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**Maskatia et al.**

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(54) **SYSTEM AND METHOD FOR  
SUBSTITUTING A MEDIA ARTICLE WITH  
ALTERNATIVE MEDIA**

USPC ..... 700/236  
See application file for complete search history.

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14, 2011.

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**G07F 11/00** (2006.01)

**G07F 17/00** (2006.01)

(52) **U.S. Cl.**

CPC ..... **G06Q 30/06** (2013.01); **G06Q 30/0631**  
(2013.01); **G07F 11/002** (2013.01); **G07F**  
**17/005** (2013.01)

(58) **Field of Classification Search**

CPC . G07F 11/002; G07F 17/005; G06Q 30/0631;  
G06Q 30/06

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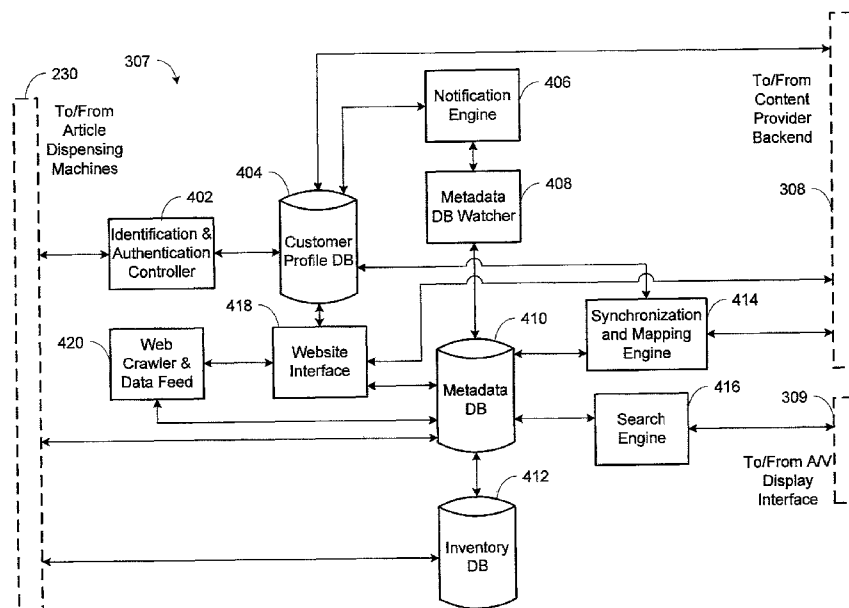
*Primary Examiner* — Timothy Waggoner

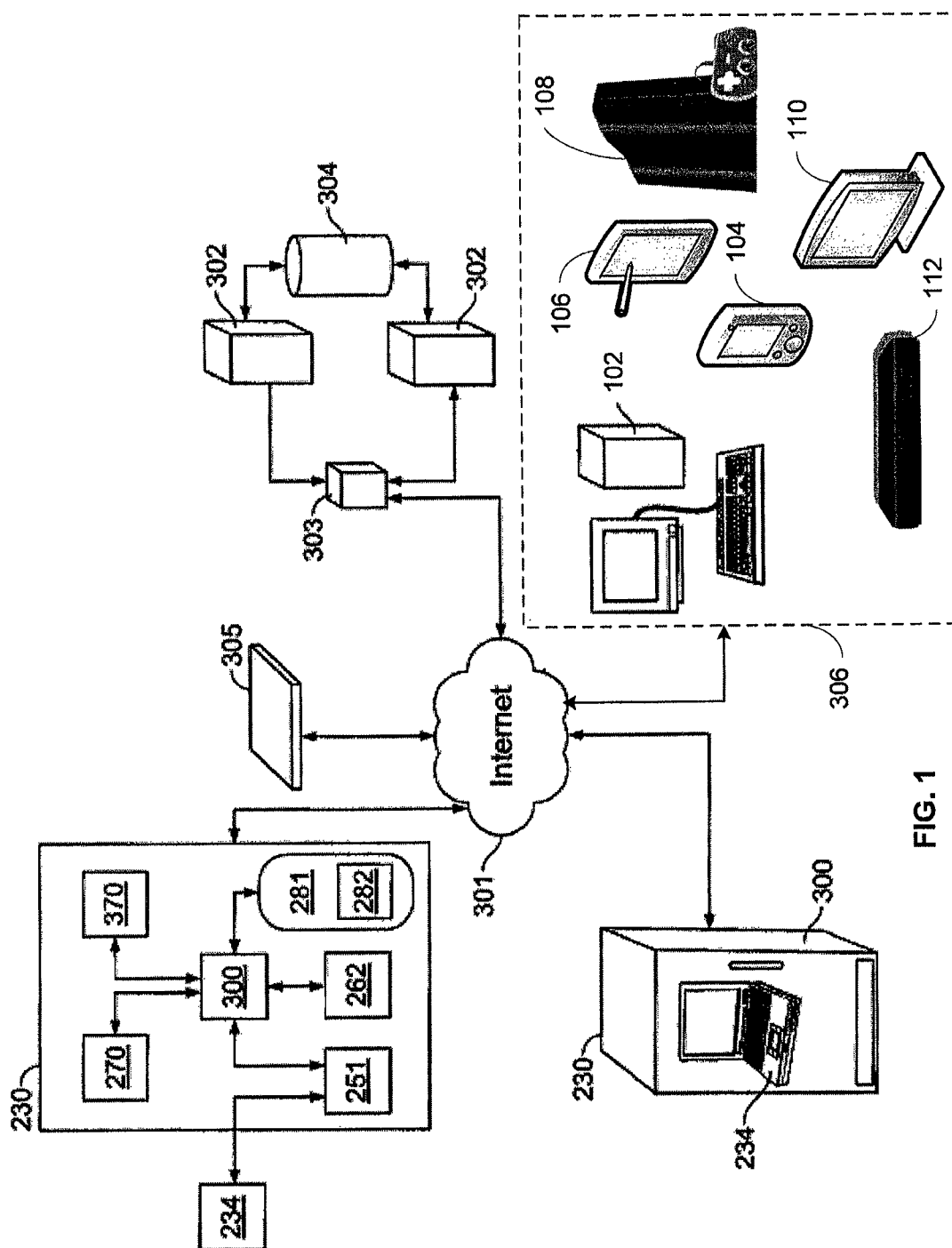
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(57) **ABSTRACT**

A method of substituting digital alternative media for a physical media article at an article dispensing machine to a customer is provided. The method includes receiving a request related to the media article through a user interface from the customer, identifying an associated content provider, and determining the alternative media selection at the associated content provider that corresponds to the media article. The method also includes receiving a unique customer identifier and identifying the associated content provider based on the unique customer identifier. The method further includes mapping the media article to the alternative media selection based on metadata. The media article may be available at the article dispensing machine or may be unavailable due to being out-of-stock or reserved to another customer. The associated content provider may be linked to the customer based on a subscription. The digital alternative media selection may be accessed by an audio/visual display interface.

