and 16 depend directly or indirectly from claim 1, and are thus allowable for at least this reason.

Applicant will hereby address the issues raised by the SPE during the interview as noted above:

First, the SPE suggested that the “plurality of multimedia contents,” as recited in proposed claim 1, could be interpreted as any kinds of multimedia data, not limited to visual data. According to her perspective, the term “scene” recited in the same claim could be justified only if the “multimedia contents” are visual data, which inherently has scenes. In this regard, the SPE suggested that proposed claim 1 further impose limitations on its environment to visual data. Also suggested was that relationship between the “scene,” and the “multimedia contents,” “data application” or “scene resource data” should be clarified in amendments to claim 1, because the proposed claim language allows the “scene” to be independent of any of the “multimedia contents,” “data application,” and “scene resource data.”

The Examiner is respectfully invited to look at the current language of claim 1 that recites "a plurality of multimedia contents including scene resource data and a data application" and "the scene resource data being obtained by dividing the data application having a plurality of scenes" (emphasis added). Applicant believes that this amendment clearly resolves the first issue above.

Second, the SPE suggested that “dividing the data application according to each scene,” as recited in proposed claim 1, should be based on the size of the file.

Applicant found no reasonable grounds to further limit the division of the data application according to each scene to be carried out based on the file size. The size of the data
application could be big or small, and one could divide the data application only if it exceeds a certain size. However, the subject matter of claim 1 does not require this condition. According to claim 1, the scene resource data is "obtained by dividing the data application having a plurality of scenes, according to each of the plurality of scenes" (emphasis added).

Third, the SPE suggested that at least a dependent claim explicitly recite that the data application is executable by a DVD, a Blu-ray, etc.

Original claim 12 recites that "the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification." Applicant found no compelling reason to add a new dependent claim reciting similar features.

Based on the foregoing, this rejection is respectfully requested to be withdrawn.

**CONCLUSION:**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 503333.

Respectfully submitted,

STEIN MCEWEN, LLP

Date: 12/29/11

By: Sungyong Chung
Registration No. 64,130

1400 Eye St., N.W.
Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
**Electronic Patent Application Fee Transmittal**

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| **Application Number:** | 12216192         |
| **International Application Number:** |           |
| **Confirmation Number:** | 6709            |
| **Title of Invention:** | Content providing system based on media playback apparatus |
| **First Named Inventor/Applicant Name:** | Wonjang Baek |
| **Customer Number:**   | 49455           |
| **Filer:**             | Sungyeop Chung/Jennifer Weissbrot |
| **Filer Authorized By:** | Sungyeop Chung |
| **Attorney Docket Number:** | 0293.1020 |
| **Receipt Date:**      | 27-DEC-2011     |
| **Filing Date:**       | 01-JUL-2008     |
| **Time Stamp:**        | 14:08:47        |
| **Application Type:**  | Utility under 35 USC 111(a) |

**Payment information:**
- **Submitted with Payment**: yes
- **Payment Type**: Credit Card
- **Payment was successfully received in RAM**: $540
- **RAM confirmation Number**: 345
- **Deposit Account**
- **Authorized User**

**File Listing:**

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**Warnings:**

**Information:**

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**Warnings:**

**Information:**

|   | Total Files Size (in bytes): 1160433 |

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
# PATENT APPLICATION FEE DETERMINATION RECORD

## Substitute for Form PTO-875

### Application as Filed – Part I

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If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(e).

| APPLICATION SIZE FEE | (37 CFR 1.16(e)) | | | | | |
| MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j)) |

* If the difference in column 1 is less than zero, enter "0" in column 2.

### Application as Amended – Part II

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** If the "Highest Number Previously Paid For" in this space is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" in this space is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

---

Legal Instrument Examiner:
/CURTIS NELLOMS JR/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@smiplaw.com
**Examiner-Initiated Interview Summary**

<table>
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<td>BAEK ET AL.</td>
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**Examiner**

KELLYE BUCKINGHAM

**Art Unit**

2165

All participants (applicant, applicant’s representative, PTO personnel):

(1) **EXAMINER KELLYE BUCKINGHAM.**

(2) **SPE NEVEEN ABEL-JALIL.**

(3) **ATTORNEY Sungyeop Chung.**

(4) **______.**

**Date of Interview:** 30 November 2011.

**Type:**

- ☒ Telephonic
- ☐ Video Conference
- ☐ Personal [copy given to: ☐ applicant ☐ applicant’s representative]

**Exhibit shown or demonstration conducted:**

- ☐ Yes
- ☒ No.

**Issues Discussed:**

- ☐ 101
- ☐ 112
- ☐ 102
- ☒ 103
- ☐ Others

(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

**Claim(s) discussed:** 14 and 15.

**Identification of prior art discussed:** Song et al. and Swartz et al.

**Substance of Interview**

(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

*Attorney explained invention. Examiner proposed that the claim language be clearly directed to video files/DVD and to focus on the size of the multimedia files as the source of the scene division.*

---

**Applicant recordation instructions:** It is not necessary for applicant to provide a separate record of the substance of interview.

**Examiner recordation instructions:** Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

- ☐ Attachment

/K. B./
Examiner, Art Unit 2165

/Neveen Abel-Jalil/
Supervisory Patent Examiner, Art Unit 2165
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@smiplaw.com
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.135(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on 07 June 2011.
2a) ☒ This action is FINAL.
2b) ☐ This action is non-final.
3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

5) ☒ Claim(s) 1-16 is/are pending in the application.
   5a) Of the above claim(s) _____ is/are withdrawn from consideration.
6) ☐ Claim(s) _____ is/are allowed.
7) ☒ Claim(s) 1-16 is/are rejected.
8) ☐ Claim(s) _____ is/are objected to.
9) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

10) ☐ The specification is objected to by the Examiner.
11) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
12) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☐ All  b) ☐ Some * c) ☐ None of:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____.
      3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
*
See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsman’s Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SD/08)
   Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413)
   Paper No(s)/Mail Date _____.
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.
DETAILED ACTION

Remarks

1. This Office Action is in response to applicant’s communication filed June 7, 2011 in response to PTO Office Action dated December 8, 2010. The Applicant’s remarks and amendments to the claims and/or the specification were considered with the results that follow.

2. Claims 1-16 have been presented for examination in this application. In response to the last Office Action, claims 1-5, and 10-11 have been amended. As a result, claims 1-16 are now pending in this application.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

   (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1-10 are rejected under 35 U.S.C. 102(e) as being anticipated by Song et al. US Publication 20070192834.

Regarding claim 1, Song et al. a teach content providing system comprising:
a content providing apparatus for storing a plurality of multimedia contents (paragraph 53, Fig. 1, disclose a multimedia service provider 130); and

a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from storage media, for receiving one of the plurality of multimedia contents (paragraph 46, disclose a security management apparatus handling security with user terminal requiring a multimedia application to communicate with a multimedia service provider or repository and an open multimedia middleware structure including security management means) and providing the received multimedia content by subjecting the received multimedia content to signal processing (paragraph 46-47, disclose data exchange between the mobile terminal and the multimedia middleware as well as the secure channel setup and data exchange between multimedia service entities is achieved using the metadata).

Regarding claim 2, Song et al. teach the system in accordance with claim 1, wherein the content reception information includes network identification information of the content providing apparatus (paragraph 53, indicating the network performing a security process which may occur during service exchange with multimedia service provider), and

wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information (paragraph 59, disclose the security manager set a communication channel (secure session) with the multimedia service provider with execution of the information).
Regarding claim 3. Song et al. teach the system in accordance with claim 1, wherein the content reception information includes an authentication information (paragraph 46, disclose the security management means is for authentication), wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus (paragraph 49, disclose verifying weather an application has access rights), and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 49, disclose verifying the rights of the contents being able to be used).

Regarding claim 4. Song et al. teach the system in accordance with claim 1 wherein the content reception information includes receiver identification information (paragraph 6, disclose digital data broadcast reception such as a typical communication network using multimedia middleware for transferring secured information), wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus (paragraph 57, disclose once been verified, its transmitted from the multimedia service provider, received through the metadata transceiver and sends over the network), and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication
information (paragraph 49, disclose verifying the rights of the contents being able to be used).

**Regarding claim 5.** Song et al. teach the system in accordance with claim 1, wherein the media playback apparatus stores a user identification information or device identification information of the media playback apparatus (paragraph 47, disclose user previous multimedia selection that is secured based on the security protocol), and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 6.** Song et al. teach the system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 7.** Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality
of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 8.** Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 9.** Song et al. teach the system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents (paragraph 148, disclose multimedia contents), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 10.** Song et al. teach the system in accordance with claim 1, wherein the content reception information includes an identification information of one of
the plurality of multimedia contents (paragraph 81, disclose metadata structure that has a security protocol for transferring multimedia content), and

wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information (paragraph 85, disclose send the secure information through the secured communication channel).

5. Claims 11-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of Swartz et al. US Publication 20070180509.

**Regarding claim 11.** Song et al. teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media includes a disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

Swartz et al. teach wherein the storage media includes disk media (paragraph 300, disclose media disk), and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing (paragraph 372, disclose media content stored.
It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 12.** Song et al. and Swartz et al. The combined references teach the system in accordance with claim 11, however Swartz et al. teach wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification (paragraph 348).

**Regarding claim 13.** Song et al. teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Swartz et al. teach wherein the storage media stores a user interface program (paragraph 372, disclose media interface for storing media content), and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program (paragraph 424, disclose shared context with programs for secure transferring of information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).
**Regarding claim 14.** Song et al. teach the system in accordance with claim 1, however, Song et al. does not teach wherein at least one of the pluralities of multimedia contents includes a data application.

Swartz et al. teach wherein at least one of the plurality of multimedia contents includes a data application (paragraph 300, disclose application data used for high capacity storage media).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 15.** Song et al. and Swartz et al. teach the system in accordance with claim 14, however, Swartz et al. teach wherein the content providing apparatus stores a scene resource data obtained by dividing the data application according to each scene, and wherein the media playback apparatus receives and provides the scene resource data (paragraph 600-601, disclose migrating application content).

**Regarding claim 16.** Song et al. and Swartz et al. teach the system in accordance with claim 15, however Swartz et al. teach wherein the scene resource data comprises an execution code and a resource data for executing the data application according to each scene (paragraph 288 disclose sending data across client scenario where security is required).
Response to Arguments

6. Applicant's arguments filed June 7, 2011 have been fully considered but they are not persuasive.

   a. Applicant argue that Song et al. reference does not elaborate how “content reception information read from storage media”.

      i. Examiner respectfully traverse applicant argument because the applicants specification clearly disclose that the content reception information includes a receiver identification information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and the content providing apparatus transmits one of the plurality of multimedia content to the media playback apparatus by verifying the authentication information (paragraph 22). Therefore the Song et al. reference teach a multimedia middleware structure including a security management means. This security management means is for authentications information that is used to access the multimedia content that is held in the multimedia verifying whether the middleware service has an access and use right for the internal service when the middleware service uses internal resources of a terminal platform, and also provides an access right (paragraph 46-47). The multimedia service provider 130 can be a server that provides a multimedia application to the user terminal
110, or a storage medium containing a multimedia application (paragraph 53).

ii. Examiner also wants to point out that the claim doesn’t specify where the storage media exists. There are no details to whether its locally or remotely. The storage media can be the local hard-drive on the computer. The rejection of record is maintained.

b. Applicant argues that the combined references does not teach claims 11-16 because they depend on claim 1.

iii. Examiner respectfully traverse because the cited reference is mapped accordingly and rejection is maintained as disclose in rejection above.

**Conclusion**

7. Accordingly, **THIS ACTION IS MADE FINAL.** See MPEP § 706.07(a).

Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.
8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to KELLYE BUCKINGHAM whose telephone number is (571)270-1756. The examiner can normally be reached on Monday- Friday, 7:30-5:00 EST alt Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Neveen Abel-Jalil can be reached on 571-272-4074. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

August 24, 2011

/K. B./
Examiner, Art Unit 2165
/Neveen Abel-Jalil/
Supervisory Patent Examiner, Art Unit 2165
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## Index of Claims

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**Applicant(s)/Patent Under Reexamination**
BAEK ET AL.

**Examiner**
KELLYE D BUCKINGHAM

**Art Unit**
2165

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NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 08/18/2011.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record (37 CFR 1.33).

/ttran/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101
NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 08/18/2011.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

/\ttran/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101
PO WER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST
AND REVOCATION OF PRI OR POWERS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The undersigned corporation is the assignee of record of the entire right, title, and interest of the patent applications and patents identified listed in the enclosed Attachment A:

REVOCATION OF PRI OR POWERS OF ATTORNEY

revokes all powers of attorney previously given, and

NEW POWER OF ATTORNEY

appoints the attorneys and/or agents of STEIN MCEWEN LLP under Customer No. 49,455 to prosecute and transact all business in the United States Patent and Trademark Office connected therewith.

CORRESPONDENCE CHANGE OF ADDRESS

All correspondence and telephone communications should be directed to the address associated with Customer Number 49,455, which is currently:

STEIN MCEWEN LLP
1400 EYE ST., N.W.
SUITE 300
WASHINGTON, D.C. 20005
PHONE: (202) 216-9505
FACSIMILE: (202) 216-9510
STATEMENT AND CERTIFICATION UNDER 37 CFR §3.73(B)

ANYPOINT MEDIA GROUP, a United States corporation, certifies that it is the assignee of the entire right, title and interest in the patent applications and patents identified in the enclosed Attachment A, by way of assignments, and those assignments were recorded in the USPTO with available data identified in the Attachment A and/or are attached hereto as indicated in Attachment A.

