

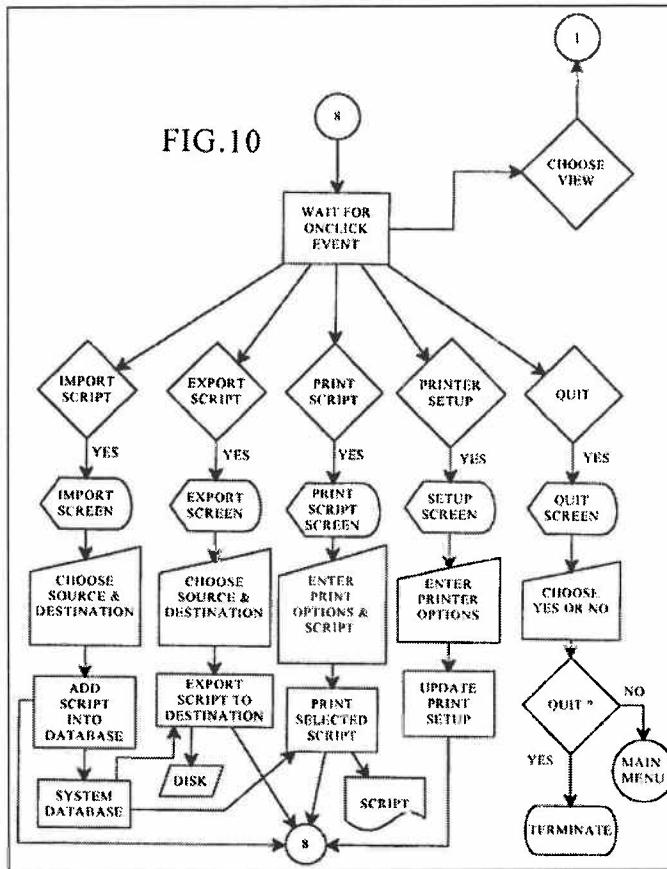
EXHIBIT H

PART 3

Claim 10	U.S. Patent No. 5,748,190 to Kjorsvik
<p>primary interaction with the display device or apparatus, an image or images generated from the set of content data;</p>	<p>by the PC." (Kjorsvik, Abstract)</p> <p>"The messenger modules 22--22 communicate with system database 24 on the network server 18 and provide a certain amount of local control over the presentation at its associated PC. The messenger module can be loaded into a network PC from any external source, including the hard disk on the server." (Kjorsvik, 2:45-50)</p> <p>"When a personal computer is in its "ON" state but not in use, its computer screen is still lit, which will ultimately lead to damage or degradation of the screen. "Screen saver" techniques are frequently used in such situations, in which a selected image appears on the screen. Such screen saver images, however, serve no other useful purpose. Accordingly, it would be desirable that useful information or other presentation material be made available to the user on his/her computer screen at selected times when the computer is not being used, as an alternative to conventional screen saver images." (Kjorsvik, 1:26-36)</p> <p>"As discussed above, personal computers (PCs), particularly when they are used in a business context, are typically left in an "ON" state during the entire work day, even when they are not actually being used. Such PCs may have a conventional "screen saver" module, which produces certain images on the screen when the computer is not in use, in order to extend the life of the computer screen." (Kjorsvik, 1:66-2:5)</p> <p>"The present invention, which is for use in a computer network, in basic overview includes a repertoire of presentations, each of which typically takes the form of a series of successive slides or screen images. These presentations are stored in a system database located on a network server PC, and in operation of the system are provided to the individual network PCs for display on their computer screens. The presentations are initiated for each PC in the network following a selected amount of time during which each PC has been in an "on" state but has not been in use. These presentations in effect replace the conventional screen saver, but in addition, provide information in visual form which is intended to be beneficial to the user of the PC." (Kjorsvik, 2:13-18)</p> <p>"When a network PC has not been in use for the specific period of time established for that particular PC, the messenger module, in coordination with the database, will</p>

Claim 10	U.S. Patent No. 5,748,190 to Kjorsvik
	<p>automatically begin the assigned presentation on the PC's screen." (Kjorsvik, 5:4-8)</p>
<p>enabling selection by a user of one or more control options during the selective display of the image or images generated from the set of content data; and</p>	<p>"At any point in the presentation, the user may begin use of the PC, such as for work-in-progress, by simply pushing any key on the PC keyboard except for a designated key which is for manual control of the presentation." (Kjorsvik, 3:6-10)</p> <p>"By pushing an eject button or other designated key, the user will also be able to go to another selected presentation among the several available to it through the administration module. The newly selected presentation will remain the "current" presentation until the broadcast schedule previously established in the administration module for that PC indicates that another presentation is due." (Kjorsvik, 5:33-39)</p>
<p>controlling aspects of the operation of the system in accordance with a selected control option;</p>	<p>"A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which may be available to that specific user." (Kjorsvik, Abstract)</p> <p>"Each messenger module is controlled to some extent by the individual PC with which it is associated." (Kjorsvik, 5:23-24)</p> <p>"For instance, by pressing a designated key on the PC keyboard (or the correct mouse button), when a presentation is in progress, a control menu will appear on the user's screen over the current slide. This menu gives the user various possibilities by which to control the presentation. It is possible, for example, to reverse the presentation slide by slide, or the presentation may be fast-forwarded, slide by slide." (Kjorsvik, 5:25-32)</p> <p>"FIG. 16 shows the 'quit' sequence for the messenger module, terminating current operation of its associated network PC in the presentation network. This sequence permits the PCs to return to their previous tasks." (Kjorsvik, 5:48-51)</p> <p>"For instance, by pressing a designated key on the PC keyboard (or the correct mouse button), when a presentation is in progress, a control menu will appear on the user's screen over the current slide. This menu gives the user various possibilities by which to control the</p>

Claim 10	U.S. Patent No. 5,748,190 to Kjorsvik
	<p>presentation. It is possible, for example, to reverse the presentation slide by slide, or the presentation may be fast-forwarded, slide by slide." (Kjorsvik, 5:25-32)</p>
<p>wherein the set of content data is selected from a plurality of sets of content data, each set being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other content provider and each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and</p>	<p>"Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62)</p> <p>"Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24)</p> <p>"In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)</p>



wherein for each set the respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data.

