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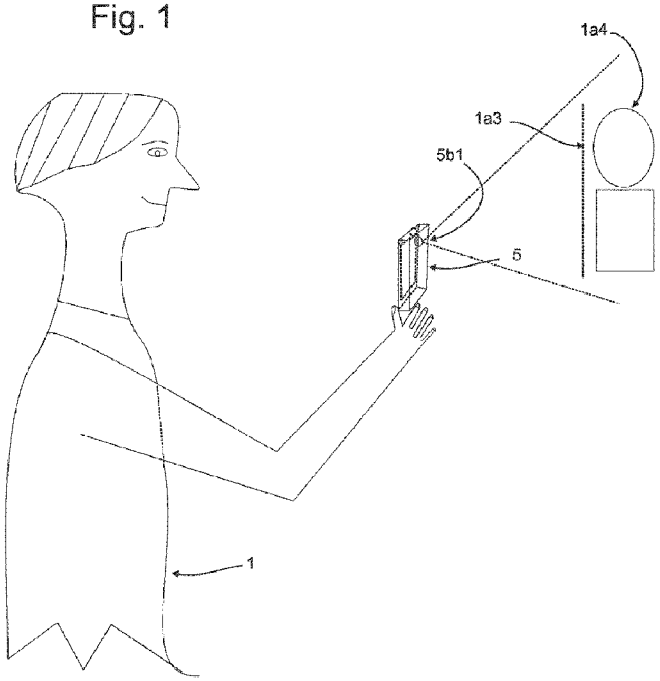
(54) Title: A SYSTEM FOR ACTIVATING A RECORDING DEVICE TO CAPTURE THE REACTION OF A RECIPIENT, SUBJECT, AND/OR SENDER DURING A MEDIA OR GIFT EXCHANGE

Fig. 1



(57) Abstract: A system and program that may include a device or devices, which allows the sender to send a gift or media (which can be referred to as an initial stream) to a recipient where upon receipt of the media or gift, the recipient's contemporaneous video reactions are recorded and may be returned to the sender, which can be referred to as an initial reaction stream. Additionally, the sender's (of the gift or media) reaction, which can be referred to as a secondary reaction stream, may be captured in response to his (sender's) experience to the initial reaction stream. These reactions may then be embedded and compiled for later viewing.

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A SYSTEM FOR ACTIVATING A RECORDING DEVICE TO CAPTURE THE REACTION OF A RECIPIENT, SUBJECT, AND/OR SENDER DURING A MEDIA OR GIFT EXCHANGE

Cross-Reference to Related Applications

[0001] This application claims the benefit of priority to U.S. Patent Application Serial No. 61/957,433 filed July 2, 2013 entitled A SYSTEM FOR SIMULTANEOUSLY EMBEDDING AND RECORDING A RECIPIENT'S REACTIONS TO A SENDER'S VIDEO STEAM, and U.S. Patent Application Serial No. 61/967,331 filed March 17, 2014 entitled A SYSTEM FOR ACTIVATING A RECORDING DEVICE TO CAPTURE THE REACTION OF A RECIPIENT OR SUBJECT AND OR SENDER DURING A MEDIA OR GIFT EXCHANGE. The disclosures set forth in the referenced applications are incorporated herein by reference in their entireties into the Detailed Description of Example Embodiments below.

Field

[0002] The communication of information between computer devices.

Background

[0003] There are many Internet technologies for sharing information between two or more parties, such as social networking websites, messenger services and mobile applications. There are also many types of information that can be transmitted between users, such as text messages, audio, video, picture, and GIF files as some examples. Facebook is one such service that permits users to send media files either to specific individual users of the network, groups within the network or to post these files on the user's "public wall" for viewing by a larger audience of users or that user's "friends".

[0004] There are many ways and forms to send and to receive Gifts between people. Gifts may be either physical or digital in nature. An example of a physical Gift is a jewelry necklace, perhaps placed in a jewelry box. An example of a digital Gift is a ringtone, perhaps sent to a mobile phone.

[0005] The intention of the user who sends this media and or Gifts ("Sender") may be to elicit a reaction from the other users, in this case the "Recipients". The reactions from the Recipients are typically in the form of text comments that may be posted below the picture

file on the Facebook wall, a telephone call or voicemail etc. In the above example for users of Facebook, the Recipients may also provide a response to the picture with another picture or a video or other forms of media that may pertain the original posted picture from the Sender. They may in some fashion communicate the receiver's reaction to the picture posted by the Sender.

[0006] However, many Gifts and media information are exchanged without both the Sender(s) and the Recipient(s) being present in the same place at the same time, therefore their contemporaneous reactions to this exchange may not be captured and or communicated. The reactions of the Recipients, commonly expressions of gratitude to the Sender, are often asynchronous or are communicated or occur at a time after their Gift exchange.

[0007] Additional difficulties with existing systems may be appreciated in view of the Detailed Description of Example Embodiments, below.

Summary

[0008] Example embodiments may several methods of capturing this information and potentially compiling it into a single or multiple media experience(s).

[0009] In an example embodiment, there is provided a system and program that may include a device or devices, which allows the Sender to send a Gift or media ("Initial Stream") to a Recipient where upon receipt of the media or Gift, the Recipient's contemporaneous video reactions are recorded and may be returned to the Sender, which can be referred to as the "Initial Reaction Stream". Additionally, the Sender's (of the Gift or media) reaction, may be captured in response to his (Sender's) experience to the Initial Reaction Stream.

Brief Description of Drawings

[0010] Reference will now be made, by way of example, to the accompanying drawings which show example embodiments, in which:

[0011] **Figures 1, 2,** and **3** and **3a** are longitudinal perspective views which illustrate a sequence of events between the Sender and the Recipient, where the Initial Stream captured from the Sender is captured using his rear-facing camera to capture an outward looking event or object.

[0012] **Figures 4, 5, and 6** are longitudinal perspective views which illustrate a sequence of events between the Sender and the Recipient, where the Initial Stream captured from the Sender uses his front-facing video to capture his own face.

[0013] **Figures 7 and 8** are longitudinal perspective views which illustrate a sequence of events whereby the Recipient's Initial Reaction Stream to the receipt of a Gift (Initial Streams) are captured and or stored and or transmitted.

[0014] **Figures 9 and 10** are longitudinal perspective views that illustrate a sequence of events whereby the Recipient's Initial Reaction Stream and the Sender's Secondary Reaction Stream may be recorded and or stores and or transmitted using the system.

[0015] **Figure 11** are longitudinal perceptive views that illustrates a sequence of events whereby the Sender may view a movie, video game or other media stream on his smartphone device or another screen, for example a wired or wirelessly connected desktop computer or other screen device, while at the same time he may record his own reaction using his smartphone device or another screen, for example a desktop computer.

[0016] **Figure 12** are longitudinal perspective views that illustrate a sequence of events whereby the Recipient may view the initial stream and his own initial reaction stream as it is recorded. The initial stream could include one or both of the video game/movie or sender's reaction.

[0017] Similar reference numerals may be used in different figures to denote similar components.

Detailed Description of Example Embodiments

[0018] It is to be understood that for the purposes of this disclosure the following terms shall be ascribed to them the following meanings in addition to their commonly understood meanings:

[0019] "Sender" shall mean the Sender of a Gift or media file;

[0020] "Recipient" shall mean the receiver of a Gift;

[0021] "Initial Stream" shall mean the media or gift sent to the Recipient;

[0022] "Reaction Stream" collective description term for initial and secondary reaction streams

[0023] "Initial Reaction Stream" shall mean the information captured from the Recipient upon receiving the Gift, and or media file;

[0024] "Secondary Reaction Stream" shall mean the information captured from the Sender while viewing the Initial Reaction Stream and/or Initial Stream;

[0025] "Media/Gift exchange interval" shall mean the period over which all Initial Streams and Reactions Streams are captured;

[0026] "Gift" shall include any object both physical and/or virtual, which is conveyed between persons, including those for whom consideration is paid by the transferee.

[0027] "smartphone" shall mean a smartphone, smart pad or device or devices having similar capabilities.

[0028] For purposes of further clarification, the Gifts, information streams, and reaction streams may include any or all information that is possible to capture and communicate with electronic devices including: Video, Photos, GIF's, Audio, Tactile (where and how the user is touching the device(s), gestures, Opening or physical manipulation of a physical object (for example, opening a jewelry box), Retina recognition, Air-pressure, Location: GPS locations, relative locations to landmarks and other users, Physiological information, such as heart-beat, blood temperature etc., temperatures, Information native to the electronic device, such as battery power, current and past bandwidth or Internet connectivity, media and other information stored on the device, and Screen Capture information both current and past and future .

[0029] The "Gifts" may include any and all items both physical and digital in nature, examples include: Ringtones, Media files, Pictures, Video, Virtual Currency (such as Bitcoins), Gift cards, flowers and jewelry.

[0030] There are many technologies that use triggers to activate electronic devices, such as video cameras to capture particular subjects, in particular circumstances. Cameras are commonly set to activate during certain times of day or proximate location to some other device to capture a circumstance. For example, cameras are often set to activate with a time delay so that the photographer may have time to join the group photo. Surveillance cameras are commonly activated by motion detection to record a possible intruder.

[0031] There are also many systems that assist the user to activate his electronic mobile device for certain circumstances. Specifically some systems may activate a camera on a smartphone device to record certain events based on a user's GPS location. Some systems also facilitate the activation of a camera based on a user's location relative to the locations of other users. Some systems use times of day and other criterion or triggers well known to the art.

[0032] There are many technologies that activate cameras to take pictures at regular intervals, for example every three seconds for a person's entire life. The cameras may be outwardly facing from the user to capture what he may be viewing or they may be inwardly facing to capture his reactions to what he may be viewing.

[0033] However there is no such system that allows for the Sender to request or require that the Recipient's real-time reactions to the Sender's video or information stream, be captured while viewing the Sender's information stream, and then, in some example embodiments, contemporaneously embedding into the said transmitted stream for later viewing. For the purposes of this disclosure, the media or Gift sent from the Sender to the Recipient to elicit the Recipient's reaction will be referred to as the "Initial Stream".

[0034] For the purposes of this disclosure, the reaction of the Recipient will be referred to as the "Initial Reaction Stream". For the purposes of this disclosure, the Sender's reaction to the reaction of the Recipient will be referred to as the "Secondary Reaction Stream."

[0035] Also, there is no such system that allows for the Sender to request or require that the Recipient's real-time reactions to the Sender's Gift be contemporaneously captured upon receipt of the Gift, and then returned to the Sender. There is no such system that allows a Sender to place a camera proximal to a Gift or Gift container, in order to record the reaction of the Recipient upon opening the Gift. There is no such system that provides an effective way to capture the reaction of a Recipient for receipt of a Gift for example, a bouquet of flowers. There is no such system that allows the capturing of the contemporaneous reaction of the Sender to his viewing of the reaction of the Recipient for receiving the Gift ("Initial Stream"). For example, a Sender may wish to also communicate his secondary information stream to the initial reaction stream from the Recipient. The Sender of a gift may wish to express his/her delight while viewing the Recipient's reaction to receiving the gift.

[0036] There are also many technologies to determine people's emotions by electronic means. Facial recognition software can be used to interpret the relative shapes of parts of the

face by their pictures and videos. However, there are no systems that allow participants to easily establish how many people or percentage of people are experiencing a particular emotion, perhaps at a given time, or within a given location or venue. There are no systems that allows participants to collect physiological information of others present at a particular location in order to determine what percentage of people or number of people may for example being smiling or laughing at a particular venue. This could indicate, perhaps in real-time whether or not a given entertainment venue is found to be enjoyable by those present as an example.

[0037] There are also technologies that permit users to see the reactions of people as they watch media, such as movies, and display both their reactions and movie in picture in picture. However, there is no system that provides a library of different people's reactions to the same media file, and that also allows users to select the individuals for whom he wishes to see reactions for a given media screening following the process described herein.

[0038] In an example embodiment, there is provided a system and program which allows the Sender to transmit an Initial Stream to the Recipient, along with a request or requirement that the Recipient record his contemporaneous reactions to it, as the Recipient views the said stream, and these reactions may then be imbedded into the said Initial Stream for later viewing. The requests or requirements from the Sender and or Recipient to capture and use the reactions streams may be explicit or implicit according to the rules of the system and user's permission settings.

[0039] In an example embodiment, there is provided a system and program that may include a device or devices, which allows the Sender to send a Gift or media to a Recipient where upon receipt of the media or Gift, the Recipient's contemporaneous video reactions are recorded and may be returned to the Sender, which shall be henceforth referred to as the "Initial Reaction Stream". Additionally, the Sender's (of the Gift or media) reaction, henceforth referred to as the "Secondary Reaction Stream", may be captured in response to his (Sender's) experience to the Initial Reaction Stream. Collectively, the Sender and the Recipient shall be referred to as the "Participants." These reactions may then be imbedded and compiled for later viewing.

[0040] For the purposes of this disclosure it should be understood that a Participant's contemporaneous reactions can take the form of any and all forms of expression, for example a video stream of the Participant's face and voice. Other Reaction Streams might also

include text or graphical expressions of the Participants, including but not limited to hand gestures, including for example "sign-language" and or measurable, and recordable physiological reactions of the Participants, contemporaneous with their experience during the either the Initial Stream, or reactions streams, and perhaps his reactions extending past the completion of the Initial Streams and initial and Secondary Reaction Streams, and or those prior to his viewing the Initial Stream and or Reaction Streams. Also, the term "embedded" is used to denote the coupling of the Initial Reaction Stream to the Secondary Reaction Stream, and perhaps the Initial Stream. This may take the form of layers, which can be viewed together or separately, depending upon the Participant's choosing or according to other preferences defined by the system. Many types of information may be embedded as described herein, for example physiological information such as heart rate, blood pressure etc.

[0041] The program contains means for turning on and off the Reaction Streams for viewing. These means can be initiated by one or more than one Sender or may be initiated by one or more than one Recipient at any time during the recording of the Reaction Streams or at any time after. For example, the Sender's program instructions may require that all or some of the Recipient(s) not be able to view the Reaction Streams of any, some or all of the other Recipients. For example, as each of the successive reactions streams are transmitted to the Sender and or the Recipient, the Sender and or Recipient can view any set of the successive Recipients' or Senders' reactions to the initial media or Gift or Initial or Secondary Reaction Streams, while at the same time blocking any successive Recipient or Sender from viewing any other Recipient(s) or Sender(s') initial or Secondary Reaction Streams. This example would allow for an unbiased canvassing of the reactions of each individual Recipient or Sender. At the other end of the spectrum of possibilities, each of the successive Participants might be able to view all the other Participants' reactions, one at a time or all at the same time.