The undersigned is empowered to sign this certificate on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

If there are any fees associated with the filing of this Statement and Certification, please charge and/or credit the same to Deposit Account No. 503333.

Dated 08/16/11

By: [Signature]
Name: HAN JUN-SIK
Title: Managing Director

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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Wonjang BAEK

Application No. 12/216,192  Group Art Unit: 2165

Confirmation No. 6709

Filed: July 1, 2008  Examiner: Kellye Dee Buckingham

For:  CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

LETTER TO THE EXAMINER REQUESTING ENTRY OF CHANGE IN POWER OF ATTORNEY AND CORRESPONDENCE ADDRESS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In accordance with the enclosed Power of Attorney, it is respectfully submitted that the attorneys of Stein McEwen, LLP, customer number 49,455, are associated with the instant application and all prior powers of attorney have been revoked.

Please direct all correspondence to the address associated with customer number 49,455, which is presently as follows:

Stein McEwen, LLP
1400 Eye St., NW
Suite 300
Washington, D.C. 20005

Respectfully submitted,

STEIN MCEWEN, LLP

Date: August 18, 2011  By:  

Michael D. Stein
Registration No. 37,240

1400 Eye St. N.W., Suite 300
Washington, D.C. 20005
Telephone: (202) 216-9505
Facsimile: (202) 216-9510
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

BAEK, et al.                      Conf. No.: 6709

Appl. No.: 12/216,192           Art Unit: 2165

Filed: July 1, 2008            Examiner: Kellye Dee Buckingham

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE AND AMENDMENT UNDER 37 C.F.R. 1.111

Dear Commissioner:

This paper is being filed responsive to the Non-Final Office Action mailed December 8, 2010 ("Office Action"), along with a Petition for a three-month extension of time, on or before the extended due date of June 8, 2011.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.
AMENDMENTS TO THE CLAIMS

Without prejudice or disclaimer, this listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A content providing system comprising:
   a content providing apparatus for storing a plurality of multimedia contents; and
   a media playback apparatus for establishing a communication connection with the content providing apparatus based on [[a]] content reception information read from [[a]] storage media, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to [[a]] signal processing.

2. (Currently amended) The system in accordance with claim 1, wherein the content reception information includes [[a]] network identification information of the content providing apparatus, and wherein the media playback apparatus establishes the communication connection with the content providing apparatus based on the network identification information.

3. (Currently amended) The system in accordance with claim 1, wherein the content reception information includes [[an]] authentication information,
wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

4. (Currently amended) The system in accordance with claim 1, wherein the content reception information includes [[a]] receiver identification information,

wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

5. (Currently amended) The system in accordance with claim 1, wherein the media playback apparatus stores [[a]] user identification information or [[a]] device identification information of the media playback apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. (Original) The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile,
and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

8. (Original) The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. (Original) The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. (Currently amended) The system in accordance with claim 1, wherein the content reception information includes [[an]] identification information of one of the plurality of
multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

11. (Currently amended) The system in accordance with claim 1, wherein the storage media includes [a] disk media, and

wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. (Original) The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. (Original) The system in accordance with claim 1, wherein the storage media stores a user interface program, and

wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14. (Original) The system in accordance with claim 1, wherein at least one of the plurality of multimedia contents includes a data application.
15. (Original) The system in accordance with claim 14, wherein the content providing apparatus stores a scene resource data obtained by dividing the data application according to each scene, and

wherein the media playback apparatus receives and provides the scene resource data.

16. (Original) The system in accordance with claim 15, wherein the scene resource data comprises an execution code and a resource data for executing the data application according to each scene.
REMARKS

Claims 1-16 are pending in this application. Claims 1-6 and 10 have been amended to correct informalities. It is respectfully submitted that this amendment introduces no new matter within the meaning of 35 U.S.C. §132. Applicants request reconsideration and timely withdrawal of the pending rejections in view of this amendment and for the reasons discussed below.

Rejections under 35 U.S.C. §102

Claims 1-10 stand rejected under 35 U.S.C. §102(e) as being allegedly anticipated by U.S. Patent Application Publication No. 2007/0192834 to Song, et al. (hereinafter, “Song”). Applicants respectfully traverse this rejection for at least the following reasons.

Applicants respectfully submit that the rejection of independent claim 1 must be withdrawn because Song does not disclose, teach, or suggest all of the features of the claimed subject matter. “Anticipation requires the disclosure in a single prior art reference of each element of the claim under consideration.” W.L. Gore & Assoccs. V. Garlock, 721 F.2d 1540, 220 USPQ 303 (Fed. Cir. 1983), cert. denied, 469 U.S. 851 (1984). Further, “when evaluating the scope of a claim, every limitation in the claim must be considered. U.S.P.T.O. personnel may not dissect a claimed invention into discrete elements and then evaluate the elements in isolation.

Applicants respectfully submit that Song fails to disclose each and every feature recited in claim 1. Specifically, claim 1 recites, inter alia:
a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from storage media … (emphasis added)

The Examiner concludes that this claim feature is taught by paragraph 46 of Song. See the Office Action, page 3, lines 7-8. Paragraph 46 of Song describes the following:

[0046] A first aspect of the present invention described with reference to FIGS. 1 to 15 provides a security management method and apparatus for handling security problems which may occur when a user terminal requiring a multimedia application communicates with a multimedia service provider (or repository), and an open multimedia middleware structure including a security management means. The security management means is for authentication, security parameter exchange and secure channel setup during service exchange with a multimedia service provider, which is an external entity. (emphasis added)

As can be seen, while Song describes communications of a user terminal with an external, multimedia service provider, no teaching or suggestion is found that those communications are established based on “content reception information read from storage media.” Actually, the Office Action fails to articulate which component disclosed in Song is analogous to the “storage media,” and consequently, fails to elaborate how the cited reference teaches “content reception information read from storage media,” as recited in claim 1.

Furthermore, according to Song, the authentication, security parameter exchange, and secure channel setup are performed during service exchange with a multimedia service provider. See the passage of Song, last sentence, supra. Thus, in Song, the
communication between the security management means and the multimedia service provider is not taught as being established based on certain information read from storage media. Accordingly, it is respectfully submitted that Song fails to teach or suggest at least "a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from storage media," as recited in claim 1.

As such, since Song fails to teach each and every feature recited in claim 1, Applicants respectfully submit that the prior art does not anticipate claim 1. Claims 2-10 depend directly or indirectly from claim 1, and thus are allowable for at least this reason. Accordingly, Applicants respectfully request withdrawal of the 35 U.S.C. §102(e) rejection of claims 1-10.

Rejections under 35 U.S.C. §103

Claims 11-16 stand rejected under 35 U.S.C. §103(a) as being allegedly unpatentable over Song in view of U.S. Patent Application Publication No. 2007/0192834 to Swartz, et al. (hereinafter, “Swartz”). Applicants respectfully traverse this rejection for at least the following reasons.

Claims 11-16 depend from claim 1. Swartz was cited by the Examiner in an effort to teach the additional features of dependent claims 11-16, but fails to cure the deficiencies of Song as noted above with regard to claim 1. Thus, assuming, arguendo, Song and Swartz may be combined and a reasonable expectation of success exists, the combined
references still do not teach at least “a media playback apparatus for establishing a communication connection with the content providing apparatus based on content reception information read from storage media,” as recited in claim 1. Hence, Applicants respectfully submit that claims 11-16 are allowable at least because they depend from allowable claim 1. Accordingly, Applicants respectfully request withdrawal of the 35 U.S.C. §103(a) rejection of claims 11-16.
CONCLUSION

Applicants believe that a full and complete response has been made to the pending Office Action and respectfully submit that all of the stated grounds for rejection have been overcome or rendered moot. Should the Examiner feel that there are any issues outstanding after consideration of this response, the Examiner is invited to contact Applicants’ undersigned representative at the number below to expedite prosecution.

If an extension of time is necessary to prevent abandonment of this application and is not filed herewith, then such extension of time is hereby petitioned for under 37 C.F.R. § 1.136(a). Any fees required for further extensions of time and any fees for the net addition of claims are hereby authorized to be charged to our Deposit Account No. 14-0112. Prompt and favorable consideration of this Reply is respectfully requested.

Respectfully submitted,
THE NATH LAW GROUP

June 7, 2011
THE NATH LAW GROUP
112 South West Street
Alexandria, VA 22314
(703)548-6284

/Jerald Meyer/
Jerald L. Meyer
Registration No. 41,194
Derek Richmond
Registration No. 45,771
Sung-Yeop Chung
Registration No. 64,130
Customer No. 20529
Electronic Patent Application Fee Transmittal

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## Payment Information:

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- **RAM confirmation Number:** 1626
- **Deposit Account:** 140112
- **Authorized User:** CHUNG,SUNGYEOP

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

BAEK, et al. Conf. No.: 6709
Appl. No.: 12/216,192 Art Unit: 2165
Filed: July 1, 2008 Examiner: Kellye Dee Buckingham
For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

TRANSMITTAL LETTER

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Dear Commissioner:

Submitted herewith for filing in the U.S. Patent and Trademark Office is the following:

(1) Petition for a three-month Extension of Time (EOT); and
(2) Response and Amendment under 37 C.F.R. 1.111.

In the event this paper is not timely filed, Applicants petition for an appropriate extension of time. Please charge any fee deficiency, or credit any overpayment, in connection with this matter to Deposit Account No. 14-0112.

Respectfully submitted,
THE NATH LAW GROUP

June 7, 2011

/Jerald Meyer/
Jerald L. Meyer
Registration No. 41,194
Derek Richmond
Registration No. 45,771
Sung-Yeop Chung
Registration No. 64,130
Customer No. 20529

THE NATH LAW GROUP
112 South West Street
Alexandria, VA 22314
(703)548-6284
PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)  

FY 2009  

(Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818))

Application Number: 12/216,192  
Filed: July 1, 2008

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

Art Unit: 2165  
Examiner: Kellye Dee Buckingham

Docket Number (Optional): 29531U

This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application.

The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):

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☑ Applicant claims small entity status. See 37 CFR 1.27.

☐ A check in the amount of the fee is enclosed.

☐ Payment by credit card. Form PTO-2038 is attached.

☐ The Director has already been authorized to charge fees in this application to a Deposit Account.

☑ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number: 14-0112.

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

I am the ☐ applicant/inventor.

☐ assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96).

☑ attorney or agent of record. Registration Number: 41,194

☐ attorney or agent under 37 CFR 1.34.

Registration number if acting under 37 CFR 1.34 ________________

/Jerald L. Meyer/

Signature: ____________________________

Date: 06/07/2011

Jerald L. Meyer

Typed or printed name: ____________________________

Telephone Number: 703-548-6284

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☐ Total of ___________ forms are submitted.

This collection of information is required by 37 CFR 1.136(a). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency’s responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.
### PATENT APPLICATION FEE DETERMINATION RECORD

**Application or Docket Number:** 12/216,192  
**Filing Date:** 07/01/2008

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**TOTAL CLAIMS**

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**APPLICATION SIZE FEE**

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**MULTIPLE DEPENDENT CLAIMS**

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### APPLICATION AS AMENDED – PART II

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**FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))**

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### AMENDMENT

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**FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))**

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* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" in THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" in THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

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**LEGAL INSTRUMENT EXAMINER:**

Nicolle Lawrence

---

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.
Office Action Summary

Application No. 12/216,192
Applicant(s) BAEK ET AL.

Examiner KELLYE D. BUCKINGHAM
Art Unit 2165

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on 01 July 2008.
2a)☐ This action is FINAL. 2b)☒ This action is non-final.
3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) 1-16 is/are pending in the application.
   4a) Of the above claim(s) ______ is/are withdrawn from consideration.
5)☐ Claim(s) ______ is/are allowed.
6)☒ Claim(s) 1-16 is/are rejected.
7)☐ Claim(s) ______ is/are objected to.
8)☐ Claim(s) ______ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.
10)☒ The drawing(s) filed on 01 July 2008 is/are: a)☒ accepted or b)☐ objected to by the Examiner.

   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a)☒ All
   b)☐ Some * c)☐ None of:

   1. ☐ Certified copies of the priority documents have been received.
   2.☐ Certified copies of the priority documents have been received in Application No. ______.
   3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

   * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsman’s Patent Drawing Review (PTO-948)
3)☐ Information Disclosure Statement(s) (PTO/SB/08)
   Paper No(s)/Mail Date ______.
4)☐ Interview Summary (PTO-413)
   Paper No(s)/Mail Date ______.
5)☐ Notice of Informal Patent Application
6)☐ Other: ______.

U.S. Patent and Trademark Office
PTOL-326 (Rev. 08-06) Office Action Summary Part of Paper No./Mail Date 20101204
DETAILED ACTION

Priority

1. As required by M.P.E.P. 201.14(c), acknowledgement is made of applicant’s claim for priority based on applications filed on July 6, 2007. Receipt is acknowledged of papers submitted under 35 U.S.C. 119(a)-(d), which papers have been placed of record in the file.

Oath/Declaration

2. The applicant’s oath/declaration has been reviewed by the examiner and is found to conform to the requirements prescribed in 37 C.F.R. 1.63.