"Another function of administration module 26 in the embodiment shown concerns the creation of the individual presentations, which may be alternatively referred to as scripts. Each presentation or script consists of one or more individual slides or screens composed around a particular topic. ... In any event, each script comprises a series or sequence of slides ... Administration module 26 creates particular presentations by arranging individual slides in a selected sequence." (Kjorsvik, 3:30-43)

"Each slide is shown for a preselected period of time, and then, if the PC is still not being used, the next slide in the presentation sequence is shown, again under the control of the messenger module." (Kjorsvik, 5:14-17)

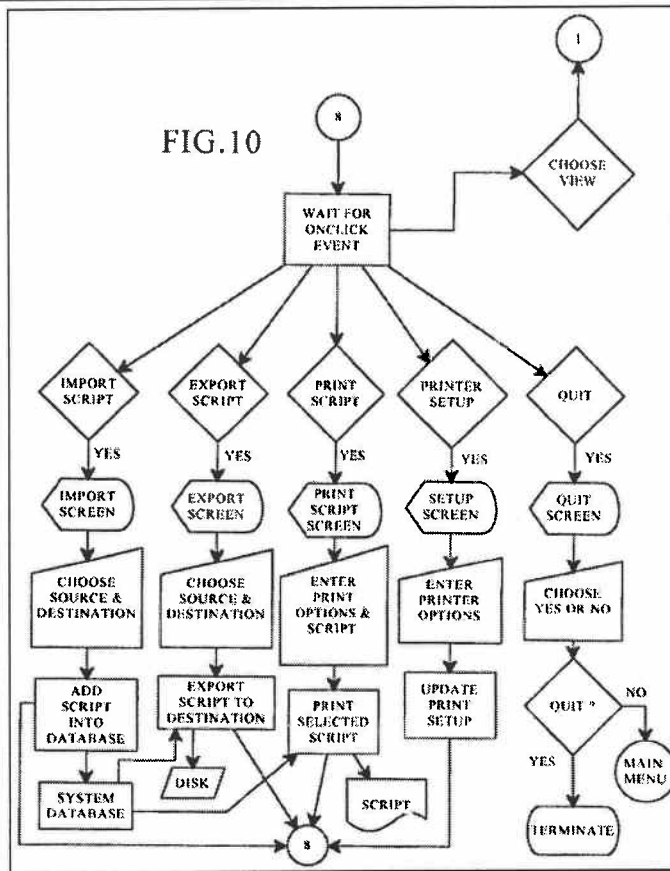
"All of the above concerns the composition or creation of individual slides. The basic capability of creating such slides is available in standard PC operating systems. One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available. Administration module 26 is arranged to

Claim 10	U.S. Patent No. 5,748,190 to Kjorsvik
	interface with such operating systems so that slides can be created and then arranged into presentations ..." (Kjorsvik, 3:58-65)

7. Claim 12

Claim 12 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

Claim 12	U.S. Patent No. 5,748,190 to Kjorsvik
A method as in claim 10, wherein a link control option enables the user to establish a link with a information location,	<p>Kjorsvik discloses two different types of control options. One type of control option allows a user to import presentations. A second type of control option allows the user to interact with the presentation.</p> <p><i>presentation control options</i></p> <p>As depicted in FIG. 15, when a user selects one of the "SKIP, FIRST/LAST, NEXT/PREV" the messenger module links to the user's setup file and/or the system database to obtain the proper slide to display. Similarly, when a user selects the "EJECT" options, the messenger module also interacts with the system database to obtain the proper script (presentation) to display.</p> <p><i>importing presentations from external sources</i></p> <p>"Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24)</p> <p>To obtain a presentation from an external source, in Kjorsvik, a main pulldown menu is presented to a user. (See Kjorsvik, FIG. 3.) If a user selects the file menu (FIG. 9), the user can select a control option to import or export scripts (presentations) from an external source. (See Kjorsvik, FIGs. 9, 10.)</p>



the step of controlling aspects of the operation of the system further comprising the step of establishing the link with the information location in response to selection of the link control option.

importing presentations from external sources

"Thus, as can be seen from the above basic explanation, the present invention comprises a system database 24 located on the network server, an administration module 26 which communicates with database 24 on server 18, as well as external sources, and a plurality of messenger modules, with one messenger module being present in each network PC. The messenger modules also communicate with the database 24." (Kjorsvik, 3:11-18)

presentation control options

See also FIG. 15 illustrating establishing links to the "user's setup file" and the "system database"

8. Claim 13

Claim 13 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

Claim 13	U.S. Patent No. 5,748,190 to Kjorsvik
<p>A computer readable medium encoded with one or more computer programs for enabling engagement of the peripheral attention of a person in the vicinity of a display device, comprising:</p>	<p>"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used." (Kjorsvik, Abstract)</p> <p>"The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC. A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which may be available to that specific user." (Kjorsvik, Abstract)</p>
<p>instructions for acquiring a set of content data from a content providing system;</p>	<p>"Each presentation or script consists of one or more individual slides or screens composed around a particular topic." (Kjorsvik, 3:33-35.)</p> <p>"One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available." (Kjorsvik, 3:60-62.)</p> <p>"Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62)</p> <p>"The administration module 26 has the basic responsibility of composing, adding to, or deleting information from the database 24 on server 18." (Kjorsvik, 2:55-57.)</p> <p>"Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system <i>to obtain or provide</i> presentations directly from or to external sources, so as to eliminate the</p>

