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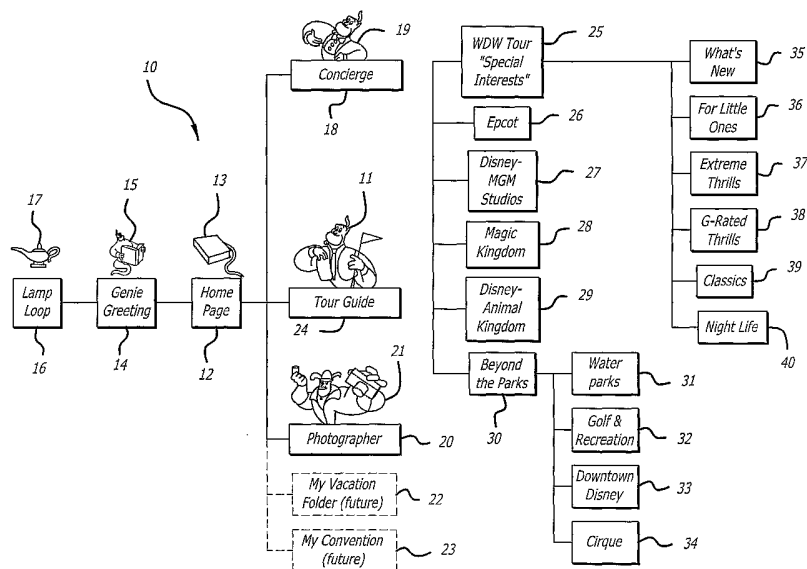
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(54) Title: GUEST ROOM INTERACTIVE TELEVISION SYSTEM AND METHOD FOR CARRYING OUT THE SAME



(57) Abstract: A system and method for utilizing an interactive television system in a hotel room at a venue to provide a guest at the venue with a tour guide to the venue. The tour guide includes a virtual concierge for use by the guest while staying at the hotel and while visiting the venue. The tour guide also includes a virtual photographer guide to the venue enabling the guest to view photographs taken of the guest and/or his family and friends when visiting the venue.



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GUEST ROOM INTERACTIVE TELEVISION SYSTEM AND METHOD FOR CARRYING OUT THE SAME

BACKGROUND

5 1. Field of the Disclosure

The present disclosure relates generally to an interactive television system and method for use in a room in a hotel or the like.

2. Description of the Prior Art

10 Attending amusement parks and the like should be a fun and entertaining experience. Many guests to such parks stay at hotels related to the park. The hotels in such venues try to make the guest's visit to the park as hassle free as possible. Some hotels, not only those associated with amusement parks or the like, provide in-room entertainment and informative interactive content through the room's television set to enhance the stay of the
15 guest.

SUMMARY OF THE DISCLOSURE

An objection of this disclosure is to provide guests to a hotel with entertaining and informative interactive content to help reduce hassle during the guest's visit and enhance the guest's vacation experience.

20 It is a further object of this disclosure to utilize characters associated with a venue, such as an amusement park, to provide such information services.

It is still another object of this disclosure to provide such a service as in the foregoing objects which assists the guests in planning their activities while
25 at the venue or answering any of the guest's questions.

The present disclosure is a system which enhances a guest's visit to a venue, such as an amusement park. Various characters associated with the

venue, and characters created solely for the system herein, can be utilized to carry out the disclosure herein.

The system will play three important roles: Tour Guide, Concierge and Photographer.

5 As a Tour Guide, the system will lead the guest through a personalized tour of what there is to see and do at the venue. The guest will be able to view on-demand video clips relating to the venue in the guest's room over the television set, such as various parks or amusement sections associated with the venue, and even other venues not physically located where the hotel is but
10 both associated with the hotel and other venues of interest not related to the hotel and its related venue. The guest's individual preferences may be entered into the system and the guest may be able to view video clips providing the best parts of the venue for that guest's particular preferences. The guest will be able to obtain additional information about any of the information displayed
15 in the video clips by merely touching a button or the like on a television remote control, such as show times, special events and attraction-specific information.

The concierge role of the system will assist the guest in planning their time at the venue, such as dining reservations, transportation information and ticket-purchase application.

20 The Photographer role of the system will enable the guest to view all photographs taken of the guest and his or her family during their stay at the hotel. Provisions may be available on the system to edit such photographs or purchase the same or even allow the guest to share the photographs with others, such as by email or the like to family members or friends not at the
25 venue.

