

(19) (KR)
(12) (A)

(51) 。 Int. Cl.7
H04N 7/173

(11)
(43)

10-2004-0073575
2004 08 19

(21)	10-2004-7011188 ()		
(22)	2004 07 19		
(62)	10-1998-0708817		
	: 1998 11 02		2002 05 02
	2004 07 19		
(86)	PCT/US1997/007499	(87)	WO 1997/42763
(86)	1997 05 02	(87)	1997 11 13

(30)	60/016,871	1996 05 03	(US)
	60/032,038	1996 11 26	(US)
(71)		94538	39650 3
(72)		94583	310
		94025	#10 1326
(74)			

:

(54)

(255)	가	(200)	.	,	.	,	.
(250)	(220)	.	.	,	.	,	.

2a

가 , 가 , , , ,

- 1 가 가
- 2(a) , , 가
- 2(b) 가 2(a) (promotional)
- 3(a) , 가
- 4(a) 가
- 4(b) 가 4(a)
- 5(a) 가
- 5(b) 가 5(a)
- 6(a) 가
- 6(b) 가 (virtual channels) 가
- 6(c) 가 6(a) 6(b) 가
- 6(d) 가 6(c)
- 7 가
- 8 가
- 9(a) 가
- 9(b) 가 (highlighted) 가
- 9(c)
- 10(a) 가 가
- 10(b)
- 10(c)
- 11(a)
- 11(b)
- 11(c)
- 11(d)

(pointer control) 가 가 , 가
 (PIP) 가 가
 (show) 가 가
 PIP 가 (flavor)'
 가 " (autotune)'
 (pay-per-view)
 가(authorize)
 가 (future program)
 (highlight) (record option)
 가 가 가 가
 (commercial icons) 가 가 가
 (cell) (seconds)가 가 가
 가
 1 가 / (100)
 (100) (110: distribution center) (multiple rece
 iving locations) (110)
 (116, 118, 120, 122) ;
 가 (110) (116-122)
 가 (115) ((, PBS) (v
 ertical blanking interval: VBI) (116, 118, 120, 122)
 c mechanisms) (non channel specifi
 (116, 118, 120, 122) (113)
 (140) (110) (117) (140)
), (119 113) (115)(
 (134), VCR(136), / IRD, (138)
 , PCTV 가 , /
 가 가 가 가
 가 가 가 가
 가 가 가 가

(tickler) PIP 가

가 가 RAM, 가 ROM (list)

가 (grid format) 가 "y"

B1 4,706,121, 5,479,266 5,479,268 StarSight Telecast 가

(115) (115) (processing capability) (110) (110)

(115) (115) (115) (110) (110)

115) (115) (110) (110) (110)가

2 가 가 (200) 가 (200) 2 (220 250)

) 가 2 가 (200) (220) Travolta가 NBC 가 3

가 (250) RCA "Enjoy Coke!" 가

가 가 가 가

(220 250) (color coded) (strategic positions) (

(220) (default) 가) (250)

(infomercial)

system) (back - channel) (two way s

가 (200) (240) (245) (245) 가

(245) 가 (245) 32,

PBS,

(per time slot) 가 (arrangements) 가 가

가 가 가

(graphic enhancement) 가 가

2(b) (260) (260) (220) 가 (2

20) (260) (260) 가 (200)

(275) 가

2(b) (275) "Amid the flash of 70's Disco, an aspiring young dancer...."
 NBC 가 (275)
 가 가 가
 가

(260) (280) (275)
 (call letters), (NBC)
 (280) (275) 가 가 (275)
 (260) (280)
 가 가 가

(pay-per-view)
 가 가 가 가
 가 가 가 가
 가 가 가 가
 가 가 가 가
 가 가 가 가
 가 가 가 가
 가 가 가 가
 가 가 가 가 PIP
 가 가 가 가 (show) PIP 가

3(a) (320) (330 340) 가 (300) 가 (300)
 ,가 (300) 가 (22)

0) (320) 가 가 (350) (350) (3(b)). 3(b) (350)
 (350)

