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(12) **United States Patent**  
**Christensen et al.**

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(54) **SYSTEM AND METHOD FOR  
ADVERTISEMENT TRANSMISSION AND  
DISPLAY**

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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 323 days.

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(65) **Prior Publication Data**

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(51) **Int. Cl.**  
**G06F 17/00** (2006.01)

(52) **U.S. Cl.** ..... **707/812; 707/737; 455/3.06**

(58) **Field of Classification Search** ..... None  
See application file for complete search history.

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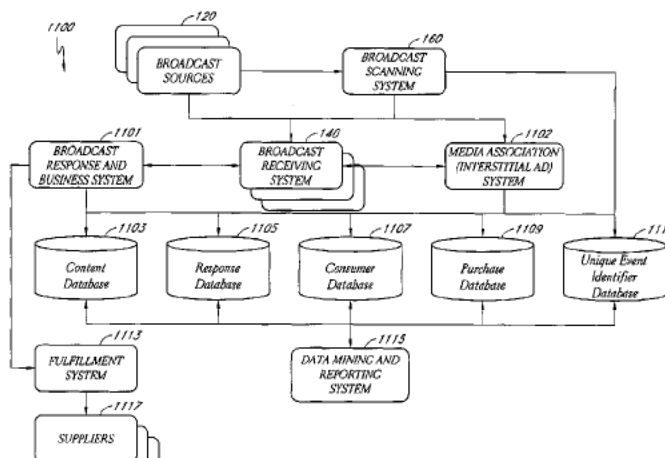
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(57) **ABSTRACT**

The disclosure herein provides systems and methods for a media enhancement system configured to associate a secondary media signal (for example, the secondary media signal can comprise an advertisement) to a primary media signal (for example, a radio broadcast). The disclosure herein additionally provides systems and methods for a media enhancement system that enables the generating, transmitting, displaying, and/or responding to a plurality of associated and/or unassociated secondary media signals, based on a primary media content from a primary media signal, user characteristics (for example, demographic and/or geographic information), and/or third-party preferences (for example, the goals of advertisers). The secondary media signals can be used to enhance the primary media content already being provided to the user on a user device. The secondary media signals can also be used to create psychological associations or relationships with the primary media content already being provided to the user.

