A METHOD AND PLATFORM FOR PURCHASING AND DOWNLOADING DIGITAL CONTENT INTO A DIGITAL STORAGE APPARATUS, WITH A SUPPLEMENTARY APPARATUS USED WITH THE PLATFORM

FIELD OF INVENTION

The present invention relates to the field of purchasing objects at a physical location, particularly in relation to a method and platform for purchasing and downloading digital content into a digital storage apparatus. The present invention also relates to a supplementary apparatus used with the platform.

BACKGROUND

There are many people who have the opinion that the increasing adoption of online shopping will eventually consign brick-and-mortar stores to lose their importance as a sales channel for goods and services. However, even though the volume of online shopping websites and transactions grow with each passing year, there are few signs emerging which would indicate that brick-and-mortar stores are losing their importance as a sales channel. It is likely that brick-and-mortar stores are going to remain as an important, albeit not sole sales channel.

Given that many of these brick-and-mortar stores are located in either buildings or locations which are considered icons in their respective cities, like, for example, Taipei 101 in Taipei, Fisherman's Wharf in San Francisco, Petronas Twin Towers in Kuala Lumpur, Knightsbridge in London, Rodeo Drive in Los Angeles and the like, it would be unlikely that brick-and-mortar stores will be deemed to be unnecessary in the future given that it would affect a character and existence of many world reknown icons.

However, it is undeniable that the emergence of online shopping has led to a need to tinker with an operations model for a brick-and-mortar store to adapt to the needs of a modern consumer. In the past, a variety and amount of goods stocked at brick-and-mortar stores would be limited by an amount of

floor area and storage/shelving space available at the brick-and-mortar stores. There would always be a need to balance a variety and amount of goods in stock at the brick-and-mortar stores, with the balance of variety and quantity varying from store-to-store. It is detrimental if instances of goods being "out of stock" happen regularly when either the stores were faced with surges in demand for a particular good(s), or a re-stocking process was inefficient.

One common example of a brick-and-mortar store regularly encountering instances when goods go "out of stock" may be a video/music store. Given the wide variety of movies, television series, music albums available for purchase, it would be challenging to stock the video/music store in a manner where no customer is ever faced with a situation where a desired item is not available. During such circumstances, besides losing an opportunity to sell the good(s), the video/music store may also lose a customer for good as the customer may boycott the video/music store to avoid further disappointment during subsequent visits to the store. Consequently, the video/music store also suffers a detrimental loss of standing and a diminished reputation in the eyes of the customer.

In this regard, the present invention aims to address the aforementioned problem.

SUMMARY

In a first aspect, there is provided a method for purchasing and downloading digital content into a digital storage apparatus. The method includes coupling the digital storage apparatus with a storage bank containing the digital content to enable transfer of data from the storage bank to the digital storage apparatus; locking the digital storage apparatus at a location of the coupling with a selection apparatus, the selection apparatus being both for unlocking the digital storage apparatus from the location of the coupling, and for selecting the digital content for purchase; using a data reader included with the selection apparatus to obtain information relating to the digital content being selected by a user, the selection apparatus transmitting the information

wirelessly to the storage bank; processing the information at the storage bank to determine the digital content selected by the user; determining whether the digital storage apparatus has sufficient capacity to receive the selected digital content; downloading of the digital content into the digital storage apparatus once the information is processed by the storage bank, and the digital storage apparatus is deemed by the storage bank to have sufficient capacity, the digital content being downloaded without a digital package containing playback rights; and initiating a transaction to purchase the digital content, the digital package of the digital content being downloaded into the digital storage apparatus once the transaction for the digital content is completed. It is preferable that the selection apparatus remains at the location of coupling subsequent to a completion of the transaction and an unlocking of the digital storage apparatus.

It is preferable that the digital storage apparatus is either embedded in a device or is a standalone digital storage unit. The digital storage apparatus may be coupled to the storage bank using either a wired connection or a wireless connection.

The storage bank may include an on-site storage apparatus and a remote storage apparatus. The on-site storage apparatus may include storage of digital content which is downloaded at a frequency above a pre-determined number based on data obtained from the storage bank. It is advantageous that the digital content which is downloaded at a frequency above a pre-determined number is downloaded at a faster rate to the digital storage apparatus as it is stored at the on-site storage.

The information transmitted to the storage bank may include both an identity of the digital content and a usage term of the digital content. It should be appreciated that the usage term of the digital content may be either permanent or a pre-determined time period. Both the identity of the digital content and the usage term of the digital content may determine a cost of the digital content. The usage term of the digital content may be a component of the playback rights of the digital package.

The data reader may be selected from, for example, a RF receiver, a bar code reader, a serial number reader, visual indicia reader or any combination of the aforementioned.

It is preferable that the location of the coupling is at an area where the user is able to obtain access to the digital content in a form like, for example, a graphical description, a textual description, a sample portion, or any combination of the aforementioned.

The transaction to purchase the digital content may be of a form such as, for example, a face-to-face interaction with a person, an interaction with a payment machine, a series of instructions carried out over the internet, or any combination of the aforementioned. The digital content may include video files, audio files, picture files, e-books, e-magazines, any combination of the aforementioned and so forth.

If the storage bank determines that the digital storage apparatus has insufficient capacity to receive the selected digital content, the user will receive a first indication on the selection apparatus notifying the user that the digital storage apparatus has insufficient capacity. The first indication may include a visual indication, an aural indication, a vibrational indication and any combination of the aforementioned, with the selected digital content being written onto a portable storage device.

If the storage bank determines that the digital storage apparatus is able to support high definition content, the storage bank will download a high definition version of the digital content into the digital storage apparatus.

The method may include modifying the order using the selection apparatus, modifying being an action like, for example, de-selecting digital content, selecting additional digital content, changing purchase tenure of digital content, or any combination of the aforementioned. When digital content is

de-selected, the de-selected digital content which has been downloaded into the digital storage apparatus will be deleted from the digital storage apparatus.

Preferably, the selection apparatus may be used to unlock the digital storage apparatus for removal of the digital storage apparatus once a second indication on the selection apparatus relating to completion of the digital content download is received by the user. The second indication may include, for example, a visual indication, an aural indication, a vibrational indication or any combination of the aforementioned.

