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Palmer

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[54] **INTERACTIVE SYSTEM FOR PROCESSING VIEWER RESPONSES TO TELEVISION PROGRAMMING**

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[52] **U.S. Cl.** **348/1**; 348/13; 455/2; 455/5.1

[58] **Field of Search** 348/1, 2, 7, 12, 13; 455/2, 4.2, 5.1, 6.1, 6.2; 358/84, 86; H04N 7/16, 7/173

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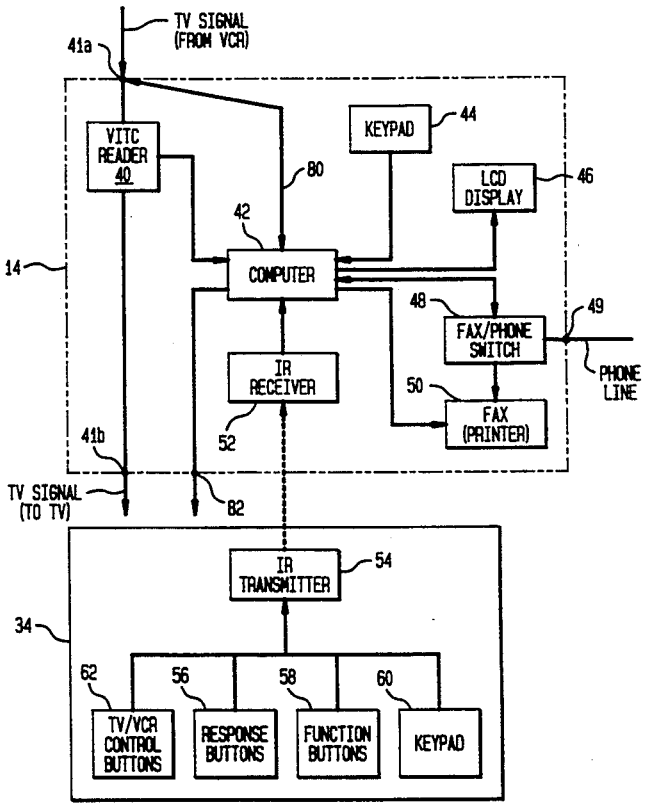
[57] **ABSTRACT**

An interactive television system includes a central exchange and a plurality of consoles variously located at residences of viewers of TV programming. Each console includes a code reader capable of reading program codes, which are broadcasted with the TV signals of programs as unique identifiers thereof. A viewer, upon seeing a TV program of interest, actuates a button, and the console transmits to the central exchange an uniquely identifying console code together with the program code currently being read by the code reader. The central exchange then initiates a facsimile transmission or a datafile transmission of program data, retrieved from a database and associated with the received program code, to the console identified by the received console code.

12 Claims, 2 Drawing Sheets