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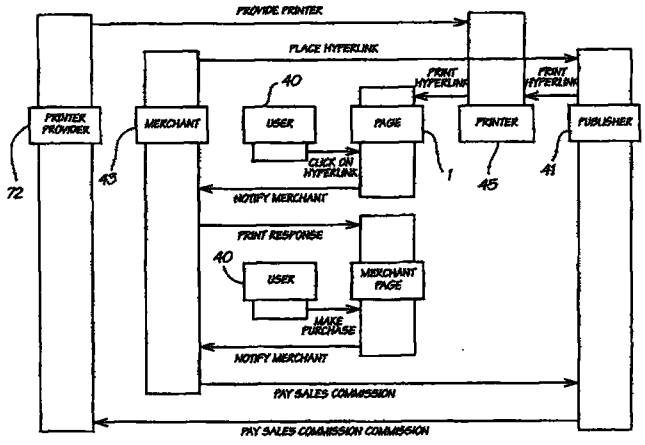
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(54) Title: INTERACTIVE PRINTER PROVIDER



(57) Abstract: An on-demand computer based system is provided for allowing a user to obtain interactive printed information from a remote source. The system includes a printer module that is provided by a first party to the user for interfacing the user with the source. The module is responsive to the user requesting first information from the source for generating a first printed page that displays to the user the first information together with advertising that is derived from an advertiser. The module includes an identifier means for applying an identifier to the first page such that designation of the identifier by the user results in the module generating a second printed page that displays to the user further advertising. In some embodiments, use is made of an account server that is responsive to the module for determining a payment to be made by the advertiser to the first party. In other embodiments, the account server determines a payment made by the advertiser to another party and then a second payment from that other party to the first party.

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