In a second aspect, there is provided an apparatus for selecting digital content for purchase from a location where a digital storage apparatus couples to a storage bank. The apparatus includes a key (either a physical structure or a wireless authentication process) used with a locking device for ensuring non-removal of the digital storage apparatus when coupled to the storage bank; a data reader for obtaining an order comprising information relating to the digital content selected for purchase by a user; and a wireless transceiver for transmitting the order to the storage bank and receiving notifications on the apparatus. Preferably, the apparatus may be continually connected to the storage bank using either a wired connection or a wireless connection. The storage bank may preferably include an on-site storage apparatus and a remote storage apparatus. The on-site storage apparatus may include storage of digital content which is downloaded at a frequency above a pre-determined number based on data obtained from the storage bank. The digital content which is downloaded at a frequency above a pre-determined number is downloaded at a faster rate to the digital storage apparatus as it is stored at the on-site storage.

It is preferable that the location is at an area where the user is able to obtain access to the digital content in a form such as, for example, a graphical description, a textual description, a sample portion, any combination of the aforementioned and so forth.

The digital storage apparatus may be either embedded in a device or a standalone digital storage unit.

Preferably, the information includes both an identity of the digital content and a usage term of the digital content. The usage term of the digital content may be either permanent or a pre-determined time period. It is preferable that both an identity of the digital content and the usage term of the digital content determine a cost of the digital content.

It is preferable that the data reader is selected from, for example, a RF receiver, a bar code reader, a serial number reader, visual indicia reader or any combination of the aforementioned. The digital content may be selected from, for example, video files, audio files, picture files, e-books, e-magazines, or any combination of the aforementioned.

The apparatus may further include a display showing the order, with the display being a panel such as, for example, LCD, TFT, and OLED. The apparatus may also further include controls for modifying the order, modifying being an action such as, for example, de-selecting digital content, selecting additional digital content, changing purchase tenure of digital content, or any combination of the aforementioned. The apparatus may also further include an indicator module to provide an indication to the user, the indication being, for example, illumination, vibration, audio, or any combination of the aforementioned. The apparatus may be configured to receive positional data to aid the user in confirming the user's position.

In a third aspect, there is provided a platform for purchasing and downloading digital content into a digital storage apparatus, the platform being at a location where the digital storage apparatus couples to a storage bank. The platform may include a locking device for ensuring non-removal of the digital storage apparatus when coupled to the storage bank; and at least one data transmission channel (either a wired or a wireless connection) for coupling the digital storage apparatus to the storage bank. It is preferable that the digital

storage apparatus is locked to the platform until a user unlocks the digital storage apparatus from the locking device using a selection apparatus.

Preferably, the location may be at an area where the user is able to obtain access to the digital content in a form such as, for example, a graphical description, a textual description, a sample portion, any combination of the aforementioned and so forth.

The digital storage apparatus may be either embedded in a device or is a standalone digital storage unit.

It is preferable that the storage bank includes an on-site storage apparatus and a remote storage apparatus. The on-site storage apparatus may include storage of digital content which is downloaded at a frequency above a pre-determined number based on data obtained from the storage bank. The digital content which is downloaded at a frequency above a pre-determined number is downloaded at a faster rate to the digital storage apparatus as it is stored at the on-site storage.

The selection apparatus may transmit information to the storage bank, the information including both an identity of the digital content and a usage term of the digital content. The usage term of the digital content may be either permanent or a pre-determined time period. Both an identity of the digital content and the usage term of the digital content determines a cost of the digital content. The digital content may be selected from, for example, video files, audio files, picture files, e-books, e-magazines, any combination of the aforementioned and so forth.

The selection apparatus may include a data reader such as, for example, a RF receiver, a bar code reader, a serial number reader, visual indicia reader, any combination of the aforementioned and the like.

The platform may further include a transaction functionality for carrying out the transaction of a form such as, for example, a face-to-face interaction with a

person, an interaction with a payment machine, a series of instructions carried out over the internet, any combination of the aforementioned and so forth.

In the platform, if the storage bank determines that the digital storage apparatus has insufficient capacity to receive digital content selected using the selection apparatus, the user will receive an indication on the selection apparatus notifying the user that the digital storage apparatus has insufficient capacity.

The selection apparatus may further include an input controller for modifying the order, modifying being an action like, for example, de-selecting digital content, selecting additional digital content, changing purchase tenure of digital content, any combination of the aforementioned and so forth.

DESCRIPTION OF DRAWINGS

In order that the present invention may be fully understood and readily put into practical effect, there shall now be described by way of non-limitative example only preferred embodiments of the present invention, the description being with reference to the accompanying illustrative drawings.

Figure 1 shows a process flow for a method of the present invention.

Figure 2 shows graphical representations of a selection apparatus used with the method of Figure 1.

Figure 3 shows a graphical representation of a platform of the present invention.

Figure 4 shows a representation of an area of deployment for the present invention.

Figure 5 shows a graphical representation of some steps of the method of Figure 1.

Figure 6 shows a schematic diagram for the selection apparatus.

Figure 7 shows an overview of a possible system supporting the method of the present invention.

DESCRIPTION OF PREFERRED EMBODIMENTS

In a first aspect, there is shown in Figures 1 and 5, a method 20 for purchasing and downloading digital content into a digital storage apparatus at a location where the digital content may be accessible. Figure 1 shows a process flow for the method 20, while Figure 5 shows non-limiting graphical representations of certain steps of the method 20. The digital content may be, for example, video files, audio files, picture files, e-books, e-magazines, any combination of the aforementioned and so forth. The digital storage apparatus may be either embedded in a device or a standalone digital storage unit. The aforementioned device may be, for instance, a mobile phone, a PDA, a handheld digital entertainment device, and so forth. The digital storage apparatus as depicted in Figure 5 is embedded in a handheld digital entertainment device.

Referring to Figures 1, 5A and 7, the method 20 includes coupling (22) the digital storage apparatus 100 with a storage bank 90 containing the digital content to enable transfer of data from the storage bank 90 to the digital storage apparatus 100. The storage bank 90 is a collective term which includes an on-site storage apparatus 102 and a remote storage apparatus 93. The on-site storage apparatus 102 and the remote storage apparatus 93 may be connected with one another on a network 95, such as, for example, the internet as shown in Figure 7. The remote storage apparatus 93 may be physically located in either a same country or a different country. The remote storage apparatus 93 may include content which is not "stocked" by a proprietor of the location where the digital content is accessible/purchasable. As such, the remote storage apparatus 93 may be operated by a rights owner of digital content like, for example, a movie studio, a book publisher, a music publisher and so forth. However, the remote storage apparatus 93 may also be owned and operated by the proprietor of the location where the digital content is accessible/purchasable.

