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- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

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- with international search report (Art. 21(3))

[Continued on next page]

(54) Title: ANCILLARY EXPERIENCE-BASED PAIRING

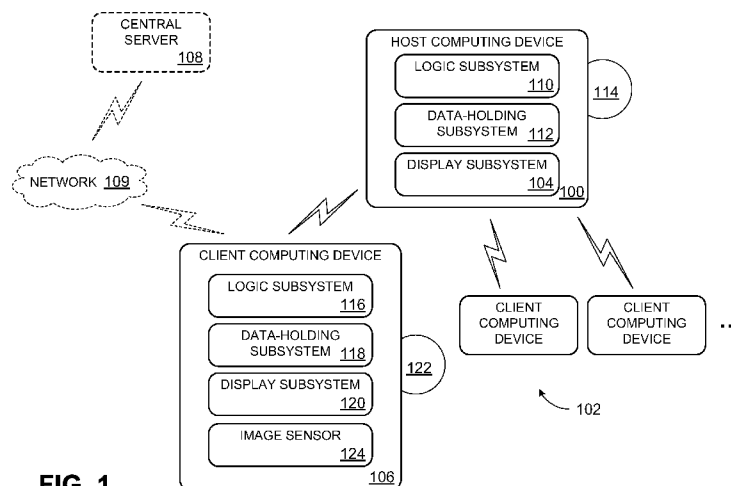


FIG. 1

(57) **Abstract:** Embodiments are disclosed that relate to ancillary experience-based pairing. One embodiment provides a method comprising displaying content on a display, and displaying a tag on the display along with the content, where the tag comprises an image encoding instructions for pairing with the host computing device. The method further includes, while displaying the tag, receiving registration information from a client computing device, comparing the registration information to expected registration information, and if the registration information matches the expected registration information, then establishing a pairing between the host computing device and the client computing device. The method further includes, upon establishing the pairing, providing an ancillary user experience to the client computing device, where the ancillary user experience including content ancillary to the content

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**A. CLASSIFICATION OF SUBJECT MATTER****G06F 15/16(2006.01)i, G06K 7/10(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

G06F 15/16; G06K 9/36; G06F 15/00; H04N 7/173; G06F 17/00; G06F; H04L 29/06; H04M 3/42

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: display, code, interaction

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2008-108718 A1 (TELEFONAKTIEBOLAGET LM ERICSSON et al.) 12 September 2008 See abstract; page 2, line 17-page 3 line 11; page 6, line 20-page 9 line 34; claim 1; and figure 2.	1-15
A	US 2008-0182561 A1 (KIM, S. H. et al.) 31 July 2008 See abstract; claims 1, 2; and figures 4-10.	1-15
A	US 2008-0123973 A1 (CHO, S. H. et al.) 29 May 2008 See abstract; claims 9-15; and figure 3.	1-15
A	WO 2005-001628 A2 (NEOMEDIA TECHNOLOGIES, INC.) 06 January 2005 See abstract; page 2, line 22-page 6 line 6; and claims 1-9.	1-15
A	KR 10-2007-0001309 A (PANTECH CO., LTD.) 04 January 2007 See abstract; claim 1; and figures 1-4.	1-15

 Further documents are listed in the continuation of Box C. See patent family annex.

\* Special categories of cited documents:

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"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&amp;" document member of the same patent family

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Information on patent family members

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