(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
6 March 2014 (06.03.2014)

WIPO | PCT

(10) International Publication Number
WO 2014/035524 A3

(51) International Patent Classification:
G06F 3/048 (2013.01) *G06Q 30/06* (2012.01)
H04N 21/478 (2011.01)

(21) International Application Number:
PCT/US2013/045367

(22) International Filing Date:
12 June 2013 (12.06.2013)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
13/599,275 30 August 2012 (30.08.2012) US

(71) Applicant: **ELBEX VIDEO LTD.** [JP/JP]; 1-11, Nishi-gotanda 8-chome, Shinagawa-ku, Tokyo, 141-0031 (JP).

(71) Applicant *(for MW only)*: **ELBEX AMERICA (NY), INC.** [US/US]; 300 Corporate Drive, Suite #5, Blauvelt, NY 10913 (US).

(72) Inventor: **ELBERBAUM, David**; Mita 2-5-35, Min-ato-ku, Tokyo, 108-0073 (JP).

(74) Agents: **HELFGOTT, Samson** et al.; Katten, Muchin, Rosenman LLP, 575 Madison Avenue, New York, NY 10022-2585 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

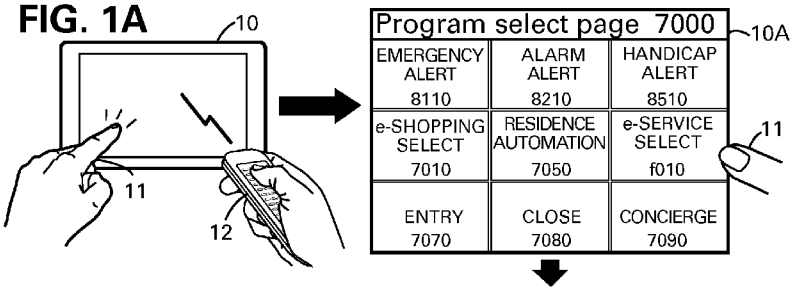
— *with international search report (Art. 21(3))*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

(88) Date of publication of the international search report:
7 August 2014

(54) Title: METHOD AND STRUCTURE FOR SIMPLIFIED CODING OF DISPLAY PAGES FOR OPERATING A CLOSED CIRCUIT E-COMMERCE

FIG. 1A



(57) Abstract: Method and structure for a simplified coding of templated display pages for use in close circuit e-shopping for product and services via shopping terminals comprising video interphone monitors, dedicated terminals, television, cable television, shopping box, set top box and other well known boxes, each include a CPU, a memory and a display monitor operated via touch screen, remote control or hand movement, the templated screen uses assigned blocks and icons codes to select display pages, covering products and services. The shopping terminal connected via internal communication lines and interface propagates the simplified code, enabling loading and updating of products and services communicated via a building server for updating at all time data stored in the memory as per the dweller choice, enabling a dweller to shop from his private shop inside his residence, and be provided with programmed services, delivery and payments, supervised by the close circuit shopping entity center.

WO 2014/035524 A3