The on-site storage apparatus 102 may include a screen 114 which may show contents to guide a user using the on-site apparatus 102. Referring to Figure

2A, the user is shown an option on the screen 114 to make a purchase using either an online catalog 116 (accessible at the on-site storage apparatus 102) or a selection apparatus 104 (by selecting an option of "key" 118). While a keyboard 140 is shown incorporated on the on-site apparatus 102, the screen 114 may be a touch-sensitive screen (as shown) which would not require a use of either the keyboard 140 or any other input device. Alternatively, the keyboard 140, a mouse or any input device may be usable when the screen 114 is not touch-sensitive.

Figure 4 shows a possible deployment example of a plurality of the on-site storage apparatus 102 at a brick-and-mortar location 200 selling a selection of CDs 202, DVDs 204 and related paraphernalia 206 like for example, posters, pictorials and the like. This possible deployment of the plurality of the on-site storage apparatus 102 is not limiting, as the on-site storage apparatus 102 may be deployed at any location retailing digital content. The location 200 of the on-site storage apparatus 102 may include accessibility to materials which aid the user in selecting the digital content desired by the user. The location 200 of the on-site storage apparatus 102 may be at an area where the user is able to obtain access to the materials which aid the user in selecting the digital content desired by the user in a form such as, for example, a graphical description, a textual description, a sample portion, or any combination of the aforementioned.

Referring to Figure 5A, the coupling of the digital storage apparatus 100 and the storage bank 90 may be enabled by placing the digital storage apparatus 100 into a first receptor 101 of the on-site storage apparatus 102. The first receptor 101 may include a physical connector for connecting the digital storage apparatus 100 with the on-site storage apparatus 102. Alternatively, the first receptor 101 may be simply for placement of the digital storage apparatus 100 as the digital storage apparatus 100 is able to wirelessly connect with the on-site storage apparatus 102.

The coupling of a plurality of models of digital storage apparatus 100 and the storage bank may be enabled by including a plurality of connecting

mechanisms on the on-site storage apparatus 102. For example, wired connectors 108, memory card slots 110, and a second receptor 112 are shown as part of the on-site storage apparatus 102 in Figure 5A. The first receptor 101 may also differ from the second receptor 112, with each receptor 101, 112 being for different models/types/forms of digital storage apparatus 100. Typically, in an instance when each receptor 101, 112 is for different models/types/forms of digital storage apparatus 100, each receptor 101, 112 may have, for example, different connectors, different width slots, different depths, and so forth.

The memory card slots 110 may be used with SD cards, CF cards, XD cards, "memory stick" cards and the like. In addition, the digital storage apparatus 100 may also connect wirelessly with the on-site storage apparatus 102 using known wireless technologies, such as, for example, Bluetooth, Wi-Fi, 3G, GPRS and so forth. When the digital storage apparatus 100 connects wirelessly with the on-site storage apparatus 102, the digital storage apparatus 100 may still be placed and preferably locked with the on-site storage apparatus 102 in either the slots 110 or receptors 101, 112.

Referring to Figures 1 and 2A, subsequently in the method 20, the digital storage apparatus 100 is locked (24) in the receptor 101. The locking of the digital storage apparatus 100 may be enabled by removing 107 the selection apparatus 104 (26) from a receptacle 106 of the on-site storage apparatus 102. The locking of the digital storage apparatus 100 may be by, for example, covering openings of the receptors 101, 112, and the slots 110, anchoring of the digital storage apparatus 100 using lockable connecting mechanisms when the digital storage apparatus 100 is placed in the receptors 101, 112, and the slots 110, and so forth. The locking of the digital storage apparatus 100 ensures a presence of the digital storage apparatus 100 at the on-site storage apparatus 102 as long as the selection apparatus 104 is not placed in the receptacle 106.

The selection apparatus 104 may be used both for unlocking the digital storage apparatus 100 from the receptor 101 of the on-site storage apparatus

102 at the location of the coupling, and for selecting the digital content for purchase (28) in the method 20.

Referring to Figure 6 which shows a schematic diagram of the selection apparatus 104, the selection apparatus 104 may include a data reader 602. The data reader 602 may be used to obtain information relating to the digital content being selected by the user. The data reader 602 may be selected from, for example, a RF receiver, a bar code reader, a serial number reader, a visual indicia reader or any combination of the aforementioned. The selection apparatus 104 may also allow the user to enter information relating to digital content desired by the user. The information may be entered using input keys 604 or using a display 606 on the selection apparatus 104 which is a touch sensitive screen. The selection apparatus 104 includes a wireless transceiver 608 which enables wireless transmission of the information to the storage bank 90. The transmission of information to the storage bank 90 may be via transmitting the information to the on-site storage apparatus 102. The selection apparatus 104 will be described in greater detail in a subsequent section.

The information transmitted to the storage bank 90 includes both an identity of the digital content and a usage term of the digital content. The usage term of the digital content may be either permanent or a pre-determined time period (similar to loaning, except without a need to return the digital content). Both the identity of the digital content and the usage term of the digital content may determine a cost of the digital content. The usage term of the digital content may be a component of playback rights of a digital package of the digital content.

Referring to Figure 1, in the method 20, the information received from the selection apparatus 104 is processed (30) at the storage bank 90 to determine the digital content selected by the user. The processing of the information at the storage bank 90 may be done at the on-site storage apparatus 102 as the on-site storage apparatus 102 also has data processing capabilities. After processing the information at the storage bank 90, the

storage bank 90 is able to determine the digital content selected by the user for input into the user's digital storage apparatus 100.

The storage bank 90 then determines whether the digital storage apparatus 100 is able to either support high definition digital content (32). If the digital storage apparatus 100 is able to support high definition digital content, the storage bank 90 will download a high definition version of the digital content into the digital storage apparatus 100 (34). If the digital storage apparatus 100 is not able to support high definition digital content, the storage bank will download a non high definition version of the digital content into the digital storage apparatus 100 (36). It should be appreciated that the high definition version of the digital content may be in a compressed digital file format which can be decompressed to display the high definition of the digital content.

In an instance when the digital storage apparatus 100 does not have media playback capability, the storage bank 90 may seek confirmation from the user via the selection apparatus 104 in relation to whether the user prefers a high definition version or a non high definition version of the selected digital content. Alternatively, the method 20 may be configured such that only the non high definition version of the digital content is made available to a digital storage apparatus 100 without media playback capability given a lower incidence of compatibility/playback issues for the non high definition version of digital content.

