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(54) Title: TRANSPARENT CLICKABLE ICONS AS GRAPHICAL ELEMENTS IN AN APPLICATION

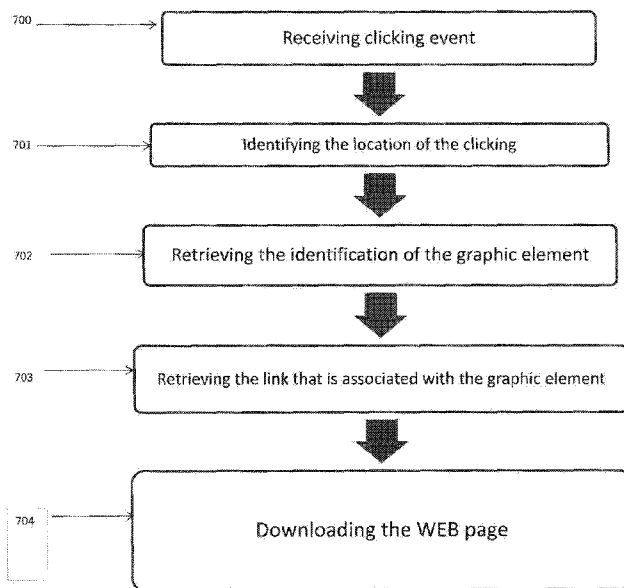


FIG. 7

(57) Abstract: A system comprising a graphical element; the graphical element being associated with a link to a WEB page; a transparent clickable button; the transparent clickable button is configured for generating an event upon user touching or hovering on a location of the transparent clickable button on a display screen; the transparent clickable button being transparent to the user; wherein the graphical element and the transparent clickable button are configured to be located on the same location on the display screen; and a processor configured for tracking changes in the graphical element and for downloading a page that is addressed by the link in response to receiving the event to thereby providing user experience of downloading the web page as a result of clicking on the graphical element.

TRANSPARENT CLICKABLE ICONS AS GRAPHICAL ELEMENTS
IN AN APPLICATION

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FIELD OF THE INVENTION

The present disclosure relates to use of graphics in applications in general and to games and other applications, in particular.

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SUMMARY OF THE INVENTION

Embodiments of the invention provide a platform with a unique use of icons within mobile app games and desktop games and other mobile and desktop applications in order to communicate to the user which mobile apps or products they can download or which products they can view for consideration to purchase. The insertion of the icon as an active element in the game is unique as it serves to promote mobile application and products in a novel manner. Normally, the images in a game or another application are ones related to the app's theme. In this case, it is related to the purpose of this set of games which is in order to promote mobile apps and products.

20

The game player seeks an engaging and rewarding experience with personal pleasure and/or prizes. The customer (app owner) seeks that their app be promoted and receive downloads and hours of use by new users. The platform may accomplish both. In the case of a product whose icon is promoted there is a similar goal, views of the product and consideration to purchase.

25

The objective of increasing downloads for apps is to promote the mobile apps into the top charts through the method. The platform

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may guarantee downloads for the customer, the owner of the mobile app being promoted. The platform also allows for immediate download by a large number of people at the same time or within a given time period through the scrolling bar at the bottom of the main screen (See fig. 3, item 308).

An example of an application that utilizes the platform is a slot machine app for smartphones. This platform may also be used on desktops and laptops in order to promote the apps in the stores of web browsers.

The icons that are used by the platform are clickable and loadable. That is to say, clicking on the icon downloads a WEB page for the item that represents the icons. While being clickable and loadable the icons also serve as graphic elements in the game or the application. For example, the icons can be part of roulette or part of a game of pool. The icons are downloaded from the server.

According to some embodiments, the platform may add functionality to graphical elements in an application or in a game. The additional functionality provides a means for downloading a WEB page that is associated with the graphical element. The graphical element performs the same graphical functionality that has been performed before the conversion and, in addition, serves as means for downloading a WEB page of the software.

According to some embodiment a transparent clickable button may be located in the screen on the same location of the graphical element. Such a clickable button is transparent to the user. The transparent clickable module is configured for generating an event when the user touch or hover on the location of the transparent clickable button on the screen. When the user clicks on the graphical element, the user actually clicks on the transparent clickable button

and thus causes the system to fetch the link that is associated with the graphical element and download the web page that is addressed by the link.

5 In some embodiments the location of the transparent clickable buttons on the display screen is fixed while the graphical elements change location. In such a case the graphical element that has the additional functionality is programmed to change location only to locations of the fixed elements.

10 In some other embodiments the system tracks the movements of the graphical element on the display screen and changes the location of the transparent button in accordance with changes of locations of the graphical element.

15

THE BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

The present disclosed subject matter will be understood and appreciated more fully from the following detailed description taken in conjunction with the drawings in which corresponding or like numerals or characters indicate corresponding or like components. Unless indicated otherwise, the drawings provide exemplary embodiments or aspects of the disclosure and do not limit the scope of the disclosure. In the drawings:

Figure 1 shows a block diagram of a platform for using clickable and loadable icons as graphical elements in the app and as a means for reaching the download page of the software or the display WEB page for the item that is represented by the icon, in accordance with some exemplary embodiments of the subject matter;

Fig. 2 shows a flow chart diagram of scenario of playing the game using the system for using clickable and loadable icons as graphical elements in the app and as a means for reaching the download page of the software or the display page for the item that is represented by the icon, in accordance with some exemplary embodiments of the subject matter;