**33 Claims, 11 Drawing Sheets**





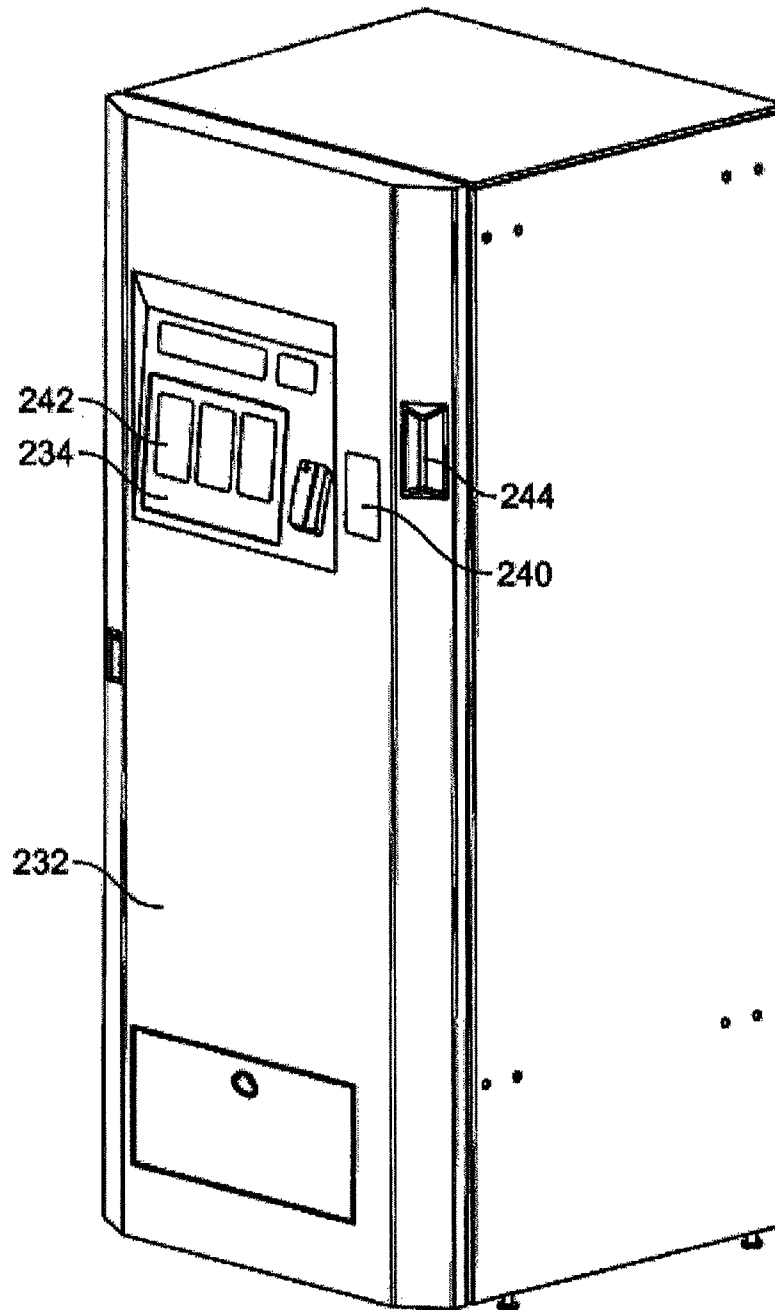


FIG. 2

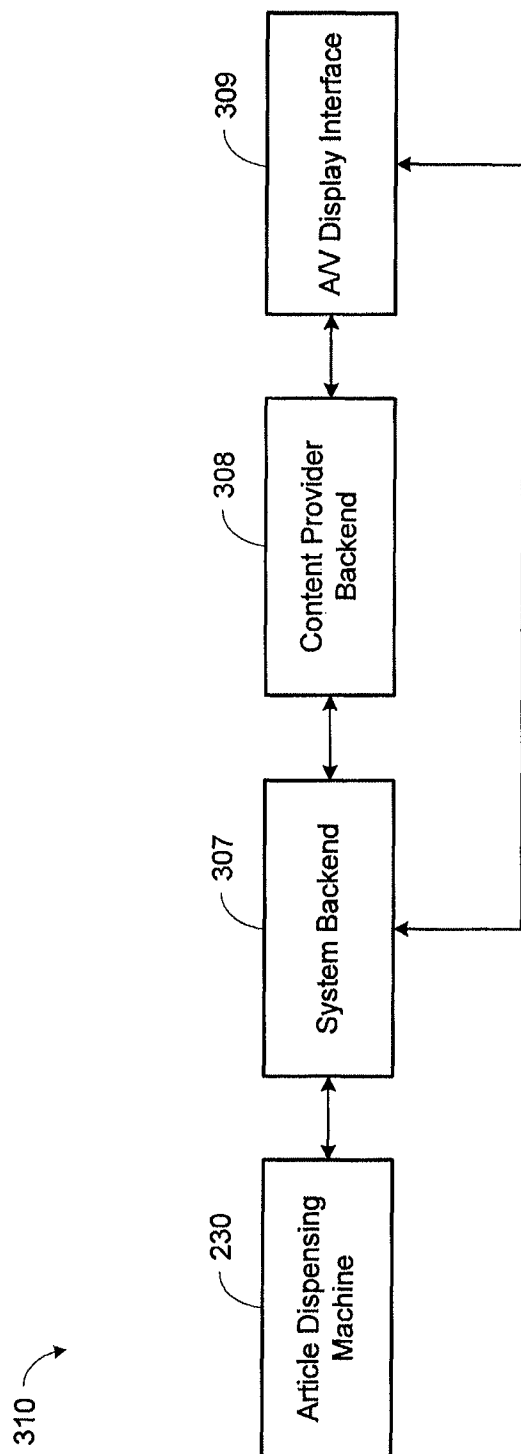


FIG. 3

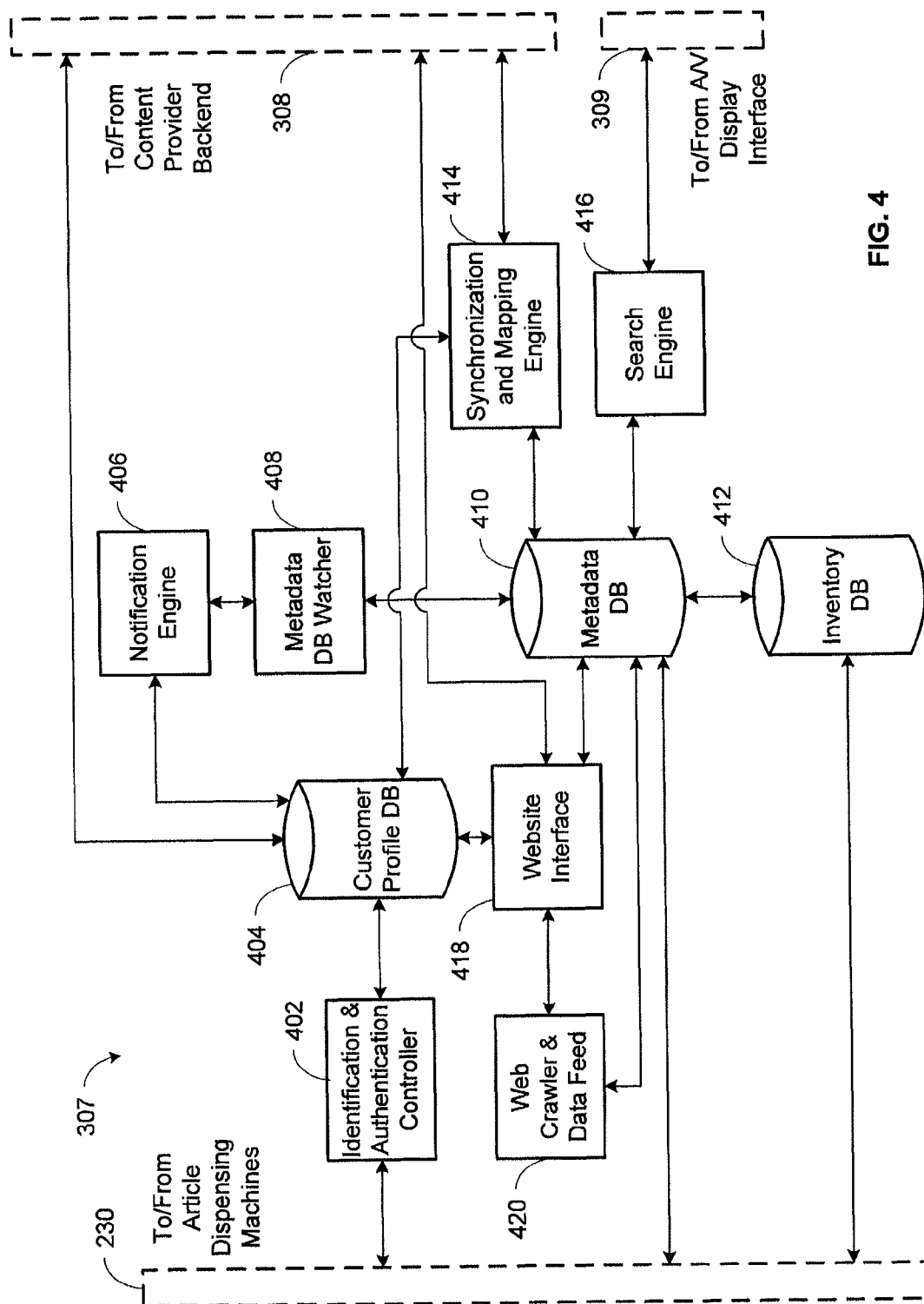


FIG. 4

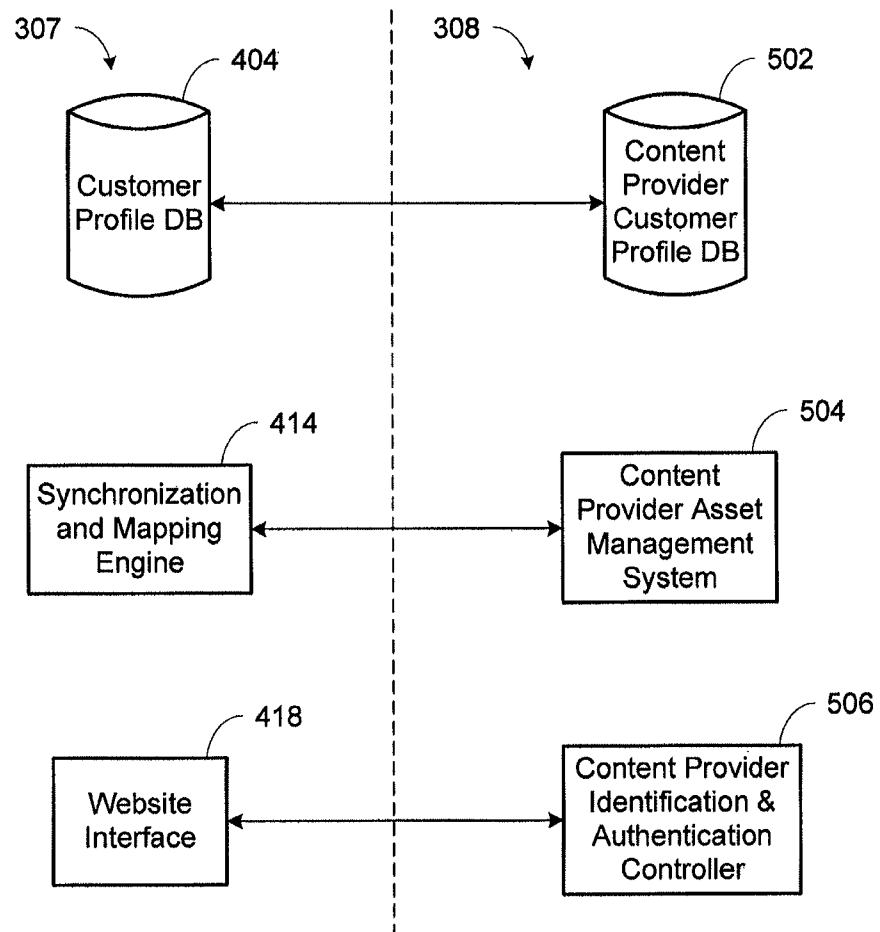


FIG. 5

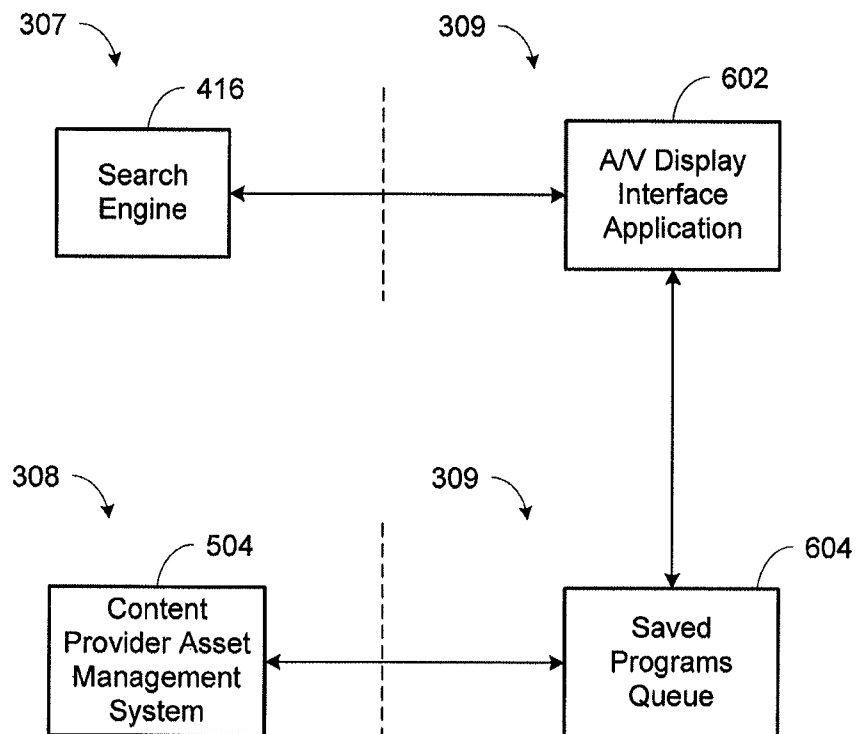


FIG. 6

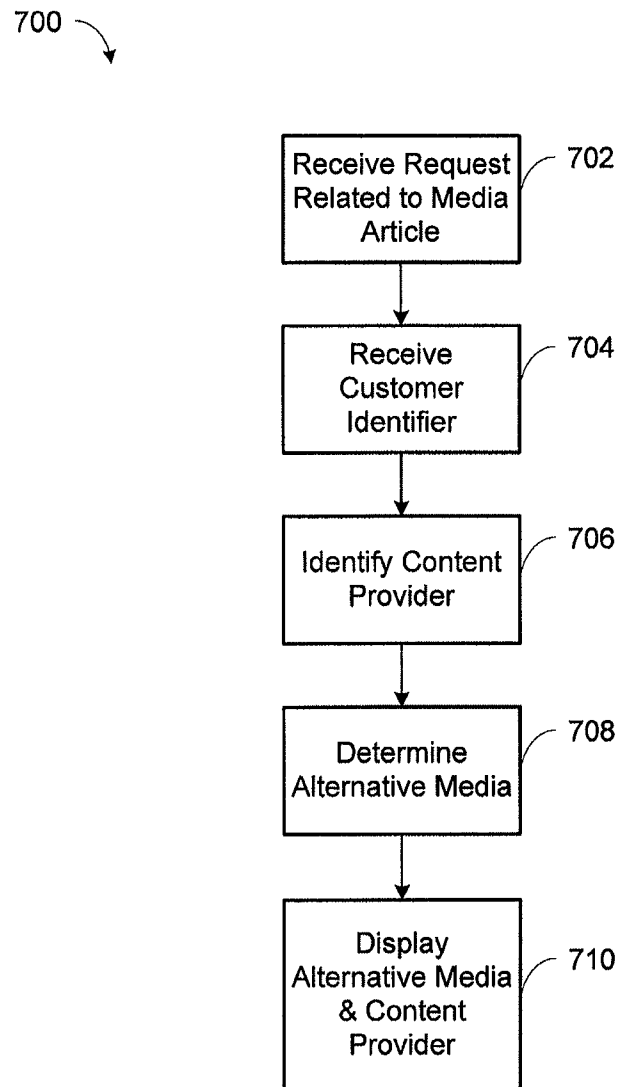


FIG. 7

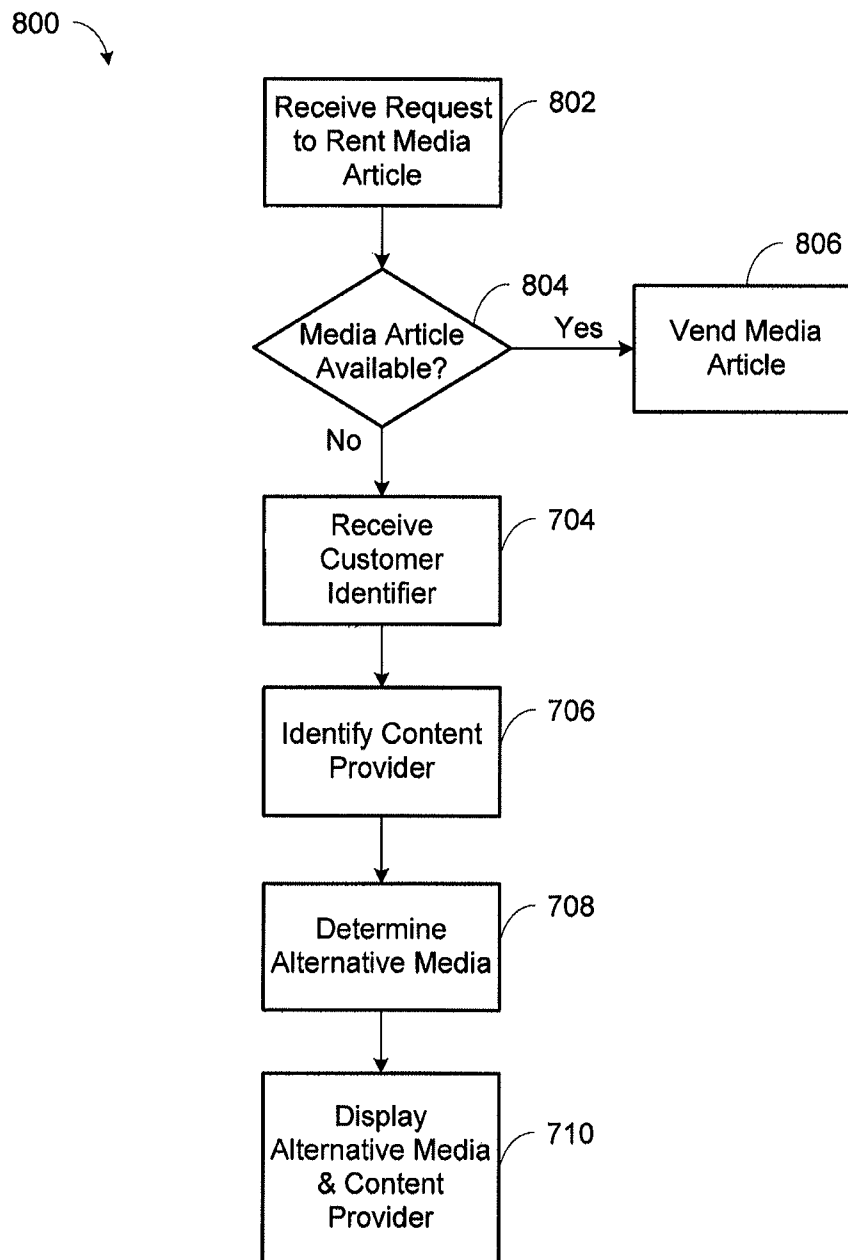


FIG. 8

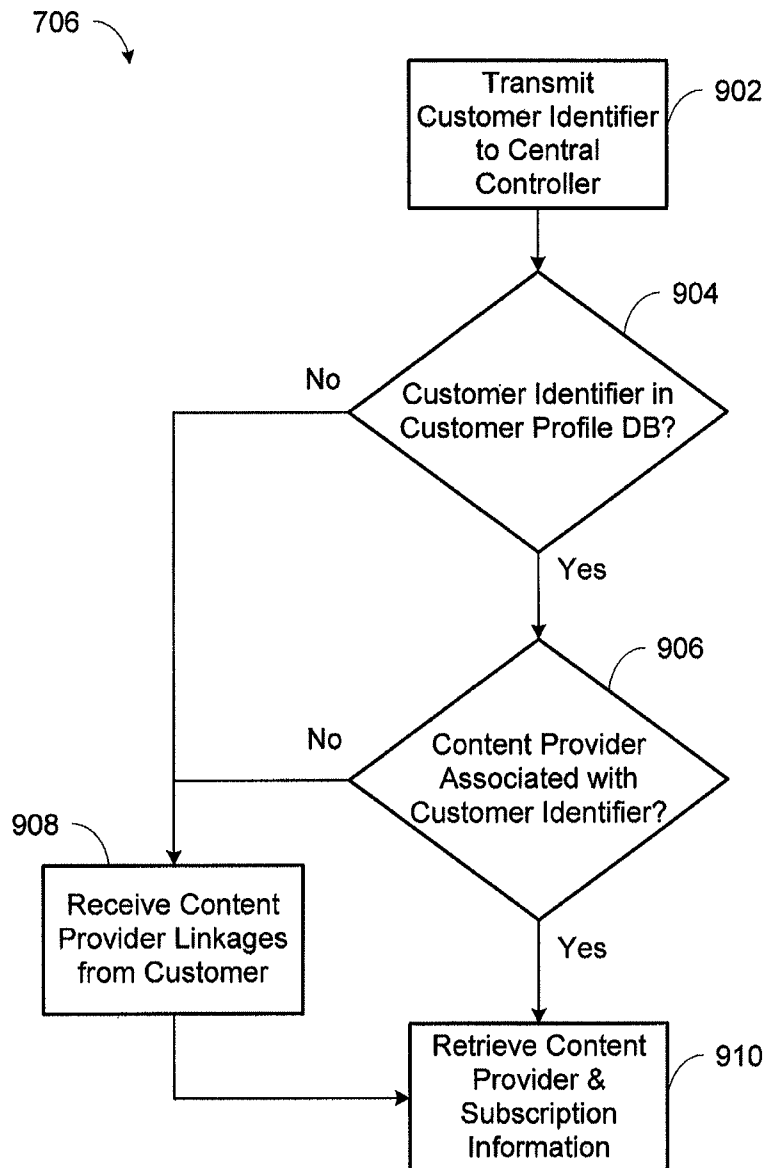


FIG. 9

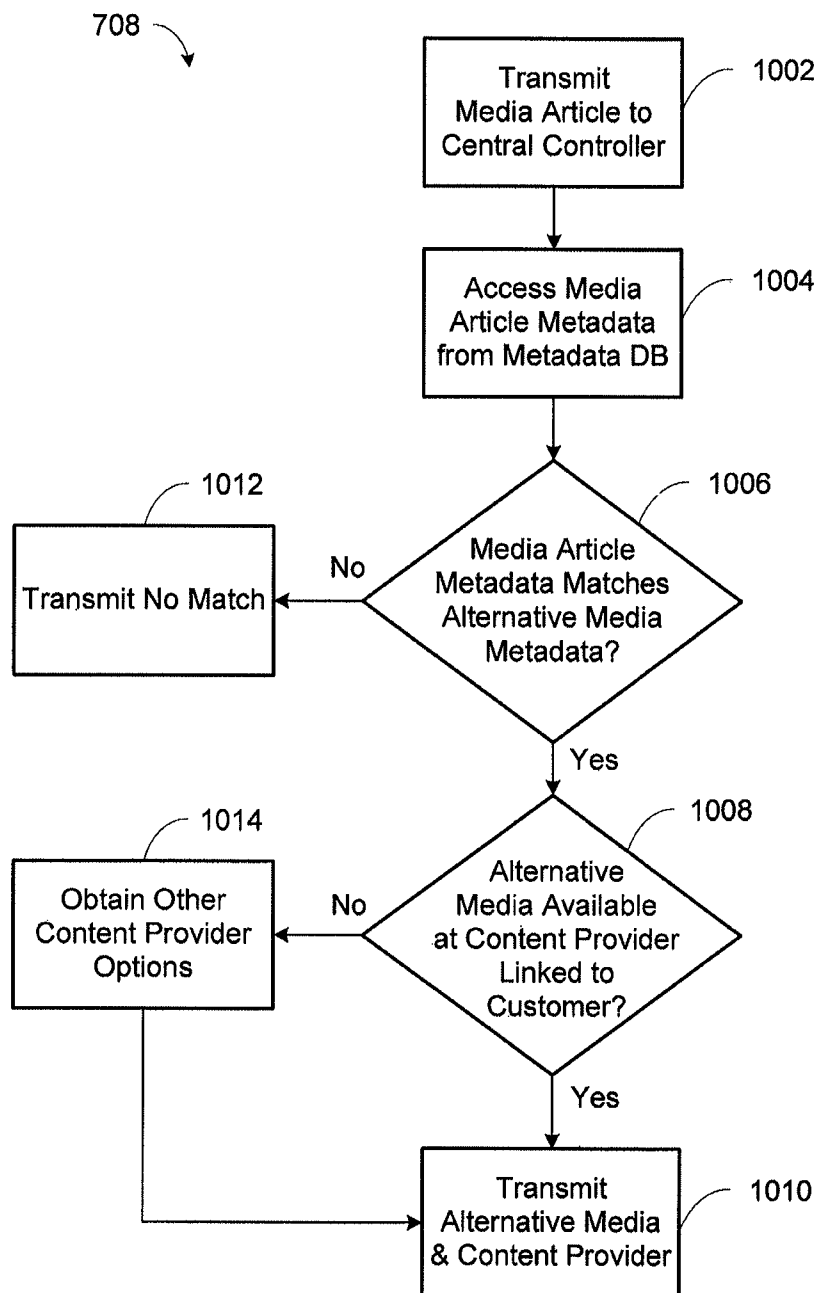


FIG. 10

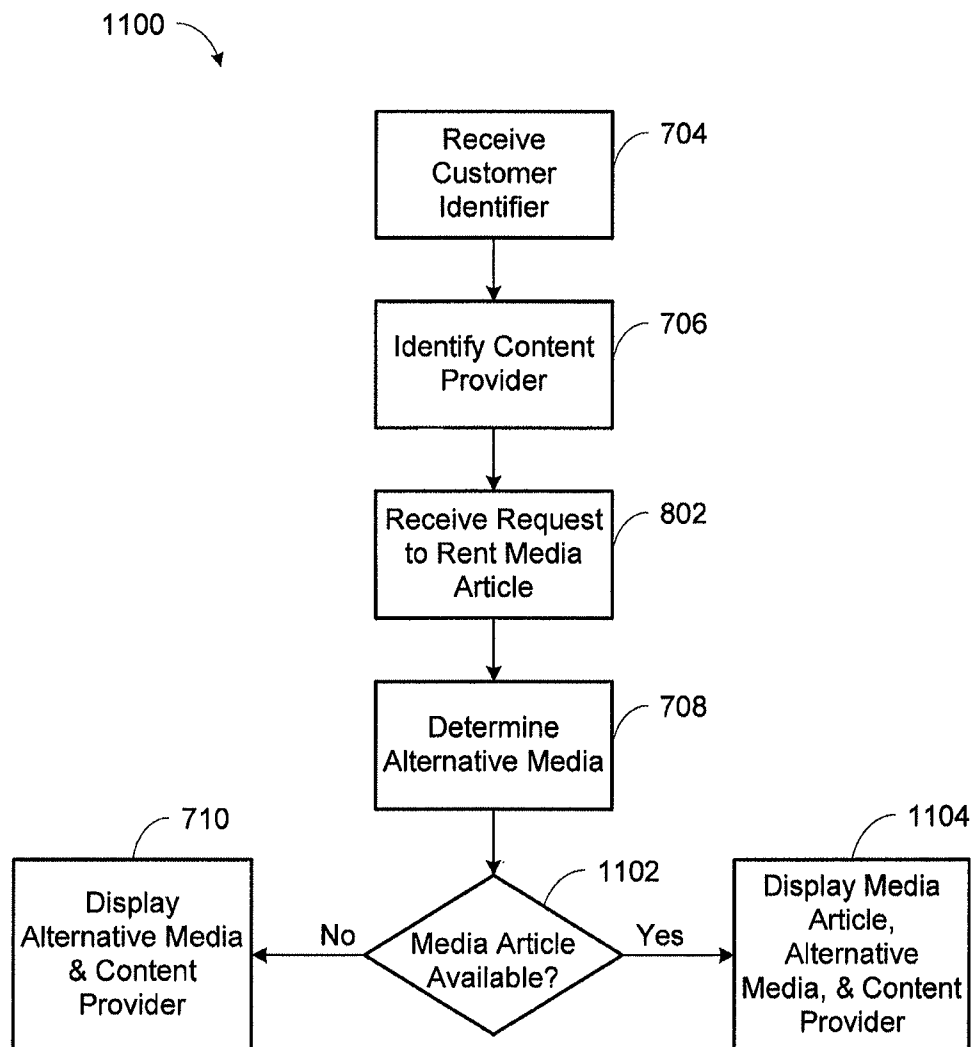


FIG. 11

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# SYSTEM AND METHOD FOR SUBSTITUTING A MEDIA ARTICLE WITH ALTERNATIVE MEDIA

## CROSS-REFERENCE TO RELATED APPLICATION

This application claims priority to U.S. Patent Application No. 61/497,012, filed on Jun. 14, 2011, entitled "SYSTEM AND METHOD FOR SUBSTITUTING A MEDIA ARTICLE WITH ALTERNATIVE MEDIA", and is incorporated herein by reference in its entirety.

## TECHNICAL FIELD

This invention relates to a system and method for substituting a media article with alternative media. More particularly, the present invention provides a system and method for determining corresponding digital alternative media selections at an associated content provider as a substitution for a physical media article at an article dispensing machine.

## BACKGROUND AND SUMMARY OF THE INVENTION

While the present invention is often described herein with reference to a digital video disc, Blu-Ray disc, and video game distribution system, an application to which the present invention is advantageously suited, it will be readily apparent that the present invention is not limited to that application and can be employed in article dispensing systems used to distribute a wide variety of dispensable articles.

The digital video disc (DVD) player has been one of the most successful consumer electronics product launches in history. The market for DVD movie video, Blu-Ray movie video, and video game rentals is enormous and growing. Millions of households have acquired DVDs since they were introduced in 1997. In the first quarter of 2003 alone, it was estimated that well over three million DVD players were shipped to U.S. retailers.

