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(12) **United States Patent Blair**

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(45) **Date of Patent: Mar. 2, 2004**

(54) **SUBWAY TV MEDIA SYSTEM**

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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 0 days.

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§ 371 (c)(1),  
(2), (4) Date: **Feb. 22, 2000**

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(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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(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**

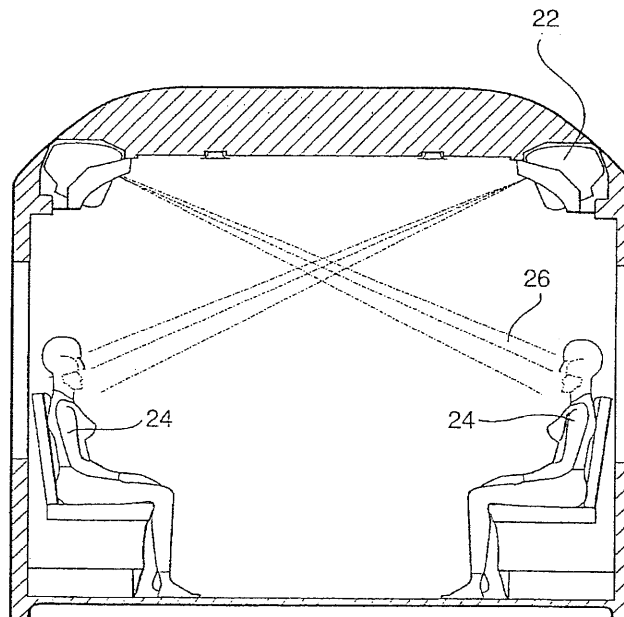


EXHIBIT 1  
MMR 4/13/18  
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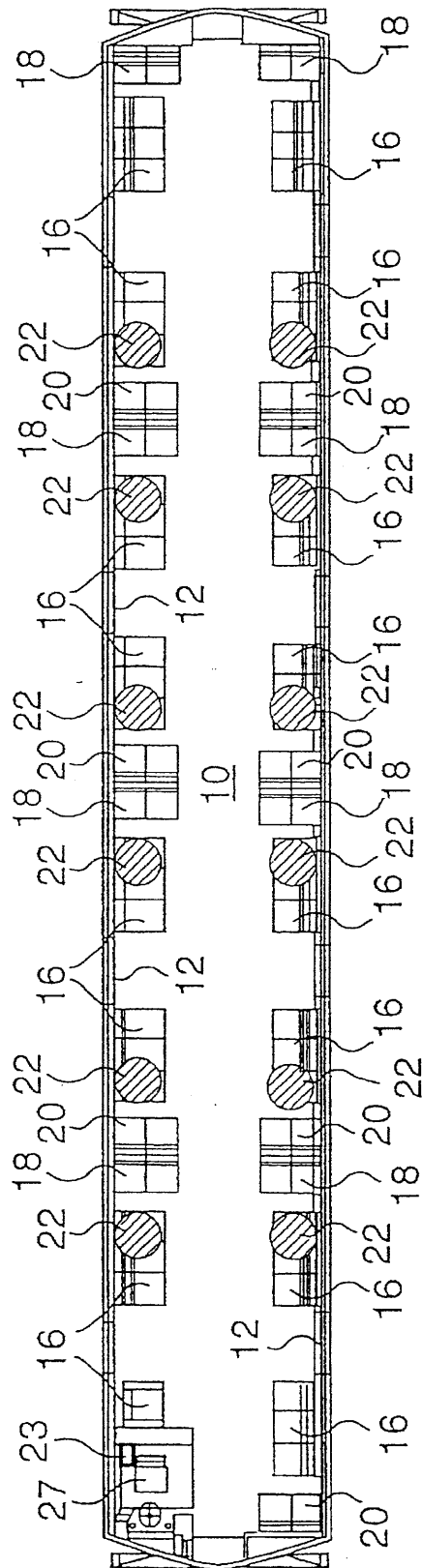