Drawings

3. The applicant’s drawings submitted are acceptable for examination purposes.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

5. Claims 1-10 are rejected under 35 U.S.C. 102(e) as being anticipated by Song et al. US Publication 20070192834.
Regarding claim 1, Song et al. teach a content providing system comprising:

a content providing apparatus for storing a plurality of multimedia contents
(paragraph 53, Fig. 1, disclose a multimedia service provider 130)

a media playback apparatus for establishing a communication connection with
the content providing apparatus based on a content reception information read from a
storage media (paragraph 46, disclose , a communication with a multimedia service
provider and an open middleware structure including a security means) or receiving one
of the plurality of multimedia contents and providing the received multimedia content by
subjecting the received multimedia content to a signal processing (paragraph 46,
disclose a security parameter exchange and secure channel set up during service
exchange with a multimedia service provider, which is an external entity, such as
multimedia).

Regarding claim 2, Song et al. teach the system in accordance with claim 1,
wherein the content reception information includes a network identification information
of the content providing apparatus (paragraph 53, indicating the network performing a
security process which may occur during service exchange with multimedia service
provider ), and

wherein the media playback apparatus establishes the communication
connection with the content providing apparatus based on the network identification
information (paragraph 59, disclose the security manager set a communication channel
(secure session) with the multimedia service provider with execution of the information).
Regarding claim 3, Song et al. teach the system in accordance with claim 1, wherein the content reception information includes an authentication information (paragraph 46, disclose the security management means is for authentication), wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus (paragraph 49, disclose verifying weather an application has access rights), and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information (paragraph 49, disclose verifying the rights of the contents being able to be used).

Regarding claim 4, Song et al. teach the system in accordance with claim 1, wherein the content reception information includes a receiver identification information (paragraph 6, disclose digital data broadcast reception such as a typical communication network using multimedia middleware for transferring secured information), wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus (paragraph 57, disclose once been verified, its transmitted from the multimedia service provider, received through the metadata transceiver and sends over the network), and wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication
information (paragraph 49, disclose verifying the rights of the contents being able to be used).

**Regarding claim 5.** Song et al. teach the system in accordance with claim 1, wherein the media playback apparatus stores a user identification information or a device identification information of the media playback apparatus (paragraph 47, disclose user previous multimedia selection that is secured based on the security protocol), and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 6.** Song et al. teach the system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 7.** Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile (paragraph 47, disclose a user terminal which has
stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 8.** Song et al. teach the system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area (paragraph 47, disclose a user terminal which has stored data from user computer interaction and search), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information (paragraph 53, disclose the user terminal that performs the execution search for verification, i.e. codes and then transfer the appropriate information).

**Regarding claim 9.** Song et al. teach the system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents (paragraph 148, disclose multimedia contents), and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list (paragraph 85, disclose send the secure information through the secured communication channel).

**Regarding claim 10.** Song et al. teach the system in accordance with claim 1, wherein the content reception information includes an identification information of one of
the plurality of multimedia contents (paragraph 81, disclose metadata structure that has a security protocol for transferring multimedia content), and

wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information. (paragraph 85, disclose send the secure information through the secured communication channel).

**Claim Rejections - 35 USC § 103**

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

7. Claims 11-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Song et al. US Publication 20070192834 in view of Swartz et al. US Publication 20070180509.

**Regarding claim 11,** Song et al. teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media includes a disk media, and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

Swartz et al. teach wherein the storage media includes a disk media (paragraph 300, disclose media disk), and wherein the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored
in the disk media to the signal processing (paragraph 372, disclose media content stored.

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

**Regarding claim 12**, Swartz al. teach the system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification (paragraph 348).

**Regarding claim 13**, Song et al. teach the system in accordance with claim 1, however, Song et al. does not teach wherein the storage media stores a user interface program, and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Swartz et al. teach wherein the storage media stores a user interface program (paragraph 372, disclose media interface for storing media content), and wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program (paragraph 424, disclose shared context with programs for secure transferring of information).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).
Regarding claim 14, Song et al. teach the system in accordance with claim 1, however, Song et al. does not teach wherein at least one of the plurality of multimedia contents includes a data application.

Swartz et al. teach wherein at least one of the plurality of multimedia contents includes a data application (paragraph 300, disclose application data used for high capacity storage media).

It would have been obvious to one of ordinary skill in the art to incorporate the teaching of Swartz et al. into Song et al. because Swartz et al. disclose closer security for high risk applications and information (paragraph 005).

Regarding claim 15, Swartz et al. teach the system in accordance with claim 14, wherein the content providing apparatus stores a scene resource data obtained by dividing the data application according to each scene, and wherein the media playback apparatus receives and provides the scene resource data (paragraph 600-601, disclose migrating application content).

Regarding claim 16, Swartz et al. teach the system in accordance with claim 15, wherein the scene resource data comprises an execution code and a resource data for executing the data application according to each scene. (paragraph 288 disclose sending data across client scenario where security is required).
Conclusion

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

a. **Park et al.** teach a system and method for determining whether playing has been performed, determining the number of times that the playing has been performed, and charging fees based on the determination results (hereinafter "post-payment") after music has been provided from an on-line sound source server and has been played in users' players, such as MP3 players, so as not only to charge the users fees for multimedia files in a post-payment manner, not in a convention advance payment manner but also to overcome the problems of a conventional method of charging fees at the time when users access an on-line source server and download or play music (hereinafter "advance payment").

b. **Lee et al.** teach a wire/wireless communication system, and a method for providing multimedia service therein. The system includes a multimedia service server connecting with a mobile communication network and a wire network, and providing contents data through the wire network in response to a request for contents through the mobile communication network; a home Du connecting with the wire network, storing the contents data provided through the wire network, and providing the contents data to a terminal of a home area; and the terminal for requesting the multimedia service server for multimedia service through the mobile communication network, and receiving the contents data from the home Du.
c. **Kallio teach** terminal devices efficiently transition from a first access point to a second access point based on service discovery information that is transmitted by the second access point. In Bluetooth implementations, the present invention advantageously may be implemented without requiring modifications to a terminal device's terminal module. Accordingly, in handing over a wireless communications session from a first access point to a second access point, a terminal device establishes a link with the second access point. The terminal device receives service description data, such as an SDP message, from the second access point, selects a group key based on the service, and authenticates the link with the second access point using the selected group key.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KELLYE D. BUCKINGHAM whose telephone number is (571)270-1756. The examiner can normally be reached on Monday- Friday, 7:30-5:00 EST alt Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Neveen Abel-Jalil can be reached on 571-272-4074. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

December 5, 2010

/K. D. B./
Examiner, Art Unit 2165

/Kevin Teska/
Primary Examiner, Art Unit 2165
### Notice of References Cited

**U.S. PATENT DOCUMENTS**

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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)*

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

U.S. Patent and Trademark Office
PTO-892 (Rev. 01-2001)
Index of Claims

Application/Control No.
12216192

Applicant(s)/Patent Under
Reexamination
BAEK ET AL.

Examiner
KELLYE D BUCKINGHAM

Art Unit
2165

✓ Rejected
- Cancelled
÷ Restricted
N Non-Elected
I Interference
A Appeal
O Objected

☐ Claims renumbered in the same order as presented by applicant
☐ CPA  ☐ T.D.  ☐ R.1.47

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**APPLICANTS**
- Wonjae Baek, Seongnam-si, KOREA, REPUBLIC OF;
- John Kim, Seoul, KOREA, REPUBLIC OF;
- Seong Baek Lee, Seoul, KOREA, REPUBLIC OF;

**CONTINUING DATA ******************

**FOREIGN APPLICATIONS ******************

**IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** SMALL ENTITY **
- 07/18/2008

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**ADDRESS**
- THE NATH LAW GROUP
- 112 South West Street
- Alexandria, VA 22314
- UNITED STATES

**TITLE**
- Content providing system based on media playback apparatus

**FILING FEE RECEIVED**
- 515

**FEES:** Authority has been given in Paper No.__________ to charge/credit DEPOSIT ACCOUNT No.__________ for following:

- All Fees
- 1.16 Fees (Filing)
- 1.17 Fees (Processing Ext. of time)
- 1.18 Fees (Issue)
- Other ______________
- Credit

BIB (Rev. 05/07).
PLUS Search Results for S/N 12216192, Searched Mon Dec 06 09:30:14 EST 2010
The Patent Linguistics Utility System (PLUS) is a USPTO automated search system
for U.S. Patents from 1971 to the present PLUS is a query-by-example search system which
produces a list of patents that are most closely related linguistically to the application
searched. This search was prepared by the staff of the Scientific and Technical Information
Center, SIRA.

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THE NATH LAW GROUP
112 South West Street
Alexandria, VA 22314

Title: Content providing system based on media playback apparatus
Publication Date: 01/08/2009

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The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

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Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101
Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections.**

**Applicant(s)**

Wonjang Baek, Seongnam-si, KOREA, REPUBLIC OF;  
John Kim, Seoul, KOREA, REPUBLIC OF;  
Seong Baek Lee, Seoul, KOREA, REPUBLIC OF;

**Assignment For Published Patent Application**

DREAMER, INC., Seoul, KOREA, REPUBLIC OF

**Power of Attorney:** The patent practitioners associated with Customer Number 20529  

**Domestic Priority data as claimed by applicant**

**Foreign Applications**  
REPUBLIC OF KOREA 10-2007-0067844 07/06/2007

**If Required, Foreign Filing License Granted:** 07/18/2008

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 12/216,192**

**Projected Publication Date:** 01/08/2009

**Non-Publication Request:** No

**Early Publication Request:** No  
**SMALL ENTITY**
PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process simplifies the filing of patent applications on the same invention in member countries, but does not result in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED
The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as
set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

**NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).
UTILITY
PATENT APPLICATION
TRANSMITTAL
(Only for new nonprovisional applications under 37 CFR 1.53(b))

APPLICATION ELEMENTS
See MPEP chapter 600 concerning utility patent application contents.

1. ✓ Fee Transmittal Form (e.g., PTO/SB/17)
   (Submit an original and a duplicate for fee processing)
2. ✓ Applicant claims small entity status.
   See 37 CFR 1.27.
3. ✓ Specification
   [Total Pages 22]
   Both the claims and abstract must start on a new page
   (For information on the preferred arrangement, see MPEP 606.01(a))
4. ✓ Drawing(s)
   (35 U.S.C. 113)
   [Total Sheets 1]
5. Oath or Declaration
   [Total Sheets 3]
   a. ✓ Newly executed (original or copy)
   b. □ A copy from a prior application (37 CFR 1.63(d)(i))
      (for continuation/divisional with Box 18 completed)
      i. □ DELETION OF INVENTOR(S)
         Signed statement attached deleting inventor(s)
         name in the prior application, see 37 CFR 1.63(b)(2) and 1.33(b).
6. ✓ Application Data Sheet
   See 37 CFR 1.76
7. ✓ CD-ROM or CD-R in duplicate, large table or
   Landscape Table on CD
8. Nucleotide and/or Amino Acid Sequence Submission
   (if applicable, items a. – c. are required)
   a. □ Computer Readable Form (CRF)
   b. □ Specification Sequence Listing:
      i. □ CD-ROM or CD-R (2 copies); or
      ii. □ Paper
   c. □ Statements verifying identity of above copies

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:
   □ Continuation □ Divisional □ Continuation-in-part (CIP) of prior application No.: ......................................
   Prior application information: Examiner __________________________ Art Unit: ______

19. CORRESPONDENCE ADDRESS
   □ The address associated with Customer Number: 20529 OR □ Correspondence address below

   Name: The Nath Law Group
   Address: 112 South West Street
   City: Alexandria
   State: Virginia
   Zip Code: 22314
   Country: United States
   Telephone: (703) 548-6284
   Email: 

   Signature: __________________________ Date: July 1, 2008
   Name (Print/Type): Gerald L. Meyer
   Registration No. (Attorney/Agent): 41,194

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
**FEE TRANSMITTAL**

For FY 2008

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**METHOD OF PAYMENT** (check all that apply)

- [X] Check
- [ ] Credit Card
- [ ] Money Order
- [ ] None
- [ ] Other (please identify):

- [X] Deposit Account
  - Deposit Account Number: 14-0112
  - Deposit Account Name:

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

- [ ] Charge fee(s) indicated below
- [ ] Charge fee(s) indicated below, except for the filing fee under 37 CFR 1.16 and 1.17
- [X] Charge any additional fee(s) or underpayments of fee(s)
- [ ] Credit any overpayments

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

**FEE CALCULATION**

1. **BASIC FILING, SEARCH, AND EXAMINATION FEES**

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<th>Search Fees</th>
<th>Examination Fees</th>
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2. **EXCESS CLAIM FEES**

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<td>Multiple dependent claims</td>
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- [ ] Total Claims
  - 16 - 20 or HP = 0 x 25.00 = 0
  - HP = highest number of total claims paid for, if greater than 20.

- [ ] Multiple Independent Claims
  - 0 x 105.00 = 0
  - HP = highest number of independent claims paid for, if greater than 3.

3. **APPLICATION SIZE FEE**

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is $260 ($130 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

- [ ] Total Sheets
  - 23 - 100 = 0 / 50 = 0 (round up to a whole number) x 130.00 = 0

4. **OTHER FEE(S)**

| Non-English Specification | $130 fee (no small entity discount) |
| Other (e.g., late filing surcharge): recordation fee | $40.00 |

**SUBMITTED BY**

<table>
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<tr>
<th>Signature</th>
<th>Registration No.</th>
<th>Telephone</th>
</tr>
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<td>(Attorney/Agent) 41,194</td>
<td>(703) 548-6284</td>
</tr>
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<td>July 1, 2008</td>
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If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): BAEK et al.