[0042] It shall also be understood that there may be one Sender or a group of Senders and one Recipient or a group of Recipients, or any combination thereof. Therefore, there may be multiple Initial Reaction Streams and/or Secondary Reaction Streams, for each exchange interval of a particular Gift exchange. There may also be multiple secondary reactions streams created from some or each individual Sender. If there are a group of Senders who send an Initial Stream to a group of Recipients, the Initial Reaction Streams may be viewed individually by some or each of the Senders. The Recipients may receive the Initial Streams

or at different times, which could create more than one Initial Reaction Stream for the same Initial Stream that may be returned to some or all of the Senders. This could allow some or each of the Senders to view the Initial Reaction Stream from the Recipients at different times. The Initial Reaction Stream may be the compiled reactions of each or some of the Recipients, perhaps in picture-in-picture format, where for example a video(s) is the Initial Reaction Stream. Or the Initial Reaction Stream could be captured and sent individually to the Senders, creating more than one Secondary Reaction Stream for each individual Sender. Additionally, the Senders may or may not be able to view some or all of the Secondary Reaction Streams created by the other Senders. For each of the Participants, their exchange intervals may occur over different times, and the system can deliver any set of combinations of initial and secondary reactions.

[0043] In some example embodiments the Recipient's program, would allow him to turn on and off a window showing his contemporaneously recorded reactions, which may be imbedded into the initial video. Similarly, the program might allow some or all of the Recipients to view the Reaction Streams of the other Recipients, during the recording and imbedding of his own Reaction Stream, or be viewed before or after his own recording. Some embodiments might include an option for a Recipient to access the Sender's Initial Stream and any set of Recipient's reactions streams that have been previously transmitted to the Sender, by each successive Recipient. In some example embodiments the Sender may send the same Initial Stream to any number of Recipients and then compile those Recipient streams returned to the Sender by each of the Recipients. Once compiled, the Sender may publish the compilation to any group which may include some or all of the Recipients. The Sender may of course imbed his own reactions to the stream, and this would for the purposes of this disclosure would be one of the examples of an Initial Stream.

[0044] For example, a Board of Directors of a company may wish to reward the Executives at a company with boxes of chocolates for Christmas. Some or all of the Board Members may be in different locations during the exchange interval and perhaps receive their chocolates at different times. Similarly, some or all of the Executives may be in different locations during their respective exchange intervals, and perhaps receive their Initial Streams at different times. In this case, there may be more than one exchange interval because the Executives (Recipients) may receive their chocolates at different times, so some or each Recipient could create his own Initial Reaction Stream. The same is the case for the Board Members, where they may experience the Initial Reaction Streams at different times, and could then create

their Secondary Reaction Streams at different times. Furthermore, for each Board Member, there may be more than one Secondary Reaction Stream created because some or all members could receive the Initial Reaction Stream individually from the some of the Executives, as the Executives may have received their Initial Streams (chocolates) at different times.

[0045] The system could either compile some or all of the Initial Reaction Streams before they are sent to the Senders or the Initial Reaction Streams could be sent individually to some or all of the Senders. For example, the system could allow for the last Board member to view any or all of the initial or Secondary Reaction Streams from other Participants as his Initial Reaction Stream.

[0046] Another possibility is that the Initial Stream received by some of the Recipients could include the initial and secondary reactions of some or all of the other Participants. The chocolate for example could include a video, perhaps compiled or played sequentially, of some or all of the other initial and or Secondary Reaction Streams. For example, an Executive may have been out of town for several weeks and may not have received his Initial Stream (eg. chocolates). In this time, some or all of the other Participants may have created initial and secondary reactions. Some or all of the Initial and or Secondary Reaction Streams may be included with the Initial Stream sent to this Recipient. For a given exchange interval, the system allows for any possible permutations of Reaction Streams to be presented to some or each of the Participants as the Initial Streams, Initial Reaction Streams and Secondary Reaction Streams become available, and are within the ambit of the present disclosure.

[0047] The program or applications can display the Initial Stream and the embedded Reaction Stream(s) in many ways, well known to the art, and all these are included in the present disclosure. For example the imbedded Reaction Stream can take the form of a small window, located anywhere around the border of the initial video stream. As the Initial Stream and imbedded Reaction Stream(s) are subsequently transmitted, and the subsequent Reaction Streams are added and recorded, each such Reaction Stream can then take the form of additional windows arranged around the border of the Initial Stream.

[0048] The Participants and or system and other parties may also customize the audio settings during recording and playing of the media. The system may employ means of reducing echoing during the recording and playing of initial and Reaction Streams. The system may also permit the Participants to adjust the audio volume correspondent to

particular video layers to be high or low, both relative to each other and in absolute volume individually or in combination. The system may permit the volumes to be adjusted by many means well known to the art, for example the use of accelerometer for tilting of the screen, where as an example tilting a smart phone upward could increase the volume of the Initial Reaction and simultaneously reduce the volume of the Initial Stream.

[0049] Some example embodiments may include means of decreasing the time delay between the sending of the initial stream and the reply of the initial reaction stream and or secondary reaction streams. The system may incentivize participants by rewarding faster response times between any combination of initial streams, reaction streams and secondary reaction streams. For example, a Sender could select three (3) possible gifts to be sent to the Recipient, and the time difference between the initial stream and the initial reaction stream could determine which of the three (3) gifts is sent. For example, the Sender and or system could specify that in the event that the Recipient opens the message, creating in the initial reaction stream, within 30 mins of receipt and or sending of the initial stream, the gift could be a car. Whereas if the Recipient opens the message in a time longer than thirty (30) minutes, but less than one (1) hour, the gift is a sofa, and if the message is opened at a time after one hour, the gift may be a loaf of bread. These are understood to be illustrative examples only for time intervals and gifts, and some example embodiments include any type of gift and potential time intervals, perhaps to deprecate the value of the gifts as the time interval(s) between the initial stream, initial reactions stream(s) and or secondary reaction stream(s).

[0050] Additionally, the system could use other rules to determine whether or not a gift is transmitted, and in the event that there are several options of gifts for a given exchange interval, which of the optional gifts is sent and received. These may also include the for example, the quality of the initial reaction stream and or secondary reaction streams. For example, if the Recipient opened the message but obscured the front-facing video camera such that it could not record her face, the system and or participants could modify the gift or cancel the sending of the gift. The purpose of these means may be to increase the equity of the perceived value exchange between the participants.

[0051] Another example embodiment provides an algorithm to establish what type of information, and under what circumstances information is transmitted between the Participants during the gift exchange intervals. An example of a rule in the algorithm is the

duration of the Reaction streams, both in absolute time, and relative time to the initial stream(s). The system could require for example, the Recipient's initial reaction stream is at least 15 seconds in duration or that it is 50% of the time duration of the Initial stream. In this example, in the event that the reaction stream did not meet this standard, the system could determine for example, to re-start the initial stream(s) perhaps to capture an improved reaction or secondary reaction stream(s). Another example, of a rule in the algorithm may be the Recipient's microphone volume setting during the gift exchange interval. For example, if the Recipient's speaker(s) is set below a threshold of 50db as an example, the system could suspend the delivery of the initial or secondary stream(s) until the Recipient's speaker's were adjusted to a sufficient volume. The system could automatically adjust the volume or it could notify the Recipient(s) to adjust the volume. It should be understood that some example embodiments include any volume thresholds to optimize for the experience of the initial stream.

[0052] In some example embodiments, the particular gifts that may be sent to the Recipient(s) may be determined by a voting system among the participants, the system or other parties. An example use-case may be the sending of gift(s) to multiple Recipients, and perhaps the Recipients could view the initial streams of some or all of the other Recipients for the same gift exchange interval. In this example, perhaps the Recipients could vote, perhaps by rank order, which of the Recipients was perceived to have the most entertaining initial stream. Perhaps the Recipient(s) with the most votes could receive gifts accordingly.

[0053] It should be understood that the initial stream need not be an information source such as a media file. The initial stream can include a Sender's interaction with the Recipient via an interactive platform. For example, two or more participants engaging in video game play who may wish to record the reactions of one of a combination of themselves or their opponents. In this example, the Sender could be one player, and the Recipient another player. In the example of the system's use for a video game, the initial information stream from the Sender could be the firing of a rocket from the Sender to the Recipient. The firing of the rocket could also be an automatic trigger for a recording of that particular interval of game-play. Here the Sender may wish to see the reaction of the Recipient to being fired-upon within the game, and this particular interval of the game play in additional to the physiological information could be automatically recorded, and perhaps these information steams embedded into a single media file as described herein.

[0054] Another example is a salesman could use a tablet device, such as an iPad, and wish to record particular intervals of a given session. The triggers for activating the system's recording could be from information from session on the device, such as a particular image, text, video or combination thereof. For example, the recording interval could begin automatically when a salesman begins opens a PowerPoint presentation. The system could also be activated by external triggers, such as keywords or key phrases, perhaps spoken by the salesman or his customers. For example, the session could begin recording when the sales person asks "so, do we have a deal?" It could be also be triggered by other inputs described herein, such as GPS location, temperature, heart rate etc.

[0055] In some example embodiments, the system may authenticate the identity of the Recipient prior to permitting the transmission of the information stream to the Recipient. This could be implemented using for example, a facial recognition or retina scanning software, both well know to the art.

[0056] The authentication of the Recipient's identity could also be performed by the Sender, perhaps rather than or in addition to automatic detection from the system. The system could require that the Sender approve the identity of the Recipient before the information stream is transmitted to the Recipient. For example, the system could provide the Recipient with an alert or notification that there is an information stream sent by another participant ("Sender"). Then the system could capture a photograph of the Recipient, perhaps using the front facing camera on the Recipient's mobile device as an example. The photograph or video of the Recipient could be transmitted to the Sender, who may then review the photograph, and perhaps approve the identity of the Recipient. The Sender could then approve or deny the transmission of the information stream to the Recipient. Some example embodiments could require video and or audio and or GPS information and other physiological data to authenticate the Recipient's identity and state. For example, the Sender may wish to ensure that the Recipient is the intended Recipient, and perhaps also that the Recipient is located in the office, and is alone whilst viewing the information stream. The system could measure these and other data points of the Recipient and transmit them to the Sender prior to transmitting the information stream to the Sender. Different example embodiments can include both automatic means of authentication using the parameters described above and also the manual approval of the Sender or some combination of manual and automated authentication. The possible combinations could be determined according to the user-preferences in using the system.

[0057] In some example embodiments, the Sender may require that the Recipient or groups of Recipients permit the recording and or transmission of their reaction streams in order to experience the Initial Stream. For example, the system may allow the Sender to transmit a photograph that may be blurred in appearance to the Recipient until the Recipient has explicitly or implicitly agreed to have his/her reaction recorded, and perhaps sent back to the Sender. In this example, the system could display the not blurred or clearly visible image to the Recipient only upon simultaneous activation of the Recipient's front facing video camera on his/her smart phone device. The video recorded from the Sender is the Initial Reaction steam and could be sent back to the Sender.

[0058] For the purposes of this description, the device described will be a video camera ("camera"), however it shall be understood that the recording device may include many different electronic sensing devices with some examples contained herein. It shall be understood that the ambit of the present disclosure shall also cover several other applications, for example medical applications, consumer surveying, advertising, media testing etc.

[0059] The means of recording the reactions may take various forms to capture the Initial Reaction Streams and Secondary Reaction Streams. The camera may be a smartphone camera that may be proximate to the Recipient and or the Sender, and be activated to capture their reactions. The device may also be a camera that is located inside of a box that may also contain the Initial Stream ("Gift-box"). Another example of many options is that the device be a wearable camera, such as GoogeGlass™.

[0060] The system could allow for a camera to be placed inside of a jewelry box, whereupon receipt of this Gift, the camera could be activated to capture the reaction of the Recipient's face and voice, and perhaps other physiological information of the participants. The trigger to activate the camera could be one of or a combination of triggers listed herein. An example of a trigger is the opening of a box by the Recipient. The means of detecting that the box is being opened can be one of or a combination of both mechanical and electronic triggers. For example, there may be a gyroscope located in the lid of jewelry box, that may communicate with a microprocessor in or near the jewelry box, and could detect when box is physically opened. The microprocessor could then communicate with the camera which may be located inside the jewelry box to activate and begin recording. As an example, the system could employ BlueTooth or WiFi to relay the recording, in this example, the initial reaction stream, to the a server perhaps via Wifi. The server could then relay the initial reaction stream to the

Sender's smartphone device via Wifi or perhaps 3G telephony. There means are well known to the art and practical to implement.

[0061] The system will also provide methods to position the lens of the camera at the correct angle to capture the face of the Recipient while recording the receipt of the Gift. The camera may be positioned inside of a box and pointed in a direction that is likely to capture the face of the Recipient at a time before, during and after opening a jewelry box. The angle of the camera could be set as static or could be dynamically repositioned and reoriented depending on the particular application. For example, the camera lens could be oriented inside a box and pointed at a 45 degree upward angle to capture the face of the Recipient as she opens the box to reveal the Gift. As another example, the system could allow the placement of a camera inside a bouquet of flowers where the lens is pointed upward at a 30 degree angle to capture the face of the Recipient. It shall be understood that there are many such orientations and positions of the camera that may be found to optimize the capturing of the reactions of the Recipient according to the chosen system application.

[0062] As further examples, the camera may use facial recognition software, well known to the art, that could identify a specific Recipient or a group of Recipients. This could perhaps be to distinguish the Recipients(s) from a crowd of people at a birthday party. The system could also employ retina recognition software to direct the camera at the Recipient's face during the recording. The system could also for example, employ means for detecting eye pupil dilation of the Participants to determine when to stop and start recording and or transmission of the information streams. The system could employ many other means to improve the quality of the recording such as motion detection, and tracking to sustain the desired camera position and angle during the period of recording; these means are all we known to the art.

[0063] In some example embodiments, the system may employ more than one recording device to simultaneously record and transmit the information streams in the same gift change interval. For example, the system may include more than one camera within the jewelry box to record the Recipient(s)' initial reaction stream, perhaps one camera a with a wide angle lens, and the other with a narrow angle lens. It should also be understood that the system will include means for optimizing the quality of still photographs that may be captured during the recording process. The system could employ analytic tools such, facial and retina recognition, described herein, and well known to the art, whereby for example, any number

of still photographs may be captured during the exchange interval, and the system could establish the photograph(s), where perhaps the Recipient(s)' pupils were most dilated.

[0064] The system does not require its own camera device, and could instead communicate with an external camera and or other devices. For example, the system could communicate with the mobile phone of the Recipient and or the Sender to capture their reactions at the appropriate intervals. As another example, the system may be activated when a delivery service delivers a Gift to the Recipient. The camera may be a "wearable device", such as GoogleGlass™, and this camera may be worn by the delivery person and activated while delivering the Gift to the Recipient.

[0065] The system will also describe the possible means for storing and transmitting the Reaction Streams. In the case of the application of camera placed inside of a jewelry box, there may also be a memory card, such as an SD card that stores the Initial Reaction Stream. In this case, the SD card could be removed by the Recipient and shared with the Sender and others as she wishes. The system could also use "near-field" technologies such as Bluetooth, to transmit the information streams. For example, the Initial Reaction Stream could be transmitted from a micro-processor within the jewelry box to the Recipient's mobile phone via Wi-Fi, Bluetooth or other convenient link. It could then be sent to the Sender based on a series of rules set by the users of the system.