Fig. 3 shows a screenshot of the slot machine using the system for using clickable and loadable icons as graphical elements in the app and as a means for reaching the download page of the software or the display page for the item that is represented by the icon, in accordance with some exemplary embodiments of the subject matter;

Fig. 4 shows a screenshot of the slot machine using the system for using clickable and loadable Icons as graphical elements in the app and as a means for reaching the download page of the software or the display page for the item that is represented by the icon in accordance with some exemplary embodiments of the subject matter;

Fig. 5 shows a block diagram of a method for using clickable and loadable Icons as graphical elements in the app and as a means for reaching the download page of the software or the display page for the item that is represented by the icon in accordance with some exemplary embodiments of the subject matter;

Fig. 6 shows a screenshot of the slot machine using the system with the transparent clickable buttons in accordance with some exemplary embodiments of the subject matter; and

Fig. 7 shows a flowchart diagram of a method for adding the option to download a WEB page to a graphical element in accordance with some embodiments of the subject matter.

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DETAILED DESCRIPTION

Figure 1 shows a block diagram of a system 100 for using
5 clickable and loadable icons as graphical elements in the app and as a
means for reaching the download page of the software or the display
page for the item that is represented by the icon in accordance with
some exemplary embodiments of the subject matter.

10 101 - Web service – This service allows web communication between
two electronic devices over a network. Mobile clients can connect
through it, to the App server computer anytime, quickly and efficiently.

15 102 - Mobile Client allows the end user to play the game. Connects the
game to the web server in order to retrieve and/or save data in the
database.

20 103 - Vendors app promotion web site. This website is designed as a
request form, which allows the mobile application owner to fill up its
application details and download goals and submit to system.

25 104 - Mobile Application Owners – Those can be Companies or
individual developers which are interested in promoting their
applications, services or products in various mobile markets.

105 - Web server – a web server on the cloud, which allows full
scalability for increased use through automated tune-up processes for
disk quota, I/O transactions, CPUs, communication bottlenecks, etc.

106 - RDB MSSQL DB server – A relational database on the cloud, which is connected to the web server, stores all the applications' data, as well as user activities, scores, and downloads.

- 5 107 - Mobile Advertisers and Marketplaces – The server will pull ads through 3rd party advertisers API or allow advertisers to push their ads to the system through an API.

10 Fig. 2 shows a flow chart diagram of scenario of playing the game using the system for using clickable and loadable icons as graphical elements in the app and as a means for reaching the download page of the software or the display page for the item that is represented by the icon, in accordance with some exemplary embodiments of the subject matter.

15 The purpose of which is to suggest apps which are in the same category of apps which the user already has on their mobile device or new apps to suggest. Depending upon the combination of icons, the user can win points according to the scheme in fig 4. This embodiment is not limited to slot games but can be applied to all games. When the user clicks on one of the icons a pop-up box is displayed with the icon's
20 name, icon and short description of the app. There are also two options, one to go to the page and download the app and the other to cancel indicating that the user is not interested in the app at this time. After a certain amount of time the user receives a push notification that they
25 should return to the game to continue playing. The application also counts in the background how long the user has played the newly downloaded app in order to report back to the app owners as to how long their app has been used.

At block 201 - The user downloads the application onto the mobile device or to goes to the website with the application.

At block 202 the mobile client program identifies the device
5 unique identification number. To personalize the messages, the user's name and email address are collected or the user can connect via a social network application

At block 203 the users view a promotional video about the
10 game and a slideshow of how to use the game.

At block 204 the users are taken to the main screen. An example of such a screen is depicted in Fig. 3.

At block 205 the user plays the game by clicking on or
15 selecting the spin button and other buttons in the game to increase their chances of winning points.

At block 206 users win or use points depending upon the
20 combination of icons in a row according to the icon win chart that is depicted in fig 4.

At block 207 users select an icon which takes them to an app
to download or product to view for possible purchase or call to action.
25

At block 208 user is taken to that page, and after a given amount of time, user receives a push notification to return to the game and continue playing and winning points. The action of download, view or purchase is confirmed and points are awarded accordingly.
30

At block 209 when users are within a given number of points from the top 3 point holders, they are taken to a page to choose one of three icons to win enough points to overcome their closest rival.

5

At block 210 users can share points with their friends through social applications.

At block 211 users play until the game period is completed (a week for example) and the winners are announced. Users can win the jackpot by spinning a full 3x5 (15 icons) of the same icon. After this, the new time period begins.

Fig. 3 shows a screenshot of the slot machine 300 using the system of for using clickable and loadable icons as graphical elements in the app and as a means for reaching the download page of the software or the display page for the item that is represented by the icon in accordance with some exemplary embodiments of the subject matter;

301 - Graphical representation of the icons (3 rows, 5 columns for a total of 15 icons). These icons can be of mobile applications, desktop web browser store applications, product or services which are to be promoted. These icons can also be covered in the case of memory games or other games which necessitate that the icons be covered at first as part of the game.

302 - Set up button - by clicking on this button the user is taken to the page of the app where they can input their details and change the general settings such as sound and other general settings.

30

303 - Social application like button. This button is linked to the social application page and by clicking on it will add one like per click per user to the page increasing the number of 'likes' or other similar form on social applications.

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304 - Social application tab for friends. This tab allows the user to see which of their friends are also in this or other games and can be used to share points.

10

305 - Pay Table button - By clicking on this button the user is taken to the pay table which describes what each icon's value is in the game.

15

306 - Max lines button - by clicking on this button the user selects the maximum number of lines (9) that can be selected for this game and it also initiates a spin.