In the method 20, the storage bank 90 then determines whether the digital content selected by the user is also selected by other users at the location 200 at a frequency above a pre-determined number (38). If at least one of the digital content selected by the user is also selected by other users at the location 200 at the frequency above the pre-determined number, that digital content is stored at the on-site storage apparatus 102 and obtained from the on-site storage apparatus 102 (40). The digital content which is downloaded from the on-site storage apparatus 102 is downloaded at a faster rate to the digital storage apparatus 100 compared to digital content which is downloaded from the remote storage apparatus 93. If at least one of the

digital content selected by the user is also selected by other users at the location 200 at a frequency below the pre-determined number, that digital content is stored at the remote storage apparatus and obtained from the remote storage apparatus 93 (42). The digital content which is downloaded from the remote storage apparatus 93 is downloaded at a slower rate to the digital storage apparatus 100 compared to digital content which is downloaded from the on-site storage apparatus 102 because of inherent network limitations for data transferred over extended physical distances.

The storage bank 90 next determines whether the digital storage apparatus 100 has sufficient capacity to receive the selected digital content (44). If the storage bank 90 determines that the digital storage apparatus 100 has insufficient capacity to receive the selected digital content (46), the user may receive a first indication on the selection apparatus 104 notifying the user that the digital storage apparatus 100 has insufficient capacity. The first indication may be provided by an indicator module 612 of the selection apparatus 104 as shown in Figure 6, with a transmission from the storage bank 90 being received by the transceiver 608 of the selection apparatus 104. The first indication on the selection apparatus 104 may include, for example, a visual indication, an aural indication, a vibrational indication or any combination of the aforementioned. In such an instance where the digital storage apparatus 100 has insufficient capacity to receive the selected digital content, the selected digital content may be written onto a portable storage device such as, for example, magnetic disc media, portable solid state memory, and the like. As such, the on-site storage apparatus 102 may also include a facility/capability to write data onto magnetic disc media.

Subsequently, the storage bank 90 determines whether a modification has been made to a selection of the digital content (order)(48). The modification may be made using the selection apparatus 104, with the modification being, for example, de-selecting digital content, selecting additional digital content, changing a purchase tenure of digital content, or any combination of the aforementioned. In an instance where the at least one digital content is de-selected, the de-selected content which has been downloaded into the digital

storage apparatus 100 will be deleted from the digital storage apparatus 100 (50).

At this juncture, the digital content being downloaded into the digital storage apparatus 100 do not contain a digital package containing playback rights (52). The digital content without the digital package is incomplete and may not be played back on any media playback device/application.

Referring to Figures 1 and 5B – 5E, the user then initiates a transaction (54) during the method 20 to purchase the digital content. Referring to Figure 5B, the user may select a "check out" 150 option on the display 606 of the selection apparatus 104 to initiate the transaction to purchase the digital content. After selecting the "check out" 150 option, the user places the selection apparatus 104 back into the receptacle 106 of the on-site storage apparatus 102, as shown in Figure 5C. The user may then select a "confirm purchase" 160 option on the screen 114 to proceed with the transaction. The transaction may be of a form selected from, for example, a face-to-face interaction with a person, an interaction with a payment machine (as shown), a series of instructions carried out over the internet, and any combination of the aforementioned. In this instance shown in Figure 5D, the user is using a credit card 170 at the on-site storage apparatus 102 to make payment for the purchase. The digital package of the digital content is downloaded into the digital storage apparatus 100 once the transaction for the digital content is completed. It is preferable that the on-site storage apparatus 102 is able to accept alternative payment modes besides credit cards 170, such as, for example, savings account-linked transaction cards, stored value cards, third party enabled transactions and so forth.

Finally, after completion of the transaction, the digital storage apparatus 100 may be removed from the on-site storage apparatus 102 (56). Referring to Figure 5E, the selection apparatus 104 may be placed into the receptacle 106 which correspondingly unlocks the digital storage apparatus 100. Thus, the selection apparatus 104 remains at the on-site storage apparatus 102 subsequent to an unlocking of digital storage apparatus 100. A power source

of the selection apparatus 104 may also be charged when the selection apparatus 104 is placed in the receptacle 106.

Prior to placing the selection apparatus 104 into the receptacle 106 to unlock the digital storage apparatus 100 for removal of the digital storage apparatus 100 from the on-site storage apparatus 102, the selection apparatus 104 may receive a second indication on the selection apparatus 104 relating to completion of the digital content download. The second indication may include, for example, a visual indication, an aural indication, a vibrational indication, or any combination of the aforementioned. Alternatively, the second indication may be depicted on the screen 114 of the on-site storage apparatus 102.

It should be noted that physical representations of the various apparatus as described in the aforementioned method 20 using the requisite figures should not be considered to be limiting in any manner, as the physical representations of the various apparatus are purely for illustrative purposes.

In a second aspect, there is provided an apparatus for selecting digital content for purchase from a location where a digital storage apparatus couples to a storage bank. This is the selection apparatus 104 used in the method 20 as described earlier. The digital content may be, for example, video files, audio files, picture files, e-books, e-magazines, any combination of the aforementioned and so forth. The digital storage apparatus may be either embedded in a device or a standalone digital storage unit. The aforementioned device may be, for instance, a mobile phone, a PDA, a handheld digital entertainment device, and so forth. The digital storage apparatus as depicted in Figure 5 is embedded in a handheld digital entertainment device. Reference is made to Figures 2 and 6 when describing the selection apparatus 104. It should be noted that a physical representation of the selection apparatus 104 as depicted in the aforementioned figures should not be considered to be limiting in any manner, and any physical representation is purely for illustrative purposes.

The storage bank 90 is a collective term which includes an on-site storage apparatus 102 and a remote storage apparatus 93. The on-site storage apparatus 102 and the remote storage apparatus 93 may be connected with one another on a network 95. The on-site storage apparatus 102 may include a screen 114 which may show contents to guide a user. Figure 4 shows a possible deployment of a plurality of the on-site storage apparatus 102 in a brick-and-mortar location 200 selling a selection of CDs 202, DVDs 204 and related paraphernalia 206 like for example, posters, pictorials and the like. This possible deployment of the plurality of the on-site storage apparatus 102 is not limiting, as the on-site storage apparatus 102 may be deployed at any location. The location 200 of the on-site storage apparatus 102 may include materials which aid the user in selecting desired digital content. The location 200 of the on-site storage apparatus 102 may be at an area where the user is able to obtain access to materials which aid the user in selecting desired digital content in a form such as, for example, a graphical description, a textual description, a sample portion, or any combination of the aforementioned.

Referring to Figure 6 which shows a schematic diagram for the selection apparatus 104, there is shown the selection apparatus 104 including a key 610 used with a locking device for ensuring non-removal of the digital storage apparatus 100 when coupled to the on-site storage apparatus 102. The key 610 may be either a physical structure or a wireless authentication process. For example, the selection apparatus 104 may include a retractable key, the retractable key being extended when a keyhole is present in the locking device. Alternatively, the selection apparatus 104 is a transponder, where proximity of the selection apparatus 104 to a receiver in the locking device in the on-site storage apparatus 102 triggers an authentication process which leads to unlocking of the locking device in a manner similar to a "keyless entry" feature for modern automobiles.

