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(54) Title: MULTIMEDIA ADMINISTRATION, ADVERTISING, CONTENT & SERVICES SYSTEM

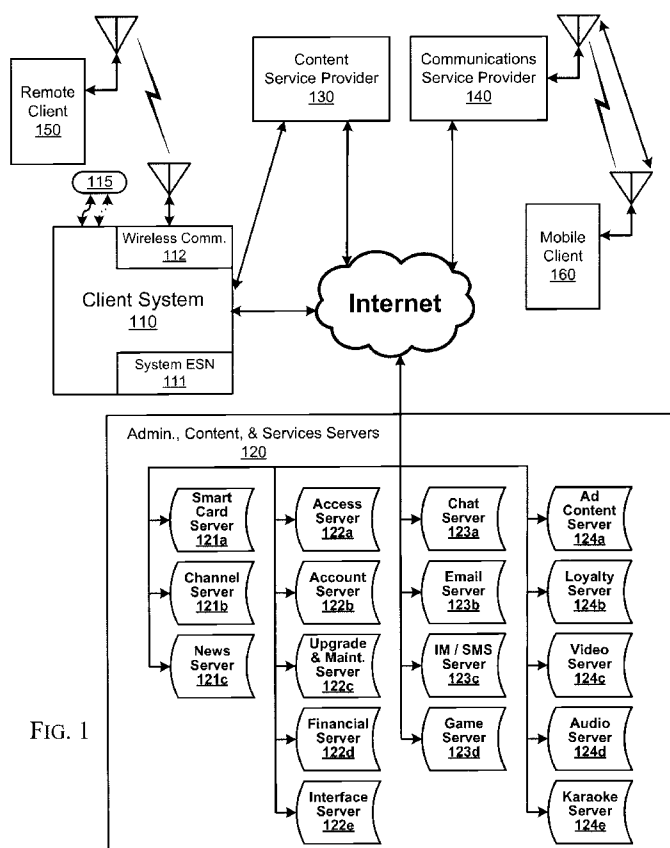


FIG. 1

(57) Abstract: The invention relates to multimedia, and more particularly to systems and methods for providing multimedia administrative, advertising, content and services. According to aspects of the invention a method of accessing data by a user at a client system comprises: reading user specific information from a first smart card by a client system, the information including a user specific electronic serial number; transmitting the user specific information to a server; processing the user specific information by the server to determine user authorization to access data; and providing the user is authorized, receiving data from the server by the client at the client system. The data can be an advertisement, an electronic coupon, a system initiation routine for first time users, access data allowing the client system to access data on the smart card, among others.



— *with amended claims*