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Crosby et al.

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- (54) **INTERNET-BASED INTERACTIVE RADIO SYSTEM FOR USE WITH BROADCAST RADIO STATIONS**
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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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(57) **ABSTRACT**

An interactive radio system is provided for use with broadcast radio stations wherein feedback is provided to subscribers of the system via the Internet. Interactive radio mobile units are mounted within vehicles or at other locations. Each mobile unit includes a receiver for receiving radio broadcasts, a GPS system for determining the location of the vehicle, and a wireless transmitter for transmitting interactive radio control signals to a network operation center. While listening to a radio broadcast, the subscriber selects program segments of interest by pressing an interactive radio control button on the mobile unit. The program segments are, for example, individual musical selections, advertisements or the like. In response, the mobile unit transmits the carrier frequency of the radio broadcast, the date and time, the geographical location of the vehicle, and a subscriber identification signal to the network operation center using the wireless transmitter. The network operations center determines the identity of the selected program segment based upon the information transmitted from the mobile unit. Then, the network operation center accesses databases providing information pertaining to the selected program segment and provides the information to the subscriber via the Internet, such that the information can later be retrieved by the subscriber using a home or office computer or the like. By providing feedback via the Internet, the subscriber need not make decisions immediately regarding purchase of goods or services while listening to a radio broadcast. Moreover, a vast amount of information may be provided to the subscriber facilitating the purchase of goods or services or the like.

(21) Appl. No.: **09/459,025**

(22) Filed: **Dec. 10, 1999**

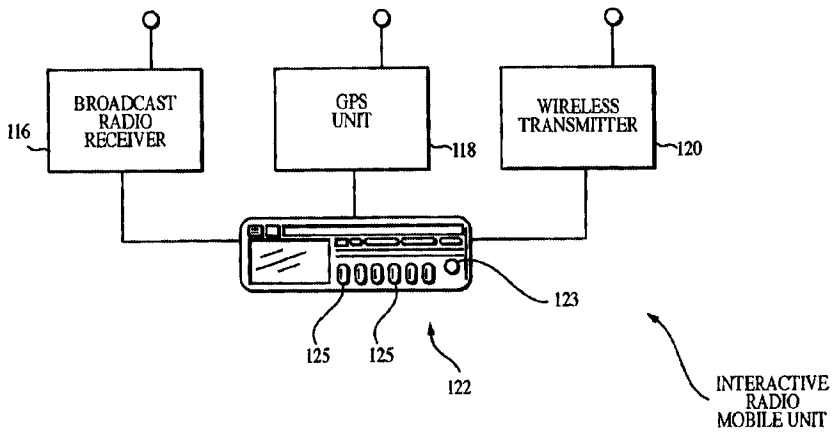
- (51) **Int. Cl.⁷** **H04B 1/40**
- (52) **U.S. Cl.** **455/77; 455/150.1; 455/503; 455/154.1; 455/414.1**
- (58) **Field of Search** **455/414, 456, 455/77, 552, 557, 575, 550, 150.1, 154.1, 161.1, 346, 503; 725/24; 705/26; 370/352, 353; 701/213**