The selection apparatus 104 may include a data reader 602 which may be used to obtain information relating to the digital content being selected by the user. The data reader 602 may be selected from, for example, a RF receiver,

a bar code reader, a serial number reader, a visual indicia reader or any combination of the aforementioned. Referring to Figure 2B, there is shown an example of how the data reader 602 is used to obtain information relating to the digital content being selected by the user. The obtained information may be an order. Each of the digital content may be tagged 99, with each tag being, for example, an RF tag, a bar code, a serial number strip, a visual indicia tag, or any combination of the aforementioned. The user may point the selection apparatus 104 at the tag 99 of a desired digital content to select the desired digital content. Whether the data reader 602 needs to be pointed at the tags 99 depends on a combination of the data reader 602 and the tags 99 being used. Obtaining information from the tags 99 using the data reader 602 on the selection apparatus 104 may be, for example, a "point-and-scan", a "point-and-confirm", or "tap-and-go" type of process.

The selection apparatus 104 may also allow the user to enter information relating to the digital content desired by the user akin to a search function. Referring to Figures 2D, 2G and 6, the searching information may be entered using input controls 604 or using a display 606 on the selection apparatus 104 which may be a touch sensitive screen (as shown). The display 606 showing the order may be a panel such as, for example, LCD, TFT, or OLED. The input controls 604, and/or the display 606 may also be used for modifying the order, like, de-selecting digital content, selecting additional digital content, changing purchase tenure of digital content, or any combination of the aforementioned.

Referring to Figure 2C, there is shown another section of the brick-and-mortar location 200 shown in Figure 4. Besides the selection of CDs 202, DVDs 204 and related paraphernalia 206 like for example, posters, pictorials and the like, the location 200 may also include at least one digital catalog 800. The on-site storage 102 also allows access to content of the at least one digital catalog 800. The at least one digital catalog 800 may scroll advertisements when the catalog 800 is not being used. The at least one digital catalog 800 may list all content in the storage bank 90. Referring to Figure 2E, the user may use the catalog 800 to locate desired digital content via a search function. While

Figure 2E shows the catalog 800 having a touch sensitive screen for the input of instructions, the catalog 800 is not limited to using only a touch sensitive screen for the input of instructions. The catalog 800 may be connected to an input device like either a keyboard or a mouse for the input of instructions. Furthermore, the selection apparatus 104 may also be used as an input device for the catalog 800 using wireless connectivity.

Referring to Figure 2F, the catalog 800 is shown transmitting data relating to the digital content desired by the user which was selected via use of the catalog 800. When the user selects desired digital content as described earlier in relation to Figure 2E, the catalog 800 may retrieve the information relating to the desired digital content and transmit the data wirelessly to the selection apparatus 104. The selection apparatus 104 may receive the information by being positioned close to the catalog 800 (within a pre-determined range), to receive the data relating to the digital content desired by the user. The data may be received by the transceiver 608 of the selection apparatus 104. Figure 2G shows the user confirming the data received from the catalog 800. This confirmation step of Figure 2G prevents erroneous reception of data by the selection apparatus 104 which may be prevalent when a plurality of the catalog 800 is present in the location 200. It is appreciated that erroneous reception of data may lead to delays when collecting the digital storage apparatus 100 from the on-site storage apparatus 102 due to time used for downloading unwanted content to the digital storage apparatus 100.

The wireless transceiver 608 of the selection apparatus 104 may also receive positional data from the catalog 800, such that the user is able to ascertain a location where the user is positioned when the positional data is shown on the display 606 on the selection apparatus 104. This may aid the user in confirming the user's position in the brick-and-mortar location 200.

Furthermore, when the user with the selection apparatus 104 is within a pre-determined distance from the catalog 800, the selection apparatus 104 may provide an indication to the user. The pre-determined distance may be a

distance when the user is able to view contents shown on the catalog 800. The indication to the user may be triggered when the user ignores the catalog 800. The indication may be primarily to capture attention from the user to focus on the catalog 800. The indication may be provided by an indicator module 612 in the selection apparatus 104, as shown in Figure 6. The indicator module 612 may include at least one, for example, illumination means, a vibrating means, an audio reproduction means or any combination of the aforementioned. In Figure 2C, the selection apparatus 104 is shown to be vibrating when within the pre-determined distance to the catalog 800. When the selection apparatus 104 vibrates, the user may be inclined to view the contents shown on the catalog 800, and may be induced to use the catalog 800 if the contents shown on the catalog 800 is of interest to the user.

The selection apparatus 104 also includes a wireless transceiver 608 for transmitting the order to the storage bank 90 and for receiving notifications on the selection apparatus 104. The wireless transceiver 608 may enable the selection apparatus 104 to be either continually connected to the storage bank 90 or connected to the storage bank 90 when necessary (ie. either when transmitting the order or when receiving a "wake-up" instruction from the storage bank 90 to receive the notifications).

Referring to Figure 2D, the selection apparatus 104 may periodically receive notifications from storage bank 90 denoting "special offers" which are made available at the location 200. These "special offers" may last for a pre-determined time period, such as, for example, ten minutes, thirty minutes, sixty minutes, and so forth. When the "special offers" relate to digital content desired by the user, the user may enjoy the "special offers" by choosing an "add to cart" tab 650 on the display 606 of the selection apparatus 104. A time-stamp in relation to when the "add to cart" tab 650 was selected will determine whether the user is able to enjoy the "special offer". As such, the selection apparatus 104 may also include a controller 614 which controls the selection apparatus 104, with the controller 614 having calendar-clock functionality to provide the time-stamp. Referring to Figure 6, it can be seen that the controller 614 processes data received from the input controls 604,

the data reader 602, the display 606 and the transceiver 608. The indicator module 612 is also controlled by the controller 614.

The information obtained by the data reader 602 of the selection apparatus 104 includes both an identity of the digital content and a usage term of the digital content. The usage term of the digital content may be either permanent or a pre-determined time period (similar to loaning, except without a need to return the digital content). Both the identity of the digital content and the usage term of the digital content may determine a cost of the digital content. The usage term of the digital content may be a component of playback rights of a digital package of the digital content.