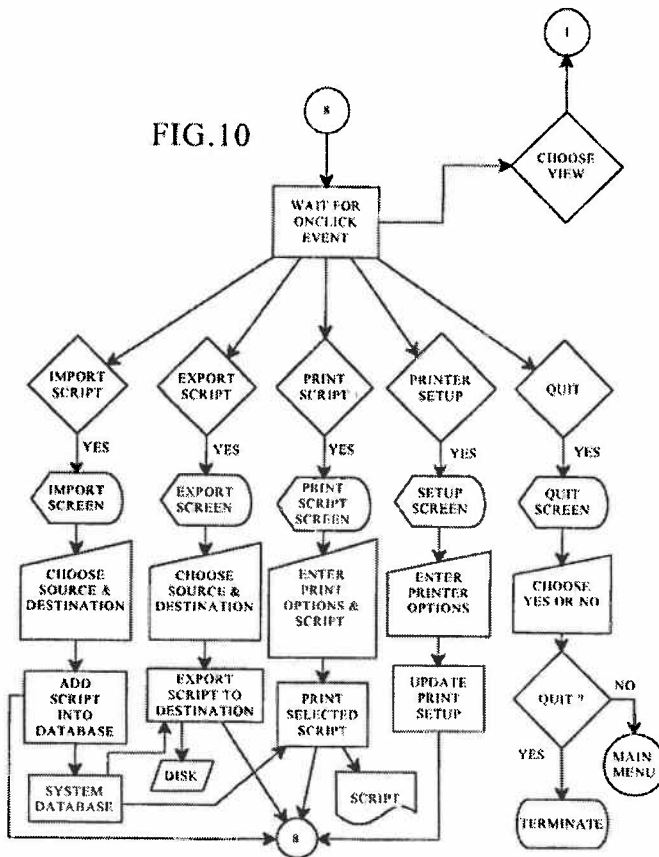
Claim 13

U.S. Patent No. 5,748,190 to Kjorsvik

need for composing them within the system." (Kjorsvik, 4:19-24)(emphasis added)

"FIGs. 9-13 concern the overall operating means of the system." (Kjorsvik, 4:55-56.)

"In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)



instructions for selectively displaying on the display device, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, an image or images

means for selectively displaying = messenger module

"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used. The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC." (Kjorsvik, Abstract)

"The messenger modules 22--22 communicate with

Claim 13	U.S. Patent No. 5,748,190 to Kjorsvik
<p>generated from the set of content data;</p>	<p>system database 24 on the network server 18 and provide a certain amount of local control over the presentation at its associated PC. The messenger module can be loaded into a network PC from any external source, including the hard disk on the server." (Kjorsvik, 2:45-50)</p> <p>"When a personal computer is in its "ON" state but not in use, its computer screen is still lit, which will ultimately lead to damage or degradation of the screen. "Screen saver" techniques are frequently used in such situations, in which a selected image appears on the screen. Such screen saver images, however, serve no other useful purpose. Accordingly, it would be desirable that useful information or other presentation material be made available to the user on his/her computer screen at selected times when the computer is not being used, as an alternative to conventional screen saver images." (Kjorsvik, 1:26-36)</p> <p>"As discussed above, personal computers (PCs), particularly when they are used in a business context, are typically left in an "ON" state during the entire work day, even when they are not actually being used. Such PCs may have a conventional "screen saver" module, which produces certain images on the screen when the computer is not in use, in order to extend the life of the computer screen." (Kjorsvik, 1:66-2:5)</p> <p>"The present invention, which is for use in a computer network, in basic overview includes a repertoire of presentations, each of which typically takes the form of a series of successive slides or screen images. These presentations are stored in a system database located on a network server PC, and in operation of the system are provided to the individual network PCs for display on their computer screens. The presentations are initiated for each PC in the network following a selected amount of time during which each PC has been in an "on" state but has not been in use. These presentations in effect replace the conventional screen saver, but in addition, provide information in visual form which is intended to be beneficial to the user of the PC." (Kjorsvik, 2:13-18)</p> <p>"When a network PC has not been in use for the specific period of time established for that particular PC, the messenger module, in coordination with the database, will automatically begin the assigned presentation on the PC's screen." (Kjorsvik, 5:4-8)</p>

Claim 13	U.S. Patent No. 5,748,190 to Kjorsvik
<p>instructions for enabling selection by a user of one or more control options during the selective display of the image or images generated from the set of content data; and</p>	<p>"At any point in the presentation, the user may begin use of the PC, such as for work-in-progress, by simply pushing any key on the PC keyboard except for a designated key which is for manual control of the presentation." (Kjorsvik, 3:6-10)</p> <p>"By pushing an eject button or other designated key, the user will also be able to go to another selected presentation among the several available to it through the administration module. The newly selected presentation will remain the "current" presentation until the broadcast schedule previously established in the administration module for that PC indicates that another presentation is due." (Kjorsvik, 5:33-39)</p>
<p>instructions for controlling aspects of the operation of the system in accordance with a selected control option;</p>	<p>"A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which may be available to that specific user." (Kjorsvik, Abstract)</p> <p>"Each messenger module is controlled to some extent by the individual PC with which it is associated." (Kjorsvik, 5:23-24)</p> <p>"For instance, by pressing a designated key on the PC keyboard (or the correct mouse button), when a presentation is in progress, a control menu will appear on the user's screen over the current slide. This menu gives the user various possibilities by which to control the presentation. It is possible, for example, to reverse the presentation slide by slide, or the presentation may be fast-forwarded, slide by slide." (Kjorsvik, 5:25-32)</p> <p>"FIG. 16 shows the 'quit' sequence for the messenger module, terminating current operation of its associated network PC in the presentation network. This sequence permits the PCs to return to their previous tasks." (Kjorsvik, 5:48-51)</p> <p>"For instance, by pressing a designated key on the PC keyboard (or the correct mouse button), when a presentation is in progress, a control menu will appear on the user's screen over the current slide. This menu gives the user various possibilities by which to control the presentation. It is possible, for example, to reverse the presentation slide by slide, or the presentation may be fast-</p>

