



AMTC IP Coverage

Online Education Provider
Transmitting Media to Personal
Computers
Compared to
Yurt '720 Claim 11

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Patent 6,002,720 Claim 11:

11. A method of distributing audio/video information comprising:

formatting items of audio/video information as compressed digitized data at a central processing location;

transmitting compressed, digitized data representing a complete copy of at least one item of audio/video information from the central processing location;

receiving, into a receiving means, the transmitted compressed, digitized data representing a complete copy of the at least one item of audio/video information at a local distribution system;

storing, in a storing means, the received compressed, digitized data representing the complete copy of the at least one item at the local distribution system; and

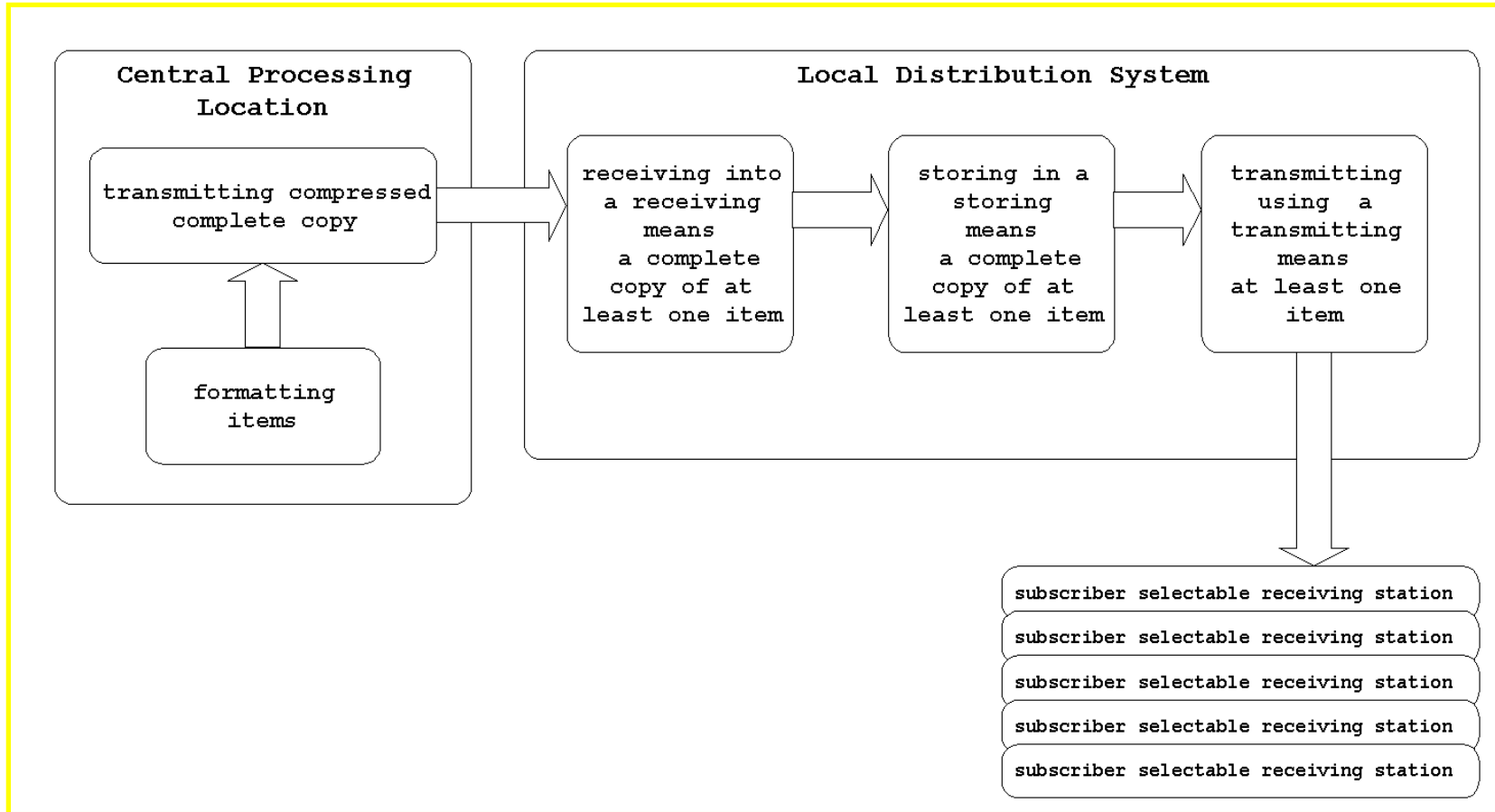
using the stored compressed, digitized data to transmit using a transmitting means a representation of the at least one item to at least one of a plurality of subscriber selectable receiving stations coupled to the local distribution system,

wherein the receiving means, the storing means, and the transmitting means are positioned at the same location,

and wherein the at least one of the plurality of subscriber selectable stations is located at a premises geographically separated from the location of the local distribution system.