If at least one of the digital content selected by the user is also selected by other users at the location 200 above a frequency of pre-determined number, that digital content is stored at the on-site storage apparatus 102 and obtained directly from the on-site storage apparatus 102. The digital content which is downloaded from the on-site storage apparatus 102 is downloaded at a faster rate to the digital storage apparatus 100 compared to digital content which is downloaded from the remote storage apparatus. If at least one of the digital content selected by the user is also selected by other users at the location 200 below the frequency of the pre-determined number, that digital content is stored at the remote storage apparatus and obtained from the remote storage apparatus. The digital content which is downloaded from the remote storage apparatus is downloaded at a slower rate to the digital storage apparatus 100 compared to digital content which is downloaded from the on-site storage apparatus 102 because of inherent network limitations for data transferred over extended physical distances.

In a third aspect, there is provided a platform for purchasing and downloading digital content into a digital storage apparatus. This is the on-site storage apparatus 102 as described earlier in the method 20. The digital content may be, for example, video files, audio files, picture files, e-books, e-magazines, any combination of the aforementioned and so forth. The digital storage apparatus 100 may be either embedded in a device or a standalone digital

storage unit. The aforementioned device may be, for instance, a mobile phone, a PDA, a handheld digital entertainment device, and so forth. The digital storage apparatus 100 as depicted in Figure 2A is embedded in a handheld digital entertainment device. The digital storage apparatus 100 may also be memory cards such as, for example, SD cards, CF cards, XD cards, "memory stick" cards, and the like. Reference is made to Figure 2A when describing the on-site storage apparatus 102. It should be noted that a physical representation of the on-site storage apparatus 102 as depicted in the aforementioned figures should not be considered to be limiting in any manner, and the physical representation is purely for illustrative purposes.

The on-site storage apparatus 102 may be part of a storage bank 90, the storage bank 90 including a remote storage 93 that is connected to the on-site storage apparatus 102 on a network. Data may be transferrable between the on-site storage apparatus 102 and the remote storage 93. The remote storage apparatus 93 may be physically located in either a same country or a different country. The remote storage apparatus 93 may include content which is not "stocked" by a proprietor of the location where the digital content is accessible. As such, the remote storage apparatus 93 may be operated by a rights owner of digital content like, for example, a movie studio, a book publisher, a music publisher and so forth. However, the remote storage apparatus 93 may also be owned and operated by the proprietor of the location where the digital content is accessible.

The on-site storage apparatus 102 may be deployed at a brick-and-mortar location 200 selling a selection of CDs 202, DVDs 204 and related paraphernalia 206 like for example, posters, pictorials and the like as shown in Figure 4. This possible deployment of the plurality of the on-site storage apparatus 102 is not limiting, as the on-site storage apparatus 102 may be deployed at any location. The location 200 of the on-site storage apparatus 102 may include materials which aid the user in selecting the digital content. The location 200 of the on-site storage apparatus 102 may be at an area where the user is able to obtain access to the digital content in a form such as,

for example, a graphical description, a textual description, a sample portion, or any combination of the aforementioned.

The on-site storage apparatus 102 may include a locking device for ensuring non-removal of the digital storage apparatus 100 when coupled to the storage bank 90. The locking of the digital storage apparatus 100 may be enabled by removing a selection apparatus 104 from a receptacle 106 of the on-site storage apparatus 102. The locking of the digital storage apparatus 100 may be by, for example, covering openings of the receptors 101, 112, and the slots 110, anchoring the digital storage apparatus 100 using lockable connectors when placed in the receptors 101, 112, and the slots 110, and so forth. The locking of the digital storage apparatus 100 ensures a presence of the digital storage apparatus 100 at the on-site storage apparatus 102 as long as the selection apparatus 104 is not placed in the receptacle 106. A power source of the selection apparatus 104 may also be charged when the selection apparatus 104 is placed in the receptacle 106.

The coupling of the digital storage apparatus 100 and the on-site storage apparatus 102 may be enabled by placing the digital storage apparatus 100 into a first receptor 101 of the on-site storage apparatus 102. The coupling of the digital storage apparatus 100 with the on-site storage apparatus 102 may enable a connection of at least one data transmission channel from the storage bank 90 to the digital storage apparatus 100. The at least one data transmission channel may be via either a wired or a wireless connection.

The coupling of a plurality of models of digital storage apparatus 100 and the storage bank 90 may be enabled by including a plurality of connecting mechanisms on the on-site storage apparatus 102. For example, wired connectors 108, memory card slots 110, and a second receptor 112 are shown in the on-site storage apparatus 102 in Figure 5A. The first receptor 101 may also differ from the second receptor 112, with each receptor 101, 112 being for different models/types/forms of digital storage apparatus 100. Typically, in an instance when each receptor 101, 112 is for different models/types/forms of digital storage apparatus 100, each receptor 101, 112

may have, for example, different connectors, different width slots, different depths, and so forth.

The memory card slots 110 may be used with SD cards, CF cards, XD cards, "memory stick" cards, and the like. In addition, the digital storage apparatus 100 may also connect wirelessly with the on-site storage apparatus 102 using known wireless technologies, such as, for example, Bluetooth, Wi-Fi, 3G, GPRS and so forth. When the digital storage apparatus 100 connects wirelessly with the on-site storage apparatus 102, the digital storage apparatus 100 may still be placed and preferably locked with the on-site storage apparatus 102 in either the slots 110 or receptors 101, 112.

The on-site storage apparatus 102 may include a screen 114 which may show contents to guide a user when the user is at the on-site apparatus 102. For example, the screen 114 may guide the user to use a correct receptor 101, 112 for the user's digital storage apparatus 100. Referring to Figure 2A, the user is shown an option on the screen 114 to make a purchase using either an online catalog 116 (accessible at the on-site storage apparatus 102) or a selection apparatus 104 (by selecting the "key" option 118). While a keyboard 140 is shown on the on-site apparatus 102, the screen 114 may be a touch-sensitive screen which would not require a use of either the keyboard 140 or any other input device. Alternatively, the keyboard 140, a mouse or any input device may be usable when the screen 114 is not touch-sensitive. As such, the user has an option of either purchasing digital content using the online catalog or by using the selection apparatus 104, the selection apparatus 104 being described in an earlier section. As described earlier, the selection apparatus 104 may be used both for unlocking the digital storage apparatus 100 from the receptor 101 of the on-site storage apparatus 102, and for selecting the digital content for purchase.

In an instance when at least one of the digital content selected by the user is also selected by other users at the location 200 above a frequency of a pre-determined number, that digital content is stored at the on-site storage apparatus 102 and obtained directly from the on-site storage apparatus 102.

