United States Patent [19]

Cho et al.

[54] **POINT OF PURCHASE VIDEO DISTRIBUTION SYSTEM**

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[73] Assignee: **Bylon Company Limited**, Kowloon, Hong Kong

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[51] Int. Cl.^{6} **H04N 7/00**

[52] **U.S. Cl.** **455/2**; 348/2; 348/13; 455/3.1; 455/6.3

[58] **Field of Search** 455/3.1, 3.2, 4.1, 455/4.2, 5.1, 6.1, 6.3, 11.1, 12.1, 13.1, 13.3, 7, 14, 15, 16, 18, 19, 2, 31.1, 32.1, 33.1, 39, 49.1, 53.1, 66; 345/2; 348/2, 6, 12, 13, 61, 552; H04N 7/00, 7/10, 7/20, 7/22

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[57] **ABSTRACT**

A video distribution system for full motion video media, usually in the form of advertisements, that allows video programs to be transmitted from a distribution center to a multitude of receiving sites, typically retail stores, dispersed over a wide geographic area. Video program segments are transmitted from the distribution site (100) and received at the receiving sites (254). Television monitors located at selected points in the receiving sites display the video program segments to an audience, which usually will include shoppers in the course of shopping. The invention allows users located in the distribution center to customize the video programs for particular target audiences or markets, such that the series of programs played in one receiving site could be quite different from that played in another.
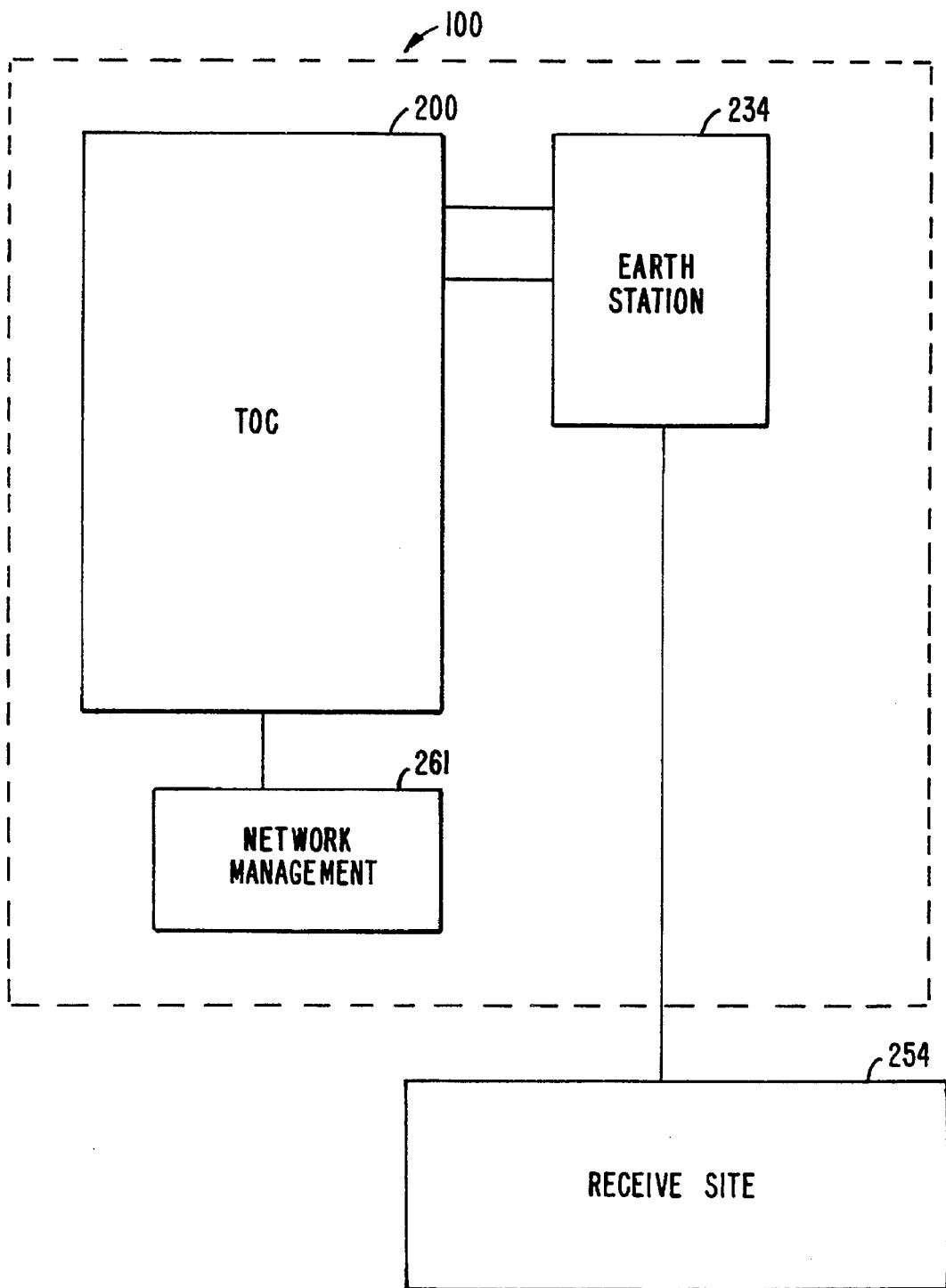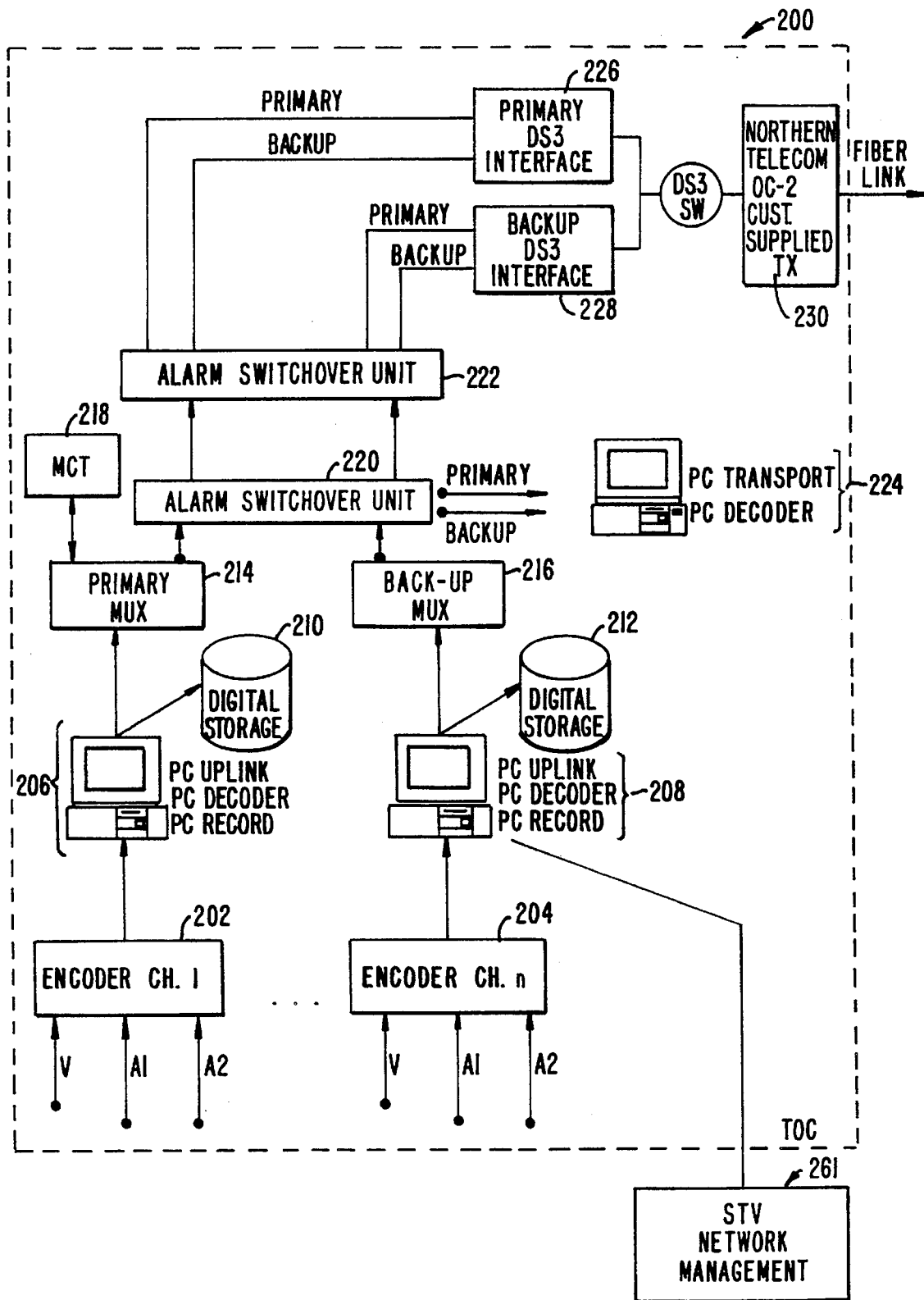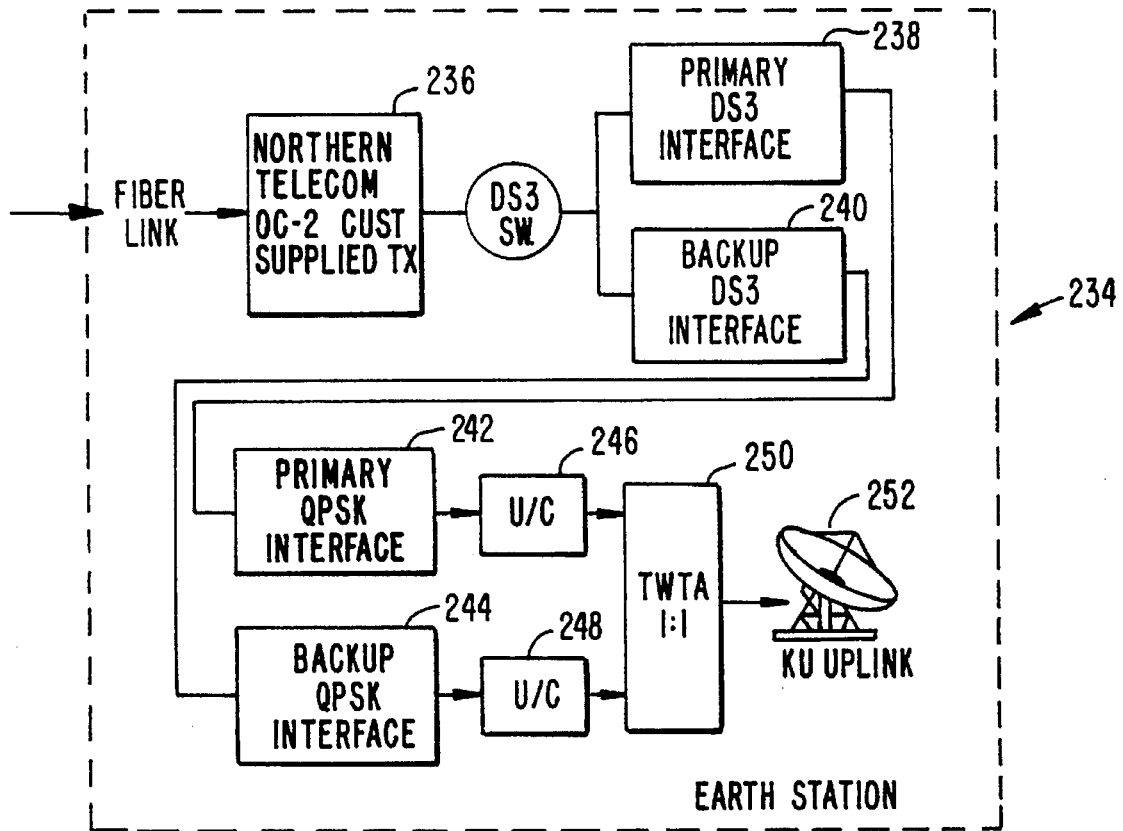
23 Claims, 14 Drawing Sheets