Online Education Provider Transmitting Media to Personal Computers Compared to the '720 Patent Claim 11:

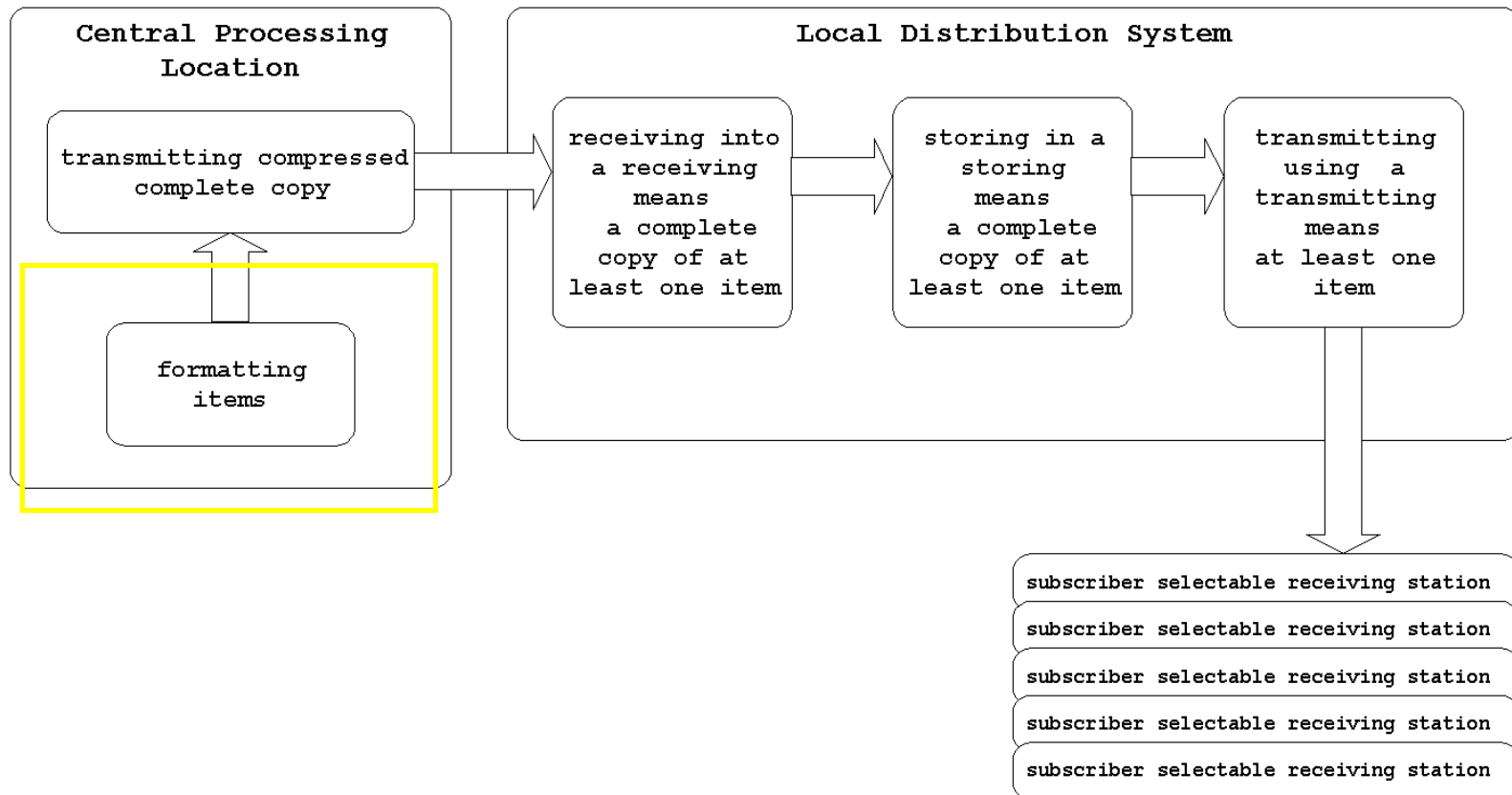
A method of distributing audio/video information comprising:



An online education provider transmits media (e.g., classroom lectures, demonstration videos) over the Internet to the personal computers of its students. This is an example of a method of distributing audio/video information.

