



US006700602B1

(12) **United States Patent Blair**

(10) **Patent No.: US 6,700,602 B1**
(45) **Date of Patent: Mar. 2, 2004**

(54) **SUBWAY TV MEDIA SYSTEM**
(76) Inventor: **Scott Blair**, 32 Marlow Avenue, Toronto, Ontario (CA), M4J 3T9
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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(21) Appl. No.: **09/423,284**
(22) PCT Filed: **May 6, 1998**
(86) PCT No.: **PCT/CA98/00439**
§ 371 (c)(1),
(2), (4) Date: **Feb. 22, 2000**
(87) PCT Pub. No.: **WO98/51081**
PCT Pub. Date: **Nov. 12, 1998**

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Primary Examiner—Chris Kelley
Assistant Examiner—Allen Wong
(74) *Attorney, Agent, or Firm*—Nixon Peabody LLP; Jeffrey L. Costellia

Related U.S. Application Data

(60) Provisional application No. 60/045,811, filed on May 7, 1997.

(51) **Int. Cl.**⁷ **H04N 7/18; H04N 5/64**
(52) **U.S. Cl.** **348/61; 348/837**
(58) **Field of Search** 348/61, 837; 709/250; 725/46; 726/77; 248/343

(57) **ABSTRACT**

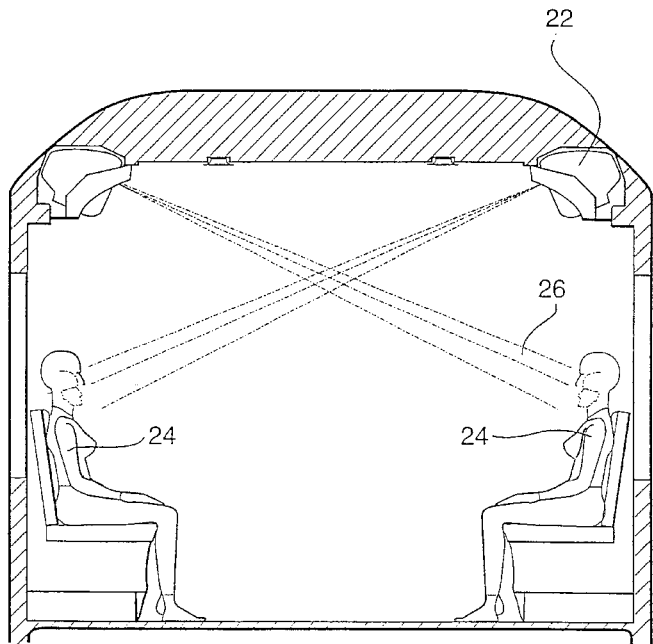
A television system for subway cars (10) includes a plurality of TV monitors (22) mounted at intervals along the cars (10), at the junction of the sidewall and the ceiling, and a central video signal source unit (23) such as a video tape player, video disk player, computer-based digital video recorder or television receiver, connected to the video monitors (22). Programs of short duration, e.g. 5–15 minutes, matching the average length of a subway ride, and comprising advertising messages, news bytes and the like are played and displayed in the monitors repeatedly during the subway ride.