FIG. 1a

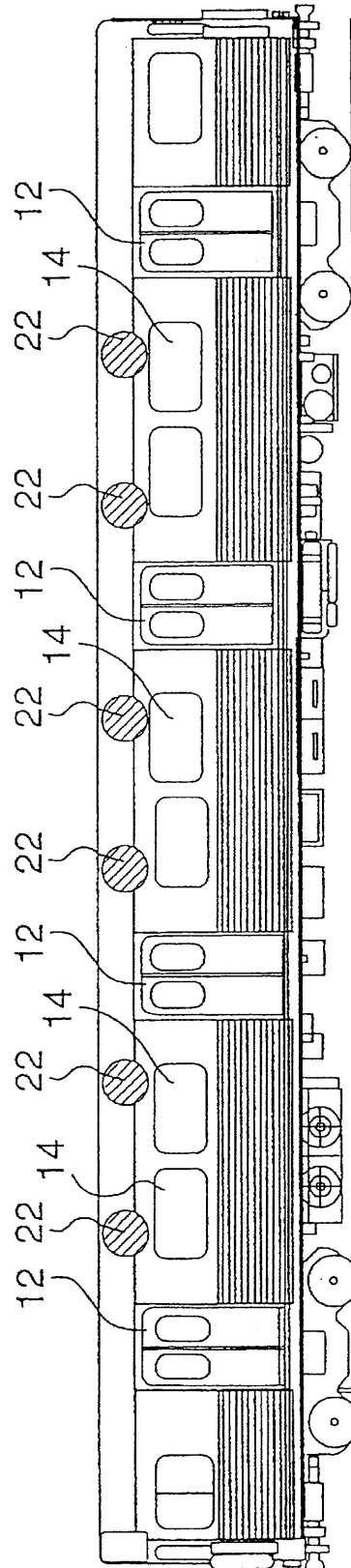


FIG. 1b

