

(10) International Publication Number
WO 2014/112943 A1(43) International Publication Date
24 July 2014 (24.07.2014)

(51) International Patent Classification:

H04J 99/00 (2009.01) *H04J 3/00* (2006.01)
H04L 1/00 (2006.01) *H04B 3/00* (2006.01)

(21) International Application Number:

PCT/SG2013/000019

(22) International Filing Date:

15 January 2013 (15.01.2013)

(25) Filing Language:

English

(26) Publication Language:

English

(71) Applicant: **AUDIO-COMMUNICATION PTE. LTD.**
 [SG/SG]; 10 Anson Road #09-16, International Plaza,
 Singapore 079903 (SG).

(72) Inventors: **HASKIN, Abraham**; 7 Amnon ve Tamar
 Street, 3479155 Haifa (IL). **SIAM, Kah Yiau**; APT Block
 100, Lorong 1, Toa Payoh, #16-277, Singapore 310100
 (SG).

(74) Agent: **YUSARN AUDREY**; 24 Raffles Place, #27-01
 Clifford Centre, Singapore 048621 (SG).

(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, BN, BR, BW, BY,
 BZ, CA, CH, CL, 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, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU,
 RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, 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, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ,
 UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ,
 TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK,
 EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV,
 MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM,
 TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW,
 ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- of inventorship (Rule 4.17(iv))

Published:

- with international search report (Art. 21(3))

(54) Title: SYSTEM AND METHOD FOR BI-DIRECTIONAL COMMUNICATION BETWEEN A BROADCAST SOURCE AND AT LEAST ONE TARGET UNIT

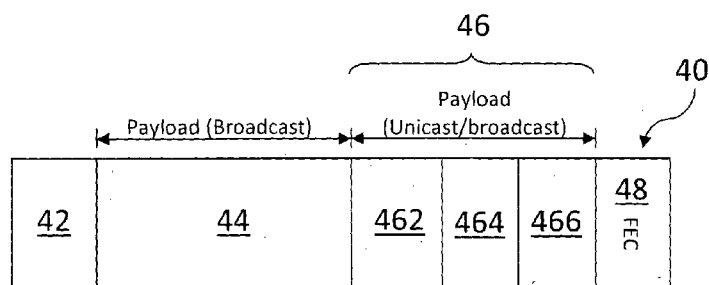


FIG. 3a

(57) Abstract: A system for bi-directional communication between a broadcast source and at least one target unit; the broadcast source operable to transmit a data signal to the at least one target unit; wherein the data signal comprises a broadcast payload portion and a target payload portion; the broadcast payload portion comprising broadcast content accessible by the at least one target unit; the target payload portion comprising an activating message for selected target unit(s) of the at least one target unit to respond or reply to the activating message.