Claim 13	U.S. Patent No. 5,748,190 to Kjorsvik
<p>wherein the set of content data is selected from a plurality of sets of content data, each set being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other content provider and each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and</p>	<p>forwarded, slide by slide." (Kjorsvik, 5:25-32)</p> <p>"Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62)</p> <p>"Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24)</p> <p>"In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)</p> <div data-bbox="646 947 1312 1808" data-label="Diagram"> <pre> graph TD Start((8)) --> Wait[WAIT FOR ONCLICK EVENT] Wait --> Import{IMPORT SCRIPT} Wait --> Export{EXPORT SCRIPT} Wait --> Print{PRINT SCRIPT} Wait --> Printer{PRINTER SETUP} Wait --> Quit{QUIT} Import -- YES --> ImportScreen{{IMPORT SCREEN}} Export -- YES --> ExportScreen{{EXPORT SCREEN}} Print -- YES --> PrintScreen{{PRINT SCRIPT SCREEN}} Printer -- YES --> SetupScreen{{SETUP SCREEN}} Quit -- YES --> QuitScreen{{QUIT SCREEN}} ImportScreen --> ChooseSource[CHOOSE SOURCE & DESTINATION] ExportScreen --> ChooseDest[CHOOSE SOURCE & DESTINATION] PrintScreen --> EnterOptions[ENTER PRINT OPTIONS & SCRIPT] SetupScreen --> EnterPrinter[ENTER PRINTER OPTIONS] QuitScreen --> ChooseYesNo[CHOOSE YES OR NO] ChooseSource --> AddDB[ADD SCRIPT INTO DATABASE] AddDB --> SysDB[SYSTEM DATABASE] ChooseDest --> ExportDest[EXPORT SCRIPT TO DESTINATION] ExportDest --> Disk[DISK] EnterOptions --> PrintScript[PRINT SELECTED SCRIPT] PrintScript --> Script[SCRIPT] EnterPrinter --> UpdateSetup[UPDATE PRINT SETUP] ChooseYesNo --> QuitQ{QUIT?} QuitQ -- YES --> Terminate[TERMINATE] QuitQ -- NO --> MainMenu((MAIN MENU)) MainMenu --> ChooseView{CHOOSE VIEW} ChooseView --> End((1)) Script --> End UpdateSetup --> End Terminate --> End </pre> </div>
<p>wherein for each set the</p>	<p>"Another function of administration module 26 in the</p>

Claim 13	U.S. Patent No. 5,748,190 to Kjorsvik
<p>respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data.</p>	<p>embodiment shown concerns the creation of the individual presentations, which may be alternatively referred to as scripts. Each presentation or script consists of one or more individual slides or screens composed around a particular topic. ... In any event, each script comprises a series or sequence of slides ... Administration module 26 creates particular presentations by arranging individual slides in a selected sequence." (Kjorsvik, 3:30-43)</p> <p>"Each slide is shown for a preselected period of time, and then, if the PC is still not being used, the next slide in the presentation sequence is shown, again under the control of the messenger module." (Kjorsvik, 5:14-17)</p> <p>"All of the above concerns the composition or creation of individual slides. The basic capability of creating such slides is available in standard PC operating systems. One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available. Administration module 26 is arranged to interface with such operating systems so that slides can be created and then arranged into presentations ..." (Kjorsvik, 3:58-65)</p>

9. *Claim 15*

Claim 15 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

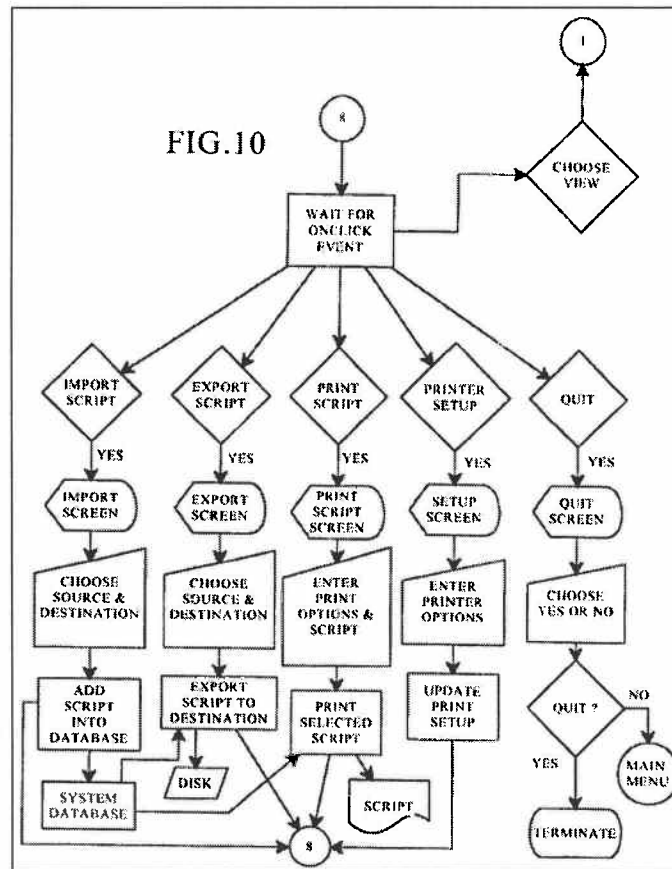
Claim 15	U.S. Patent No. 5,748,190 to Kjorsvik
<p>A computer readable medium as in claim 13, wherein a link control option enables the user to establish a link with an information location,</p>	<p>Kjorsvik discloses two different types of control options. One type of control option allows a user to import presentations. A second type of control option allows the user to interact with the presentation.</p> <p><i>presentation control options</i></p> <p>As depicted in FIG. 15, when a user selects one of the "SKIP, FIRST/LAST, NEXT/PREV" the messenger module links to the user's setup file and/or the system database to obtain the proper slide to display. Similarly, when a user selects the "EJECT" options, the messenger module also interacts with the system database to obtain the proper script (presentation)</p>

to display.

importing presentations from external sources

"Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24)

To obtain a presentation from an external source, in Kjorsvik, a main pulldown menu is presented to a user. (See Kjorsvik, FIG. 3.) If a user selects the file menu (FIG. 9), the user can select a control option to import or export scripts (presentations) from an external source. (See Kjorsvik, FIGS. 9, 10.)



the instructions for controlling aspects of the

importing presentations from external sources

Claim 15	U.S. Patent No. 5,748,190 to Kjorsvik
operation of the system further comprising instructions for establishing the link with the information location in response to selection of the link control.	<p>"Thus, as can be seen from the above basic explanation, the present invention comprises a system database 24 located on the network server, an administration module 26 which communicates with database 24 on server 18, as well as external sources, and a plurality of messenger modules, with one messenger module being present in each network PC. The messenger modules also communicate with the database 24." (Kjorsvik, 3:11-18)</p> <p><i>presentation control options</i></p> <p>See also FIG. 15 illustrating establishing links to the "user's setup file" and the "system database"</p>

B. U.S. Patent No. 5,748,190 to Kjorsvik and Salm

Claims 2, 4, 6, 8, 11, and 14 are unpatentable under 35 U.S.C. § 103 as being obvious over the combination of Kjorsvik and Salm as discussed below. Each of claims 2, 4, 6, 8, 11, and 14 recite that the display device comprises a television. During prosecution, the Examiner took Official Notice that:

Televisions were well know [sic] when the invention was made, the examiner takes official notice of this fact, to be one of the many types of display devices that may be used as a computer monitor.