In all of the above, animated characters, newly created for the system or associated with the venue, and related audio and character voices may be used to add personality and color to the system. Further, the system may be

multilingual allowing the guest to chose the language he or she is most comfortable with.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a diagrammatic representation of the overall Tour Guide of
5 the disclosure;

Figure 2 is a diagrammatic representation of the Concierge portion of the disclosure; and

Figure 3 is a diagrammatic representation of the Photographer portion of the disclosure.

10 DETAILED DESCRIPTION

Figure 1 thus is a flow chart illustrating the interactive features of the three parts of the system, Tour Guide, Concierge and Photographer.

The system disclosed in Figure 1 contemplates using state of the art means to deliver high-speed data transmissions to a hotel's guest room. Such
15 state of the art means should provide high-speed internet access via laptop computer and enhanced television-based content to drive Customer Relationship Management (CRM) initiatives and further differentiate an experience at the hotel in which the system of this disclosure is installed from experiences at other venues.

20 The benefits of the system disclosed herein include high-speed internet access via guest's laptop computer, the sale of products by the venue over the television, purchase of tickets directly over the television and on-screen phone number referral for other tickets. Other benefits may include business support using easy-to-navigate marketing videos, food and beverage sales, table
25 service sales, hassle-reduction transportation assistance, tips and hints relating to the venue, products and services information, package entitlements descriptions, and information about the venue, such as an amusement park and related venues.

Thus, the Tour Guide system 10 in Figure 1 may include a cartoon figure, such as genie 11, which introduces the guest to the program. The user, or guest, using the TV's remote control, can click on the homepage icon 12, to return to the home page at any time, denoted by character 13, or a genie greeting icon 14, denoted by Character 15, or lamp loop icon 16, denoted by lamp icon 17.

The user can navigate to the concierge 18, again denoted by character 19, or to the Photographer 20, denoted by character 21.

If desired, the user also has access to the My Vacation Folder 22, to book future vacations, or the MY CONVENTION box 23, to book future conventions at the venue.

From the Tour Guide box 24, the user, by checking on the same, will open a) a Special Interests box 25 (e.g., if Walt Disney World –WDW- is the venue, this box could be related to a special Tour there); b) Epcot® center box 26; c) Disneyland® - MGM® box 28; e) Disney's Animal Kingdom® box 29; and f) Beyond the Parks box 30. Clicking on this box will offer the guest 4 choices: Water Parks in the area-box 31; Golf and Recreation facilities in the area-box 32; Downtown Disney – box 33; and Cirque du Soleil, a circus attraction at the venue-box 34.

When the special tours box 25 is accessed, it opens boxes 35 through 40. Box 35 will show the guest what is new at the venue; box 36 will show the guest what is available for children at the venue; box 37 will show the guests what extreme or thrilling attractions are available at the venue; box 38 will do the same but show G-rated attractions; box 39 will display Classics-type attractions at the venue; and box 40 will show what Night Life, such as night clubs, etc., are available at the venue.

All of the foregoing may be accompanied by suitable text, sound, graphics, animation, video, etc.

If the user clicks on the Concierge box 18 in Figure 1, the user opens up all of the features of the Concierge portion of the system.

Thus, as seen in Figure 2, wherein like numerals refer to like elements of Figure 1, a dining browser box 41 is opened. Accessing this will allow the user to see what restaurants are available (box 46) and make priority seating reservations, if desired (box 47).

Opening box 43, Tips and Questions, the guest can see what Tips are available to better his or her stay. For example, box 48 will show the guest what the FASTPASS® ticketing system is and how to use it; the Insider Tips box 49 will provide tips to the guest to improve his or her stay; box 50 will show the Characters available at the venue (possibly their location, times, etc.), the PAL MICKEY box will show where the children's "PAL" Mickey Mouse® will be at the venue, and box 52 will point out scenic spots at the venue and photographic opportunities.

Accessing box 44, Tickets and Packages, will open boxes 53 to 55 (box 53, entitled ENTITLEMENT INFORMATION, shown in dotted lines, may not be accessible to all guests, only those "entitled" to certain amenities displayed here.) Box 54 will provide ticket information (e.g., fees, combinations, etc.), and Box 55 will allow the guest to purchase the same. Finally, accessing box 45 will allow the guest to see what golf and/or other recreations are available in the area and making reservations. Again, all accessed boxes may be accompanied by suitable text, graphics, sound, animation, etc.