4(a) 가 (400) 4(a) (Wednesday) (410) 가
 (week) 가 가 가
 가 (400) (420) 가 (420)
 (450) (4(b)), (420)
 (450)
 (420)
 (460)

(470)

5(a) 가 (500) ,가 (500)
 (520) , 가 (520) (520) (550)(5(b)) (500)
 , 가 (500)
 PIP 가 (550)

(550) (560) , 가
 (570)

가
 가
 , 가
 , 가
 가

(system wide messages)

Magnavox 가 Magnavox
 가 가
 가 가
 가 가
 가 가

6(a) 가 (600) ,가 (600)
 (600) 가 (640) .가 (6(b)) ,가
 b) 가 (640) (launch) , 가 6()
 ,가 (640) — 가 (URL) —
 , 6(b) 가 (620)
 ,가 6(b) 가 (640) 6(a) (620)
 , 6(c) (650)

6(c) Se
 infeld , Seinfeld 가 3 NBC , (660, 665, 669) Comedy Network URL 가 U
 RL - 가
 가 (680) 가 6(d) 가 NBC 가

6(d) (688) , 가 6(b) 가 (600)
 가 (640) , 6(a) (620) 가 가
 “ (hypertuning)’ , 가 가
 가 , 가 가 (688)
 - - -

가 가 , 가 6(c) (660, 665, 669)
 가 “ (searching)’ , 가
 , 가
 (toggle)

7 - (705) (710 715) 가 (700
) 가 (700) , (705) , (705) (time slice)
 가 , (705) , (705)

7 (710) (710) 가 (710)
 , (710) (710) 가
 , 가 , 가

15) (715) 가 (715) 가 , 가 (715) , (7

8 가 (800) (800) (800) 가 (810) 가 (810)
 (805) , (800) , (810) 가 (810) 가
 810) , (800) , 가 가 (

가 가 가
 가 가 가

9(a) 가 (900) , 가 (900) , ,
 , 가 가 가 가 가 (900) 가 가
 , 가 , 가 , 가 , 가

9(a) (National News)' 9(b) 가 (900) (920)
(920) CNN 가
가 (920) CNN 가 (premium fee)
CNN

(920) 9(c) (940) (940)
(video clip) 가
PIP (tickler)
(Au
dio- Video- Interleaved: AVI)
(920)
가

10(a) 가 “ ” “ (Pro Scores)' 가 ()
900) 가 (1000) 10(b) (1020) (920) 가
(1020) ESPN 가
ESPN 가 (1020) ESPN,

(1020) (1040) 10(c)
(1040) 가 (logical fashion)
(1040) 가
, NFL , AVI
가

11(a) 가 “ ” “ ” 가 (900)
가 (1100) 11(b) (1120) “ ” 11(b)
(East Bay) 가

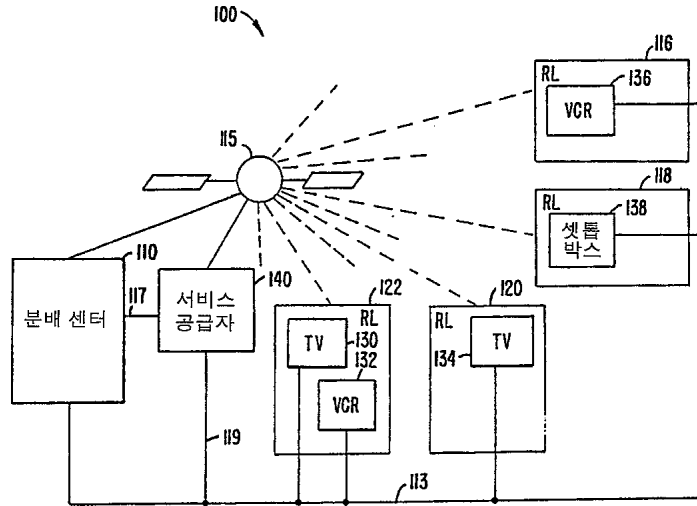
11(b) (1140)(11(c)
(column)
(1140)
11(d) 가 (1160) (1180) 가 (1
120) 가 (row) 가 11(e) 가