The digital content which is downloaded from the on-site storage apparatus 102 is downloaded at a faster rate to the digital storage apparatus 100 compared to digital content which is downloaded from the remote storage apparatus 93. Alternatively, in an instance when at least one of the digital content selected by the user is also selected by other users at the location 200 below the frequency of the pre-determined number, that digital content is stored at the remote storage apparatus 93 and obtained from the remote storage apparatus 93. The digital content which is downloaded from the remote storage apparatus is downloaded at a slower rate to the digital storage apparatus 100 compared to digital content which is downloaded from the on-site storage apparatus 102 because of inherent network limitations for data transferred over extended physical distances.

In an instance when the on-site storage apparatus 102 determines that the digital storage apparatus 100 is able to support high definition digital content, the storage bank 90 will download a high definition version of the digital content into the digital storage apparatus 100. If the digital storage apparatus 100 is not able to support high definition digital content, the storage bank will download a non high definition version of the digital content into the digital storage apparatus 100. In an instance when the digital storage apparatus 100 does not have media playback capability, the storage bank 90 may seek confirmation with the user via the selection apparatus 104 in relation to whether the user prefers a high definition version or a non high definition version of the selected digital content. Alternatively, only the non high definition version of the digital content is made available to a digital storage apparatus 100 without media playback capability given a lower incidence of compatibility/playback issues for the non high definition version of digital content. It should be appreciated that the high definition version of the digital content may be in a compressed digital file format which can be decompressed to display the high definition of the digital content.

In an instance when the on-site storage apparatus 102 determines that the digital storage apparatus 100 has insufficient capacity to receive the selected digital content, the user may receive a first indication on the selection

apparatus 104 notifying the user that the digital storage apparatus 100 has insufficient capacity. The first indication may be provided by an indicator module 612 of the selection apparatus 104, with a transmission from the storage bank 90 being received by the transceiver 608 of the selection apparatus 104. The first indication on the selection apparatus 104 may include, for example, a visual indication, an aural indication, a vibrational indication or any combination of the aforementioned. In such an instance, the selected digital content may be written onto a portable storage device such as, for example, magnetic disc media, portable solid state memory, and the like. The on-site storage apparatus 102 may also include a facility/capability to write data onto magnetic disc media.

The user may initiate a transaction to purchase the digital content using the on-site storage 102. Referring to Figure 5B, which shows initiation of the transaction after the user has used the selection apparatus 104 to select digital content, the user may select a "check out" 150 option on the display 606 of the selection apparatus 104 to initiate the transaction to purchase the digital content. After selecting the "check out" 150 option, the user places the selection apparatus 104 back into the receptacle 106 of the on-site storage apparatus 102, as shown in Figure 5C. The user may then select a "confirm purchase" 160 option on the screen 114 to proceed with the transaction. The transaction may be of a form selected from, for example, a face-to-face interaction with a person, an interaction with a payment machine, a series of instructions carried out over the internet, and any combination of the aforementioned. In this instance shown in Figure 5D, the user is using a credit card 170 at the on-site storage apparatus 102 to make payment for the purchase. The digital package of the digital content is downloaded into the digital storage apparatus 100 once the transaction for the digital content is completed. It is preferable that the on-site storage apparatus 102 is able to accept alternative payment modes besides credit cards 170, such as, for example, savings account-linked transaction cards, stored value cards, third party enabled transactions and so forth.

The digital storage apparatus 100 may be locked to the on-site storage apparatus 102 until the user unlocks the digital storage apparatus 100 from the locking device by placing the selection apparatus 104 into the receptacle 106.

Whilst there has been described in the foregoing description preferred embodiments of the present invention, it will be understood by those skilled in the technology concerned that many variations or modifications in details of design or construction may be made without departing from the present invention.

CLAIMS

1. A method for purchasing and downloading digital content into a digital storage apparatus, the method including:

coupling the digital storage apparatus with a storage bank containing the digital content to enable transfer of data from the storage bank to the digital storage apparatus;

locking the digital storage apparatus at a location of the coupling with a selection apparatus, the selection apparatus being both for unlocking the digital storage apparatus from the location of the coupling, and for selecting the digital content for purchase;

using a data reader included with the selection apparatus to obtain information relating to the digital content being selected by a user, the selection apparatus transmitting the information wirelessly to the storage bank;

processing the information at the storage bank to determine the digital content selected by the user;

determining whether the digital storage apparatus has sufficient capacity to receive the selected digital content;

downloading of the digital content into the digital storage apparatus once the information is processed by the storage bank, and the digital storage apparatus is deemed by the storage bank to have sufficient capacity, the digital content being downloaded without a digital package containing playback rights; and

initiating a transaction to purchase the digital content, the digital package of the digital content being downloaded into the digital storage apparatus once the transaction for the digital content is completed;

wherein the selection apparatus remains at the location of coupling subsequent to a completion of the transaction and an unlocking of the digital storage apparatus.

2. The method of claim 1, wherein the digital storage apparatus is either embedded in a device or is a standalone digital storage unit.

3. The method of claim 1, wherein the storage bank includes an on-site storage apparatus and a remote storage apparatus.

4. The method of claim 3, wherein the on-site storage apparatus includes storage of digital content which is downloaded at a frequency above a pre-determined number based on data obtained from the storage bank.

5. The method of claim 4, wherein the digital content which is downloaded at a frequency above a pre-determined number is downloaded at a faster rate to the digital storage apparatus as it is stored at the on-site storage.

6. The method of claim 1, wherein coupling the digital storage apparatus uses either a wired connection or a wireless connection.

7. The method of claim 1, wherein the information includes both an identity of the digital content and a usage term of the digital content.

8. The method of claim 7, wherein the usage term of the digital content is either permanent or a pre-determined time period.

9. The method of claim 7, wherein both the identity of the digital content and the usage term of the digital content determines a cost of the digital content.

10. The method of claim 7, wherein the usage term of the digital content is a component of the playback rights of the digital package.

11. The method of claim 1, wherein the data reader is selected from a group consisting of: a RF receiver, a bar code reader, a serial number reader, visual indicia reader and any combination of the aforementioned.

12. The method of claim 1, wherein the location of the coupling is at an area where the user is able to obtain access to the digital content in a form

selected from a group consisting of: a graphical description, a textual description, a sample portion, and any combination of the aforementioned.

13. The method of claim 1, wherein the transaction is of a form selected from a group consisting of: a face-to-face interaction with a person, an interaction with a payment machine, a series of instructions carried out over the internet, and any combination of the aforementioned.

14. The method of claim 1, wherein the digital content is selected from a group consisting of: video files, audio files, picture files, e-books, e-magazines, and any combination of the aforementioned.

15. The method of claim 1, wherein if the storage bank determines that the digital storage apparatus has insufficient capacity to receive the selected digital content, the user will receive a first indication on the selection apparatus notifying the user that the digital storage apparatus has insufficient capacity, wherein the first indication is selected from a group comprising: a visual indication, an aural indication, a vibrational indication and any combination of the aforementioned, with the selected digital content being written onto a portable storage device.

