



AN APPARTUS AND METHOD FOR CREATING AN ELECTRONIC VERSION
OF PRINTED MATTER

FIELD OF THE INVENTION

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The present invention relates generally to an apparatus and method for creating an electronic version of printed matter, and is of particular but by no means exclusive application to creating an on-line and off-line version of a newspaper or magazine.

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BACKGROUND OF THE INVENTION

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With the prevalence of computer technology, producers of printed matter often create electronic versions of their printed matter before sending out to print (such as newspapers, magazines and books). The electronic versions provide many advantages such as easy to make changes, ready to print and the ability to be quickly and efficiently distributed to a large number of people over a wide geographic region (particularly via the Internet). However it takes a long time to deliver and download since the files are normally very big.

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Usually the publishers or designers will use DTP softwares like Quarkxpress™, CorelDraw™ to create their printed matter and saving them in digital file format like PDF, TIFF and JPEG before sending out for print. The file size is big and likewise the dedicated viewer required viewing the file, thus making it not ideal for easy browsing and distribution over the web or other media.

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In the late 90s, Internet News portals blossomed in



the World Wide Web due to the investment craze in the financial market. They utilise a few software to process their images and text information before porting to a content-management system like Interwoven™, Vignette™ to create templates for their news articles. This has proven to be both cost and labour intensive and most of them are not profitable. Many newspaper publishers also jump into this way of publishing their news fearing the Internet News Portals will grab away their business if they did not do the same thing. Many lost money and finding it more and more difficult to operate nowadays. Many are also not publishing in the web due to above problems especially magazine publishers. Therefore, it is the intention of this invention to address these problems where publishers are able to create an electronic version of their printed matter after their usual design process by converting them to the web in very small files which are easy for distribution and browsing.

Electronic versions of the printed matter at the web often have a different appearance to that of their printed matter counterparts. The reason that the electronic versions have a different appearance is that information contained therein can be difficult to discern if presented with the same appearance as the printed version. For example, the text may be too small to read. Consequently, the appearance of the electronic version for the web needs to be adapted in a manner that permits the information to be readily discerned when viewed. Unfortunately, changing the appearance of the electronic versions at the web can lead to a 'double identity' problem. Essentially, this means that viewers of the printed matter and the electronic version thereof may be given the impression

that both publications are from different sources, or are different publications altogether.

Furthermore, there is a dire need to provide fast
5 download of those images and textual information via a more superior compression format than the current commonly used web image formats like JPEG and GIF, to create an adaptive and friendly browsing environment for readers to read those electronic version of the printed matter like
10 newspapers and magazines. And this is another intention of this invention to create a compelling compression system and algorithms for multi-channel distribution (Internet, wireless, mobile phone, PDA, satellite etc) of multi-format to enhance the distribution of contents
15 worldwide.

Beside the creation of such printed matters to electronic version, there is no business process interactivity built-in with the articles, images or
20 advertisements like web-interactive feedbacks, e-coupons, special offers, e-commerce capabilities etc while browsing and viewing those articles and advertisements. At the moment they are just plain texts and images. It is another intention of this invention to create compelling business
25 templates while transforming the electronic version of the printed matters to compressed format in one go.

In US 2002/0111970 A1 patent, it described a method of displaying information whereby only the readable headline
30 information from a page is displayed, and article information that is linked to the headline information is displayed at a time when the readable headline is designated selectively. This is to solve the big file size

of displaying the entirety of the page as described in the document which mentioned that it is not practical for a user connecting to the network via low-speed public lines to take a lot of time to download the article information to terminal device. It further described that the patent is to provide a display technology in a user interface displayed on the user's terminal device for displaying in stages the article information to solve the problem as described above. This solution does not give good reader experience where only headlines are displayed. Readers would normally like to see everything in the whole page as it is in the newspaper print. Therefore, it is an object of this invention to provide compelling compression that enabled the printed matters can electronically be easily converted to very small files and display the original layout of the prints as it is; exact replicas of the prints.

