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**Blair**

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(54) **SUBWAY TV MEDIA SYSTEM**

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1997.

(51) **Int. Cl.**<sup>7</sup> ..... **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**

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*Primary Examiner*—Chris Kelley

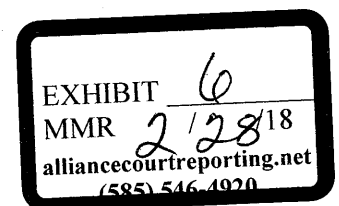
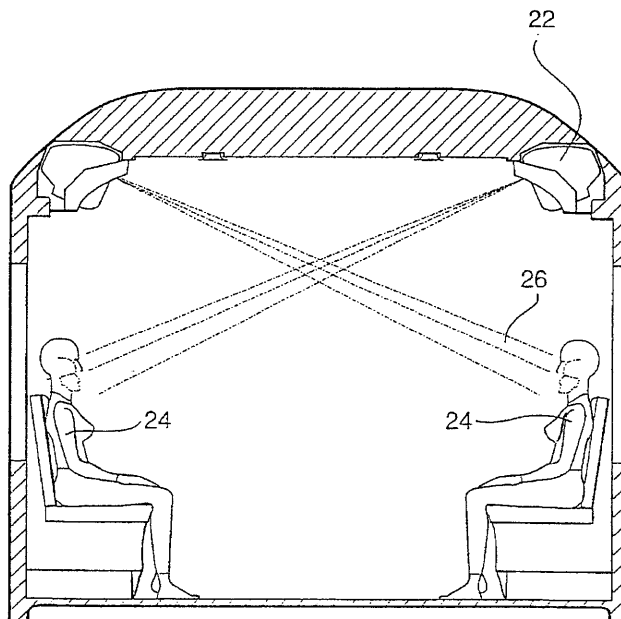
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(57) **ABSTRACT**

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.

