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(71) Applicant *(for all designated States except US)*: INDEX SYSTEMS, INC. [-/-]; P.O. Box 71, Craigmuir Chambers, Road Town, Tortola (VG).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: YUEN, Henry, C. [US/US]; P.O. Box 438, Pasadena, CA 91102-0438 (US). HANCOCK, Kenneth, S. [US/US]; 64 Stillwater Drive, Nashua, NH 03062 (US). WARD, Thomas, Edward, III [US/US]; 60 Cherrybrook Road, Weston, MA 02193 (US). MACRAE, Douglas [US/US]; 23 Cart Path Road, Weston, MA 02493 (US). NESSON, Ted [US/US]; 209 Burlington Road, Bedford, MA 01730 (US).

(74) Agent: TABANDEH, Raymond, R.; Christie, Parker & Hale, LLP, P.O. Box 7068, Pasadena, CA 91109-7068 (US).

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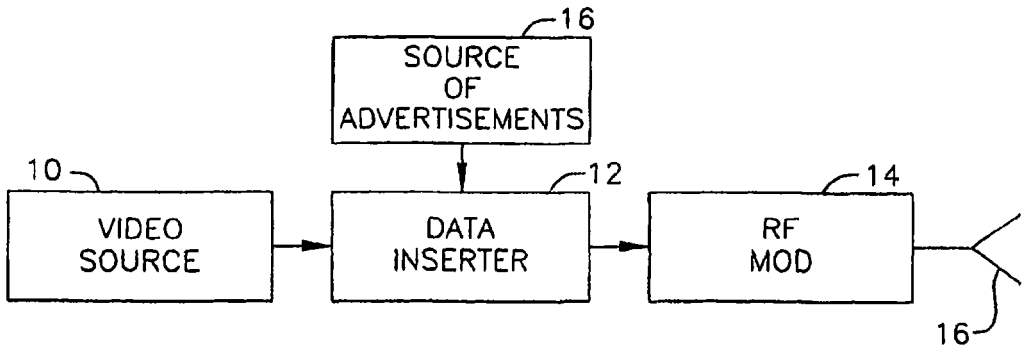
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G00001

(54) Title: SYSTEM AND METHOD FOR TAILORING TELEVISION AND/OR ELECTRONIC PROGRAM GUIDE FEATURES, SUCH AS ADVERTISING



(57) Abstract

A smart agent (SA) is provided which resides locally in a local client device and by iterative means integrates the habit, statistics and psycho-demographic information of a user to infer the user's preferences. The SA may also utilize the preferences to filter information delivered to the local device. The invention further discloses a means of collecting, combining, integrating and inferring information from the user to arrive at a psycho-demographic profile of the user, and a means of utilizing such psycho-demographic profile to select or filter information delivered to the user, thereby achieving targeting. The invention also discloses a means of classifying and identifying the information delivered so that it can be matched, filtered or selected. The invention uses the information from the psycho-demographic database to provide supplemental information for each program for which such psycho-demographic information is available.



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