US 2002/0188635 A1 issued to Stephen C. Larson discloses a method and apparatus for preparing a web page for a digital edition of prints using print media display advertisements as input so that a publisher may offer to advertisers both hard copy print and web site advertising opportunities without requiring the modification of advertising copy to fit the web and to give the advertiser the benefit of displaying their ad next to the news/editorial content on the web. It is similar to US 2002/0111970 A1 where the end results are without the same look and feel of the original prints. The patent only tried to incorporate print-ready advertisement in digital newspaper editions to derive some income from the advertisers. It is the objective of the invention to provide the same look and feel of the original prints yet

in very small files which made it flexible for many business applications & able to derive good income from advertisers. In addition, the invention allows the display of the linked article information or business templates to the corresponding area in the print. Very different to what have been disclosed in US 2002/0111970 A1 & US 2002/0188635 A1.

WO 01/067361 A1 discloses a system for news-clipping in which an electronic form of the publication may be created by scanning in the publication. The objective of the invention does not solely serve the purpose of news-clipping and tear sheets nor is the electronic form of prints are created through the manner of scanning as described.

US 2002/0165882 A1 discloses a system & a method of publishing an electronic data file to a document management system in various publication formats. A number of compression formats are suggested but they are common ones available in the market which cannot provide the user experience & full interactivity people want. It is the objective of the invention to provide the hybrid graphic compression algorithm which enabled compelling compression results to address the above as well as the higher value chain of print processes for electronic publication, distribution & business processes.

The prior art does not provide a platform whereby printed matters can easily be transformed into electronic version which is with full interactivity, very small files yet provide good reader experience. The invention is able to achieve the above yet can cater for multi-channels

distribution of the electronic version of the printed matter to a broad spectrum of devices such as mobile phones, PDA(personal digital assistant), personal computers & notebooks easily.

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SUMMARY OF THE INVENTION

According to a first aspect of the present invention, there is provided an apparatus for creating an electronic version of printed matter, the apparatus including:

10 data reading means arranged to obtain image data which can be used to present an electronic image of the printed matter, the electronic image having substantially the same appearance as the printed matter, and a region
15 containing information which can not be readily discerned when viewed;

input means arranged to obtain information data which can be used to present the information contained in the region in a manner that allows the information to be
20 readily discerned when viewed;

creating means arranged to create a reference which can be used to retrieve the information data; and

processing means arranged to process the image data and the reference in order to create presentation data,
25 wherein the presentation data can be used to present the electronic image, and to retrieve the information data so that it can be used to present the information contain in the region in a manner that is readily discernible.

30 Preferably, the processing means is capable of using the presentation data, wherein the processing means uses the presentation data to present the electronic image on a presentation device and retrieve the information data,

whereupon retrieving the information data the processing means uses the information data to present the information contained in the region on the presentation device.

5 Preferably, the processing means is such that it is capable of changing the image data and/or information data in order to effect a change in the electronic image and/or the information contained in the region, respectively.

10 Preferably, the input means is capable of changing the information data in order to effect a change in the information.

 Preferably, the data reading means is capable of
15 changing the image data in order to effect a change in a resolution of the electronic image.

 Preferably, the processing means is capable of compressing the presentation data.

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 Preferably, the processing means compresses the presentation data by identifying a text region and an image region within the electronic image, the processing means being such that it uses a first compression
25 algorithm to compress the text region, and a second compression algorithm to compress the image region.

 Preferably, the first compression algorithm includes a text compression algorithm.

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 Preferably, the second compression algorithm includes a hybrid graphic compression algorithm.

Preferably, the processing means combines the outputs of the first compression algorithm and the second compression algorithm to produce a compressed version of the presentation data.

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Preferably, the apparatus includes distribution means arranged to distribute the presentation data, via a communication system, to a recipient.

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Preferably, the communication means includes a LAN, WAN, internet, mobile phone network, or satellite network.

Preferably, the presentation data can be used to send data to a processing device.

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Preferably, the data includes an e-mail or e-coupon.

Preferably, the information contained in the region of the electronic image includes text.

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Preferably, the printed matter includes a newspaper or magazine.

Preferably, the data reading means, input means, creating means, and processing means include software which can be run on a computer.

