PCT WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 7 : G06F 13/00 — A1

(11) International Publication Number: WO 00/63780

(43) International Publication Date: 26 October 2000 (26.10.00)

(21) International Application Number: PCT/US00/09613

(22) International Filing Date: 11 April 2000 (11.04.00)

(30) Priority Data:
09/295,823 21 April 1999 (21.04.99) US

(71) Applicant: SILICON STEMCELL, LLC. [US/US]; 100 Four Falls Corporate Center, Suite 211, Conshohocken, PA 19428 (US).

(72) Inventors: SCHENA, Robert, J.; 424 General Washington Road, Wayne, PA 19807 (US). ANDERER, Mike; 4567 South Mathews Way, Salt Lake City, UT 84124 (US). RITZ, Peter, B.; 1225 Gilbert Road, Meadowbrook, PA 19046 (US). BENENSTEIN, Mike; 5300 E. Calle Basque, Tucson, AZ 85718 (US).

(74) Agent: LAVORGNA, Gregory, J.; Seidel, Gonda, Lavorgna & Monaco, P.C., Two Penn Center Plaza, Suite 1800, Philadelphia, PA 19102 (US).

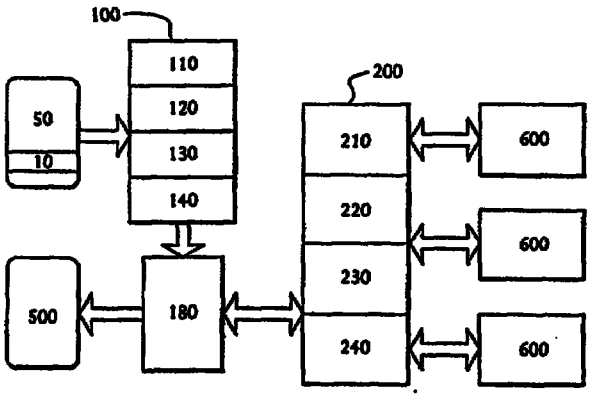
(81) Designated States: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published

With international search report.

Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

(54) Title: METHOD FOR MANAGING PRINTED MEDIUM ACTIVATED REVENUE SHARING DOMAIN NAME SYSTEM SCHEMAS



(57) Abstract

A method for bridging the gap between the virtual multimedia–based Internet world and the physical world of tangible object media, such as print media. More particularly, a method for managing a domain name service based on initiating a communication from an object containing provider information using a scanner (100), a portal server (200) and a receiver (180) connected across a network. The method involves scanning a machine–readable code (10) containing a link information corresponding to the provider information from the object (50) using the scanner (100) and storing the machine–readable code in a memory. The link information is then extracted from the machine–readable code (10) in the memory. A user input information corresponding to the provider information is also obtained and stored in the memory. The link information and the user input information are then sent to the portal server (200) via the network. The portal server (200) receives the link information and user input information and selects a multimedia information sequence corresponding to the link information and the user input information. The multimedia information sequence is then sent to the receiver (180) via the network. The receiver (180) receives and stores the multimedia information sequence plays the sequence automatically or in response to a stimulus such as a user request.