Looking again to Figure 1, accessing box 20 will open the Photographer features shown in Figure 3, where like numerals refer to like parts of the graphical illustration of Figure 1.

Thus, accessing box 20 opens boxes 56 to 58. Box 56 may be an introduction from a character, as a genie, both animated and aural, and may play only the first time accessed. Box 52 may be a slide show that can be played when accessed or later (see box 59). Clicking on box 58, Photo home,

opens boxes 60 through 64 and aforementioned box 59. Box 60 allows the guest to view photos the guest may have had taken at the venue. Opening this box opens boxes allowing the guest to email a photo in the form of a post card (box 65), customize a photo (box 66), order prints of a selected photo (box 67) and view the shopping cart containing the ordered photos and/or postcards (box 68).

The guest can access box 61 to make a photo album, access box 62 to make a DVD containing selected photos, view photos (box 63) at a photo shop (e.g., photos of the venue), and see a "how to" video by accessing box 64 which may show the guest how to make a video of the guest's visit to the venue. Again, the foregoing may be accompanied by text, graphics, sound, animation, etc.

The various boxes in Figures 1 to 3 represent certain actions taken by the guest using the guest's in-room television and a remote control for the television. Although the basic features of each box in Figures 1 to 3 has been described, certain specific features may be provided when a particular box is accessed. This is shown in the following Appendix the Index indicates numbered parts of Figures 1 to 3. For example, 1.0 refers to the Introduction portion of the system present in Figures 1 to 3.

APPENDIX

Index

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2.0	Concierge
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6.0	<i>My Convention (future)</i>
7.0	General Requirements

1.0 Intro Animated Clips and Interstitial Elements

Basic Content	Additional Content	Advanced Content
• Attract loop that encourages the Guest to engage in the D-TV system	• If Guest does not interact with the system after a predetermined time, D-TV will begin to cycle through Tour Guide video clips	
• Animated intro video (~30 sec) - Plays only the first time Guest uses the TV during Length of Stay - Introduces the Tour Guide, Concierge and Photographer applications - Will include a "replay intro" button - Ends on D-TV home page	• Alternate version of intro video for repeat Guests - Very slight change to intro video to welcome Guests back if they have already visited WDW - Plays automatically if date of a prior visit is known	
• Home page includes: - Guest's last name - Links to: ▪ Tour Guide ▪ Concierge ▪ Photographer		• Home page includes other pertinent information and pushed messages - Weather - Pushed marketing messages • Home page includes links to: - My Vacation Folder - My Convention/Business meeting
• Brief animated intros (~15 sec each) to the home page links; intros only play the first time the Guest selects that option - Tour Guide - Concierge - Photographer		• "Goodbye" animation displayed the first time the TV is turned on during the Guest's last day: - Thanks Guests for visiting - Recommends last day activities

		- Provides link to "you next vacation" video clip
• A series of ~12 transition animations (0-3 sec each) - Will be displayed randomly in place of longer intros after those have already been viewed - Will serve as transitions between different UI sections within D-TV	• Additional animated transitions to increase the variety and fun of Character interaction with the Guest - Specific transitions designed to play before, after or between specific screens - Ability to track which transitions have already been displayed to minimize repeat play	
• A single generic animated background to display behind text-heavy screens	• Multiple versions of backgrounds: - Some to include unexpected Character fun - Some themed to specific areas within the UI	

2.0 Concierge UI

Basic Content	Additional Content	Advanced Content
• Dynamically generated menu screen that will enable multiple options to be displayed based on availability of applications: Potential applications include: - Dining - Transportation - Tickets - Tips		
• Link to Dining section will link to Dining Finder content	• Link to transportation will launch transportation content	• Ability to import information such as priority seating times

	• Link to tickets will launch tickets content • Link to tips will launch tips content.	to "My vacation folder" or "My Convention" page
• "Back" function to return Guest to the previous content area	•	•