(Final Office Action dated 2/14/03, p. 9).

The Patent Owner did not traverse the Examiner's assertion of Official Notice. Therefore, the Official Notice statement by the Examiner should be taken as admitted prior art.

Salm provides evidence in support of the Official Notice taken by the Examiner. A person of skill in the art would have been motivated to combine Kjorsvik and Salm because Kjorsvik discloses a computer having a display screen and Salm discloses that a television could be used as a computer display. Furthermore, a person of skill in the art

could have combined the elements taught by Kjorsvik and Salm by known methods and would have recognized that the results of the combination were predictable

1. Claim 2

Claim 2 is unpatentable under 35 U.S.C. § 103 as being obvious over the combination of Kjorsvik and Salm. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik and Salm.

Claim 2	Kjorsvik and Salm
A method as in claim 1, wherein the display device comprises a television.	"If your computer has been sharing the family's TV set, it's time to get it a monitor of its own." (Salm, p. 102.)

1. Claim 4

Claim 4 is unpatentable under 35 U.S.C. § 103 as being obvious over the combination of Kjorsvik and Salm. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik and Salm.

Claim 4	Kjorsvik and Salm
A computer readable medium as in claim 3, wherein the one or more computer programs enable display of an image or images on a display device comprising a television	"If your computer has been sharing the family's TV set, it's time to get it a monitor of its own." (Salm, p. 102.)

2. Claim 6

Claim 6 is unpatentable under 35 U.S.C. § 103 as being obvious over the combination of Kjorsvik and Salm. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik and Salm.

Claim 6	Kjorsvik and Salm
A computer readable medium as in claim 5, wherein the one or more computer programs enable display of an image or images on a display device comprising a television.	"If your computer has been sharing the family's TV set, it's time to get it a monitor of its own." (Salm, p. 102.)

3. Claim 8

Claim 8 is unpatentable under 35 U.S.C. § 103 as being obvious over the combination of Kjorsvik and Salm. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik and Salm.

Claim 8	Kjorsvik and Salm
A system as in claim 7, wherein the display device comprises a television.	"If your computer has been sharing the family's TV set, it's time to get it a monitor of its own." (Salm, p. 102.)

4. Claim 11

Claim 11 is unpatentable under 35 U.S.C. § 103 as being obvious over the combination of Kjorsvik and Salm. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik and Salm.

Claim 11	Kjorsvik and Salm
A method as in claim 10, wherein the display device comprises a television.	"If your computer has been sharing the family's TV set, it's time to get it a monitor of its own." (Salm, p. 102.)

5. Claim 14

Claim 14 is unpatentable under 35 U.S.C. § 103 as being obvious over the combination of Kjorsvik and Salm. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik and Salm.

Claim 14	Kjorsvik and Salm
A computer readable medium as in claim 13, wherein the one or more computer programs enable display of an image or images on a display device comprising a television.	"If your computer has been sharing the family's TV set, it's time to get it a monitor of its own." (Salm, p. 102.)

C. U.S. Patent No. 5,913,040 to Rakavy ("Rakavy")

Claims 1, 3, 5, 7, 9, 10, 12, 13, and 15 are unpatentable under 35 U.S.C. § 102(e) as being anticipated by Rakavy as discussed below.

1. Claim 1

Claim 1 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Rakavy.

The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Rakavy.

Claim 1	Rakavy
A method for engaging the peripheral attention of a person in the vicinity of a display device, comprising the steps of:	"This invention relates generally to advertisement computer display systems and more particularly to a method and system for displaying advertisements and other information on a computer based on general user selected criteria and transmitting such information from a remote network to the local computer" (Rakavy, 1:7-12.)
providing one or more sets of content data to a content display system associated with the display device and located entirely in the same physical location as the display device;	<p>"The User Preference and Advertisement Database 230 contains various information needed by the system. The primary data stored is the advertisement information (including executable code modules, bitmaps, video clips and sound clips). The database also stores display statistics, configuration information and user preference data." (Rakavy, 8:62-67)</p> <p>"The Advertisement Feeder 250, is responsible for adding new Advertisements 50 to the User Preference and Advertisement Database 230. Advertisements 50 preferably are provided from the Internet through the Internet Feeder 270, however, the Advertisements Feeder 250 is not dependent on the type of advertisement source and may receive Advertisements 50 from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite agents." (Rakavy, 12:6-15)</p> <p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage</p>

Claim 1	Rakavy
	Device 516." (Rakavy, 4:47-52.)
<p>providing to the content display system a set of instructions for enabling the content display system to selectively display, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, an image or images generated from a set of content data; and</p>	<p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device 516." (Rakavy, 4:47-52.)</p> <p>"The Screen Saver Subsystem 220 tracks user interaction with the system. When the Screen Saver Subsystem 220 detects that the system has been idle, for example, when there has been no user interaction with the computer (through the use of the keyboard, mouse, pointing device or other user input device), for a preconfigured time, it activates the Advertisements Display Manager 210 which will select an advertisement and display it." (Rakavy, 7:63-8:3)</p> <p>"By utilizing on-line communications, the screen saver of the present invention provides a wide variety of potential content themes which may be personalized and modified on a timely basis in accordance with user preferences." (Rakavy, 7:9-13)</p> <p>"The Advertisement Display Manager 210 selects and displays Advertisements 50 from the User Preference and Advertisements Database 230. The Advertisement Display Manager 210 is typically activated by the Screen Saver Subsystem 220 when the user has not entered input for a predetermined time, or from the Scheduler 265." (Rakavy, 10:43-48)</p> <p>"Other techniques for displaying the advertisement, such as periodic audio-only messages, screen background wallpaper, cursor modifications, and display in a window on the user's computer display are also available." (Rakavy, 3:30-33)</p>
<p>auditing the display of sets of content data by the content display system;</p>	<p>"The Feedback Manager 220 is responsible for sending feedback information to the Advertising System Server 600. This information includes statistics on displayed Advertisements 50, including user ratings of specific advertisements and the time and length an advertisement was displayed. The Feedback Manager 220 also transmits information which was gathered from the user during interaction with the Advertisements 50, such as through games and questionnaires." (Rakavy, 12:61-13:2)</p>
<p>wherein the one or more sets of content data are selected from a</p>	<p>"In an alternate embodiment of the present invention, the selected advertisement may be stored on any one of the plurality of advertising system servers connected to the</p>