[0066] The Initial Reaction Stream could also be streamed in real time, back to the Sender via Wifi or other Internet telephony. This Initial Reaction Stream could be handled by software in the system or via a third party provider such as Google Hangouts™ or Skype™. In the case or real-time streaming the information stream could be shared with the Sender and others depending on the desires and permissions of the Participants or other parties.

[0067] **Triggers**

[0068] The trigger for activating the camera could be manual, perhaps activated by the delivery person at the required time interval during the Gift receipt. The trigger could also be automatic and determined by the system to activate based on data points some of which are listed herein. The Initial Reaction Stream perhaps captured by a GoogeGlass™ device could be transmitted directly back to the Sender. Alternatively, the capturing and or transmission of the media could require approval by one or all of the participants, and or rules and permissions of the system. Or it could be compiled with other Initial Streams and reactions streams of a particular Gift exchange as described herein.

[0069] Other triggers to increase the probability of capturing the right moments of the of Recipient's reaction upon receipt of the Gift may also include GPS locations, date etc. These factors could reduce the chances of activating the camera too far before or at a time too late after the Initial Stream is received by the intended Recipient. Triggers for camera activation are well known to the art, and all are within the ambit of the present disclosure, and include systems based on Location, Date, Motion detection, Magnetic motion detection (eg. Opening a card or box), Retina and face recognition, Sound, Ambient air pressure and temperatures, Proximity to another electronic device, Manual activation by Participants or third party.

[0070] In the case where the system employs a device, placed inside or near the Gift, the camera could also be triggered by the relative location of the device, to another electronic device. The other device could be the Recipient's smartphone device or many other electronic devices that could determine that the Gift exchange interval is occurring. When this interval is initiated, a camera could be activated to capture the Reaction Streams.

[0071] The Secondary Reaction Stream can also be captured by all means that may be used to capture the Initial Reaction Stream. The capture of the Secondary Reaction Stream could include a trigger to indicate that the process of the capture of the Initial Reaction Stream has begun. As an example, the trigger of the capture of the Secondary Reaction Stream could be a message, such as a notification, SMS text, email, and many other means well known to the art. These messages could for example, activate the camera or cameras of the Sender's mobile phone to capture his Secondary Reaction Stream. As another example, the trigger to initiate the Secondary Reaction Stream could be a message initiated by the delivery person of the Gift to the Recipient. In this case both the Initial Reaction Stream and the Secondary Reaction Streams could begin at the same time or be recorded at times that overlap. For example, the delivery person could activate the Initial Reaction Stream at time 12:00 and record through 12:05, and perhaps the system could initiate the recording Secondary Reaction Stream at a time 12:03 through 12:06. These are understood to be examples only, and many such possibilities for start and end times of the respective Reaction Streams is within the ambit of the present disclosure.

[0072] The system could also assist in determining the time and location that the Recipient is available for receipt of a Gift and or recording of his/her reaction. For example, the system could use GPS and other means well known to the art to determine the current and future locations of the Recipient. The system could then communicate with the Sender, the delivery

person and or the Recipient to establish a convenient delivery time and location. For example, the Sender could order flowers for the Recipient and wish to have a delivery person at 1800-Flowers ensure that he arrives at the Recipient's door when she is home and available for receipt of the Gift. The system and or Sender and or Recipient could provide notifications to the delivery man to specify the delivery time and location perhaps based on the availability of the Recipient.

[0073] The reaction streams could also include information such as text or image notifications from external information systems. This may be employed to elicit and perhaps record and perhaps transmit the reaction streams of the participants. An example is that news of a score in a sporting event could be transmitted to the participants from the system, a third party or one or more of the participants. For example, a participant or news organization could send a "tweet" using Twitter or another social networking channel to one or more participants. The initial stream could include one or both the "tweet" information and perhaps the sender's own reaction to the "tweet" in the case where it is sent by a participant. For the purposes of this disclosure, a "tweet" could take the form of one or more text information, videos, and or pictures etc. In this way the participants could view one or more reactions of the other participants as described herein.

[0074] Another example embodiment is that the trigger could be information not directly communicated via an electronic device to a participant. An example of a trigger for activation of the system where the participants may be attending a sporting event or watching a sporting event remotely on television as an example. The system could automatically activate the camera of a participant's camera device during the final seconds of a hockey game or when the hockey puck has passed the blue line on a hockey rink. The system could also provide notifications for a participant to manually activate his camera at a particular interval, for example the one above.

[0075] Within the ambit of some example embodiments is also the recording of user-sessions for which there are many triggers for activation. For the purposes of this disclosure, it should be understood that some applications may require one or more triggers to be detected in order to engage the activation, and perhaps also the deactivation of the system or to modify operations, perhaps according to rules within the system. A participant could for example, use manual inputs by physically interfacing with the smartphone device. For example, at any point in time during use of the smartphone, a user could touch the screen or any other part of

the device with a "single tap" or "single tap" using two fingers to simultaneously touch the screen or any other part of the device. He could also for example shake the device, perhaps activating the accelerometer in the device as one example, to activate the system, and perhaps also to deactivate the system. It should be understood that any number of physical interfaces between a user and the phone could trigger the activation, deactivation or modifications to the system, based on predetermined rules. An example of a "modification" to the system could include the activation of the front facing video camera of the smartphone while recording the screen simultaneously.

[0076] Another example of a "modification" to the system includes a participant's "gesture" on the screen or any other part of the device to expand or to move or modify the video layer previewing the recording of the participant's face during a session. For example, the user could activate the system with a single tap to the device. This could for example, initiate the recording of the screen, and a video layer of the participants face. During the same session, a participant could shake the device to begin recording the video layer and perhaps also audio, and perhaps also heart-rate or other physiological data as described herein. Such participant's inputs to the phone could also move the each video layer to various areas on the screen or to modify the opacity of the video layers.

[0077] The triggers may also be as a result of information that is detected from the screen session, for example a certain image within a video game. The trigger could also include external events that could take the form of notifications for users. For example, if the score of a football game has reached a certain score during or after the game, of for example, 7-0, an information stream to communicate this score, perhaps in the form of a text notification, could be sent to one or more participants . The triggers may include, but not be limited to:

[0078] **From information from the screen session:** GPS location; Colors; Images; Facial recognition; Text; Game levels; Time of interval (e.g. time stamp interval of a feature movie film); Calendar, time of day; File type e.g, Miscrosoft™ PowerPoint™.

[0079] **From information external to the screen session:** Facial recognition of the user; Voice recognition (e.g. loud screaming "Yes, I'm going to win!"); Heart rate; Body temperature; Blood pressure; Information from outside news sources.

[0080] **Physical interfaces from a participant(s):** Gestures to screen or other part of the device; Shaking the device; Pressing of buttons on a device.

[0081] The information streams may include both the reaction of the Sender and or Recipient and any combination of screen recording sessions. This allows for the embedding of one or more screen recording sessions with one or more reaction streams, perhaps such that one or all may be viewed in picture in picture format. For example, two friends could compare their reactions and perhaps their game play during the same "level" of a video game. Another example is that a sales manager could compare his sales team's performance of a sales presentation perhaps whereby the sales team presents the same PowerPoint™ presentation on a mobile device, for example an iPad™.

[0082] The application may run as a "background service" such that one or more independent applications may be run simultaneously. This technology is well known to the art, for example with music applications which may continue to run in the background, and not seen in the window of the mobile device.

[0083] The system could include "sentiment analysis" or means to establish if one or more people is experiencing or has experienced particular emotions such as laughter, perhaps at a given time and or location. This could be established by means well known to the art, such as facial recognition, increased heart rate etc, either in combination or separately. The system could also employ thresholds for the magnitude of the emotion that is detected, such as the volume of laughter. It may also include the number of participants or people present who have been detected to experience the same emotions, perhaps at a certain time or place.

[0084] For example, a mobile device such as GoogleGlass™ may be worn at a bar in a given city by one or more participants. The video stream of the GoogleGlass™ video recording by one or more participants could be sent to the system. The system could then for example determine that a certain number of people or percentage of people present in a particular bar are laughing. This information could indicate that this bar is a desirable location to frequent. This information could be sent to the participants, perhaps in the form of an invitation to the participants, and perhaps include the embedded reactions of the participants, with a video of the bar location. For example, the logic of the system could be that since 10 people or 9 out of 10 people are determined by the system to be singing at a bar, the system could determine that this may be a desirable location because people may be having fun. The reactions of people present in the bar could be recorded. These reactions could be embedded into a video of the bar for example, and could be sent to the participants.

[0085] The system could also be used as a rating system for interactions with electronic devices and applications, for example to establish if a level of a video game is found to be enjoyable for the majority of users.

[0086] The system could also include a platform whereby participants may select the particular reactions of their own and other participants whom they wish to view, perhaps while at the same time viewing a media file. For example, the system may record the reactions of various celebrities, and perhaps the reactions of a participant's friends, which could be embedded with a given media file for later viewing. The system could provide a platform by which a user could for example select a movie, and also select the individuals for whom he or she wishes to see their reactions embedded within the movie, perhaps in picture in picture format, while he views the movie. For example, a participant could select the movie "Top Gun", and also select one or more of his friends, and Tom Cruise, and perhaps Sharon Stone or other known celebrity. The participant could then also select the triggers for which the reaction of one or more of these participants could be viewed. For example, a participant could select "only the funny parts", which could indicate that he wishes to see particular intervals where the reactions of the participants are seen embedded within the movie view. The system would allow for all of the triggers and means of modulating the embedding of the reactions within the media file described herein.

[0087] **Timing**

[0088] The Initial Reaction Stream can precede the receipt of the Gift by the Recipient and allow the Recipient or other party to prepare a device for recording the reaction. Or the request and acceptance protocol may be prearranged by the program shared by the Sender and or the Recipient or some other third party. As an example, the third party may be the delivery service engaged to deliver the service and perhaps begin recording the Initial Reaction Stream as he walks up the stairs, before greeting the Recipient with the Gift. The trigger that determines when and how to activate the system may also take various forms and methods described herein.

[0089] The recording of the Reaction Streams may be during a time interval before, during and after the receipt of the Initial Stream by the Recipient. For example, the camera may be activated to capture the face of the Recipient at a time before he or she perceives receipt of the Initial Stream. This may be considered a base-line state of the Recipient prior to the receipt of the Initial Stream. The camera may also record the reaction during the time

interval or the Recipient's receipt of the Initial Stream and continue for a predetermined interval or indeterminate interval after the Recipient's receipt of the Initial Stream. For example, the camera could be activated to capture the Recipient's face before she opens the Gift-box, while she opens the box and for some period after she has opened the box and received the Gift. The time interval may be indeterminate because for example, the device could continue to capture the reaction until the Sender and or Recipient has deactivated the device, she has run out of things to say, it has run out of batteries or many other reasons.

[0090] The Secondary Reaction Stream interval can also be begin before, during and sometime after the Initial Reaction Stream. The Secondary Reaction Stream can be recorded while the Sender views the Initial Reaction Stream in real-time or at a time after the Initial Reaction Stream has been recorded. For example, the Secondary Reaction Stream could begin several minutes before the receipt of the Gift for the Recipient to record the Sender's anticipation and excitement in sending the Gift to the Recipient, and perhaps receipt of the Initial Stream. The Secondary Reaction Stream can continue during the Initial Reaction Stream, perhaps as the Sender views the reaction of the Recipient in real-time where the Initial Reaction Stream is streamed to the Sender.

[0091] The system can allow for both real-time streaming of the reaction recordings and also to be recorded for later viewing. Some circumstances could allow for the system to stream the Initial Reaction Stream to the Sender so that he could observe the reaction of the Recipient in real-time. In this instance, the Sender may also be able to broadcast the Secondary Reaction Stream during this interval. For example, it could open a video conference call between the Recipient and the Sender such that they could communicate in real-time. The system would also allow for the initial reaction to be recorded for later viewing by the Sender. Similarly the Secondary Reaction Stream could be recorded for later viewing by the Recipient or any other party according to the rules of the system.

[0092] **Figure 1** illustrates that the Sender **1** may use his outward facing camera **5b1** of his smartphone device **5** to capture an object or event **1a4.** The information that is captured is referred to as the "Initial Stream" **1a3.** This Initial Stream **1a3** can be saved and or transmitted via the system to the Recipient's **1b** smartphone device **5** and to other parties as described herein.

[0093] **Figure 2** illustrates that the Initial Stream **1a3** may be received by the Recipient's **1b** smartphone device **5** using the system. While the Recipient **1b,** views the Initial Stream **1a3,**

he **1b** may permit the system to activate his front facing camera **5b** to capture his reaction ("Initial Reaction Stream") **1a2.**

[0094] The Recipient's **1b** smartphone's **5** screen **Figure 4: 5a,** may display both the Initial Stream **1a3,** in one video layer **5a1** and his Initial Reaction Stream **1a2,** as it is recorded in another video layer **5a2** simultaneously. The viewing of his **1b** Initial Reaction Stream **1a2** as it is recorded may permit the Recipient **1b** to properly align his front-facing camera **5b** of his smartphone device **5** to record his face **1a2.**

[0095] The Recipient **1b** may turn on or off the display of the video layers of **5a1** and **5a2** at times before, during and after his viewing of the Initial Stream **1a3** and his Initial Reaction Stream **1a2.** The Recipient **1b** may also change the position and size and shape of the video layers **5a1** and **5a2** to increase and or decrease the sizes of these views at any point. These actions may be taken by the Recipient **1b** by touching particular locations on the screen **Figure 4: 5a** and tapping, touching and dragging and/or dropping and other gestures well known to the art. For example, during the recording of the Initial Reaction Stream **1a2** and viewing of the Initial Stream **1a3,** the Recipient **1b** may move the position and or size of the video layer **5a2** which may display his Initial Reaction Stream on the screen **Figure 4: 5a** so that he may not obscure a particular area of the Initial Stream **1a3.** The Initial Reaction Stream **1a2** may be stored and or transmitted to the Sender **1** or to the system or some other party or parties or websites, perhaps based on user permissions and rules of the system as described herein.

[0096] **Figure 3** illustrates that the system may then send the Sender **1,** the Initial Reaction Stream **1a2,** to his **1** smartphone device **5,** such that the **Sender 1** may play and view the Initial Stream **1a3** and the Initial Reaction Stream **1a2** on his **1** smartphone **5** display **5e** simultaneously. The Sender **1** may also play only one video layer **5a1** or **5a2** and or data stream **1a3** or **1a2** individually.

[0097] The Sender **1** may modify the size, shape, orientation, opacity, color filters, distortions and other visual properties well known to the art, before, during and after playing the media. These actions may be initiated by touching particular locations on the smartphone **5** screen **Figure 4: 5a.** For example, the Participants may tap the region of the screen in video layer **5a2** to expand the size of the Initial Reaction Stream **1a2** relative to the Initial Stream **1a3** in video layer **5a1**.