12 가
(1205)(), (1210), TV (1215)
VCR(1220) (1225) 가
(1205) , PCTV, VCR
가

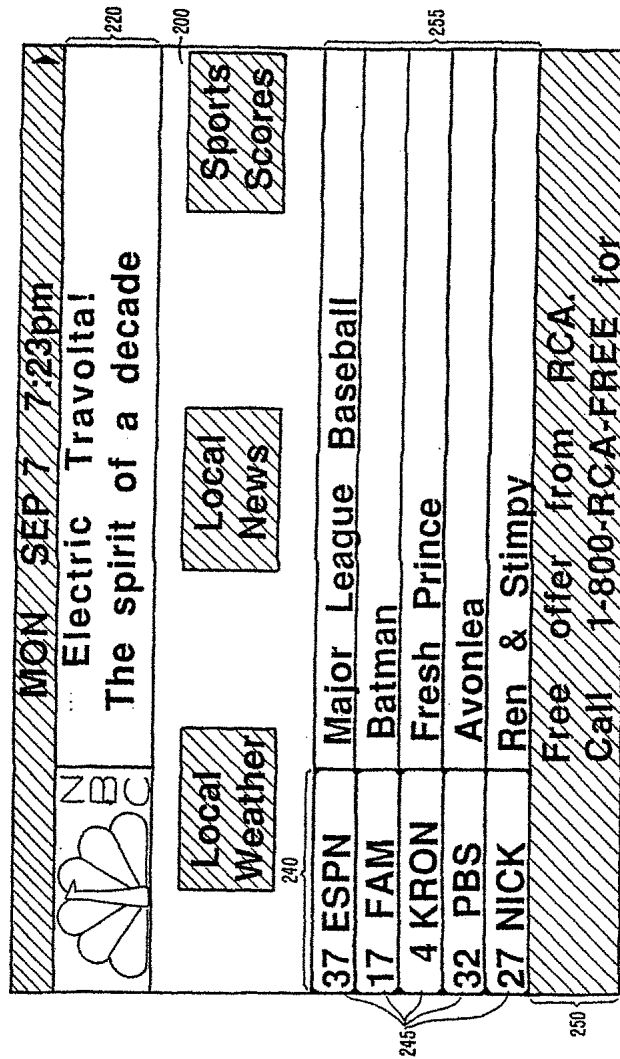
(1230) 가 , (1205)
 e) (1240) 가 (1240: plug-in program guide controller modul
 (1205) 가 (1205) 가 가 (1240) 가 가 (1240) 가
 가 가 (1240) 가 , 가 , , ,
 가 (1240) 가 , (1240) 가 가 가
 (1205) , , 가 가 가
 가 IC, , ROM, RAM,

(57)
 1. 가 ,
 TV ,
 recording) (viewing) (marking) (r
 ,
 TV
 1 ,
 1 가 1 TV
 1 가 (guide capability)
 ,
 가 , 1
 (viewer)

1



2a



Cancel



John Travolta in
"Staying Alive"

280

260

Amid the flash of 70's Disco, an aspiring young dancer lands a role in a production, and jeopardizes his relationship with a young woman.

2b


275

The electric performance that defined an era, John Travolta, Cynthia Rhodes (Stereo)

3a

THU SEP 10 8:00pm		300
NBC	Brand New Friends!	330
	Joeey gets a new job.	
7 KPIX	Mathnet: Despair in Mo	
21 SHOW	City Slickers	
22 HBOE	Bingo	
26 DISC	All in a Day's Work	320
37 ESPN	Major League Baseball	
17 FAM	Batman	
4 KRON	Fresh Prince	
32 PBS	Avonlea	
27 NICK	Ren & Stimpy	
Free offer from RCA		340
Call 1-800-RCA-FREE for		

3b

	N B C	Cancel	Brand New Friends! Joey gets a new job.
---	-------------	---------------	--

350

Contest!