16. The method of claim 1, wherein if the storage bank determines that the digital storage apparatus is able to support high definition content, the storage bank will download a high definition version of the digital content into the digital storage apparatus.

17. The method of claim 1, further including modifying the order using the selection apparatus, modifying being an action selected from a group consisting of: de-selecting digital content, selecting additional digital content, changing purchase tenure of digital content, and any combination of the aforementioned.

18. The method of claim 17, wherein de-selecting digital content which has been downloaded into the digital storage apparatus will cause the de-selected digital content to be deleted from the digital storage apparatus.

19. The method of claim 1, further including using the selection apparatus to unlock the digital storage apparatus for removal of the digital storage apparatus once a second indication on the selection apparatus relating to completion of the digital content download is received by the user, wherein the second indication is selected from a group comprising: a visual indication, an aural indication, a vibrational indication and any combination of the aforementioned.

20. An apparatus for selecting digital content for purchase from a location where a digital storage apparatus couples to a storage bank, the apparatus including:

a key used with a locking device for ensuring non-removal of the digital storage apparatus when coupled to the storage bank;

a data reader for obtaining an order comprising information relating to the digital content selected for purchase by a user; and

a wireless transceiver for transmitting the order to the storage bank and receiving notifications on the apparatus,

wherein the apparatus is continually connected to the storage bank.

21. The apparatus of claim 20, wherein the location is at an area where the user is able to obtain access to the digital content in a form selected from a group consisting of: a graphical description, a textual description, a sample portion, and any combination of the aforementioned.

22. The apparatus of claim 20, wherein the digital storage apparatus is either embedded in a device or is a standalone digital storage unit.

23. The apparatus of claim 20, wherein the storage bank includes an on-site storage apparatus and a remote storage apparatus.

24. The apparatus of claim 23, wherein the on-site storage apparatus includes storage of digital content which is downloaded at a frequency above a pre-determined number based on data obtained from the storage bank.

25. The apparatus of claim 24, wherein the digital content which is downloaded at a frequency above a pre-determined number is downloaded at a faster rate to the digital storage apparatus as it is stored at the on-site storage.

26. The apparatus of claim 20, wherein coupling the digital storage apparatus uses either a wired connection or a wireless connection.

27. The apparatus of claim 20, wherein the information includes both an identity of the digital content and a usage term of the digital content.

28. The apparatus of claim 27, wherein the usage term of the digital content is either permanent or a pre-determined time period.

29. The apparatus of claim 27, wherein both an identity of the digital content and the usage term of the digital content determines a cost of the digital content.

30. The apparatus of claim 20, wherein the data reader is selected from a group consisting of: a RF receiver, a bar code reader, a serial number reader, visual indicia reader and any combination of the aforementioned.

31. The apparatus of claim 20, wherein the digital content is selected from a group consisting of: video files, audio files, picture files, e-books, e-magazines, and any combination of the aforementioned.

32. The apparatus of claim 20, further including a display showing the order, the display being a panel selected from a group comprising: LCD, TFT, and OLED.

33. The apparatus of claim 20, further including controls for modifying the order, modifying being an action selected from a group consisting of: de-selecting digital content, selecting additional digital content, changing purchase tenure of digital content, and any combination of the aforementioned.

34. The apparatus of claim 20, wherein the key is either a physical structure or a wireless authentication process.

35. The apparatus of claim 32, further including an indicator module to provide an indication to the user, the indication is selected from a group comprising: illumination, vibration, audio, and any combination of the aforementioned.

36. The apparatus of claim 32, wherein the apparatus is configured to receive positional data to aid the user in confirming the user's position.

37. A platform for purchasing and downloading digital content into a digital storage apparatus, the platform being at a location where the digital storage apparatus couples to a storage bank, the platform including:

a locking device for ensuring non-removal of the digital storage apparatus when coupled to the storage bank; and

at least one data transmission channel for coupling the digital storage apparatus to the storage bank;

wherein the digital storage apparatus is locked to the platform until a user unlocks the digital storage apparatus from the locking device using a selection apparatus.

38. The platform of claim 37, wherein the location is at an area where the user is able to obtain access to the digital content in a form selected from a group consisting of: a graphical description, a textual description, a sample portion, and any combination of the aforementioned.

39. The platform of claim 37, wherein the at least one data transmission channel is via either a wired or a wireless connection.

40. The platform of claim 37, wherein the digital storage apparatus is either embedded in a device or is a standalone digital storage unit.

41. The platform of claim 37, wherein the storage bank includes an on-site storage apparatus and a remote storage apparatus.

42. The platform of claim 41, wherein the on-site storage apparatus includes storage of digital content which is downloaded at a frequency above a pre-determined number based on data obtained from the storage bank.

43. The platform of claim 42, wherein the digital content which is downloaded at a frequency above a pre-determined number is downloaded at a faster rate to the digital storage apparatus as it is stored at the on-site storage.

44. The platform of claim 37, wherein the selection apparatus transmits information to the storage bank, the information including both an identity of the digital content and a usage term of the digital content.

45. The platform of claim 44, wherein the usage term of the digital content is either permanent or a pre-determined time period.

46. The platform of claim 44, wherein both an identity of the digital content and the usage term of the digital content determines a cost of the digital content.

47. The platform of claim 37, wherein the selection apparatus includes a data reader selected from a group consisting of: a RF receiver, a bar code reader, a serial number reader, visual indicia reader and any combination of the aforementioned.

48. The platform of claim 37, further including a transaction functionality for carrying out the transaction of a form selected from a group consisting of: a

face-to-face interaction with a person, an interaction with a payment machine, a series of instructions carried out over the internet, and any combination of the aforementioned.

49. The platform of claim 37, wherein the digital content is selected from a group consisting of: video files, audio files, picture files, e-books, e-magazines, and any combination of the aforementioned.

50. The platform of claim 37, wherein if the storage bank determines that the digital storage apparatus has insufficient capacity to receive digital content selected using the selection apparatus, the user will receive an indication on the selection apparatus notifying the user that the digital storage apparatus has insufficient capacity.

51. The platform of claim 37, wherein the selection apparatus further includes a display showing an order, the display being a panel selected from a group comprising: LCD, TFT, and OLED.

52. The platform of claim 51, wherein the selection apparatus further includes an input controller for modifying the order, modifying being an action selected from a group consisting of: de-selecting digital content, selecting additional digital content, changing purchase tenure of digital content, and any combination of the aforementioned.