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(54) Title: SYSTEM AND METHOD OF DATA ROUTING FOR VIDEOTELEPHONIC SHOPPING

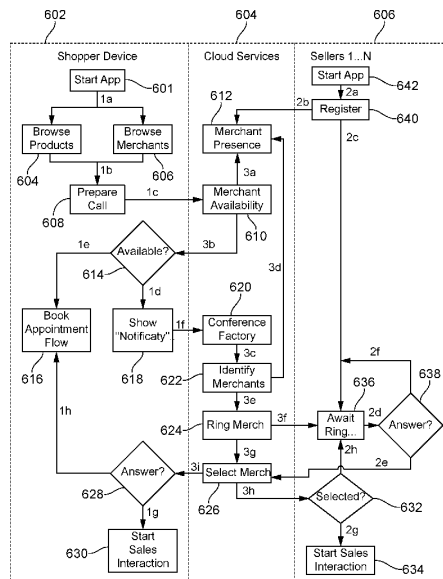


FIG. 6

(57) Abstract: A system for data and signal routing for videotelephonic conferencing is provided. The system has a video recognition module in communication with a merchandise database, a gesture module configured to recognize a user gesture and further configured to communicate the gesture to the video recognition module, a persisted cart module in communication with the gesture module and the video recognition module, and a display configuration module in communication with the persisted cart, wherein the display configuration module is configured to transform the article in-video to a digital graphical representation of the article in video and store it in the cart on both user interfaces.

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- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
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