Online Education Provider Transmitting Media to Personal Computers Compared to the '720 Patent Claim 11:

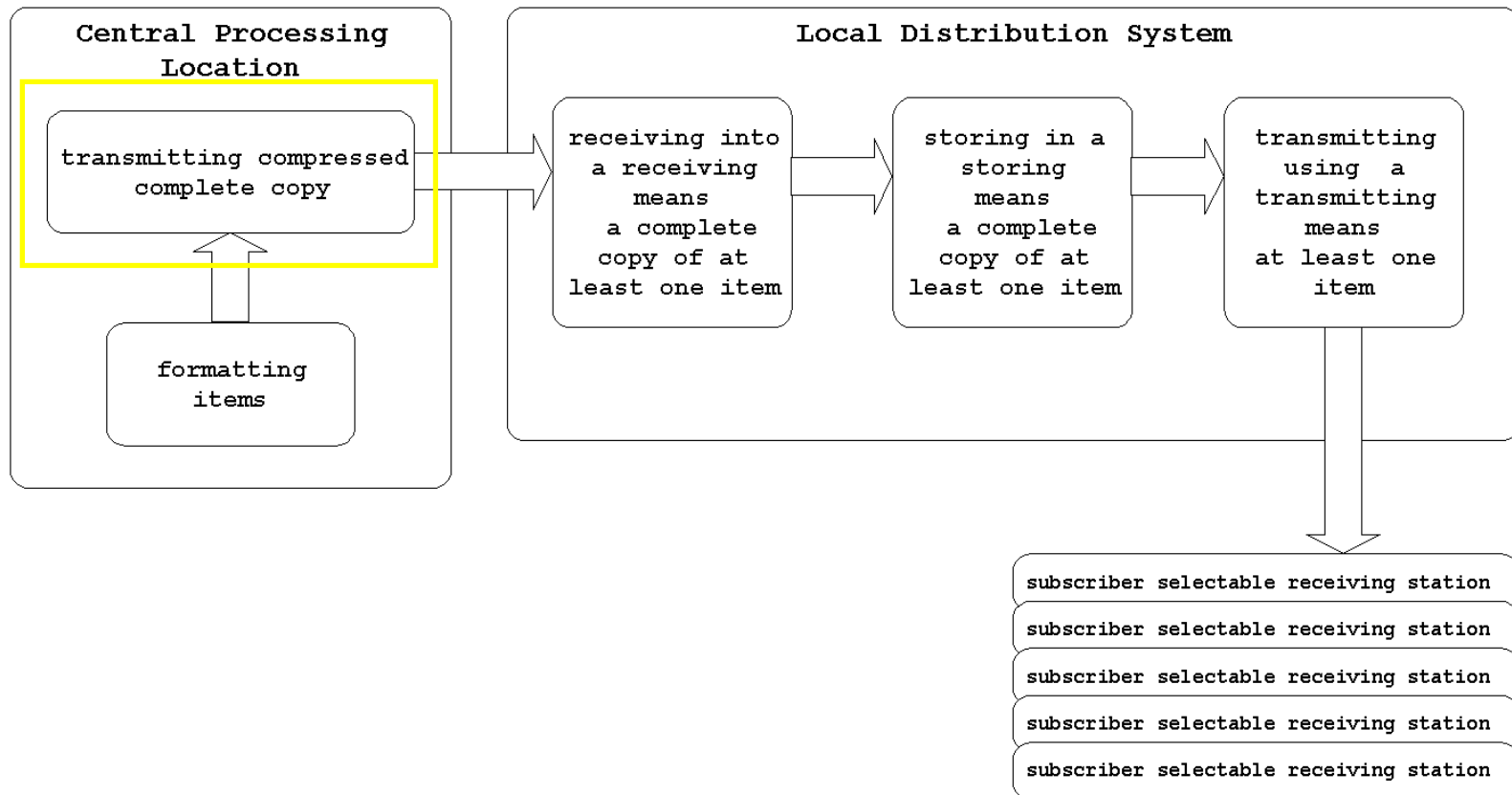
formatting items of audio/video information as compressed digitized data at a central processing location;



Physical media (e.g., videotape) is encoded (digitized and compressed). An online education provider, or an agent acting on their behalf, encodes the physical media prior to distribution to customers. Encoding is an example of formatting items as compressed digitized data.