2.1 Dining Finder

Basic Content	Additional Content	Advanced Content
• Simple UI to select a table service restaurant (TSR) by: - Property location - Cuisine - Experience (Show/Chr breakfast, etc.)		• Integration with new Dining Res system to enable Guest self-service booking of reservation
• UI will default to relevant TSR choices based on how Guest navigated to the Dining Finder - (e.g., If the Guest chooses "Dining" from a page of MK info, MK dining options will be the default choices) - Other dining options will be available to the Guest from the Dining finder		
• "Back" function to return Guest to the previous content area		
• TSR detail display template containing the following data for each TSR: - Video overview (~15 sec) - Graphic image of the menu - Logo of TSR - Photo of TSR - P&S database	• In TSR detail display, themed UI screens based on: - Restaurant design and logo, or - UI design criteria (physical location, cuisine type or experience)	

content: ▪ Price range (text) ▪ Brief description (text) ▪ Location (text)		
• Priority seating callback button to enable Guest to request a reservation for the specific TSR shown on-screen: - Guest enters: ▪ Desired day (defaults to today) ▪ Desired time (defaults to first reservation time for next logical meal at least one hour after current time) ▪ Party size (defaults to # of Guests staying in room) - System generates a message to DRC including above plus: ▪ TSR currently being viewed ▪ Guest's last name ▪ Guest's resort and room # - DRC res agent receives info and calls Guest within 5 minutes to		

confirm reservation or help Guest find an alternative		
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2.2 Transportation Finder

Basic Content	Additional Content	Advanced Content
Text message describing WDW transportation options and indicating Guest can receive driving directions from the Front Desk	Simple UI to retrieve transportation information for a given WDW property destination from a given WDW starting point	Integration with real-time bus routing and tracking system to provide updates on when transportation will arrive at hotel
	- UI will default to relevant transportation choices based on how Guest navigated to the transportation content (e.g., If the Guest chooses "Transportation" from a page of MK info, MK will be the default destination and the Guest's resort will be the default starting point) - Other transportation destinations and starting points will be available to the Guest from the transportation application	Ability for Guest to request transportation by any mode (bus, taxi, monorail, watercraft, etc.) at a specific time and for a specific destination
	- Results will be text-based and will include options for the Guest to view: - Recommended and alternative modes of Disney transportation - Driving directions	- Ability to show transportation routes on interactive maps - Ability to print transportation information - Ability to download transportation information to a wireless device
"Back" function to		

return Guest to the previous content area		
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2.3 "Tips/Questions"

Basic Content	Additional Content	Advanced Content
	View a video that compiles tips (such as Fast Pass, Finding Characters, Pal Mickey, taking pictures and general "insider" tips)	Interactive Q & A application that enables answers to most frequently asked questions.
	"Back" function to return Guest to the previous content area	Contextual "tips" information integrated into appropriate places within D-TV applications

2.4 Ticketing

Basic Content	Additional Content	Advanced Content
- Text description of all ticketing packages available for purchase at WDW - UI screen to select ticket/package and template for detail display	Video overview(s) of ticketing package	- Ticketing information only appears if Guest has not already purchased tickets - If a Guest has purchased tickets or a specific package, the entitlements only of the Guest's specific package would be displayed
Messages to encounter Guests to purchase tickets at the resort vs. at ticket windows	- Ticket sales engine that enables Guest to purchase available ticket packages directly from the TV - Charge for tickets added directly to Guest's hotel bill - Entitlements automatically added to Guest's room key (no printed ticket or Cast-assisted process required)	- Sales engine recommends ticket packages or only enables Guest to purchase a relevant package based on: - Whether or not Guest has already purchased tickets (upsell relevant options) - Number of days left in Guest's stay

		• Ability to provide user specific package entitlement information
		• Tracking of which package entitlements a Guest has currently used and has left to use (distant future)
• For events, provide phone number Guest can call for ticketing information		• Sales of events tickets directly from TV
• "Back" button for Guest to return to previous content screen		

2.5 Golf Tee Time Reservations and Recreation

Basic Content	Additional Content	Advanced Content
• Video overview of WDW Golf and Recreation offerings (see Tour Guide)		
• On screen text display of phone number to call to book a tee time	• Leverage Dining Res application functionality for tee times • Tee time callback button to enable Guest to request a tee time: - Guest enters: ▪ Desired day (defaults to today) ▪ Desired time (defaults to first tee time) ▪ Party size (defaults to # of Guests staying in room) - System generates a message to Disney	• Integration with new Tee Times reservation system to enable Guest self-service booking of tee time • Extend application to include other recreation products

