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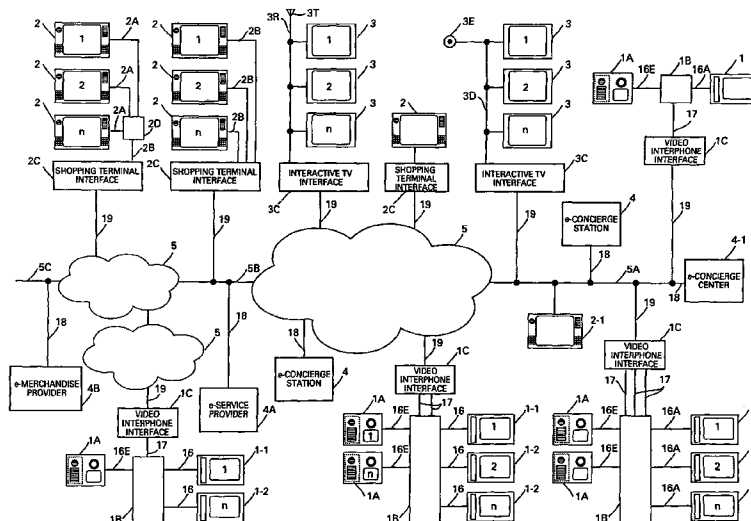
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[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR SIMPLIFIED E-COMMERCE SHOPPING VIA HOME SHOPPING TERMINALS



(57) Abstract: In a method and apparatus for connecting an e-shopping facility for example such as an e-concierge station or an e-service or merchandise provide, with an e-shopping or merchandise provider, with an e-shopping appliance for example such as a television interphone monitor or a central processing unit or terminal, via a communications network such as for example a private network, public network or internet and through an interface unit e-shopping software programs are installed into the memory of the central processing unit which selects processing and ordering e-service and/or e-merchandise on the basis of the programs. A shopping signal is generated and propagated between the shopping appliance and the interface unit and processed through the interface unit. An interfaced shopping signal is then communicated between the shopping appliance and the e-shopping appliance and the e-shopping facility.



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