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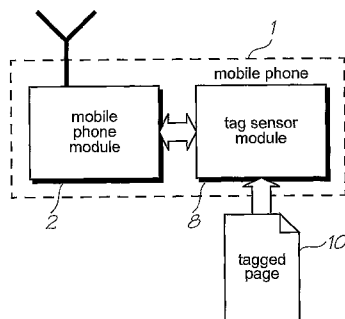
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(54) Title: WIRELESS DEVICE WITH READER FOR MACHINE READABLE INDICIA AND METHOD OF EFFECTING COMMUNICATION WITH A REMOTE SERVER



(57) Abstract: A method of accessing at least one electronic connection address using a mobile device and an interactive printed document that includes human-readable information and machine-readable coded data, the mobile telecommunications device comprising: a transceiver configured to send and receive signals via a wireless telecommunications network; sensing means; and decoding means; the method comprising the steps of: (a) sensing, with the sensing means, at least some of the coded data while the mobile telecommunications device is used to physically interact with the printed document; (b) sending, with the transceiver, the indicating data to a remote computer system; (c) receiving, with the transceiver, at least one electronic connection address in response to the indicating data; and (d) outputting the at least one connection address in a human readable manner.

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