	Reservation Center (DRC) including above plus: ▪ Golf course currently being viewed ▪ Guest's last name ▪ Guest's resort and room # • DRC res agent receives info and calls Guest within 5 minutes to confirm tee time or help Guest find an alternative	
• "Back" function to return Guest to the previous content area		

3.0 Tour Guide

Basic Content	Additional Content	Advanced Content
• The first time the Guest accesses the Tour Guide, play a "What's New at WDW" video clip; Guest selects a clip to watch: - For Guests who have never been to WDW - For Guests who last visited 2-5 years ago - For Guests who visited within the last 2 years	• Automatically determine which clip to play based on date of Guest's last visit • If date of last visit is not known, remember which option Guest selects and use that data where relevant throughout D-TV experience	
• Simple UI enabling guests to select and view marketing video clips: - WDW overview video based on user-selected interest group: ▪ For Little	• Remember which interest group Guest chooses the first time: - Make that profile the default for the rest of the Guest's Length of Stay but... - Enable Guests to	• Create multiple versions of Property-specific video clips based on interest group • Show specifically edited clips to Guests based on their initial

- Ones ▪ Disney Characters ▪ G-Rated Thrills ▪ Extreme Thrills ▪ Classics ▪ Nightlife - Property-specific video clips (edited for a generic WDW Guest): ▪ Magic Kingdom ▪ Epcot ▪ Disney/MGM Studios ▪ Animal Kingdom ▪ Downtown Disney ▪ Cirque du Soleil ▪ Golf and Recreation	select other interest groups during LENGTH OF STAY	interest group selection • Based on pre-arrival Guest data, automatically determine which interest category(ies) is/are relevant to the Guest and remove other interest group menu options
• Enable a Guest to quit out of a clip that is currently playing	• Enable trick play mode to be an assignable parameter for each video clip: - Fast forward - Rewind - Pause	
• Template of P&S text data will be displayed based on video clip being displayed: - This week's operating hours - Show times - List of major attractions, including: ▪ Brief description (text) ▪ Attraction logo	• Theme template or background to match Property area selected	

▪ Height requirements ▪ Fastpass info ▪ If attraction is closed for rehabilitation		
• Display a link to Concierge functions: - Tickets - Dining Finder - Transportation	• Do not display Ticketing info if Guest already has tickets	
		• Ability to import information to "My Vacation Folder"

4.0 Photographer

Basic Content	Additional Content	Advanced Content
• Short (~2-minute) animated/live video to provide a tutorial of the functionality contained in the photographer section		
• Menu screen with 3 options: - View your photos - Purchase photos - Share (email) photos		
• "Back" function to return Guest to the previous content area		
• View photos: enable the Guest to view photographs from a unique account - Scroll through thumbnail sized photos - Select a photo for viewing at larger size		
• E-commerce engine to enable: - Select a photo size/package		

option for purchase - Purchase reprints of Guest film and original Disney photos - View multiple pricing options - "View cart" of all photos selected for purchase - Edit cart and increase or delete photos from cart - Charge purchases directly to guest's hotel bill - Ability to produce sales reports - Ability to produce fulfillment and tracking reports		
• Share Photos: An e-mail engine to enable emailing of photo postcards to external e-mail accounts - Choose photo of Disney postcard art or their own photos - Select pre-written message captions - Enable Guest to enter recipient's e-mail address using the TV remote control and virtual keyboard		
	• Ability to customize photos by adding borders, character artwork and pre-written captions • Ability to save customized images into Guest's account	
		• Ability to create a photo album for purchase using the UI

		• Ability to create a DVD using the UI • Ability to purchase customized product using the UI
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5.0 My Vacation Folder

Basic Content	Additional Content	Advanced Content
		• On-site guest view of "my vacation folder" page • Ability to upload information to the vacation page • Other content

6.0 My Convention

Basic Content	Additional Content	Advanced Content
		• Ability to personally welcome business/convention guests • Ability to display real-time agenda for Convention Guest meetings • Provide maps of convention center rooms • Other convention specific content