[0098] The system could also provide for audio customization for the Participants. For example, the system could automatically increase the relative and or absolute volume of the audio from the Initial Stream **1a3,** while perhaps at the same time reducing the relative and or absolute volume of the audio from the Initial Reaction Stream **1a2.** Note that the same process could occur for the external speaker **5c** and the audio that is played through speakers to which headphones may connect.

[0099] Both the Sender **1** and the Recipient **1b,** and any other party as determined by the rules of the system may also view, and edit these information streams. For example, the Participants may choose to allow other parties to view the media and of share to social networking websites, such as Facebook.

[00100] **Figure 3a** illustrates another optional feature of the system that may allow the Sender **1** to create a Secondary Reaction Stream **1a,** perhaps such that the Recipient **1b** may view the reaction of the Sender **1** to his **1b** Initial Reaction Stream **1a2**. The Sender **1** may view the Initial Reaction Stream **1a2** and or the Initial Stream **1a3,** in video layers **5a1** and **5a2** respectively, while simultaneously permitting the system to activate his front-facing video camera **5b** on his **1** smartphone device **5,** to record his **1** Secondary Reaction Stream **1a,** which may be visible in video layer **5a3.** This repeating process could occur ad infinitum.

[00101] **Figure 4** illustrates that the Sender **1** may use his front-facing camera **5b** of his **1** smartphone device **5** perhaps to capture the initial stream **1a3.** The Sender may view his Initial Stream **1a3,** in part of the screen **5a** or the entire screen **5a,** which in this illustration is his own face **1a.**

[00102] **Figure 5** illustrates that the Initial Stream **1a3** may be received by the Recipient's **1b** smartphone device **5** using the system. While the Recipient **1b,** views the Initial Stream **1a3,** he **1b** may permit the system to activate his front facing camera **5b** to capture his reaction Initial Reaction Stream **1a2** while he views the Initial Stream **1a3.**

[00103] **Figure 6** illustrates that the system may then send the Sender **1** the Initial Reaction Stream **1a2** to his **1** smartphone device **5,** such that the **Sender 1** may play and view the Initial Stream **1a3** and the Initial Reaction Stream **1a2** on his **1** smartphone **5** display **5h** simultaneously. The Sender **1** may also play only one video layer **5a1** or **5a2** and or data stream **1a3** or **1a2** individually. The same options are available for Participants in the sequence illustrated in **Figures 1, 2 and 3, and 3a** to view and transfer information streams.

[00104] **Figure 7** illustrates the recording of the Recipient's **1b** Initial Reaction Stream **1a2** in receiving a Gift (Initial Stream **1a3a**). The Recipient **1b** may receive a Gift **1a3a,** which in this illustration is a ring **1a3a** placed in a box **5i.** The box **5i** may have a top **2b** and a bottom **2a.**

[00105] The proximity **6** of the Recipient's **1b**, smartphone device **5** to the computer controller **3** may trigger the activation of the camera and microphone **4** to begin recording the Initial Reaction Stream **1a2** of the Recipient **1b.** The micro switch **7** which may be connected to the computer controller **3** with a wire **3a** or wirelessly, and can also be a triggering mechanism for the camera and microphone **4** to start the recording. Another example trigger to activate the camera and microphone **4** to begin recording the Initial Reaction Stream **1a2** can include the opening **2c** of the box **5i.** The Recipient **1b** could also use his smartphone **5** device to record his Initial Reaction Stream **1a2.**

[00106] The camera and microphone **4** could be at a fixed angle during the recurring process or adaptive and adjust to track the Recipient's **1b** Initial Reaction Stream **1a2.** The Initial Reaction Stream **1a2** can be stored locally on the computer controller **3** and or sent to the system and or Sender **1** via Bluetooth or other means.

[00107] Figure 8 illustrates another example of how the Initial Reaction Stream **1a2** of the Recipient could be recorded and or transmitted. The Recipient **1b** could for example, receive a Gift of flowers **1a3b** from a delivery person **1c.** During the receipt of the flowers **1a3b**, the Recipient's **1b** Initial Reaction Stream 1**a2** could be recorded with a camera perhaps on a smartphone device **5** affixed with a strap **5j** on the delivery person's **1c** head. The system could also use Google Glasses and any other wearable camera devices or portable cameras to record and or store and or transmit this Initial Reaction Stream **1a2 .**

[00108] **Figure 9** illustrates that the Sender **1** could view the Recipient's **1b** Initial Reaction Stream **1a2** to the receipt of a Gift (Initial Stream) **Figure 8: 1a3** or **Figure 7: 1a3** while simultaneously recording his own Secondary Reaction Stream **1a.** The system could send the Initial Reaction Stream **1a2** to the Sender's **1** smartphone device **5,** where the Sender **1 (**of the Initial Stream for example **Figure 8: 1a3** or **Figure 7: 1a3**) could then view the Initial Reaction Stream **1a2** in video layer **5a2** and his **1** own Secondary Reaction Stream **1a** in video layer **5a1** as it is recorded on the screen **Figure 4: 5a** of his smartphone device **5.** Note that these are simply illustrations and the video layers are interchangeable.

[00109] **Figure 10** illustrates the viewing of the initial reaction stream **1a2** and secondary reactions stream **1a** played on the Recipient's **1b** smartphone device **5.** The system could send the Secondary Reaction Stream **1a** and the Initial Reaction Stream **1a2** to the smartphone device **5** of the Recipient **1b,** such that the Recipient **1b** has the option to play one of both of the streams as described previously herein. The video layers **5a2** and **5a1** could be played simultaneously or one at a time as described herein. The Participants and or system could also permit the data streams to be stored and or transmitted to other websites as described herein.

[00110] **Figure 11** illustrates the Sender's **1** viewing of a movie or video game **8,** while perhaps simultaneously recording his own reaction **1a2.** The movie/video game **8** and the Sender's **1** reaction **1a2,** when coupled together in a single stream is referred to as the initial stream **Figure 12: 1a3b.** The Sender **1** could view a movie/video game **8** on his smartphone device **5** or another screen, for example a desktop computer **9.** The Sender's **1** reaction **1a2** could be recorded using either his smartphone device **5 or** another screen, for example a desktop computer **9.**

[00111] The Sender **1** can record and or transmit a continuous stream of his own reactions **1a2** or specified intervals during a given session while viewing **8**. For example, the Sender **1** could record the entire duration of his reaction stream **1a2** to his viewing of a movie/video game **8** or he could record and or transmit specified intervals of his reaction streams **1a2** while viewing **8;** perhaps only the funny intervals of his reaction streams **1a2** to the viewing of **8.**

[00112] The Participants' cameras **9** or **5b** may begin recording continuously or at specified intervals according to given triggers described below. The system may use his smartphone device **5** or another device, for example a desktop computer **9** to store and or transmit the initial stream **1a3b.** The initial stream **1a3b** that may be sent to the Recipient **1b,** could be either both the movie/video game **8** or it could consist of only the Sender's **1** reaction stream **1a2.**

[00113] **Figure 12** illustrates the Recipient's **1b** viewing of the initial stream **1a3b** and perhaps his own initial reaction stream **1a** as it is recorded. As in Figure 11, the Recipients' **1b** initial reaction stream **1a** may be recorded on either this own smartphone device **5** or another device, for example a desktop computer **Figure 11: 9.**

[00114] The Recipient **1b** may receive an initial stream **1a3b** that is comprised of either both the movie/video game **8** and the reaction of the Sender **1a2.** Alternatively, the Recipient **1b** may receive only the reaction of the Sender **1a2.** The Sender's reactions **1a2** may be time and or audio indexed to the the movie/video game **8** played on the Recipient's **1b** device, such that the Recipient **1b** may view the Sender's **1** reactions **1a2** that coincide the said movie/video game **8,** perhaps being played on the Recipient's **1b** device. This will allow the system to intermittently display the reactions of the Sender **1a2** during specified intervals.

[00115] The Participants may either manually start and stop the recording, storing the transmissions of their respective initial and reaction streams or they may be automatically triggered by the system. During a given gift/media exchange interval, such as the viewing of a movie **8,** the system could detect audible laughter through the speaker/microphone **5c** from a Participant, which could trigger one or more cameras on a smartphone device **5b, Figure 11 5b1** or on another device **9.**

[00116] Other triggers could include as examples, perhaps for video games, tactile actions, such as taps, gestures, press and holds, "wave-overs", number and frequency of tapping particular buttons etc. well known to the art. Additionally, the system could permit third parties, such a video game companies to specify the intervals where reactions could be recorded and or stored and or transmitted. For example, a video game company could program the system to begin recording/displaying a Participant's reaction stream. Additionally, since there may be more than one reaction stream, the system could cycle between reactions streams from numerous participants during the viewing of a single movie/video game **8.**

[00117] There are many use case for the described example embodiments, and can include but not be limited to the following examples:

[00118] **Birthday greeting card:**

[00119] A Sender may wish to present a birthday girl with a video card, which is a compilation of personal video greetings from many of her friends. The Sender and other friends may wish to view her reaction to the receipt of the compiled video card, as she views the card. In this case, the Initial Stream may be the compiled video which includes the video greetings from the participating friends, and the Initial Reaction Stream is the birthday girl's (Recipient's) reaction to viewing the Initial Stream. Her Reaction Stream may also be compiled into the video card, which may then be shared with the participating friends and

others. Additionally, the system may facilitate a choir-like rendition from the group of friends of the "Happy Birthday" song. The Initial Stream could include the happy birthday song, such that her friends may sing along simultaneously, providing their individual renditions of the song as their respective Initial Streams. The system may compile the Initial Streams of the happy birthday song such that the compiled media sounds as though the Senders are singing in chorus, and this could be sent to the birthday girl as her Initial Stream.

[00120] The system could also capture the Secondary Reaction Streams of the Senders. These Secondary Reaction Streams could be captured in any of the ways described herein, creating a dynamic birthday card, where the Senders may also express their delight in viewing the joy of the birthday girl!

[00121] **Greeting card (physical)**

[00122] In some preferred embodiment of the invention, the system includes a device placed inside the greeting card and can be activated upon opening the card or other means of triggering described herein. The camera could be located within card or be remotely located but communicate with a computer device such as the Recipient's smartphone. This device can record the Initial Reaction Stream. The trigger to activate the camera could take any or all of the triggers described herein.

[00123] **Gifts**

[00124] Users may wish to send a Gift to a Recipient or group of Recipients, and view the reaction of the Recipient'(s) to receiving the Gift. The Sender(s) may send a digital Gift, such as a Gift card to a birthday boy, and the Sender(s) could also request or require that the receiver send a Reaction Stream to the system, to be shared with the group. Finally we may experience the joy of the Recipient's receiving a Gift when we cannot be together in the same place at the same time!

[00125] The may be one Sender and one Recipients or multiple Senders and Recipients, which may be located in different places during the Gift exchange interval. Therefore, the methods by which the Initial Reaction Stream and Secondary Reaction Streams are captured may take on any combination of the methods described herein. Any number of Reaction Streams may be compiled into a single media file or several media files and perhaps present the individual Reaction Streams in picture in picture format.

[00126] **Hand delivery of physical Gifts**

[00127] User may wish to send flowers to a Recipient of group of Recipients, and the Participants may wish to record and view the reactions of the Recipients to receiving the Gift (Initial Reaction Stream). Additionally, the Participants may wish to record the reactions of the Senders to the Initial Reaction Stream, creating a ("Secondary Reaction Stream").

[00128] The Initial Reaction Stream could be captured employing numerous methods, some of which are described with examples herein.

[00129] **Delivery of flowers (captured through system)**

[00130] Device placed inside or near the bouquet of flowers. In a preferred embodiment of the invention, this device has a camera, perhaps with a wide angle lens, that may be pointed at an angle suitable for capturing the Recipient's reactions.

[00131] In a preferred embodiment of the invention, a controller placed inside or near the bouquet of flowers that does not require its own camera. This device could have GPS and or other means of creating triggers to activate a camera described herein. In this case, the device could use WiFi and or other means described herein to activate an external camera, such as smartphone.

[00132] **Hand delivery of flowers (captured by delivery man)**

[00133] System that does not require an exclusive physical electronic device. Instead, the camera and required software for recording and uploading the Reaction Streams could be done through an application that communicates with one or more external devices. For example, the camera and microprocessors, and system software could all be contained within another electronic device. This device could be a wearable device, such as Google Glass, which could be worn by the delivery person and activated during the Gift exchange interval.

[00134] **Football Game**

[00135] A user may wish to view the Reaction Streams of his friends who experience the last two minutes of an exciting football game. He may also wish to compile these Reaction Streams into a single video media file. The Initial Stream could simply be a request for the users to record their Reaction Streams while watching the last two minutes of the game, either live at the game, or using an electronic device, broadcasted live or at a later time. Or the Initial Stream could be a video snippet of the last two minutes of the game for those who missed viewing the game live. In any case, the system could process the Reaction

Streams and compile them into what may appear to be a single video file, perhaps to contrast the winner's reactions from the losers.

[00136] **Funny YouTube video:**

[00137] A Sender may wish to view the reactions of his friends to a funny video from YouTube, which may be the Initial Stream. The Sender may send this YouTube video to his friends, who may then view the video whilst capturing and sending their Reaction Streams. The reactions streams may then be compiled into the Initial Stream in many forms, such as picture in picture view. The compiled video may simultaneously stream the Initial Stream and the reactions streams, such that the receivers appear to be reacting, perhaps laughing together to the video in real time, even though their Reaction Streams may have been captured at different times.

[00138] **Advertisements**

[00139] Advertising companies may wish to test the responses of users to various types of advertisements. They may engage in A/B or multivariate or other testing methods well known to the art. They may send one group of users one Initial Stream, and a different Initial Stream to another group of users. The company may then evaluate the Reaction Streams of the two groups to establish which advertisement (Initial Stream) is more effective. In this case, the company could also compile information within the Reaction Streams to make real-time adjustments to the Initial Stream perhaps sent to the same groups or other group of users.

[00140] **Video Game Play**

[00141] Video game players ("participants") could use the system to enhance their video game experience by recording and optionally sharing their game-play sessions, and perhaps reactions to these sessions. The system could have many triggers that could initiate the recording of the screen and or reactions of the game players, using pre-determined rules. For example, once a player of a car racing game has reached a certain place on the track, perhaps the straightaway to the finish line on the last lap, the system could trigger the recording of the screen, and perhaps also the front-facing video camera of the participant to record both the game play, and his reaction to this game play. This screen session and reaction, perhaps displayed in embedded PIP as described herein, could then be shared with friends.

[00142] In addition to the system's triggering the recording of screen sessions based on automatic and or manual triggers, it may also initiate the playback of a participant's or many participants' reactions to a given interval of game play. For example, the system could allow for a participant to view the reactions of other participants, perhaps in PIP format, when perhaps as the example above describes, he himself has entered the straightaway on the last lap. In this way, the participant could view the reactions of one or many participants in PIP to a given interval of game play as he plays the game. The system could also allow for participants to view the game session of one or many participants with the reactions of one many participants' reactions to any of these intervals, after the game play.