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According to a second aspect of the present invention, there is provided a method for creating an electronic version of printed matter, the method including the steps of:

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obtaining image data which can be used to present an electronic image of the printed matter, the electronic image having substantially the same appearance as the

printed matter, and a region containing information which can not be readily discerned when viewed;

obtaining information data which can be used to present the information contained in the region in a
5 manner that allows the information to be readily discerned when viewed;

creating a reference which can be used to retrieve the information data; and

processing the image data and the reference in order
10 to create presentation data, wherein the presentation data can be used to present the electronic image, and to retrieve the information data so that it can be used to present the information contain in the region.

15 Preferably, the processing step further includes using the presentation data to present the electronic image on a presentation device, and to retrieve the information data, whereupon retrieving the information data the processing step uses the information data to
20 present the information contain in the region on the presentation device.

Preferably, the processing step further includes changing the image data and/or information data in order
25 to effect a change in the electronic image and/or the information contained in the region, respectively.

Preferably, the step of obtaining the information data includes changing the information data in order to
30 effect a change in the information.

Preferably, the step of obtaining the image data includes changing the image data in order to effect a

change in a resolution of the electronic image.

Preferably, the processing step includes compressing the presentation data.

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Preferably, compressing the presentation data includes identifying a text region and an image region within the electronic image, the processing means being such that it uses a first compression algorithm to
10 compress the text region, and a second compression algorithm to compress the image region.

Preferably, the first compression algorithm includes a text compression algorithm.

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Preferably, the second compression algorithm includes a hybrid graphic compression algorithm.

Preferably, compressing the presentation data
20 includes combining the outputs of the first compression algorithm and the second compression algorithm to produce a compressed version of the presentation data.

Preferably, the method includes the step of
25 distributing the presentation data, via a communication system, to a recipient.

Preferably, the communication means includes a LAN, WAN, internet, mobile phone network, or satellite network.
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Preferably, the presentation data can be used to send data to a device.

Preferably, the data includes an e-mail or e-coupon.

Preferably, the information contained in the region of the electronic image includes text.

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Preferably, the printed matter includes a newspaper or magazine.

According to a third aspect of the present invention,
10 there is provided software which, when processed by a computing device, allows the computing device to carry out the method of the second aspect of the present invention.

According to a fourth aspect of the present invention,
15 there is provided a computer readable medium containing the presentation data of the second aspect of the present invention.

Various Business Models that can be deployed based on
20 key benefits of the innovation include,

An existing newspapers publisher that distribute free newspaper has a daily circulation of more than 200 thousands and is looking to extend its circulation but the
25 printing cost of physical newspapers is high and proven not viable to increase its circulation through physical circulation.

The strategy that we have advocated would be
30 circulating it digitally via the Internet email since it is compressed and small. The advantage is that the increased circulation cost will only be the set up of such system and also the monthly operating and yearly

maintenance cost which is not dependant on the increase physical printing circulation. This is unlike physical hardcopy circulation which is exorbitant and proportionally dependent on the circulation.

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Furthermore, by having an Internet medium, it is both borderless and 24 by 7 availability for any viewer to view these electronic newspapers anytime anywhere as long there is an on-line connectivity. The distribution time of the daily newspaper will be tremendously reduced as there will not be any physical printing and logistic distribution which are labour, cost and time intensive.

Through the adoption of the on-line circulation, the newspaper publisher is able to have a wider and borderless circulation and advertisers will be pleased to advertise frequently to reach out to this group of readers. This will increase the profitability of the publisher as they can increase the cost for the placement of advertisement.

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Due to the small packaged file of the electronic newspaper, we will email the electronic newspaper free to readers who want to receive them and the publishers will in turn acquired the bio-data that they would like to collect. An off-line e-newspaper viewer will be distributed with basic viewing function but without search, print and book-marking capabilities.

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With the collected bio-data and demographics of the subscribers, we can thus target these segments with the advertisements that the advertisers wanted to target. This creates a new media of advertising which is a more effective niche and target marketing solution that current

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newspapers are not able to.