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307 - Lines - With these arrow buttons (up and down) the user can select how many lines they wish to play in the upcoming spin.

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308 - Scrolling text bar - this scrolling text bar is an integral part of the innovation as well as it allows for immediate notification to all online users with a 'call to action' which they can all take when it appears. This scrolling text can include a hyperlink to a particular product or page with the call for action. A call to action can include the simultaneous downloading of an application.

30

309 - Bet - With these arrows of up and down the user can select their betting preference, how many points they want to bet in the upcoming spin.

310 - The spin button - by selecting this button, the user initiates a spin. With a long press it opens an option for how many spins will follow in succession.

5

311 - Sound - This button allows the users to mute the sound or turn it on.

312 - Weekly prize time remaining - This is an indicator for the user as to how many days/hours/minutes are left in the weekly prize competition.

10

313 - Jackpot - This is the running total of the jackpot for the game whose prize is awarded when all 15 of the icons are the same in the game.

15

314 - Points - This is the running indicator of how many points the user has in their game.

315 - Stay in the game - this is also part of the innovation as it is an indicator of how many downloads must be achieved in order for the user to stay in the game and continue to possibly win prizes. It is an integral part of the innovation as it forces the number of downloads per user which in turn allows the game to market itself as one that guarantees downloads.

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Fig. 4 shows a screenshot of the slot machine 300 using the system for using clickable and loadable icons as graphical elements in the app and as a means for reaching the download page of the software or the display page for the item that is represented by the icon in

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accordance with some exemplary embodiments of the subject matter. The win scheme has at least nine variations. Of the nine variations scenario, three are straight lines and six are variations of diagonals as per Fig 4 - colored cells.

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401 - This is the visual representation of the 9 lines in the game where with each combination of more than one icon a row leads to winning points.

10

Fig. 5 shows a block diagram of a method for using clickable and loadable icons as graphical elements in the app and as a means for reaching the download page of the software or the display page for the item that is represented by the icon in accordance with some exemplary embodiments of the subject matter; This block diagram shows the flow of information between the user's app code and the server.

15

501 – The user enters the application (client side)

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502 - The app's code asks the server for promoted app details (server side)

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503 - The app renders the promoted apps icons in their position, in the case of slots, on the wheel, with a proper link on every button/app icon (client side)

504 - While the users play the game, they can win or lose points (client side)

30

505 - The user can press on a desired app icon to get more points

506 - The user is redirected to the download page for the promoted app in order to let the user download the app. (client side)

507 - The user is credited for downloading the app in the promoted app's profile on the server. The actual download number for the vendor increases. (client + server)

508 - The former icon of the app which was just downloaded is replaced by a new promoted app icon from the promotion list. (client + server)

10

Fig. 6 shows a screenshot of the slot machine 300 using the system with the transparent clickable buttons in accordance with some exemplary embodiments of the subject matter. The transparent buttons 601 are located in a fixed position while the icons of the applications are rotated in the machine. It should be noted that the transparent buttons 601 are displayed in the figure for illustrating their position.

Fig. 7 shows a flowchart diagram of a method for adding the option to download a web page to a graphical element in accordance with some embodiments of the subject matter.

20

At block 700, the system receives an event of clicking on a transparent button.

At block 701, the system identifies the location on the screen of the clicking. The location may be identified by coordinates.

25

At block 702, the system retrieves, from a table, the identification of the graphic element that is associated with this location. The system may track the changes in the location of the graphic element. The

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system may store the coordinates of the current location and the identification of the graphic element in the table.

At block 703, the system retrieves the link that is associated with
5 the graphic element.

At block 704 the system downloads the WEB page that is embedded within the link.

10 The flowchart and block diagrams in the Figures illustrate the architecture, functionality, and operation of possible implementations of systems, methods and computer program products according to various embodiments of the present invention. In this regard, each block in the flowchart or block diagrams may represent a module, segment, or
15 portion of program code, which comprises one or more executable instructions for implementing the specified logical function(s). It should also be noted that, in some alternative implementations, the functions noted in the block may occur out of the order noted in the Figures. For example, two blocks shown in succession may, in fact, be executed
20 substantially concurrently, or the blocks may sometimes be executed in the reverse order, depending upon the functionality involved. It will also be noted that each block of the block diagrams and/or flowchart illustration, and combinations of blocks in the block diagrams and/or flowchart illustrations, can be implemented by special purpose
25 hardware-based systems that perform the specified functions or acts, or combinations of special purpose hardware and computer instructions.

The terminology used herein is for the purpose of describing particular embodiments only and is not intended to be limiting to the invention. As used herein, the singular forms "a", "an" and "the" are
30 intended to include the plural forms as well, unless the context clearly

indicates otherwise. It will be further understood that the terms "comprises" and/or "comprising", when used in this specification, specify the presence of stated features, integers, steps, operations, elements, and/or components, but do not preclude the presence or addition of one
5 or more other features, integers, steps, operations, elements, components, and/or groups thereof.

As will be appreciated by one skilled in the art, the disclosed subject matter may be embodied as a system, method or smartphone app or computer program product. Accordingly, the disclosed subject
10 matter may take the form of an entirely hardware embodiment, an entirely software embodiment (including firmware, resident software, micro-code, etc.) or an embodiment combining software and hardware aspects that may all generally be referred to herein as a "circuit", "module" or "system". Furthermore, the present invention may take the
15 form of a computer program product embodied in any tangible medium of expression having computer-usable program code embodied in the medium.