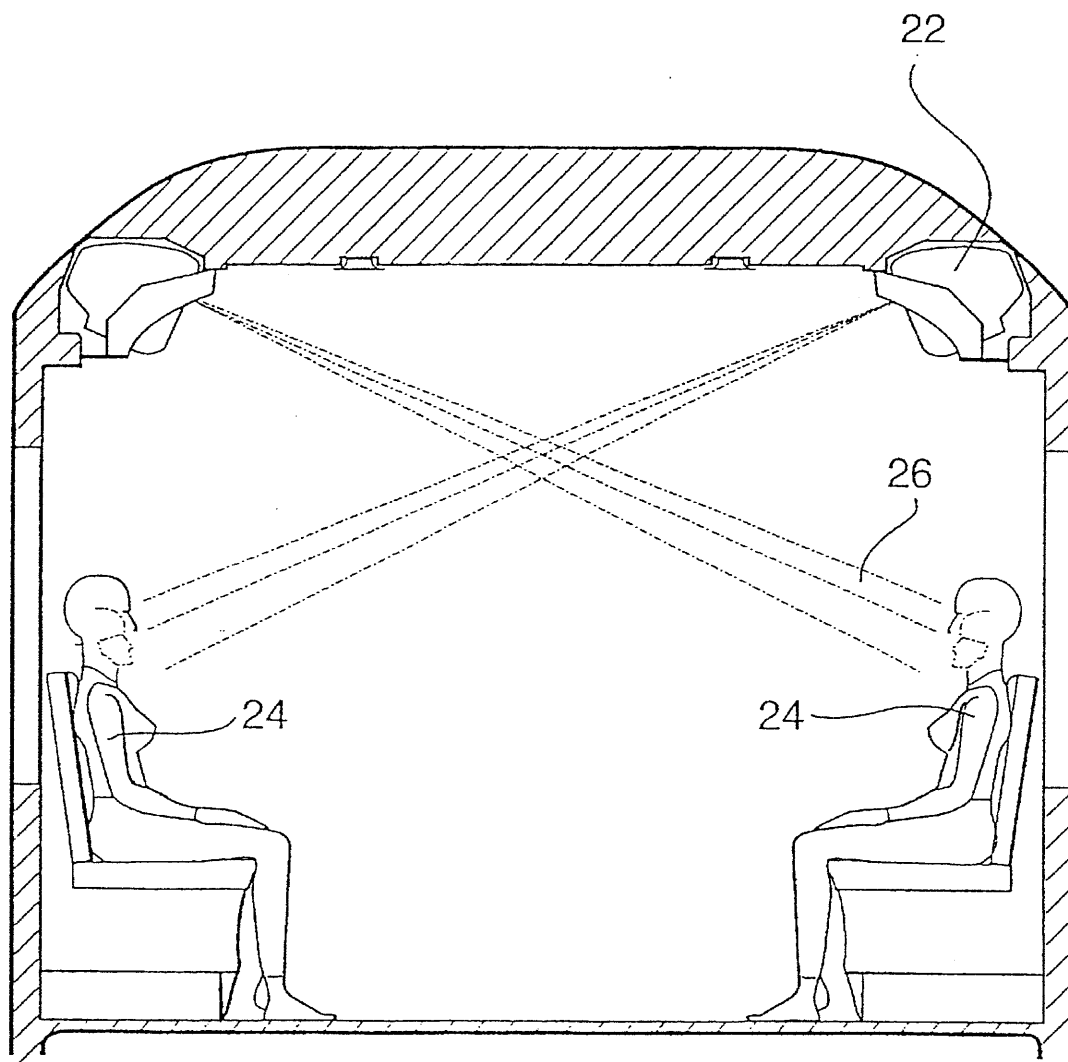
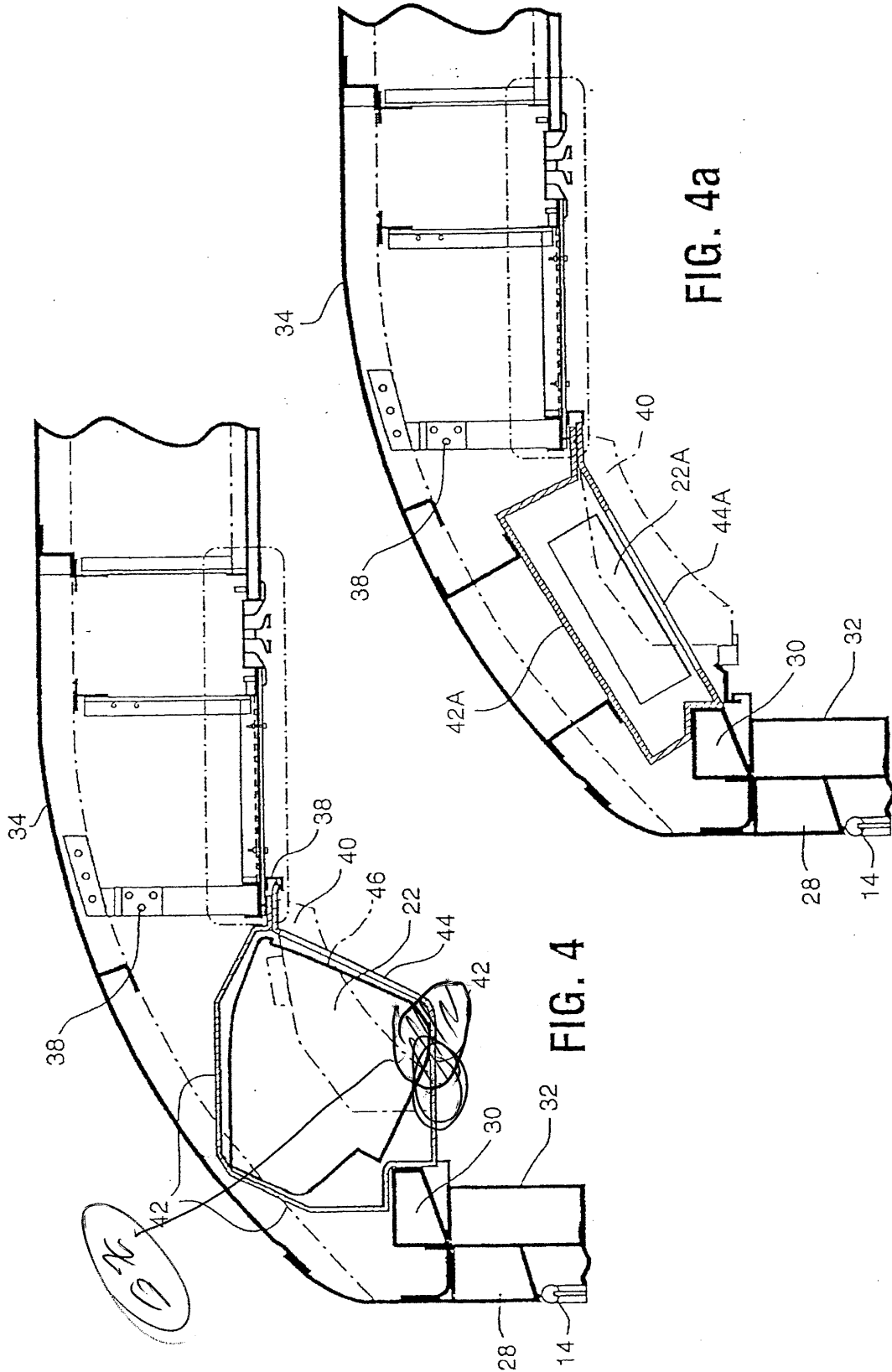