For those who are paid subscribers, an enhanced off-line e-newspaper viewer will be distributed that allows
5 multiple functions such as search, print and book-marking
(for research referencing or academic purposes), e-mailing
(share the selected articles with others via email with
personalised message) capabilities etc. In the email
delivery, it can be in 3 formats: detail, ordinary and
10 thumbnail. For the actual delivery, all pages with each
page in detail or all pages in thumbnail and some pages in
detail or all pages in ordinary and thumbnail and some
pages in detail format. All types of combination and
variation are possible but the end result depends on how
15 big the total packaged file that the newspaper's
publishers wanted to deliver to its customers. No matter
what, whenever there are pages that are not in detail and
when one opens up the file it will automatically logon via
the internet to the e-newspaper portal to verify the
20 readers' authenticity before securely download the detail
pages at the background while one is reading the already
delivered e-newspapers. This provides seamless reading
experience and allows the publishers to track and profile
the readers' reading habit which is useful for the e-
25 marketing strategy.

Another example is the compressed newspapers are put
in the newspaper portal for public viewing via a web
browser and periodic download via email and view through
30 an off-line viewer. In viewing via a web browser
configuration, the readers can view and read the e-
newspaper but without search, print and book marking (for
research referencing or academic purposes), e-mailing

(share the selected articles with others via email with personalised message) capabilities etc. This is to encourage readers to subscribe as paid subscribers and we can thus offer the latter functionalities to them. This is a model which has the "push" and "pull" factor where the public can login anywhere to view and gain access to such newspaper and premium services.

The other example is invented format being placed at the newspaper portal only replacing the existing e-newspaper of html. This will save tremendous cost of the newspaper in producing the existing e-newspaper and will also enable the newspaper to operate more efficient as they are able to concentrate on what they are good at in doing - producing the print newspaper and later just transform it to our innovated e-newspaper.

BRIEF DESCRIPTION OF THE DRAWINGS

Notwithstanding any other embodiments that may fall within the scope of the present invention, a preferred embodiment of the present invention will now be described, by way of example only, with reference to the accompanying figure, in which:

figure 1 illustrates a block diagram of a computer system including the apparatus and method according to the preferred embodiment of the present invention;

figure 2 illustrates an electronic image presented by the system of figure 1;

figure 3 illustrates a distributed architecture which

can be used by the preferred embodiment of the present invention to compress an electronic image; and

figure 4 illustrates an image of an editing tool
5 which allows the electronic image to be edited.

A PREFERRED EMBODIMENT OF THE INVENTION

Figure 1 illustrates a computer system 1 which
10 includes the apparatus 3 according to the preferred embodiment of the present invention. The apparatus 3 is in the form of a computer. The system also including a storage medium 5 in the form of a computer database, a distribution means 7 in the form of an Internet web server,
15 and an image processor 9 in the form of a scanner or utilising the digital image output (entire high resolution page) exported directly from the current printing/publishing software. The apparatus 3 and storage medium 5 are interconnected together via a local area
20 network so that they can exchange data. The apparatus 3 is connected to the image processor 9. The storage means 5 and distribution means 7 are also interconnected to each other via the local area network so that they too can exchange data with each other.

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The apparatus 3 includes data reading means for obtaining image data which can be used to present an electronic image of the printed matter. The electronic image has substantially the same appearance as the printed
30 matter, and includes a region containing information which can not be readily discerned when viewed.

The data reading means is in the form of software

which allows a user to operate the image processor 9, and hardware in the form of an input/output port. The software provides a graphical user interface for allowing the user to easily operate the image processor 9. The software
5 interacts with the image processor 9 via the input/output port, the latter of which is connected directly to the image processor 9 via a data cable.

To commence the process of creating an electronic
10 version of printed matter (such as a newspaper), a user first places the printed matter into the image processor 9 for scanning. Using the software of the data reading means, the user instructs the image processor 9 to scan the printed matter. Upon scanning the printed matter, the
15 image processor 9 creates the image data (which is in the data format defined by the Joint Photographic Expert Group). The image processor 9 forwards the image data (via the data cable) to the input/output port of the data reading means. The software of the data reading means then
20 proceeds to obtain the image data by reading it from the input/output port.

