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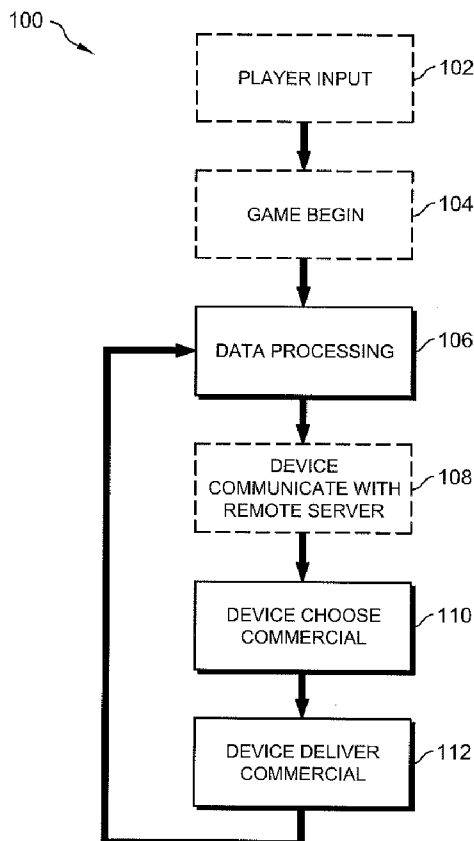
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(54) Title: COMMERCIAL MANAGING DEVICE FOR LAND-BASED GAMING DEVICES



(57) Abstract: A method for displaying commercials, during idle or game modes, on land-based gaming device, the display of commercials comprising the steps of obtaining information from one or more sources, determining a commercial, obtaining displaying of commercial to player.

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# COMMERCIAL MANAGING DEVICE FOR LAND-BASED GAMING DEVICES

## BACKGROUND OF THE INVENTION

### 5 FIELD OF THE INVENTION

The present invention relates to a gaming device and the use of commercials in general, and to a method and apparatus for determining, transferring and displaying commercials on land-based gaming devices in particular.

### 10 DISCUSSION OF THE RELATED ART

Gaming and gambling devices such as found in many establishments around the world preferably use a display screen whereby a player interacts with the gaming device. Said gaming devices include land-based devices such as slot devices, poker devices, bingo devices as well as 21 devices and the like. Such  
15 devices have different shapes such as slanted top or upright as well as horizontal devices. Furthermore, some of the gaming devices may include a multitude of games allowing the player to determine many different games without physically moving to a different device. While playing, players perform input operations via handles, buttons, touch screens and the like. Output is provided by the gaming  
20 devices in different forms. Usually in visual form but also in audio and even vibratory forms. Output devices typically include screens, audio and vibratory devices. Screens may convey graphical output in digitally as well as analog form.

In casinos as well as other establishments where gaming occur, players have small exposure to commercials. Most of the commercials exist in a physical  
25 form such as on paper or cloth banners, signs, audio enouncements, and the like. These commercials are located physically in a different location then the device played on. In addition, traditionally, commercials promote the establishment games and other utilities alone and are chosen by establishment personnel

according to their own discretion. These commercials are public in such a manner that persons visiting such establishment are exposed to said commercial.

In the electronic era of information, commercials displayed on computer screens and provided by means of a telecommunication network are common. Commercials generally promote consumption of products or services  
5 and organization. During the game, a multitude of information regarding the game is displayed to the players. This information including the game scenario, their stakes, payout, jackpot limits, the dealer as well as other players in multiplayer game is typically devoid of commercials.

10 Gaming devices such as those described above are placed in idle or attraction mode when they are not in play. At present, such gaming devices are not used at all during the idle or attraction mode.

There is, therefore, a need to deliver commercials in gaming establishment directly to the land-based gaming devices. There is further the need  
15 to customize the commercials to said player characteristics and preferences.

## SUMMARY OF THE PRESENT INVENTION

It the object of the present invention to provide with a novel apparatus and method for a providing commercials on land based devices.

It is also an object of the present invention to provide for a method and apparatus for the analysis of player profile, selection of relevant commercial and display of commercial on land based gaming device.

It is also an object of the present invention to directly deliver commercials to land-based gaming devices, especially to devices in idle mode.

It is also an object of the present invention to customize such commercials to said player characteristics and preferences.

In accordance with a preferred exemplary embodiment of the present invention there is provided a method of delivering commercials to one or more land-based gaming device via a commercial device, the method comprising retrieving data regarding one or more commercial parameters associated with persons who use the gaming device or who is located in the vicinity of the gaming device or other gaming devices. Determining which commercial to be delivered to the gaming devices based on the retrieved data regarding the commercials parameters; and delivering the commercials to the land-based gaming device.

In some exemplary embodiments of the present invention, the method further comprising the step of displaying the commercials on one or more land-based gaming devices.

In some exemplary embodiments of the present invention, the method further comprising the step of inputting data by persons into the gaming devices, said data including identification data; said data is also used for determining the commercials to be delivered to the gaming devices.

In some exemplary embodiments of the present invention, the step of determining which commercial to be delivered to the gaming device is performed from a local data store by the commercial device; the commercial device selects commercials from a plurality of available commercials for delivery to the gaming devices.

In some exemplary embodiments of the present invention, the method further comprising the steps of the commercial device obtaining additional commercials from a distant data store, selecting the additional commercials from a plurality of available commercials, and providing the gaming devices with the  
5 additional commercials.

In some exemplary embodiments of the present invention, the commercials are delivered to the gaming devices when each respective gaming device is in idle mode.

In other exemplary embodiments of the present invention, the  
10 commercials are delivered to the gaming devices when each respective gaming device is in play mode.

In some exemplary embodiments of the present invention, the commercials are delivered to the gaming devices based on analysis of data received by one or more image capturing devices or one or more microphones.

15 In some exemplary embodiments of the present invention, the commercial device selects one or more commercials from a plurality of available commercials and delivers the selected commercials to gaming devices based on a set of predetermined rules.

In some exemplary embodiments of the present invention, method  
20 further comprising the step of delivering the commercials to the gaming device using an output device such as an output device selected from the group comprising: visual, auditory, olfactory, gustatory and vibratory output devices.

In some exemplary embodiments of the present invention, the retrieved data regarding commercial parameters is retrieved using a microphone or an  
25 image capturing device, said microphone or image capturing device is located on or inside or adjacent to the gaming device.