5

7.1 General Requirements – Usage Metrics and Data Collection

Basic Content	Additional Content	Advanced Content
• Aggregated usage data: - Number of times each content element is displayed - Number of times each clickable element is selected by the Guest - For video clips,	• Viewing hours logged: - Of D-TV mode - Of total time TV is on - Of TV by broadcast channel • Average # of viewer sessions: - Per day - Per Length of Stay	• Any reporting functions requiring data from systems other than the D-TV system - Revenue reporting - Usage by a specific Guest

average viewing length per clip • Will leverage existing data tracking tools (Vignette, Hitbox, etc.)		
	• Click stream analysis of D-TV applications	
		• Collection of data from specific Guests - Collection of data explicitly requested by WDW and entered by the Guest - Usage behavior tracking • Integration of individual Guest data into other WDW data systems

7.1 General Requirements – Menu Generation

Minimum Requirement	Goal	Future Functionality
• All menu lists will be dynamically generated to enable: - Flexibility to change number of items in any list - Flexibility to change order of elements within lists - Automated process to handle lists too long to fit on a single screen - Support of multiple file types for menu items (text, graphics, flash, etc.) - Support of multiple menu object sets (e.g. multiple languages or themes)	• Intelligence to alter menu screens based on: - State of D-TV system (e.g. day within Guest's length of stay) - Guest behavior within UI - Guest data (e.g. don't display a "tickets" button if Guest has already purchased tickets; show convention items only for convention Guests, etc.)	• Intelligence to alter menu screens based on: - External data elements
		• Creative elements for multiple menu object

		sets - Foreign languages - Favorite characters, themes, etc. • Ability for Front Desk Cast to set default menu set for a specific Guest room
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7.2 General Requirements – Video Playback

Basic Content	Additional Content	Advanced Content
• Ability to replay video clip after the clip ends	• Trick Play mode functionality as an assignable parameter for each video clip - Pause - Stop - Rewind - Fast Forward	• Incorporation of pay-per-view movie content to be played on-demand as requested by guests. Will include full-length feature films as well as animated and live action shorts.

7.3 General Requirements – Conditional Access

Basic Content	Additional Content	Advanced Content
	• Conditional access code for pay services: - Pin number that can be assigned by Front Desk cast member at Guest's request - D-TV application would require pin number for charges to be billed to folio account	

5

The Basic Content that may be provided in the 1.0 Introduction (INTRO) using the D-TV system (remote and television) is disclosed. Additional Content that may be provided is shown in the foregoing Appendix, and Advanced Content is also shown in the foregoing Appendix.

10 The Concierge features, denoted by 2.0 through 2.5, again show Basic Content that may be provided along with Additional and Advanced Content.

Under 2.1 Dining Finder, Experience (Show/Chr breakfast is a breakfast when a character associated with the venue will be present). In the last Column, RES indicates Reservation. DRC indicates Disney Reservation Center.

5 The Tour Guide Section 3:0 is shown in Basic Content, Additional Content and Advanced Content.

The Photographer Section 4.0 shows Basic Content, Additional Content and Advanced Content.

10 The My Vacation 22, 5.0 and the My Convention folder 23, 6.0, are illustrated in the following Appendix. Only Advanced Content is disclosed since these folders 22 and 23 may be provided in a future system.

Finally, General Requirements 7.0 of the System are listed in the Appendix, again showing Basic Content, Additional Content and Advanced Content. The General Requirements are broken down into Usage Metrics and Data Collection, Menu Generation and Video Playback.

15 It can be seen that there is disclosed an interactive television system that will be deployed in hotel rooms. The interactive television system will provide guests with entertaining and information interactive content designed to help reduce hassle and enhance the vacation experience. The guest room interactive television system will provide some of the types of services and
20 functions typically found in many hotels throughout the world today. The guest room interactive television system will provide the guest with services such as a Tour Guide, Concierge and Photographer.

25 As Tour Guide, the guest room interactive television system will lead the guest through a personalized tour of what there is to see and do on their vacation. For example, the guest will be able to view video clips about nearby attractions and venues. They will also be able to see video clips that provide visitors information based on their individual preferences. During any of the video clips, guests will be able to get additional information at the touch of a

button including show times, special events, and attraction specific information. Marketing videos may be selected and viewed.

As Concierge, the guest room interactive television system will help the guest with planning their time on their vacation. Functions in this section
5 include a dining application that will allow the guest to make dining reservations, transportation information and a ticket-purchase application. Amusement park hours, for example, will be available and on-site access to further vacations at other venues may be available.

