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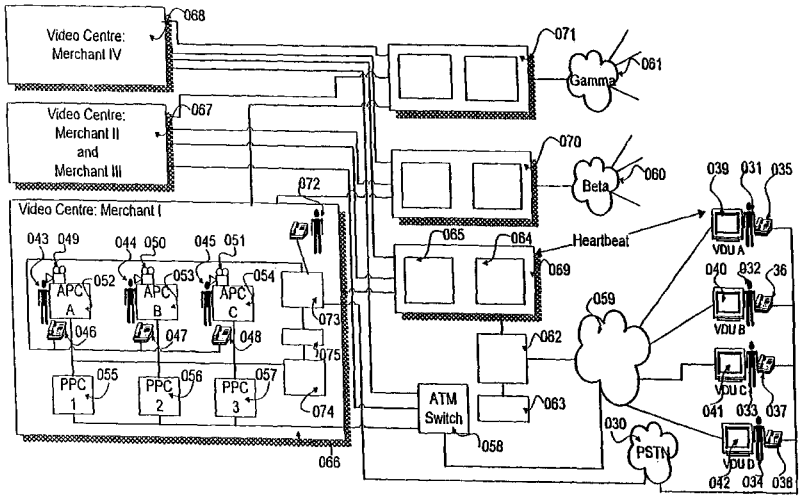
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(54) Title: IMPROVED INTERACTIVE SYSTEM FOR ENABLING TV SHOPPING



(57) Abstract: An improved interactive system for enabling TV shopping and similar purposes from a central provider by remote customers without the customers having to leave their remote locations. The system has a complex interactive network of co-operating elements, comprising two network distribution means enabling video and audio communications to be established between the customers and the central provider further including video network exchanges, advisors computers and presentation computers at the central provider, extensions to the web-server of the video-enabled network, and gateway processors/computers. The system provides significant performance improvements over known systems, for example in making the advisor's job in giving a presentation easy, offering different connection methods, allowing for multiple advisors/merchants to be connected to a particular customer, allowing multiple networks to be connected to each advisor/merchant and dealing with unexpected closing the calls. The system is not limited in its application to TV home shopping, for example it finds utility for various applications where the management of customer-advisor relationships is involved.

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