Online Education Provider Transmitting Media to Personal Computers Compared to the '720 Patent Claim 11:

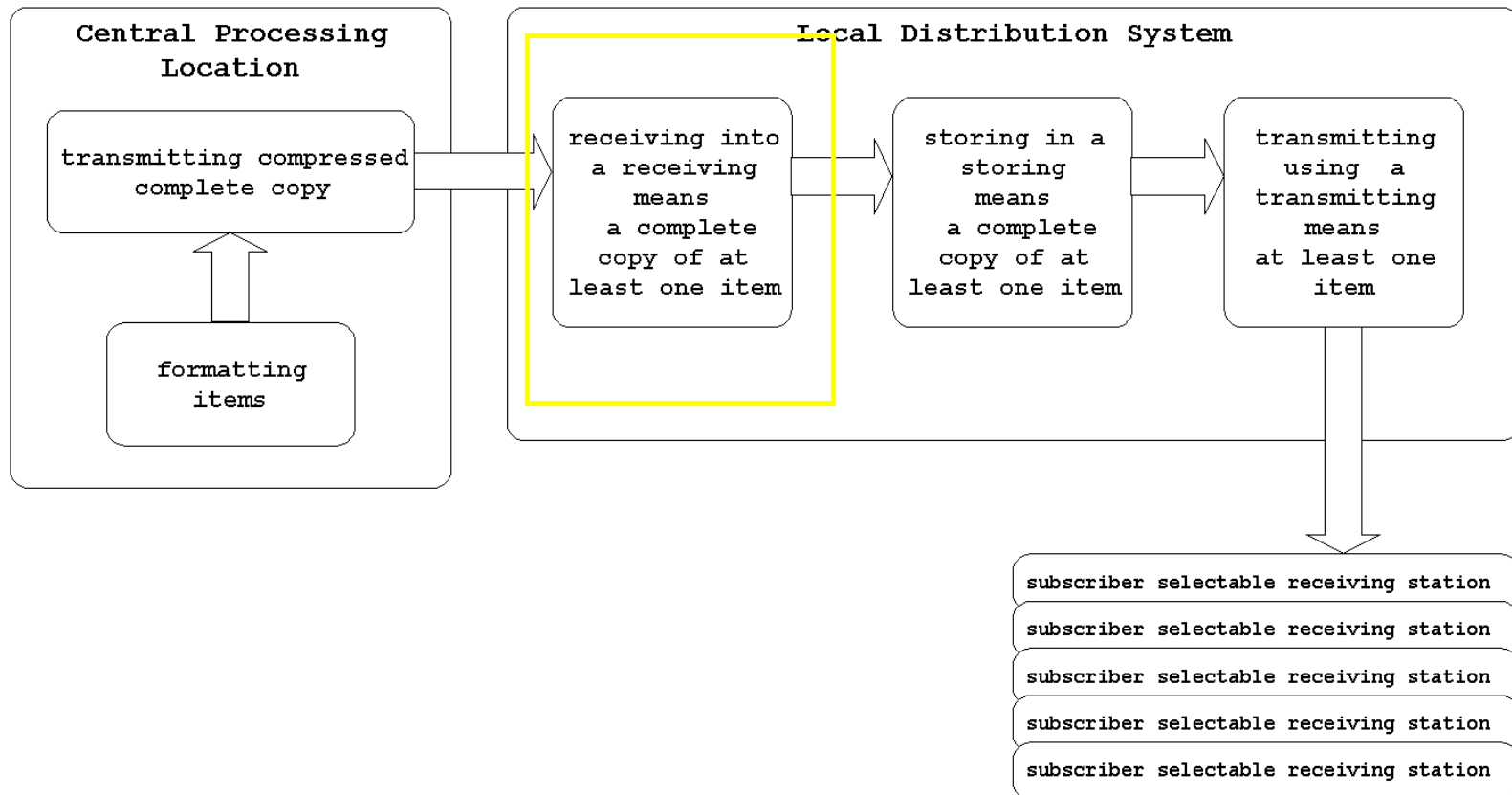
transmitting compressed, digitized data representing a complete copy of at least one item of audio/video information from the central processing location;



Once the media has been encoded, it is transmitted via a network connection to the online education provider's distribution location. This distribution location may be managed by the online education provider or by a content delivery network (CDN) or hosting provider acting on the behalf of the online education provider. This is an example of transmitting compressed audio/video information from the central processing location.