**24 Claims, 14 Drawing Sheets**



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FIG. 1

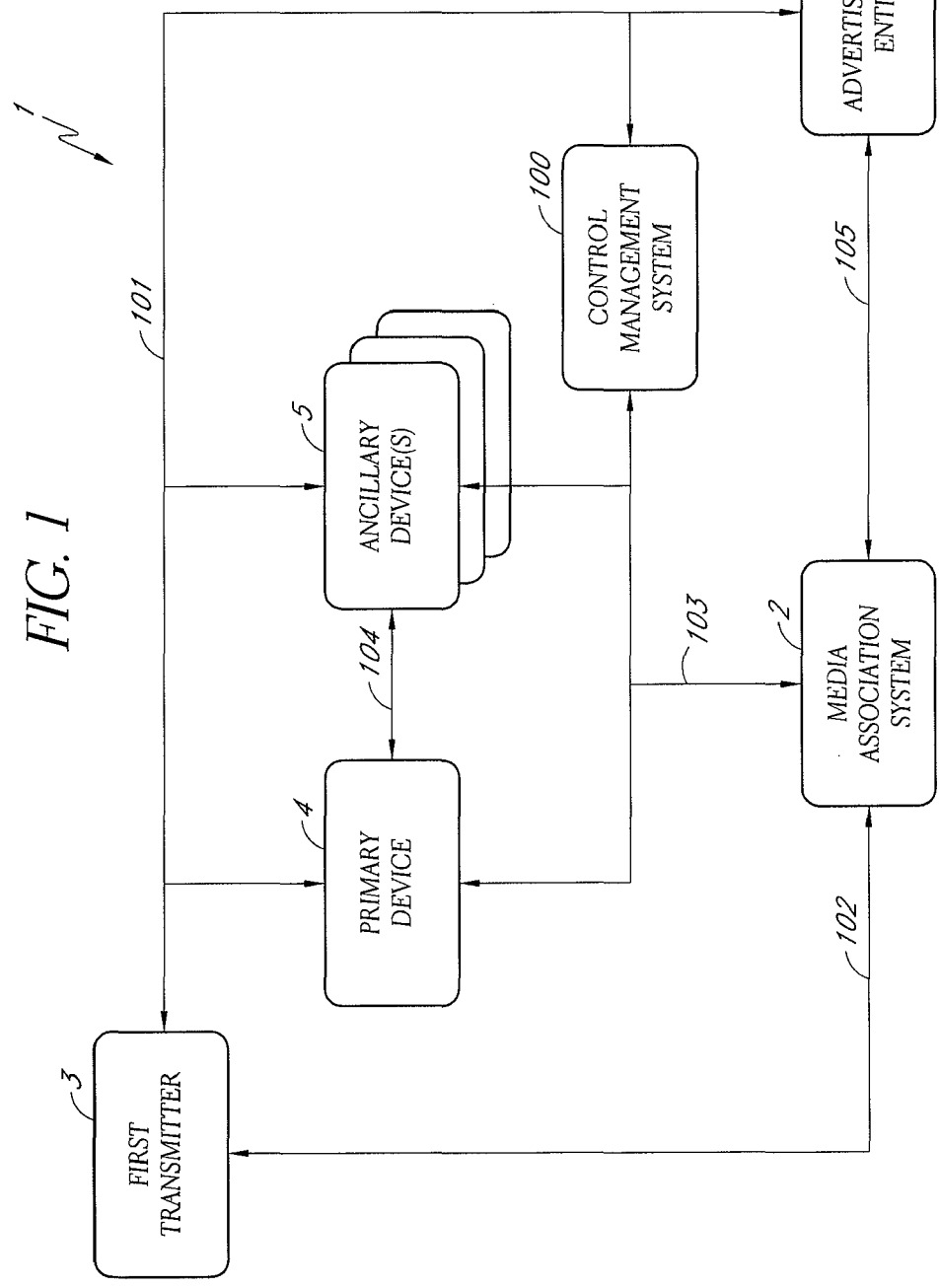


FIG. 1A