Claim 1	Rakavy
<p>plurality of sets of content data, each set being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other content provider, and each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and</p>	<p>Network 700." (Rakavy, 5:54-57)</p> <p>"The main roles of the Advertising System Server 600 are to store Advertisements 50, transfer the Advertisements 50 to the Local Computer 500, and collect user feedback." (Rakavy, 5:33-35)</p> <p>"The Advertisement Feeder 250, is responsible for adding new Advertisements 50 to the User Preference and Advertisement Database 230. Advertisements 50 preferably are provided from the Internet through the Internet Feeder 270, however, the Advertisements Feeder 250 is not dependent on the type of advertisement source and may receive Advertisements 50 from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite agents." (Rakavy, 12:6-15)</p>
<p>wherein for each set the respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data.</p>	<p>"FIG. 5 shows a schematic representation of an Advertisement 50. Each Advertisement 50 in the Server Database 730 comprises an Advertisement Information Record 51 and a Resource List 52. The Advertisement Information Record 51 contains information identifying the advertisement (including the Advertisement-ID 55), its category, its size, and the hardware required to display the advertisement, such as sound boards, screen resolution and multimedia requirements. The Resource List 52 contains a list of resources (bitmaps, animations, digitized audio segments, executable code, etc.) that must exist on the Local Computer 500 or associated local LAN in order to present the advertisement. The Resource List 52 includes a unique resource-ID, a resource type, and a resource pointer. The resource pointer identifies a file, a database record, a block of data, or other means of identifying the resource. In this manner, resources can be shared by various Advertisements 50." (Rakavy, 7:13-29)</p>

Claim 1	Rakavy
	<p style="text-align: center;">FIG. 5</p>

2. Claim 3

Claim 3 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Rakavy.

The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Rakavy.

Claim 3	Rakavy
<p>A computer readable medium encoded with one or more computer programs for enabling engagement of the peripheral attention of a person in the vicinity of a display device, comprising:</p>	<p>"This invention relates generally to advertisement computer display systems and more particularly to a method and system for displaying advertisements and other information on a computer based on general user selected criteria and transmitting such information from a remote network to the local computer" (Rakavy, 1:7-12.)</p>
<p>instructions for providing one or more sets of content data to a content display system</p>	<p>"The User Preference and Advertisement Database 230 contains various information needed by the system. The primary data stored is the advertisement information (including executable code modules, bitmaps, video clips and</p>

Claim 3	Rakavy
<p>associated with the display device and located entirely in the same physical location as the display device;</p>	<p>sound clips). The database also stores display statistics, configuration information and user preference data." (Rakavy, 8:62-67)</p> <p>"The Advertisement Feeder 250, is responsible for adding new Advertisements 50 to the User Preference and Advertisement Database 230. Advertisements 50 preferably are provided from the Internet through the Internet Feeder 270, however, the Advertisements Feeder 250 is not dependent on the type of advertisement source and may receive Advertisements 50 from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite agents." (Rakavy, 12:6-15)</p> <p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device 516." (Rakavy, 4:47-52.)</p>
<p>instructions for providing to the content display system a set of instructions for enabling the content display system to selectively display, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, an image or images generated from a set of content data; and</p>	<p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device 516." (Rakavy, 4:47-52.)</p> <p>"The Screen Saver Subsystem 220 tracks user interaction with the system. When the Screen Saver Subsystem 220 detects that the system has been idle, for example, when there has been no user interaction with the computer (through the use of the keyboard, mouse, pointing device or other user input device), for a preconfigured time, it activates the Advertisements Display Manager 210 which will select an advertisement and display it." (Rakavy, 7:63-8:3)</p> <p>"By utilizing on-line communications, the screen saver of the present invention provides a wide variety of potential content themes which may be personalized and modified on a timely basis in accordance with user preferences." (Rakavy, 7:9-13)</p> <p>"The Advertisement Display Manager 210 selects and displays Advertisements 50 from the User Preference and Advertisements Database 230. The Advertisement Display Manager 210 is typically activated by the Screen Saver Subsystem 220 when the user has not entered input for a predetermined time, or from the Scheduler 265." (Rakavy,</p>

Claim 3	Rakavy
	<p>10:43-48)</p> <p>"Other techniques for displaying the advertisement, such as periodic audio-only messages, screen background wallpaper, cursor modifications, and display in a window on the user's computer display are also available." (Rakavy, 3:30-33)</p>
<p>instructions for auditing the display of sets of content data by the content display system;</p>	<p>"The Feedback Manager 220 is responsible for sending feedback information to the Advertising System Server 600. This information includes statistics on displayed Advertisements 50, including user ratings of specific advertisements and the time and length an advertisement was displayed. The Feedback Manager 220 also transmits information which was gathered from the user during interaction with the Advertisements 50, such as through games and questionnaires." (Rakavy, 12:61-13:2)</p>
<p>wherein the one or more sets of content data are selected from a plurality of sets of content data, each set being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other content provider and each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and</p>	<p>"In an alternate embodiment of the present invention, the selected advertisement may be stored on any one of the plurality of advertising system servers connected to the Network 700." (Rakavy, 5:54-57)</p> <p>"The main roles of the Advertising System Server 600 are to store Advertisements 50, transfer the Advertisements 50 to the Local Computer 500, and collect user feedback." (Rakavy, 5:33-35)</p> <p>"The Advertisement Feeder 250, is responsible for adding new Advertisements 50 to the User Preference and Advertisement Database 230. Advertisements 50 preferably are provided from the Internet through the Internet Feeder 270, however, the Advertisements Feeder 250 is not dependent on the type of advertisement source and may receive Advertisements 50 from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite agents." (Rakavy, 12:6-15)</p>
<p>wherein for each set the respective content</p>	<p>"FIG. 5 shows a schematic representation of an Advertisement 50. Each Advertisement 50 in the Server Database 730</p>

