(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
30 April 2009 (30.04.2009)

PCT

(10) International Publication Number
WO 2009/055573 A1

(51) International Patent Classification:
G06F 15/16 (2006.01)

(21) International Application Number:
PCT/US2008/080963

(22) International Filing Date: 23 October 2008 (23.10.2008)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/982,089 23 October 2007 (23.10.2007) US

(71) Applicant *(for all designated States except US)*: **VIA-CLIX, INC.** [US/US]; 16795 Lark Avenue, Los Gatos, CA 95032 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **NOBAKHT, Lida** [US/US]; 255 Cresci Road, Los Gatos, CA 95033 (US). **CLYMER, James, R. W.** [US/US]; 2739-1 West Celeste Avenue, Fresno, CA 93711 (US).

(74) Agents: **DANIELSON, Mark J.** et al.; Pillsbury Winthrop Shaw Pittman LLP, P.O. Box 10500, McLean, VA 22102 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

[Continued on next page]

(54) **Title:** MULTIMEDIA ADMINISTRATION, ADVERTISING, CONTENT & SERVICES SYSTEM

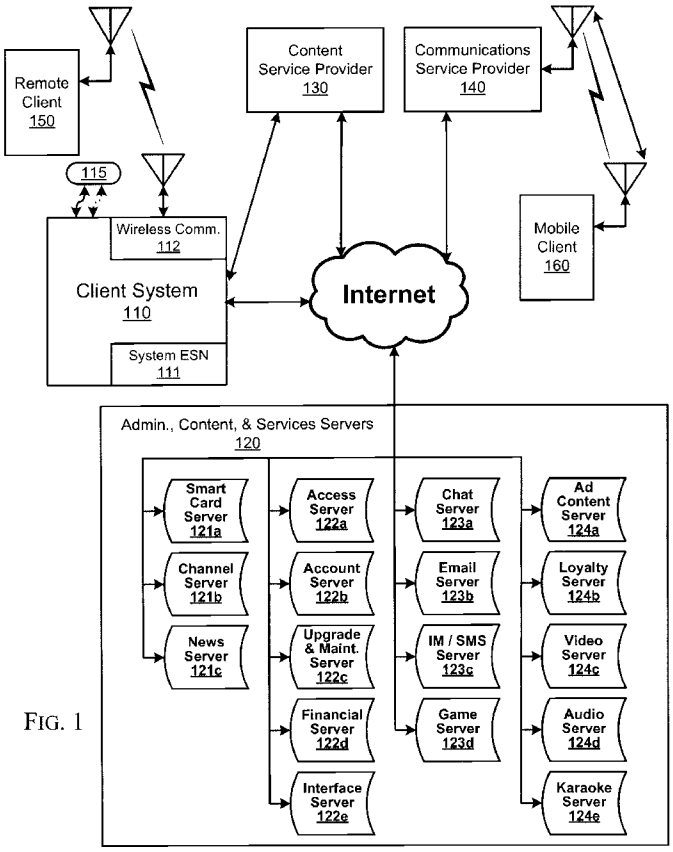

FIG. 1

(57) **Abstract:** The invention relates to multimedia, and more particularly to systems and methods for providing multimedia administrative, advertising, content and services. According to aspects of the invention a method of accessing data by a user at a client system comprises: reading user specific information from a first smart card by a client system, the information including a user specific electronic serial number; transmitting the user specific information to a server; processing the user specific information by the server to determine user authorization to access data; and providing the user is authorized, receiving data from the server by the client at the client system. The data can be an advertisement, an electronic coupon, a system initiation routine for first time users, access data allowing the client system to access data on the smart card, among others.

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— *with amended claims*