As Photographer, the guest room interactive television system will
10 provide the guest the ability to view all of the photographs taken of them during their stay. They will also be able to edit, purchase and share their pictures via an easy-to-use application.

In an application entitled Management of the Flow of Persons in Relation to Centers of Crowd Concentration via Television Control, Serial No.
15 10/687,226, filed October 15, 2003, commonly assigned, there is disclosed a method and system for the loading of patrons at multiple attractions at an entertainment venue including the first-in first-out line and a priority based line. A cellular telephone may be used to obtain and claim priority status. In other forms, different priorities are established based on where, when and the
20 number of priority spaces required. Different hierarchies are established for computer controlling the different lines for multiple attractions in the entertainment environment. The system and method also provide for moving people from an area of concentration to other locations. The system may be used to actually book other services associated with the venue, such as
25 FASTPASS®, a system for arranging ticket reservations into one or more attractions at a venue on a priority basis. The system may include provisions for registering the cell phone of the guest to the venue to receive periodic updated information relating to the venue. This method and system may be incorporated in the Concierge section of the disclosure disclosed herein and is
30 thus incorporated herein by reference.

Thus, the system disclosed herein can be used in conjunction with the aforementioned application to project actual venue utilization on any one particular day. Cast members associated with the venue can be placed in certain venue areas to meet demand. Guests could be directed to certain areas, such as transportation, restaurants, parks, attractions, etc. depending on the load demand. It may be suggested to the guest, for example, that restaurant A may be a better choice.

The system disclosed herein may be multilingual and may be associated with energy usage in the guest's room to manage the same.

Thus, there is disclosed an interactive television system used in hotel rooms at a venue adapted to provide the hotel guest with a tour guide to the venue, a virtual concierge for use by the guest while staying at the hotel and when visiting the venue, and a virtual photographer guide to the venue enabling the guest to view photographs taken of the guest when visiting the venue.

Animated characters may be used to depict the various stages of the system. Certain ones of the animated characters may be related to animated characters associated with the venue. Audio and video may be used throughout. The tour guide may include the provision of information on attractions at the venue and at other venues associated with the main venue and geographically distant from the main venue. For example, information on attractions and activities in the general area of the main venue may be provided.

The virtual concierge may include the provision of information relating to dining at the venue and transportation to and from the venue.

The virtual concierge may include ticket information for the guest while staying at the venue and prioritizing the visit of the guest to an attraction at the venue according to the concentration of visitors to the attraction.

The guest will interact with the system to select information displayed on the television set using a remote television control.

The virtual photographer may include the provision of allowing the guest to select any desired photographs being viewed by the guest and edit the same or transmit selected photographs to a remote location in the form of a photo, postcard, etc.

- 5 Although a particular embodiment of the disclosure is disclosed, variations thereof may occur to an artisan and the scope of the disclosure should only be limited by the scope of the appended claims. Thus, other embodiments may be utilized and structured and functional changes may be made without departing from the respective scope of the present disclosure.

CLAIMS:

1. An interactive television system used in hotel rooms at a venue adapted to provide the hotel guest with a tour guide to the venue, a virtual concierge for use by the guest while staying at the hotel and when visiting the venue, and a virtual photographer guide to the venue enabling the guest to view photographs taken when said guest visits the venue.
2. The system of claim 1 utilizing animated characters to depict the various stages of the system.
3. The system of claim 2 wherein certain of said animated characters are related to animated characters associated with said venue.
4. The system of claim 1 including the use of audio in said system.
5. The system of claim 1 wherein the tour guide includes the provision of information on attractions at the venue.
6. The system of claim 1 wherein the tour guide includes the provision of information on other venues associated with the venue and geographically distant from the venue.
7. The system of claim 1 wherein the tour guide includes the provisions of information on attractions and activities in the general area of the venue.
8. The system of claim 1 wherein the virtual concierge includes the provision of information relating to dining at the venue.
9. The system of claim 1 wherein the virtual concierge includes the provisions of information relating to transportation to and from the venue.

10. The system of claim 1 wherein the virtual concierge includes ticket information for the guest while staying at the venue and prioritizing the visit of the guest to an attraction at the venue according to the concentration of visitors to the attraction.

5 11. The system of claim 1 wherein the virtual concierge includes booking information relating to actually booking of a priority visit to an attraction at the venue.

10 12. The system of claim 1 wherein the virtual concierge includes a registration system associated therewith for registering the cell phone of a guest to the venue for providing the guest with periodic updated information relating to the venue.