[00143] The system could provide a platform, where a participant could select from a number of criteria or create his own criteria to trigger the playback of the reactions of other participants, perhaps to be shown as he plays the game or to be viewed at a later time. He could for example, select from his three (3) friends, named "Alex", "Tom", and "Suzzie". He may then for example, select last lap in level four (4) of game "Super Duper Car Race". He could then choose "display reactions as I play". In this way, he could view the reactions of his three (3) friends to their experiences of playing the same or similar session as he plays. He could for example, see Suzzie's triumphant win and her big bright smile, and perhaps Alex's and Tom's frustration with defeat. The system can allow for any combination of criteria within the game session to trigger the activation of the system, and any combination of reactions of other participants, and all are within the ambient of the invention.

[00144] Another trigger to activate the system could be a reaction of one or more participants, perhaps in lieu of or in addition to the trigger of the game-session. For example, Suzzie's reaction to a particular point in a game could be of intense jubilation, and this reaction could be embedded in PIP with another friend's game.

[00145] **Medical**

[00146] A physician could use the system to evaluate the effectiveness of a relaxing audio tape for reducing the heart-rates of a heart-patient or group of heart-patients. The patient could send a message to a patient (Recipient), at time interval A, and the Recipient could listen to the audio tape during time interval B, and then the Recipient could perform any other activity during time interval C. The Reaction Streams which are sent back to the system and perhaps evaluated by the physician could include the heart rate and other information about the Recipient(s). Time interval A could provide "base-line" data, time

interval B could include "real-time impact", and Reaction Streams during time interval C, could serve as "latent impact data". The physician could then control for many variables that may impact the heart-rates of patients and make better conclusions about the effectiveness of the audio tape and other factors in reducing heart-rates.

[00147] The physician could also provide feedback to the patient by recording his reaction to the Initial Reaction Stream from the patient. As described herein, the physician's Secondary Reaction Stream could be shared with the patient, perhaps other physicians or interested parties. The Initial Stream and the Reaction Streams could be compiled into one or multiple media files, and perhaps serve to consolidate the process of documenting and studying diagnosis, treatment, and communication between patients and health care professionals.

[00148] It should be understood that the Sender and or Recipients can administer the options about what types of information are captured from the device during the interval of the Reaction Streams, and which types are shared in the Reaction Streams, and with whom they are shared. For example, a Recipient could permit a Sender, who is also his doctor, to include his heart-rate data in the Reaction Stream(s) shared with his doctor, but he may not permit his heart rate information to be included in the Reaction Stream that is shared with other users.

[00149] It should be understood that the technology for programming or creating such a system is well understood and can be implemented.

[00150] **Movie Screening**

[00151] The system could allow participants to view a movie, while also viewing the reactions of their friends, and perhaps known celebrities in PIP format embedded within the movie. The participants could select from a list of their friends and or celebrities who may also be participants in the system, and perhaps previously viewed the same movie with the system activated. The system could then allow participants to have their own reactions recored whilst viewing the movie, and the reactions of their friends, and perhaps record these embedded video layers for sharing and later viewing.

[00152] **Finding a Fun Nightclub**

[00153] Participants who wish to know which nightclub may be the most enjoyable for a given evening could use the system to help guide their quest. The system could determine

that a threshold of for example 40% of people, some of whom may themselves be participants in the system, are present at a nightclub, and are smiling or have heart rates above 130 beats per minute. The participants could then determine that since most people are smiling with high heart rates, the venue could be determined to be fun.

[00154] A system for activating a camera device upon receipt and or viewing of a media file

[00155] A system for activating the front facing, rear facing, and/or nearby video camera on an electronic device to record the recipient's face and or voice upon receipt and or experience of an information stream

[00156] A system for activating a video recording device upon the recipient's experience of an information stream via electronic device

[00157] A system that permits the Sender of an information stream to require the recording and or transmission of the of the Recipient's physiological information in order for the Recipient to experience the information stream.

[00158] A system that facilitates an exchange mechanism whereby in order for the Recipient of an information stream to experience this information stream, the Recipient is required to permit the recording and or sharing of his contemporaneous reaction to experiencing the information stream.

[00159] A system for activating the microphone of an electronic device upon receipt and or viewing of a media file.

[00160] A system for capturing the contemporaneous reactions to the experience of an information stream where the reactions may be embedded within the original information stream.

[00161] A system allowing a Sender of an information stream to capture the Recipient's audio, video, and other contemporaneous physiological reactions, before, during and after experiencing the information stream from the Sender. The contemporaneous reactions of the Receiver may then be embedded into the media and returned to the Sender and or other people.

[00162] A system allowing the Sender of an information stream to capture the reactions of one or more people to the experience of the media file.

[00163] **Gift Box**

[00164] A system for activating a camera recording device upon physical receipt of an object using GPS coordinates of the receiver.

[00165] A system for activating a camera device upon physical receipt of an object using proximity of a sensor within a physical object to another electronic device.

[00166] A system for activating a camera device located inside a gift box upon the Receiver's opening of a gift box to record the visual, auditory and other physiological data of the Recipient

[00167] A system for transmitting the information stream captured from the camera device in the above claim to another individual or individuals

[00168] A system allowing the Receiver of the gift in the above claim to request the reaction stream of the Sender to be captured and optionally embedded within the other media files

[00169] A system for activating a camera device located outside a gift box upon the opening of a gift box

[00170] A system for activating a heart rate monitor to measure the heart rate of a recipient open the opening of a gift box

[00171] **User-session recording**

[00172] A system for recording the screen of a user's smartphone, tablet or other wearable electronic device while simultaneously recording physiological data of a user and then embedding some combination of this data into a one or more media files.

[00173] A system that automatically triggers the activation of electronic devices using various criterions to capture physiological data of a user while simultaneously capturing information transmitted from a user's smartphone or table or desktop screen and or audio session. Whereby the information streams may be embedded in some combination to one or more media files.

[00174] **Sentiment analysis**

[00175] A system using facial recognition technology, and or audio volume and or keywords and or other physiological data GPS coordinates to establish the emotional experience of some number of people or percentage of people within an identified location or venue.

[00176] A system for providing notifications to participants of the information in people in real-time to the emotions in the above claim.

[00177] **Authentication**

[00178] A system for allowing a Sender to authenticate the identity of the Recipient prior to permitting the Recipient to experience, where the system could require the Receiver's camera to take his picture or video before, and during the experience of the media. This to allow the Sender to approve or deny the sending of the information stream at any point during the receipt or experience of the information stream by the Sender.

[00179] A system whereby the identity and the state of the intended Recipient is authenticated prior to transmitting an information stream to the Recipient.

[00180] **Celebrity/Friends reaction platform**

[00181] A system whereby users may select certain people's or groups of people's recorded video and or audio or other physiological reactions to viewing a given media file which are then embedded in that media in picture in picture format.

[00182] While the present invention has been described in conjunction with preferred embodiments, it is to be understood that modifications and variations may be resorted to without departing from the spirit and scope of the invention as those skilled in the art will readily understand. Such modifications and variations are considered to be within the purview and scope of the inventions and appended claims.

[00183] In accordance with an example embodiment, there is provided a non-transitory computer-readable medium containing instructions executable by at least one controller device or processor device for performing any or all of the described methods.

[00184] In any or all of the described methods, the boxes or algorithm lines may represent events, steps, functions, processes, modules, state-based operations, etc. While some of the examples have been described as occurring in a particular order, it will be appreciated by persons skilled in the art that some of the steps or processes may be performed

in a different order provided that the result of the changed order of any given step will not prevent or impair the occurrence of subsequent steps. Furthermore, some of the messages or steps described may be removed or combined in other embodiments, and some of the messages or steps described may be separated into a number of sub-messages or sub-steps in other embodiments. Even further, some or all of the steps may be repeated, as necessary. Elements described as methods or steps similarly apply to systems or subcomponents, and vice-versa. Reference to such words as "sending" or "receiving" could be interchanged depending on the perspective of the particular device.

[00185] While some example embodiments have been described, at least in part, in terms of methods, a person of ordinary skill in the art will understand that some example embodiments are also directed to the various components for performing at least some of the aspects and features of the described processes, be it by way of hardware components, software or any combination of the two, or in any other manner. Moreover, some example embodiments are also directed to a pre-recorded storage device or other similar computer-readable medium including program instructions stored thereon for performing the processes described herein. The computer-readable medium includes any non-transient storage medium, such as RAM, ROM, flash memory, compact discs, USB sticks, DVDs, HD-DVDs, or any other such computer-readable memory devices.

[00186] Although not specifically illustrated, it will be understood that the devices described herein can include one or more processors or controllers and associated memory. The memory may include one or more application program, modules, or other programming constructs containing computer-executable instructions that, when executed by the one or more processors or controllers, implement the methods or processes described herein.

[00187] The various embodiments presented are merely examples and are in no way meant to limit the scope of this disclosure. Variations of the innovations described herein will be apparent to persons of ordinary skill in the art, such variations being within the intended scope of the present disclosure. In particular, features from one or more of the described embodiments may be selected to create alternative embodiments comprised of a sub-combination of features which may not be explicitly described. In addition, features from one or more of the described embodiments may be selected and combined to create alternative embodiments comprised of a combination of features which may not be explicitly described. Features suitable for such combinations and sub-combinations would be readily apparent to

persons skilled in the art upon review of the present disclosure as a whole. The subject matter described herein intends to cover and embrace all suitable changes in technology.

Claims:

1. A system comprising:

a camera device;

memory;

a processor configured for activating recording on the camera device upon receipt and/or recipient viewing of a media file.

2. The system of claim 1, wherein the processor is further configured for activating a front facing, rear facing, and/or nearby video camera on an electronic device to record a recipient's face and/or voice upon receipt and/or experience of an information stream.

3. The system of claim 1, wherein the processor is further configured for activating a video recording device upon the recipient's experience of an information stream via electronic device.

4. The system of claim 1, wherein the processor is further configured to permit a sender of an information stream to require the recording and/or transmission of the recipient's physiological information in order for the recipient to experience the information stream.

5. The system of claim 1, wherein the processor is further configured to facilitate an exchange mechanism whereby in order for a recipient of an information stream to experience the information stream, the recipient is required to permit the recording and/or sharing of his contemporaneous reaction to experiencing the information stream.

6. The system of claim 1, wherein the processor is further configured for activating a microphone of an electronic device upon receipt and/or viewing of a media file.

7. The system of claim 1, wherein the processor is further configured for capturing the contemporaneous reactions to the experience of an information stream and for embedding the reactions within the original information stream.

8. The system of claim 1, wherein the processor is further configured for allowing a sender of an information stream to capture the recipient's audio, video, and other contemporaneous physiological reactions, before, during and/or after experiencing the information stream from the sender.

9. The system of claim 8, wherein the processor is further configured for embedding the contemporaneous reactions of the recipient into the media and returned to the sender and/or other people.

10. The system of claim 1, wherein the processor is further configured for allowing the sender of an information stream to capture the reactions of one or more people to the experience of the media file.

11. The system of claim 1, wherein the processor is further configured for recording a screen of a user's smartphone, tablet or other wearable electronic device while simultaneously recording physiological data of a user and then embedding some combination of the screen and the physiological data into one or more media files.

12. The system of claim 1, wherein the processor is further configured to automatically trigger the activation of electronic devices to capture physiological data of a user while simultaneously capturing information transmitted from a user's smartphone or table or desktop screen and/or audio session.

13. The system of claim 12, wherein the processor is further configured to embed the screen and the information in some combination to one or more media files.

14. The system of claim 1, wherein the processor is further configured to use facial recognition technology, and/or audio volume and/or keywords and/or other physiological data, and/or GPS coordinates to establish an emotional experience of one or more people or percentage of people within an identified location or venue.

15. The system of claim 14, wherein the processor is further configured for providing notifications to participants of the emotional experience of the one or more people in real-time.

16. The system of claim 1, wherein the processor is further configured for allowing a sender to authenticate an identity of a recipient prior to permitting the recipient to experience, where the system could require the recipient's camera to take his picture or video before, and during the experience of the media.

17. The system of claim 1, wherein the identity and the state of an intended recipient is authenticated prior to transmitting an information stream to the recipient.

18. The system of claim 1, wherein the processor is further configured to permit a user to select certain people's or groups of people's recorded video and/or audio or other physiological reactions to viewing a given media file, and configured to embed the reactions in that media in picture in picture format.

19. The system of claim 1, wherein the processor is further configured for embedding, into the media file, captured contemporaneous reactions of the sender and/or the recipient to specified time markers when viewing or interacting with the media file.

20. A system comprising:

a camera device;

a sensor for detecting an event indicative of physical receipt of a physical object by a recipient;

memory;

a processor configured for activating recording on the camera device upon detecting the event.

21. The system of claim 20, wherein the processor is further configured for activating the camera device upon physical receipt of the physical object using proximity of a sensor within the physical object to another electronic device.

22. The system of claim 20, wherein the processor is further configured for activating the camera device located inside a gift box upon the recipient's opening of the gift box to record the visual, auditory and/or other physiological data of the recipient.

23. The system of claim 22, wherein the processor is further configured for transmitting an information stream captured from the camera device to a device of another individual or individuals.

24. The system of claim 23, wherein the processor is further configured for allowing the recipient of the gift to request a reaction stream of the sender to be captured.

25. The system of claim 24, wherein the processor is further configured for embedding the reaction stream and the information stream into a media file.

26. The system of claim 20, wherein the processor is further configured for activating the camera device upon the opening of a gift box, wherein the gift box comprises the physical object, wherein the camera device is located outside of the gift box.

27. The system of claim 20, wherein the processor is further configured for activating a heart rate monitor to measure the heart rate of the recipient upon receiving of the object.

28. The system of claim 20, wherein the processor is further configured to activate recording on the camera device using Global Positioning System (GPS) coordinates of the recipient.

29. The system of claim 1, wherein the media file includes a game, wherein the processor is further configured for capturing contemporaneous reactions of the sender and/or the recipient in response to determining specified thresholds of a participant's heart-rate, volume of voice and/or ambient noise during a simultaneous game session.

30. The system of claim 1, wherein the media file includes a game, wherein the processor is further configured for capturing asynchronous reactions of the sender and/or the recipient to a specified same stage of the game between participants engaged in the game.

