

Exhibit 9



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Dureau

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(54) **CONVERGENCE OF INTERACTIVE TELEVISION AND WIRELESS TECHNOLOGIES**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 947 days.

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Wittig H., et al. "Intelligent Media Agents in Interactive Television Systems" Proceedings of The International Conference on Multimedia Computing and Systems, US, Los Alamitos, CA. May 15, 1995, pp. 182-189, XP 000603484.

(51) **Int. Cl.**
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(Continued)

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725/14; 705/14

(58) **Field of Classification Search** 725/46,
725/9-25; 705/14
See application file for complete search history.

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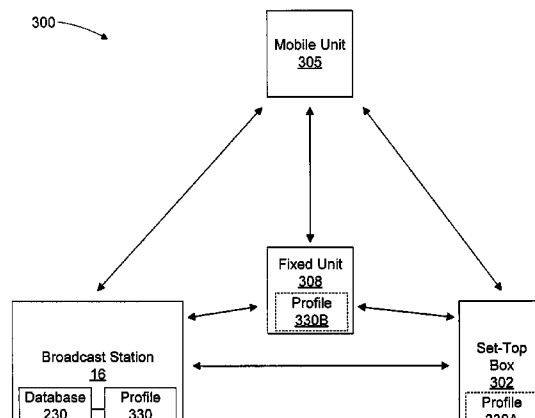
(57) **ABSTRACT**

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A system and method for utilizing user profiles in an interactive television system. An interactive television system includes a broadcast station, a set-top box, and a remote mobile or fixed unit. The system is configured to create and/or update a user profile in response to an access made in a first access mode. In response to detecting a user access in a second access mode, the system accesses the user profile, selects data based at least in part on the user profile, and transmits the data to the user.

32 Claims, 6 Drawing Sheets



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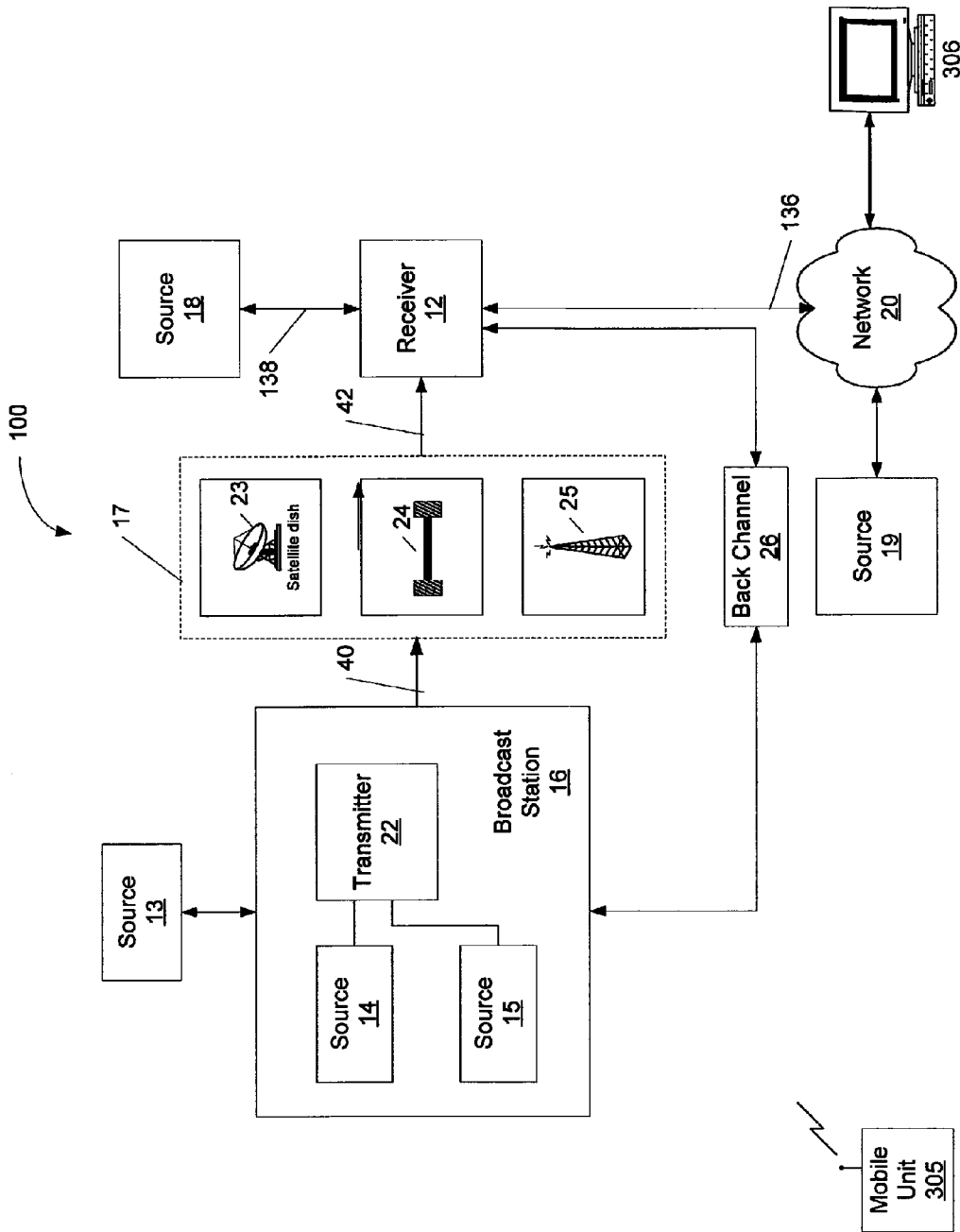