Claim 3	Rakavy
<p>provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data.</p>	<p>comprises an Advertisement Information Record 51 and a Resource List 52. The Advertisement Information Record 51 contains information identifying the advertisement (including the Advertisement-ID 55), its category, its size, and the hardware required to display the advertisement, such as sound boards, screen resolution and multimedia requirements. The Resource List 52 contains a list of resources (bitmaps, animations, digitized audio segments, executable code, etc.) that must exist on the Local Computer 500 or associated local LAN in order to present the advertisement. The Resource List 52 includes a unique resource-ID, a resource type, and a resource pointer. The resource pointer identifies a file, a database record, a block of data, or other means of identifying the resource. In this manner, resources can be shared by various Advertisements 50." (Rakavy, 7:13-29)</p> <div data-bbox="630 871 1347 1396" style="border: 1px solid black; padding: 10px; margin: 20px auto; width: fit-content;"> <p style="text-align: center;">FIG. 5</p> </div>

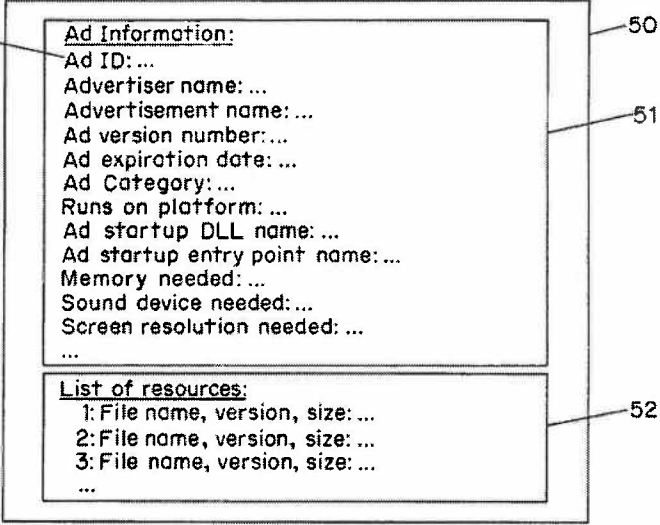
3. Claim 5

Claim 5 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Rakavy. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Rakavy.

Claim 5	Rakavy
<p>A computer readable medium encoded with one or more computer programs for enabling engagement of the peripheral attention of a person in the vicinity of a display device, comprising:</p>	<p>"This invention relates generally to advertisement computer display systems and more particularly to a method and system for displaying advertisements and other information on a computer based on general user selected criteria and transmitting such information from a remote network to the local computer" (Rakavy, 1:7-12.)</p>
<p>instructions for acquiring a set of content data from a content providing system;</p>	<p>"The User Preference and Advertisement Database 230 contains various information needed by the system. The primary data stored is the advertisement information (including executable code modules, bitmaps, video clips and sound clips). The database also stores display statistics, configuration information and user preference data." (Rakavy, 8:62-67)</p> <p>"The Advertisement Feeder 250, is responsible for adding new Advertisements 50 to the User Preference and Advertisement Database 230. Advertisements 50 preferably are provided from the Internet through the Internet Feeder 270, however, the Advertisements Feeder 250 is not dependent on the type of advertisement source and may receive Advertisements 50 from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite agents." (Rakavy, 12:6-15)</p> <p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device 516." (Rakavy, 4:47-52.)</p>
<p>instructions for detecting an idle period of predetermined duration; and</p>	<p>"The Screen Saver Subsystem 220 tracks user interaction with the system. When the Screen Saver Subsystem 220 detects that the system has been idle, for example, when there has been no user interaction with the computer (through the use of the keyboard, mouse, pointing device or other user input device), for a preconfigured time, it activates the Advertisements Display Manager 210 which will select an advertisement and display it." (Rakavy, 7:63-8:3)</p>
<p>instructions for selectively displaying on the display device,</p>	<p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a</p>

Claim 5	Rakavy
<p>after detection of the idle period and in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, an image or images generated from the set of content data;</p>	<p>Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device 516." (Rakavy, 4:47-52.)</p> <p>"The Screen Saver Subsystem 220 tracks user interaction with the system. When the Screen Saver Subsystem 220 detects that the system has been idle, for example, when there has been no user interaction with the computer (through the use of the keyboard, mouse, pointing device or other user input device), for a preconfigured time, it activates the Advertisements Display Manager 210 which will select an advertisement and display it." (Rakavy, 7:63-8:3)</p> <p>"By utilizing on-line communications, the screen saver of the present invention provides a wide variety of potential content themes which may be personalized and modified on a timely basis in accordance with user preferences." (Rakavy, 7:9-13)</p> <p>"The Advertisement Display Manager 210 selects and displays Advertisements 50 from the User Preference and Advertisements Database 230. The Advertisement Display Manager 210 is typically activated by the Screen Saver Subsystem 220 when the user has not entered input for a predetermined time, or from the Scheduler 265." (Rakavy, 10:43-48)</p> <p>"Other techniques for displaying the advertisement, such as periodic audio-only messages, screen background wallpaper, cursor modifications, and display in a window on the user's computer display are also available." (Rakavy, 3:30-33)</p>
<p>wherein the set of content data is selected from a plurality of sets of content data, each set being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other content provider and each content provider provides its content data to a content display system associated with</p>	<p>"In an alternate embodiment of the present invention, the selected advertisement may be stored on any one of the plurality of advertising system servers connected to the Network 700." (Rakavy, 5:54-57)</p> <p>"The main roles of the Advertising System Server 600 are to store Advertisements 50, transfer the Advertisements 50 to the Local Computer 500, and collect user feedback." (Rakavy, 5:33-35)</p> <p>"The Advertisement Feeder 250, is responsible for adding new Advertisements 50 to the User Preference and Advertisement Database 230. Advertisements 50 preferably are provided from the Internet through the Internet Feeder 270, however, the Advertisements Feeder 250 is not dependent on the type of advertisement source and may receive Advertisements 50 from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite agents."</p>