Fig. 1

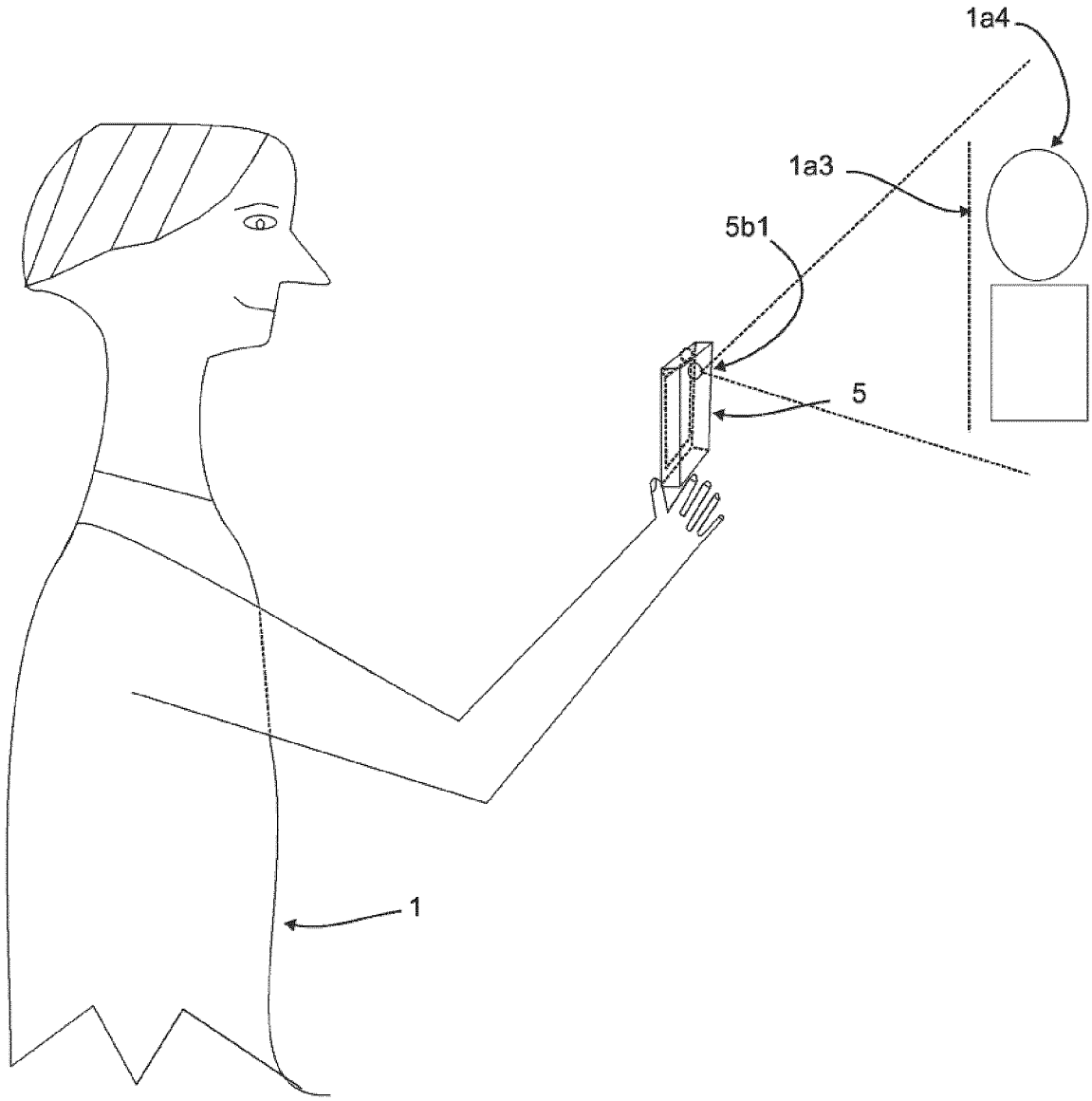


Fig 2

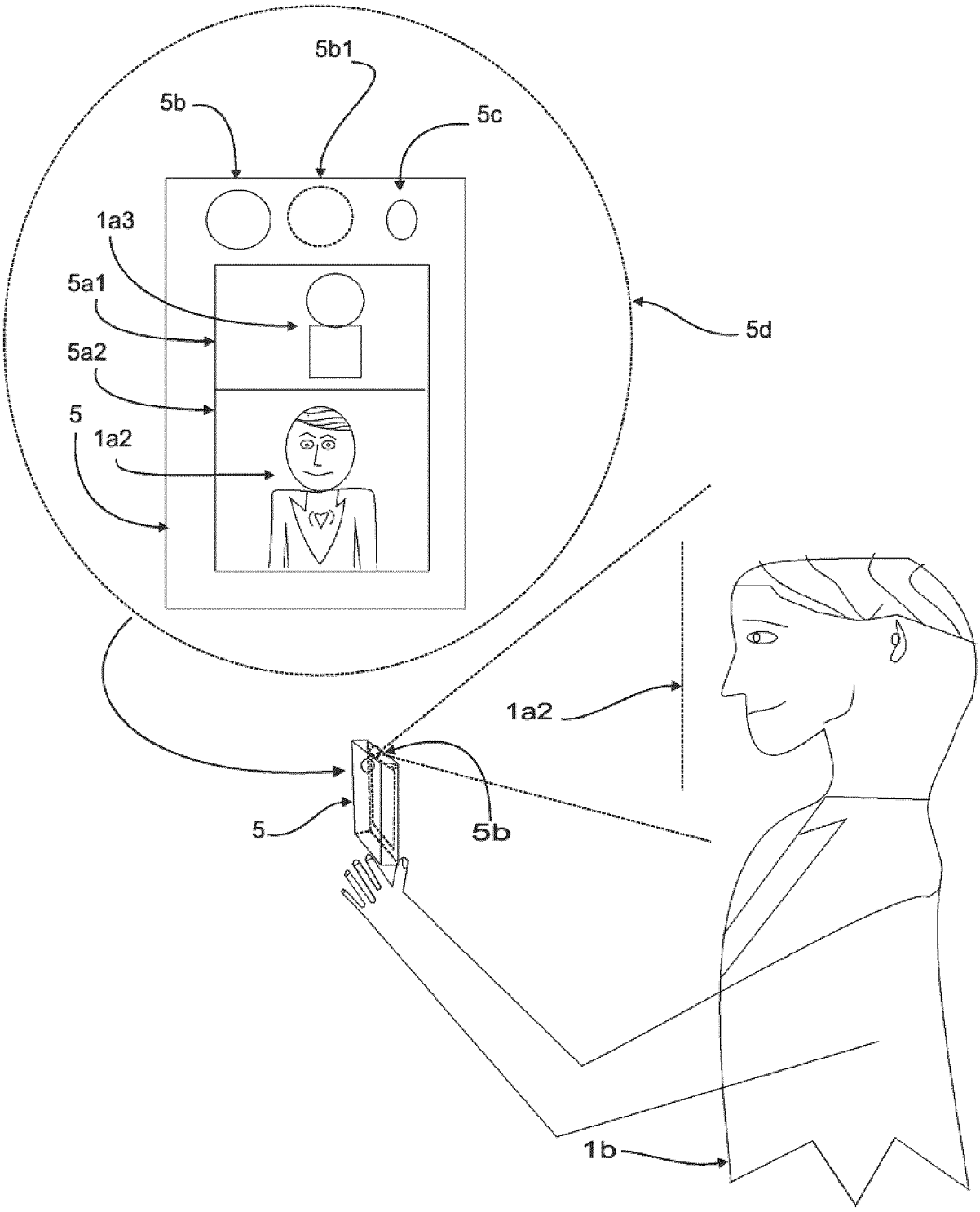


Fig 3a

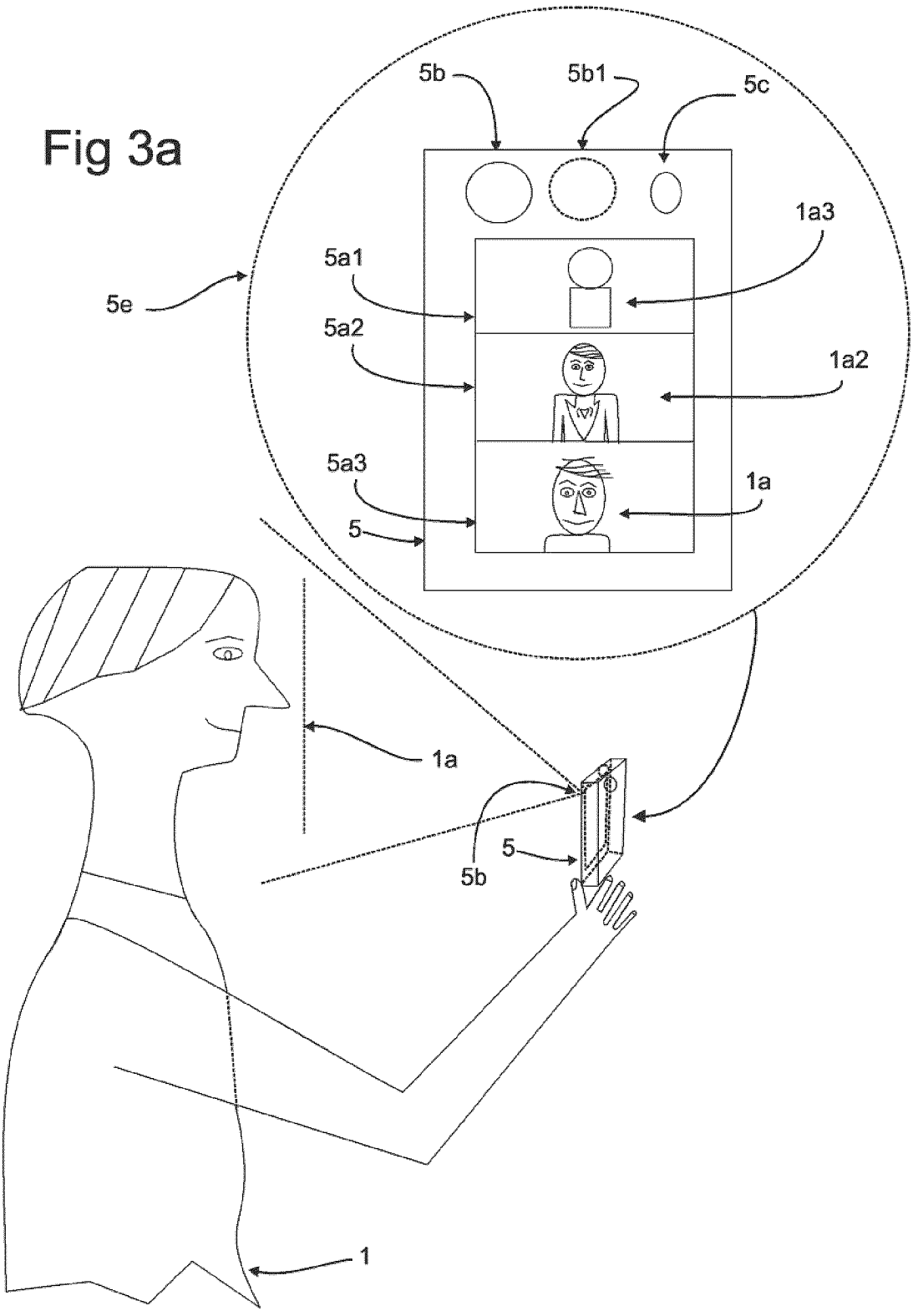


Fig 3

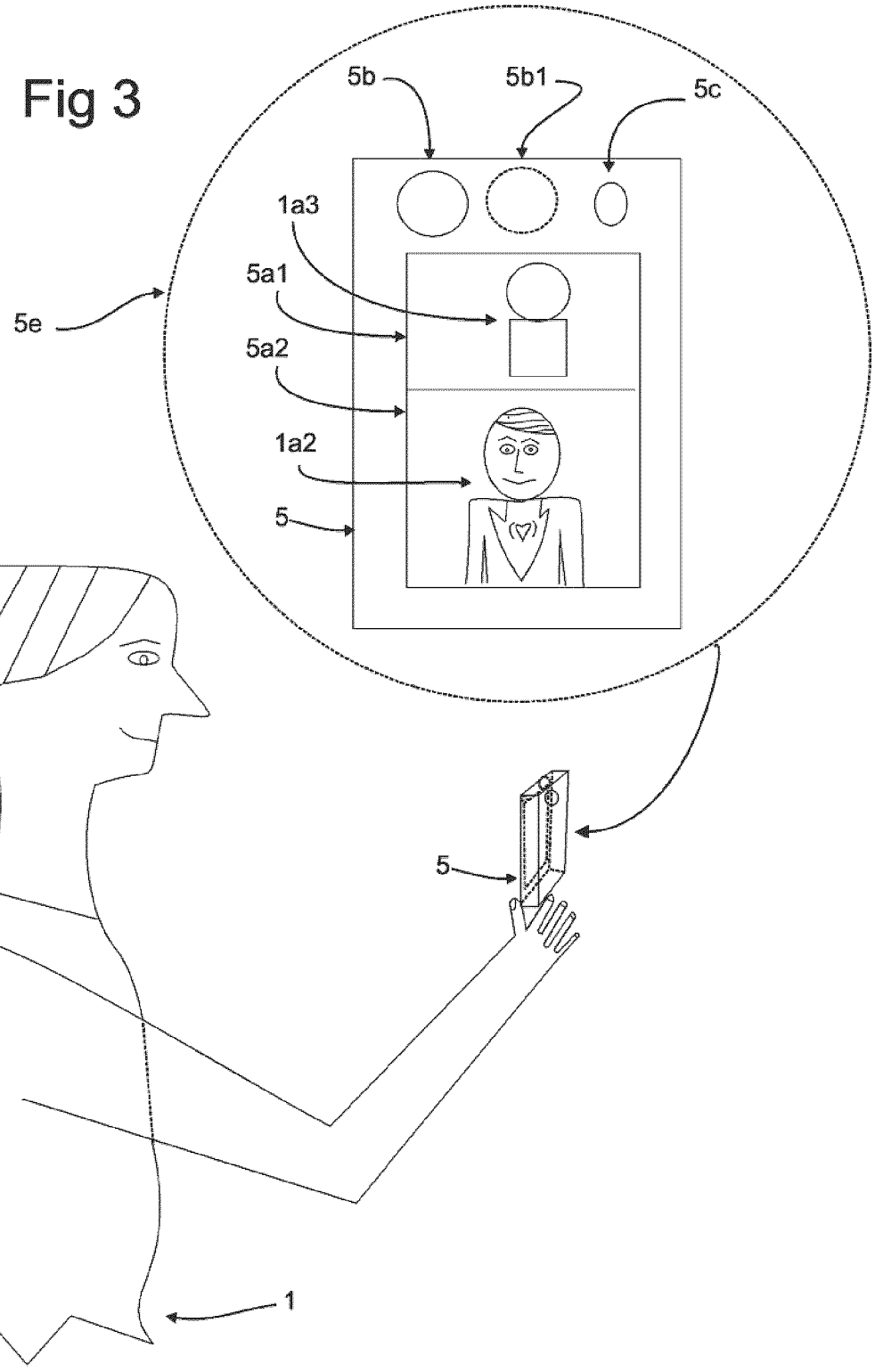