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7 Claims, 6 Drawing Sheets



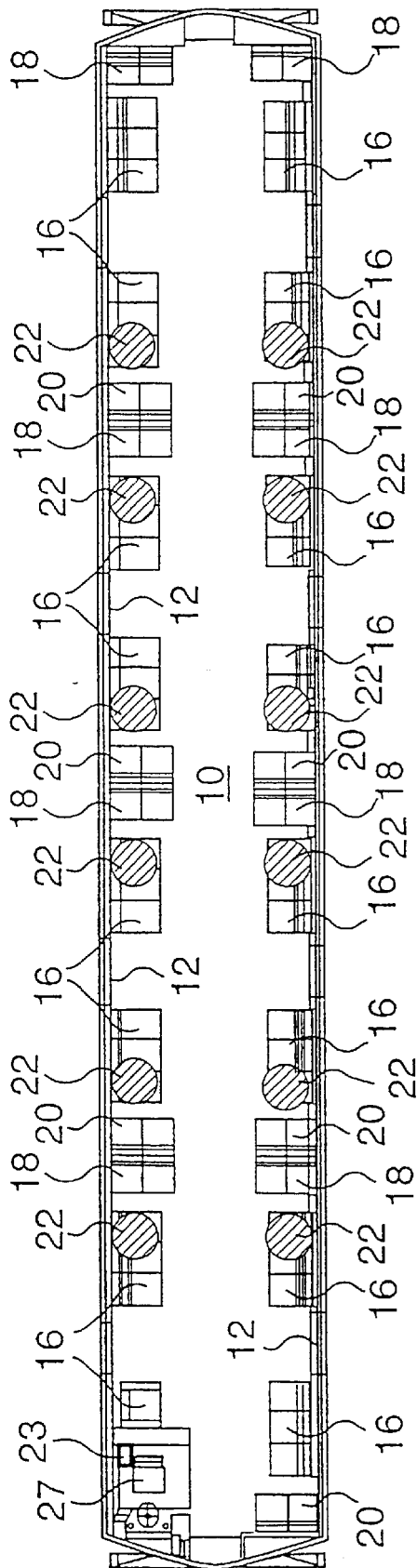


FIG. 1a

