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(54) Title: ADVERTISING SYSTEM AND METHOD

(57) Abstract: In a theatre including spectators observing participants engaged in an activity, a method of exploiting at least one of the participants for facilitating a beneficial commercial impression in at least one of the spectators during the activity, the method comprising the steps of gathering a still digital image of one of the participants, storing the still digital image into a memory file of a digital computer, preparing a still digital commercial image with the digital computer incorporating the still digital image, the still digital commercial image capable of evoking a beneficial commercial impression, generating a report of the still digital commercial image, and presenting the report to the spectators.

INTERNATIONAL SEARCH REPORT

International application No.
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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06 F 17/60

US CL : 705/14

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)

U.S. : 705/14

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)

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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X, P	US 6,064,976 A (TOLOPKA) 16 May 2000, abstract, figure 1, figure 2, column 8, lines 35-38	1-26

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier document published on or after the international filing date	"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
"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)	"&" document member of the same patent family
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