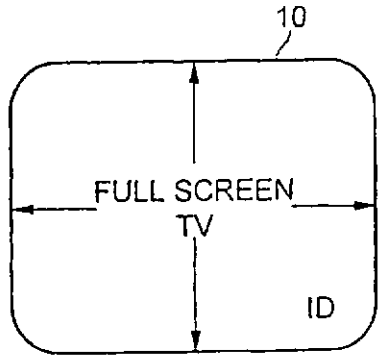


Figure 1
(Prior Art)

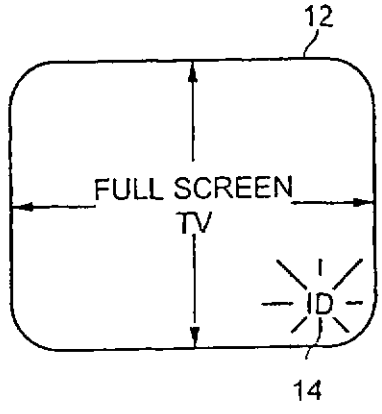


Figure 2

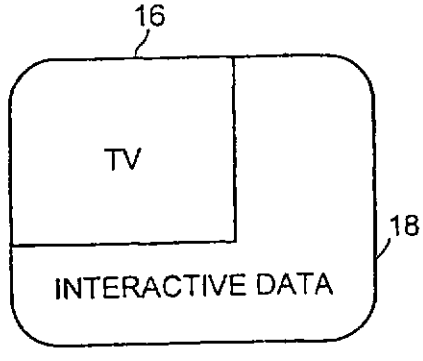


Figure 3

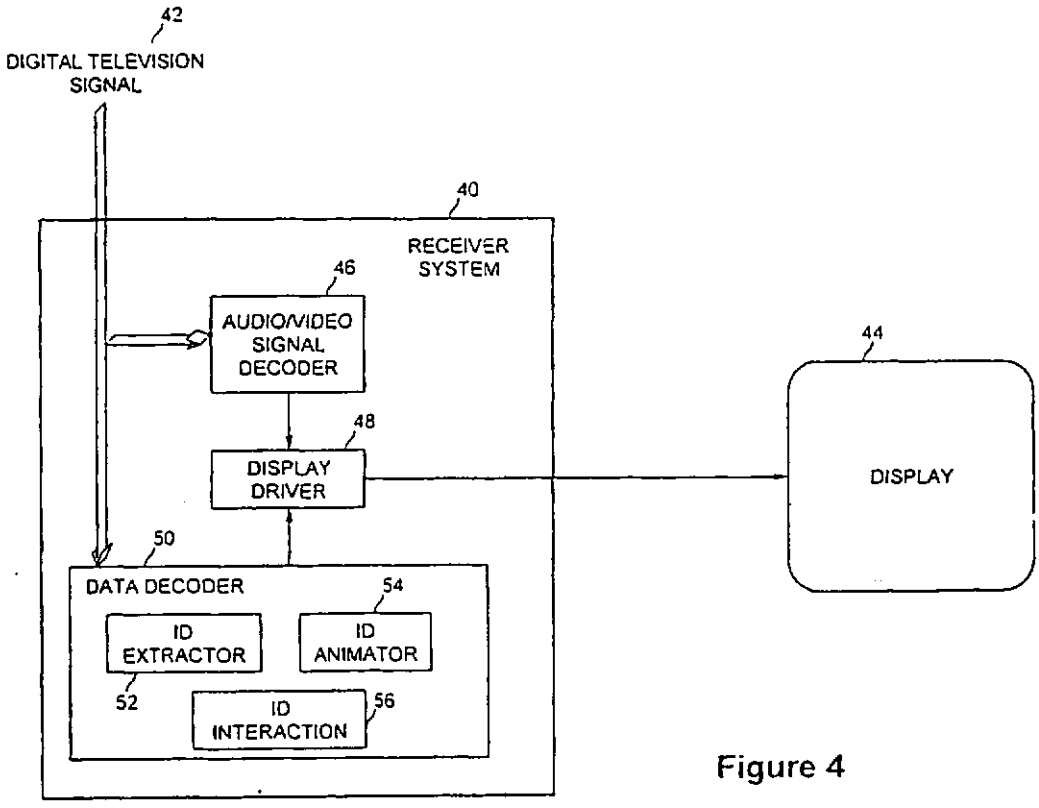

42
DIGITAL TELEVISION SIGNAL
40
RECEIVER SYSTEM
46
AUDIO/VIDEO SIGNAL DECODER
48
DISPLAY DRIVER
50
DATA DECODER
54
ID EXTRACTOR
ID ANIMATOR
52
ID INTERACTION
56
44
DISPLAY