**7 Claims, 6 Drawing Sheets**



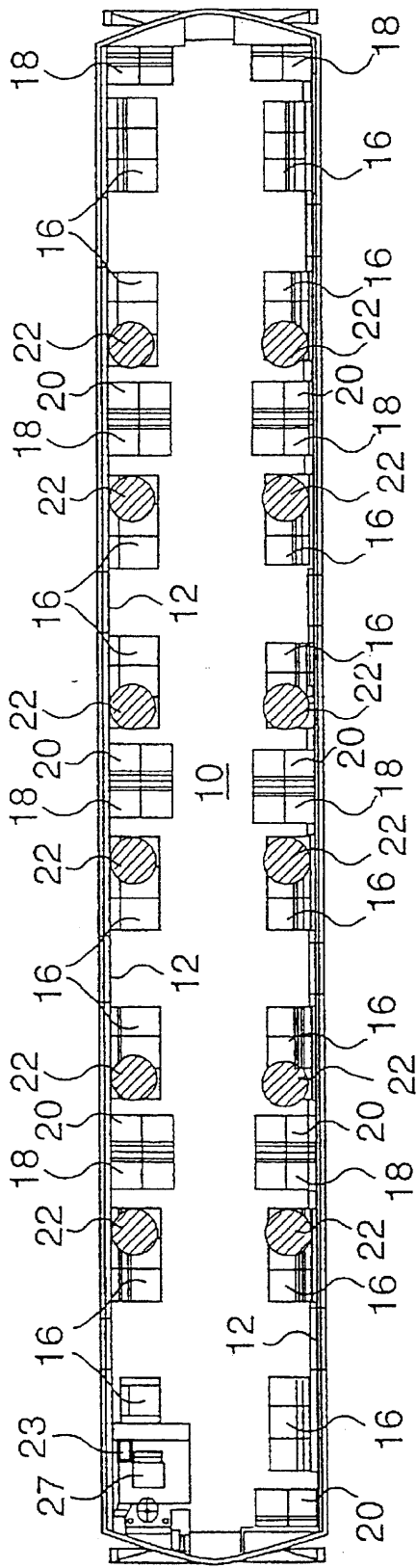


FIG. 1a

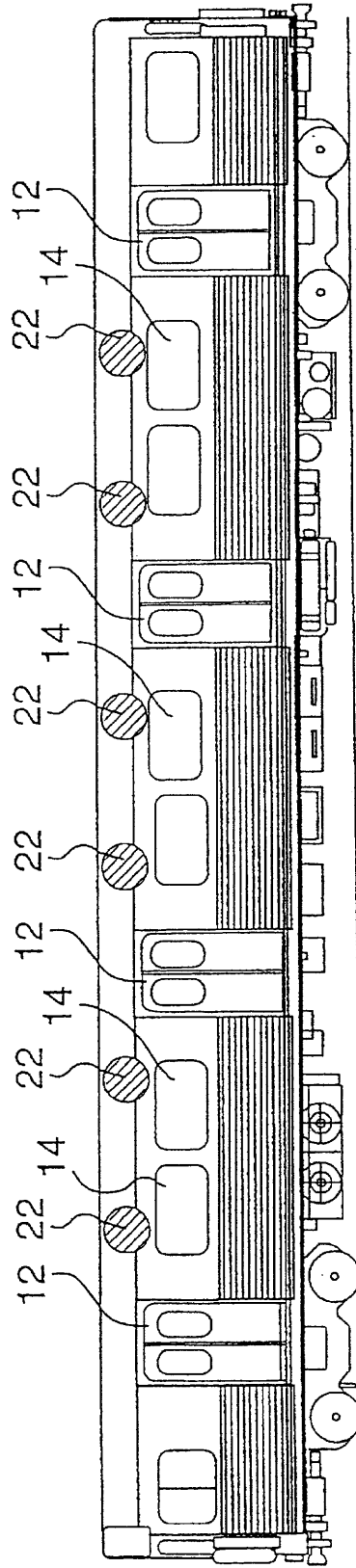


