

INTELLIGENT PAPER

Xerox Corporation

Initial Bidding Guidance: Low 6 Figures

This portfolio is directed to methods and systems by which a user, via manipulation of a detection device to capture information from a marking medium in the form of a coded substrate much like a typical hardcopy document, may then access a corresponding electronic file or digital document, or may cause certain actions to be performed at a local or remote device, via a network. By manipulating the detection device, the user can capture machine-readable markings, from which data such as novel action/medium identifiers are then provided to other devices and systems on the network. The action/medium identifiers may be provided in visible or invisible machine-readable markings that encode and integrate in one or more encoded values, a medium (substrate) identifier, an action identifier, and an access control code.

Each action/medium identifier can be used to obtain an action identifier that can be provided through a network to an action device that is prepared to automatically produce the desired action. The action/medium identifier may also uniquely identify the marking medium. Because the action/medium identifier identifies both the marking medium and the appropriate automatic action, the marking medium allows a user to obtain the desired automatic action in a non-disruptive, streamlined manner, that is, in a way that does not disturb normal use of the document, such as reading and writing, and does not affect the document appearance. The coded substrate can act as a remote extension, analogous to an input peripheral, to a corresponding digital document in a repository in a digital computing system.

Further, a variety of actions can be performed through devices already distributed on the network, such as: the presentation to the user, via a local handheld device such as a mobile communications device, the corresponding digital document, thus to benefit from a panoply of enriched multimedia content; or, the automated performance of computational or networking operations relevant to the human-readable information already present on the coded substrate. For example, such information may be processed for digital rights management, translated to another language, archived, printed, faxed, or emailed.

Users can instantly obtain additional reference and analysis relevant to the text in a book. Real-time mapping information can be provided. A new level of personalization can accompany product catalogs. Paper forms can be completed and processed in real-time. The daily news can come alive as a rich, multimedia experience. These assets represent a new kind of interdocument communication and collaboration, which combines the best aspects of print and digital media. This portfolio can bridge the gap between hardcopy and digital documents, by preserving the portability, permanence, and context of print and complementing it with the dynamic nature of digital information.

Forward Citing Companies: Anoto Group AB, Avago Technologies, Canon, Denso Corporation, Digimarc, E2interactive Inc, Eastman Kodak, Ebay, Ericsson, Fujifilm, Google, Haven Networks, Hewlett-Packard, Hitachi, Honeywell, IBM, Intellectual Ventures, Leapfrog Enterprises, Livescribe, Mattel, Microsoft, Neopost SA, Nintendo, Nokia, Olympus, Panasonic, Philips, Pitney Bowes, Qualcomm, Ricoh, RPX, Safran S.A., Samsung, Scanbuy Inc., Scientific Games Corp., Seiko, Sony, Tessa Technologies, Twitter, Universal Electronics Inc, Wagic Inc., Wells Fargo, Silverbrook Research Ltd

TECHNOLOGY

RECOGNITION, PROCESSING, AND PRESENTATION OF DATA IN HARDCOPY AND ELECTRONIC FORMATS

NOVELTY

CODED SUBSTRATES WITH MACHINE-READABLE MARKINGS CAN BRIDGE THE GAP BETWEEN HARDCOPY AND DIGITAL DOCUMENTS

IMPORTANCE

A VALUABLE PORTFOLIO FOR COMPANIES INVOLVED IN ADVERTISING, HARDCOPY DOCUMENT TRACKING, DOCUMENT SECURITY, AND DOCUMENT/MULTIMEDIA PRODUCTION INCLUDING FORMS, BOOKS, CATALOGUES, MAPS, PERIODICALS, AND REFERENCE MATERIALS

NUMBER OF ASSETS

2

US PATENTS (2)

6,330,976
6,752,317

Priority Date: 04-01-1998

Representative Claim: US 6,752,317 – Claim #10

A method for operating a pointing device to perform an action through a network, comprising: recording input signals of machine-readable markings from an area of a marking medium using a camera integral with the pointing device; decoding on a processor integral with the pointing device using the recorded input signals of the machine-readable markings to obtain an identifier; the identifier identifying the marking medium and a location of the area of the marking medium; and forwarding the identifier using network connection hardware integral with the pointing device to an action device coupled to the network to perform the action specifically for a user identified by the pointing device.

Contact:

For more information on the assets available for sale in this portfolio, contact Paul Greco.

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