In some exemplary embodiments of the present invention, the step of determining which commercials to be delivered further comprises the step of adjusting the commercials to the recipient persons according to the retrieved data stored in an  
30 adaptive database.

In some exemplary embodiments of the present invention, the commercial parameters are selected from a group consisting of any one of the following: the game played, time, date, the identity of the player, identity or characteristic or preference of persons in the vicinity of the gaming device, the actions taken by the player with respect to said game played, the length of time the gaming device has been in idle mode, or a combination of the above.

In accordance with yet another preferred exemplary embodiment of the present invention, there is provided in a gaming environment including land-based gaming devices, an apparatus comprising one or more database adapted to store commercials; a commercial device adapted to determine which commercial stored on which database to deliver to the gaming devices; and a communication device adapted to deliver the commercials to the gaming devices.

In some exemplary embodiments of the present invention, the apparatus further comprising an input device to facilitate a person in inputting personal information so that the at least one commercial delivered to the at least one gaming device is adjusted to the user.

In some exemplary embodiments of the present invention, the apparatus further comprising at least one image capturing device to capture images, and wherein the communication device sends said at least one image to the commercial device to characterize one or more persons playing in or located in the vicinity of the gaming device.

In some exemplary embodiments of the present invention, the apparatus further comprising at least one audio capturing device to capture sound, and wherein the communication device sends said at least one captured sound to the commercial device to characterize one or more persons playing in or located near the gaming device.

In some exemplary embodiments of the present invention, the commercial device is at least partially located on a remote server.

In some exemplary embodiments of the present invention, at least a portion of the databases additionally store data related to games, players, residence of the device, crowd adjacent or peripheral to the device or the residence of the device

In some exemplary embodiments of the present invention, said communication  
5 means additionally transmit data related to the commercial, selected from the duration of display, optional vibrating, volume, period of time between each interval when the commercial is displayed or any combination of the above.

In some exemplary embodiments of the present invention, the location of the display of the at least one commercial on the at least one land-based gaming  
10 devices is determined by the commercial device.

In some exemplary embodiments of the present invention, the size of the at least one commercial on the at least one land-based gaming devices is determined by the commercial device.

In accordance with yet another preferred exemplary embodiment of the present  
15 invention, there is provided an apparatus for playing games, the apparatus comprising a body, an at least one input device, an at least one output device, a gaming processor unit, a communication device; and an associated commercial device that delivers commercials onto said apparatus or onto at least one other land-based gaming device.

20 In some exemplary embodiments of the present invention, the apparatus for playing games further comprises a data storage device and a network communication connecting cable.

In some exemplary embodiments of the present invention, the apparatus for playing games further comprises a coin acceptor, a bill acceptor, a hopper and a  
25 card reader.

In some exemplary embodiments of the present invention, the at least one input device can comprise any one of the following or a combination thereof: buttons, touch screen, mouse, a rotating handle, audio capturing device such as a microphone, video capturing device such as a digital video camera, and the like.

In some exemplary embodiments of the present invention, the at least one output device can be a television screen, a computer screen, an audio emitting device such as speakers an analog information output device and the like.

In some exemplary embodiments of the present invention, the at least one output  
5 device includes a module selected from a group consisting of a vibration module, light producing device, a gustatory dispenser device, an olfactory dispensing device or a combination of the above.

In some exemplary embodiments of the present invention, the at least one data  
10 storage device is a hard disk, a CD-ROM, a compact flash, a magnetic media storage device, and the like.

In some exemplary embodiments of the present invention, the at least one communication device can be modem device, a network adapter device and the like.

15



## BRIEF DESCRIPTION OF THE DRAWINGS

Exemplary non-limited embodiments of the invention will be described, with reference to the following description of the embodiments, in conjunction with the figures. The figures are generally not shown to scale and any sizes are only meant  
5 to be exemplary and not necessarily limiting.

Fig. 1 is a flowchart illustrating the preferred embodiment of a commercial device for gaming devices, in accordance with the present invention; and

Fig. 2 is an exemplary apparatus of an exemplary gaming device of the present invention, in accordance with a preferred embodiment of the present  
10 invention.

Fig. 3 is an exemplary system in which the commercial agent device of the present invention is preferably practiced, in accordance with a preferred embodiment of the present invention.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

Persons of ordinary skill in the art will realize that the following disclosure is illustrative only and not in any way limiting. Other embodiments of the invention will readily suggest themselves to such skilled persons having the benefit of this disclosure.

The present invention provides for a new and novel commercial device that delivers commercials onto land-based gaming devices. In other preferred alternatives of the present invention, the commercials are delivered to any terminal used for gaming. Such terminals can be any personal computer, hand held device, computing device having a display and an input device preferably interconnected to a telecommunication network allowing data interaction with a remote server. The commercials or other activity as is provided herein below can be delivered to the user when the gaming device is at idle or attraction mode. A gaming device may be in idle or attraction mode when the gaming device is not executing a game, rather in between games or at particular hours of the day.

The input device facilitates the user in inputting personal details such as age, gender, preferences concerning goods and services or other details concerning the users family members or friends, so as to adjust an at least one commercial to the person according to the retrieved data.

The commercials are delivered either from a remote server device or from a local data store via the commercial device within said land-based gaming device such that a commercial is delivered to the player during his play. The use of the term delivered denotes the introduction of various commercials to the player, said commercials can be brought to the attention of the player using any or a combination of the following senses: optical, auditory, vibratory, olfactory, and gustatory sense. Thus, in accordance with one preferred embodiment of the present invention, a commercial is delivered to the player using visual and auditory stimulation using the display and speakers of the land-based device or terminal. In accordance with other preferred embodiment of the present invention, a commercial is delivered to the player using visual and olfactory stimulation

using the display and an odor-providing device of the land-based device. One such exemplary odor-providing device can be seen in US Patent serial number 4,830,791. In accordance with other preferred embodiment of the present invention, a commercial is delivered to the player using auditory and gustatory stimulation using the display and a taste-providing device of the land-based device. One such exemplary taste-providing device is an interactive mobile food dispenser that can dispense food or drink samples can be seen in US Patent serial number 6,904,868.

