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Dureau

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

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(52) **U.S. Cl.** **725/46**; 725/9; 725/10;
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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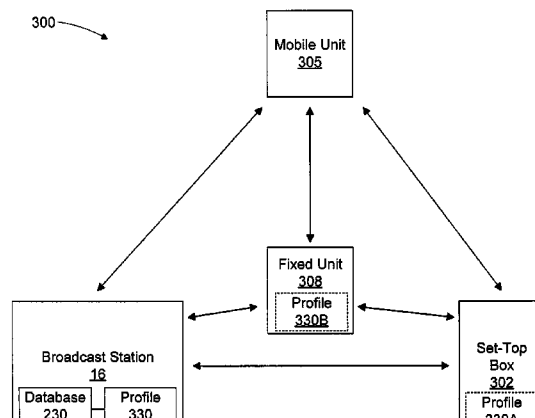
(57) **ABSTRACT**

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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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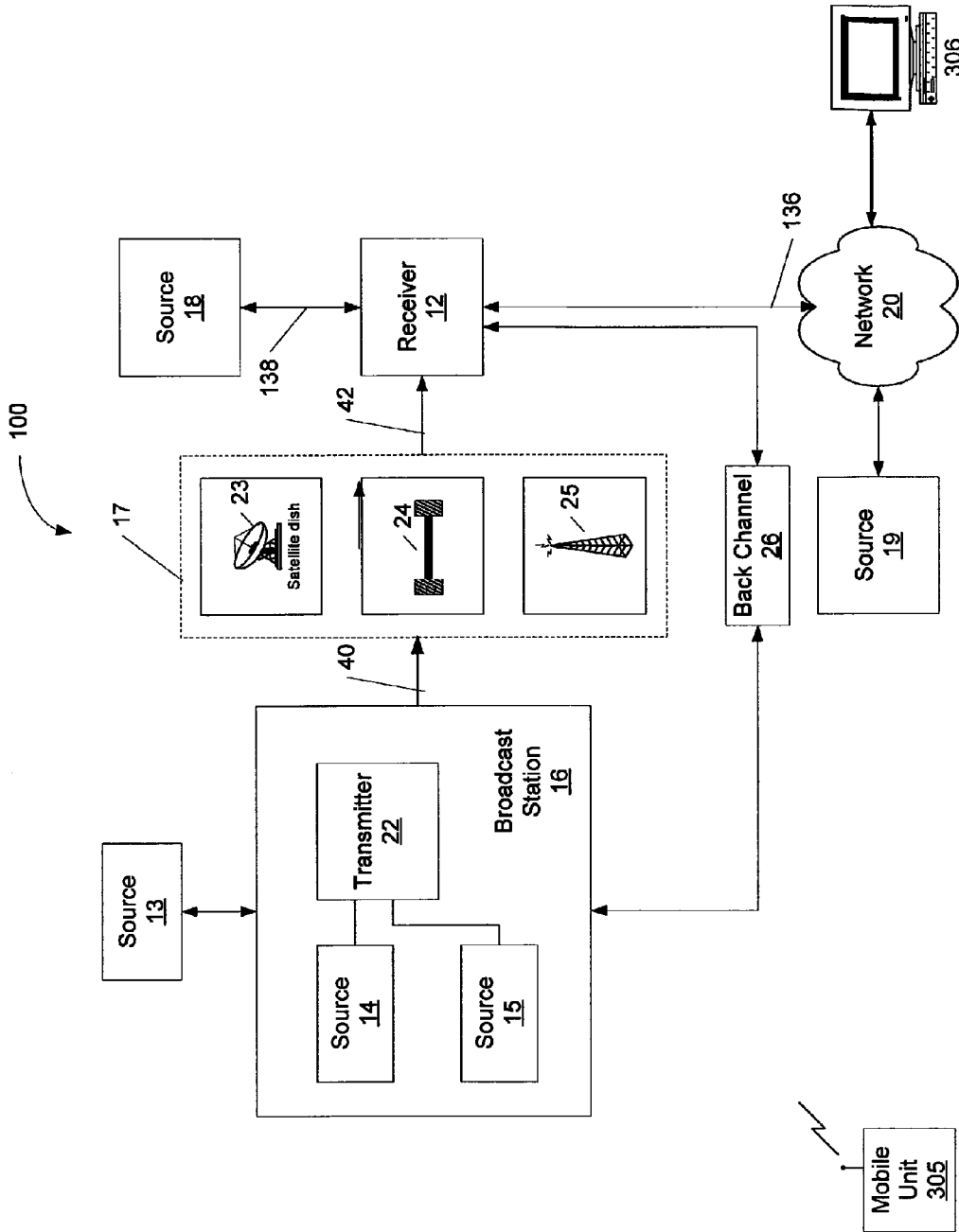


