

# INVENTION DISCLOSURE

**Invention Title:** Allow customer to easily send and gather reference information (knowledge gained) from television programs or ads via email or another mechanism.

**Invention Summary:** Our customers need an easy way to collect information they would like to retain based on things they learned or found out about through television program. Write now they have to write it down or have a second device to retain this information. This allows clicking a button on the remote and an email is sent.

**Invention Description:** There are countless examples for the need of this, a show like Tavis Smiley who is interviewing a book author and you want to remember the book they were talking about, or when watching a reality show like Counting Cars and they tell you about a car they repurposing and you want to remember the name and model, or Antique Roadshow that gives you a tidbit on history, or on history channel....or a recipe on the food network, etc.

This idea would create a seamless way of taking a small snippet of the information and sending it to a central place to organize.

This idea does not specify the way the information is sent or where it is sent, but an example would be via an email as a specific subject to your own email or to evernote (cloud-based notes). The way to collect the information you are sending could be through the closed caption information of the show or ad.

Could easily be prototyped using ebif and collecting the closed caption sending back to a customizable email address.

**Invention Commercial value/customers:** Customer can now easily gather and collect useful information from television viewing.

**Invention differences:** Currently no way exists, other than maybe a second screen app which listens to what you are watching. Through these second screen apps there is no easy way to send an email or any of this information to a centralized server.