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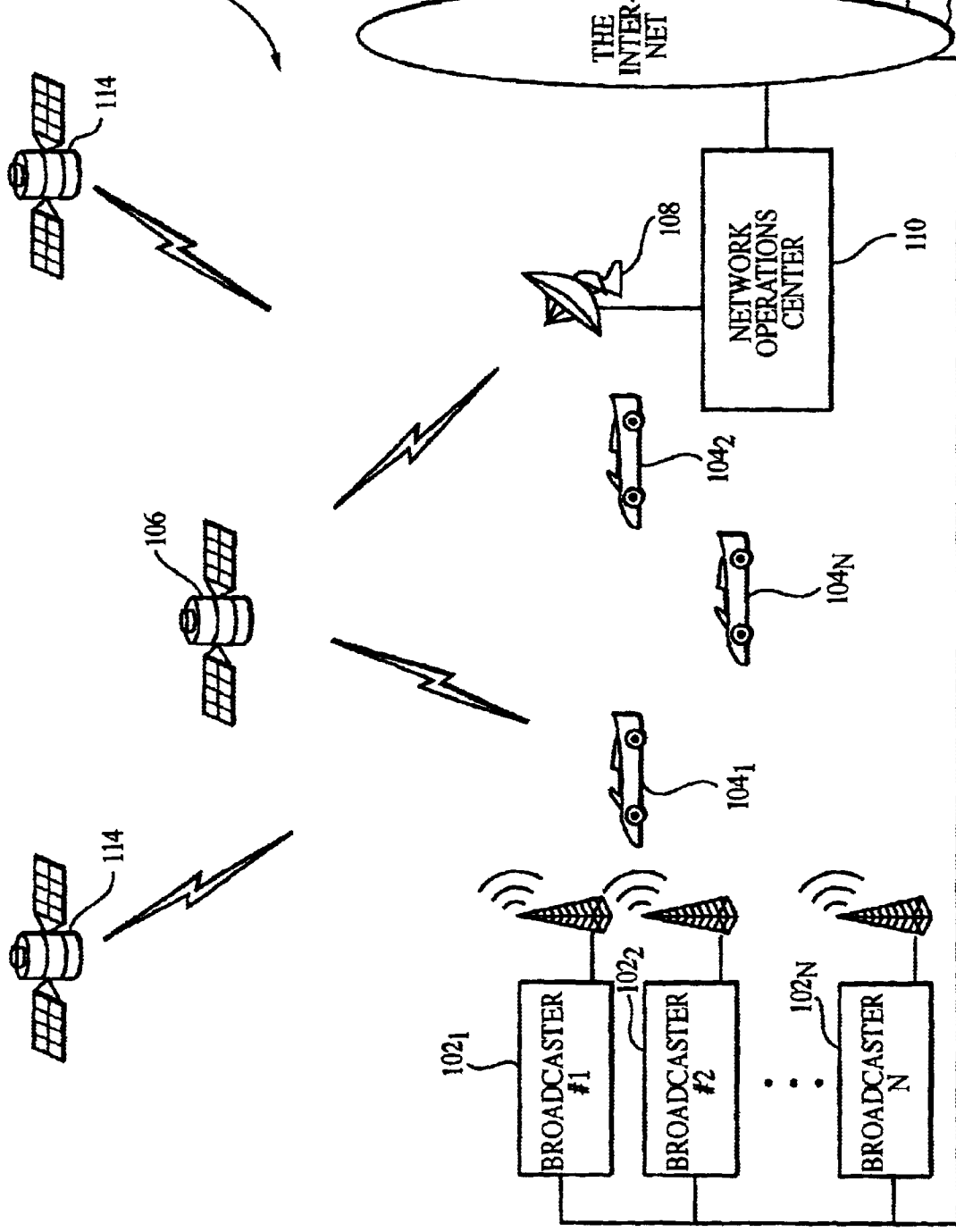
34 Claims, 9 Drawing Sheets



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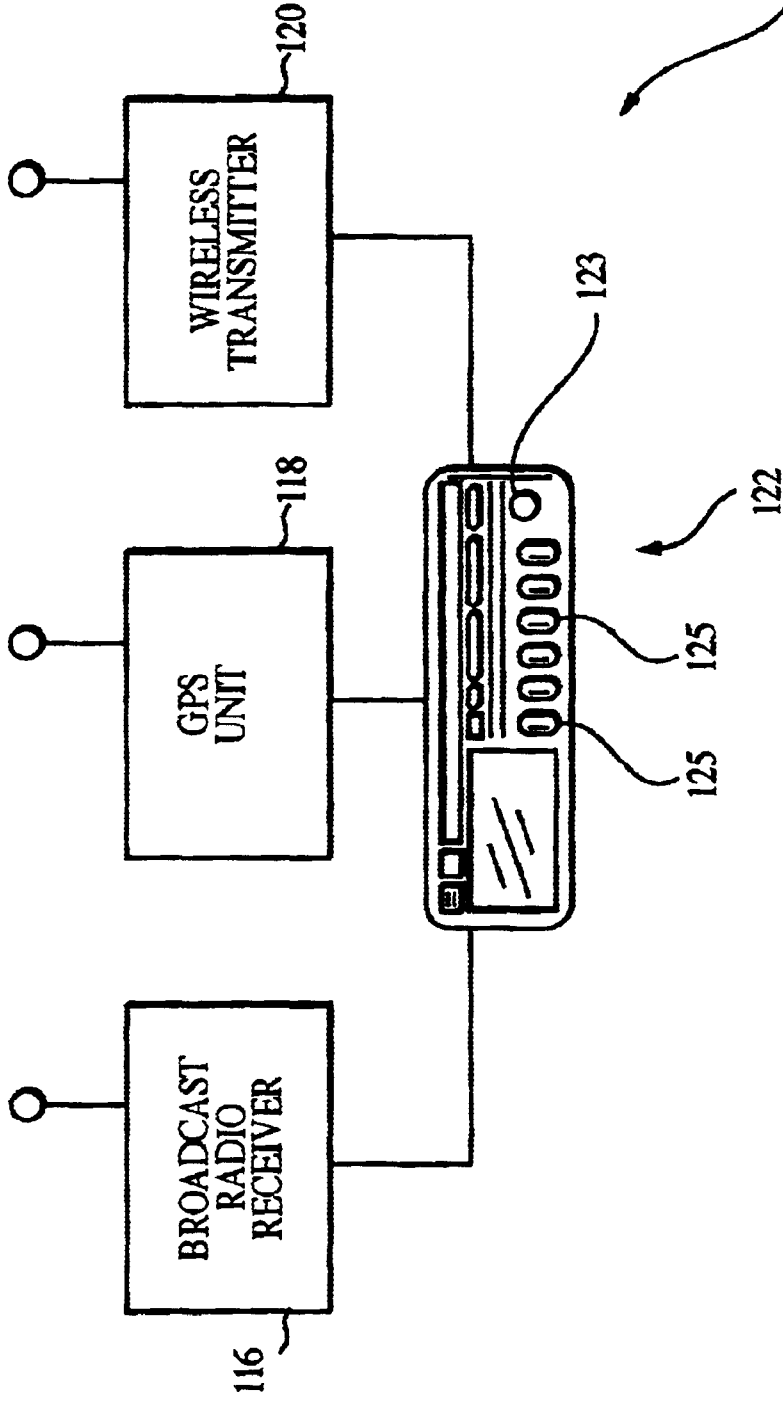


