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(54) Title: SENDING REAL TIME INFORMATION TO SELECTED VIEWERS OF TRANSMITTED SIGNALS

(57) Abstract

A system for sending real time electronic information to selected individual viewers of transmitted video or computerized signals. The system features five main components: viewer; viewer display device such as a television, including an electronic device featuring signal recognition and signal decoding capabilities critical to implementation of the system; service center; providers of video or computerized signals; and sender. Operation of the system employs five principal steps: (1) initialization of system; (2) activation of system by sender of electronic information; (3) viewer reception, recognition, and decoding of a transmitted signal, featuring the regularly transmitted video or computerized signal, subset viewer attribute information, encoded sender requested electronic information, and formatting information of sender requested electronic information; (4) display of sender requested electronic information, formatted in a subwindow of display device of viewer television; and (5) viewer response, in real time, back to provider, according to a fully interactive information system.