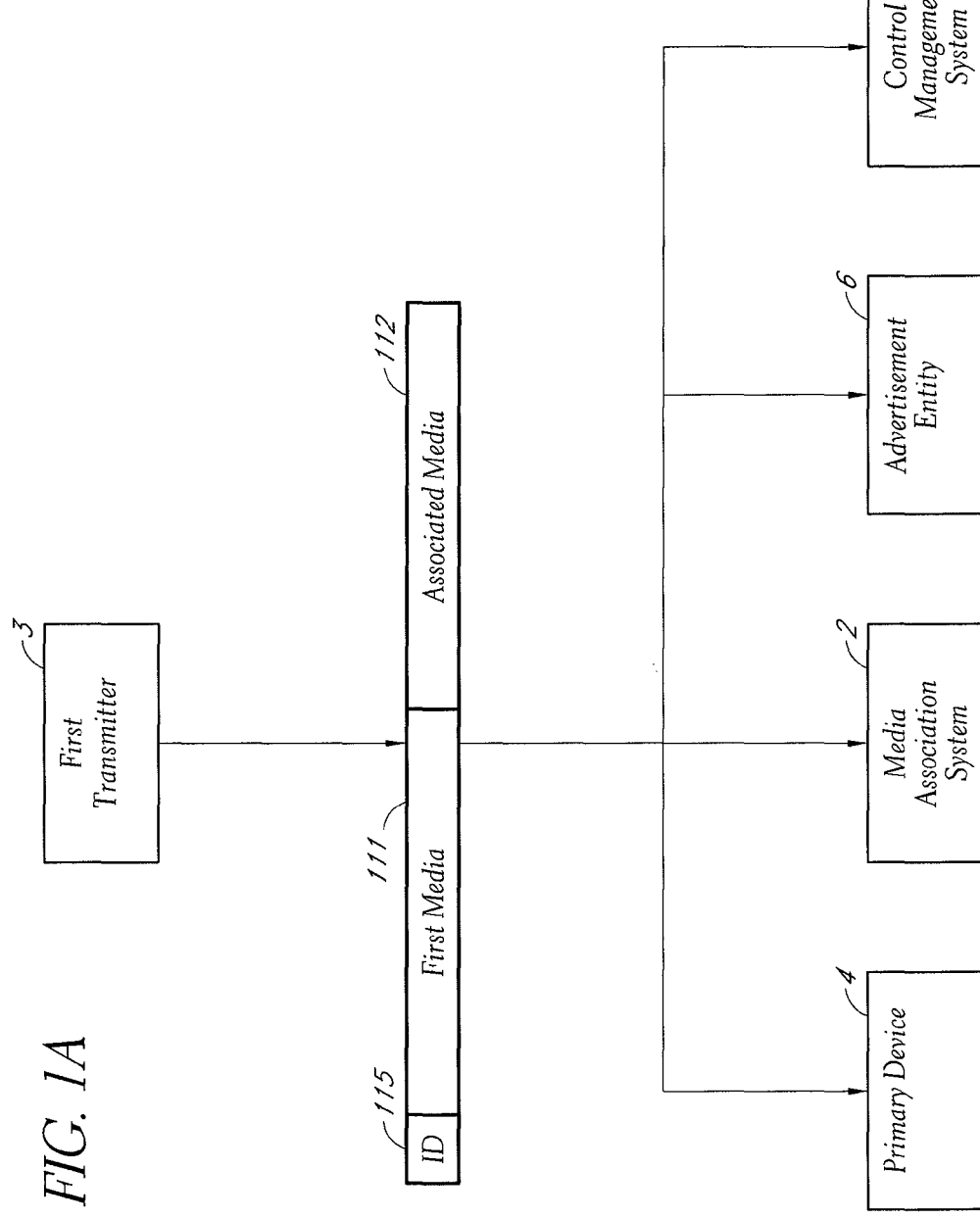
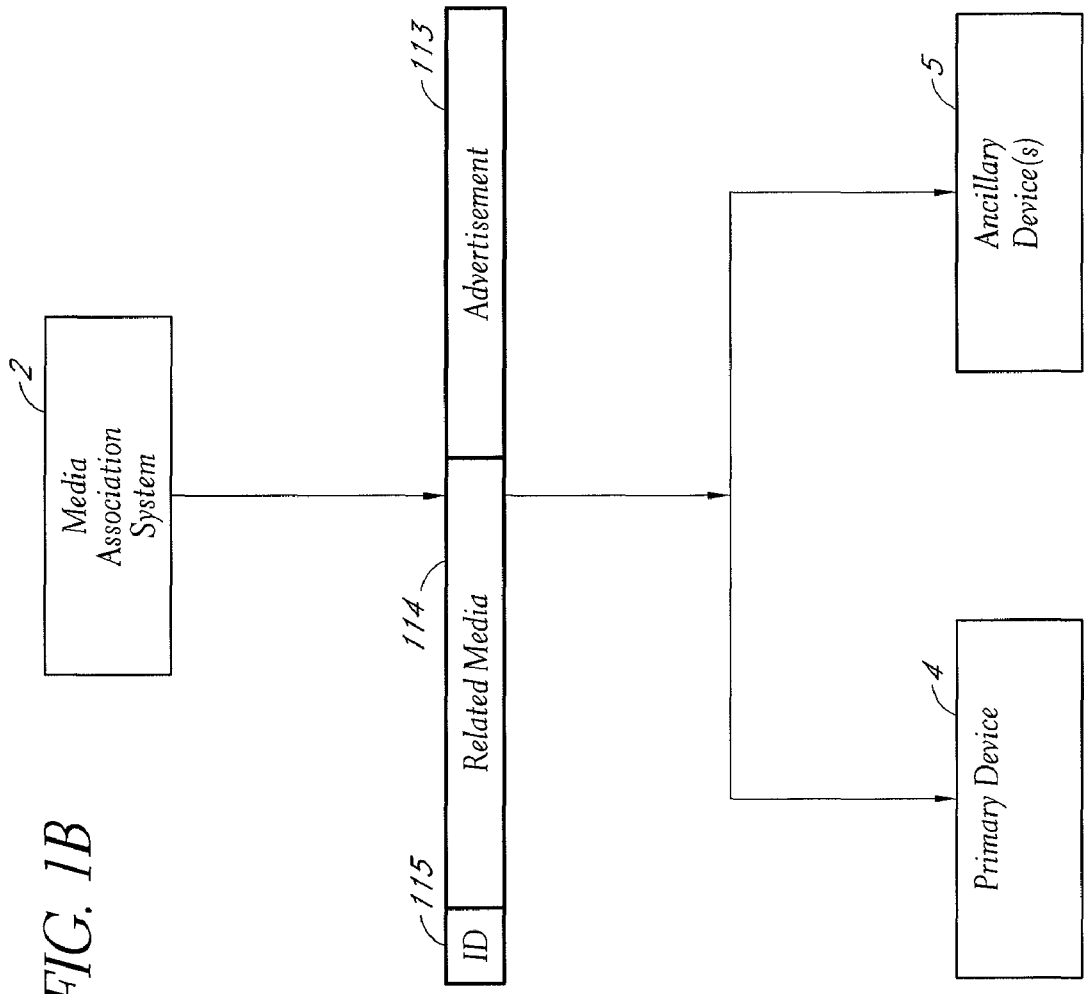


FIG. 1B



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