FIG. 2

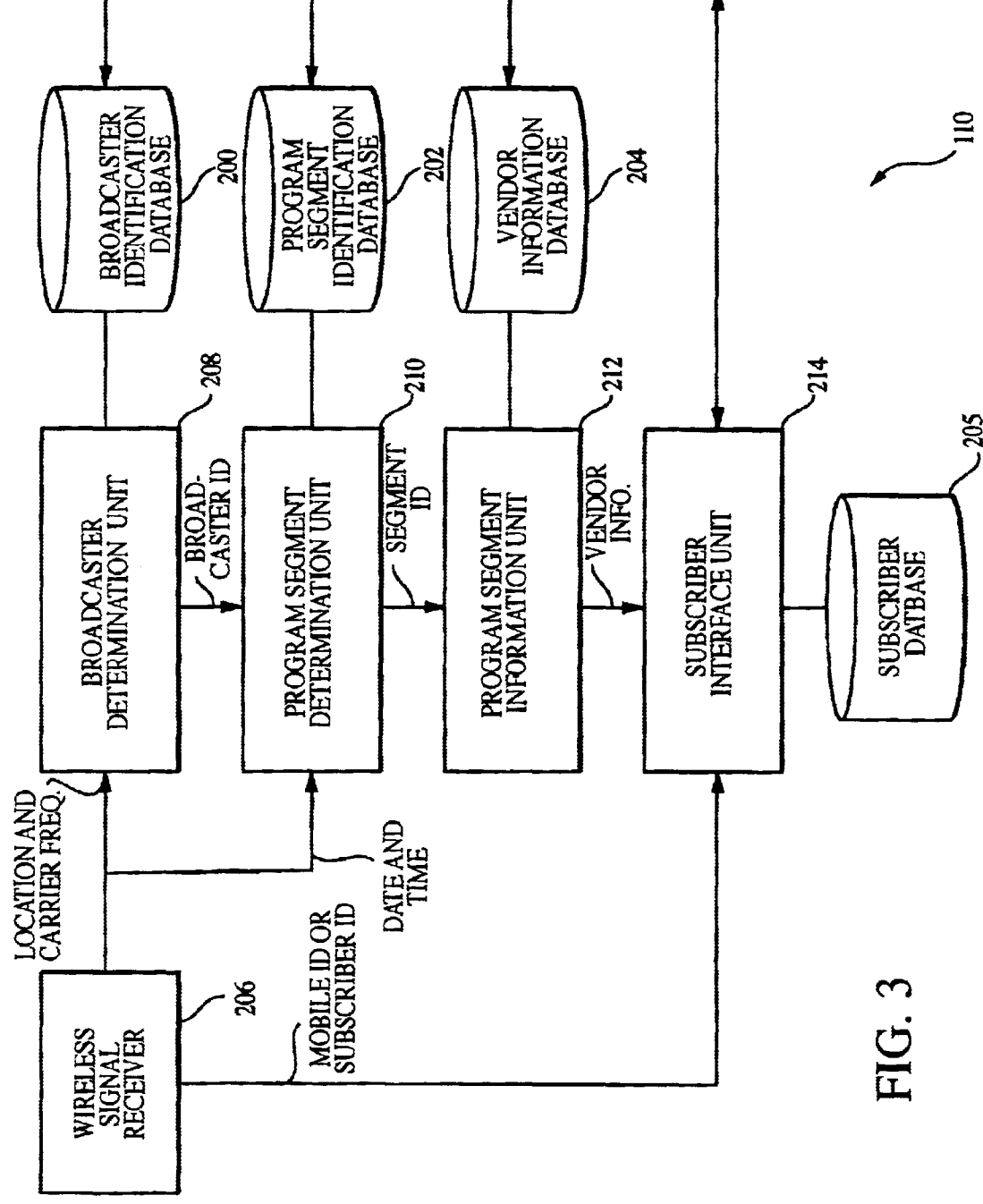


FIG. 3

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