The commercial device further determines which commercial to deliver to the player. In accordance with an exemplary preferred embodiment of the present invention, the determination process is based on a set of rules embedded within the commercial device or in the remote commercial server. In other embodiments, at least some of the components of the server are located in remote locations, for example, the data related to persons is located in remote and the data related to games of financial status of the player of the commercials are located in the gaming device. Alternatively, such determination is made from information provided by the player during game, preferably in the form of input from the player. Alternatively, the information is provided from a person related to the establishment where the gaming device is used.

Thus, in accordance with an exemplary embodiment of the present invention, the commercial device of the present invention preferably receives input from human personal or a player; uses such information to determine which commercial to deliver to said player, deliver s said commercial to said player.

Referring now to Fig. 1 showing a flow chart illustrating one embodiment of the operation of the commercial device of the present invention generally referenced 100.

In step 102 the player interacting with the gaming device provides input to said gaming device. In accordance with some exemplary embodiments of the present invention, the player can provide data such as game preferences and stakes to said gaming device. Optionally, the player can provide data regarding his own

personal information and preference, to include without limitation, his or her age, residence, preferences in music, food, movies, products, services, and the like. The provision of information can be performed manually or automatically, via information on credit, debit, cash, vouchers, or member cards the player uses  
5 before and during each game, also for the purpose of paying for his participation in the gaming activity. In alternative exemplary embodiments of the present invention, the player inputs no information at all and begins playing immediately. Irrespective of the fact that in some embodiments of the present invention, the player does not provide active input to said gaming device, other inputs may be  
10 obtained and used by the commercial device of the present invention. For example, acts performed by the player may be monitored, collected and used for determining which commercial to deliver to the player. For example, a player using coins on a land-based gaming device may be delivered with a commercial for credit cards. In accordance with other exemplary embodiments of the present  
15 invention, the method of the present invention also obtains information from other devices, which could be external to the gaming device, or could be associated with said gaming device. Such can include a camera for capturing the appearance and behavior of the player, a microphone for recording the vocal expressions made by the player, as well as recording the background noise. In accordance with  
20 some exemplary embodiments of the present invention, the video recording is analyzed by the commercial device, such that the identity of the player can be ascertained, for example through face recognition algorithms. If the identity of the player is ascertained the commercial device can obtain significant amount of information about the preferences of such player, especially if such player has  
25 visited in the past the gaming establishment. Such can include for example, the player's preferences as to gaming devices and games and even offering the player commercials associated with different games and gaming devices available to him. In other exemplary embodiments of the present invention the analyzed video or audio data recorded by the commercial device can provide indications as to the  
30 player's state of mind, mood, expected behavioral patterns, performance, and all in

order to provide additional information to the process of determining which commercial to deliver to the player and in what manner will the commercial be delivered.

Another additional data related to the display of the commercial is the location of the commercial on the monitor. The location can be random or determined by the commercial device. In other exemplary embodiments of the present invention, the location of the commercial can change as well as the size of one or more objects displayed in the commercial. The location and size of the commercial can be determined according to any parameter related to one or more persons, the game played or the institute or firm relate to the commercial, as detailed below. For example, senior players are delivered with commercial on the right bottom corner of the monitor, and the location of commercials delivered to users under the age of 25 changes every 20 seconds. In other exemplary embodiments of the present invention the commercial can be located or affixed to an element within the played game. Once non-limiting example is the placement of a commercial within a racing or sporting game on the gates or fences or the track themselves. In other exemplary embodiments the commercials can replace elements in the gaming environment such as the sky, land, persons, houses, cars, horses and the like.

This data can include data received from the player such as game played and initial stakes as well as personal data. Other data can include time and day retrieved from time device. Data examined may include location of gaming device such as from locating device provided gaming device is on a moving establishment such as on a ship or the like. Yet other data can include stored data related to player, time and location data obtained such as players profile and preferences as well as establishment schedule preferences.

Next, in step 104 the game begins. In other alternative exemplary embodiment of the present invention, such as in a multi-game device, a player must determine a game to play and then the game begin. It will be noted that in accordance with exemplary embodiments of the present invention the commercial device continues to collect information from the various inputs (to include the

gaming device, one or more cameras or microphones on the gaming device or near the device or in the vicinity of the device) during and between the games.

While the present flow chart shows the use of the present invention while a game is taking place, i.e. in play mode, the present invention is also operative in accordance with a preferred alternative exemplary embodiment when the gaming  
5 device is in idle or attraction mode. In such alternative modes steps 102, 104 noted below do not take place as the gaming device is in idle mode and a game is not being played.

In yet another preferred alternative exemplary embodiment of the present  
10 invention the gaming device is not idle mode or in play rather in a lobby mode. In lobby mode, the player has not yet begun to play though he is shown a “lobby area” which allows the player to determine which game to play and what other settings to set for the gaming device. Such lobby area can also be a set of menus from which the player can select a game to be played. Such lobby can also include  
15 one or more screen wherein the player can interact with the gaming device prior to initiating a game, including to enter personal information, receiving information about games or payouts or jackpot sizes, rules of the games, and such other information associated with the game or with the gaming device.

In yet another preferred embodiment of the present invention a game shift is  
20 defined for each gaming device or alternatively to a predetermined number of gaming devices, such as for example to the gaming devices or a group of gaming devices in a site or a number of sites. In accordance with this exemplary embodiment, each gaming device is connected via a network and communication  
25 devices to a central management system that provides the functionality described herein below enabling the remote control of one or more gaming devices in one or more sites.

Thus, for a non limiting example, the game shift “table games” can be defined for the hours 10:00 – 15:00 for a group of games to include for example, roulette, blackjack and baccarat. For this game shift, a number of alternating  
30 commercials can be chosen for idle mode or for game mode. Each entry of a

commercial name also includes a handle to the location of the files to be delivered and the name of such files. An operator of a plurality of game devices can then associate any one or group of devices from any number of sites to be associated with the said game shift and thus each gaming device adheres to the rules set by this exemplary game shift so long as it is so mapped to the said game shift. In an alternative exemplary embodiment, the game shift can be set locally to each standalone gaming device. Such setting is required for such gaming devices that are not connected via a network or otherwise to a central location.

Next, in step 106 the commercial device examines the data and information collected. Data collected is analyzed and processed such that meaningful information is extracted there from. The extraction of information from data will occur through the analysis of the data, for example, through running a voice analysis algorithm on the audio data captured, or running a video identification algorithm on the images captured. In some embodiments of the present invention, information collected, such as personal information and other types of information is associated with meta-data. The information collected, captured and processed is preferably later used in association with the following steps for the determination which commercial to deliver to the player.

