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(54) Title: AUTOMATIC CONTACT INFORMATION TRANSMISSION SYSTEM

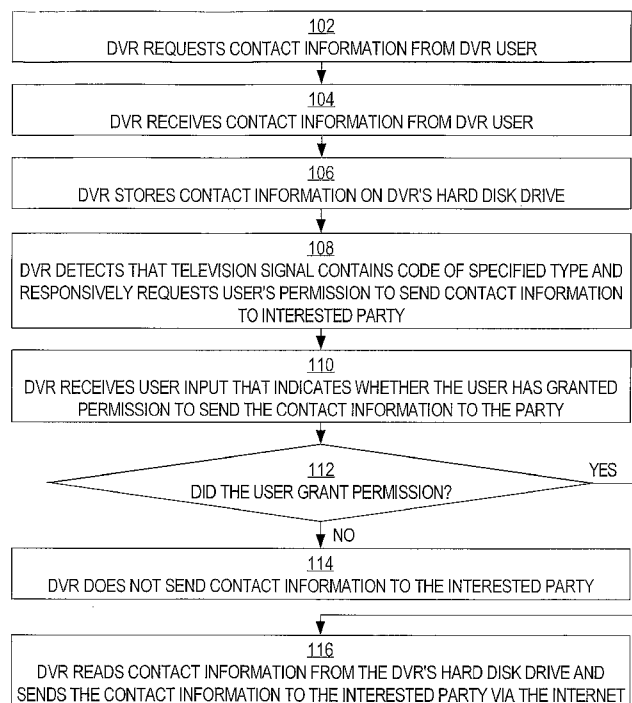


FIG. 1

(57) Abstract: According to one aspect, a DVR sends a user's contact information over a network to an interested party. The DVR prompts the user to enter contact information. After the user has supplied the requested contact information to the DVR, the DVR stores the contact information on the DVR's hard disk drive. Upon determining that a television program or advertisement contains a special tag that is associated with an interested party, the DVR displays, to the user, a prompt that invites the DVR user to allow the DVR to send the user's contact information to the interested party. If the user gives permission for the DVR to send the contact information to the interested party, then the DVR sends the contact information to the interested party (e.g., over the Internet).



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