

Claims

1. A plane media product supporting an interactive interconnected system, wherein the plane media product supporting transmit-receive of a multimedia information signal of the interactive interconnected system is characterized in that

the interactive interconnected system comprises an electronic reading device and an electronic transmitter-receiver;

an information content can be attached to an external surface of the plane media product;

the multimedia information signal is synthesized by media information data and associated data;

the associated data is a preset URI (Uniform Resource Identifier);

the electronic reading device has a combination data reception circuit, a combination data decomposition circuit, a transmission circuit, and central processing module; the combination data reception circuit is configured to receive the multimedia information signal; the combination data decomposition circuit is configured to decompose the multimedia information signal into the media information data and the associated data; the decomposed associated data is transmitted to the electronic transmitter-receiver via the transmission circuit;

the electronic transmitter-receiver is provided with an associated data reception circuit, an associated data transmission circuit and a central processing unit (with memory);

the associated data reception circuit is equipped with a short-distance signal transmission-reception circuit.

2. The plane media product supporting the interactive interconnected system of claim 1, wherein

an identification mark is attached to the external surface of the information content carrier.

3. The plane media product supporting the interactive interconnected system of claim 1, wherein

the plane media product is a fixed information carrier.

4. The plane media product supporting the interactive interconnected system of claim 1, wherein

the plane media product is a mobile information carrier.

5. The plane media product supporting the interactive interconnected system of claim 1, wherein

the electronic reading device is provided with the combination data reception circuit, the combination data decomposition circuit, the transmission circuit, and a central processor module board, which are embedded into the plane media product supporting the interactive interconnected system; and

the electronic transmitter-receiver is provided with an associated data reception circuit, an associated data transmission circuit and a central processing unit (with memory), which are embedded into a

communication terminal product of the interactive interconnected system.

6. The plane media product supporting the interactive interconnected system of claim 1, wherein

the combination data reception circuit, the combination data decomposition circuit, the transmission circuit and the central processor module board of the electronic reading device, as well as the associated data reception circuit, the associated data transmission circuit and a CPU module board (comprising the memory) of the electronic transmitter-receiver are placed in the plane media product.

7. The plane media product supporting the interactive interconnected system of claim 1, wherein

the electronic reading device is provided with the combination data reception circuit, the combination data decomposition circuit, the transmission circuit, and the central processor module board, which are placed in a small data box.

8. The plane media product supporting the interactive interconnected system of claim 5 or 6 or 7, wherein

the transmission circuit of the electronic reading device is equipped with the short-distance signal transmission-reception circuit;

the combination data decomposition circuit of the electronic reading device is configured to decompose the multimedia information signal into the media information data that includes digital data, video data, audio data, program data, and the like;

the digital data after the decomposition of the media information data is transmitted to the related configuration for use after transmitted to a digital data system for processing;

the video data after decomposition of the media information data is transmitted to related configuration for use after transmitted to a video system for processing;

the audio data after the decomposition of the media information data is transmitted to the related configuration for use after transmitted to an audio system for processing; and

the program data after the decomposition of the media information data is transmitted to the related configuration for use after transmitted to a program system for processing; and

the decomposed associated data is transmitted by the transmission