Identify the character played by Tawnee Welch in this episode and be the first to call 1-800-NBC_FRND, and you will win a guest role on the show for yourself! (Employees of NBC not eligible.)


- 2nd Place will win \$1200 cash!
- 3rd Place wins Friends T-Shirt

4a

S T A R S I G H T						
OCT	WED	THU	FRI	SAT	SUN	MON TUE
30	8:00P			8:30P		
NBC	Tonight on DATELINE, Profanity in the classroom?					
KGO	Beverly Hills 90210					
SHOW	Jury Duty					
HBO	Mask of Death					
DISN	Wolves of Willoughby Chase					
ESPN	Baseball					
FAM	The Waltons		Highway to Heaven			
KRON	Dateline					
KPIX	Ellen		Drew Carey			

8:05P

460 **Tune Now** 420 **Record** 450

NBC 

Tonight on DATELINE,
Profanity in the classroom?

English teacher Cecilia Lacks is fired from St. Louis inner-city high school for allowing use of profanity in a creative writing class. 46
 Students, teacher, and officials are interviewed in this provocative segment.

DON'T FORGET!!
NBA FINALS, Friday at 6:00
Watch the Sonics battle Chicago!

5a

S T A R S I G H T						
OCT	WED	THU	FRI	SAT	SUN	MON TUE
30	8:00P			8:30P		
NBC	Monday Night, November 4th Heats Up with BACKDRAFT!					
KGO	Beverly Hills 90210					
SHOW	Jury Duty					
HBO	Mask of Death					
DISN	Wolves of Willoughby Chase					
ESPN	Baseball					
FAM	The Waltons			Highway to Heaven		
KRON	Dateline					
KPIX	Ellen			Drew Carey		

8:05P

550

570
Record

560
AutoTune

NBC



Monday Night, November 4th
Heats Up with BACKDRAFT!

Spectacular fiery blazes, now including footage not seen in theaters, light up this film tribute to firefighters. Director Ron Howard focuses on sibling rivalry and the hunt for a mysterious arsonist.


5b

The NBA FINALS, Friday at 6:00!
Catch the Sonics at Chicago!

6a

S T A R S I G H T							
	MON	TUE	WED	THU	FRI	SAT	SUN
OCT 30	9:00P		9:30P				
NBC	Seinfeld - Visit Jerry, and NBC on the Web!						
KGO	New York Undercover						
SHOW	Bulletproof Heart						
HBO	48 Hrs.						
DISN	The Adventures of Huck Finn						
ESPN	Baseball Tonight						
FAM	Rescue 911						
KRON	Seinfeld						
KPIX	48 Hours						
							8:05P

6b

		S T A R S I G H T						
		MON	TUE	WED	THU	FRI	SAT	SUN
OCT	30	9:00P						
NBC		Monday Night, November 4th Heats Up with BACKDRAFT!						
KGO		New York Undercover						
SHOW		Bulletproof Heart						
HBO		48 Hrs.						
DISN		The Adventures of Huck Finn						
ESPN		Baseball Tonight						
FAM		Rescue 911						
KRON		Seinfeld						
KPIX		48 Hours						

8:05P



Seinfeld - Visit Jerry,
and NBC on the Web!

Seinfeld

660

(<http://www.nbc.com/seinfeld>)

Must see on NBC tonight!

665

(<http://www.nbc.com.index.html>)

