

Plane media product supporting interactive interconnected system

Abstract

The invention relates to an information association technology supporting a cross-media product, in particular to a plane media product supporting an interactive interconnected system. The plane media product supports transmit-receive of a multimedia information signal of the interactive interconnected system and is characterized in that the interactive interconnected system comprises an electronic reading device and an electronic transmitter-receiver; an external surface of the plane media product may be attached with an information content; the multimedia information signal is synthesized by media information data and associated data; the associated data is a preset URI (Uniform Resource Identifier); the electronic transmitter-receiver is provided with an associated data reception circuit, an associated data transmission circuit and a central processing unit (with memory); the associated data reception circuit is equipped with a short-distance signal transmission-reception circuit; and the electronic transmitter-receiver is mainly configured to control transmit-receive of the associated data of the decomposed multimedia information signal, receive the associated data decomposed by the transmission circuit of the electronic reading device, transmit the associated data to an external information data storage center via a remote wireless technology, and quickly call out an associated electronic file.

Fig. 1A