Online Education Provider Transmitting Media to Personal Computers Compared to the '720 Patent Claim 11:

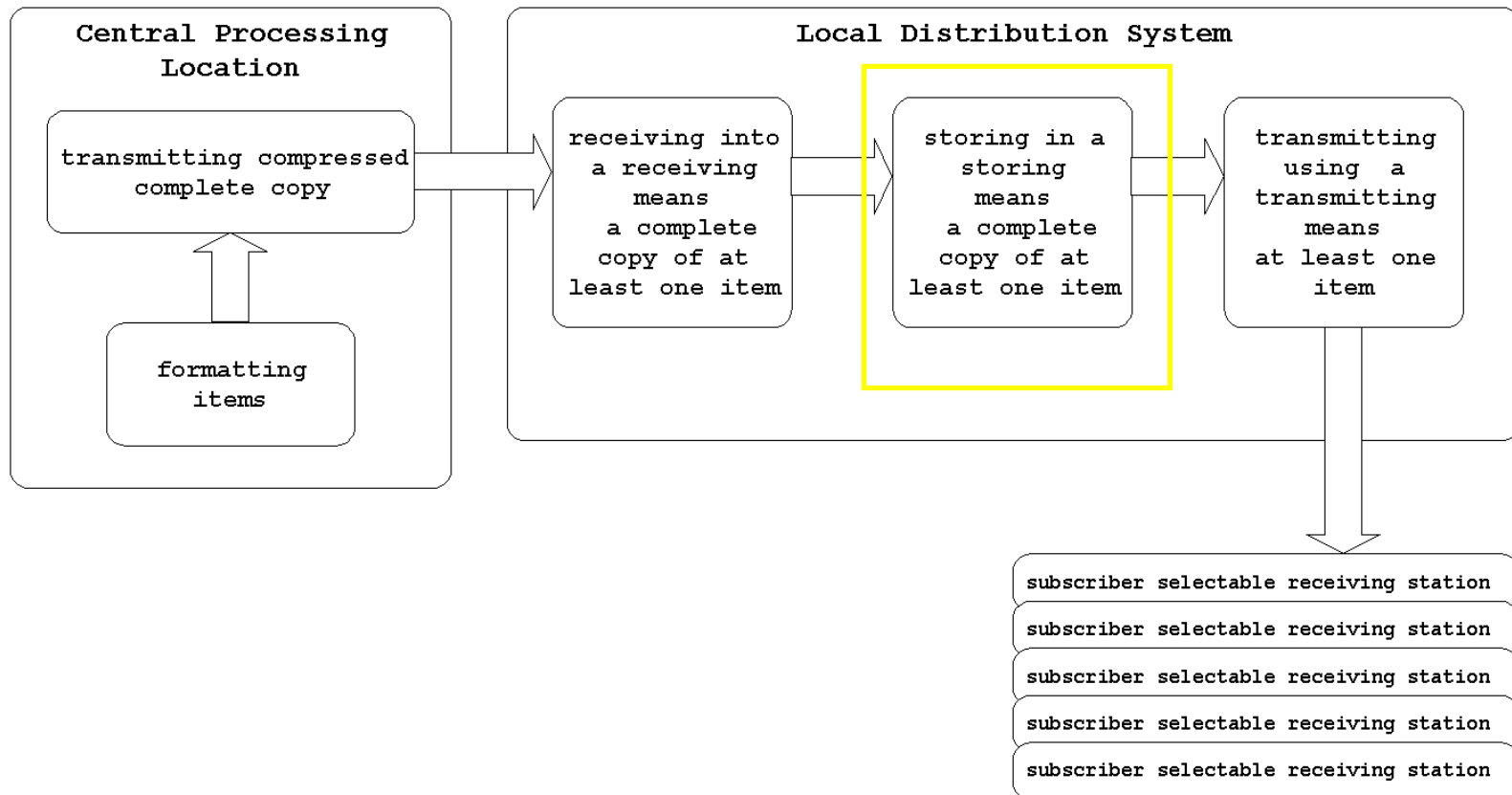
receiving, into a receiving means, the transmitted compressed, digitized data representing a complete copy of the at least one item of audio/video information at a local distribution system;



The encoded media is received via a network interface card (NIC) at the distribution location. The network interface card is an example of a receiving means.