Figure 4

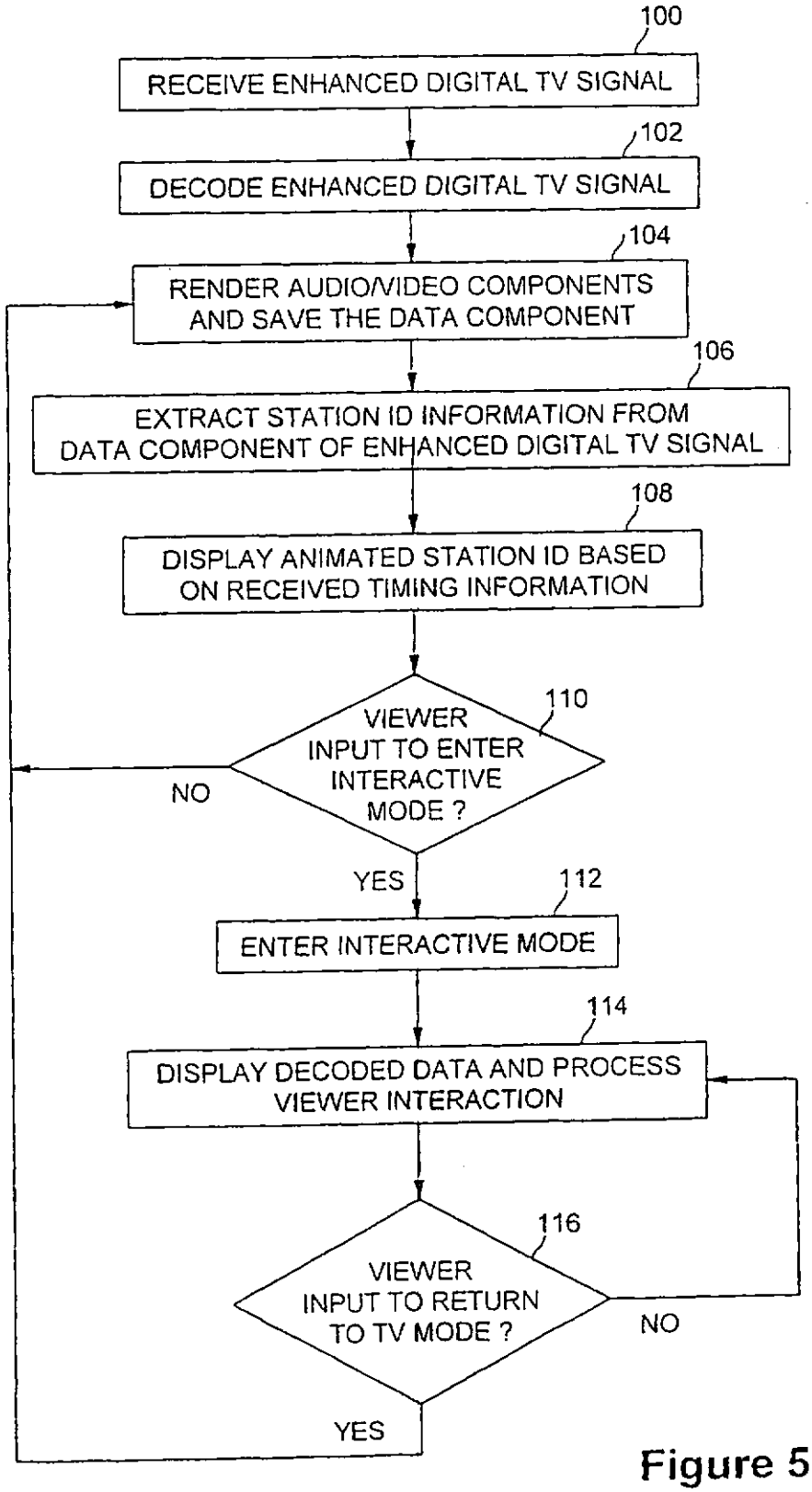

100
RECEIVE ENHANCED DIGITAL TV SIGNAL
102
DECODE ENHANCED DIGITAL TV SIGNAL
104
RENDER AUDIO/VIDEO COMPONENTS AND SAVE THE DATA COMPONENT
106
EXTRACT STATION ID INFORMATION FROM DATA COMPONENT OF ENHANCED DIGITAL TV SIGNAL
108
DISPLAY ANIMATED STATION ID BASED ON RECEIVED TIMING INFORMATION
110
VIEWER INPUT TO ENTER INTERACTIVE MODE ?
NO
YES
112
ENTER INTERACTIVE MODE
114
DISPLAY DECODED DATA AND PROCESS VIEWER INTERACTION
116
VIEWER INPUT TO RETURN TO TV MODE ?
NO
YES