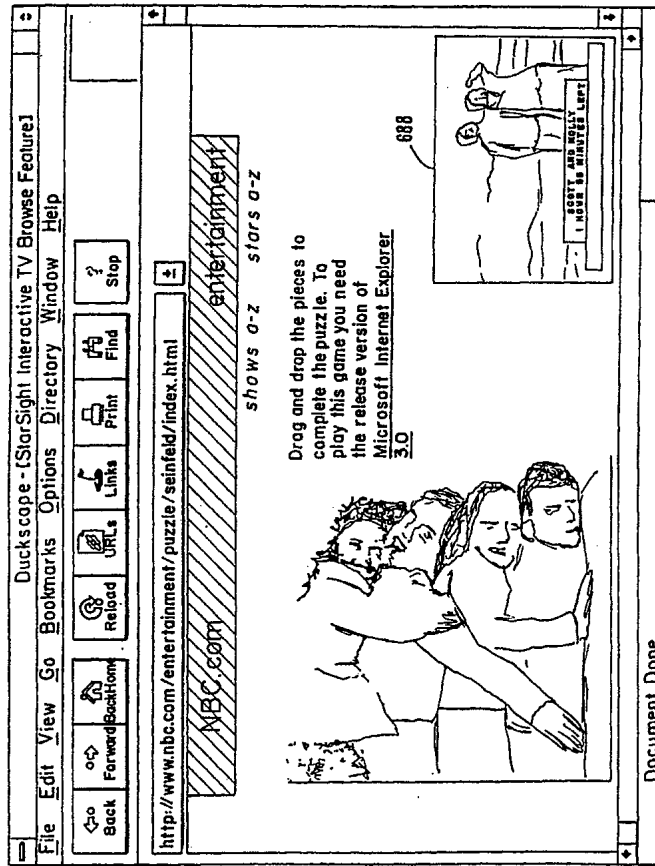
6c

Internet Comedy Network

669

(<http://www.net.comedy.com>)

6d



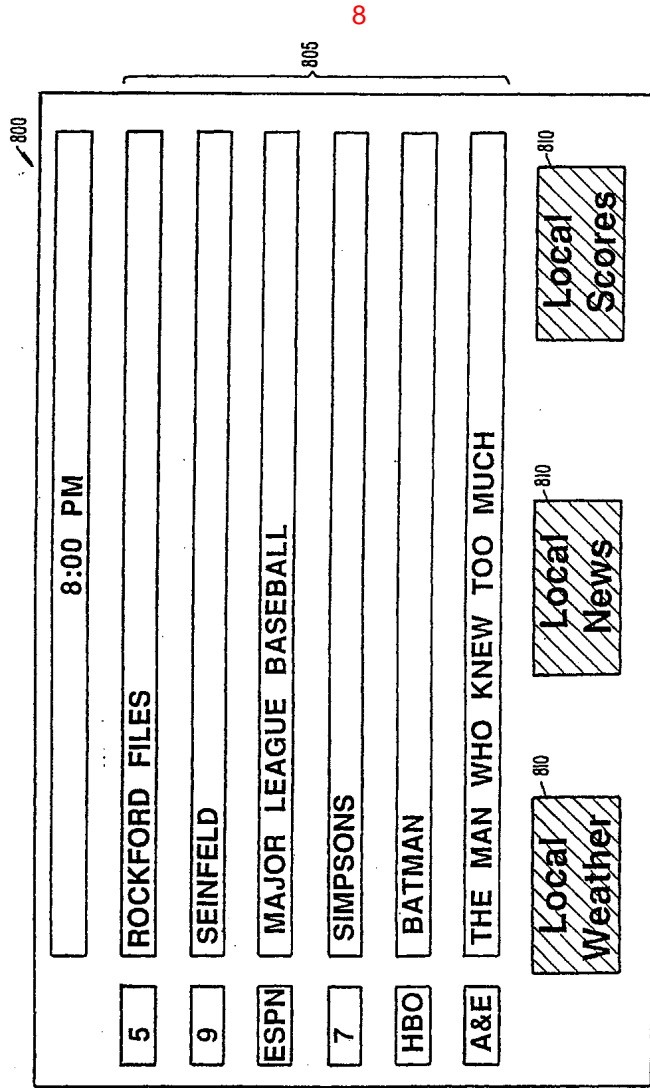
880

<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Check out Cher in NBC's Movie of the Week at 9:00 Tonight</p> </div>	
	8:00 PM
5	ROCKFORD FILES
9	SEINFELD
ESPN	MAJOR LEAGUE BASEBALL
7	SIMPSONS
HBO	BATMAN
A&E	THE MAN WHO KNEW TOO MUCH
Giant's Clinch Pennant and Head for the World Series!....	