Optionally, in step 108 the commercial device communicates with the remote commercial server to obtain further information associated with said player, game, gaming establishment, preferred commercials to be used, mode of introduction, and load available commercials. Further information may include operational orders as to which commercials to deliver and at what stage of the game. In other alternative exemplary embodiments of the present invention, connection with the remote commercial server can include only download of commercials. In some embodiments of the present invention, no server connection may be available and the commercial device located in the gaming device operates independently.

In step 110, the commercial device uses data and information obtained from the various sources, as well as data processed to determine which commercial from a commercial bank to deliver to the player. In accordance with one

exemplary embodiment of the present invention, the commercials to be delivered are pre-selected by the operator of the gaming device. Such commercials can be selected from a remote location. Such commercials can be allocated to be delivered or provided to the player according to the player known attributes and preferences. In accordance with other embodiments of the present invention the commercial is selected automatically and dynamically based on one or more criteria relating to the player, the gaming device, the game played, the location of the gaming device, the date, the time of day and the like. In accordance with these exemplary embodiments, each commercial is assigned with a score relating to the various attributes associated with the games played, time, date location of device and the like. Next, when a gaming device is seeking to receive a commercial the various attributes are matched and the commercial having the score most closely to the score of the various attributes reviewed will be selected for deliver.

The commercial bank is preferably a database located on a storage device, as is further described below. The commercial bank can include commercial data stored on the gaming device. Commercial data comprises information about the commercials stored therein; preferably for each commercial, meta-data describing the commercial, its type, its manner of introduction, a link to the commercial data itself and the like. The link to the commercial data can include a link to a video or audio file or a handle to the olfactory dispensing device or the gustatory dispensing device. The commercial data is preferably obtained from the remote server via the telecommunication network typically via a communication device, or is pre-stored or loaded onto the gaming device.

In step 112 the commercial device delivers and/or introduces a commercial to the player. The commercial device uses the commercial data to determine how to deliver the commercial. The commercial is delivered to the player via the various output devices associated with the gaming device. Thus, for example, a display device can include computer screen, LCD screen as well as analog display devices, which will enable the displaying of a commercial visually. In another alternative embodiment of the present invention, one or more speakers are used to



deliver the commercial via playing an audio file or other audio signals. In another alternative embodiment of the present invention, one or more dispensers are used to deliver the commercial via olfactory or gustatory signals. In yet another preferred embodiment of the present invention, a dispenser is used to issue to the player a voucher. Such voucher can be a printed voucher that provides the user with a credit, a reduced product, cash incentives, additional credit for playing a game, a product or service for free or for a reduced price and the like. The voucher can also include identification means to avoid the need to print. In yet another alternative embodiment of the present invention, one or more vibration devices, such as a vibrator attached to the gaming device, are used to deliver vibrations signals. Any one or a combination of all or part of the above signals can be delivered to the player during the introduction of the said commercial.

In accordance with exemplary embodiments of the present invention, a commercial display may be removed by the player or may be time limited. After step 112 is completed, the commercial device proceeds to step 106 where the process of determining which commercial to deliver to the player begin again.

In an alternative embodiment exemplary embodiment of the present invention, the commercial device may have pre-stored commercials to deliver associated with each game chosen, such that for example the player playing such game is delivered with such commercial irrespective of other data or information collected, captured or analyzed. For example, in accordance with an exemplary embodiment of the present invention, a player is provided a voucher that may provide a free drink at a bar if he plays a game in a predetermined gaming device or was successful in performing a specific act within the game.

It would be apparent to the person skilled in the art that any commercial device using data or information to determine a commercial to be delivered to the player of a gaming device may be within the scope and the spirit of the present invention. In alternative embodiments of the present invention, commercial device may exist on a server device rather than in the land-based gaming device or terminal. In such configuration said commercial device uses data and information

received from a plurality of land-based gaming devices as well as other sources, to include without limitations operators, players, other gaming devices, video cameras and microphones located in the vicinity thereof, to select a plurality of commercials to be delivered. In other exemplary embodiments of the present invention, statistical calculations can be used to determine which games to promote or predetermined instructions are provided which games to promote. In accordance with such exemplary alternative embodiments, the commercial device on said remote server transmits said plurality of commercials to a plurality of land-based gaming devices or terminals where said commercials are delivered to players.

Referring now to Fig. 2 showing an exemplary apparatus of an exemplary gaming device of the present invention generally referenced 200. The apparatus 200 preferably comprises a body 202, input devices 204, 206, 230, 232, output devices 208, 210, 234, 236, gaming processor unit 212, communication device 214 and commercial device 216. In some embodiments of the present invention, apparatus 200 further comprises a data storage device 215, a network communication connecting cable 220. In accordance with a preferred embodiment of the present invention in many gaming devices, cash handling devices are used to accept coins and other forms of money. Such can include for example, a coin acceptor 205, a bill acceptor 207, a hopper 209 and a card reader 211. In accordance with a preferred exemplary embodiment of the present invention, the player (not shown) is playing the game of the present invention by interacting with apparatus 200 via input devices 204, 206, 230, 232 and output devices 208, 210, 234, 236. In accordance with a preferred exemplary embodiment of the present invention, input device 204 can comprise any one of the following or a combination thereof: buttons, touch screen, mouse, audio capturing device such as a microphone, video capturing device such as a digital video camera, and the like. In accordance with a preferred exemplary embodiment of the present invention, input device 206 is a rotating handle, where in some games, the game is played by rotating said handle. In accordance with a preferred exemplary embodiment of the

present invention, output device 208 can be a television screen, a computer screen, an analog information output device and the like. Output device 210 can be an audio emitting device such as speakers. In accordance with other exemplary embodiments of the present invention, other output devices can include a vibration module (not shown), light producing device (not shown), a gustatory dispenser device 234, an olfactory dispensing device 236, and the like.

