CLAIMS

1. A playback system, comprising:

a video server, comprising: a video database, storing one or more source videos, each of the source videos including at least one embedded segment, the embedded segment including a plurality of continuous frames with an identical partial area;

a commodity database, storing a 3D (three-dimensional) commodity model; and an image processing module, respectively superimposing the 3D commodity model on the partial area of the frames of the source video to form at least one composed video; and

a computer program product loaded by an end device, the end device comprising a network interface and a playback interface, the computer program product comprising:

a network communication module, connecting to the video server via the network interface to obtain the composed video; and

a multimedia playback module, playing the obtained composed video via the playback interface; wherein the computer program product further comprises a HMI module, and the end device comprises a HMI, the HMI module showing an operating window via the HMI, the operating window comprising a commodity option corresponding to at least one of a plurality of the 3D commodity models, the HMI module, in response to a triggering of the commodity option, showing a plurality of next video options, each of the next video options correlating to the obtained composed video with a 3D commodity model therein corresponding to the triggered commodity option.

2. The playback system according to claim 1, wherein the played obtained composed video includes a plurality of the embedded segments, and each of the embedded segments includes a 3D commodity model differing from another 3D commodity model, and after the obtained composed video is played, the HMI module displays the operating window via the HMI, the operating window including a plurality of commodity options corresponding to 3D commodity models shown in the obtained composed video.

3. The playback system according to claim 1, the network communication module, in response to the triggering of the commodity option, transmitting a playback request to the video server via the network interface to receive the obtained composed video with the at least one of the plurality of 3D commodity models corresponding to the triggered commodity option, the multimedia playback module playing the obtained composed video via the playback interface.

4. The playback system according to claim 1, wherein the computer program product further comprises a webpage browsing module, after the obtained composed video is played, the HMI module shows another operating window via the HMI, the other operating window including at least one purchase option, the purchase option corresponding to a 3D commodity model shown in the obtained composed video, the network communication module, in response to a triggering of the purchase option, connecting to a shopping server via the network interface, the shopping server providing a shopping webpage to the webpage browsing module via the network interface, the shopping webpage including goods corresponding to the 3D commodity model shown in the obtained composed video.

5. The playback system according to claim 4, wherein the system further comprises a member management server, the shopping server transmitting a transaction result to the member management server, the member management server transmitting an electronic coupon to the end device according to a transaction result, a type of the electronic coupon correlating to whether a transaction at the shopping webpage is completed.

6. The playback system according to claim 5, wherein the computer program product further comprises a premium display module that displays the electronic coupon via the HMI.

7. The playback system according to claim 1, wherein the video server records a playback amount of the obtained composed video played by the end device, and an electronic coupon is transmitted to the end device when the playback amount reaches a threshold amount.

8. The playback system according to claim 1, wherein the video server further comprises a parameter database, the parameter database including a plurality of superimposing parameters for each of 3D commodity models corresponding to the embedded segment of the source video, the superimposing parameter including light/shadow directions, disposing position, disposing angle and scaling size.