13. The system of claim 1 including a remote television control associated with the system to allow a guest to interact with the system to select information displayed on a television set associated with the system.

15 14. The system of claim 1 wherein said virtual photographer includes the provision of allowing the guest to select any desired photographs being viewed by the guest and edit the same or transmit selected photographs to a remote location in the form of a photo, postcard, etc.

20 15. The system of claim 1 wherein the provisions of virtual concierge includes ticket information for the guest while staying at the venue.

16. The system of claim 1 wherein the provision of virtual concierge includes prioritizing the visit of the guest to an attraction at the venue according to concentration of visitors to said attraction.

25 17. The system of claim 1 wherein said system includes a television set including interacting means associated with the system for allowing the guest to interact with the system to select information displayed on the television set.

18. The system of claim 1 including interacting means associated with the system for allowing the guest to interact with the system to select information displayed on a television set associated with the system.

19. The system of claim 13 including interacting means associated with the system for allowing the guest to interact with the system to select information displayed on a television set associated with the system.

20. The system of claim 1 wherein the virtual photographer includes the provision of allowing the guest to select any desired photographs being viewed by the guest.

21. The system of claim 17 including the provision of editing means to allow the guest to edit any selected photographs.

22. The system of claim 17 including the provision of transmission means to allow the guest to transmit any of said selected photographs to a remote location.

23. A method for providing a hotel guest staying at a hotel when visiting a venue with a guide to the venue comprising the steps of:

providing a greeting to the hotel guest over a television set in the guest's hotel room;

providing interactive means between the guest and the television set allowing the guest to interact with information displaying on the television set;

providing a tour guide for the guest relating to the guest's stay at the venue over the television set;

providing a virtual concierge relating to the venue for the guest over the television set; and

providing a virtual photographer assistant to the guest over the television set relating to photographs taken of the guest during the guest's visit to the venue.

24. The method of claim 23 including using animated characters to depict the various stages of said guide.

25. The method of claim 24 wherein certain of said animated characters are related to animated characters associated with said venue.

5 26. The method of claim 2 including the use of audio in the various stages of said guide..

27. The method of claim 23 wherein the tour guide includes the provision of information on attractions at the venue.

10 28. The method of claim 23 wherein the tour guide includes the provision of information on other venues associated with the venue and geographically distant from the venue.

29. The method of claim 23 wherein steps of providing a tour guide includes the steps of providing information on attractions and activities in the general area of the venue.

15 30. The method of claim 23 wherein the virtual concierge includes the provision of information relating to dining at the venue.

31. The method of claim 23 wherein the virtual concierge includes provisions for prioritizing the guest's visit to a particular attraction at the venue according to concentration of visitors to said attraction.

20 32. The method of claim 23 wherein the virtual concierge includes the steps of booking a guest into an attraction at the venue on a prioritized basis.

25 33. The method of claim 23 wherein the virtual concierge includes the steps of registering the cell phone of a guest and providing the guest through the guest's cell phone with periodic updates relating to the venue.

34. The method of claim 23 wherein the virtual concierge includes the provisions of information relating to transportation to and from the venue.

35. The method of claim 23 wherein the provisions of virtual concierge includes ticket information for the guest while staying at the venue.

5 36. The method of claim 25 including interacting means for allowing the guest to interact with the system to select information displayed on the television set.

 37. The method of claim 26 including interacting means for allowing the guest to interact with the system to select information displayed on the
10 television set.

 38. The method of claim 27 including interacting means for allowing the guest to interact with the system to select information displayed on the television set.

 39. The method of claim 28 including interacting means for allowing
15 the guest to interact with the system to select information displayed on the television set.

 40. The method of claim 23 wherein the virtual photographer includes the provision of allowing the guest to select any desired photographs being viewed by the guest.

20 41. The method of claim 37 including the provision of editing means to allow the guest to edit any selected photographs.

 42. The method of claim 37 including the provision of transmission means to allow the guest to transmit any of said selected photographs to a remote location.

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43. An interactive system associated with a venue providing a guide to a visitor to the venue comprising of:

- a tour guide associated with an interactive television system disposed in a room where said visitor is staying at said venue, said tour guide
- 5 providing various services associated with the venue relating to rides, attractions and restaurants at the venue.