In accordance with a preferred exemplary embodiment of the present invention storage device 215 can be a hard disk, a CD-ROM, a compact flash, a magnetic media storage device, and the like. Communication module 214 can be a modem device, a network adapter device and the like. Gaming processing unit 212 can be a hardware-processing device as well as a combined hardware and software device that is used for operating and playing the game. In accordance with the preferred embodiment of the present invention and in association with Fig. 1 player (not shown) interacts with apparatus 200. Gaming processing unit 212 is operative in capturing and storing input signals from input devices 204, 206, providing output signals via output devices 208, 210. Gaming processing unit is also operative in extracting data from data device 215 as well other relevant game data from external sources via communication line 220 and providing said data to player (not shown) via output devices 208 and 210. Gaming processing unit 212 is also operative in providing input data to commercial device 216. commercial device 216 is operative in receiving input data from gaming processing unit 212, storage data 215 as well as external sources, such as distant server (not shown) via communication line 220. commercial device 216 calculate said input information and provide output commercial data via gaming processing unit 212 or directly to player (not shown) via output devices 208 and 210 such that commercials are delivered to player (not shown). In other preferred embodiments of the present invention, commercial device 216 is operative in receiving input information, determining commercial and deliver and display commercial to player (not shown) via software program installed on said commercial device. In accordance with the preferred embodiment of the present invention and in

association with Fig. 1 a player (not shown) begin a game on apparatus 200 by interacting with input devices 204 and 206. commercial device 216 receive input information via gaming processing unit 212 regarding the commencement of a game as well as other relevant information player has inputted. Such information  
5 can include player (not shown) data such as age, stakes, resident's location and the like. Commercial device 216 can receive further input data from external server device (not shown) such as establishment events, preferred commercials to deliver, further personal data on player (not shown) and the like. Commercial device 216 further receive input information from storage device 215 such as time  
10 and day of week as well as season and holiday data, available commercials on storage data, personal preferences and the like. Commercial device 216 in accordance with received input device and according to set rules within said device or software program thereof determine an appropriate commercial for deliver. Commercial device 216 then provide commercials for display via output  
15 devices 208 and 210 to player (not shown). In accordance with the preferred embodiment of the present invention and in association with Fig. 1 commercial device 216 is also operative in providing information to game processing unit 212 regarding time of commercial deliver or display as well as output devices to be used for said commercials display. Commercial device 216 is thus operative in  
20 receiving data from player (not shown), local and distant sources pertinent for determining commercial for deliver, calculation of said data, determining of commercial, extracting of commercial from local and distant sources and output of commercial data to be delivered to one or more persons, either visitors or players (not shown). In accordance with the preferred embodiment of the present  
25 invention, it would be apparent to the person skilled in the art that other forms in which a commercial device can receive, Calculate and deliver commercial data to player on a land-based gaming device are within the scope and spirit of the present invention.

Fig. 3 is an illustration of a system in which the apparatus of the present  
30 invention generally referenced 300. The system 300 in which the apparatus of the

present invention is preferably practiced comprises several land-based gaming devices 302, 306 connected to remote commercial server 314 via telephone line 308, network connection 310 as well as the Internet 312. In accordance with a preferred embodiment of the present invention, players (not shown) are playing games of the land-based gaming devices interfacing gaming device operative to display output and receive input in accordance with and in association with Fig. 2. Persons or players (not shown) either located in the vicinity of the gaming device or playing said games receive commercial output delivered to them through the action of commercial device (not shown) referred to as commercial client apparatus via output devices in accordance and in association with Fig. 2. The Commercial client apparatus (not shown) is preferably located in each land-based gaming device 302, 306. The land-based gaming devices 302, 306 comprise a computer program (not shown) which handles the operation of the commercial client apparatus as is provided in accordance with fig. 1. In accordance with the preferred embodiment of the present invention, the commercial client apparatus (not shown) situated in land-based gaming devices 302, 306 is operative in communicating with remote commercial server 314 and receiving commercial data for deliver to said devices. In alternative embodiments of the present invention, commercial device (not shown) is located on commercial server 314 referred to as commercial server apparatus and communicate with a multitude land-based gaming devices 302, 306 and is operative in the deliver of commercials on output devices of said land-based gaming devices 302, 306 to players (not shown) playing games on said devices. Such land based gaming devices can be positioned in any number of locations, such as in a variety of locations a small example of which include casinos, gaming halls, hotels, entertainment establishments, airports, vehicles such as ships, trains, and airplanes and the like. In accordance with other preferred exemplary embodiments of the present invention, the gaming devices used by the players are gaming personal computers 302, 306 upon which the apparatus of the present invention is installed and is suitably equipped to communicate with said remote commercial server 314.

In some embodiments of the present invention, the gaming devices 302, 304 can be stand alone gaming devices 320, a single gaming device per site 322 or a wireless connected gaming device 324. In accordance with these alternative embodiments, one or more devices can be present in each location in either  
5 unconnected or connected configuration. The remote commercial server 314 comprises a computer program (not shown) which handles the operation of the commercial server apparatus as is provided in accordance with fig. 1. In some alternative embodiments of the present invention, a local commercial server 326 can be used instead of the remote commercial server 314. The commercial server  
10 apparatus of the present invention is operative in handling and managing commercial to be displayed on land-based gaming devices of the present invention. The commercial server apparatus receives multitude of inputs from the various gaming devices and is operative in handling and managing the commercial operation associated between the server and more than one land-  
15 based game device as is provided in accordance with the method detailed in Fig. 1 above.

In accordance with the preferred embodiment of the present invention, a section of the screen on each land-based gaming device is reserved for the showing of the commercials, while a section of the screen is still reserved for the  
20 game graphical depiction.

In accordance with alternative embodiments of the present invention land-based gaming devices communicate with the remote commercial server 314 via a wireless network (not shown).

It would be apparent to the persons skilled in the art that any other means of  
25 communication is applicable. This may include for example satellite communication and the like.

In a typical operation of said client and server apparatuses, players (not shown) interact with land-based gaming devices 302, 306. Said players (not shown) are presented with a screen display showing the game played, and  
30 commercials displayed at specific part of the screen allotted for such information

provided by the apparatus of the present invention. In accordance with the method described in Fig. 1 and operated by server and client apparatuses the players are shown preferably graphical representation of the game and are requested at steps 102 and 104 of Fig. 1 to insert personal information (i.e. via credit card) and start  
5 a game. The selections made by the player are handled by the client commercial apparatus of the present invention. The client commercial apparatus examines the data 106 of Fig. 1 connects with the server commercial apparatus located on the remote commercial server 314, update data, and obtain commercials 108 of Fig. 1, after which commercials are chosen to be delivered 110 of Fig. 1 and displayed to  
10 the persons or players 112 of Fig. 1 during the game. Alternatively, client commercial apparatus examine input data 106 of Fig. 1 and determines commercials from data located in data store 215 of Fig. 2 within land-based gaming device without the connecting to remote commercial server 314.

