ABSTRACT

An Apparatus For Conducting A Secure Electronic Transaction

An apparatus for conducting a secure transaction, comprising: a server including a secure data area in which data regarding vendible products and services are stored, said server being connected to a broadcast network and arranged to broadcast information regarding said vendible products and services, said information including at least some of said data, and a unique identification for each vendible product and service; at least one client arranged to receive said information via the broadcast network, each client including means for establishing a return communications link with the server and means for temporarily securing a communications link with the server for the communication of financial information regarding a transaction therewith; said server being arranged to forward said financial information to a financial institution by a secure communications link whereupon said financial institution conducts the financial transaction.