Appl. No.: Not Yet Assigned

Appl. Filing Date: July 1, 2008

For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

TRANSMITTAL LETTER

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Submitted herewith for filing in the U.S. Patent and Trademark Office is the following:

1. PTO/SB/17 (Fee Transmittal);
2. PTO/SB/05 (Utility Patent Application Transmittal);
3. Application Data Sheet;
4. Non-Provisional Application consisting of 23 pages with:
   16 pages of Textual Specification,
   5 pages of 16 Claims,
   1 page for the Abstract, and
   1 sheet of Drawings;
5. Executed Declaration and Power of Attorney;
6. Executed Assignment, with a Recodration Cover Sheet, in favor of DREAMER, INC., of SEOUL, REPUBLIC OF KOREA;
7. Request for Priority, with Certified Priority Document;
8. Check No.: 6666 in the Amount of $555.00, for the Basic Filing Fees and Recodration Fees as a Small Entity;
9. Postcard for Early Notification of the Serial Number Request.

The Commissioner is hereby authorized to charge any deficiency or credit any excess to Deposit Account No. 14-0112.

Respectfully submitted,
THE NATH LAW GROUP

July 1, 2008
THE NATH LAW GROUP
112 S. West St.
Alexandria, VA 22314

Gary M. Nath, Reg. No. 26,965
Jerald L. Meyer, Reg. No. 41,194
Customer No. 20529

GMN/JLM/mmcl
**UTILITY PATENT APPLICATION TRANSMITTAL**

(Only for new nonprovisional applications under 37 CFR 1.53(b))

**APPLICATION ELEMENTS**

See MPEP chapter 600 concerning utility patent application contents.

1. **Fee Transmittal Form (e.g., PTO/SB/17)**
   - Check box if new provisional.

2. **Applicant claims small entity status.**
   - See 37 CFR 1.27.

3. **Specification**
   - [Total Pages 22]
   - Both the claims and abstract must start on a new page.
   - For information on the preferred arrangement, see MPEP 608.01(a).

4. **Drawing(s)**
   - (35 U.S.C. 113) [Total Sheets 1]

5. **Oath or Declaration**
   - [Total Sheets 3]
   - Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(b)(2) and 1.33(b).

6. **Application Data Sheet.** See 37 CFR 1.76

7. **CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)**
   - Landscape Table on CD

8. **Nucleotide and/or Amino Acid Sequence Submission**
   - (if applicable, items a. – c. are required)
   - a. Computer Readable Form (CRF)
   - b. Specification Sequence Listing on:
     - i. CD-ROM or CD-R (2 copies); or
     - ii. Paper
   - c. Statements verifying identity of above copies

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:
   - Continuation
   - Divisonal
   - Continuation-in-part (CIP) of prior application No.: __________________________

   Prior application information: Examiner __________________________ Art Unit: __________

**ADDRESS TO:**

Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

**ACCOMPANYING APPLICATION PARTS**

9. **Assignment Papers (cover sheet & document(s))**
   - Name of Assignee: DREAMER, INC.

10. **37 CFR 3.73(b) Statement**
    - (when there is an assignee)

11. **English Translation Document (if applicable)**

12. **Information Disclosure Statement (PTO/SB/08 or PTO-1449)**
    - Copies of citations attached

13. **Preliminary Amendment**

14. **Return Receipt Postcard (MPEP 503)**
    - (Should be specifically itemized)

15. **Certified Copy of Priority Document(s)**
    - (if foreign priority is claimed)

    - Applicant must attach form PTO/SB/35 or equivalent.

17. **Other:**

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<tr>
<td>The address associated with Customer Number: 20529 OR Correspondence address below</td>
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</table>

| Name | The Nath Law Group |
| Address | 112 South West Street |
| City | Alexandria |
| State | Virginia |
| Zip Code | 22314 |
| Country | Telephone (703) 548-6284 |

| Signature Date | July 1, 2008 |
| Name (Print/Type) | Herald L. Meyer |
| Registration No. (Attorney/Agent) | 41,194 |

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.
**FEE TRANSMITTAL**  
For FY 2008

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**TOTAL AMOUNT OF PAYMENT** ($555.00)

**METHOD OF PAYMENT** (check all that apply)

- **Check**
- **Credit Card**
- **Money Order**
- **None**
- **Other (please identify):**

- **Deposit Account**
  - Deposit Account Number: 14-0112
  - Deposit Account Name:

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

- **Charge fee(s) indicated below**
- **Charge fee(s) indicated below, except for the filing fee**
- **Charge any additional fee(s) or underpayments of fee(s)**
- **Credit any overpayments**

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

**FEE CALCULATION**

1. **BASIC FILING, SEARCH, AND EXAMINATION FEES**

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| HP = highest number of independent claims paid for, if greater than 3. | |

2. **APPLICATION SIZE FEE**

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3. **OTHER FEE(S)**

- **Non-English Specification**, $130 fee (no small entity discount)
- **Other (e.g., late filing surcharge): recordation fee**, $40.00

**SUBMITTED BY**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): BAEK et al.

Appl. No.: Not Yet Assigned

Appl. Filing Date: July 1, 2008

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Jerald L. Meyer, Reg. No. 41,194
Customer No. 20529
CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to a content providing system based on a media playback apparatus, and more particularly to a content providing system based on a media playback apparatus capable of reading a content reception information stored in a storage media to provide a multimedia content to a user.

2. Description of the Related Art

A broadcasting service provider makes a large investment in order to provide a conventional broadcasting service. For instance, the broadcasting service provider should have a permit for broadcasting, equipments and broadcasting networks for a transmission of broadcasting signals. The broadcasting service provider should also have personnel for providing the broadcasting service.

In addition, as a transition from an analog broadcasting to a digital broadcasting is carried out, the broadcasting service provider should make more investments in order to provide the digital broadcasting.

Therefore, the conventional broadcasting service is provided by a large corporation or a public company having a large amount of funds.

Moreover, in order to provide the broadcasting service for specific users other than a general viewer, the broadcasting service provider should make a large investment.

An example of the broadcasting service for the specific users is an internal
corporate broadcasting service of a corporation having a plurality of branches.

That is, the internal corporate broadcasting service is for providing the broadcasting service to workers or customers of a bank, a security corporation or a company having a plurality of divisions.

A system for providing the conventional broadcasting service comprises a configuration for creating, operating and transmitting the internal corporate broadcasting, and a configuration for receiving and providing the internal corporate broadcasting.

Fig. 1 is a block diagram illustrating a conventional system for providing an internal corporate broadcasting service.

As shown, the conventional system for providing the internal corporate broadcasting service comprises a head-end system 110 and receivers 130a and 130b.

For instance, a headquarter has the head-end system 110 for creating, operating and transmitting the internal corporate broadcasting. Branches have the receivers 130a and 130b for receiving and providing the internal corporate broadcasting.

The receivers 130a and 130b are generally custom-made in order to receive the internal corporate broadcasting. For instance, the receivers 130a and 130b

In addition, the internal corporate broadcasting service is transmitted through a satellite network 150a or a dedicated network 150b. In order to provide the broadcasting service, a stable bandwidth should be secured. Therefore, the expensive satellite network 150a or a dedicated network 150b guaranteeing a QoS is used.

As described above, the broadcasting service provider should make the large investment in order to provide the broadcasting service for the specific users as well as the general broadcasting service.
Therefore, the broadcasting service for the specific users is employed only for some corporations.

SUMMARY OF THE INVENTION

It is an object of the present invention to provide a content providing system based on a media playback apparatus capable of reading a content reception information stored in a storage media to provide a multimedia content to a user.

In accordance with a first aspect of the present invention, there is provided a content providing system comprising: a content providing apparatus for storing a plurality of multimedia contents; a media playback apparatus for establishing a communication connection with the content providing apparatus based on a content reception information read from a storage media, for receiving one of the plurality of multimedia contents and providing the received multimedia content by subjecting the received multimedia content to a signal processing.

Preferably, the content reception information includes a network identification information of the content providing apparatus, and the media playback apparatus establishes the communication connection with the content providing apparatus based on the

Preferably, the content reception information includes an authentication information, wherein the media playback apparatus reads the authentication information and transmits the authentication information to the content providing apparatus, and the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

Preferably, the content reception information includes a receiver identification
information, wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

Preferably, the media playback apparatus stores a user identification information or a device identification information of the media playback apparatus, and the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

Preferably, the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

Preferably, the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

Preferably, the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

Preferably, the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of
multimedia contents, and one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

Preferably, the content reception information includes an identification information of one of the plurality of multimedia contents, and one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

Preferably, the storage media includes a disk media, and the media playback apparatus provides the multimedia content stored in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

Preferably, the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

Preferably, the storage media stores a user interface program, and the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

Preferably, at least one of the plurality of multimedia contents includes a data application.

Preferably, the content providing apparatus stores a scene resource data obtained by dividing the data application according to each scene, and the media playback apparatus receives and provides the scene resource data.

Preferably, the scene resource data comprises an execution code and a resource data for executing the data application according to each scene.

**BRIEF DESCRIPTION OF THE DRAWINGS**
Fig. 1 is a block diagram illustrating a conventional system for providing an internal corporate broadcasting service.

Fig. 2 is a block diagram illustrating a content providing system based on a media playback apparatus in accordance with the present invention.

DETAILED DESCRIPTION OF THE INVENTION

The present invention will now be described in detail with reference to the accompanied drawings. The interpretations of the terms and wordings used in Description and Claims should not be limited to common or literal meanings. The embodiments are provided for the skilled in the art to more completely understand the present invention.

Fig. 2 is a block diagram illustrating a content providing system based on a media playback apparatus in accordance with the present invention.

As shown, the content providing system based on the media playback apparatus comprises a content providing apparatus 210 and a media playback apparatus 230.

The content providing apparatus 210 stores a plurality of multimedia contents. The content providing apparatus 210 provides the plurality of multimedia contents to the media playback apparatus 230 according to a request from the media playback apparatus 230.

The media playback apparatus 230 establishes a communication connection with the content providing apparatus 210 based on a content reception information read from a storage media 250.

The content reception information is an information required for the media playback apparatus 230 to receive the multimedia contents from the content providing
apparatus 210.

The media playback apparatus 230 receives the multimedia content selected from the plurality of multimedia contents stored in the content providing apparatus 210 through the communication connection. In addition, the media playback apparatus 230 provides the multimedia content by subjecting the received multimedia content to a signal processing. The media playback apparatus 230 provides the received multimedia content through a display apparatus arranged to correspond to the media playback apparatus 230.

The storage media 250 may satisfy a disk media storage specification such as a DVD specification, a Blu-ray specification and a HD-DVD specification.

When the storage media 250 is a disk media, the media playback apparatus 230 may be an apparatus capable of processing a multimedia content data stored in the disk media. That is, the media playback apparatus 230 may be a DVD player, a Blu-ray player or a HD-DVD player.

Alternately, the storage media 250 may be a non-volatile storage media such as a USB storage or a hard disk. When the storage media 250 is the non-volatile storage media such as the USB storage and the hard disk, the media playback apparatus 230 may be an apparatus capable of processing the multimedia content data stored in the non-volatile storage media. For instance, the media playback apparatus 230 may be an apparatus for reproducing the multimedia content stored in the hard disk such as a DivX player.

However, it is preferable that the storage media 250 in the content providing system based on the media playback apparatus satisfies the disk media storage specification such as the DVD specification, the Blu-ray specification and the HD-DVD
specification. In addition, it is preferable that the media playback apparatus 230 is a disk media playback apparatus such as the DVD player, the Blu-ray player and the HD-DVD player.

Hereinafter, the present invention is described in detail based on an assumption that the storage media 250 satisfies the disk media storage specification and the media playback apparatus 230 is the disk media playback apparatus.

The content providing system based on the media playback apparatus in accordance with the present invention is characterized in that the multimedia content may be provided to the user without using a conventional head-end system or a dedicated receiver.

That is, in accordance with the content providing system based on the media playback apparatus of the present invention, the media playback apparatus 230 is used as the receiver and the content providing apparatus 210 connected to the media playback apparatus 230 through the Internet is used as the head-end system.

Contrary to the conventional technology requiring a complex configuration for broadcasting, a broadcasting service for the user may be embodied in a manner that the multimedia contents is stored in the content providing apparatus 210, and the media playback apparatus 230 connects to the content providing apparatus 210 via a communication network to receive and playback the multimedia contents in accordance with the present invention.

In addition, since a general communication network such as a VDSL, a FTTH and a FTTC may be used, the content providing system based on the media playback apparatus in accordance with the present invention is advantageous in that a dedicated communication network is not required. That is, since the content providing system
based on the media playback apparatus in accordance with the present invention uses the general communication network such as the VDSL, the FTTH and the FTTC capable of providing a bandwidth more than 2Mbps to provide the multimedia contents, the dedicated communication network such as a internal corporate broadcasting system is not required.

A reception of the multimedia content based on the content reception information is described below in detail.

The content reception information is stored in the storage media 250. The media playback apparatus 230 reads the content reception information.

The content reception information may include a network identification information of the content providing apparatus 210.

After the media playback apparatus 230 reads the network identification information, the media playback apparatus 230 establishes a communication connection with the content providing apparatus 210.