While the invention has been described with reference to exemplary  
15 embodiments, it will be understood by those skilled in the art that various changes may be made and equivalents may be substituted for elements thereof without departing from the scope of the invention. In addition, many modifications may be made to adapt a particular situation or material to the teachings without departing from the essential scope thereof. Therefore, it is intended that the invention not  
20 be limited to the particular embodiment disclosed as the best mode contemplated for carrying out this invention.

It will be appreciated by persons skilled in the art that the present invention is not limited to what has been particularly shown and described hereinabove. Rather the scope of the present invention is defined only by the  
25 claims that follow.

## CLAIMS

What is claimed is:

- 5 1. A method of delivering commercials to an at least one land-based gaming device via a commercial device, the method comprising:
- retrieving data regarding an at least one commercial parameter associated with an at least one person who uses the at least one gaming device or who is located in the vicinity of said at least one gaming device;
- 10 determining an at least one commercial to be delivered to the at least one gaming device based on the retrieved data regarding the at least one commercial parameter; and,
- delivering the at least one commercial to the at least one land-based gaming device.
- 15 2. The method of claim 1, the method further comprising the step of displaying the at least one commercial on the at least one land-based gaming devices.
3. The method in claim 1, the method further comprising the step of inputting data by the at least one person into the at least one gaming device, said data including identification data; said data is used for determining the at least one commercial to
- 20 be delivered to the at least one gaming device.
4. The method in claim 1 wherein the step of determining the at least one commercial to be delivered to the at least one gaming device is performed from an at least one local data store by the commercial device; said commercial device selects at least one commercial from a plurality of available commercials for
- 25 delivery to said at least one gaming device.
5. The method in claim 1, the method further comprising the steps of the commercial device obtaining an at least one additional commercial from an at least one distant data store, selecting an at least one additional commercial from a plurality of available commercials, and providing the at least one gaming device
- 30 with said at least one additional commercial.



6. The method in claim 1 wherein the at least one commercial is delivered to the at least one gaming device when said at least one gaming device is in idle mode.
7. The method of claim 1 wherein the at least one commercial is delivered to the at least one gaming device when said at least one gaming device is in play mode.
- 5 8. The method of claim 2 wherein the at least one commercial is delivered to the at least one gaming device based on analysis of data received by an at least one image capturing device.
9. The method of claim 2 wherein the at least one commercial is delivered to the at least one gaming device based on analysis of data received by an at least one  
10 microphone.
10. The method in claim 1 wherein the commercial device selects an at least one commercial from a plurality of available commercials and delivers the selected at least one commercial to the least one gaming device based on a set of predetermined rules.
- 15 11. The method in claim 1 further comprising the step of delivering the at least one commercial to the at least one gaming device on an at least one output device.
12. The method in claim 11 wherein the at least one output device is selected from the group comprising: visual, auditory, olfactory, gustatory and vibratory output devices.
- 20 13. The method in claim 1, wherein the retrieved data regarding an at least one commercial parameter is retrieved using an at least one microphone or an at least one image capturing device, said at least one microphone or image capturing device is located on or inside or adjacent to the at least one gaming device.
14. The method in claim 1, wherein the step of determining an at least one  
25 commercial to be delivered further comprises the step of adjusting an at least one commercial to the at least one person according to the retrieved data stored in an adaptive database.
15. The method of claim 1 wherein the at least one commercial parameter is selected from a group consisting of any one of the following: the game played,  
30 time, date, the identity of the player, at least one identity or characteristic or

preference of at least one person in the vicinity of the gaming device, the actions taken by the player with respect to said game played, the length of time the gaming device has been in idle mode, or a combination of the above.

16. The method according to claim 2, wherein the location of withindisplay, of the  
5 at least one commercial on the at least one land-based gaming devices is determined by the commercial device.

17. The method according to claim 2, wherein the at least one commercial is placed as an element or replaces an element within a game played on the at least one land-based gaming devices.

10 18. In a gaming environment including an at least one land-based gaming devices, an apparatus comprising:

an at least one database adapted to store an at least one commercial;

a commercial device adapted to determine which at least one commercial stored on the at least one database to deliver to the at least one gaming device;

15 and,

an at least one communication device adapted to deliver the at least one commercial to the at least one gaming device.

19. The apparatus of claim 18, further comprising an input device to facilitate a person in inputting personal information so that the at least one commercial  
20 delivered to the at least one gaming device is adjusted to the user.

20. The apparatus of claim 18, further comprising at least one image capturing device to capture images, and wherein the communication device sends said at least one image to the commercial device to characterize one or more persons playing in or located in the vicinity of the gaming device.

25 21. The apparatus of claim 18, further comprising at least one audio capturing device to capture sound, and wherein the communication device sends said at least one captured sound to the commercial device to characterize one or more persons playing in or located near the gaming device.

22. The apparatus of claim 18, wherein the commercial device is at least partially  
30 located on a remote server.

23. The apparatus of claim 18, wherein at least a portion of the databases additionally store data related to games, players, residence of the device, crowd adjacent or peripheral to the device or the residence of the device

24. The apparatus of claim 18, wherein said communication means additionally  
5 transmit data related to the commercial, selected from the duration of display, optional vibrating, volume, period of time between each interval when the commercial is displayed or any combination of the above.

25. An apparatus for playing games, the apparatus comprising a body, an at least  
10 one input device, an at least one output device, a gaming processor unit, a communication device; and an associated commercial device that delivers commercials onto said apparatus or onto at least one other land-based gaming device.

26. The apparatus of claim 25 further comprising a data storage device and a  
15 network communication connecting cable.

27. The apparatus of claim 26 further comprising a coin acceptor, a bill acceptor, a hopper and a card reader.

28. The apparatus of claim 27, wherein the at least one input device can comprise  
20 any one of the following or a combination thereof: buttons, touch screen, mouse, a rotating handle, audio capturing device such as a microphone, video capturing device such as a digital video camera, and the like.