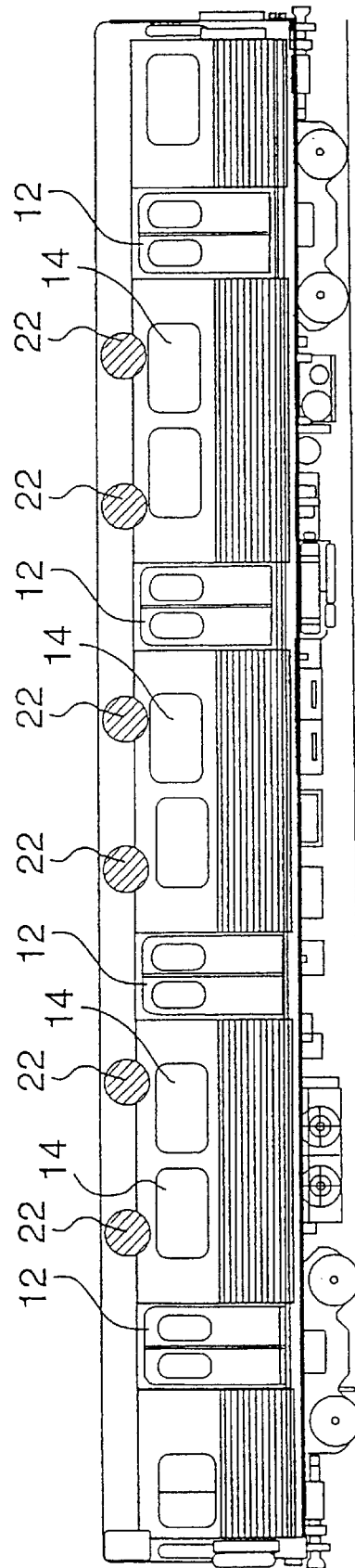


FIG. 1b

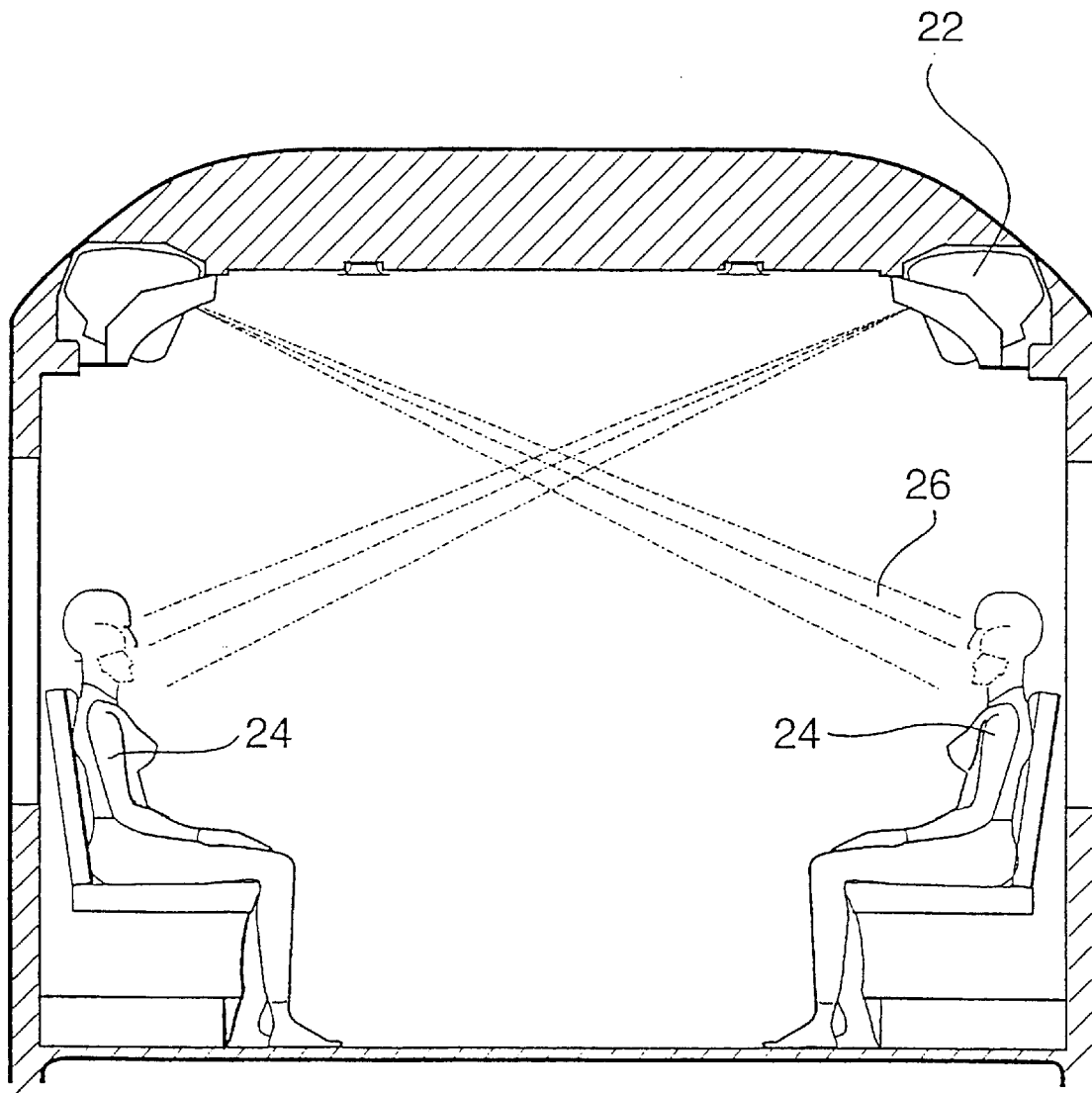


FIG. 2

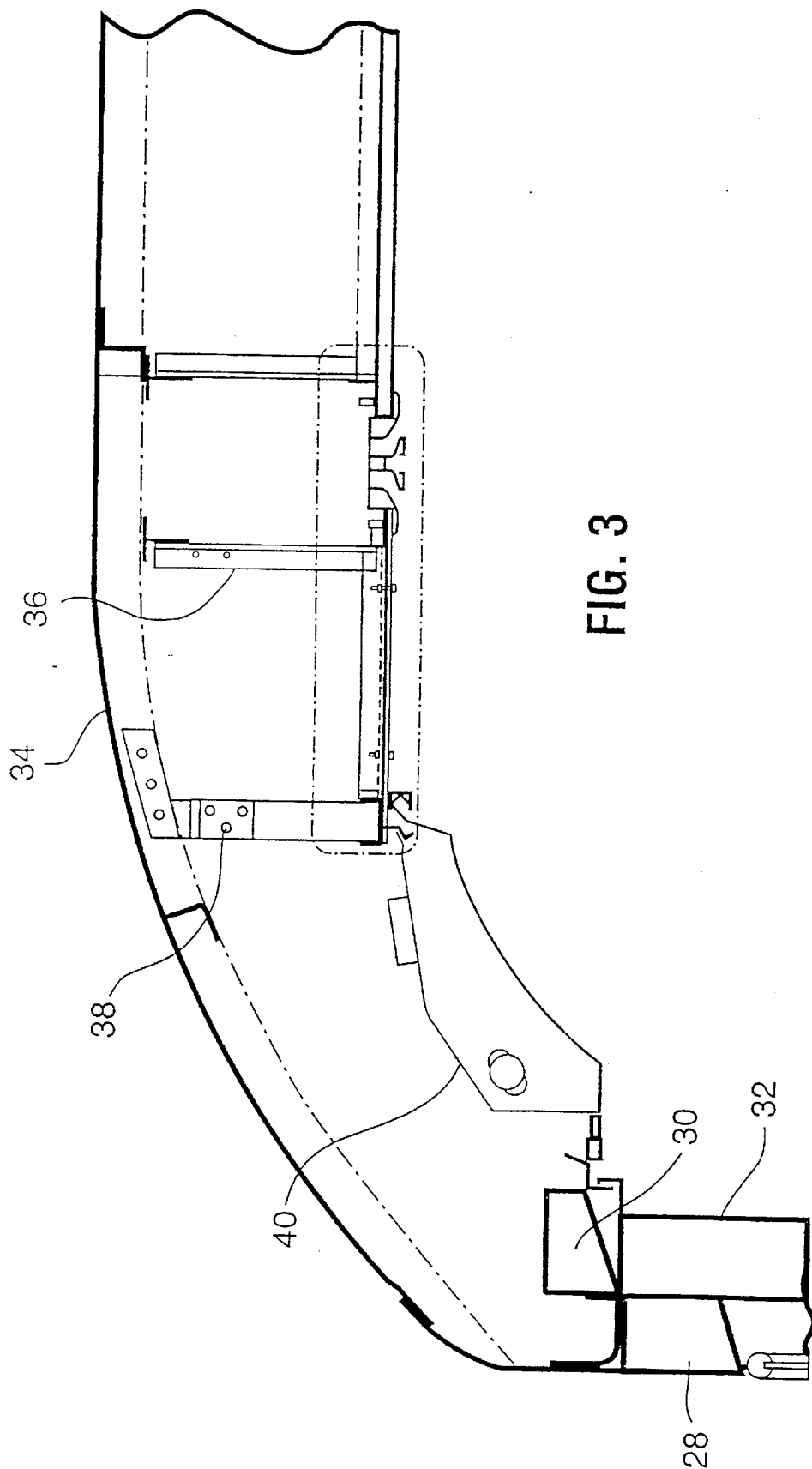


