~~Statements of the Invention~~ Claims

1. A method of generating a presentation comprising:

providing input content consisting of a plurality of components, wherein a component can be marked as a reference

providing a database that contains a plurality of units of content, wherein a unit of content provides more information on a reference

providing a criterion for identifying a component of said input content as a reference

searching said input content for references according to said criterion, and extracting, from said database, units of content corresponding to the found references

generating a presentation using said extracted content by combining and organizing said extracted content together with said input content

whereby said presentation generated can contain more content than said input content

whereby a new presentation can be easily regenerated from new input content which contains a different composition of references, such that the generated presentation is always relevant to the input content

2. The method of statement 1 wherein said input content is a product description

3. The method of statement 2 wherein said product description is a travel itinerary

4. The method of statement 1 wherein said database is a collection of annotations comprising text, pictures, videos and other multimedia content

5. The method of statement 1 wherein said criterion is to find keywords in said input content that are relevant to units of content in said database.

6. The method of statement 5 wherein said criterion involves exact matching with plain text and wildcard matching for expressions.

7. The method of statement 1 wherein references can be added manually in addition to the references automatically identified by said searching

8. An apparatus for generating a presentation comprising:

providing a publisher that produces a product description

providing a server computer storing a database of annotations comprising of text and multimedia content

providing a reference identification component which searches said product description for keywords relevant to annotations in said database

providing a multimedia producer which combines said tagged product description with multimedia annotations in a single presentation

whereby said presentation generated can contain more content than said product description

whereby a new presentation can be easily regenerated from a new product description which contains a different composition of keywords, such that the generated presentation is always relevant to the product description

9. The apparatus of statement 8 wherein said multimedia producer can filter out duplicate annotations

10. A method of placing an order comprising:

presenting a plurality of items to a user of the client system for placing an order, whereby an item can have a plurality of pricing options

providing a means for receiving user inputs, which specify the general requirements of the user's order

providing a means for a merchant to set pricing rules that restrict the pricing options for an item according to said user inputs

providing a criterion for defining the best order, among the plurality of possible permutations, of said items in various said pricing options, limited by said user requirements

providing a method to optimize said order according to said criterion while conforming to said pricing rules

whereby said user is presented with said optimized order and is not shown excessive details of pricing options and is not able to submit an order that violates the pricing rules.

11. The method of statement 10 wherein the criterion is to minimize the total price of the order

12. The method of statement 10 wherein said items available for ordering are travel products

13. The method of statement 10 wherein said user inputs comprise of information necessary to determine travel arrangements

14. The method of statement 10 wherein said user inputs comprise of information necessary to determine airline ticketing arrangements

15. The method of statement 10 wherein said user inputs comprise of information necessary to determine hotel booking arrangements

16. The method of statement 10 wherein said user inputs comprise of the number of adults, the number of children who require a bed, and the number of children who do not require a bed

17. The method of statement 10 wherein said pricing options include original pricings and discounted pricings which are only available subject to said user inputs

18. The method of statement 10 wherein said pricing options include pricing tiers for single rooms and twin rooms in a hotel

19. An apparatus for placing an order comprising:

providing a product database with pricing data for items, wherein an item can have a few pricing tiers

providing an application for receiving user inputs relating to an order

providing a criterion optimizing component which uses an algorithm optimizes a user's order according to a given criterion and using pricing data from said product database

CLAIMS:

1. An e-commerce ordering system comprising:

a server;

a product database linked to the server, with description of each product being identified with a product reference or annotation and associated with a price;

a software application for operating in the server, with the software application comprising a reference identification component, a presentation producer component, a user input requirement component and an order component;

wherein when a user selects a product, the reference identification component queries the product annotations in the product database and then the presentation producer component displays to the user all the annotated products associated with the selected product together with the prices for the user to place an order or for the user to optimize a criterion before placing an order.

2. The e-commerce ordering system according to claim 1, wherein the presentation producer component comprises a filter algorithm to filter out annotated products having duplicate annotations.

3. The e-commerce ordering system according to claim 1 or 2, wherein the criterion optimization is executed by a criterion optimizing component embedded in the software application.

4. The e-commerce ordering system according to claim 1 or 2, wherein the criterion optimization is executed by a criterion optimizing component embedded in the user's device application.

5. The e-commerce ordering system according to claim 1, wherein the description of each product includes text, photograph, video or a mix of multimedia data.

6. The e-commerce ordering system according to any one of the preceding claims, wherein the product is a travel package.

7. The e-commerce ordering system according to claim 6, wherein the travel package includes hotel stays, air fares and land tours.

8. The e-commerce ordering system according to claim 7, wherein the input requirement component prompts the user to provide the number of adults, the number of children who require separate beds and the number of children who do not require separate beds.

9. The e-commerce ordering system according to claim 8, wherein the criterion for optimizing a hotel stay is the number of room(s) according to the number of rooms required.

10. The e-commerce ordering system according to claim 9, wherein the criterion for optimizing a hotel stay is further optimized for the lowest price according to a hotel service tier type.

11. The e-commerce ordering system according to claim 9, wherein the criterion for optimizing a hotel stay is further optimized for the lowest price according to a selected hotel location.

12. The e-commerce ordering system according to claim 8, wherein the input requirement component further prompts the user to provide a discount code to enjoy discounted pricing for each item of the travel package.

13. The e-commerce ordering system according to claim 7, wherein the criterion for optimizing air fare or land tour is the lowest price.