100

200

234

EARTH
STATION

TOC

261

NETWORK
MANAGEMENT

254

RECEIVE SITE

FIG. I.

FIG. 2.

FIG. 3.

FIG. 4.

FILE — EXIT → END PROGRAM

EDIT

PLAY LISTS — FULL CONFIGURATION → LOAD SOCKET MANAGEMENT FORM — 262

PARTIAL CONFIGURATION → LOAD SOCKET MANAGEMENT FORM — 263

UPLINK → LOAD UPLINK FORM — 295
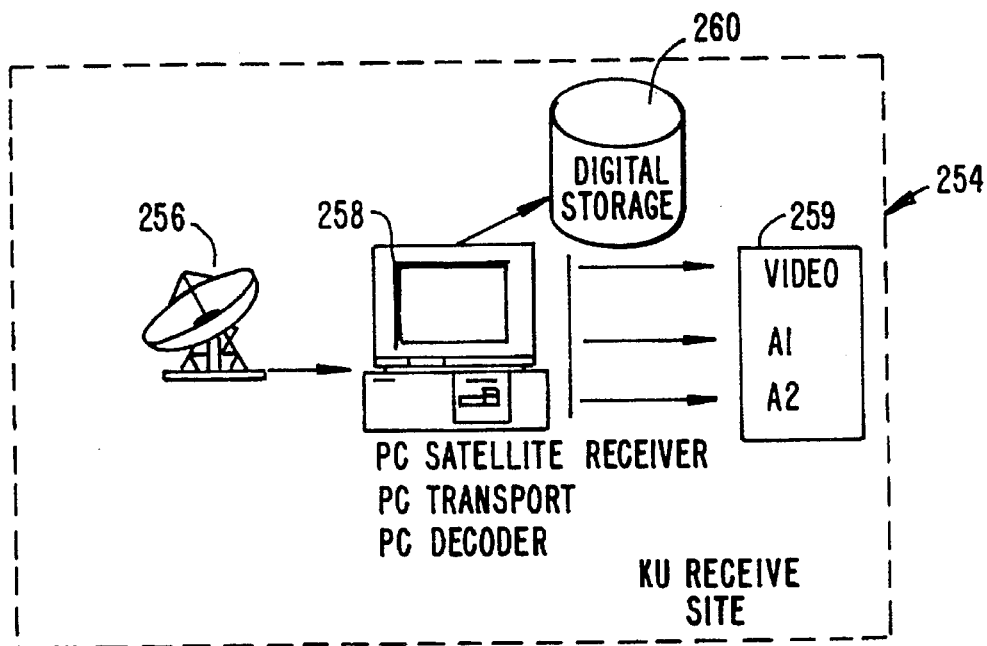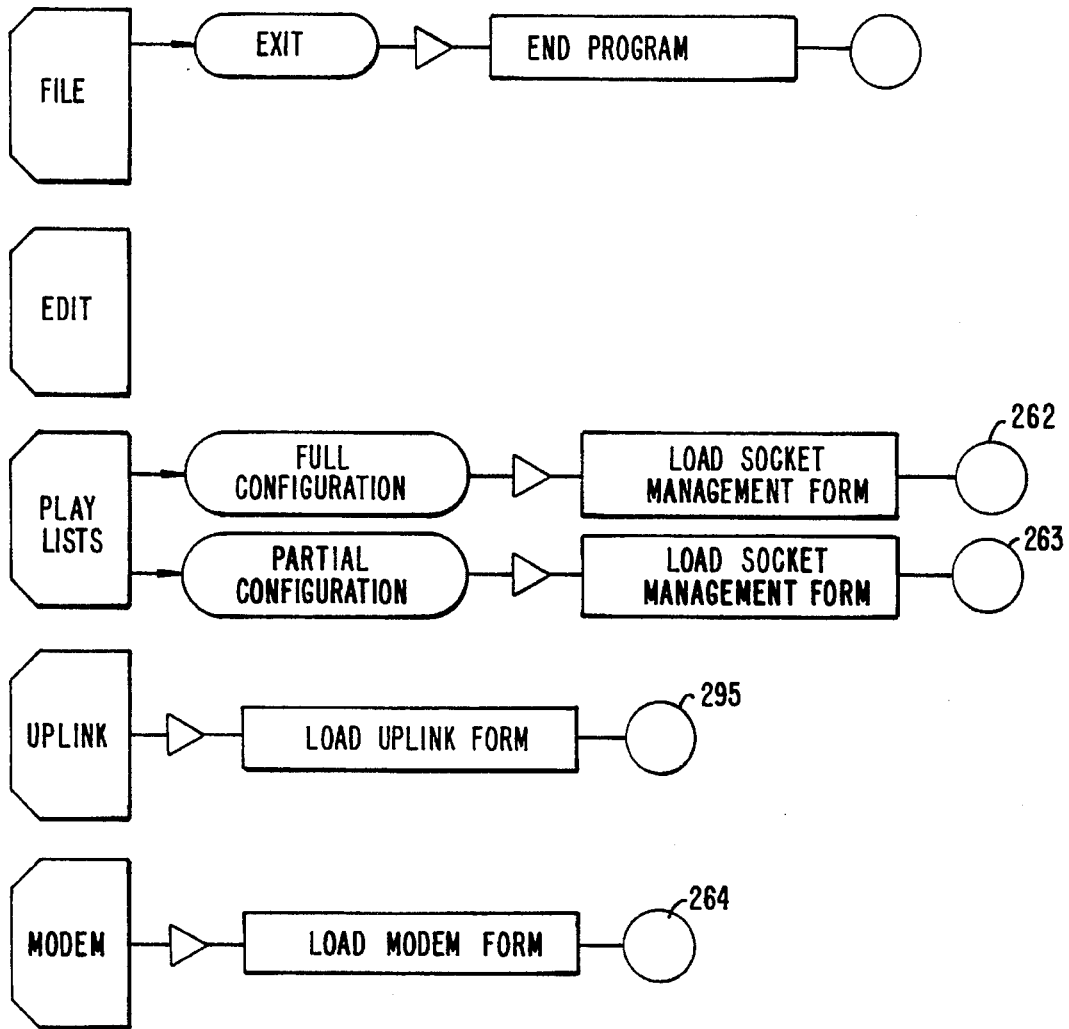
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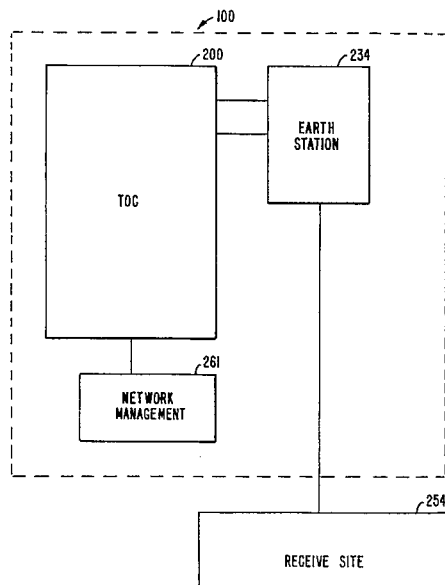
FIG. 5.

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