Fig. 1

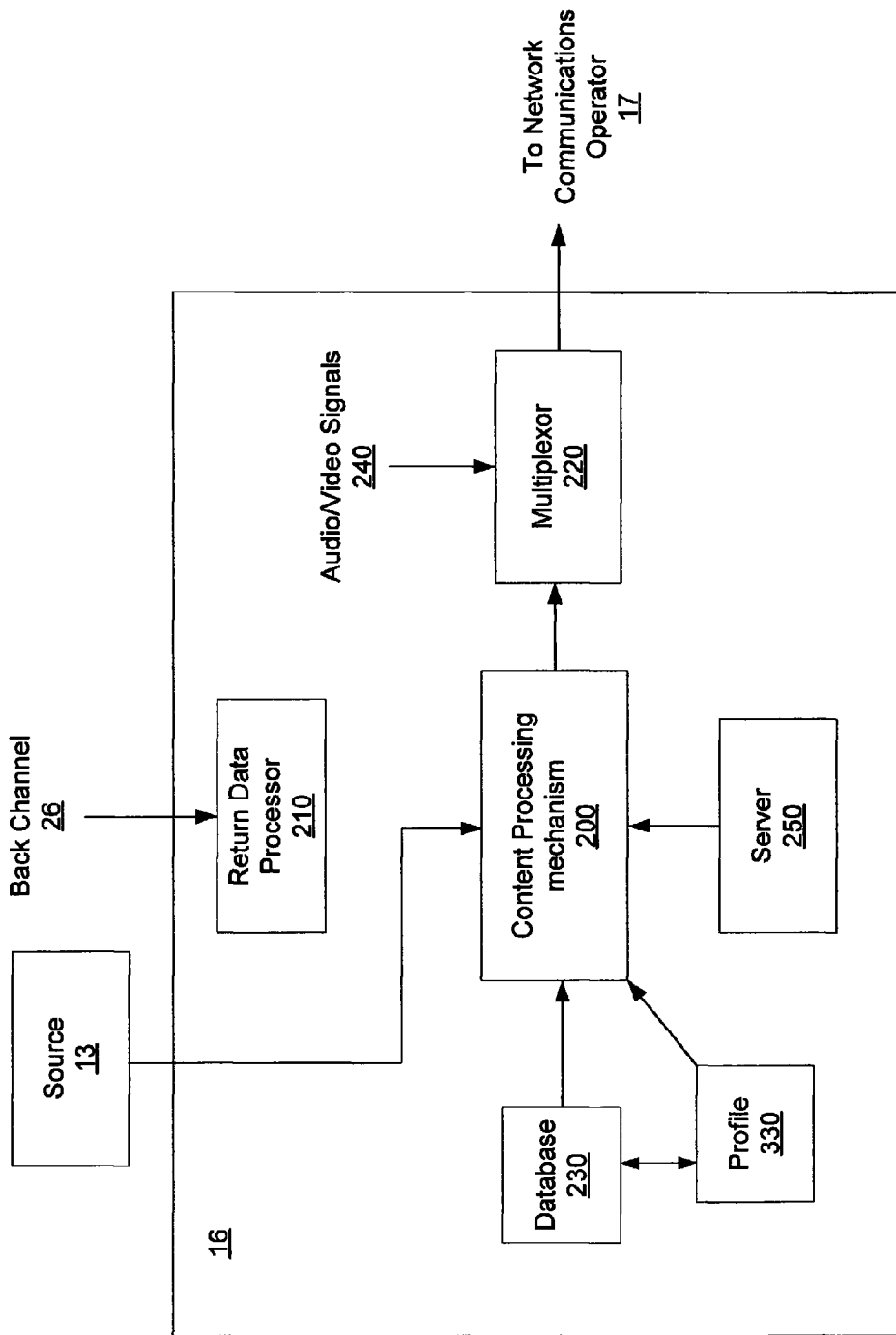


Fig. 2

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