PCT WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : H04N 7/173, 7/16 — A1

(11) International Publication Number: WO 96/08113

(43) International Publication Date: 14 March 1996 (14.03.96)

(21) International Application Number: PCT/US95/11431

(22) International Filing Date: 5 September 1995 (05.09.95)

(30) Priority Data:
08/301,320 6 September 1994 (06.09.94) US

(60) Parent Application or Grant
(63) Related by Continuation
US 08/301,320 (CON)
Filed on 6 September 1994 (06.09.94)

(71) Applicant *(for all designated States except US)*: BYLON COMPANY LTD. [GB/GB]; Hanley House, Room 801-802, 776-778 Nathan Road, Kowloon (HK).

(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: CHO, Nack, Y. [US/US]; 125 West Blithdale Avenue, Mill Valley, CA 94941 (US). MAGILTON, Jerry, E., Jr. [US/US]; 4119 Clement Street, San Francisco, CA 94121 (US).

(74) Agents: VANCE, Heather, Slotnick et al.; Townsend and Townsend and Crew, Steuart Street Tower, 20th floor, One Market Plaza, San Francisco, CA 94105 (US).

(81) Designated States: AM, AT, AU, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IS, JP, KE, KG, KP, KR, KZ, LK, LR, LT, LU, LV, MD, MG, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TT, UA, UG, US, UZ, VN, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG), ARIPO patent (KE, MW, SD, SZ, UG).

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: POINT OF PURCHASE VIDEO DISTRIBUTION SYSTEM

(57) Abstract

A video distribution system for full motion video media, usually in the form of advertisements, that allows video programs to be transmitted from a distribution center to a multitude of receiving sites, typically retail stores, dispersed over a wide geographic area. Video program segments are transmitted from the distribution site (100) and received at the receiving sites (254). Television monitors (259) located at selected points in the receiving sites display the video program segments to an audience, which usually will include shoppers in the course of shopping. The invention allows users located in the distribution center to customize the video programs for particular target audiences or markets, such that the series of programs played in one receiving site could be quite different from that played in another.