Once the data reading device has obtained the image data, it places the image data in the storage medium 5 for
25 later use.

Using appropriate image rendering software (for example, a web browser), the image data can be used to create an electronic image of the printed matter which has
30 substantially the same appearance as the printed matter, and a region which contains information that cannot be readily discerned. The information in the region includes text.

The apparatus 3 also includes an input means for obtaining information data which can be used to present the information contained in the region in a manner that
5 allows the information to be readily discerned when viewed.

The input means is in the form of software which causes the apparatus 3 to present a graphic user interface. The user of the apparatus 3 can enter into the graphical
10 user interface information (text) which corresponds to the information contained in the region. Once the information (text) has been entered into the graphical user interface, the software creates the information data, which reflects the information entered in to the graphical user interface.
15 The information data is in the form of a text data file.

The apparatus 3 stores the information data in a storage medium 5 for later use.

20 The apparatus 3 has a creating means for creating a reference which can be used to retrieve the information data. The creating means is in the form of software, while the reference data is in the form of a link (such as a hypertext mark-up link) to the information data.

25 The apparatus 3 includes processing means, in the form of software, for processing the image data and the reference in order to create presentation data. The processing means is capable of accessing the storage
30 medium 5 in order to retrieve the image data and information data for processing. When processed by a computing device, the presentation data allows the computing device to present the electronic image of the

printed matter, and to retrieve the information data so that the information contained in the region of the image can be presented in a manner that can be readily discerned.

5 Upon creating the presentation data, the apparatus 3 forwards the presentation data, which is in the form of hypertext mark-up language, to the storage medium 5 for use by the distribution means 7. In order to conserve storage space and allow relatively speedy delivery, the
10 processing means compresses the presentation data.

 The apparatus 3 also allows a user thereof to change (edit) the electronic image of the printed matter and the information data. Consequently, the apparatus 3 is also
15 capable of processing the presentation data. The apparatus allows the user to change/edit aspects such as the resolution of the electronic image and the information data. For example, where the electronic image contains a number of advertisements, the processing means allows a
20 user to log-on to the apparatus 3. The log-on process is password protected to ensure only authorised users edit the electronic image. Once logged-on to the apparatus 3, he/she is presented with the electronic image, and can simply 'click' on the advertisement therein, for example,
25 to edit the advertisement. Clicking on the advertisement causes an appropriate editing tool to be presented to the user. The editing tool contains the advertisement to be edited. The editing tool is such that the user can change an image portion and/or text portion of the advertisement.
30 When the user has completed the edits, the tool can be closed and the processing means makes the appropriate changes to the image and/or information data. Figure 4, illustrates an image of the editing tool which is

presented to a user.

When a user wishes to view the electronic image of the printed matter, they can logon to the distribution means 7 using a web browser. The distribution means 7 will forward the presentation data to the web browser, which on processing the presentation data, displays the electronic image of the printed matter. An example of the electronic image as displayed by the web browser is shown in figure 2.

10 The image displayed in figure 2 is a newspaper. The text of the newspaper is the region that cannot be readily discerned. In order to read the text the viewer simply clicks on the text, which cause a window 11 to "pop-up". The window 11 contains the text in a format which can be

15 readily discerned by a viewer. To read the whole page the viewer simply click on the zoom button, which cause a window 12 to "pop-up". The window 12 contains the whole page in a format which can be readily discerned by a viewer due to the compression algorithms & processes. The

20 image also contains a number of thumbnail images 13 which can be clicked on to view the text therein. Each of the thumbnail images 13 represents other pages in the newspaper. Upon clicking on the electronic image, the user's browser uses the presentation data (in particular

25 the reference) to retrieve the information data.

It will be appreciated that whilst the preferred embodiment describes using the Internet to distribute the electronic image of the presented matter, it is possible

30 to distribute the electronic image using communication systems including mobile phones, portable PDAs and satellite technology.

