(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

REVISED VERSION

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
3 May 2007 (03.05.2007)

PCT

(10) International Publication Number
WO 2007/050918 A3

(51) International Patent Classification:
G06F 3/048 (2006.01)

(21) International Application Number:
PCT/US2006/042042

(22) International Filing Date: 27 October 2006 (27.10.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
11/262,175 27 October 2005 (27.10.2005) US

(71) Applicant *(for all designated States except US)*: **E-CAST, INC.** [US/US]; 49 Geary Street Mezzanine, San Francisco, California 94108-5705 (US).

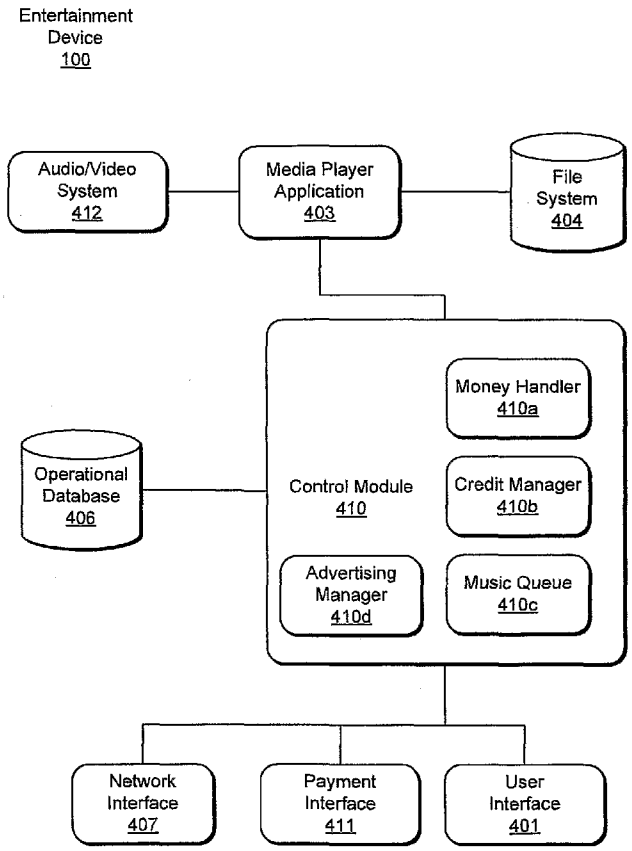
(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: **SPIELMAN, Howard, L.** [US/US]; 63 Clarendon Avenue, San Francisco, California 94114 (US). **CLARK, Darren L.** [US/US]; 131 Embarcadero West, #3306, Oakland, CA 94607 (US). **SCOTT, Chris, D.** [US/US]; 10 East Barberry Place, Novato, CA 94949 (US). **SCHMIDT, David, S.** [US/US]; 856 MacArthur Avenue, Apt. C, San Francisco, CA 94129 (US).

(74) Agent: **MATSUBAYASHI, Hugh**; MacPherson Kwok Chen & Heid LLP, 2033 Gateway Place, Suite 400, San Jose, CA 95110 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS,

[Continued on next page]

(54) Title: INTERACTIVE ENTERTAINMENT DEVICE



(57) Abstract: An entertainment system is provided, including: a network interface for coupling the entertainment system with a host system over a network; a video display for displaying graphical content to a user; a user input device; and a control module configured to: generate a graphical user interface (GUI) for display on the video display, said GUI comprising at least one hybrid mode screen including a content selection region for browsing entertainment content items available for performance by the entertainment system and an advertising region for displaying an advertisement; store information regarding performance of advertisements on the entertainment system; transmit said information regarding performance of advertisements on the entertainment system to the host system via the network interface; receive a request to perform an entertainment content item at a venue where the entertainment system is located; and perform the requested entertainment content at the venue. The advertisement may comprise an advertising graphic and an input control. The control module may be configured to provide a reward in response to receiving input from the user. The reward may comprise one or more credits exchangeable for performance of entertainment content.

WO 2007/050918 A3

RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report: 21 December 2007

Date of publication of the revised international search report: 28 February 2008

(15) Information about Correction: see Notice of 28 February 2008

CORRECTED VERSION

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2006/042042

A. CLASSIFICATION OF SUBJECT MATTER

Int. Cl. ***G06F 3/048*** (2006.01)

US. Cl. ***725/37; 725/51; 725/143***

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

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
DWPI, USPTO Keywords: entertain; amusement; juke box; advert; banner; display; GUI; network; internet; stor; remot and like keywords

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2003/0171985 A1 (PRABHU et al) 11 September 2003 Abstract Paragraphs 10-40, 59-65, 72-86, 112-126 and 206 Figs 1, 3, 5, 7, 8, 13-16	1-6, 12-24, 30-36
X	US 2003/0234819 A1 (DALY et al) 25 December 2003 Abstract Paragraphs 4-6, 11-14, 17, 18, 20-28 Figs 1-4	1-4, 6, 12-22, 24, 30-36
X	US 2005/0015815 A1 (SHOFF et al) 20 January 2005 Abstract Paragraphs 11, 12, 29-37, 39, 40, 46, 48, 50, 55, 56, 66, 69, 70-76, 78, 80 Figs 1, 2, 4, 7 and 8c	1, 6-19, 24-36

[X] Further documents are listed in the continuation of Box C [X] See patent family annex

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

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

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

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

"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
24 July 2007	17 DEC 2007
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Blaine R. Copenheaver Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2006/042042

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages *(Remove spaces when completed if the page is too long)*	Relevant to claim No.
X	US 2003/0084452 A1 (RYAN et al) 1 May 2003 Abstract Paragraphs 6-8, 20, 26, 31, 35-45 Figs 1, 4, 8	1, 5, 6, 12-19, 23, 24, 30-36

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.
PCT/US2006/042042

This Annex lists the known "A" publication level patent family members relating to the patent documents cited in the above-mentioned international search report. These particulars are merely given for the purpose of information.

Patent Document Cited in Search Report		Patent Family Member					
US	2003171985						
US	2003234819	AU	2003243648	CA	2490518	EP	1535273
		MX	PA05000240	WO	2004001542		
US	2005015815	US	6240555	US	2001001160	US	2004210824
US	2003084452						

END OF ANNEX

(To add more lines press TAB at end of last row, remove paragraph marker to join up 'END OF ANNEX' box)