Any combination of one or more computer usable or computer readable medium(s) may be utilized. The computer-usable or computer-
20 readable medium may be, for example but not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, device, or propagation medium. More specific examples (a non-exhaustive list) of the computer-readable medium would include the following; an electrical connection having one or more wires, a portable
25 computer diskette, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or Flash memory), an optical fiber, a portable compact disc read-only memory (CD-ROM), an optical storage device, a transmission media such as those supporting the Internet or an
30 intranet, or a magnetic storage device. Note that the computer-usable or

computer-readable medium could even be paper or another suitable medium upon which the program is printed, as the program can be electronically captured, via, for instance, optical scanning of the paper or other medium, then compiled, interpreted, or otherwise processed in a suitable manner, if necessary, and then stored in a computer memory. In the context of this document, a computer-usable or computer-readable medium may be any medium that can contain, store, communicate, propagate, or transport the program for use by or in connection with the instruction execution system, apparatus, or device.

5

10 The computer-usable medium may include a propagated data signal with the computer-usable program code embodied therewith, either in baseband or as part of a carrier wave. The computer usable program code may be transmitted using any appropriate medium, including but not limited to wireless, wireline, optical fiber cable, RF, and the like.

15 Computer program code for carrying out operations of the present invention may be written in any combination of one or more programming languages, including an object oriented programming language such as Java, Smalltalk, C++ or the like and conventional procedural programming languages, such as the "C" programming language or similar programming languages. The program code may execute entirely on the user's smartphone or computer, partly on the user's smartphone or computer, as a stand-alone software package, partly on the user's smartphone or computer and partly on a remote smartphone or computer or entirely on the remote smartphone

20

25 computer or server. In the latter scenario, the remote smartphone or computer may be connected to the user's computer through any type of network, including a local area network (LAN) or a wide area network (WAN), or the connection may be made to an external computer (for example, through the Internet using an Internet Service Provider).

The corresponding structures, materials, acts, and equivalents of all means or steps plus functional elements in the claims below are intended to include any structure, material, or act for performing the function in combination with other claimed elements as specifically
5 claimed. The description of the present invention has been presented for purposes of illustration and description, but is not intended to be exhaustive or limited to the invention in the form disclosed. Many modifications and variations will be apparent to those of ordinary skill in the art without departing from the scope and spirit of the invention. The
10 embodiment was chosen and described in order to best explain the principles of the invention and the practical application, and to enable others of ordinary skill in the art to understand the invention for various embodiments with various modifications as are suited to the particular use contemplated.

15

CLAIMS

What is claimed is:

1. A system comprising:

5 a graphical element; said graphical element being associated with a link to a WEB page;

10 a transparent clickable button; said transparent clickable button is configured for generating an event upon user touching or hovering on a location of said transparent clickable button on a display screen; said transparent clickable button being transparent to said user; wherein said graphical element and said transparent clickable button are configured to be located on the same location on said display screen; and

15 a processor configured for tracking changes in said graphical element and for downloading a page that is addressed by said link in response to receiving said event thereby providing the user experience of downloading said web page as a result of clicking on said graphical element .