In 2003, brick-and-mortar stores dominated the movie video and video game rental landscape in the U.S. Statistics showed that two brick-and-mortar companies controlled nearly sixty-five percent of the home video rental business. One element repeatedly cited for success of certain brick-and-mortar store video rental franchises was perceived high availability of new video releases. Consumers want entertainment on demand, and through stocking multiple units of each new release, successful brick-and-mortar companies meet this consumer demand.

The foregoing indicates that there is a significant market potential for aligning regular routines of consumers (e.g., shopping, getting coffee or gas or going to a convenience store) with their DVD, Blu-Ray, and video game rental activities.

One improved article dispensing machine is disclosed in commonly owned U.S. Pat. No. 7,234,609, which is herein incorporated by reference in its entirety. The invention of the U.S. Pat. No. 7,234,609 and the present invention can function as an article dispensing machine-based distribution system that will typically have multiple units of each new release per article dispensing machine. The dispensing machines of the U.S. Pat. No. 7,234,609 and the present invention can stock up to two thousand DVDs, Blu-Ray, video games, or other discs (movies, games or other entertainment content), making the system competitive with existing brick-and-mortar video rental superstores.

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The dispensing machine and system of the U.S. Pat. No. 7,234,609 and the present invention distinguishes itself from such stores by offering major benefits not conventionally offered by such stores, including additional cross-marketing programs (e.g., promotional rentals for a certain amount of dollars spent at the retail location) and convenience (e.g., open always).

The dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention yields a competitive advantage in the DVD, Blu-Ray disc, and video game rental marketplace by offering consumers cross-marketing/promotional programs, convenience of selection (e.g., computer-based searches for movies and recommendations based on consumer profiles), and potentially extended hours. The present invention employs a more cost-effective, convenient platform than brick-and-mortar stores. In addition, with the present invention, dispensing machines can be situated in retail locations having high foot traffic, such as at a popular grocery store, restaurant, drug store, and/or other popular retail location.

The dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention can be operated at a substantial savings over the costs associated with traditional brick-and-mortar video rental stores. For example, the present invention does not require hourly employees manning the dispensing machines or restocking them with inventories, due to the ability of the article transport storage units to be delivered to/picked up from retail locations by third-party delivery services, such as traditional or contracted courier services.

Unlike brick-and-mortar stores, the dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention does not require an on-site store manager because all operational decisions can be made at a centralized location by a management team offsite remote from the retail locations. Unlike brick-and-mortar stores, the dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention does not require significant physical space. Unlike brick-and-mortar stores, the dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention has low operating costs because no heating or air conditioning is required for the dispensing machines and they consume a relatively low level of electrical energy. In addition, the dispensing machine of the U.S. Pat. No. 7,234,609 has low maintenance costs and downtime.

The dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention addresses the shortcomings of traditional brick-and-mortar stores in a convenient and cost-effective delivery vehicle having the added bonus of serving as an effective promotional platform that drives incremental sales to retail locations. In addition, the dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention overcomes these disadvantages by at least offering more new releases and older selections for any given time period, and lower cost per viewing with significantly more convenience than Internet-based and pay-per-view services.

The dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention is a fully automated, integrated DVD, Blu-Ray, and video game rental and/or purchase systems. It preferably incorporates robust, secure, scalable software that provides a fully personalized user experience and real-time feedback to retail locations and advertisers, scalable hardware that leverages existing technologies such as touch screen, focused audio speakers and video monitors, technology utilizing the Internet through a system website or mobile/consumer electronics device application, and an article transport storage unit that facilitates the exchange of new discs for old discs in each machine with virtually no need for human intervention. These technologies and others fill long-felt needs in the art and give advantages over conventional video

distribution options. The dispensing machine of the U.S. Pat. No. 7,234,609 and the present invention functions as much as a promotional platform as it does a rental kiosk.

By utilizing the dispensing machines and the fully-inter-  
active, real-time, linked Internet website or mobile/consumer  
electronics device application, consumers can rent one or  
more DVDs, Blu-Ray discs, video games, or other entertain-  
ment content directly from dispensing machines as well as  
indirectly by making a rental reservation through the website  
or application for later pickup at a conveniently located  
machine. These dispensing machines are preferably net-  
worked with each other, with the inventory control and/or  
supply office and with the system website or application by  
phone-line, DSL, wireless network, or other Internet connec-  
tion at each retail location. Through this linked network, the  
rental experience for each consumer can be customized based  
on a profile for each consumer, such as via personalized home  
pages and rental screens.

With article dispensing machines, there exists the potential  
for a customer to attempt to rent a particular movie, television  
show, or video game disc and find that it is out-of-stock or  
otherwise unavailable. Conventional article dispensing  
machines may direct the customer to a nearby article dispens-  
ing machine that has the particular disc in stock. While this  
option may be useful to some customers, it may be inconven-  
ient for other customers to travel to another location. Still  
other customers may abandon their attempt to rent the par-  
ticular title from the article dispensing machine and instead  
patronize another media rental company, a video on demand  
provider, a downloadable video game provider, an online  
video or video game streaming provider, or other content  
provider. In this case, the revenue associated with the rental  
transaction is lost and the customer may be dissatisfied with  
their experience with the article dispensing machine. In other  
situations, a customer at a conventional article dispensing  
machine desires to rent an in-stock DVD, Blu-ray disc, or  
video game disc but is not informed of other options available  
through the machine, including renting related titles or  
obtaining access to a corresponding digital media selection.  
This could result in a missed opportunity to build or further  
a customer relationship, and/or to create a rental or purchase  
transaction.

The present invention permits a customer to substitute  
digital alternative media for a physical media article at an  
article dispensing machine, if the media article is available  
and in-stock or if the media article is unavailable because it is  
out-of-stock or reserved to another customer. By offering  
substitute alternative media, the present invention assists in  
retention of customers and revenue. Moreover, the content  
provider receives marketing exposure on the article dispens-  
ing machine, which may enhance the value of the content  
provider's subscription packages. The present invention  
overcomes disadvantages of conventional article dispensing  
machines by showing alternative media that correspond to the  
media article at the article dispensing machine. In one aspect  
of the present invention, an associated content provider is  
identified using a unique customer identifier that also applies  
to the article dispensing machine. In another aspect of the  
present invention, a customer subscription for the associated  
content provider is accessed so that the alternative media is  
determined if the customer subscription allows access to the  
alternative media. In another aspect of the present invention,  
determining the alternative media corresponding to the media  
article is based on matching of the metadata of the media  
article and the alternative media. In yet another aspect of the  
present invention, the associated content provider is identified  
by a user through providing a linkage of the associated con-

tent provider to a customer account through a user interface or  
on a website interface. Other features and advantages are  
provided by the following description and drawings.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is an illustration of a system for communicating and  
processing information in a network of article dispensing  
machines and dispensing apparatus.

FIG. 2 is a perspective view of an article dispensing  
machine constructed in accordance with the principles of the  
present invention.

FIG. 3 is a high-level block diagram illustrating a net-  
worked media content system and connections including an  
article dispensing machine, a system backend, a content pro-  
vider backend, and an A/V display interface.

FIG. 4 is a block diagram illustrating the system backend.

FIG. 5 is a block diagram illustrating connections between  
the system backend and the content provider backend.

FIG. 6 is a block diagram illustrating connections between  
the system backend, the content provider backend, and the  
A/V display interface.

FIG. 7 is a flowchart illustrating an order of operations  
performed by an article dispensing machine for substituting  
alternative media for a media article.

FIG. 8 is a flowchart illustrating an order of operations  
performed by an article dispensing machine for substituting  
alternative media for a media article in an alternative embod-  
iment.

FIG. 9 is a flowchart illustrating an order of operations  
performed by an article dispensing machine for linking a  
content provider with a customer identifier in the substitution  
operations of FIGS. 7, 8, and 11.

FIG. 10 is a flowchart illustrating an order of operations  
performed by an article dispensing machine for mapping  
alternative media to a media article in the substitution opera-  
tions of FIGS. 7, 8, and 11.

FIG. 11 is a flowchart illustrating an order of operations  
performed by an article dispensing machine for substituting  
alternative media for a media article in a further alternative  
embodiment.

#### DETAILED DESCRIPTION OF THE INVENTION

While this invention is susceptible of embodiments in  
many different forms, there is shown in the drawings and will  
herein be described in detail preferred embodiments of the  
invention with the understanding that the present disclosure is  
to be considered as an exemplification of the principles of the  
invention and is not intended to limit the broad aspect of the  
invention to the embodiments illustrated.

FIGS. 1-2 illustrate an article dispensing machine desig-  
nated **230**. Article dispensing machine **230** is one of a plural-  
ity of article dispensing machines included within an article  
distribution system having a plurality of such machines situ-  
ated at a plurality of retail locations. The article dispensing  
machines of a particular article distribution system preferably  
form a network. As such, those machines are preferably in  
electrical communication with each other and with a central  
server or central controller.

As shown in FIG. 1, each article dispensing machine **230**  
includes a dispensing machine processor **300**, also referred to  
herein as a vending controller, which is connected to a first  
sensor **270** and a second sensor **370**, a first motor **251** and a  
second motor **262** and a user interface control system **234**,  
collectively referred to as "the peripheral devices." The pro-  
cessor is capable of executing various programs to provide

input to and/or receive outputs from the peripheral devices. Suitable processors for such use are known to those of skill in the art. In addition, the processor is operably connected to at least one memory storage device **281**, such as a hard-drive or flash-drive or other suitable memory storage device.

Article dispensing machine memory storage device **281** can include any one or a combination of volatile memory elements (e.g., random access memory (RAM, such as DRAM, SRAM, SDRAM, etc.)) and nonvolatile memory elements (e.g., ROM, hard drive, tape, CDROM, etc.). Moreover, article dispensing machine memory storage device **281** may incorporate electronic, magnetic, optical, and/or other types of storage media. Article dispensing machine memory storage device **281** can have a distributed architecture where various components are situated remote from one another, but are still accessed by processor. Article dispensing machine memory storage device includes an article dispensing machine database **282**.

The article dispensing machines **230** preferably comprise a network of machines in communication with one another. As shown in FIG. 1, in the preferred configuration, the article dispensing machines **230** are networked with one another via a central server or central controller **302** in a hub-and-spoke system. However, optionally, the article dispensing machines may be connected and communicate directly with one another, and/or subsets of article dispensing machines may communicate with one another directly as well as with the central server **302**.

Generally, in terms of hardware architecture, the central server **302** and the content provider backend **308** shown in FIG. 3 include a central processor and/or controller, central memory, and one or more input and/or output (I/O) devices (or peripherals) that are communicatively coupled via a local interface. The architecture of the central server **302** is set forth in greater detail in U.S. Pat. No. 7,234,609, the contents of which are incorporated herein by reference. Numerous variations of the architecture of the central server **302** and the content provider backend **308** would be understood by one of skill in the art and are encompassed within the scope of the present invention.

The processor/controller is a hardware device for executing software, particularly software stored in memory. The processor can be any custom made or commercially available processor, a central processing unit (CPU), an auxiliary processor among several processors associated with the server **302**, a semiconductor based microprocessor (in the form of a microchip or chip set), a macroprocessor, or generally any device for executing software instructions. Examples of suitable commercially available microprocessors are as follows: a PA-RISC series microprocessor from Hewlett-Packard Company, an 80x86 or Pentium series microprocessor from Intel Corporation, a PowerPC microprocessor from IBM, a Sparc microprocessor from Sun Microsystems, Inc., or a 68xxx series microprocessor from Motorola Corporation. The processor may also represent a distributed processing architecture such as, but not limited to, SQL, Smalltalk, APL, KLisp, Snobol, Developer 200, MUMPS/Magic.

The software in memory may include one or more separate programs. The separate programs comprise ordered listings of executable instructions for implementing logical functions. The software in memory includes a suitable operating system (O/S). A non-exhaustive list of examples of suitable commercially available operating systems is as follows: (a) a Windows operating system available from Microsoft Corporation; (b) a Netware operating system available from Novell, Inc.; (c) a Macintosh operating system available from Apple Inc.; (d) a UNIX operating system, which is available for

purchase from many vendors, such as the Hewlett-Packard Company, Sun Microsystems, Inc., and AT&T Corporation; (e) a LINUX operating system, which is freeware that is readily available on the Internet; (f) a run time Vxworks operating system from WindRiver Systems, Inc.; or (g) an appliance-based operating system, such as that implemented in handheld computers, smartphones, or personal digital assistants (PDAs) (e.g., PalmOS available from Palm Computing, Inc., Windows CE or Windows Phone available from Microsoft Corporation, iOS available from Apple Inc., Android available from Google Inc., BlackBerry OS available from Research in Motion Limited, Symbian available from Nokia Corp.). The operating system essentially controls the execution of other computer programs and provides scheduling, input-output control, file and data management, memory management, and communication control and related services.