700

705

7



9a

900

STARSIGHT NEWS SERVICES

Use ARROWS then ENTER to choose

State and Local News
 National News
 World News
 News Extra
 Entertainment
 Weather
 Sports Stories
 Pro Scores
 College Scores
 Horoscopes

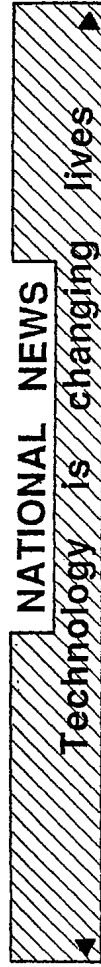
9b

920

NATIONAL NEWS

Use ARROWS then ENTER to choose

* Technology is changing lives
 * Congress set to pass bill
 * Volunteers team up for kids
 * Bad news for some states
 * Safety of new cars at issue
 * High court ready to judge
 * Housing deal may open door
 * Vacancies down across nation
 * Stuntman falls short
 * Space program hits roadblock



940

Silicon Valley, Sept. 24 (AP) - Can't figure out how to install that new device on your computer? How about programming your VCR? Even though many products appear complicated, people are finding that technology is changing their behavior and their ability to discover a world

9c

10a

1000

STARSIGHT NEWS SERVICES

Use ARROWS then ENTER to choose

State and Local News
 National News
 World News
 News Extra
 Entertainment
 Weather
 Sports Stories
 Pro Scores
 College Scores
 Horoscopes

10b

1020

PRO SCORES

Use ARROWS then ENTER to choose

NBA Scoreboard
 NFL Scoreboard
 NHL Scoreboard
 PGA Leaderboard

10c

PRO SCORES		NFL SCOREBOARD	
SF	10 F	Bal	37 F
Hou	9	StL	31
Pit	20 F	Det	7 F
Atl	17	NYG	35
GB	13 F	Was	31 F
Tam	7	Ind	16
Phi	20 F	Cin	28 F
Car	9	Jac	21

1040

STARSIGHT NEWS SERVICES
Use ARROWS then ENTER to choose

- State and Local News
- National News
- World News
- News Extra
- Entertainment
- Weather
- Sports Stories
- Pro Scores
- College Scores
- Horoscopes

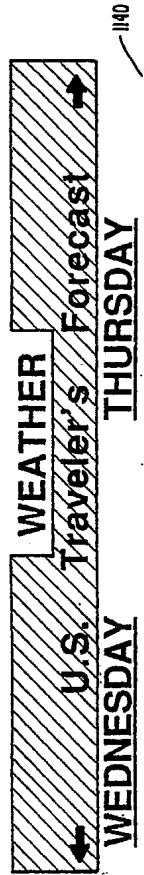
11a

WEATHER
Use ARROWS then ENTER to choose

- Local Area Forecast
- U.S. Traveler's Forecast
- Int'l Traveler's Forecast
- Berkeley
- Hayward
- Monterey
- Oakland
- Palo Alto
- Salinas

11b

1120



Albuquerque	46/29	Damp
58/36 PSunny		
Anchorage	22/17	Lt.Snow
16/6 PSunny		
Atlanta	79/60	PCloudy
72/56 PSunny		
Boston	64/47	PSunny
66/48 MSunny		
Chicago	66/49	PCloudy
68/50 PSunny		

11c



- Local Area Forecast
- U.S. Traveler's Forecast
- Int'l Traveler's Forecast
- Berkeley
- Hayward
- Monterey
- Oakland
- Palo Alto
- Salinas

11d

WEATHER
Berkeley Forecast

1080

WEDNESDAY October 30, 1996
 Winds: NW, 16mph Hum: 48%
 Day: High 66. Mostly cloudy windy & cold.
 Night: Low 46. Clear breezy & cool.

THURSDAY
 66 / 45. Mostly sunny & breezy

FRIDAY
 71 / 50 Sunny & breezy

11e