The communication between the content provider 210 and the media playback apparatus 230 may be carried out by a dedicated protocol. Accordingly, the dedicated protocol may be stored in the storage media 250. The media playback apparatus may execute the dedicated protocol stored in the storage media 250 to establish the communication connection with the content provider 210.

On the other hand, the content reception information may include an authentication information for a user verification during establishing the communication connection. For instance, in case of the internal corporate broadcasting service, the multimedia content should be provided to a specific user. Accordingly, the content providing apparatus 210 may provide the multimedia content only when the user is
verified by verifying the authentication information.

The media playback apparatus 230 reads the authentication information from the storage media 250 and transmits the same to the content providing apparatus 210 for the verification.

On the other hand, the content reception information may include an information for receiving a personalized multimedia content from the content providing apparatus 210, i.e. a receiver identification information.

For instance, when providing the internal corporate broadcasting service to each branch, different multimedia contents may be provided according to a characteristic of the branch. The multimedia content may be provided according to a personal identification information of the user. The receiver identification information represents an identification information of a user group or the user.

In order to provide the personalized multimedia content, the storage media 250 may store the content reception information including a user identification information. The media playback apparatus 230 may read the receiver identification information from the storage media 250 and transmits the same to the content providing apparatus 210. The content providing apparatus 210 verifies the receiver identification information, selects the multimedia content corresponding to the receiver identification information from the plurality of stored the multimedia contents, and transmits the selected multimedia content to the media playback apparatus 230.

The media playback apparatus 230 may store the user identification information of the user of the media playback apparatus 230 or a device identification information of the media playback apparatus 230. The user identification information is similar to the receiver identification information stored in the storage media 250. However, the
receiver identification information cannot be configured in advance when the multimedia content is provided to an unspecified user. Therefore, the content providing apparatus 210 may select the multimedia content using the user identification information stored in the media playback apparatus 230.

The device identification information is the identification information of the media playback apparatus 230.

The media playback apparatus 230 transmits the user identification information or the device identification information to the content providing apparatus 210. The content providing apparatus 210 verifies the user identification information or the device identification information, selects the multimedia content corresponding to the user identification information or the device identification information from the plurality of stored the multimedia contents, and transmits the selected multimedia content to the media playback apparatus 230.

Providing the multimedia content by the content providing apparatus 210 is described below in more detail.

The content providing apparatus 210 stores the plurality of multimedia contents. When the plurality of multimedia content is stored, the content providing apparatus 210 may classify and store plurality of the multimedia content according to various criteria, facilitating the selection of the multimedia content.

First, the content providing apparatus 210 may classify and store the plurality of multimedia contents according to a user profile.

That is, the multimedia content is stored according to the user group.

For instance, in case of internal corporate broadcasting service, the multimedia content is configured to be suitable for a customer at a window of the branch, and the
multimedia content is configured to provide corporate related news or information for an department of operation.

When the multimedia contents are stored according to the user group, the content providing apparatus 210 selects, based on a content receiving information transmitted from the media playback apparatus 230, more particularly, the receiver identification information read from the storage media 250 by the media playback apparatus 230 or the user identification information or the device identification information stored in the media playback apparatus 230, the multimedia content from the plurality of multimedia contents suitable for the receiver identification information, the user identification information or the device identification information.

In addition, the content providing apparatus 210 may classify and store the multimedia content based on a service providing region of the multimedia content. For instance, the content providing apparatus 210 may classify profiles into a region A and a region B and stores the plurality of the multimedia contents according to the profiles.

When the multimedia contents are stored according to the service providing region, the content providing apparatus 210 selects, based on the content receiving information transmitted from the media playback apparatus 230, more particularly, the device identification information stored in the media playback apparatus 230, the multimedia content suitable for the region corresponding to the device identification information from the plurality of multimedia contents classified according to the service providing region.

Through above-described configuration, the content providing apparatus 210 may provide the multimedia content suitable for the characteristic of the region where the media playback apparatus 230 is located.
In addition, the content providing apparatus 210 may maintain a list of the plurality of multimedia contents provided according to a time. That is, the content providing apparatus 210 generates and maintains the list of the multimedia contents to be transmitted to the media playback apparatus 230 according to the time to correspond to a programming of a broadcasting service.

For instance, in case of the internal corporate broadcasting service of a security corporation, the content providing apparatus 210 maintains the list of the multimedia content to provide the multimedia content related to a stock market when open, and the multimedia content related to an analysis of a security or other financial information when closed.

When the list is maintained, the content providing apparatus 210 selects and transmits the corresponding multimedia content in the list based on a current time to the media playback apparatus 230.

Moreover, the content providing apparatus 210 may transmit the multimedia content based on an identification information of the multimedia content. The content providing apparatus 210 maintains the identification information for the plurality of multimedia contents. The content reception information includes the identification information of one of the plurality of multimedia contents. The content providing apparatus 210 selects, based on the content receiving information transmitted from the media playback apparatus 230, more particularly, the identification information of the multimedia content read from the storage media 250 by the media playback apparatus 230, the multimedia content corresponding to the identification information from the plurality of multimedia contents and transmits the selected multimedia content to the media playback apparatus 230.
As described above, the media playback apparatus 230 of the content providing system based on the media playback apparatus in accordance with the present invention reads the content reception information from the storage media 250 and establishes the communication connection with the content providing apparatus 210 based on the same.

In order to facilitate the communication connection, the storage media 250 may include a user interface program. The media playback apparatus 230 reads and executes the user interface program stored in the storage media 250. The user interface program is a program that is automatically executed when the storage media 250 is inserted into the media playback apparatus 230 or a program that is executed when desired by a user through a button input.

When the user interface program is executes, the media playback apparatus 230 provides a user interface for the communication connection with the content providing apparatus 210 and connects to the content providing apparatus 210 based on a user input corresponding to the user interface. The user may carry out the selection of the multimedia content through the user interface program.

The multimedia content provided by the content providing apparatus 210 may include a data application. For instance, the data application is supported when the media playback apparatus 230 supports HDi (High Definition interactive) or BD-J. HDi is a standard specification for a data application service and an advanced user menu function supported by HD-DVD. BD-J is a standard specification for a data application service supported by Blu-ray disk. the media playback apparatus 230 may embody and provide the data application using an interactive service specification for a disk media such as HDi or BD-J.

In order to improve an efficiency when providing the data application, the
content providing apparatus 210 may store a scene resource data divided according to scenes. That is, when a size of the data application is excessively large, it is difficult for the content providing apparatus 210 to transmit the data application to the media playback apparatus 230 or for the media playback apparatus 230 to process the data application. Therefore, the content providing apparatus 210 divides and stores the data application according to scenes.

The scene resource data is for a scene-by-scene execution of the data application and may include an execution code that may be executed scene-by-scene and a resource data. The resource data may include a background image, an image of a button of the user interface and a data such as a text.

When the data application is stored in the content providing apparatus 210 in a form of the scene resource data, the content providing apparatus 210 transmits the data application to the media playback apparatus 230 in a unit of the scene resource data. The media playback apparatus 230 provides the data application by receiving executing the scene resource data. When the scene resource data is employed, a limitation of a size of the data application executable in the media playback apparatus 230 and a resource of the media playback apparatus 230 may be minimized. Therefore, the data application having various functions may be provided.

In accordance with the present invention, the multimedia content may be provided to the user via the media playback apparatus 230. In addition, since the multimedia content may be provided using the content reception information stored in the storage media 250, the present invention is applicable to various fields. For instance, when a company which markets to consumers distributes the storage media 250 that holds a link to the content providing apparatus 210 of the company, the consumers may
receive the multimedia content provided by the company by inserting the storage media 250 into the media playback apparatus 230 at home. Therefore, an advertisement or a promotion of a product is facilitated. In addition, the present invention may be applied to a remote education or public relations as well as the advertisement or the promotion.

While the present invention has been particularly shown and described with reference to the preferred embodiment thereof, it will be understood by those skilled in the art that various changes in form and details may be effected therein without departing from the spirit and scope of the invention.
What is claimed is:

1. A content providing system comprising:

   a content providing apparatus for storing a plurality of multimedia contents;
   a media playback apparatus for establishing a communication connection with
   the content providing apparatus based on a content reception information read from a
   storage media, for receiving one of the plurality of multimedia contents and providing
   the received multimedia content by subjecting the received multimedia content to a
   signal processing.

2. The system in accordance with claim 1, wherein the content reception
   information includes a network identification information of the content providing
   apparatus, and

   wherein the media playback apparatus establishes the communication
   connection with the content providing apparatus based on the network identification
   information.

3. The system in accordance with claim 1, wherein the content reception
   information includes an authentication information,

   wherein the media playback apparatus reads the authentication information and
   transmits the authentication information to the content providing apparatus, and

   wherein the content providing apparatus transmits one of the plurality of
   multimedia contents to the media playback apparatus by verifying the authentication
   information.
4. The system in accordance with claim 1, wherein the content reception information includes a receiver identification information,

wherein the media playback apparatus reads the receiver identification information and transmits the receiver identification information to the content providing apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the authentication information.

5. The system in accordance with claim 1, wherein the media playback apparatus stores a user identification information or a device identification information of the media playback apparatus, and

wherein the content providing apparatus transmits one of the plurality of multimedia contents to the media playback apparatus by verifying the user identification information or the device identification information.

6. The system in accordance with claim 4, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the receiver identification information.

7. The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a user
profile, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the user identification information.

8. The system in accordance with claim 5, wherein the content providing apparatus classifies and stores the plurality of multimedia contents based on a service providing area, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the device identification information.

9. The system in accordance with claim 1, wherein the content providing apparatus maintains a list of the plurality of multimedia contents provided according to a time for providing the plurality of multimedia contents, and wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the list.

10. The system in accordance with claim 1, wherein the content reception information includes an identification information of one of the plurality of multimedia contents, and

    wherein one of the plurality of multimedia contents to be transmitted to the media playback apparatus is selected based on the identification information.

11. The system in accordance with claim 1, wherein the storage media includes a disk media, and

    wherein the media playback apparatus provides the multimedia content stored
in the disk media by subjecting the multimedia content stored in the disk media to the signal processing.

12. The system in accordance with claim 11, wherein the disk media supports one of a DVD specification, a Blu-ray specification and a HD-DVD specification.

13. The system in accordance with claim 1, wherein the storage media stores a user interface program, and

wherein the media playback apparatus executes the user interface program and receives the selected multimedia content from the content providing apparatus based on a user input received through user interface program.

14. The system in accordance with claim 1, wherein at least one of the plurality of multimedia contents includes a data application.

15. The system in accordance with claim 14, wherein the content providing apparatus stores a scene resource data obtained by dividing the data application according to each scene, and

wherein the media playback apparatus receives and provides the scene resource data.

16. The system in accordance with claim 15, wherein the scene resource data comprises an execution code and a resource data for executing the data application
according to each scene.
ABSTRACT OF DISCLOSURE

A content providing system based on a media playback apparatus capable of reading a content reception information stored in a storage media to provide a multimedia content to a user is disclosed. In accordance with the system, an advertisement or a promotion of a product is possible by distributing a storage media that holds a link to a content providing apparatus to consumers.
FIG. 1

FIG. 2
As a below-named inventor(s), I/we hereby declare that:

My/Our residence(s), post office address(es) and citizenship(s) is/are as stated below next to my/our name(s).

I/We believe I/we am/are the original inventor, first and sole (if only one name is listed below) or the original, first and joint inventors (if plural names are listed below) of the subject matter which is claimed, and for which a patent is sought on the invention entitled:

**CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS**

the specification of which: (check one)

[XX] is attached hereto.

[ ] was filed on __________, as Serial No. ___________.

I/We hereby state that we have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I/We acknowledge the duty to disclose information which is material to the patentability of this application as defined by 37 CFR § 1.56.

I/We hereby claim foreign priority benefits under 35 U.S.C. § 119 of any foreign application(s) for patent or inventor's certificate listed below, and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

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Send Correspondence to:

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DECLARATION FOR PATENT APPLICATION

We hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by 35 U.S.C. § 112, first paragraph, we acknowledge the duty to disclose material information as defined in 37 CFR § 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Application No. Filing Date Status: Patented; Pending; Abandoned

We hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below:

Application No. Filing Date

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. '1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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## APPLICATION DATA SHEET

### Application Information

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### Applicant Information (1)

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### Representative Information

| **Representative Customer Number:** | 020529 |

### Foreign Priority Information

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**Assignee Information**

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**Signature:**

Signature:

Printed Name: Jerald L. Meyer

Registration No.: 41,194  Date: July ___, 2008
Inventor(s): BAEK et al.
Appl. No.: Not Yet Assigned
Appl. Filing Date: July __, 2008
For: CONTENT PROVIDING SYSTEM BASED ON MEDIA PLAYBACK APPARATUS

REQUEST FOR PRIORITY UNDER 35 U.S.C. §119

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In the matter of the above-captioned application, notice is hereby given that the Applicant claims the Priority Date and Application Number of the corresponding application which was filed in THE REPUBLIC OF KOREA, listed below:

Priority Date: Application Number:
July 6, 2007 10-2007-0067844

A Certified Copy of each of the corresponding application numbers are submitted herewith.