Steps and/or elements, and/or portions thereof of the present invention may be implemented using a source program, executable program (object code), script, or any other entity comprising a set of instructions to be performed. When a source program, the program needs to be translated via a compiler, assembler, interpreter, or the like, which may or may not be included within the memory, so as to operate properly in connection with the operating system (O/S). Furthermore, the software embodying the present invention can be written as (a) an object oriented programming language, which has classes of data and methods, or (b) a procedural programming language, which has routines, subroutines, and/or functions, for example but not limited to, C, C++, Pascal, Basic, Fortran, Cobol, Perl, Java, Ada, and Lua.

When article dispensing machine **230** is in operation, the article dispensing machine processor is configured to execute software stored within article dispensing machine memory, to communicate data to and from the dispensing machine memory, and to generally control operations of article dispensing machine pursuant to the software. The software aspects of the present invention and the O/S, in whole or in part, but typically the latter, are read by processor, perhaps buffered within the processor, and then executed.

When the present invention or aspects thereof are implemented in software, it should be noted that the software can be stored on any computer readable medium for use by or in connection with any computer related system or method. In the context of this document, a computer readable medium is an electronic, magnetic, optical, or other physical device or means that can contain or store a computer program for use by or in connection with a computer related system or method. The present invention can be embodied in any computer-readable medium for use by or in connection with an instruction execution system, apparatus, or device, such as a computer-based system, processor-containing system, or other system that can fetch the instructions from the instruction execution system, apparatus, or device and execute the instructions. In the context of this document, a "computer-readable medium" can be any means that can store, communicate, propagate, or transport the program for use by or in connection with the instruction execution system, apparatus, or device. The computer readable medium can be for example, but not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, device, or propagation medium. More specific examples (a non-exhaustive list) of the computer-readable medium would include the following: an electrical connection (electronic) having one or more wires, a portable computer diskette (magnetic), a random access memory (RAM) (electronic), a read-only memory (ROM) (electronic), an erasable

programmable read-only memory (EPROM, EEPROM, or Flash memory) (electronic), an optical fiber (optical), and a portable compact disc read-only memory (CDROM) (optical). Note that the computer-readable medium could even be paper or another suitable medium upon which the program is printed, as the program can be electronically captured, via, for instance, optical scanning of the paper or other medium, then compiled, interpreted or otherwise processed in a suitable manner if necessary, and then stored in a computer memory.

For communication with the central server **302**, article dispensing machine **230** is equipped with network communication equipment and circuitry. In a preferred embodiment, the network communication equipment includes a network card such as an Ethernet card. In a preferred network environment, each of the plurality of article dispensing machines **230** on the network is configured to use the TCP/IP protocol to communicate via the network **301**. It will be understood, however, that a variety of network protocols could also be employed, such as IPX/SPX, Netware, PPP, and others. It will also be understood that while a preferred embodiment of the present invention is for article dispensing machine **230** to have a "broadband" connection to the network **301**, the principles of the present invention are also practicable with a dialup connection using a standard modem. Wireless network connections are also contemplated, such as wireless Ethernet, satellite, infrared, radio frequency, Bluetooth, near field communication, and cellular networks.

The central controller **302** communicates with the article dispensing machine controllers **300** via the network **301**. The central controller **302** is preferably located at a central station or office that is remote from the plurality of article dispensing machines **230**. The central controller **302** can operate as the server for communicating over the network **301** between the plurality of article dispensing machines **230**. The central controller **302** receives communications and information from the article dispensing machines **230**, and also transmits communications and information to the machines **230**. For example, when a rental transaction is performed at the article dispensing machine **230**, transaction data such as the rented title is then transmitted from the machine **230** to the central controller **302** via the network **301**. It will be understood that central servers in general, such as the central controller **302**, are often distributed. A plurality of central servers/controllers **302** may optionally be arranged in "load balanced" architecture to improve the speed and efficiency of the network. To accomplish the implementation of multiple controllers **302**, the controllers **302** may be in communication with a router/distributor **303**.

The central controller **302** is also in communication with a central database **304**. The central database **304** stores information regarding the transaction network. For example, the central database **304** stores data regarding the vending inventory at each of the plurality of article dispensing machines **230**. The central database **304** also stores sales information regarding the sales quantities of the vending merchandise stored in the machines **230**. For example, the central database **304** stores information regarding the sales totals for each title and for each machine **230** vending location. Central database **304** also stores user information and rental transaction information, such as user IDs, the date on which discs are due to be returned, the date on which discs were rented from the machines **230** and a list of valid coupon codes and restrictions associated with those codes. In certain embodiments, central database **304** also may be configured to store user PINs. Some of this information is also preferably stored in article dispensing machine database **282**.

Central database **304** and databases in the content provider backend **308**, such as the content provider customer profile database **502** and other databases, are preferably relational databases, although other types of database architectures may be used without departing from the principles of the present invention. For example, the databases **304** and **502** may be a SQL database, an Access database or an Oracle database, and in any such embodiment have the functionality stored herein. Central database **304** is also preferably capable of being shared, as illustrated, between a plurality of central controllers **302** and its information is also preferably capable of being transmitted via network **301**. It will be understood that a variety of methods exist for serving the information stored in central database **304** and database **502**. In one embodiment, .net and Microsoft Reporting Services are employed, however, other technologies such as ODBC, MySQL, CFML and the like may be used.

The central controller **302**, central database **304**, and components of the content provider backend **308** are also accessible by an electronic device **306**, which may include a personal computer **102**, mobile device **104** (e.g., smartphone, personal digital assistant, etc.), tablet computer **106**, video game console **108**, television **110**, and Blu-Ray player **112**. The electronic device **306** may be in direct or indirect communication with the central controller **302**, central database **304**, and/or the content provider backend **308** through a wired and/or wireless network connection, such as Ethernet, Wi-Fi, cellular (3G, 4G, etc.), or other type of connection. As a personal computer **102**, the electronic device **306** will be understood as comprising hardware and software consistent with marketable personal and laptop computers, such as a display monitor, a keyboard, and a microprocessor. The electronic device **306** may also comprise Internet browser software such as Firefox, Internet Explorer, Chrome, or Safari. Using the browser software, a user of the electronic device **306** can access a web interface through the central controller **302**. An application may also execute on the electronic device **306** that accesses the central controller **302**. To that end, central controller **302** preferably comprises web server software such as IIS or Apache. It will be understood that a variety of web server software and web browser software exists to implement the principles of the present invention without departing therefrom. Through the web browser software or application, the electronic device **306** communicates with the central controller **302** and allows the user to login to a central command functionality of the central controller **302** and to view and modify data stored in the central database **304**. The browser interface or application also allows the user to perform certain system functions, which will affect the inventory and behavior of the article dispensing machines **230**.

In a preferred embodiment, a financial server **305** is also in communication with the network **301**. It will be understood that a variety of financial services exist for processing financial information via the Internet and other networks **301**. Those services allow for the processing of credit card and debit card information, so that users of the services do not have to interface directly with credit and debit card companies. In FIG. 1, the financial server **305** is illustrated as a single server, although the financial server **305** may comprise an entire sub-network of financial servers **305** responsible for processing financial information.

As shown in FIG. 2, article dispensing machine **230** includes a machine housing **232** with front, rear, top, bottom and side panels. The machine housing **232** is preferably a combination molded fiberglass and sheet metal cabinet. However, those skilled in the art will appreciate that the housing

can be constructed from a variety of other suitable materials and with a variety of other suitable manufacturing techniques.

As shown most clearly in FIG. 2, a user interface portion 234 of housing 232 includes a card reader 240, a keypad and/or touch screen 242 and an article transfer opening 244. The card reader 240 is preferably designed in known fashion to read magnetically encoded membership and/or credit/debit cards for authorizing the distribution of articles of inventory through the article transfer opening 244. Keypad and/or touch screen 242 permits consumers and/or inventory stocking personnel to communicate with the dispensing machine 230 and/or a central office linked in electrical communication with the dispensing machine. Keypad and/or touch screen 242 also permits consumers and/or inventory stocking personnel to enter appropriate commands directed to carrying out specific machine tasks. It will be appreciated that the optional touch screen includes a monitor made with known technologies making it capable of being utilized as a user interface for entry of commands designed to carry out machine tasks. The touch screen 242 may also be capable of displaying a QR (Quick Response) code to a customer. The customer may read the QR code with a camera on a mobile device or with a dedicated QR code reader. The QR code can represent a universal resource locator (URL) to access a digital media selection, for example.

Furthermore, it will be appreciated that additional user interface portions having additional or even identical user interface components could be incorporated within article dispensing machine 230. For example, these components could be incorporated on other panels of the housing 232 of machine 230 so that the machine can be used simultaneously by multiple consumers, translating into more efficient distribution of articles in high traffic areas. Dispensing machine 230 also preferably includes speaker units. Known audio technology may be incorporated within dispensing machine 230 to broadcast focused audio directed to relatively small (e.g., three square feet) locations in front of the machines from speaker units and/or in other designated locations at a retail site.

FIG. 3 illustrates a networked media content system 310 including an article dispensing machine 230, a system backend 307, a content provider backend 308, and an audio/visual (A/V) display interface 309. The networked media content system 310 provides for a variety of processes involving management, manipulation, searching, presentation, and notification related to digital content and vendible physical media articles, including processes related to the present invention for substitution of a physical media article with digital alternative media. The networked media content system 310 allows for direct and indirect communication between the components in the networked media content system 310 via one or more networks. The components in the networked media content system 310 may be operated by one or more entities. In one embodiment, the article dispensing machine(s) 230 and the system backend 307 are operated by a first entity, such as the operator of the article dispensing machines, while the content provider backend 308 and the A/V display interface 309 are operated by a second entity, such as a content provider. In another embodiment, all of the components shown in the networked media content system 310 of FIG. 3 are operated by the same entity. The physical media article may include at least a DVD, Blu-Ray disc, video game disc, or other media article, including those that are out-of-stock or otherwise unavailable for rental. The digital alternative media may include streaming video content, video-on-demand content, downloadable video content, streaming video games, downloadable video games, or other

digital media. Although FIG. 3 shows a single content provider backend 308 and a single A/V display interface 309, it is contemplated that more than one content provider backend and/or A/V display interfaces may be in communication with the system backend 307.

The system backend 307 includes components that primarily communicate information, such as transaction and inventory data, to and from the article dispensing machines 230. Components in the system backend 307 also communicate information to and from the content provider backend 308 and the A/V display interface 309. The system backend 307 is detailed below with reference to FIG. 4. The content provider backend 308 includes components that primarily communicate information to and from the A/V display interface 309. Components in the content provider backend 308 also communicate information to and from the system backend 307, as detailed further below. Data communicated between the article dispensing machines 230, the system backend 307, the content provider backend 308, and/or the A/V display interface 309 may utilize the XML (Extensible Markup Language) format.

The A/V display interface 309 can be a set-top box, a module of an internet-ready television, a Blu-Ray player with internet connectability, a software application executing on a mobile device, cable television converter box, satellite television set-top box, IPTV (Internet Protocol television) set-top box (including AT&T U-Verse), digital video recorder, tablet computer, video game console (including Microsoft Xbox family, Sony PlayStation family, Nintendo Wii, and similar devices), handheld gaming device (including Sony PlayStation Portable, Nintendo DS, and similar devices), laptop computer, desktop computer, streaming media box (including Apple TV, Google TV, Roku, Boxee, and similar devices), or any other device capable of receiving and displaying streaming, on-demand, and/or downloadable electronic media from a content provider. Moreover, applications may be installed and executed on the A/V display interface 309 that communicate with the system backend 307 and/or the content provider backend 308 to provide media content and other information to a user of the A/V display interface 309.

The article dispensing machines 230 can communicate with the system backend 307, including the central server and controller 302, via network communication equipment and circuitry, as detailed above. Furthermore, the system backend 307 can communicate with the content provider backend 308 and the A/V display interface 309 via the same or different network communication equipment and circuitry. In particular, the system backend 307 can directly communicate with the content provider backend 308 and the A/V display interface 309, or in one embodiment, the system backend 307 can communicate with the A/V display interface 309 through the content provider backend 308. It will also be understood that while a preferred embodiment of the present invention is for the components of the system 310 to have a "broadband" connection with one another, the principles of the present invention are also practicable with a dialup connection using a standard modem. Wireless network connections are also contemplated, such as wireless Ethernet, satellite, infrared, radio frequency, Bluetooth, near field communication, and cellular networks.