As described, clicking on the region in the electronic image results in a further window 11 appearing which contains the information in a readily discernible format. It is also envisaged that the electronic image
5 includes adverts 15, which when clicked on triggers other events such as information being e-mailed to viewer of the image or sending of an e-coupon.

The process of retrieving the information data
10 involves the browser sending a request for the information data to the distribution means 7. On receiving the request, which identifies the information data, the distribution means 7 accesses the storage medium 5 and obtains the information data. The distribution means 7 then forwards
15 the presentation data to the user's computer. When the user's computer receives the presentation data, the web browser processes the information data and displays it in a 'window'. As outlined previously, the user can discern the information contained in the region of the electronic
20 image by viewing the window.

The compression algorithm of the preferred embodiment is such that it can be executed on a single server. However, this can require a very powerful server and may
25 take too long if the server is required to carry out numerous compression tasks. It is envisaged that the preferred embodiment can execute the compression algorithm in a distributed manner by utilizing the existing editors' and designers' workstations (which are normally powered by
30 powerful Pentium 4 processors or are under-utilised as they are using it for web-browsing and word-processing only). Figure 3 illustrates an architecture of the distributed computing system which allows the compression

algorithm to be executed in a distributed manner.

The existing editors' and designers' workstations are networked so that compression of the electronic image can
5 be readily carried out in the distributed manner. The distributed technique deploys the use of a compressor server which distributes the image files to be compressed to the networked clients' workstation (editors' workstation) for compressing. Once completed, the
10 compressor server automatically consolidates the compressed files for further processing.

The software running on the workstations is such that it monitors the editor's workstation CPU usage to
15 efficiently utilise the CPU power to compress those image files. Primarily, it will fully utilise the editor's workstation CPU power when the workstation is in idle mode or low utilization level and vice-versa when the CPU is fully utilise by the editors or designers.

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Those skilled in the art will appreciate that the invention described herein is susceptible to variations and modifications other than those specifically described. It should be understood that the invention includes all
25 such variations and modifications which fall within the spirit and scope of the invention.

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. An apparatus for creating an electronic version
5 of printed matter, the apparatus including:

data reading means arranged to obtain image data
which can be used to present an electronic image of the
printed matter, the electronic image having substantially
the same appearance as the printed matter, and a region
10 containing information which can not be readily discerned
when viewed;

input means arranged to obtain information data which
can be used to present the information contained in the
region in a manner that allows the information to be
15 readily discerned when viewed;

creating means arranged to create a reference which
can be used to retrieve the information data; and

processing means arranged to process the image data
and the reference in order to create presentation data,
20 wherein the presentation data can be used to present the
electronic image, and to retrieve the information data so
that it can be used to present the information contain in
the region in a manner that is readily discernible.

25 2. The apparatus as claimed in claim 1, wherein
the processing means is capable of using the presentation
data, wherein the processing means uses the presentation
data to present the electronic image on a presentation
device and retrieve the information data, whereupon
30 retrieving the information data the processing means uses
the information data to present the information contained
in the region on the presentation device.

3. The apparatus as claimed in any one of claims 1 or 2, wherein the processing means is such that it is capable of changing the image data and/or information data in order to effect a change in the electronic image and/or the information contained in the region, respectively.

4. The apparatus as claimed in any one of claims 1-3, wherein the input means is capable of changing the information data in order to effect a change in the information.

5. The apparatus as claimed in any one of the preceding claims, wherein the data reading means is capable of changing the image data in order to effect a change in a resolution of the electronic image.

6. The apparatus as claimed in any one of the preceding claims, wherein the processing means is capable of compressing the presentation data.

7. The apparatus as claimed in claim 6, wherein the processing means compresses the presentation data by identifying a text region and an image region within the electronic image, the processing means being such that it uses a first compression algorithm to compress the text region, and a second compression algorithm to compress the image region.

8. The apparatus as claimed in claim 7, wherein the first compression algorithm includes a text compression algorithm.

9. The apparatus as claimed in claim 7 or 8,

wherein the second compression algorithm includes a hybrid graphic compression algorithm.