Online Education Provider Transmitting Media to Personal Computers Compared to the '720 Patent Claim 11:

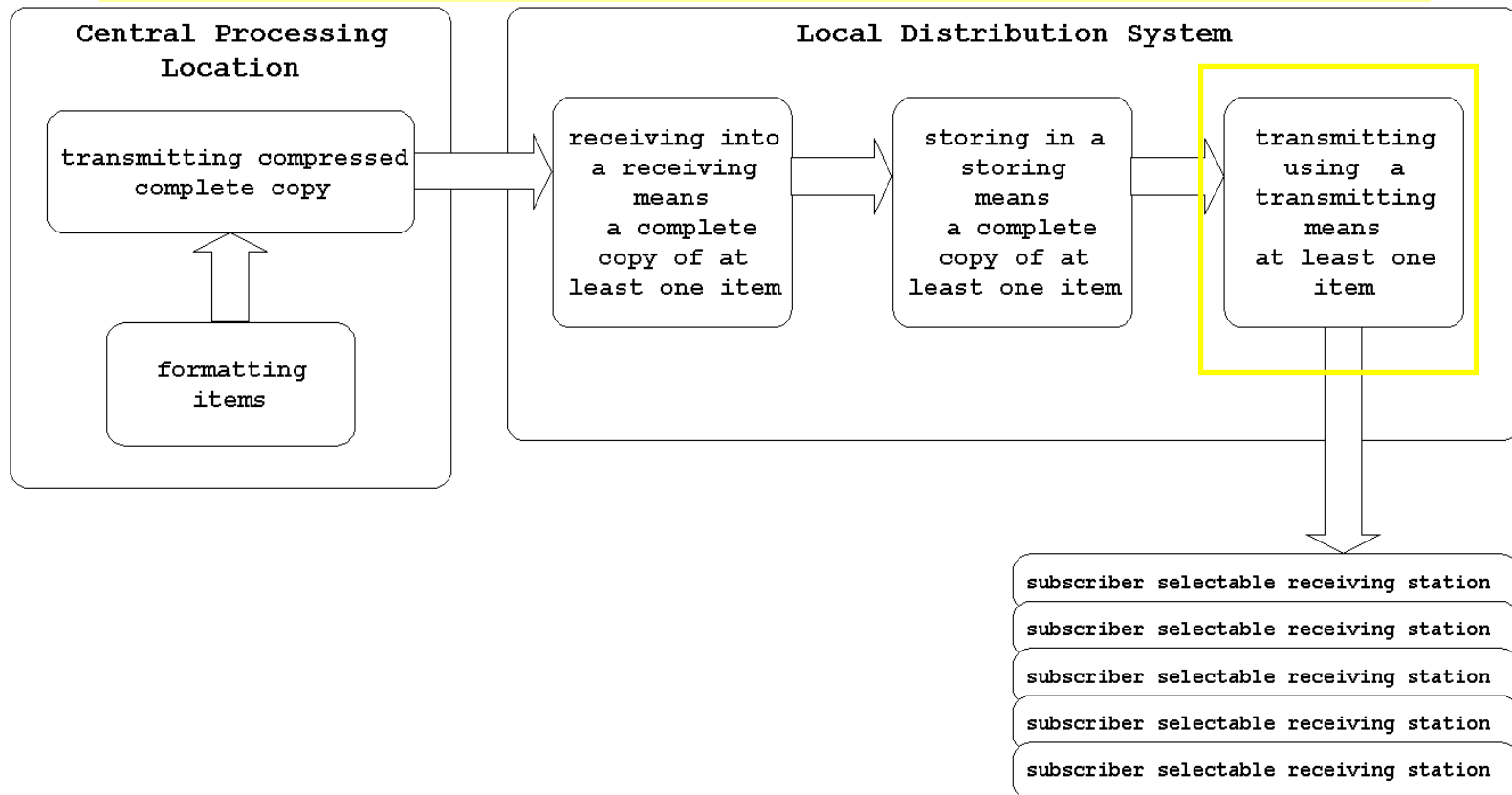
storing, in a storing means, the received compressed, digitized data representing the complete copy of the at least one item at the local distribution system; and



The received encoded media is stored on an array of storage devices. The array of storage devices is an example of a storing means at a local distribution system.