Claim 5	Rakavy
<p>the and located entirely in the same physical location as the display device independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and</p>	<p>(Rakavy, 12:6-15)</p>
<p>wherein for each set the respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data.</p>	<p>"FIG. 5 shows a schematic representation of an Advertisement 50. Each Advertisement 50 in the Server Database 730 comprises an Advertisement Information Record 51 and a Resource List 52. The Advertisement Information Record 51 contains information identifying the advertisement (including the Advertisement-ID 55), its category, its size, and the hardware required to display the advertisement, such as sound boards, screen resolution and multimedia requirements. The Resource List 52 contains a list of resources (bitmaps, animations, digitized audio segments, executable code, etc.) that must exist on the Local Computer 500 or associated local LAN in order to present the advertisement. The Resource List 52 includes a unique resource-ID, a resource type, and a resource pointer. The resource pointer identifies a file, a database record, a block of data, or other means of identifying the resource. In this manner, resources can be shared by various Advertisements 50." (Rakavy, 7:13-29)</p>

Claim 5	Rakavy
	 <p>The diagram shows a rectangular box representing a data structure. It is divided into two main sections. The top section is titled "Ad Information:" and contains a list of fields: Ad ID: ..., Advertiser name: ..., Advertisement name: ..., Ad version number: ..., Ad expiration date: ..., Ad Category: ..., Runs on platform: ..., Ad startup DLL name: ..., Ad startup entry point name: ..., Memory needed: ..., Sound device needed: ..., and Screen resolution needed: ... followed by an ellipsis. The bottom section is titled "List of resources:" and contains a numbered list: 1: File name, version, size: ..., 2: File name, version, size: ..., 3: File name, version, size: ..., followed by an ellipsis. Reference numerals 50, 51, 52, and 55 are used to point to different parts of the diagram: 50 points to the outer boundary of the entire structure, 51 points to the "Ad Information" section, 52 points to the "List of resources" section, and 55 points to the left side of the "Ad Information" section.</p> <p style="text-align: center;">FIG. 5</p>

4. Claim 7

Claim 7 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Rakavy.

The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Rakavy.

Claim 7	Rakavy
<p>A content display system for engaging the peripheral attention of a person in the vicinity of a display device located in the same physical location as the content display system, comprising:</p>	<p>"This invention relates generally to advertisement computer display systems and more particularly to a method and system for displaying advertisements and other information on a computer based on general user selected criteria and transmitting such information from a remote network to the local computer" (Rakavy, 1:7-12.)</p>
<p>data acquisition apparatus that enables acquisition of a set of content data;</p>	<p>"The User Preference and Advertisement Database 230 contains various information needed by the system. The primary data stored is the advertisement information (including executable code modules, bitmaps, video clips and sound clips). The database also stores display statistics, configuration information and user preference data." (Rakavy,</p>

Claim 7	Rakavy
	<p>8:62-67)</p> <p>"The Advertisement Feeder 250, is responsible for adding new Advertisements 50 to the User Preference and Advertisement Database 230. Advertisements 50 preferably are provided from the Internet through the Internet Feeder 270, however, the Advertisements Feeder 250 is not dependent on the type of advertisement source and may receive Advertisements 50 from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite agents." (Rakavy, 12:6-15)</p> <p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device 516." (Rakavy, 4:47-52.)</p>
<p>display apparatus that effects selective display on the display device, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, of an image or images generated from the set of content data;</p>	<p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device 516." (Rakavy, 4:47-52.)</p> <p>"The Screen Saver Subsystem 220 tracks user interaction with the system. When the Screen Saver Subsystem 220 detects that the system has been idle, for example, when there has been no user interaction with the computer (through the use of the keyboard, mouse, pointing device or other user input device), for a preconfigured time, it activates the Advertisements Display Manager 210 which will select an advertisement and display it." (Rakavy, 7:63-7:3)</p> <p>"By utilizing on-line communications, the screen saver of the present invention provides a wide variety of potential content themes which may be personalized and modified on a timely basis in accordance with user preferences." (Rakavy, 7:9-13)</p> <p>"The Advertisement Display Manager 210 selects and displays Advertisements 50 from the User Preference and Advertisements Database 230. The Advertisement Display Manager 210 is typically activated by the Screen Saver Subsystem 220 when the user has not entered input for a predetermined time, or from the Scheduler 265." (Rakavy, 10:43-48)</p> <p>"Other techniques for displaying the advertisement, such as</p>

Claim 7	Rakavy
	<p>periodic audio-only messages, screen background wallpaper, cursor modifications, and display in a window on the user's computer display are also available." (Rakavy, 3:30-33)</p>
<p>user input apparatus that enables selection by a user of one or more control options during the selective display of the image or images generated from the set of content data; and</p>	<p>"When the Advertisement Display Manager 210 is active, all user input is routed directly to the Advertisement Display Manager 210, thus allowing for user interaction with Advertisements 50. The Advertisement Display Manager 210 selectively forwards certain keys to the default operating system routine, which will typically terminate the Advertisement Display Manager 210. The user may interact with the Advertisement Display Manager 210 through a number of ways, including answering questioners, initiating a WEB browser to connect directly to an advertiser WEB page on the Network 700, or automatically initiating a voice connection through the Modem 520 to the advertiser." (Rakavy, 11:33-44.)</p> <p>During prosecution, the Patent Owner admitted that the "<i>means for selecting a displayed control option</i>," ... was embodied by the content display computer and a conventional computer mouse or keyboard operating in accordance with conventional software for controlling operation of such devices (as known to those skilled in the art)." (Reply to Final Office Action, p. 25)</p> <p>The keyboard and/or pointing device of the local computer 500 meets this limitation.</p> <p>"the Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device 516." (Rakavy, 4:47-52.)</p>
<p>a system control device that controls aspects of the operation of the system in accordance with a selected control option;</p>	<p>"When the Advertisement Display Manager 210 is active, all user input is routed directly to the Advertisement Display Manager 210, thus allowing for user interaction with Advertisements 50. The Advertisement Display Manager 210 selectively forwards certain keys to the default operating system routine, which will typically terminate the Advertisement Display Manager 210. The user may interact with the Advertisement Display Manager 210 through a number of ways, including answering questioners, initiating a WEB browser to connect directly to an advertiser WEB page on the Network 700, or automatically initiating a voice connection through the Modem 520 to the advertiser."</p>