FIG. 1b

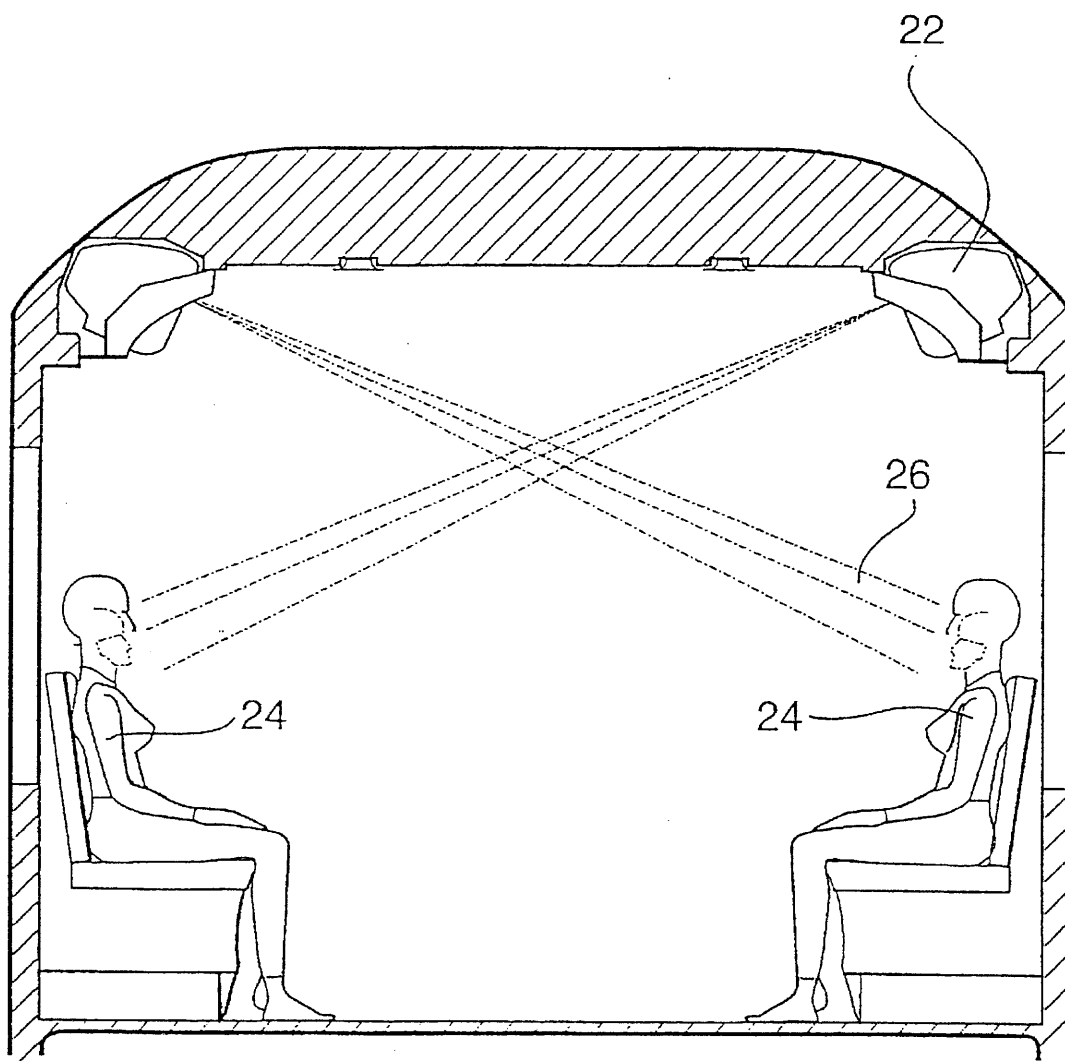
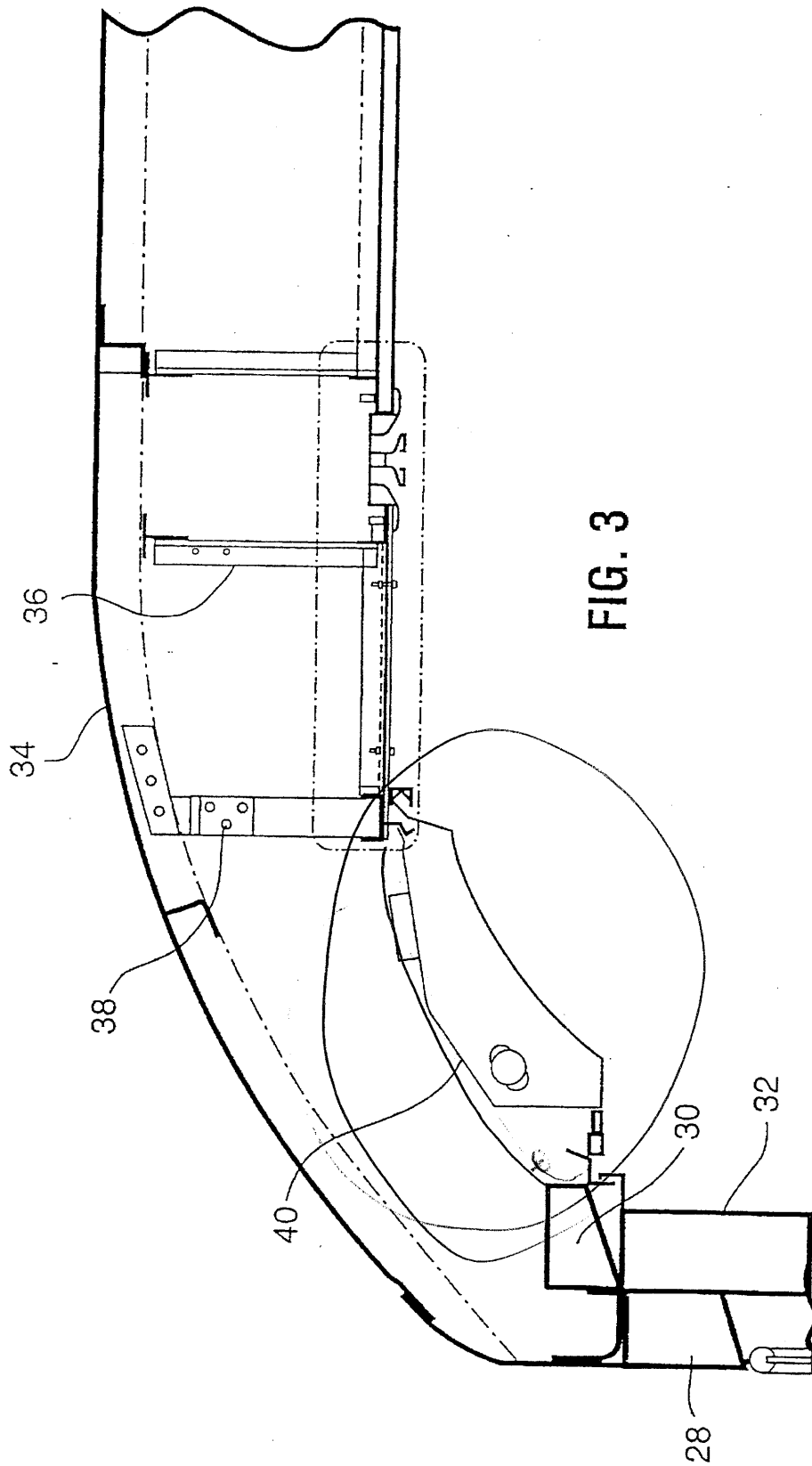