Each of the article dispensing machines 230 may operate without requiring continuous connectivity and communication with the central controller 302. In one embodiment, the central controller 302 only transmits data in response to communication from an article dispensing machine 230. For example, an article dispensing machine 230 may attempt to communicate with the central controller 302 following

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completion of one or more rental transactions or one or more media article return transactions. In another embodiment, the article dispensing machine **230** continues normal operations and transactions even if communication is interrupted or cannot be established with the central controller **302**. In these cases, transaction data can be stored locally in the article dispensing machine **230**, such as in the article dispensing machine memory storage device **281**, until a predetermined time interval elapses, when a predetermined number of transactions is reached, or until communication with the central controller **302** can be reestablished. Once communication is established with the central controller **302**, financial and inventory information can be uploaded and the appropriate servers and databases can be updated.

In one embodiment, the article dispensing machine **230** can display only media articles which are physically located at the article dispensing machine **230**. In this way, a customer may browse on the user interface **234** only the media articles which are in-stock and available to rent at that article dispensing machine **230**. Typically, the article dispensing machine **230** possesses media information for the media articles that are currently located in the article dispensing machine **230**. The media information for a media article includes title, actor, director, studio, publisher, plot synopsis, format, description, parental rating, individualized ratings and reviews, popularity, article type, running time, genre, cover artwork, or other information. The article dispensing machine **230** can also possess the media information for recently-rented media articles that are no longer physically stored in the article dispensing machine **230**. The article dispensing machine **230** can communicate with the central controller **302** when media information about a particular media article is needed. For example, when a particular media article is returned to an article dispensing machine **230** that does not have the corresponding media information for that particular media article, the article dispensing machine **230** can query the central controller **302**, metadata database **410**, and/or inventory database **412** for the media information. Once the media information is obtained, the article dispensing machine **230** may display that particular media article on the user interface **234** as in-stock and available to rent. A physical media article may be substituted with a digital alternative media selection, as described further below.

In another embodiment, the article dispensing machine **230** can display media articles that are both physically located and not physically located at the article dispensing machine **230**. In this embodiment, media articles which are both available and unavailable to rent can be displayed. A media article may be unavailable to rent if it is not in-stock or is in-stock but has been reserved for rental. In one example, the entire catalog of media articles stored in the inventory database **412** can be displayed on the article dispensing machine **230**. In another example, a subset of the entire catalog of media articles can be displayed on the article dispensing machine **230**. The subset of media articles that can be displayed on the article dispensing machine **230** may be determined, for example, based on geographic location, retailer agreements, contractual obligations, customer rental habits, and other criteria. The media articles that can be displayed on the article dispensing machine **230** may include recently-rented media articles that are no longer physically stored in the article dispensing machine **230** or media articles that have never been physically in the article dispensing machine **230**. For example, media articles that have never been physically in the article dispensing machine **230** may be displayed because those media articles may be available at a nearby article dispensing machine. In this case, those media articles may be

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displayed to the customer so that the customer has an option to obtain those media articles from the nearby article dispensing machine **230**. In this embodiment, if a customer attempts to rent a media article that is out-of-stock, reserved for another customer, or otherwise cannot be rented at the particular article dispensing machine **230**, then that media article can be deemed an unavailable media article. Although a physical unavailable media article cannot be rented from the particular article dispensing machine **230**, a digital alternative media selection may be available and substituted for the unavailable media article, as described further below.

FIG. **4** is a block diagram illustrating the system backend **307** and connections to and from the system backend **307** to the article dispensing machines **230**, the content provider backend **308**, and the A/V display interface **309**. The system backend **307** includes components that provide and receive data to and from the article dispensing machines **230** during DVD, Blu-Ray disc, and video game rental transactions and other transactions. Components in the system backend **307** are utilized in relation to the present invention for substitution of a physical media article with digital alternative media, as described below. It will be understood that components **402**, **404**, **406**, **408**, **414**, **416**, **418**, and **420** in the system backend **307** may be implemented, for example, by the central controller **302** using instructions stored in a memory connected to the central controller **302**. It will be further understood that the databases **404**, **410**, and **412** may be implemented as part of the central database **304** or as separate databases.

The identification and authentication controller **402** can receive a unique customer identifier that a customer provides to the article dispensing machines **230** during a rental transaction. The unique customer identifier can be a credit or debit card number, a hashed version of a credit or debit card number, or other unique identifier used for payment and/or identification purposes. In the case of hashing of the credit or debit card number, the hash function applied to the credit or debit card number is preferably implemented on the article dispensing machines **230** and may be, for example, a SHA-256 hashing algorithm. The identification and authentication controller **402** can validate the payment capability of a credit or debit card by communicating with the financial server **305**.

A customer may be authenticated to multiple customer profiles and accounts by the identification and authentication controller **402**. The unique customer identifier provided by the customer can authenticate the customer to an existing customer profile and account for the article dispensing machines **230**. The existing customer profile and account can be stored and looked up using the unique customer identifier in the customer profile database **404** that is connected to the identification and authentication controller **402**. The unique customer identifier can also link the existing customer account to a content provider customer account via a connection from the customer profile database **404** to the content provider customer profile database **502** in the content provider backend **308**, as shown in FIG. **5**. Zero, one, or more content provider customer accounts may be linked in the customer profile database **404** to the existing customer account for the article dispensing machines **230**. A content provider may include, but is not limited to, a cable television operator, a satellite television service provider, an IPTV (Internet Protocol television) provider, an online gaming and digital media delivery service (Xbox Live, PlayStation Network, OnLive, etc.), a website (YouTube, Hulu, etc.), a movie studio, a television network, a game publisher, or a retailer (Best Buy, Walmart, etc.). Media selections available from a content provider may include videos on demand, streaming videos, downloadable videos, streaming video games, or

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downloadable video games. The media selections may be available through the A/V display interface **309** that is in communication with the content provider backend **308**.

In one embodiment, the content provider customer account in the content provider customer profile database **502** may include a shadow account that is created for the purposes of being associated with the existing customer profile and account in the customer profile database **404**. The identification and authentication controller **402** may associate the existing customer profile with the shadow account. Entitlement and subscription information corresponding to the customer may be stored in the shadow account and retrieved from the shadow account, as described below. The entitlement and subscription information may have been obtained from the existing customer profile, another account, or be based on predetermined configurations of subscription packages. The customer may not have direct access to the shadow account.

The customer profile database **404** can contain information related to customers of the article dispensing machines **230**, including name, mailing and billing addresses, email addresses, phone and mobile numbers, username, password, payment methods, rental history, purchase history, preferred article dispensing machines, movie and video game genre preferences, customizations, subscriptions, parental controls, linked content provider accounts, content provider subscriptions and entitlements, and other data. A rental transaction can be personalized using information from the customer profile database **404** at the article dispensing machines **230** and a website interface **418**. For example, only certain genres and titles of DVDs, Blu-Ray discs, or video games could be shown if a customer sets particular preferences that are then stored in the customer profile database **404**. Some of the information stored in the customer profile database **404** may also be stored in the article dispensing machine database **282**.

The website interface **418** can be interactive and accessible to a customer using web browser software at an electronic device **306**. The website interface **418** may also include a mobile application or consumer electronics device application. Rentable media articles may be searched, browsed, and reserved on the website interface **418** for receipt at the article dispensing machines **230**. The location of and the inventory at article dispensing machines **230** can be viewed at the website interface **418**. Digital media selections from content providers, such as streaming, downloadable, and on-demand media, may also be searched, browsed, and accessed on the website interface **418**. A customer can access their customer profile on the website interface **418** for purposes of verifying and updating their personal information in the customer profile database **404**. For example, a customer can link an account they have with a content provider on the website interface **418** by specifying their username, password, account number, and/or other identifying information for the content provider account. The system backend **307** can utilize SAML (Security Assertion Markup Language), OAuth (Open Authentication), or other protocols to authenticate the identity of the customer at the content provider via a connection from the website interface **418** to the content provider identification and authentication controller **506** in the content provider backend **308**, as shown in FIG. 5. If the identifying information matches the content provider account, the linkage to the content provider account can be stored in the customer profile database **404**.

An inventory database **412** may contain a catalog of physical media articles that may be rented at the article dispensing machines **230** and reserved at the website interface **418** for later receipt at the article dispensing machines **230**. A catalog of digital media selections available at the content provider

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can be contained in the metadata database **410**. Metadata for each of the media articles and media selections are stored in the metadata database **410**, including title, release date, running time, chapter information, technical details (resolution, audio options, languages, etc.), format, peripheral device requirements, number of players, online capability, actors, voice actors, director, studio, publisher, developer, platform, availability of downloadable content, episode information, genre, critic ratings, individualized ratings (reviews, recommendations, likes, etc.), parental ratings (MPAA, ESRB, TV Parental Guidelines, etc.), description, related content, media artwork, media stills, and other information.

Physical media articles that may be rented at the article dispensing machines **230** and digital media selections available at the content provider may be synchronized and mapped to one another by matching their respective metadata. As seen in FIG. 5, a synchronization and mapping engine **414** connected to the customer profile database **404**, the metadata database **410**, and the content provider asset management system **504** in the content provider backend **308** may compare the metadata for the media articles and media selections to determine matches. Metadata in the content provider asset management system **504** for media selections can be compared to metadata in the metadata database **410** to perform the matching. For example, a combination of a title, release date, running time, and/or actor information can be used to map a media article to a corresponding media selection. In one embodiment, proprietary identification codes unique to a media article and a media selection can be used to map the media article to the corresponding media selection. The proprietary identification codes for the media article and the media selection can be stored in the metadata database **410** and the content provider asset management system **504**, respectively. Such proprietary identification codes can be assigned to media articles and media selections by third party providers such as Rovi, Baseline, and AMG.

A media selection at a content provider can be placed in the saved programs queue **604** on the A/V display interface **309**, as shown in FIG. 6, by providing the appropriate instructions to the content provider asset management system **504** in the content provider backend **308**. Queuing a media selection may occur, for example, when a customer decides to purchase the digital media selection from the content provider in place of a physical media article at an article dispensing machine **230**, as detailed further below.

An inventory database **412** can be connected to the article dispensing machine **230** and the metadata database **410** to provide information regarding the availability of media articles in the article dispensing machines **230**. In conjunction with a search engine **416**, the inventory database **412** and the metadata database **410** can provide inventory results for media articles and media selections to an A/V display interface application **602** on an A/V display interface **309**, as shown in FIG. 6. Such results may include the availability of physical media articles at the article dispensing machines **230** as well as digital media selections available at a content provider. The results may also be provided to the website interface **418** or other websites operated by a content provider, for example. The synchronization and mapping engine **414** can store the information from the content provider asset management system **504** regarding media selections at the content provider in the metadata database **410**. The inventory database **412** can also supply the availability of media articles in the article dispensing machines **230** to the website interface **418** or to other portals, such as an application on a mobile device, when queried.

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A metadata database watcher **408** can monitor the metadata database **410** for changes in metadata, media articles, and/or media selections. The metadata database watcher **408** can use customer watchlist subscriptions from a customer profile in the customer profile database **404** to determine what changes to monitor. The changes to the metadata can include inventory availability, content provider availability, release schedules, and other information related to a particular title. The customer watchlist subscriptions can be used by the metadata database watcher **408** to monitor these changes in combination with information regarding particular actors, directors, and other information. When a change corresponding to a customer watchlist subscription is found by the metadata database watcher **408**, a notification engine **406** can transmit notifications and details of the change to the customer. The notifications may be sent via email, SMS, mobile application alerts, set-top box notification, or other electronic channels.

A customer may also subscribe to be notified about new information regarding their favorite actors, directors, titles, studios, and other parameters. Such information may include information related to live performances, television appearances, news and magazine articles, blogs, and other content. A web crawler and data feed **420** can obtain this information by searching pertinent websites and use of a public API to feed the metadata database **410**. The customer can subscribe to this information about their favorites at the website interface **418**, for example. The metadata database watcher **408** monitoring the metadata database **410** can detect when there is a new piece of information about a favorite and transmit the desired notifications using the notification engine **406**.

A preferred embodiment of a process **700** for substituting a physical media article with a digital alternative media selection is shown in FIG. 7. The process **700** can result in display of the alternative media selection and an associated content provider on the article dispensing machine **230** when a media article is unavailable, such as when the media article is out-of-stock or already reserved during a rental transaction, or when a media article is available. At step **702**, the article dispensing machine **230** can receive a request related to the media article through the user interface **234**. The request may include a rental request, such as when a customer desires to rent an available or unavailable media article during a rental transaction; an information request, such as when a customer is browsing available media articles and wishes to display information about alternative media corresponding or related to a particular media article; or a browsing request, such as when a customer is browsing or searching for media articles and information about alternative media can be presented on the user interface **234** based on the customer's preferences.

