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(71) Applicant: INTEL CORPORATION [US/US]; 2200 Mission College Boulevard, Santa Clara, CA 95052 (US).

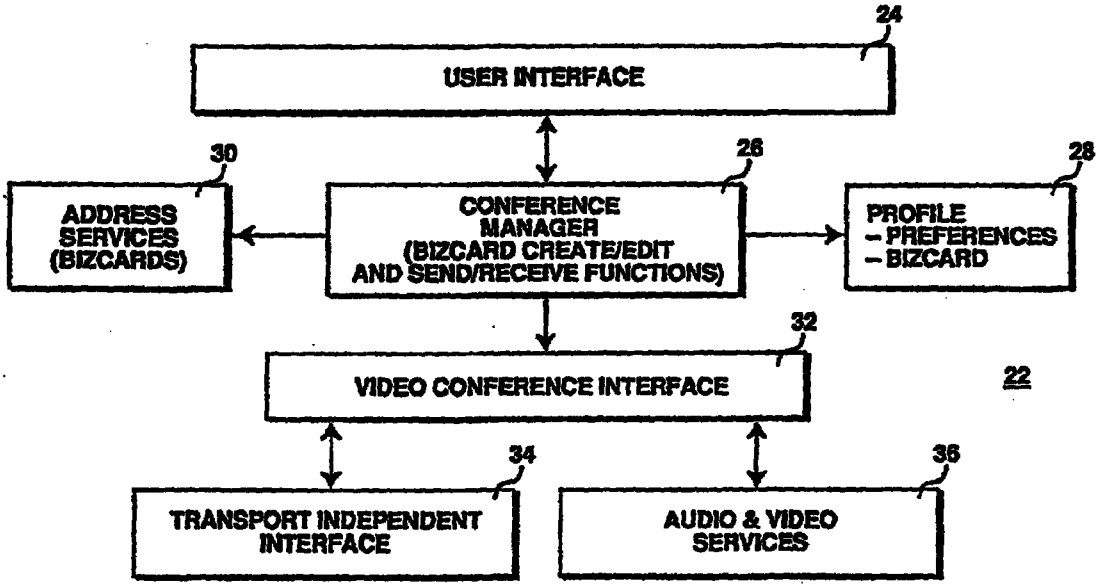
(72) Inventors: SKARBO, Rune, A.; 282 S.E. 41st Avenue, Hillsboro, OR 97123 (US). ELLIOT, John, D.; 17872 S.W. Hart Drive, Aloha, OR 97007 (US). SALVADOR, Anthony, C.; 1778 N.W. 129th Place, Portland, OR 97729 (US).

(74) Agents: SALTER, James, H. et al.; Blakely, Sokoloff, Taylor & Zafman, 7th floor, 12400 Wilshire Boulevard, Los Angeles, CA 90025-1026 (US).

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(54) Title: SYSTEM AND METHOD FOR EXCHANGING BUSINESS CARDS DURING A VIDEOCONFERENCE



(57) Abstract

The conference manager and address service of a general purpose personal conference application are enhanced with a plurality of functions for setting up, exchanging, saving, retrieving and resending "business cards" electronically (26). The external manifestation of an electronic "business card" is a visual presentation of information commonly found on physical business cards in a format that resembles a physcial business card (28). Preferably, the visual representation also includes a picture of the person named. Internally, the information including the data necessary to render the picture are maintained in data structures.