FIG. 2



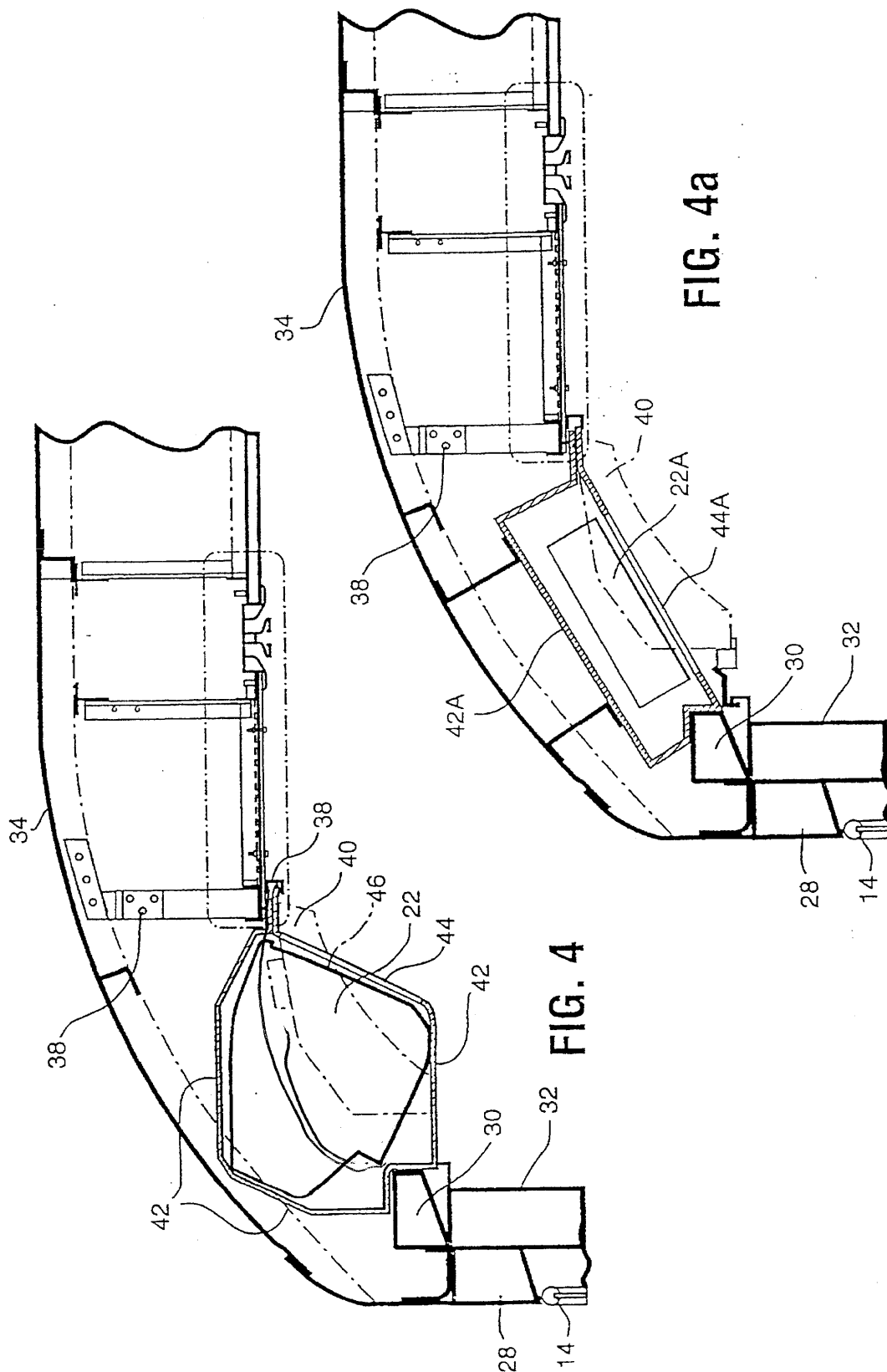


FIG. 4a

FIG. 4

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