Respectfully submitted,
THE NATH LAW GROUP

July __, 2008
THE NATH LAW GROUP
112 S. West St.
Alexandria, VA 22314

Gary M. Nath, Reg. No. 26,965
Jerald L. Meyer, Reg. No. 44,194
Customer No. 20529

GMN/JLM/mmd
This is to certify that the following application annexed hereto is a true copy from the records of the Korean Intellectual Property Office.

Application Number: 10-2007-0067844
Filing Date: JUL 06, 2007
Applicant(s): DREAMER CO., LTD.

2008년 06월 09일

COMMISSIONER

◆ This certificate was issued by Korean Intellectual Property Office. Please confirm any forgery or alteration of the contents by an issue number or a barcode of the document below through the KIPOnet- Online Issue of the Certificates' menu of Korean Intellectual Property Office homepage (www.kipo.go.kr). But please notice that the confirmation by the issue number is available only for 90 days.
출원번호: 10-2007-0067844

[서지사항]

【서류명】 특허출원서
【참조번호】 0113
【출원구분】 특허출원
【출원인】
【명칭】 주식회사 드리머
【출원인코드】 1-2001-005355-0

【대리인】
【명칭】 특허법인 지명
【대리인코드】 9-2007-100021-5
【지정변리사】 김경욱, 박준용, 서일경, 이광현, 이창범
【포괄위임등록번호】 2007-012723-5

【발명의 국문명칭】 매체 재생 장치 기반 컨텐츠 제공 시스템
【발명의 영문명칭】 SYSTEM FOR PROVIDING CONTENTS BASED ON MEDIA REPRODUCTION APPARATUS

【발명자】
【성명】 백원장
【성명의 영문표기】 Baek Wonjiang
【주민등록번호】 620511-1XXXXXX
【우편번호】 463-731
【주소】 경기 성남시 분당구 이매동 아름마을건영아파트 107동 402 호

【국적】 KR

【발명자】
【성명】 김동수
【성명의 영문표기】 John Kim
출원번호: 10-2007-0067844

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위와 같이 특허청장에게 제출합니다.

대리인

특허법인 지명 (인)

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출원번호: 10-2007-0067844

【첨부서류】
1. 중소기업기본법 제2조의 규정에 따른 소기업에 해당함을 증명하는 서류_1통
【요약서】

【요약】

본 발명은 다수의 멀티미디어 컨텐츠를 저장하는 컨텐츠 제공 장치와, 저장매체로부터 판독한 컨텐츠 수신 정보를 기초로 상기 컨텐츠 제공 장치와의 통신 접속을 수행하며, 상기 다수의 멀티미디어 컨텐츠 중에서 선택되는 멀티미디어 컨텐츠를 수신하고, 상기 수신된 멀티미디어 컨텐츠를 신호 처리하여 제공하는 매체 재생 장치를 포함하는 매체 재생 장치 기반 컨텐츠 제공 시스템에 관한 것이다.

본 발명에 따르면, 저장매체에 기록된 컨텐츠 수신 정보를 판독하여 사용자에게 멀티미디어 컨텐츠를 제공할 수 있다.

【대표도】

도 2

【색인어】

매체 재생 장치, 멀티미디어 컨텐츠, 컨텐츠 수신 정보
【발명의 명칭】
매체 재생 장치 기반 컨텐츠 제공 시스템(SYSTEM FOR PROVIDING CONTENTS
BASED ON MEDIA REPRODUCTION APPARATUS)

【발명의 상세한 설명】

【기술분야】
본 발명은 매체 재생 장치 기반 컨텐츠 제공 시스템에 관한 것으로, 더욱 구체적으로는 저장 매체에 기록된 컨텐츠 수신 정보를 관독하여 사용자에게 멀티미디어 컨텐츠를 제공하는 매체 재생 장치 기반 컨텐츠 제공 시스템에 관한 것이다.

【배경기술】
종래의 방송 서비스 제공을 위하여 방송 사업자는 많은 투자를 하여야 한다. 예컨대 방송 사업자는 방송 사업권을 확보하여야 하며, 방송 수신을 위한 각종 장비 및 전송망을 구비하여야 하며, 이러한 방송 서비스 제공을 위한 인력을 운영하여야 한다. 따라서 방송 서비스 제공을 위해서는 방송 사업자는 막대한 비용을 투자하여야 한다.

또한 아날로그 방송에서 디지털 방송으로 전환이 이루어지면서, 방송 사업자는 방송 서비스 제공을 위하여 더 많은 비용을 투자하여야 한다.

따라서 종래 방송 서비스의 제공은 자금력을 갖춘 대기업 등에 의해서 또는 공기업 등에 의해서 수행되어 왔다.
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또한 일반적인 사용자를 대상으로 하는 방송 서비스가 아니라, 특정한 사용자를 대상으로 하는 방송 서비스의 제공에 있어서도 많은 이용이 투자가 되어야 한다.

특정한 사용자를 대상으로 하는 방송 서비스는 다수의 지점을 가지는 기업 내에서 사내 방송을 수행하는 경우를 예로 들 수 있다.

즉 은행이나 증권사, 또는 다수의 계열 기업을 가지는 그룹 사 등에서 내부 직원 또는 고객에게 제공할 목적으로 사내 방송 서비스를 제공하는 경우이다.

이 경우 종래의 사내 방송 서비스 제공을 위한 시스템은 사내 방송의 제작, 운영 또는 사내 방송 송출을 위한 구성, 그리고 사내 방송을 수신하여 제공하는 구성을 포함한다.

또 1은 종래의 사내 방송 서비스 제공을 위한 예시적인 시스템의 복선도이다.

도시화듯이 종래의 사내 방송 서비스 제공을 위한 예시적인 시스템은, 헤드 엔드(H/E) 시스템(110)과 수신기(130a 내지 130b)를 포함한다.

예컨대 본사 등에 사내 방송의 제작이나 운영 또는 송출을 위한 구성인 헤드 엔드 시스템(110)이 배치되고, 각 지점에서는 사내 방송을 수신하여 제공하는 수신기(130a 내지 130b)를 구비하여야 한다.

수신기(130a 내지 130b)는 사내 방송의 수신을 위하여 별도로 제작되는 경우가 일반적이다. 예컨대 수신기(130a 내지 130b)는 인가된 사용자를 대상으로 하는
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제한적인 수신을 위하여 인증 등의 구성을 추가한 형태로 제작될 수 있다.

또한 사내 방송의 송출은 위성 통신망(150a) 또는 전용 망(150b)을 이용하여 수행되는 것이 일반적이다. 즉 방송 서비스의 제공을 위해서 안정적인 대역폭을 확보하여야 하며, 따라서 고가의 위성 통신망(150a) 또는 QoS가 보장되는 전용 망 (150b)을 이용하여 사내 방송 서비스가 제공된다.

이와 같이 일반적인 방송 서비스 뿐만이 아니라, 특정한 사용자를 대상으로 방송 서비스를 제공하는 경우에도 많은 비용이 필요하다. 따라서 이러한 특정한 사용자를 대상으로 하는 방송 서비스 역시 일부 대기업 등에서부터 활용되고 있다.

【발명의 내용】

【해결하고자 하는 과제】

본 발명의 목적은 저장 매체에 기록된 컨텐츠 수신 정보를 판독하여 사용자에게 멀티미디어 컨텐츠를 제공하는 매체 재생 장치 기반 컨텐츠 제공 시스템을 제공하는 데 있다.

【과제 해결 수단】

상기 기술적 과제를 달성하기 위하여, 본 발명은 다수의 멀티미디어 컨텐츠를 저장하는 컨텐츠 제공 장치와, 저장 매체로부터 판독한 컨텐츠 수신 정보를 기초로 상기 컨텐츠 제공 장치와의 통신 접속을 수행하며, 상기 다수의 멀티미디어 컨텐츠 중에서 선택되는 멀티미디어 컨텐츠를 수신하고, 상기 수신된 멀티미디어 컨텐츠를 신호 처리하여 제공하는 매체 재생 장치를 포함하는 매체 재생 장치 기반
본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상기 컨텐츠 수신 정보는 상기 컨텐츠 제공 장치의 네트워크 식별 정보를 포함하는 것이고, 상기 매체 재생 장치는 상기 네트워크 식별 정보를 기초로 상기 컨텐츠 제공 장치와의 통신 접속을 수행할 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상기 컨텐츠 수신 정보는 인증 정보를 포함하는 것이고, 상기 매체 재생 장치는 상기 인증 정보를 판독하여 상기 컨텐츠 제공 장치에게로 전송하는 것이고, 상기 컨텐츠 제공 장치는 상기 인증 정보를 확인하여 상기 선택된 멀티미디어 컨텐츠를 상기 매체 재생 장치로 전송할 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상기 컨텐츠 수신 정보는 수신자 식별 정보를 포함하는 것이고, 상기 매체 재생 장치는 상기 수신자 식별 정보를 판독하여 상기 컨텐츠 제공 장치에게로 전송하는 것이고, 상기 컨텐츠 제공 장치는 상기 수신자 식별 정보를 확인하여 상기 선택된 멀티미디어 컨텐츠를 상기 매체 재생 장치로 전송할 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상기 매체 재생 장치는 상기 매체 재생 장치의 사용자 식별 정보 또는 상기 매체 재생 장치의 장치 식별 정보를 저장하는 것이고, 상기 컨텐츠 제공 장치는 상기 사용자 식별 정보 또는 상기 장치 식별 정보를 확인하여 상기 선택된 멀티미디어 컨텐츠를 상기 매체 재생 장치로 전송할 수 있다.
또한 본 발명에 따른 메체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상기 컨텐츠 제공 장치는 사용자 프로파일을 기초로 상기 다수의 멀티미디어 컨텐츠를 구분하여 저장하고, 상기 사용자 식별 정보를 기초로 상기 다수의 멀티미디어 컨텐츠 중에서 상기 메체 재생 장치로 전송할 멀티미디어 컨텐츠를 선택할 수 있다.

또한 본 발명에 따른 메체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상기 컨텐츠 제공 장치는 제공 대상 지역을 기초로 상기 다수의 멀티미디어 컨텐츠를 구분하여 저장하고, 상기 장치 식별 정보를 기초로 상기 다수의 멀티미디어 컨텐츠 중에서 상기 메체 재생 장치로 전송할 멀티미디어 컨텐츠를 선택할 수 있다.

또한 본 발명에 따른 메체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상기 컨텐츠 제공 장치는 상기 다수의 멀티미디어 컨텐츠의 제공을 위하여 시간별 제공 컨텐츠 리스트를 운영하며, 상기 시간별 제공 컨텐츠 리스트를 기초로 상기 다수의 멀티미디어 컨텐츠 중에서 상기 메체 재생 장치로 전송할 멀티미디어 컨텐츠를 선택할 수 있다.

또한 본 발명에 따른 메체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상
기 Conte츠 수신 정보는 상기 다수의 멀티미디어 Conte츠 중의 어느 하나의 식별 정보를 포함하는 것이고, 상기 Conte츠 제공 장치는 상기 다수의 멀티미디어 Conte츠 중에서 상기 식별 정보에 대응하는 멀티미디어 Conte츠를 선택하여 상기 메체 재생 장치로 전송할 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 Conte츠 제공 시스템에 있어서, 상기 저장 매체는 디스크 매체이고, 상기 매체 재생 장치는 상기 디스크 매체에 저장된 멀티미디어 Conte츠 데이터를 신호 처리하여 제공하는 장치일 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 Conte츠 제공 시스템에 있어서, 상기 디스크 매체는 DVD, 블루-레이(Blu-ray) 또는 HD-DVD 규격 중 어느 하나를 지원하는 디스크 매체일 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 Conte츠 제공 시스템에 있어서, 상기 저장 매체는 사용자 인터페이스 프로그램을 저장하는 것이고, 상기 매체 재생 장치는 상기 사용자 인터페이스 프로그램을 실행하여 상기 사용자 인터페이스 프로그램을 통하여 수신한 사용자 입력을 기초로 상기 Conte츠 제공 장치로부터 상기 선택된 멀티미디어 Conte츠를 수신할 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 Conte츠 제공 시스템에 있어서, 상기 다수의 멀티미디어 Conte츠는 데이터 애플리케이션을 포함할 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 Conte츠 제공 시스템에 있어서, 상기 Conte츠 제공 장치는 상기 데이터 애플리케이션을 장면 단위로 구분한 장면 리소
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스 데이터를 저장하는 것이고, 상기 매체 재생 장치는 상기 장면 리소스 데이터를
수신하여 제공할 수 있다.

또한 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템에 있어서, 상
기 장면 리소스 데이터는 상기 데이터 애플리케이션의 상기 장면 단위의 실행을 위
하여 실행 코드 및 리소스 데이터를 포함할 수 있다.

【효과】

본 발명에 따르면 저장 매체에 기록된 컨텐츠 수신 정보를 판독하여 사용자
에게 멀티미디어 컨텐츠를 제공할 수 있다.

【발명의 실시를 위한 구체적인 내용】

이하, 본 발명의 매체 재생 장치 기반 컨텐츠 제공 시스템의 실시예를 첨부
한 도면을 참조로 보다 구체적으로 설명한다.

도 2는 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템의 예시적인
블록도이다.

도시화되듯 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템은, 컨
텐츠 제공 장치(210)와, 매체 재생 장치(230)를 포함한다.

컨텐츠 제공 장치(210)는 다수의 멀티미디어 컨텐츠를 저장한다. 즉 컨텐츠
제공 장치(210)는 멀티미디어 컨텐츠를 저장하며 이후 매체 재생 장치(230)로부터
의 요청에 의하여 저장된 멀티미디어 컨텐츠를 매체 재생 장치(230)에게 제공한다.