Fig. 1

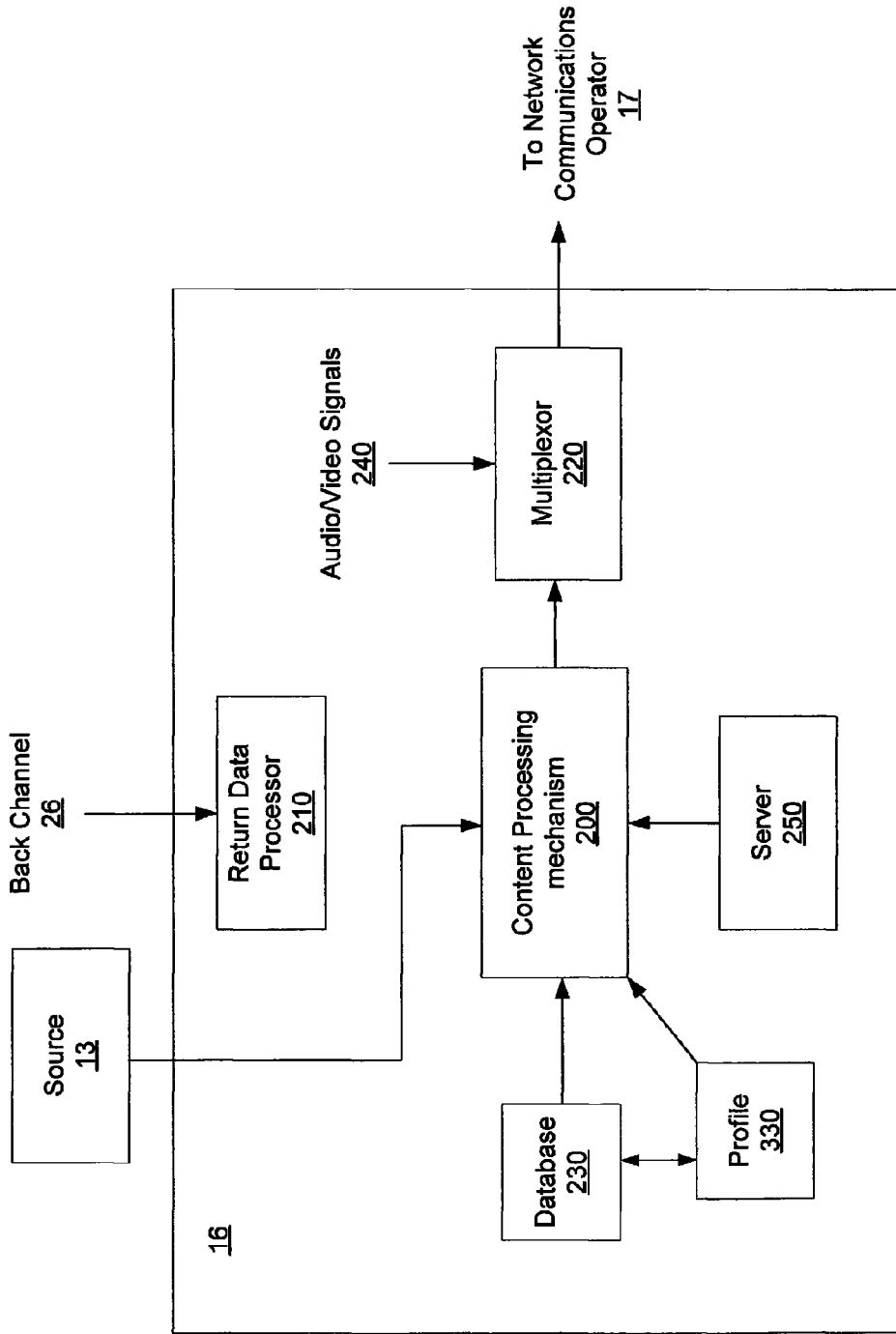


Fig. 2

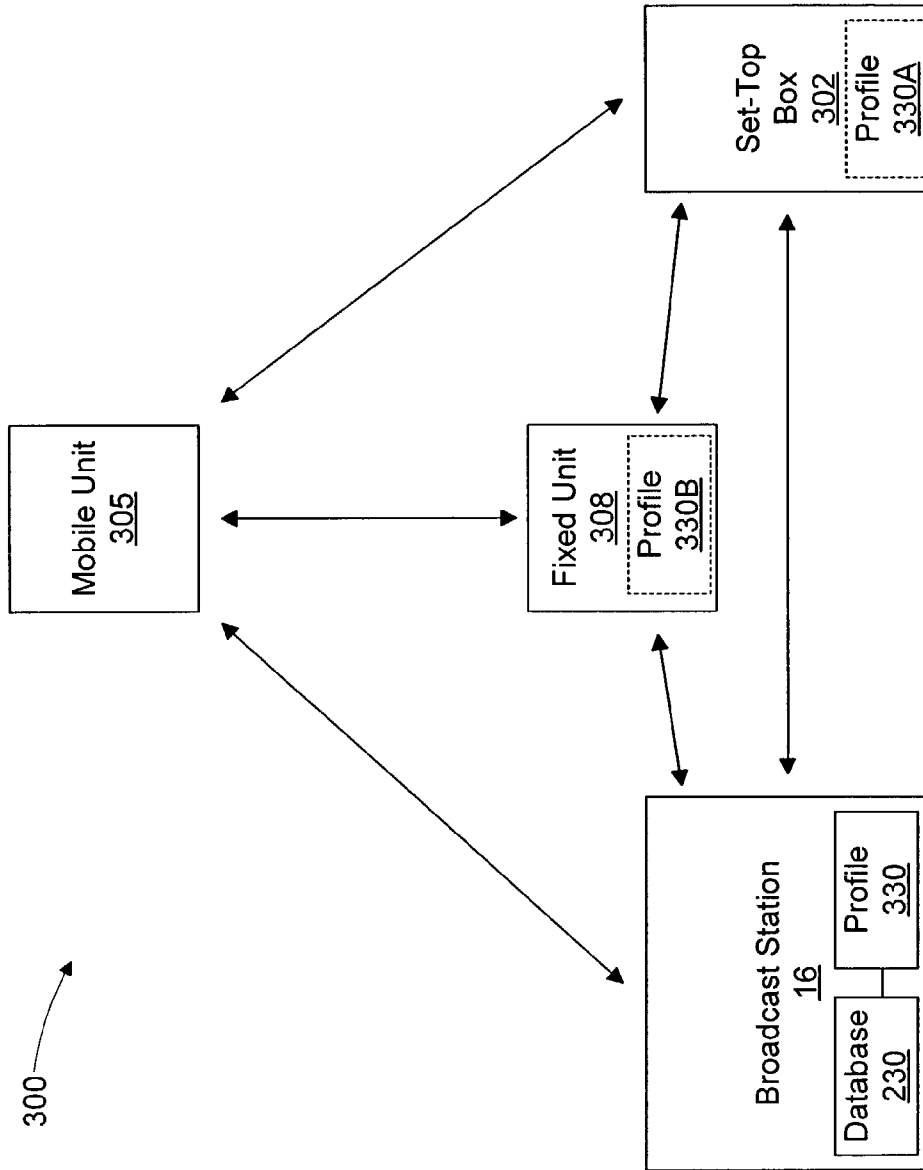


Fig. 3

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