Figure 5

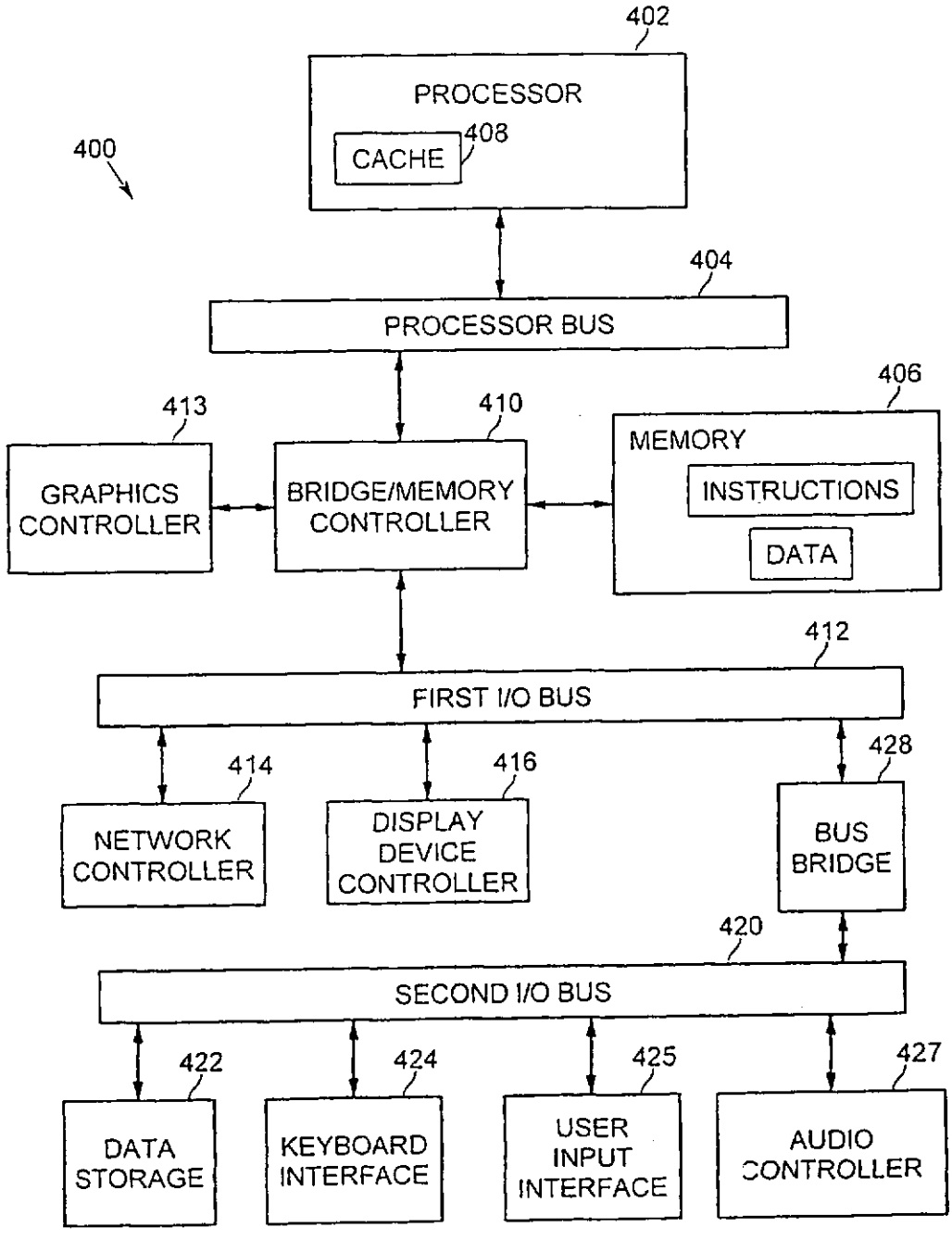

400
402
PROCESSOR
CACHE
408
404
PROCESSOR BUS
406
413
410
MEMORY
INSTRUCTIONS
DATA
GRAPHICS CONTROLLER
BRIDGE/MEMORY CONTROLLER
412
FIRST I/O BUS
428
414
416
NETWORK CONTROLLER
DISPLAY DEVICE CONTROLLER
BUS BRIDGE
420
SECOND I/O BUS
422
424
425
427
DATA STORAGE
KEYBOARD INTERFACE
USER INPUT INTERFACE
AUDIO CONTROLLER

Figure 6