매체 재생 장치(230)는 대응되는 저장 매체(250)로부터 판독한 컨텐츠 수신
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정보를 기초로 컨텐츠 제공 장치(210)와의 통신 접속을 수행한다. 컨텐츠 수신 정보는 컨텐츠 제공 장치(210)로부터 멀티미디어 컨텐츠를 수신하기 위한 정보이다. 통신 접속을 통하여 컨텐츠 제공 장치(210)에 저장된 다수의 멀티미디어 컨텐츠 중에서 선택되는 멀티미디어 컨텐츠를 수신한다. 매체 재생 장치(230)는 또한 수신된 멀티미디어 컨텐츠를 신호 처리하여 제공한다. 이러한 매체 재생 장치(230)는 수신된 멀티미디어 컨텐츠를 예컨대 매체 재생 장치(230)에 대응되어 배치되는 디스플레이 장치를 통해서 제공한다.

<38> 저장 매체(250)는 예컨대 디스크 매체일 수 있다. 즉 저장 매체(250)는 예컨대 DVD, 블루-레이(Blu-ray) 또는 HD-DVD 규격 등의 디스크 매체 저장 규격을 만족하는 매체일 수 있다.

<39> 이 경우 매체 재생 장치(230)는 디스크 매체에 저장된 멀티미디어 컨텐츠 데이터를 신호 처리하여 제공하는 장치일 수 있다. 즉 예컨대 DVD 플레이어 또는 블루-레이 플레이어 또는 HD-DVD 플레이어일 수 있다.

<40> 또는 저장 매체(250)는 USB 저장 장치 또는 하드 디스크 등의 비휘발성 저장매체일 수 있다. 이 경우 매체 재생 장치(230)는 이러한 비휘발성 저장매체에 저장된 멀티미디어 컨텐츠를 신호 처리하여 제공하는 장치일 수 있다. 예컨대 매체 재생 장치(230)는 Divx 플레이어 등과 같이 하드 디스크에 저장된 멀티미디어 컨텐츠를 재생하여 제공하는 장치일 수 있다.

<41> 그러나 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템에서 저장 매체(250)는 예컨대 DVD, 블루-레이(Blu-ray) 또는 HD-DVD 규격 등의 디스크 매체

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저장 규격을 만족하는 매체이고, 매체 재생 장치(230)는 예컨대 DVD 플레이어 또는 블루레이 플레이어 또는 HD-DVD 플레이어 등의 디스크 매체 재생 장치인 것을 가정하고 이하 설명을 수행한다.

본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템은 종래의 헤드엔드 시스템이나 전용 수신기를 사용하지 않고서도 사용자에게 멀티미디어 컨텐츠를 제공하는 것을 특징으로 한다.

즉 매체 재생 장치(230)를 수신기로 사용하고 매체 재생 장치(230)와 인터넷 등을 통하여 연결된 컨텐츠 제공 장치(210)로 헤드엔드로 사용하는 것이다.

종래의 구성에서 방송 송출 등을 위해서 복잡한 구성은 필요로 하던 것과는 달리, 본 발명에 따르면 멀티미디어 컨텐츠를 컨텐츠 제공 장치(210)에 저장하고, 매체 재생 장치(230)가 컨텐츠 제공 장치(210)에 통신망을 통하여 접속하여 멀티미디어 컨텐츠를 수신하고 이를 재생하는 것에 의해서 사용자에 대한 방송 서비스를 구현할 수 있다는 장점이 있다. 또한 예컨대 일반적인 VDSL 또는 FTTH 또는 FTTC 등의 통신망을 사용할 수 있으므로 별도의 전용 통신망을 구축할 필요도 없다는 장점이 있다. 즉 2 Mbps 이상의 대역폭이 제공 가능한 VDSL 또는 FTTH 또는 FTTC 등의 통신망을 사용하여 멀티미디어 컨텐츠의 제공이 가능하므로 별도의 전용 통신망을 사용할 필요가 없다.

이하 컨텐츠 수신 정보를 기초로 하는 멀티미디어 컨텐츠의 수신에 대해서 보다 상세히 설명한다.
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<46> 컨텐츠 수신 정보는 전송하듯이 저장 매체(250)에 저장되며, 이후 매체 재생 장치(230)는 컨텐츠 수신 정보를 판독한다.

<47> 컨텐츠 수신 정보는 예컨대 컨텐츠 제공 장치(210)의 네트워크 식별 정보를 포함할 수 있다. 예컨대 컨텐츠 제공 장치(210)의 네트워크 주소가 네트워크 식별 정보일 수 있다.

<48> 매체 재생 장치(230)는 이러한 네트워크 식별 정보를 판독하면 이를 이용하여 컨텐츠 제공 장치(210)와의 통신 접속을 수행한다.

<49> 이러한 통신 접속은 전용 프로토콜을 이용하여 수행될 수 있다. 이를 위하여 저장 매체(250)에는 해당 프로토콜이 저장될 수 있으며, 매체 재생 장치(230)는 컨텐츠 수신 정보에 대응하는 전용 프로토콜을 실행하여 컨텐츠 제공 장치(210)와의 통신 접속을 수행할 수 있다.

<50> 한편 컨텐츠 수신 정보는 예컨대 컨텐츠 제공 장치(210)와의 통신 접속시 사용자 인증을 위한 인증 정보를 포함할 수 있다. 즉 예컨대 사내 방송 등의 경우 특정한 사용자에게만 멀티미디어 컨텐츠를 제공하도록 구성된다. 따라서 컨텐츠 제공 장치(210)는 인증 정보를 확인하여 인증된 경우에만 멀티미디어 컨텐츠를 제공할 수 있다.

<51> 이를 위하여 매체 재생 장치(230)는 저장 매체(250)로부터 인증 정보를 판독하고 이를 컨텐츠 제공 장치(210)에 전송한다.

<52> 한편 컨텐츠 수신 정보는 예컨대 컨텐츠 제공 장치(210)로부터 개인화된 멀
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티미디어 컨텐츠를 수신하기 위한 정보, 즉 수신자 식별 정보를 포함할 수 있다.

예컨대 사내 방송에서도 각 지점의 특성에 따라서 서로 다른 멀티미디어 컨텐츠를 제공하는 경우가 있다. 즉 지점의 특성에 따라서 다른 멀티미디어 컨텐츠를 제공할 수도 있다. 또는 사용자 개인의 식별 정보에 따라서 다른 멀티미디어 컨텐츠의 제공이 가능하다. 수신자 식별 정보는 이러한 사용자 그룹 또는 사용자의 식별 정보를 나타내는 정보이다.

 이를 위하여 저장 매체(250)는 수신자 식별 정보를 포함할 수 있으며, 매체 재생 장치(230)는 저장 매체(250)로부터 수신자 식별 정보를 관독하고 이를 컨텐츠 제공 장치(210)에 전송한다. 컨텐츠 제공 장치(210)는 수신자 식별 정보를 확인하며, 저장된 다수의 멀티미디어 컨텐츠 중에서 수신자 식별 정보에 대응하여 멀티미디어 컨텐츠를 선택하고 이를 매체 재생 장치(230)에게로 전송한다.

한편 매체 재생 장치(230)는 매체 재생 장치(230)의 사용자 식별 정보 또는 매체 재생 장치의 장치 식별 정보를 저장할 수 있다. 사용자 식별 정보는 저장 매체(250)에 저장된 수신자 식별 정보와 유사하다. 하지만 불특정 사용자에 대해서 멀티미디어 컨텐츠를 제공하는 경우에는 미리 수신자 식별 정보를 설정할 수 없으므로, 매체 재생 장치(230)에 저장된 사용자 식별 정보를 사용하여 컨텐츠 제공 장치(210)는 멀티미디어 컨텐츠의 선택을 수행할 수 있다.

장치 식별 정보는 매체 재생 장치(230)의 식별 정보이다.

매체 재생 장치(230)는 저장된 사용자 식별 정보 또는 장치 식별 정보를 컨
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텐츠 제공 장치(210)에 전송한다. 텐츠 제공 장치(210)는 사용자 식별 정보 또는 장치 식별 정보를 확인하며, 저장된 다수의 멀티미디어 텐츠 중에서 사용자 식별 정보 또는 장치 식별 정보에 대응하여 멀티미디어 텐츠를 선택하고 이를 매체 재생 장치(230)에게로 전송한다.

한편 텐츠 제공 장치(210)에서의 멀티미디어 텐츠의 제공에 대해서 좀 더 상세히 설명하면 다음과 같다.

텐츠 제공 장치(210)는 다수의 멀티미디어 텐츠를 저장한다.

멀티미디어 텐츠의 저장시, 텐츠 제공 장치(210)는 다양한 기준으로 분류하여 저장할 수 있으며, 이에 따라서 멀티미디어 텐츠의 선택을 용이하게 할 수 있다.

우선 텐츠 제공 장치(210)는 사용자 프로파일을 기초로 다수의 멀티미디어 텐츠를 구분하여 저장할 수 있다.

즉 사용자 그룹별로 적합한 멀티미디어 텐츠를 저장하는 것이다.

예컨대 기업체에서 사내 방송을 하는 경우라면, 각 지점의 창구에서는 고객에 적합한 내용의 멀티미디어 텐츠를 구성하며, 업무 팀에는 기업 판단 소식 등이 제공되도록 멀티미디어 텐츠를 구성하는 것이다.

사용자 그룹별로 멀티미디어 텐츠를 구분하여 저장하는 경우, 텐츠 제공 장치(210)는 매체 재생 장치(230)로부터 전송되는 텐츠 수신 정보, 보다 상세하게는 매체 재생 장치(230)가 저장 매체(250)로부터 판독한 수신자 식별 정보 또는
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매체 재생 장치(230) 내에 저장되어 있던 수신자 식별 정보 또는 장치 식별 정보를
기초로 각 사용자 그룹별로 구분된 멀티미디어 컨텐츠 중에서 수신자 식별 정보 또
는 장치 식별 정보에 적합한 멀티미디어 컨텐츠를 선택하여 매체 재생 장치(230)에
게로 전송한다.

또한 컨텐츠 제공 장치(210)는 멀티미디어 컨텐츠 제공 대상 지역을 기초로
멀티미디어 컨텐츠를 구분하여 저장할 수도 있다. 예컨대 지역 A와 지역 B 등으로
프로파일을 구분하고 이를 기초로 멀티미디어 컨텐츠를 구분하여 저장하는 것이다.

제공 대상 지역별로 멀티미디어 컨텐츠를 구분하여 저장하는 경우, 컨텐츠
제공 장치(210)는 매체 재생 장치(230)로부터 전송되는 컨텐츠 수신 정보, 보다 상
세하게는 매체 재생 장치(230) 내에 저장되어 있던 장치 식별 정보를 기초로 각 제공
대상 지역 별로 구분된 멀티미디어 컨텐츠 중에서 장치 식별 정보에 대응하는
지역에 적합한 멀티미디어 컨텐츠를 선택하여 매체 재생 장치(230)에게로
전송한다.

이러한 구성을 통하여 컨텐츠 제공 장치(210)는 매체 재생 장치(230)가 배치
되는 지역의 특성에 적합한 정보를 제공할 수 있다.

또한 컨텐츠 제공 장치(210)는 멀티미디어 컨텐츠의 제공을 위하여 시간별
제공 컨텐츠 리스트를 운영할 수 있다. 즉 일반적인 방송 서비스 등의 프로그램 편성표에 대응하여 각 시간별로 매체 재생 장치(230)에게 전송할 멀티미디어 컨텐츠
의 리스트를 생성하여 운영하는 것이다.
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예컨대 중권 사 등의 사내 방송의 경우 중시 개장 시간에는 종시 상황 위주의 멀티미디어 컨텐츠를 제공하고, 종시가 종장되는 시간에는 종목 분석이나 기타 금융 정보를 제공하도록 시간별로 제공할 멀티미디어 컨텐츠의 리스트를 운영하는 것이다.

시간별 제공 컨텐츠 리스트를 운영하는 경우, 컨텐츠 제공 장치(210)는 매체 재생 장치(230)에게 현재 시간을 기초로 시간별 제공 컨텐츠 리스트 중에 해당하는 멀티미디어 컨텐츠를 선택하고 이를 매체 재생 장치(230)에게로 전송한다.

또한 컨텐츠 제공 장치(210)는 멀티미디어 컨텐츠의 식별 정보를 기초로 매체 재생 장치(230)에게로 전송할 수 있다. 즉 컨텐츠 제공 장치(210)는 다수의 멀티미디어 컨텐츠에 대해서 식별 정보를 유지한다. 또한 컨텐츠 수신 정보는 다수의 멀티미디어 컨텐츠 중의 어느 하나의 식별 정보를 포함한다. 컨텐츠 제공 장치(210)가 식별 정보를 유지하는 경우, 컨텐츠 제공 장치(210)는 매체 재생 장치(230)로부터 전송되는 컨텐츠 수신 정보, 보다 상세하게는 매체 재생 장치(230)가 저장 매체(250)로부터 편독한 컨텐츠의 식별 정보를 기초로 저장된 다수의 멀티미디어 컨텐츠 중에서 컨텐츠 식별 정보에 대응하는 멀티미디어 컨텐츠를 선택하여 매체 재생 장치(230)에게로 전송한다.