For a rental request, the customer may request to rent a media article that is available to rent and in-stock in the article dispensing machine **230**, or a media article that is unavailable because the media article is out-of-stock, reserved to another customer, or otherwise unavailable to rent from the article dispensing machine **230**. In the case of an information request, the customer may be browsing media articles prior to deciding whether to rent. For a particular media article, the customer can optionally select to obtain information about alternative media corresponding to the media article. For a browsing request, the customer may also be browsing or searching for media articles prior to deciding whether to rent. Information about alternative media corresponding to or related to the media article being viewed can be displayed, based on a customer's preferences that are stored in the customer profile database **404**. The preferences may include a particular genre, actor, director, studio, or other criteria.

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At step **704**, the article dispensing machine **230** can receive a unique customer identifier through the user interface **234**, such as via the card reader **240** or the keypad and/or touch screen **242**. The unique customer identifier is preferably a credit or debit card number obtained via a swipe of a credit or debit card in the card reader **240**. The credit or debit card number may also be obtained using a Radio Frequency Identification (RFID) reader configured to read RFID-enabled credit cards. The credit or debit card number can be processed through a hash function on the article dispensing machine **230**, and then the hashed credit or debit card number can be transmitted to the identification and authentication controller **402** in the system backend **307**. The hashed credit or debit card number can be used to look up a customer profile in the customer profile database **404**. The unique customer identifier may also include a customer-provided identification of the associated content provider. The customer could also provide what content providers they are associated with on the article dispensing machine **230**, and optionally provide the specific subscription package they subscribe to, instead of a credit or debit card number or account number.

The associated content providers can be identified at step **706**. Using the unique customer identifier provided at step **704**, the associated content providers may be identified by accessing the customer profile database **404**. A customer profile in the customer profile database **404** can contain linkages to customer accounts and subscriptions at content providers that the customer is associated with. The customer can provide what content providers they are associated with prior to commencing the rental transaction, such as on the website interface **418**, and this information can be stored in the customer profile **404**. If a customer does not have any existing linkages in the customer profile database **404** at step **706**, the customer may identify the associated content providers, if any, via the user interface **234** on the article dispensing machine **230**. The customer can provide account information, for example, or other unique information to identify a particular customer account at a content provider. In one embodiment, the operator of the associated content provider may be the same as the operator of the article dispensing machine **230**. Details of step **706** are further described below with regards to FIG. 9.

At step **708**, the central controller **302** can determine a digital alternative media selection to substitute for the physical media article. Mappings between the media article and a corresponding alternative media selection, based on their respective metadata, can be stored in the metadata database **410**. The determination of the alternative media selection may be performed by the synchronization and mapping engine **414** in real time based on metadata in the metadata database **410**, inventory information in the inventory database **412**, and entitlement and subscription information in the customer profile database **404**. Details of step **708** are further described below with regards to FIG. 10. The alternative media selection will be displayed at step **710** along with the content provider associated with the alternative media selection. In addition, the media article and related information may also be displayed at step **710** in the case of a rental request when the media article is available and in-stock, an information request, or a browsing request at step **702**. For example, if the request at step **702** is a rental request, the customer may choose to rent the media article from the article dispensing machine **230** or access the alternative media selection. As another example, if the request at step **702** is an information request or a browsing request, the customer can view the available alternative media options along with the media article(s) available at the article dispensing machine **230**.

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Other information may be presented to the customer on the user interface **234** at step **710**, such as payment options, subscription information, and other information related to the alternative media selection. In one embodiment, an email, SMS, or other communication may be sent to the customer with a uniform resource locator (URL) link to view the alternative media selection. In another embodiment, a QR code representing a URL link to view the alternative media selection may be displayed to the customer on the user interface **234**. In another embodiment, an email, SMS, or other communication may be sent to the customer with details on how to view the alternative media selection, such as instructions about how to access a video-on-demand title on an A/V display interface **309**. In another embodiment, the alternative media selection can be queued on the saved programs queue **604** on the A/V display interface **309** so that an application on the A/V display interface **309** can notify the customer of the availability of the alternative media selection when the application is executed. In further embodiments, the article dispensing machine **230** may communicate a URL link and/or instructions on how to view the alternative media selection to an electronic device **306** using near field communication, Bluetooth, USB, or another protocol. In another embodiment, the alternative media selection can be downloaded onto a USB flash drive connected to the article dispensing machine **230**.

An alternative embodiment of a process **800** for substituting a physical media article with a digital alternative media selection is shown in FIG. **8**. In this embodiment, a request to rent a media article is received at step **802**. The media article may be unavailable because the media article is out-of-stock, reserved to another customer, or otherwise unavailable to rent from the article dispensing machine **230**, or the media article may be available to rent and in-stock in the article dispensing machine **230**. For example, the customer may search and/or browse through DVD, Blu-Ray, and video game titles on the user interface **234** of the article dispensing machine **230** and attempt to rent a certain media article. At step **804**, it is determined whether the desired media article is available to rent at the article dispensing machine **230** by accessing the inventory database **412**. If the desired media article is available, i.e., in-stock, then the media article is vended to the customer at step **806**. However, if the desired media article is not available, then the process **800** continues to step **704**. As described above with reference to the process **700** shown in FIG. **7**, at step **704**, a customer identifier can be received, followed by identifying the associated content provider at step **706**. At step **708**, alternative media corresponding to the unavailable media article is determined, followed by display of the alternative media and the associated content provider at step **712**. When a corresponding alternative media selection is found at step **708**, the customer can be notified via the user interface **234** that the desired media article is not available for rental but that an alternative media selection is available at step **712**.

In an alternative embodiment, a process **1100** shown in FIG. **11** can result in display of the alternative media selection and an associated content provider on the article dispensing machine **230** when a media article is unavailable, or can result in display of the media article, the alternative media selection, and the associated content provider on the article dispensing machine **230** when the media article is available. As in the process **700** described in FIG. **7** above, a unique customer identifier can be received by the article dispensing machine **230** at step **704**, followed by identification of the associated content providers at step **706**. At step **802** following step **706** in the process **1100**, a request can be received by the article

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dispensing machine **230** and the central controller **302** to rent a desired media article. At step **708** in the process **1100** following step **802**, the central controller **302** can determine an alternative media selection that corresponds to the desired media article, based on their respective metadata. Next, at step **1102** following step **708** in the process **1100**, it is determined whether the desired media article is available to rent at the article dispensing machine **230** by accessing the inventory database **412**. If the desired media article is not available at step **1102**, then the alternative media selection and associated content provider are displayed on the user interface **234** at step **710**. However, if the desired media article is determined to be available at step **1102**, then the desired media article, the alternative media selection, and the associated content provider for the alternative media selection are displayed on the user interface **234** at step **1104**.

A preferred embodiment of step **706** in the processes **700**, **800**, and **1100** above for identifying a content provider with a unique customer identifier is shown in FIG. **9**. At step **902**, the unique customer identifier received at step **704** is transmitted to the central controller **302**. The central controller **302** can match the unique customer identifier to a particular customer profile in the customer profile database **404**. If the unique customer identifier is present in the customer profile database **404** at step **904**, then the process continues to step **906**. At step **906**, the central controller **302** can determine whether there is an associated content provider linked to the customer profile found in step **904**. The customer profile in the customer profile database **404** may contain a linkage to an associated content provider. If there is not a content provider associated to the customer profile at step **906** or if no unique customer identifier is found in the customer profile database **404** at step **904**, the customer may provide the linkages of content providers at step **908** via the user interface **234**. The customer profile in the customer profile database **404** can include information obtained from the content provider customer profile database **502** in the content provider backend **308**, such as an account number, email address, subscription information, and other information related to the customer's content provider customer profile.

In one embodiment, the content provider customer account in the content provider customer profile database **502** may include a shadow account that is created for the purposes of being associated with an existing customer profile and account in the customer profile database **404**. The identification and authentication controller **402** may associate the existing customer profile with the shadow account. Entitlement and subscription information corresponding to the customer may be stored in the shadow account and retrieved from the shadow account, as described below. The entitlement and subscription information may have been obtained from the existing customer profile, another account, or be based on predetermined configurations of subscription packages.

If there is a content provider associated with the customer identifier at step **906**, the process continues to step **910** where subscription information at the content provider for the customer is retrieved from the customer profile database **404**. The customer profile database **404** may contain subscription and entitlement information that was previously received from the content provider customer profile database **502** in the content provider backend **308**. Subscription information at the content provider can include the customer's subscribed service package, premium channel content the customer entitled to access, zip code and address for possible geographical content restrictions, parental authorization and controls for age authentication, and other subscriber information. The subscription information may be used by the central

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controller 302 at step 708 when determining the availability of alternative media selections for the customer at particular content providers. Step 910 is also performed following step 908 when a customer has entered a linkage to a content provider.

A preferred embodiment of step 708 in the processes 700, 800, and 1100 above for determining the digital alternative media selection in place of the physical media article is shown in FIG. 10. At step 1002, the desired media article the customer wishes to rent is transmitted to the central controller 302. The synchronization and mapping engine 414 can access metadata for the desired media article at step 1004 from the metadata database 410. As discussed above, metadata for each of the media article and the alternative media selection may include title, release date, running time, chapter information, technical details, format, peripheral device requirements, number of players, online capability, actors, voice actors, director, studio, publisher, developer, platform, availability of downloadable content, episode information, genre, critic ratings, individualized ratings, parental ratings, description, related content, media artwork, media stills, and other information, proprietary identification code, and other information. At step 1006, the synchronization and mapping engine 414 can determine whether the metadata for the media article matches the metadata for an alternative media selection in the metadata database 410. For example, a combination of the title of a movie and the release year may allow a match of a movie DVD or Blu-Ray disc to a streaming movie, downloadable movie, or video-on-demand movie that may be available from a content provider. As another example, a combination of the title of a television series, the episode title, episode number, and release year may allow a match of a television show DVD or Blu-Ray disc to a media selection available from a content provider. As a further example, a combination of the title of a video game, release date, and publisher may allow a match of a video game to a streaming or downloadable game from a content provider. In the case of a movie or television show, if a match between the desired media article and the alternative media is not found with the title, episode, and/or release year information, the synchronization and mapping engine 414 could also utilize the running time of the movie or television show and the names or initials of the top-billed actors. It will be understood that metadata in any combination may be used to obtain a mapping of media articles to alternative media.

In some embodiments, the synchronization and mapping engine 414 can determine a match of a media article to a related alternative media selection at step 1006, instead of or in addition to determining the alternative media selection that exactly matches the media article. The rental or purchase history of the customer from the customer database 404 may also be utilized in conjunction with the metadata of the media article, as described above, to determine a related alternative media selection. An exact alternative media selection may not be available to a customer due to the unavailability of the physical media article in digital format at any content provider, due to the entitlements in the customer's subscription package, or other reasons. If an exact alternative media selection match to the media article is not available, then a related alternative media selection may be determined at step 1006. For example, if a customer attempts to rent the movie Return of the Jedi and it is unavailable as a physical media article at the article dispensing machine 230 and as a digital media selection at all content providers, then related alternative media selections may be determined, such as the movies The Empire Strikes Back and Star Wars Episode I: The Phantom Menace. The related alternative media selections may be

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determined based on metadata for the movie Return of the Jedi and/or the prior rental history of the customer that may include, for example, rentals of the movie Star Wars and the video game Star Wars: Battlefront.

5 If no match between a media article and an alternative media is found at step 1006, the central controller 302 may transmit to the user interface 234 of the article dispensing machine 230 that there was no alternative media selection found that corresponds to the media article at step 1012. 10 However, if a match is found at step 1006, the synchronization and mapping engine 414 determines at step 1008 whether the alternative media selection is available at a content provider that is linked to the customer. The content provider linkages may have been supplied previously at step 706 and in particular, steps 906, 908, and 910. The synchronization and mapping engine 414 determines whether an alternative media selection is available at a linked content provider by accessing information about possible digital media selections in the metadata database 410. In addition to determining whether 15 the alternative media selection is available at a linked content provider, the synchronization and mapping engine 414 can also determine at step 1008 whether the customer is entitled to access the alternative media selection based on the subscription information in the customer profile database 404 that was previously obtained at step 910. 25

A customer may be entitled to access an alternative media selection for free, such as when the alternative media selection is already available within the customer's subscription package, or when the alternative media selection is publicly available. In other cases, a customer may only have access to an alternative media selection by providing additional payment, such as when the customer's subscription package does not allow access to the alternative media selection or when the alternative media selection is only available at an a la carte content provider. For example, if the customer's subscription package allows access to Home Box Office (HBO) content and the alternative media selection is available through HBO, then the customer will have access to the alternative media selection without additional payment. As another example, if 30 the customer's subscription package only allows access to Showtime content and the alternative media selection is only available through HBO, then the customer will not have access to the alternative media selection. In this case, the customer may have the option to upgrade their subscription package to include HBO or utilize an a la carte content provider for an additional payment. As a further example, if the customer is a Comcast subscriber and the alternative media selection is available as a free video-on-demand selection on Comcast, then the customer will have access to the alternative media selection without additional payment. However, if the alternative media selection is only available through Hulu Plus, then the customer will not have access to the alternative media selection unless the customer provides additional payment. 45

Therefore, if the alternative media selection is available at a linked content provider at step 1008, then at step 1010, the alternative media selection and associated content provider is transmitted from the central controller 302 for display on the article dispensing machine 230. If the alternative media selection is not available at a linked content provider at step 1008, then the central controller 302 can obtain other content provider options, if any, at step 1014. In one embodiment, step 1014 may be performed to obtain other content provider options even if the alternative media selection is available at a linked content provider at step 1008. Other content provider options may include a la carte content providers such as Amazon Instant Video, iTunes Store, YouTube, VUDU, and 65

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other services that allow a user to individually purchase digital media without requiring a subscription. Further content provider options that may be obtained at step 1014 include retailers that grant rights to a digital media selection in conjunction with the purchase of a physical item (e.g., Best Buy, Walmart, etc.), movie studios, television networks, video game developers, and online gaming delivery services (Xbox Live, PlayStation Network, OnLive, etc.). For example, a video game may be available from an online gaming delivery service for download, such as from Xbox Live or the PlayStation Network, or for streaming, such as from OnLive. If other content providers are available for the alternative media selection at step 1014, the alternative media selection and the associated other content provider(s) may be transmitted at step 1010 from the central controller 302 for display on the article dispensing machine 230.