Online Education Provider Transmitting Media to Personal Computers Compared to the '720 Patent Claim 11:

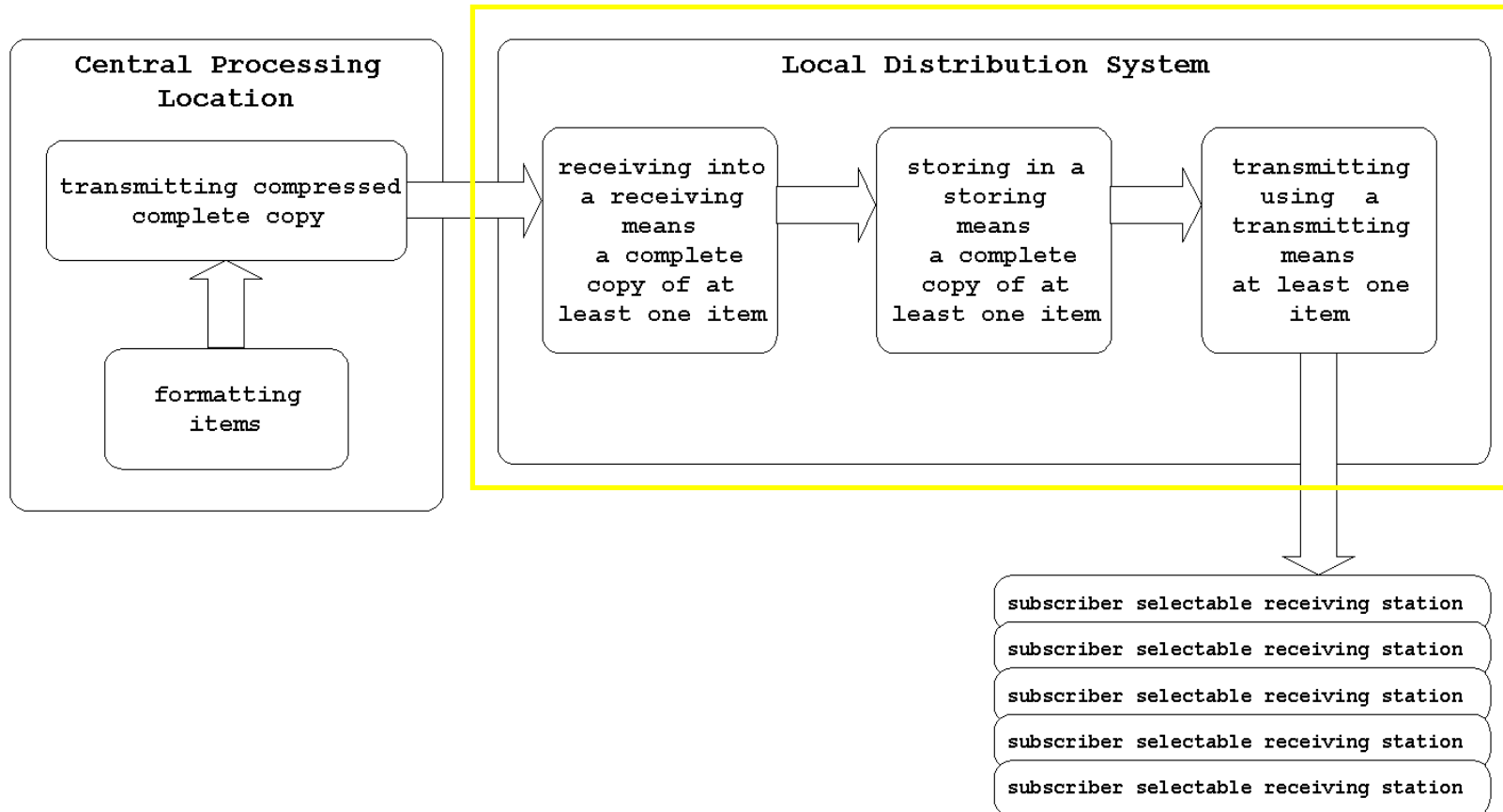
using the stored compressed, digitized data to transmit using a transmitting means a representation of the at least one item to at least one of a plurality of subscriber selectable receiving stations coupled to the local distribution system,



From the distribution location, the online education provider transmits the encoded media from a video server connected to the array of storage devices over the Internet to the personal computers of their students. The video server and its infrastructure is an example of a transmitting means.