한편 전술하듯이 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템의 매체 재생 장치(230)는 저장 매체(250)로부터 컨텐츠 수신 정보를 편독하여 이를 기초로 컨텐츠 제공 장치(210)와의 통신 접속을 수행한다.

이러한 통신 접속을 용이하게 하기 위하여, 저장 매체(250)는 사용자 인터페이스를 통한 메시지 전송을 지원한다.
이스 프로그램을 포함할 수 있다. 매체 재생 장치(230)는 저장 매체(250)에 저장된 사용자 인터페이스 프로그램을 판독하여 실행한다. 사용자 인터페이스 프로그램은 예전에 저장 매체(250)가 매체 재생 장치(230)에 삽입되어 판독되는 경우 자동적으로 실행되거나 또는 사용자가 버튼 입력 등을 통하여 실행을 원하는 경우 실행되도록 구성되는 프로그램이다.

사용자 인터페이스 프로그램이 실행되는 경우 예전에 컨텐츠 제공 장치(210)와의 통신 접속을 위한 인터페이스가 제공되며, 사용자는 이러한 인터페이스를 통하여 컨텐츠 제공 장치(210)에 접속을 수행한다. 또한 사용자는 사용자 인터페이스 프로그램을 통하여 원하는 멀티미디어 컨텐츠의 선택 등을 수행할 수 있다.

한편 컨텐츠 제공 장치(210)에서 제공하는 멀티미디어 컨텐츠는 데이터 애플리케이션을 포함할 수 있다. 예전에 매체 재생 장치(230)가 HDi(High Definition interactive) 또는 BD-J 규격을 지원하는 경우이다. HDi는 HD-DVD가 지원하는 데이터 애플리케이션 서비스와 높은 사용자 메뉴 기능을 위한 표준 규격이며, BD-J는 블루레이 디스크에 있어서 데이터 애플리케이션 서비스를 지원하는 표준 규격이다. 이러한 디스크 매체에 대한 양방향 서비스 규격을 사용하여 매체 재생 장치(230)는 데이터 애플리케이션의 구현 및 제공이 가능하다.

데이터 애플리케이션 제공시 효율성을 높이기 위해서, 컨텐츠 제공 장치 (210)는 데이터 애플리케이션을 장면 단위로 구분한 장면 리소스 데이터를 저장할 수 있다. 즉 데이터 애플리케이션의 크기가 너무 큰 경우 이를 한 번에 매체 재생 장치(230)로 전송하여 매체 재생 장치(230)에서 신호 처리하여 제공하기가 어려우
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무료, 컨텐츠 제공 장치(210)는 데이터 애플리케이션을 장면 단위로 분할하여 저장하는 것이다.

장면 리소스 데이터는 데이터 애플리케이션의 장면 단위의 실행을 위한 것이며, 장면 단위로 실행 가능한 실행 코드 및 리소스 데이터를 포함할 수 있다. 리소스 데이터는 예컨대 배경 화면이나 이미지, 사용자 인터페이스 버튼의 이미지 등을 포함하며, 텍스트 등의 데이터도 포함할 수 있다.

장면 리소스 데이터 형태로 데이터 애플리케이션이 컨텐츠 제공 장치(210) 내에 제공되는 경우, 컨텐츠 제공 장치(210)는 데이터 애플리케이션 전송시 장면 리소스 데이터 단위로 매체 재생 장치(230)에 전송한다. 매체 재생 장치(230)는 이러한 장면 리소스 데이터를 수신하여 실행함으로써 데이터 애플리케이션의 제공이 가능하다. 이러한 장면 리소스 데이터를 사용하면 매체 재생 장치(230) 내에서 실행 가능한 데이터 애플리케이션의 크기나 리소스에 대한 제한을 최소화할 수 있으며 다양한 기능을 가지는 데이터 애플리케이션을 제공할 수 있다.

이와 같이 본 발명에 따르면 매체 재생 장치(230)를 통하여 사용자에게 멀티미디어 컨텐츠를 제공할 수 있다. 또한 저장 매체(250)에 저장된 컨텐츠 수신 정보를 이용하여 멀티미디어 컨텐츠의 제공이 가능하므로 다양한 분야에 적용이 가능하다. 예컨대 소비자 상대로 영업을 하는 회사에서 자사의 컨텐츠 제공 장치(210)에 접속 가능한 저장 매체(250)를 배포하면, 소비자는 이러한 저장 매체(250)를 자신의 가정 등에 구비된 매체 재생 장치(230)에 삽입하는 것에 의해서 회사 측에서 제공하고자 하는 멀티미디어 컨텐츠를 수신할 수 있다. 따라서 제품의 홍보 또는
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판촉에 적용될 수 있다. 또한 이러한 홍보 또는 판촉 뿐만 아니라 원격 교육이나
정책 홍보 등에도 적용될 수 있다.

비록 본 발명의 구성이 구체적으로 설명되었지만 이는 단지 본 발명을 예시
적으로 설명한 것에 불과한 것으로, 본 발명이 속하는 기술분야에서 통상의 지식을
가지는 자라면 본 발명의 본질적인 특성에서 벗어나지 않는 범위 내에서 다양한 변
형이 가능할 것이다.

따라서 본 명세서에 개시된 실시예들은 본 발명을 한정하기 위한 것이 아니
라 설명하기 위한 것이고, 이러한 실시예에 의하여 본 발명의 사상과 범위가 한정
되는 것은 아니다. 본 발명의 범위는 아래의 청구범위에 의해 해석되어야 하며, 그
와 동등한 범위 내에 있는 모든 기술은 본 발명의 권리범위에 포함되는 것으로 해
석되어야 할 것이다.

【산업상이용가능성】

이와 같이 본 발명에 따르면 매체 재생 장치를 통하여 사용자에게 멀티미디어
컨텐츠를 제공할 수 있다. 또한 저장 매체에 저장된 컨텐츠 수신 정보를 이용하
여 멀티미디어 컨텐츠의 제공이 가능하므로 다양한 분야에 적용이 가능하다. 예컨
대 소비자를 상대로 영업을 하는 회사에서 자사의 컨텐츠 제공 장치에 접속 가능한
 저장 매체를 배포하면, 소비자는 이러한 저장 매체를 자신의 가정 등에 구비된 매
체 재생 장치에 삽입하는 데에 의해서 회사 측에서 제공하고자 하는 멀티미디어 컨
텐츠를 수신할 수 있다. 따라서 제품의 홍보 또는 판촉에 적용될 수 있다. 또한 이
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러한 홍보 또는 관측 뿐만 아니라 일격 교육이나 정책 홍보 등에도 적용될 수 있다.
다수의 멀티미디어 컨텐츠를 저장하는 컨텐츠 제공 장치와,

저장 매체로부터 전달한 컨텐츠 수신 정보를 기초로 상기 컨텐츠 제공 장치

와의 통신 접속을 수행하며, 상기 다수의 멀티미디어 컨텐츠 중에서 선택되는 멀티

미디어 컨텐츠를 수신하고, 상기 수신된 멀티미디어 컨텐츠를 신호 처리하여 제공

하는 매체 재생 장치

를 포함하는 매체 재생 장치 기반 컨텐츠 제공 시스템.

제1항에 있어서,

상기 컨텐츠 수신 정보는 상기 컨텐츠 제공 장치의 네트워크 식별 정보를 포

함하는 것이고,

상기 매체 재생 장치는 상기 네트워크 식별 정보를 기초로 상기 컨텐츠 제공

장치와의 통신 접속을 수행하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

제1항에 있어서,

상기 컨텐츠 수신 정보는 인증 정보를 포함하는 것이고,

상기 매체 재생 장치는 상기 인증 정보를 판독하여 상기 컨텐츠 제공 장치에

게로 전송하는 것이고,
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상기 컨텐츠 제공 장치는 상기 인증 정보를 확인하여 상기 선택된 멀티미디어 컨텐츠를 상기 매체 재생 장치로 전송하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 4】

제1항에 있어서,

상기 컨텐츠 수신 정보는 수신자 식별 정보를 포함하는 것이고,

상기 매체 재생 장치는 상기 수신자 식별 정보를 판독하여 상기 컨텐츠 제공 장치에게 전송하는 것이고,

상기 컨텐츠 제공 장치는 상기 수신자 식별 정보를 확인하여 상기 선택된 멀티미디어 컨텐츠를 상기 매체 재생 장치로 전송하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 5】

제1항에 있어서,

상기 매체 재생 장치는 상기 매체 재생 장치의 사용자 식별 정보 또는 상기 매체 재생 장치의 장치 식별 정보를 저장하는 것이고,

상기 컨텐츠 제공 장치는 상기 사용자 식별 정보 또는 상기 장치 식별 정보를 확인하여 상기 선택된 멀티미디어 컨텐츠를 상기 매체 재생 장치로 전송하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.
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【청구항 6】

제4항에 있어서,

상기 컨텐츠 재생 장치는 사용자 프로파일을 기초로 상기 다수의 멀티미디어 컨텐츠를 구분하여 저장하고, 상기 수신자 식별 정보를 기초로 상기 다수의 멀티미디어 컨텐츠 중에서 상기 매체 재생 장치로 전송할 멀티미디어 컨텐츠를 선택하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 7】

제5항에 있어서,

상기 컨텐츠 재생 장치는 사용자 프로파일을 기초로 상기 다수의 멀티미디어 컨텐츠를 구분하여 저장하고, 상기 사용자 식별 정보를 기초로 상기 다수의 멀티미디어 컨텐츠 중에서 상기 매체 재생 장치로 전송할 멀티미디어 컨텐츠를 선택하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 8】

제5항에 있어서,

상기 컨텐츠 재생 장치는 제공 대상 지역을 기초로 상기 다수의 멀티미디어 컨텐츠를 구분하여 저장하고, 상기 장치 식별 정보를 기초로 상기 다수의 멀티미디어 컨텐츠 중에서 상기 매체 재생 장치로 전송할 멀티미디어 컨텐츠를 선택하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.
【청구항 9】

제1항에 있어서,

상기 컨텐츠 제공 장치는 상기 다수의 멀티미디어 컨텐츠의 제공을 위하여 시간별 제공 컨텐츠 리스트를 운영하며, 상기 시간별 제공 컨텐츠 리스트를 기초로 상기 다수의 멀티미디어 컨텐츠 중에서 상기 매체 재생 장치로 전송할 멀티미디어 컨텐츠를 선택하는 것이인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 10】

제1항에 있어서,

상기 컨텐츠 수신 정보는 상기 다수의 멀티미디어 컨텐츠 중의 어느 하나의 식별 정보를 포함하는 것이고,

상기 컨텐츠 제공 장치는 상기 다수의 멀티미디어 컨텐츠 중에서 상기 식별 정보에 대응하는 멀티미디어 컨텐츠를 선택하여 상기 매체 재생 장치로 전송하는 것이인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 11】

제1항에 있어서,

상기 저장 매체는 디스크 매체이고,

상기 매체 재생 장치는 상기 디스크 매체에 저장된 멀티미디어 컨텐츠 데이터를 신호 처리하여 제공하는 장치인 것이인 매체 재생 장치 기반 컨텐츠 제공 시스템.
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【청구항 12】

제11항에 있어서,

상기 디스크 메체는 DVD, 블루-레이(Blu-ray) 또는 HD-DVD 규격 중 어느 하나를 지원하는 디스크 매체인 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 13】

제1항에 있어서,

상기 장치 매체는 사용자 인터페이스 프로그램을 저장하는 것이고,

상기 매체 재생 장치는 상기 사용자 인터페이스 프로그램을 실행하며 상기 사용자 인터페이스 프로그램을 통하여 수신한 사용자 입력을 기초로 상기 컨텐츠 제공 장치로부터 상기 선택된 멀티미디어 컨텐츠를 수신하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 14】

제1항에 있어서,

상기 다수의 멀티미디어 컨텐츠는 데이터 애플리케이션을 포함하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 15】

제14항에 있어서,

상기 컨텐츠 제공 장치는 상기 데이터 애플리케이션을 장면 단위로 구분한 장면 리소스 데이터를 저장하는 것이고,
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상기 매체 재생 장치는 상기 장면 리소스 데이터를 수신하여 제공하는 전인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【청구항 16】

제15항에 있어서,

상기 장면 리소스 데이터는 상기 데이터 애플리케이션의 상기 장면 단위의 실행을 위하여 실행 코드 및 리소스 데이터를 포함하는 것인 매체 재생 장치 기반 컨텐츠 제공 시스템.

【도면의 간단한 설명】

<83> 도 1은 종래의 사내 방송 서비스 제공을 위한 예시적인 시스템의 블록도.

<84> 도 2는 본 발명에 따른 매체 재생 장치 기반 컨텐츠 제공 시스템의 예시적인 블록도.

<85> <도면의 주요부분에 대한 부호의 설명>

<86> 110: 헤드엔드 시스템  130: 수신기

<87> 150: 통신판  210: 컨텐츠 제공 장치

<88> 230: 매체 재생 장치  250: 저장 매체
【도면】

【도 1】

110

150a

위성 통신망

130a

수신기

헤드엔드 시스템

150b

130b

전용망

수신기

【도 2】

210

230

250

컨텐츠 제공 장치

매체 재생 장치

저장 매체
PTO-1556
(5/87)

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**PATENT APPLICATION FEE DETERMINATION RECORD**

**Application or Docket Number:** 1234567890

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**APPLICATION AS AMENDED – PART II**

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* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

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