Fig. 4

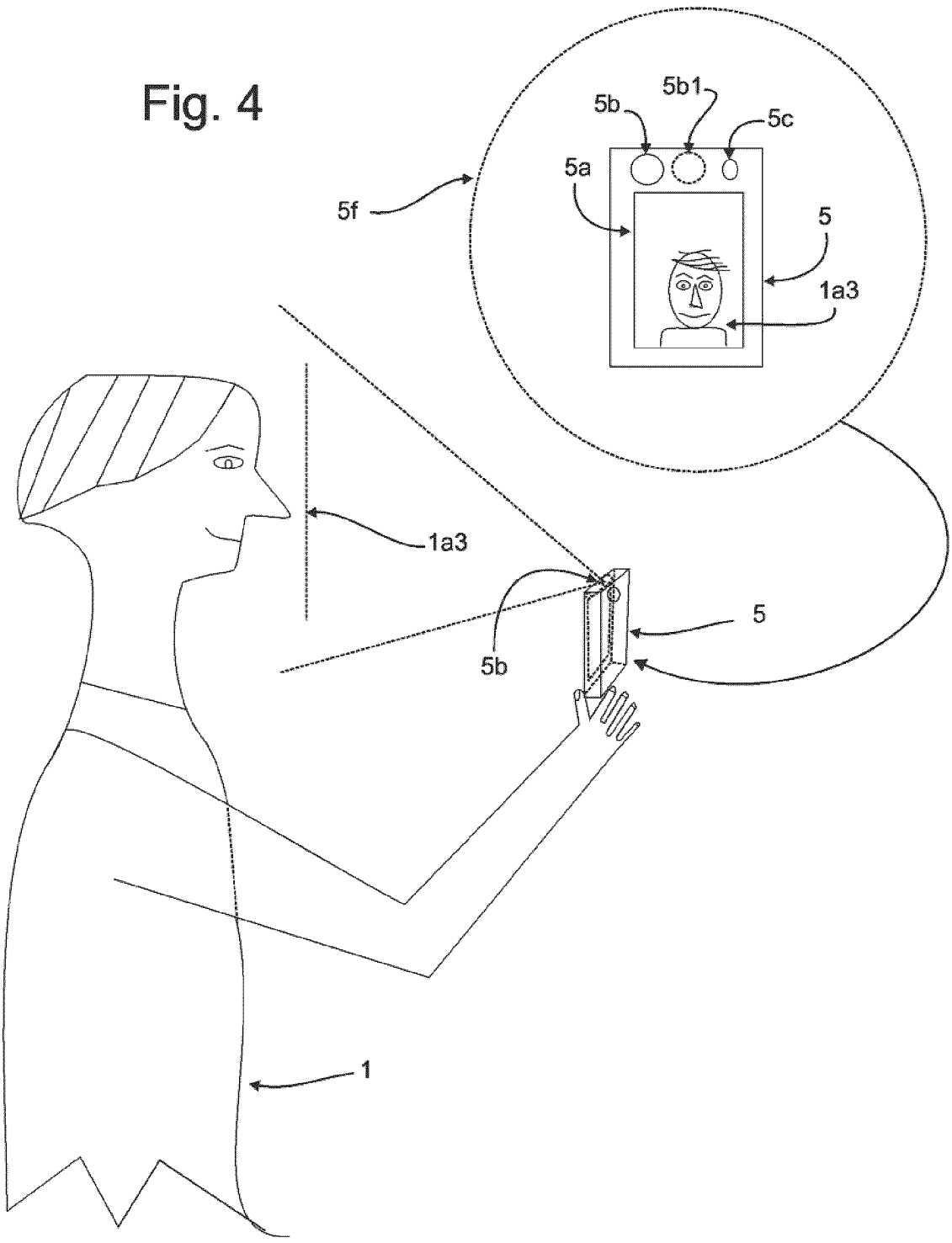


Fig. 5

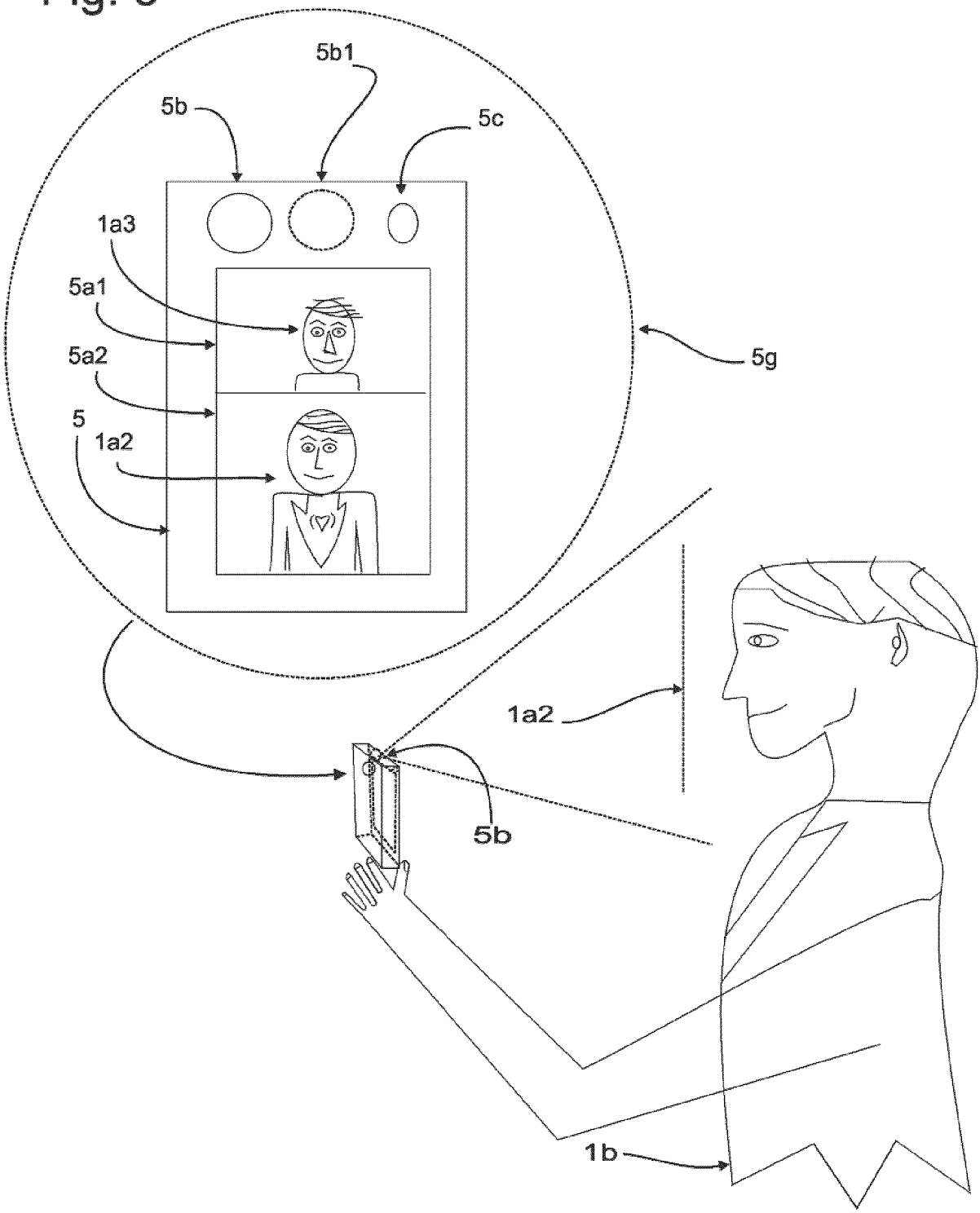


Fig. 6

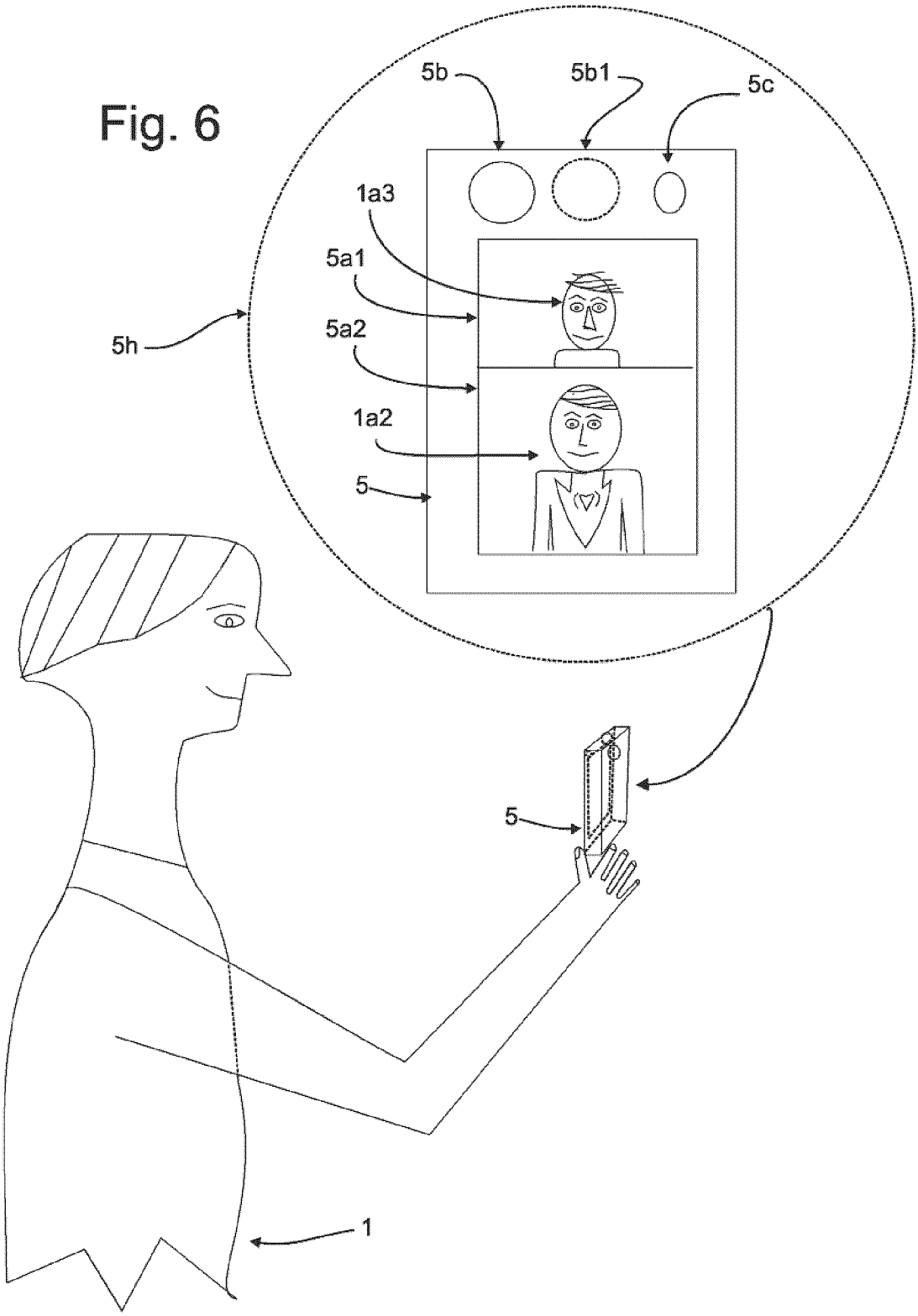


Fig. 7

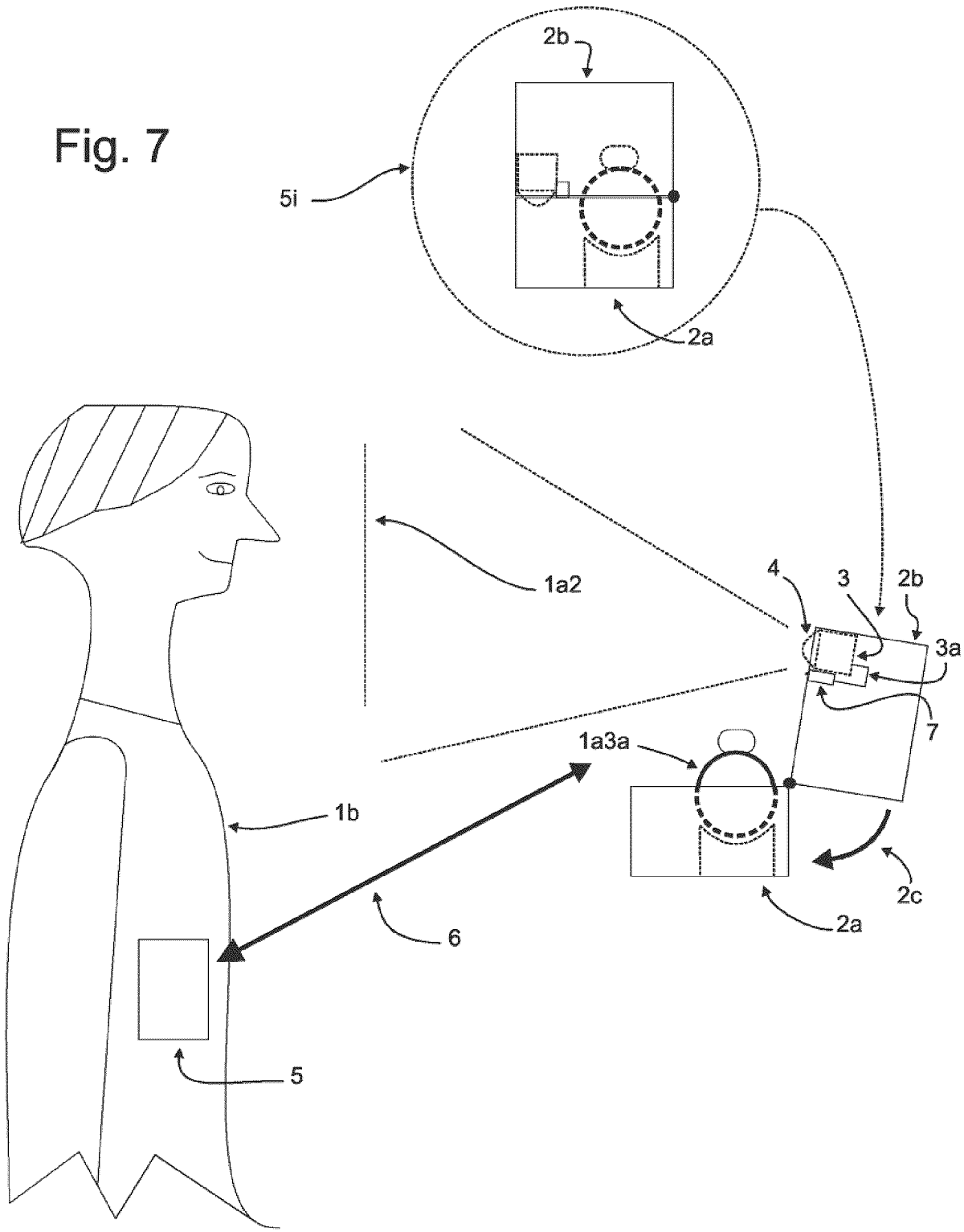


Fig. 8