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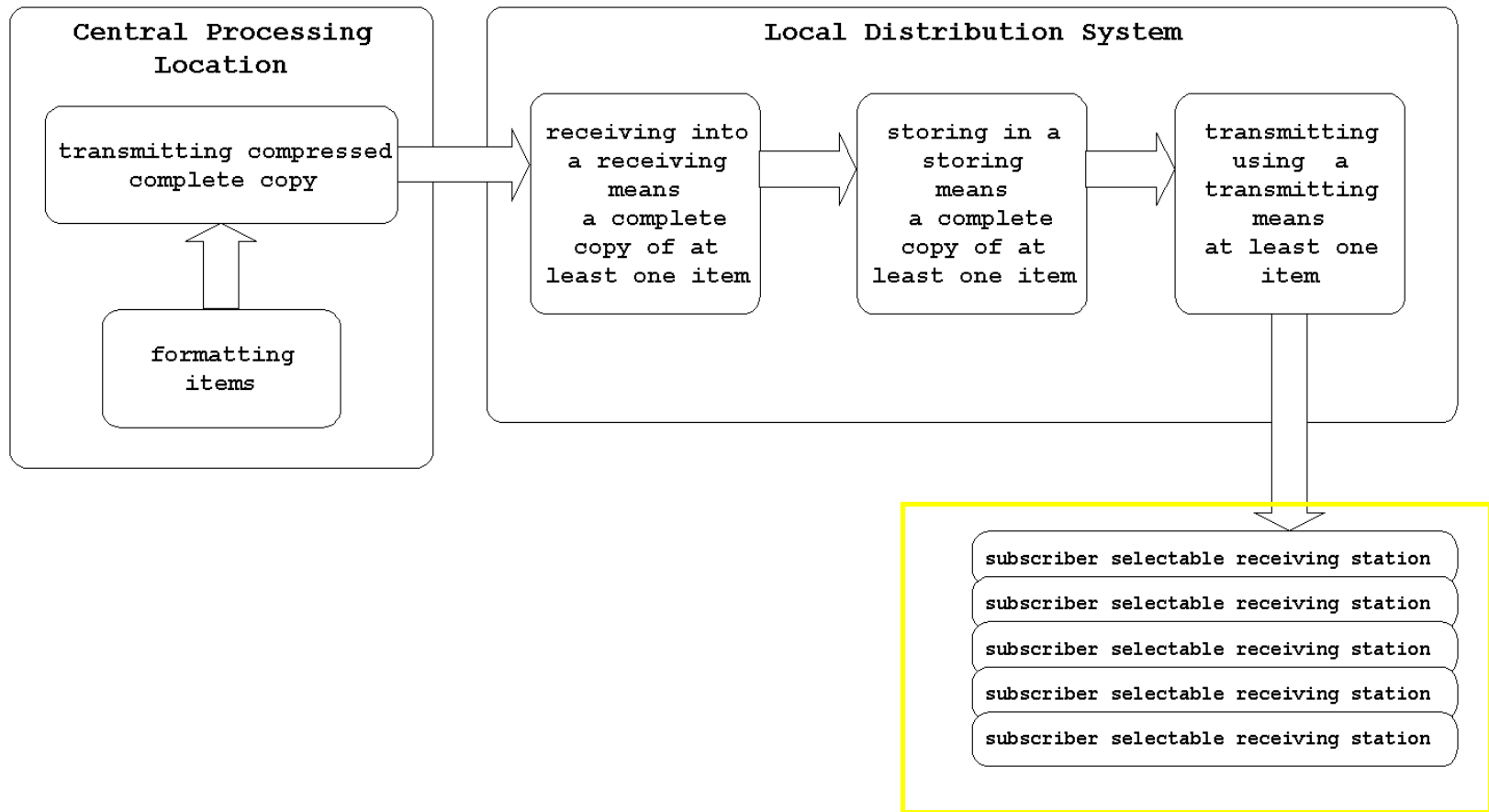
wherein the receiving means, the storing means, and the transmitting means are positioned at the same location,



As an example, the distribution location has receiving, storage, and delivery at the same facility.

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and wherein the at least one of the plurality of subscriber selectable stations is located at a premises geographically separated from the location of the local distribution system.



As an example, the online education provider transmits media from a central distribution location to the personal computers of Internet connected students throughout the United States.