20

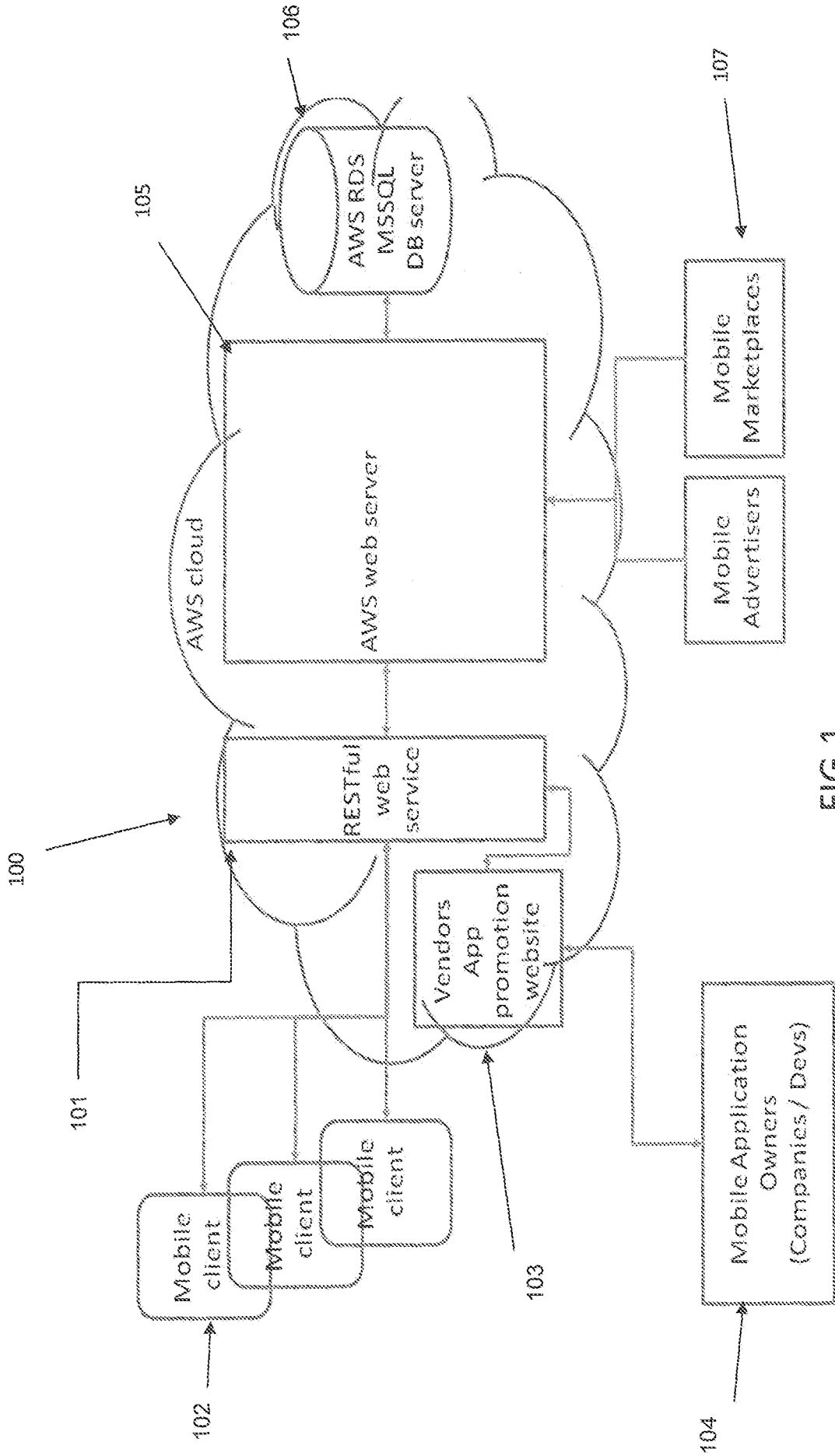


FIG.1

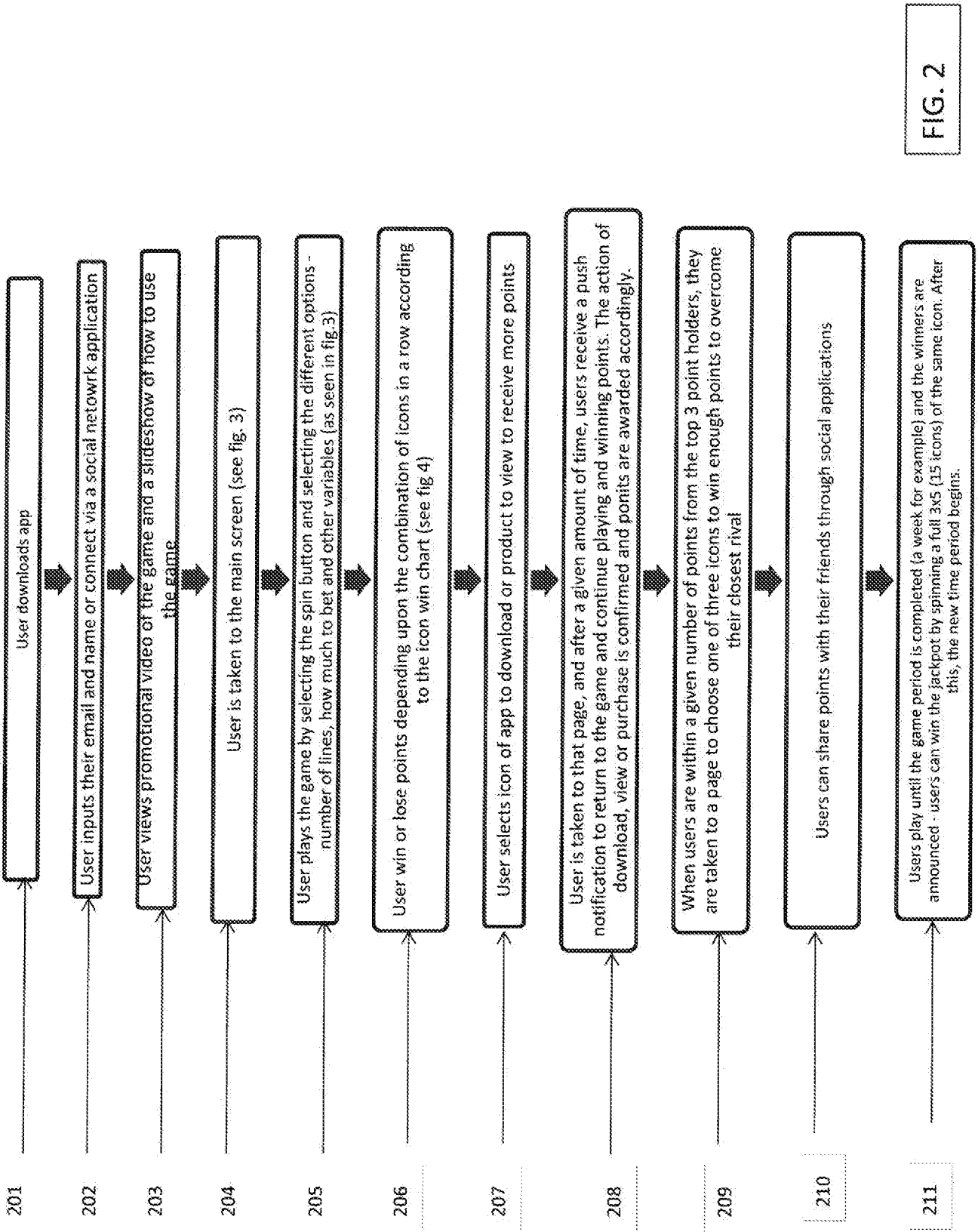


FIG. 2

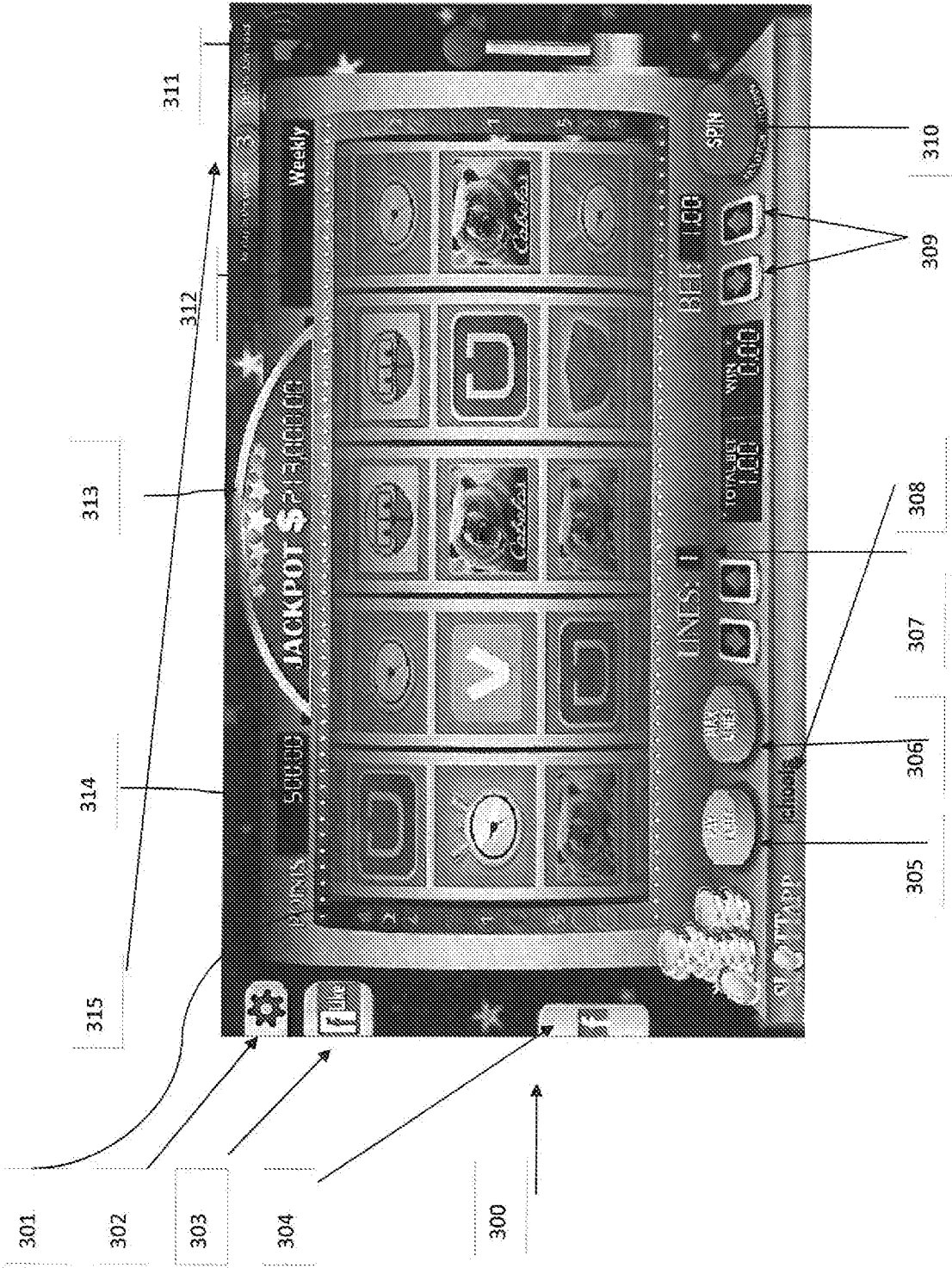


FIG. 3

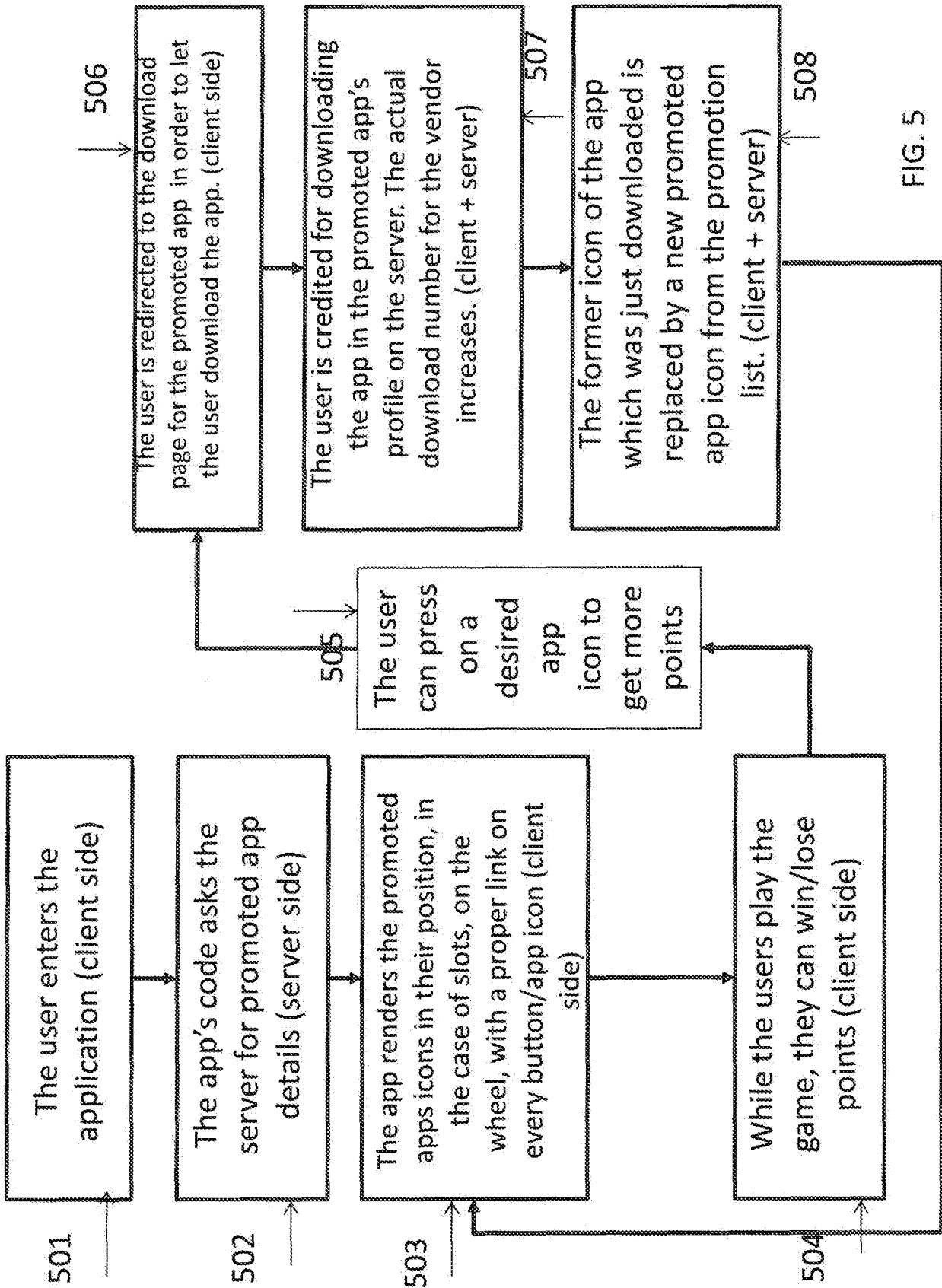


FIG. 5

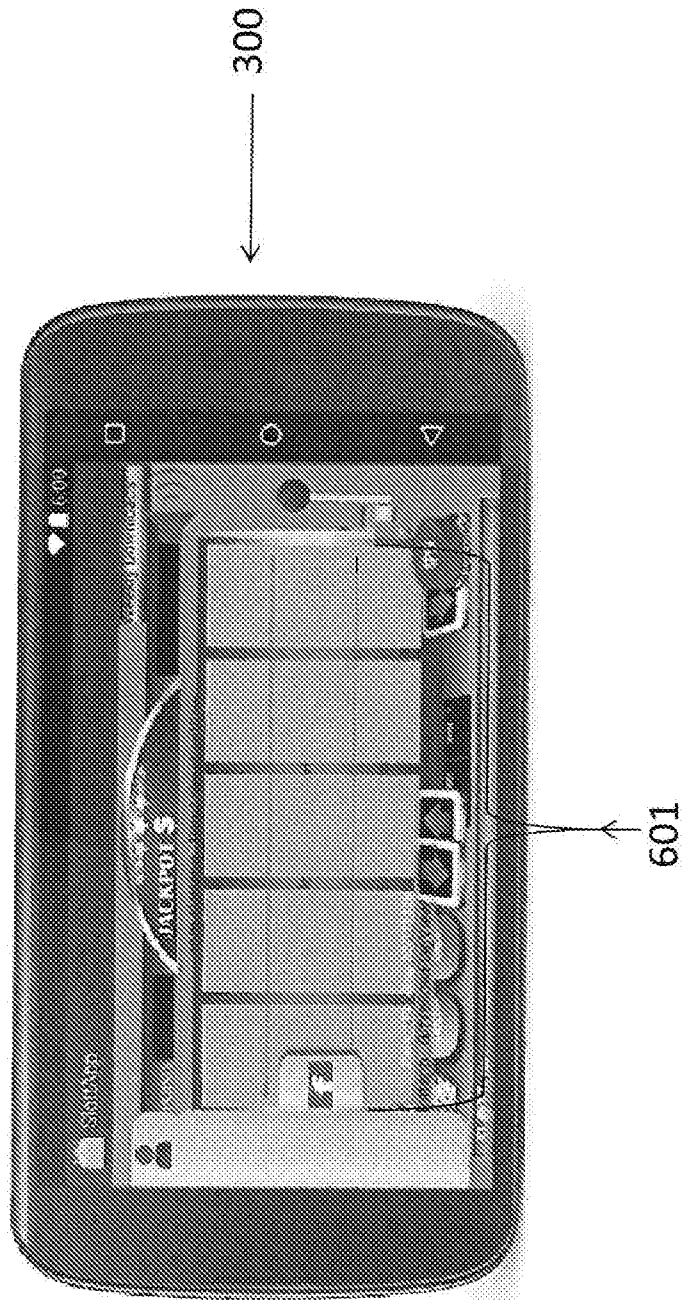


FIG. 6

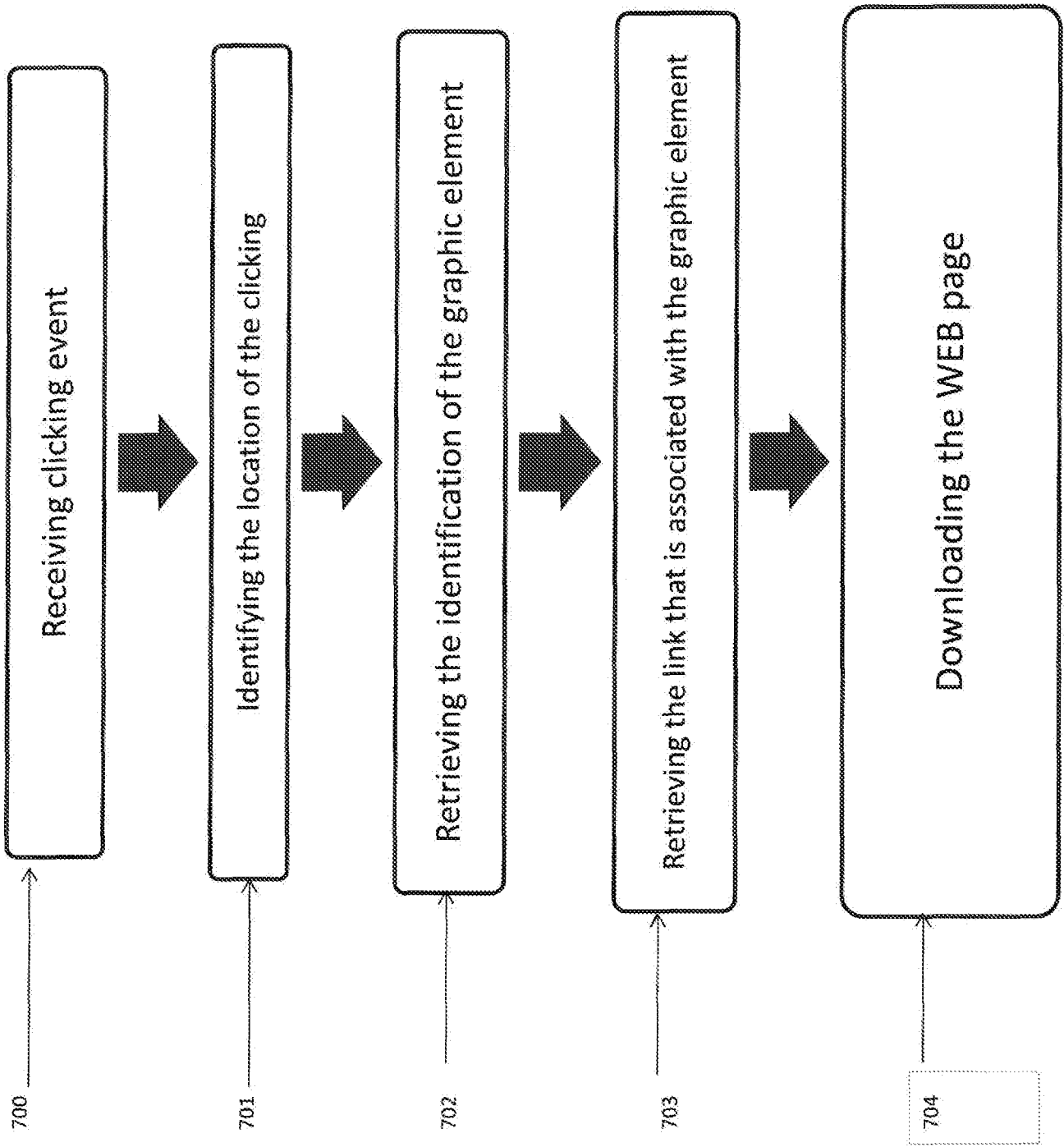


FIG. 7

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IB16/53567

A. CLASSIFICATION OF SUBJECT MATTER
 IPC(8) - G09G 5/397; G06F 3/0482 (2016.01)
 CPC - G09G 5/397, 5/377; G06F 3/04817, 3/0482
