(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
6 January 2005 (06.01.2005)

PCT

(10) International Publication Number
WO 2005/001725 A1

(51) International Patent Classification[7]: G06F 17/60

(21) International Application Number:
PCT/AU2004/000855

(22) International Filing Date: 28 June 2004 (28.06.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
PCT/AU03/00846 27 June 2003 (27.06.2003) AU

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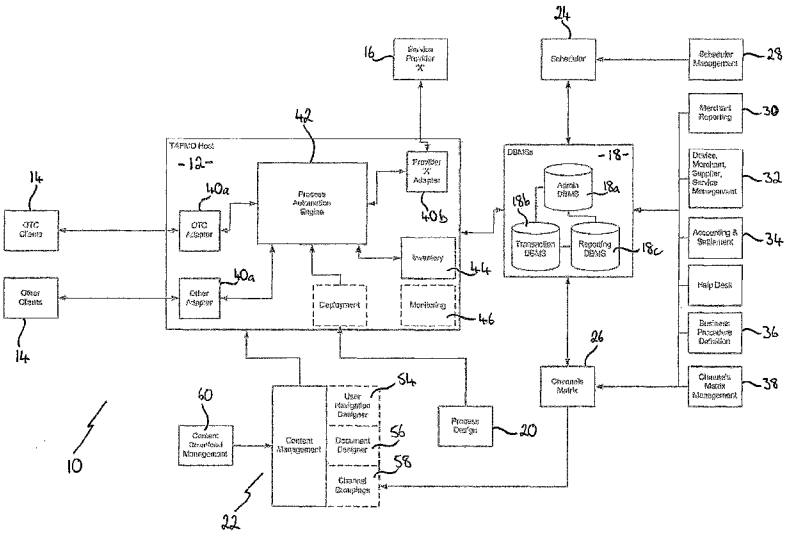
(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**
— *with international search report*

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

(54) Title: AN ELECTRONIC TRANSACTION SYSTEM




(57) Abstract: An electronic transaction system comprising a host server; at least one transaction device; at least one service provider system; and a content management system. When a transaction device issues a client request to the host server for one or more of the electronic goods and/or services, the host server operates to generate a client response in reply to the client request. In generating the client response a service request may be issued to the at least one service provider system. Also includes a matrix recording a set of permissions and/or constraints applicable to the electronic transaction system. The content management system references the matrix in determining the content to be provided to each transaction device to ensure that the set of permissions and/or constraints are complied with. Each transaction device further receives a set of unique identifiers from the host server, each identifier representing a component of the content.

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