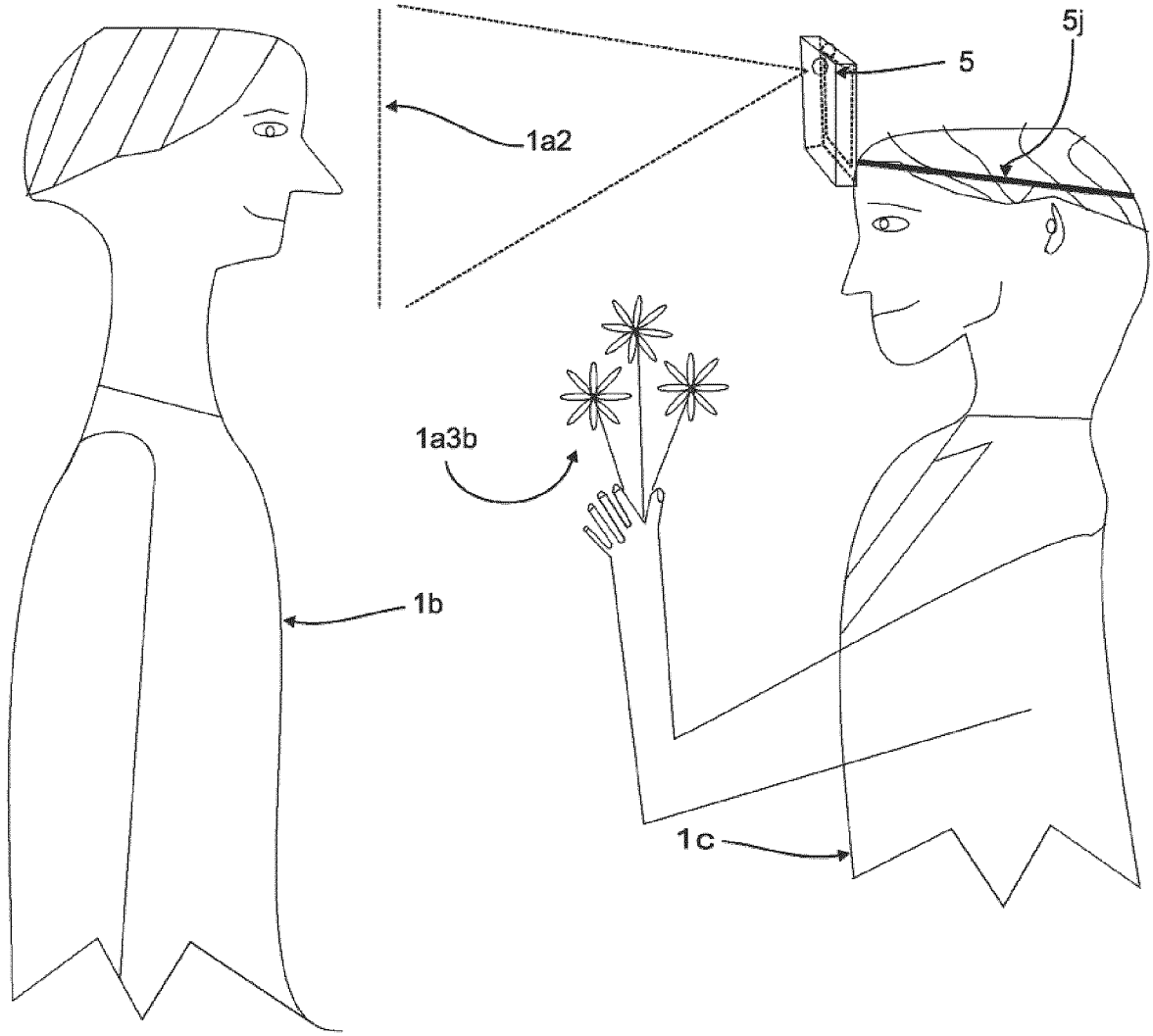


Fig. 9

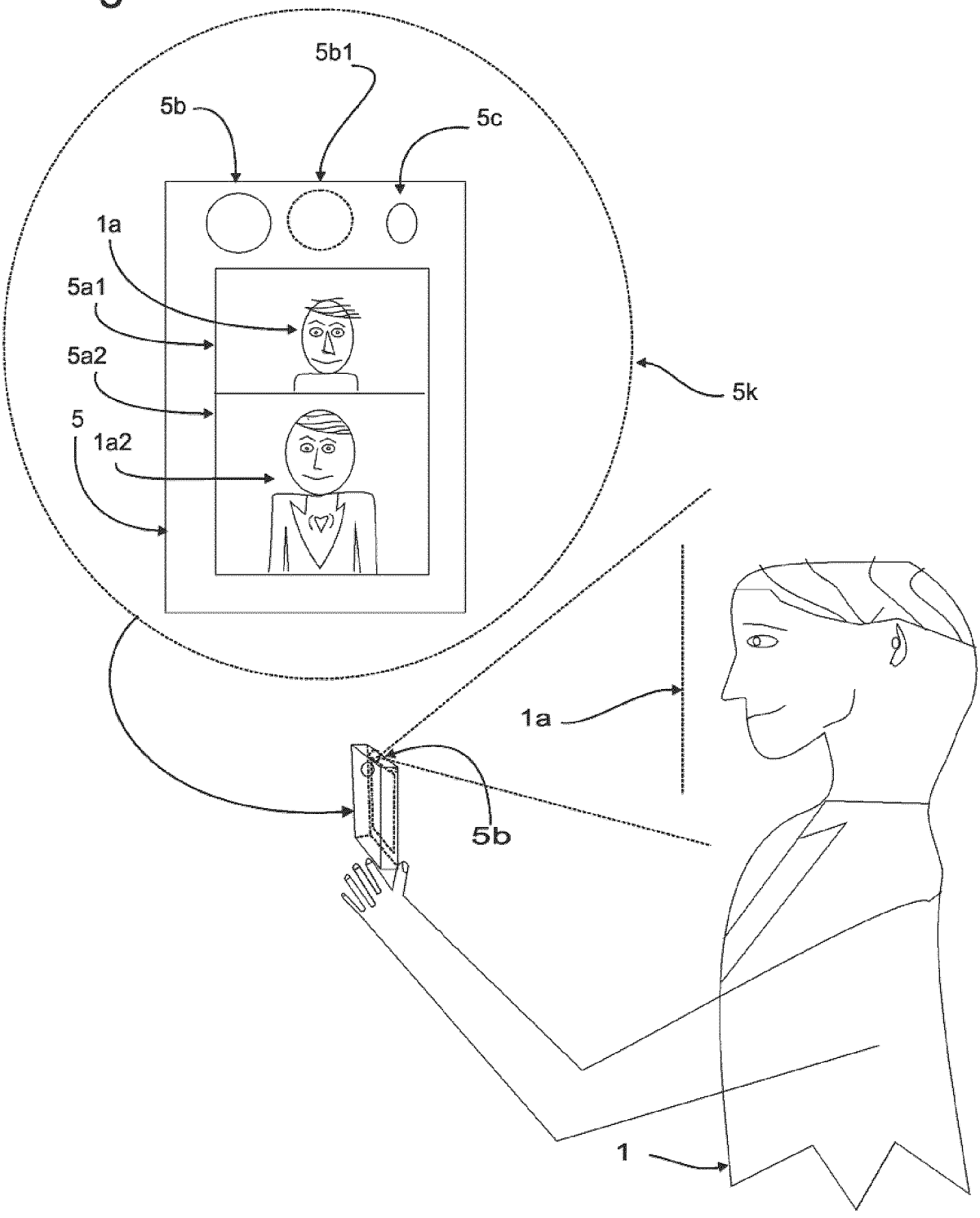
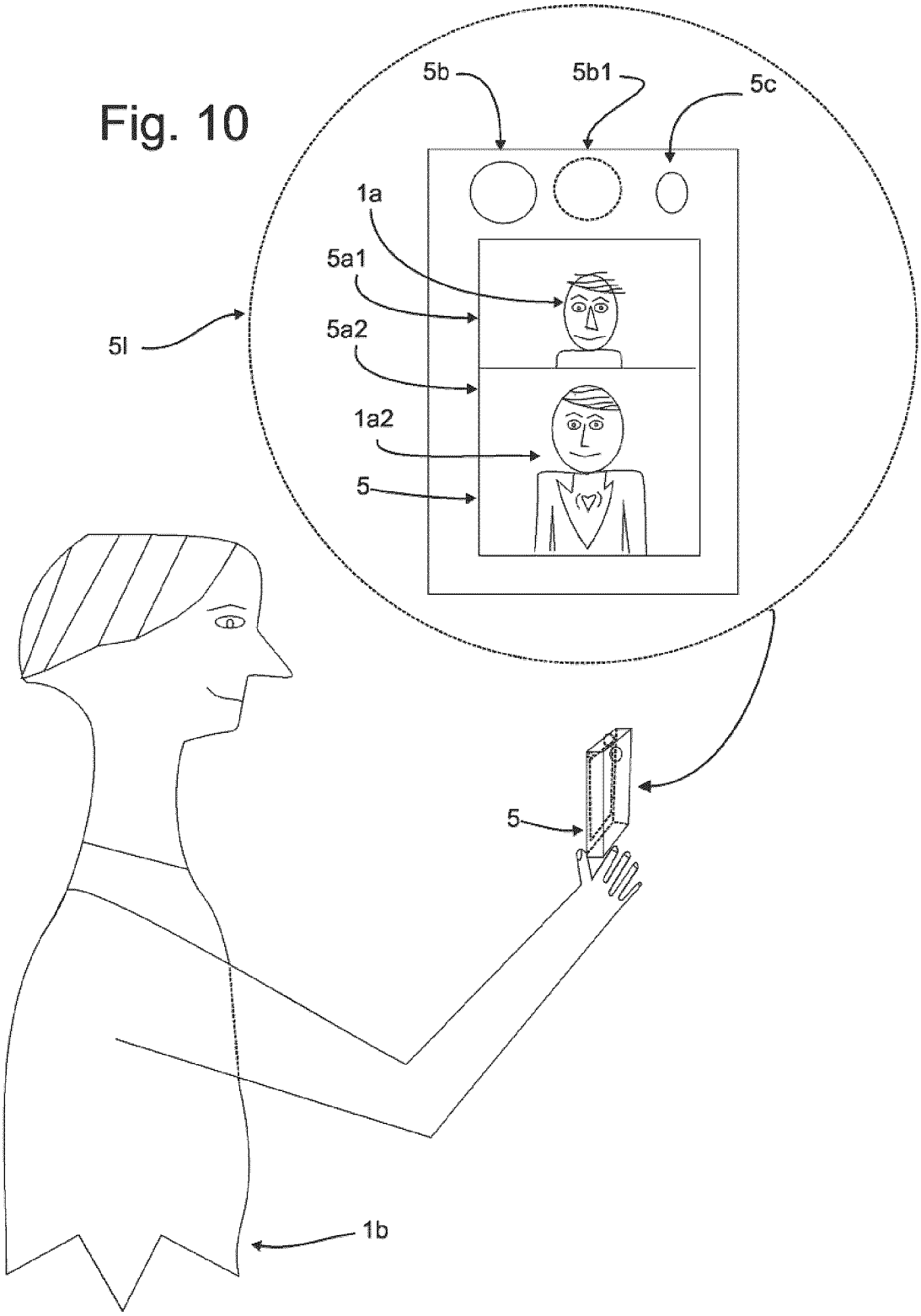


Fig. 10



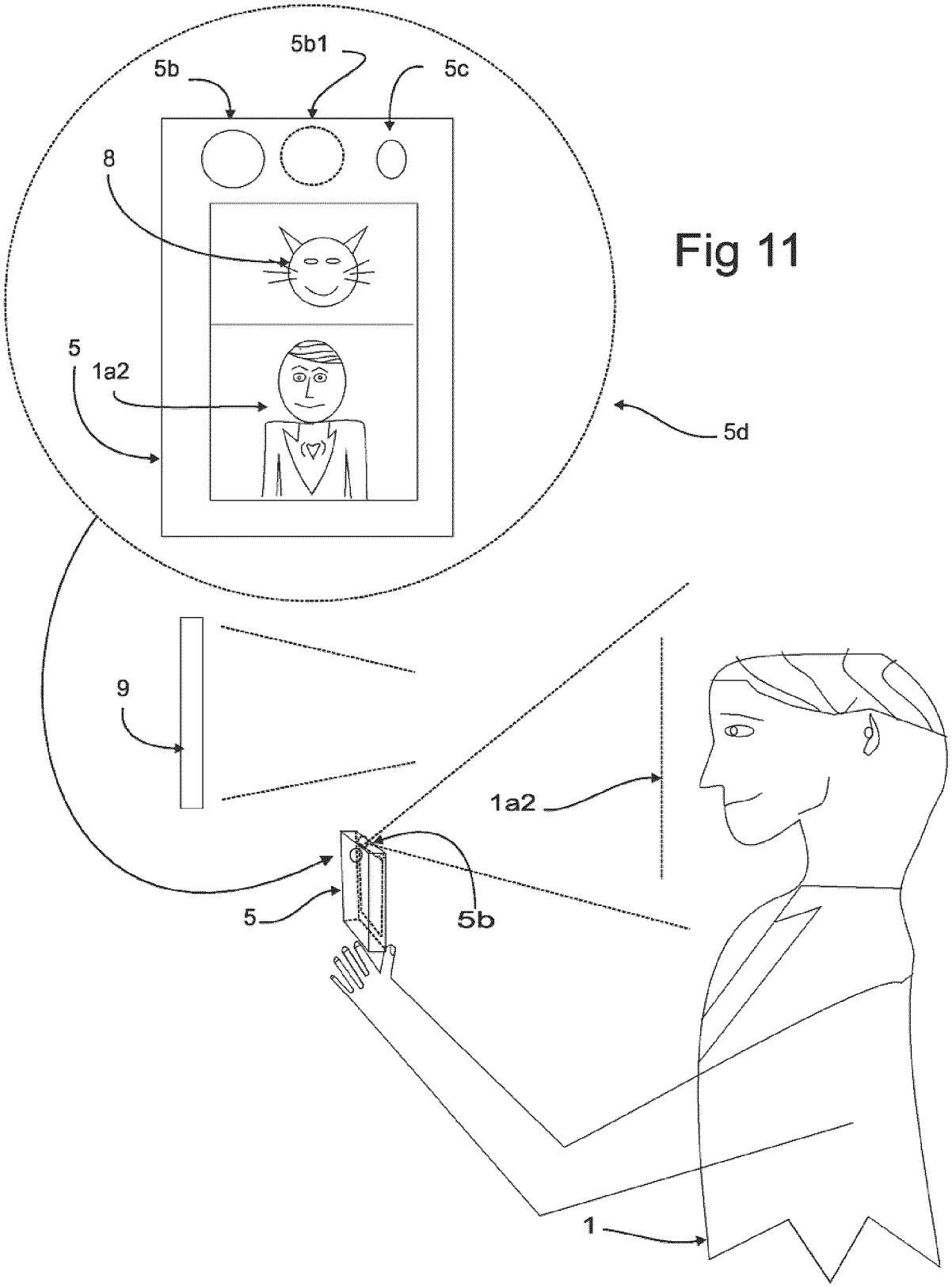


Fig 11

Fig 12