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 IPC(8): G09G 5/00, 5/02, 5/397, 5/377; G06F 3/048, 3/0481, 3/0482 (2016.01)
 CPC: G09G 5/00, 5/02, 5/397, 5/377; G06F 3/048, 3/0481, 3/04817, 3/0482

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

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 PatSeer (US, EP, WO, JP, DE, GB, CN, FR, KR, ES, AU, IN, CA, Other Countries (INPADOC), RU, AT, CH, TH, BR, PH); EBSCO; IEEE/IEEExplore; Google/Google Scholar; Keywords: icon, button, image, overlay, superimpose, hover, gesture, click, touch action, event, URL, URI, link, website, webpage, transparent, invisible, opaque, graphical, element, download

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2013/0007579 A1 (DANCY, J. et al.) 03 January 2013; paragraphs [0037], [0038], [0060]; claim 18.	1
A	US 2012/0151329 A1 (CORDASCO, M.) 14 June 2012; entire document.	1
A	US 2012/0272130 A1 (SUZUKI, H. et al.) 25 October 2012; entire document.	1
A	WO 2010/141748 A1 (THE SAGFOS GROUP, INC.) 09 December 2010; entire document.	1

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

* Special categories of cited documents:
 "A" document defining the general state of the art which is not considered to be of particular relevance
 "E" earlier application or patent but published on or after the international filing date
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Name and mailing address of the ISA/ Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-8300	Authorized officer Shane Thomas PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774
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