29. The apparatus of claim 28, wherein the at least one output device can be a television screen, a computer screen, an audio emitting device such as speakers an analog information output device and the like.

25 30. The apparatus of claim 28, wherein the at least one output device includes a module selected from a group consisting of a vibration module, light producing device, a gustatory dispenser device, an olfactory dispensing device or a combination of the above.

31. The apparatus of claim 27, wherein the at least one data storage device is a hard disk, a CD-ROM, a compact flash, a magnetic media storage device, and the like.

32. The apparatus of claim 28, wherein the at least one communication device 214  
5 can be modem device, a network adapter device and the like.

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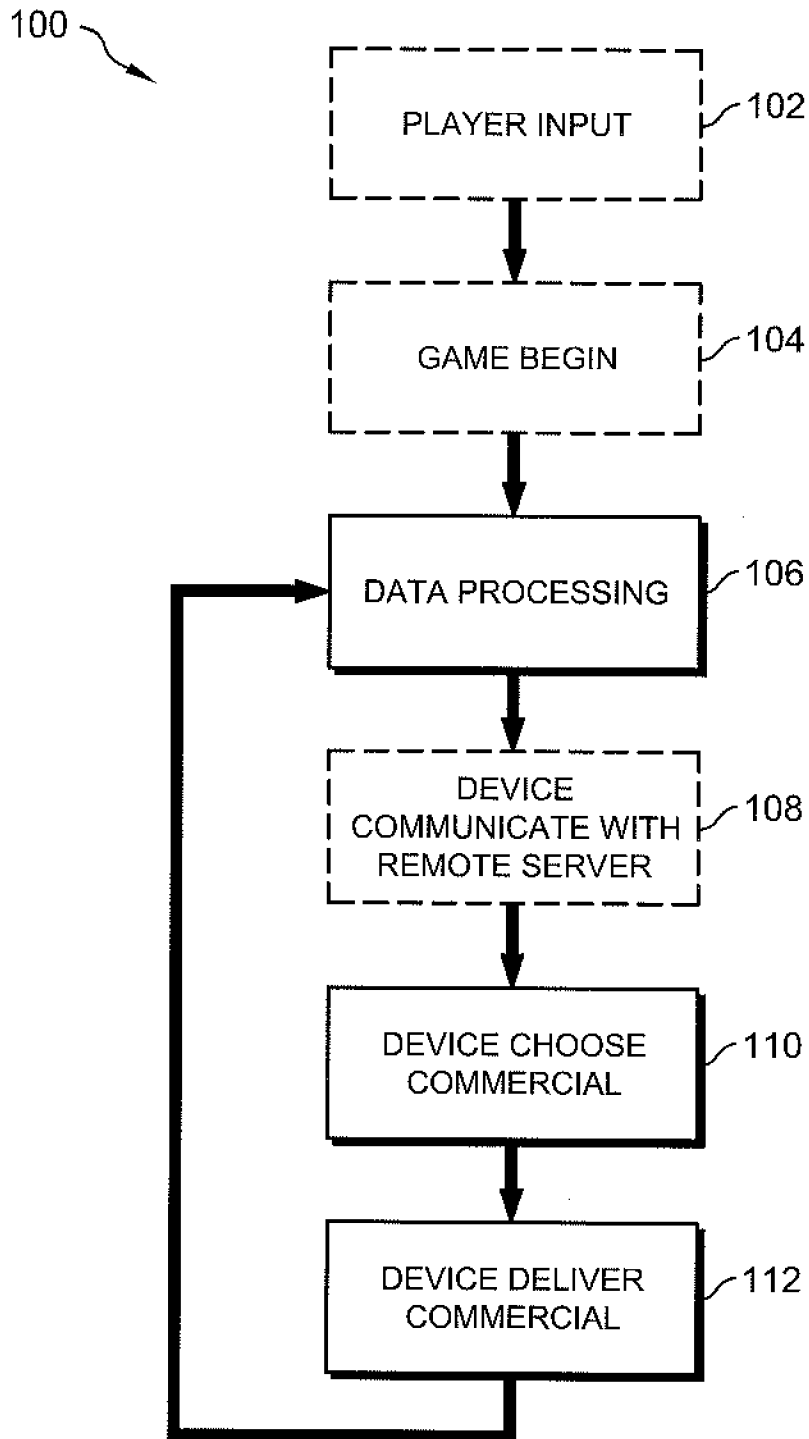