FIG. 2



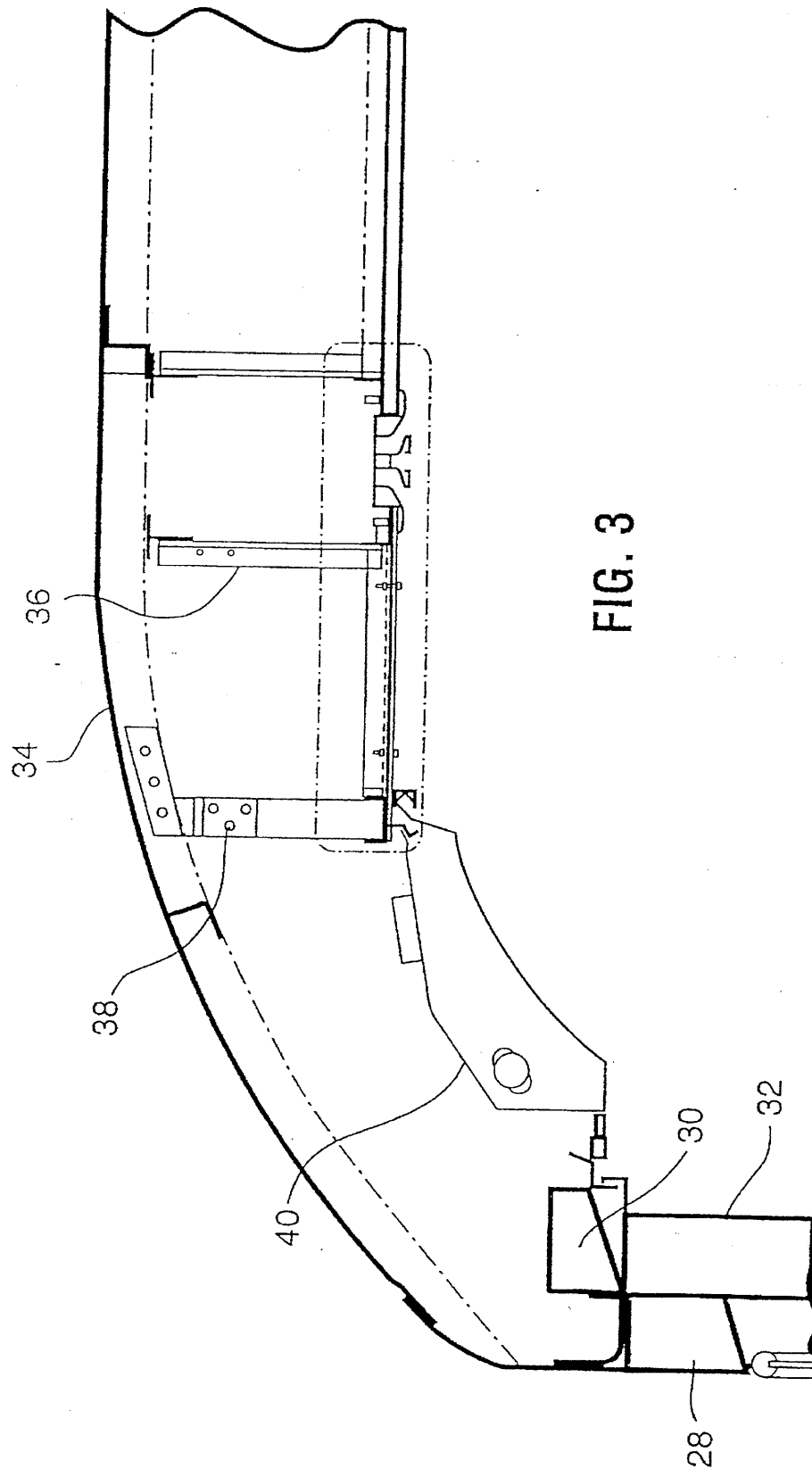


FIG. 3

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