10 10. The apparatus as claimed in any one of claims
5 7-9, wherein the processing means combines the outputs of
the first compression algorithm and the second compression
algorithm to produce a compressed version of the
presentation data.

10 11. The apparatus as claimed in any one of the
preceding claims, further including distribution means
arranged to distribute the presentation data, via a
communication system, to a recipient.

15 12. The apparatus as claimed in claim 11, wherein
the communication means includes a LAN, WAN, internet,
mobile phone network, or satellite network.

20 13. The apparatus as claimed in any one of the
preceding claims, wherein the presentation data can be
used to send data to a processing device.

 14. The apparatus as claimed in claim 13, wherein
the data includes an e-mail or e-coupon.

25 15. The apparatus as claimed in any one of the
preceding claims, wherein the information contained in the
region of the electronic image includes text.

30 16. The apparatus as claimed in any one of the
preceding claims, wherein the printed matter includes a
newspaper or magazine.

17. The apparatus as claimed in any one of the preceding claims, wherein the data reading means, input means, creating means and processing means include software which can be run on a computer.

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18. A method for creating an electronic version of printed matter, the method including the steps of:

obtaining image data which can be used to present an electronic image of the printed matter, the electronic
10 image having substantially the same appearance as the printed matter, and a region containing information which can not be readily discerned when viewed;

obtaining information data which can be used to present the information contained in the region in a
15 manner that allows the information to be readily discerned when viewed;

creating a reference which can be used to retrieve the information data; and

processing the image data and the reference in order
20 to create presentation data, wherein the presentation data can be used to present the electronic image, and to retrieve the information data so that it can be used to present the information contain in the region.

25 19. The method as claimed in claim 18, wherein the processing step further includes using the presentation data to present the electronic image on a presentation device, and to retrieve the information data, whereupon retrieving the information data the processing step uses
30 the information data to present the information contain in the region on the presentation device.

20. The method as claimed in claim 18 or 19,
wherein the processing step further includes changing the
image data and/or information data in order to effect a
change in the electronic image and/or the information
5 contained in the region, respectively.

21. The method as claimed in any one of claims 19-
20, wherein the step of obtaining the information data
includes changing the information data in order to effect
10 a change in the information.

22. The method as claimed in any one of claims 18-
21, wherein the step of obtaining the image data includes
changing the image data in order to effect a change in a
15 resolution of the electronic image.

23. The method as claimed in any one of claims 18-
22, wherein the processing step includes compressing the
presentation data.

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24. The method as claimed in claim 23, wherein
compressing the presentation data includes identifying a
text region and an image region within the electronic
image, the processing means being such that it uses a
25 first compression algorithm to compress the text region,
and a second compression algorithm to compress the image
region.

25. The method as claimed in claim 24, wherein the
30 first compression algorithm includes a text compression
algorithm.

26. The method as claimed in claim 24 or 25,

wherein the second compression algorithm include a hybrid graphic compression algorithm.

27. The method as claimed in any one of claims 23-
5 26, wherein the compressing step includes combining the outputs of the first compression algorithm and the second compression algorithm to produce a compressed version of the presentation data.

10 28. The method as claimed in any one of claims 18-27, further including the step of distributing the presentation data, via a communication system, to a recipient.

15 29. The method as claimed in claim 28, wherein the communication means includes a LAN, WAN, internet, mobile phone network, or satellite network.

20 30. The method as claimed in any one of claims 18-29, wherein the presentation data can be used to send data to a device.

25 31. The method as claimed in claim 30, wherein the data includes an e-mail or e-coupon.

32. The method as claimed in any one of claims 18-31, wherein the information contained in the region of the electronic image includes text.

30 33. The method as claimed in any one of claims 18-32, wherein the printed matter includes a newspaper or magazine.

34. Software for a computing device which, when processed by the computing device, allows the computing device to carry out the method as claimed in any one of claims 18-33.

5

35. A computer readable medium containing the presentation data created by the method claimed in any one of claims 18-33.

10

36. The apparatus as claimed in claim 1, and substantially as herein described with reference to the accompanying drawings.

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37. The method as claimed in claim 18, and substantially as herein described with reference to the accompanying drawings.