Fig. 1

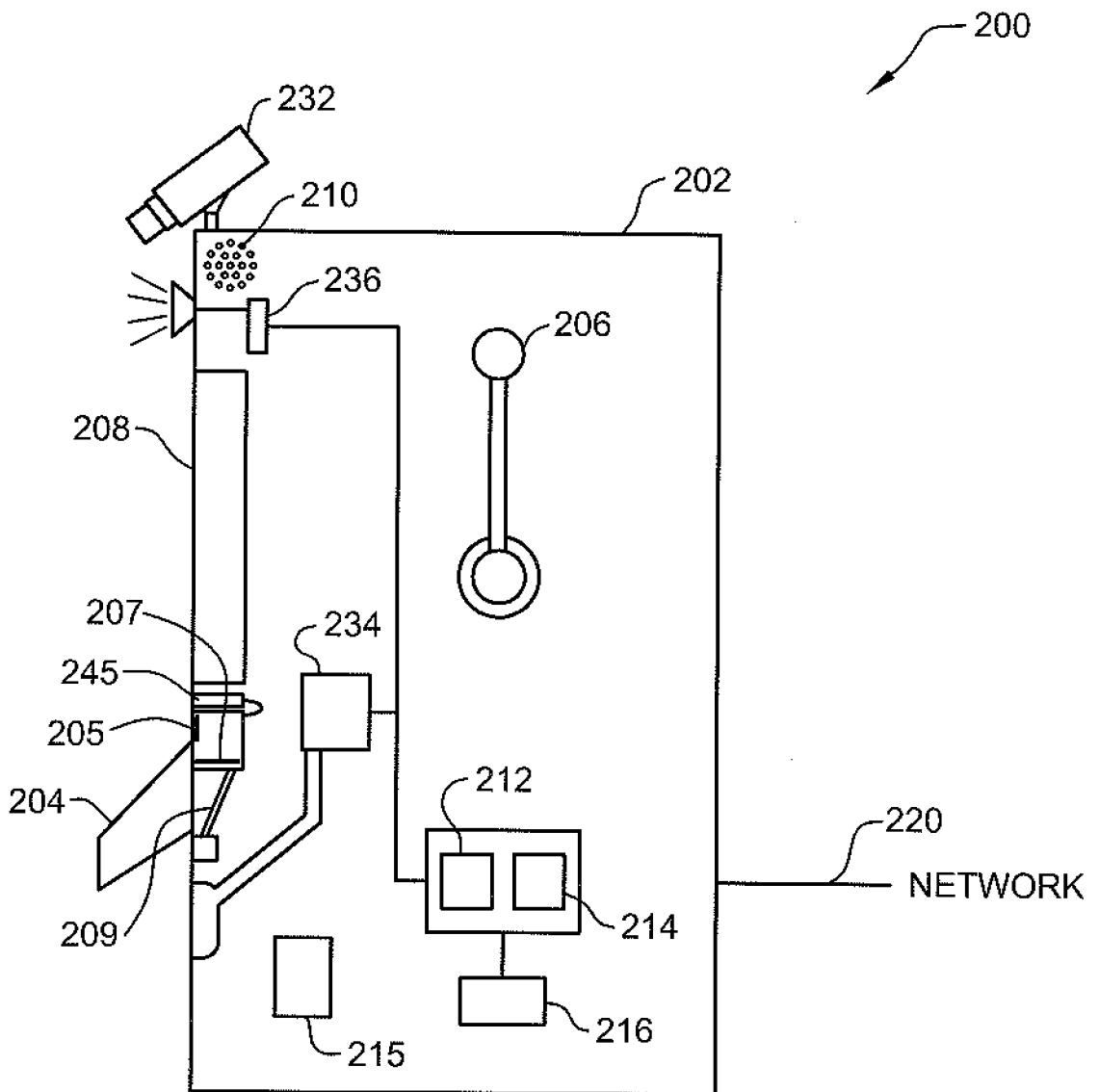


Fig. 2

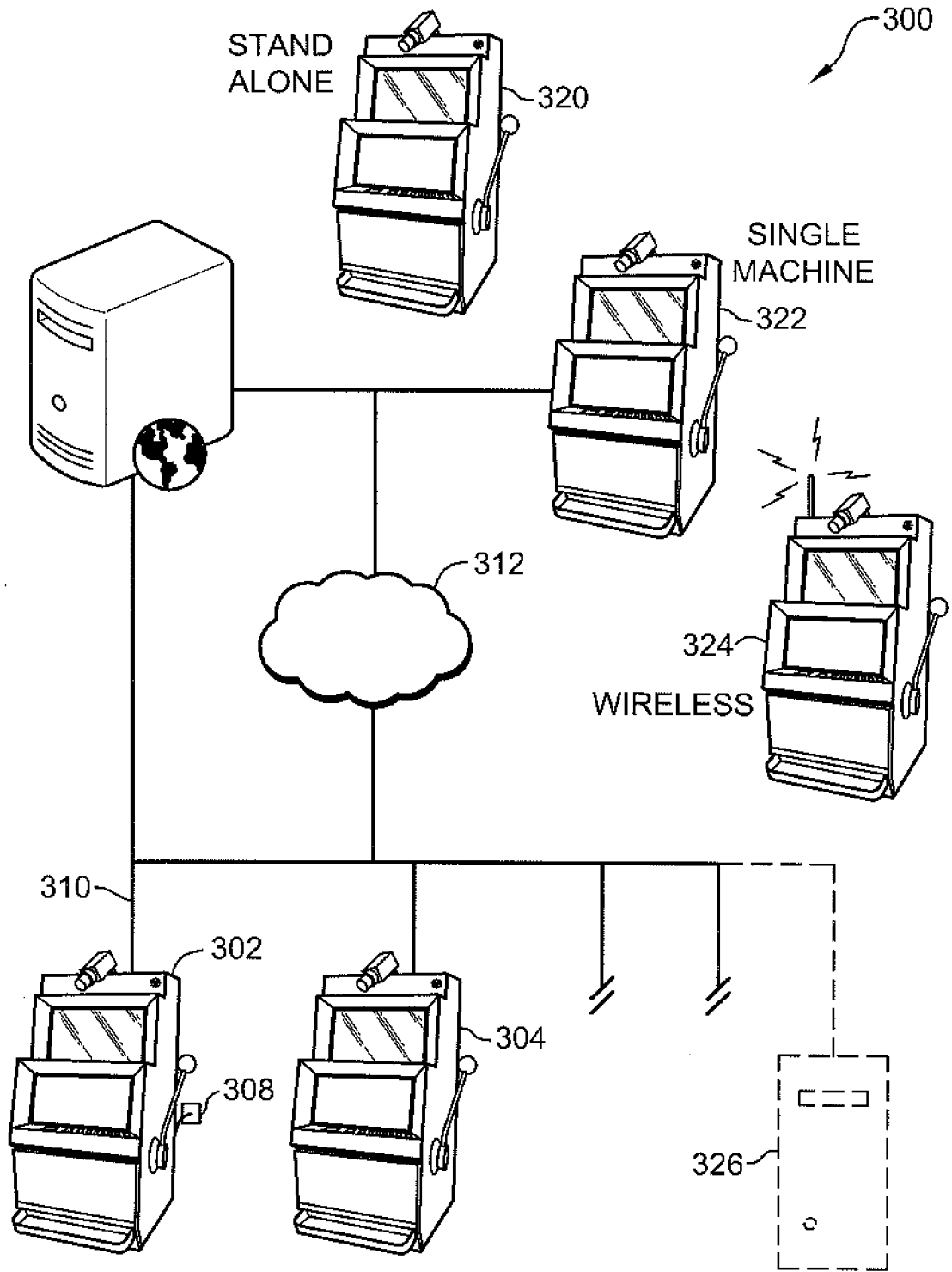


Fig. 3

## INTERNATIONAL SEARCH REPORT

International application No

PCT/IB2007/050091

A. CLASSIFICATION OF SUBJECT MATTER  
 INV. G06Q30/00 G07F17/32

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)

G07F G06Q

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 practical, search terms used)

EPO-Internal

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Further documents are listed in the continuation of Box C.

See patent family annex.

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- \* & \* document member of the same patent family

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## INTERNATIONAL SEARCH REPORT

International application No

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C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

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