As described above, following step 708, the alternative media selection, associated content provider, and payment options may be displayed to the customer at step 710. The payment options may be dependent on the subscription information obtained at step 910 or the a la carte content providers obtained at step 1014. The payment options can include whether the alternative media selection is free to the customer, is free to the customer because of their subscription service package with a content provider, or will cost a particular price or number of credits. In one embodiment, the price for the alternative media selection may be discounted to the customer compared to the retail price. In another embodiment, the customer may also redeem a promotion code to gain access to the alternative media selection. In a further embodiment, the payment option may include the opportunity to upgrade to a higher level service package which includes access to the alternative media selection. The customer may pay for the alternative media selection at the article dispensing machine 230 using a credit or debit card, redeeming credits or promotion codes, charging the price to their account at the content provider, or using other payment methods.

Any process descriptions or blocks in figures should be understood as representing modules, segments, or portions of code which include one or more executable instructions for implementing specific logical functions or steps in the process, and alternate implementations are included within the scope of the embodiments of the present invention in which functions may be executed out of order from that shown or discussed, including substantially concurrently or in reverse order, depending on the functionality involved, as would be understood by those having ordinary skill in the art.

It should be emphasized that the above-described embodiments of the present invention, particularly, any "preferred" embodiments, are possible examples of implementations, merely set forth for a clear understanding of the principles of the invention. Many variations and modifications may be made to the above-described embodiment(s) of the invention without substantially departing from the spirit and principles of the invention. All such modifications are intended to be included herein within the scope of this disclosure and the present invention and protected by the following claims.

The invention claimed is:

1. A method of substituting an alternative media selection for a media article requested from an article dispensing machine, the article dispensing machine having a user interface connected to a processor and configured to communicate with a central processor via a network, the method comprising the steps of:

receiving a request for the media article to be dispensed at the article dispensing machine;

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receiving a unique customer identifier through the user interface;

identifying an associated content provider of digital media based on the unique customer identifier;

comparing first metadata corresponding to the media article with second metadata corresponding to the alternative media selection; and

selecting, for presentation in substitution of the media article, the alternative media selection from available media provided by the associated content provider based on the comparison, the alternative media selection comprising digital media content and being different from the media article.

2. The method of claim 1, wherein the request related to the media article comprises a rental request for the media article.

3. The method of claim 2, further comprising determining if the media article is available at the article dispensing machine, in response to the request; and

wherein the steps of receiving the unique customer identifier, identifying the associated content provider, comparing the first metadata to the second metadata, and selecting the alternative media selection are performed, if the media article is determined to be unavailable at the article dispensing machine.

4. The method of claim 1, wherein the request related to the media article comprises an information request to display media information related to the alternative media selection.

5. The method of claim 1, wherein:

the request related to the media article comprises a browsing request for the media article, wherein the browsing request comprises at least one of browsing or searching for the media article; and

selecting the alternative media selection comprises determining the alternative media selection related to the media article based on a user preference.

6. The method of claim 1, wherein the unique customer identifier comprises at least one of a credit card number, a debit card number, or a customer-provided identification of the associated content provider.

7. The method of claim 1, wherein identifying the associated content provider comprises associating the unique customer identifier with a customer subscription at the associated content provider, wherein the customer subscription is stored in a customer profile database in communication with the central processor.

8. The method of claim 7, wherein selecting the alternative media selection comprises determining the alternative media selection based on an access permission for the alternative media selection in the customer subscription.

9. The method of claim 1, wherein selecting the alternative media selection comprises utilizing a mapping of the media article to the alternative media selection based on the first metadata corresponding to the media article and second metadata corresponding to the alternative media selection, the first metadata corresponding to the media article and the second metadata corresponding to the alternative media selection stored in a metadata database in communication with the central processor, and wherein the selected alternative media selection comprises at least one of the media article in digital format or a related media article in digital format.

10. The method of claim 9, wherein the first metadata corresponding to the media article and the second metadata corresponding to the alternative media selection each comprises at least one of a title, a release date, a running time, chapter information, technical details, a format, a peripheral device requirement, number of players, online capability, an actor, a voice actor, a director, a studio, a publisher, a devel-

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oper, a platform, availability of downloadable content, episode information, a genre, a critic rating, an individualized rating, a parental rating, a description, related content, media artwork, a media still, or a proprietary identification code.

11. The method of claim 1, wherein the media article comprises at least one of a digital video disc, a Blu-Ray disc, or a video game disc.

12. The method of claim 1, wherein the alternative media selection comprises at least one of a video on demand, a streaming video, a downloadable video, a streaming video game, or a downloadable video game.

13. The method of claim 1, further comprising transmitting a list to the user interface, the list comprising the alternative media selection, the associated content provider, and a payment option for the alternative media selection.

14. The method of claim 13, further comprising:

receiving a request through the user interface to purchase the alternative media selection; and

redeeming at least one of a promotion code, a discount, or a credit code to purchase the alternative media selection.

15. The method of claim 13, wherein the payment option comprises at least one of a discount on a regular price for the alternative media selection, a charge for the alternative media selection to the associated content provider, redemption of a promotion code, redemption of a credit code, or an offer to upgrade to a premium customer subscription.

16. The method of claim 1, wherein identifying the associated content provider comprises receiving an identification of the associated content provider through the user interface.

17. The method of claim 1, wherein identifying the associated content provider comprises receiving a linkage of the associated content provider to a customer account for the article dispensing machine through a website interface in communication with the central processor.

18. A method of mapping a media article to an alternative media selection for a transaction conducted at an article dispensing machine, the article dispensing machine having a user interface and being connected to a central processor via a network, the central processor in communication with a metadata database, the method comprising the steps of:

receiving a request through the user interface to vend the media article;

transmitting the information corresponding to the request to vend the media article to the central processor via the network;

accessing first metadata corresponding to the media article, the first metadata corresponding to the media article stored in the metadata database;

comparing the first metadata corresponding to the media article to second metadata corresponding to the alternative media selection, the second metadata corresponding to the alternative media selection stored in the metadata database;

if the first metadata corresponding to the media article matches the second metadata corresponding to the alternative media selection, determining an associated content provider for selecting the alternative media selection; and

transmitting the information identifying the alternative media selection and the associated content provider to the article dispensing machine for display on the user interface.

19. The method of claim 18, further comprising receiving a unique customer identifier from a customer through the user interface, wherein the associated content provider is linked to the customer based on the unique customer identifier.

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20. The method of claim 18, wherein the information identifying the alternative media selection and the associated content provider is transmitted when a customer subscription at the associated content provider allows access to the alternative media selection.

21. The method of claim 18, wherein the first metadata corresponding to the media article and the second metadata corresponding to the alternative media selection each comprises at least one of a title, a release date, a running time, chapter information, technical details, a format, a peripheral device requirement, number of players, online capability, an actor, a voice actor, a director, a studio, a publisher, a developer, a platform, availability of downloadable content, episode information, a genre, a critic rating, an individualized rating, a parental rating, a description, related content, media artwork, a media still, or a proprietary identification code.

22. The method of claim 18, wherein the media article comprises at least one of a digital video disc, a Blu-Ray disc, or a video game disc.

23. The method of claim 18, wherein the alternative media selection comprises at least one of a video on demand, a streaming video, a downloadable video, a streaming video game, or a downloadable video game.

24. The method of claim 18, wherein the media article comprises an unavailable media article.

25. A method of authenticating a first customer account for an article dispensing machine with a second customer account at an associated content provider for substitution of an alternative media selection for a media article at the article dispensing machine, the article dispensing machine having a user interface and being connected to a central processor via a network, the method comprising the steps of:

receiving a unique customer identifier through the user interface;

transmitting the unique customer identifier to the central processor via the network;

accessing the first customer account in a customer profile database, based on the unique customer identifier, the customer profile database configured to communicate with the central processor;

linking the first customer account to the second customer account in the customer profile database, based on the unique customer identifier;

determining whether the second customer account allows access to the alternative media selection;

selecting the alternative media selection at the associated content provider corresponding to the media article based on a comparison of first metadata corresponding to the media article and second metadata corresponding to the alternative media selection, if the second customer account allows access to the alternative media selection; and

transmitting information identifying the alternative media selection and the associated content provider to the article dispensing machine for display on the user interface.

26. The method of claim 25, wherein:

selecting the alternative media selection comprises mapping the first metadata corresponding to the media article with the second metadata corresponding to the alternative media selection; and

transmitting the information identifying the alternative media selection and the associated content provider comprises transmitting the information identifying the alternative media selection and the associated content provider if the metadata of the alternative media selection matches the metadata of the media article.

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27. The method of claim 26, wherein the first metadata corresponding to the media article and the second metadata corresponding to the alternative media selection each comprises at least one of a title, a release date, a running time, chapter information, technical details, a format, a peripheral device requirement, number of players, online capability, an actor, a voice actor, a director, a studio, a publisher, a developer, a platform, availability of downloadable content, episode information, a genre, a critic rating, an individualized rating, a parental rating, a description, related content, media artwork, a media still, or a proprietary identification code.

28. The method of claim 25, further comprising:  
receiving a request through the user interface to purchase the alternative media selection; and  
charging the second customer account for the purchase of the alternative media selection.

29. The method of claim 25, wherein the media article comprises an unavailable media article.

30. An article dispensing machine configured to communicate with a network of different article dispensing machines, the article dispensing machine comprising:

a user interface configured to receive a unique customer identifier and a request to vend a media article;  
a network interface configured to communicate with a central processor;

a processor configured to communicate with the user interface and control the network interface to:

communicate with the central processor to request access to a customer profile database and a metadata database stored on a central memory remote from the article dispensing machine in response to receiving the unique customer identifier and the request to vend the media article from the article dispensing machine, wherein the customer profile database contains a linkage of a first customer account with a second customer account based on the unique customer identifier, and the metadata database contains first metadata corresponding to the media article and second metadata corresponding to an alternative media selection, wherein the central processor is configured to trans-

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mit information identifying the alternative media selection to the article dispensing machine if the first metadata corresponding to the media article matches the second metadata corresponding to the alternative media selection and if the second customer account allows access to the alternative media selection.

31. The article dispensing machine of claim 30, wherein the metadata database comprises at least one of a title, a release date, a running time, chapter information, technical details, a format, a peripheral device requirement, number of players, online capability, an actor, a voice actor, a director, a studio, a publisher, a developer, a platform, availability of downloadable content, episode information, a genre, a critic rating, an individualized rating, a parental rating, a description, related content, media artwork, a media still, or a proprietary identification code of the media article and the alternative media selection.

32. The article dispensing machine of claim 30, wherein the media article comprises an unavailable media article.

33. A system for substituting an alternative media selection for a media article from an article dispensing machine, the article dispensing machine having a user interface connected to a processor, the system comprising:

a memory storing executable program code;

a central processor configured to communicate with the processor of the article dispensing machine via a network, and configured to execute the executable program code stored on the memory to:

receive a unique customer identifier received through the user interface in connection with a request related to the media article;

identify an associated content provider based on the unique customer identifier; and

determine the alternative media selection at the associated content provider based on first metadata corresponding to the media article and second metadata corresponding to the alternative media selection, the alternative media selection comprising digital media content corresponding to the media article.

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