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(54) Title: INTERACTIVE BROADCAST OVERLAY MAKING USE OF DYNAMIC QR CODE EMBEDDING

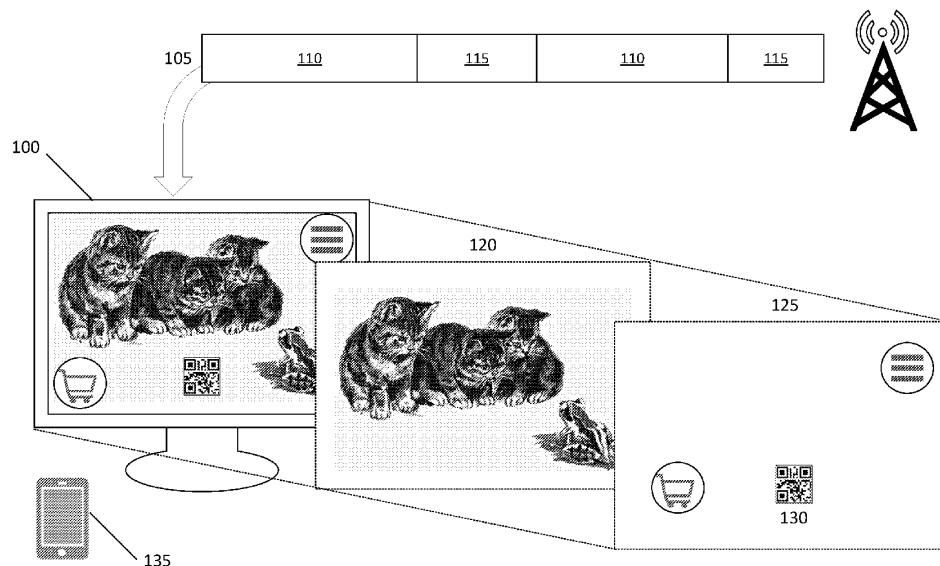


Fig. 1

(57) **Abstract:** Methods for creating a bidirectional user interface associated with an audiovisual broadcast are disclosed. Along with the audiovisual broadcast, instructions are provided to generate a first user interface overlaid over the audiovisual broadcast by a device displaying the audiovisual broadcast. Upon capturing an identifier in the UI with a second device, a second user interface on the second device is generated, and the first user interface is updated to display information in conjunction with the second user interface. Methods are also disclosed for a truly dynamic Quick Response (QR) code. After a QR code encodes data that represents one or more variable values associated with an interface, and in response to receiving an input event representing that a change in value has occurred of at least one variable value, the interface is updated to replace the first QR code with a second QR code encoding data representing the change.

[Continued on next page]

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