FIG. 3

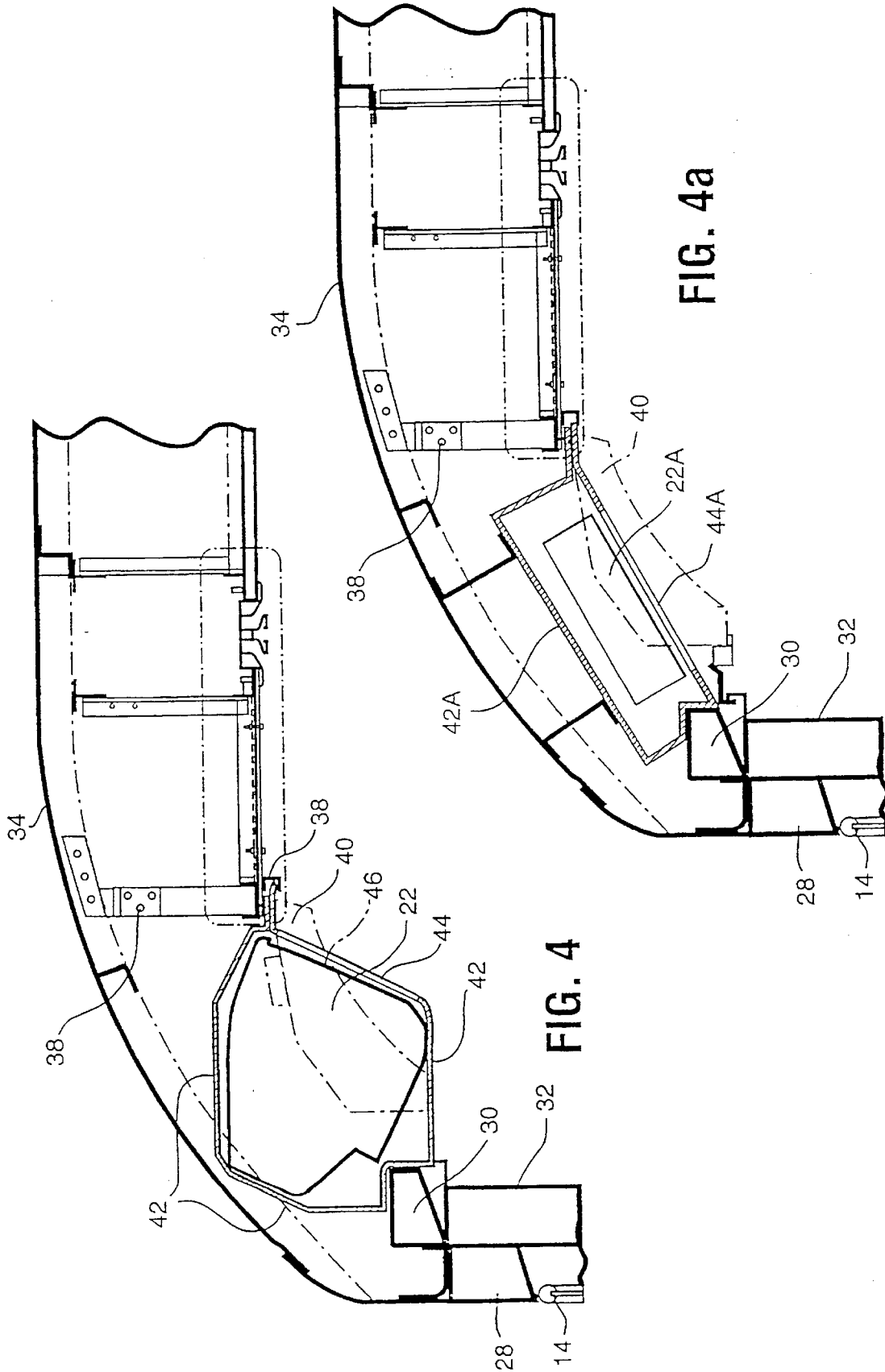


FIG. 4a

FIG. 4

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