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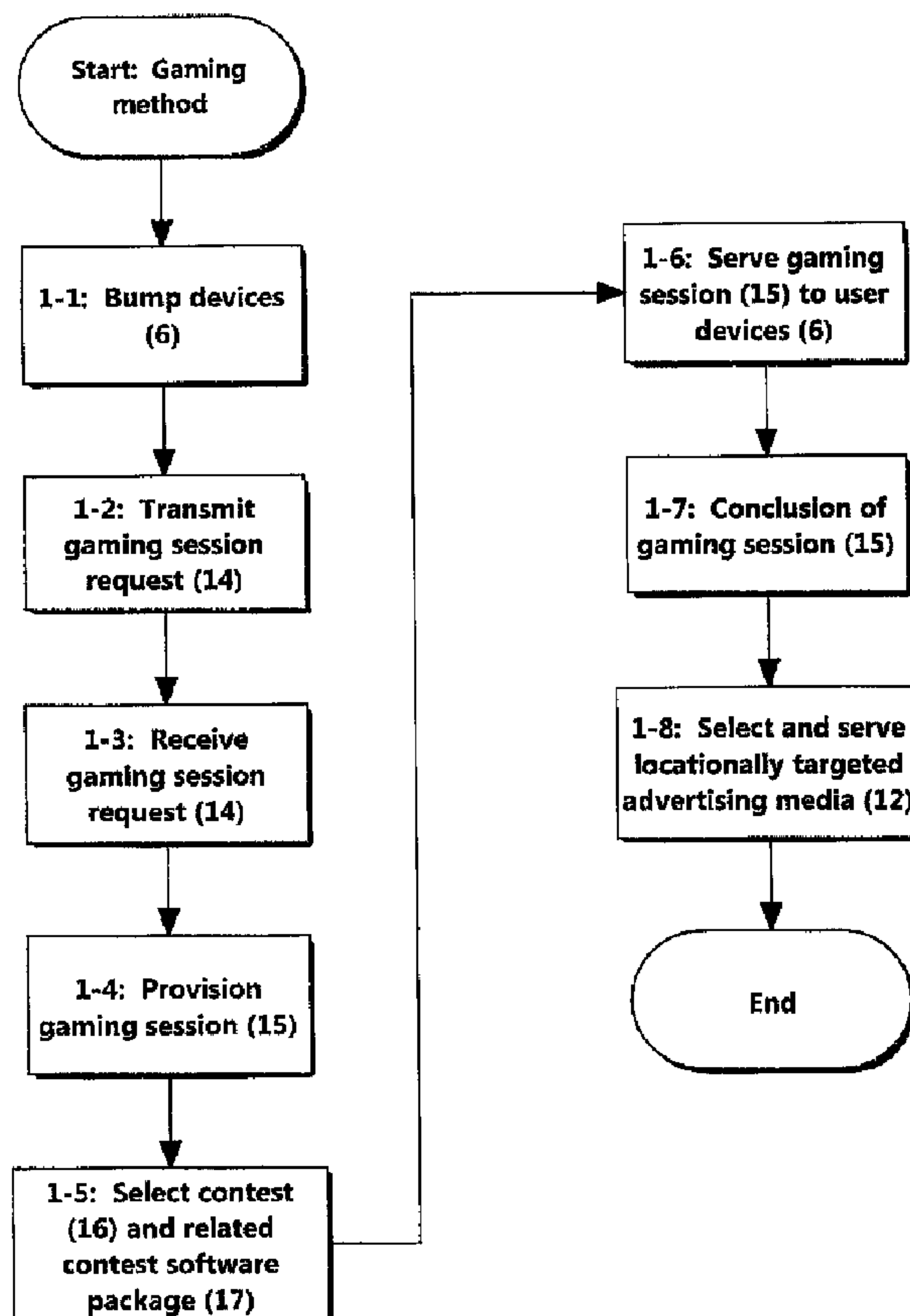
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(54) **Titre : PROCEDE PUBLICITAIRE ET DE JEU ELECTRONIQUE UTILISANT DES DISPOSITIFS PERSONNELS PROCHES MULTIPLES**

(54) **Title: ELECTRONIC GAMING AND ADVERTISING METHOD USING MULTIPLE PROXIMATE PERSONAL DEVICES**



Electronic Gaming and Advertising Method Using Multiple Proximate Personal Devices

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10 **Abstract:**

A method of gaming between multiple participants, each of whom has a locationally aware smart phone or similar user device capable of a physical triggering interaction with other such devices using near field communications technology or the like. A gaming session is triggered between at least two user devices by a physical interaction such as an NFC "bump" of the devices. This bump provides a fun physical aspect to the game or contest between users. The centrally administered gaming system application, accessible on each user device, will then determine based on the geographic location of the devices paired within the gaming session, along with other applicable user parameters, the games or contests from the server to be made available to the participants in the session. An electronic game or contest can then be selected and played between the user devices, served by the central system. Coupons or other advertising content relevant to the location or other user parameters of the user of each user device in the gaming session will be served to the user devices during or after completion of the gaming session.

Electronic Gaming and Advertising Method Using Multiple Proximate Personal Devices

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This invention is in the field of electronic advertising and media delivery, and more specifically deals with the provision of an online advertising method that will incorporate the provision of games or contests to multiple locationally proximate user devices, during which time locationally or otherwise relevant advertising material can be provided.

Background of the invention:

15 There have been over the past number of years many developments in the delivery of electronic or online advertising. The revenue models of many ecommerce and social networking and other related websites, having now established or built out a user base, are reliant in varying degrees upon advertising sales and revenue, and developing or expanding the advertising revenue base is a key part of the commercial success of those entities.

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As a baseline, website and online advertising has been mature for some time in terms of the basic presentation of advertisements, coupons or other advertising materials in static fashion via web interfaces or the other app interfaces of the underlying sites.

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Hyperlinking or provision of other direct or passthrough access to advertisements has been done in the context of web and app development for some time, and it is upon this

basic concept that many of the alterations or additive methods created by online content providers to make their advertising content more relevant or otherwise more consumed or consumable have been based.

- 5 One of the traditional methods, online or otherwise, in terms of making advertising more consumable to the selected user audience is to target the content or availability of that advertising more carefully to its desired audience. For example, in the context of many web sites or other online businesses one of the primary ways they first started to make their displayed advertising more relevant to a consuming user was to target the material
- 10 which is displayed to the user based on location details or other preferences stored within that user's user profile on a website. This allowed for example for a sales web site to display pricing or availability, or other advertising information related to certain products or services, to a logged in user based that user's preferences stored within their profile on that website. Making a consolidated user preference log or profile
- 15 available to many websites related to a single user is one of the limitations which would have been first experienced in this type of approach, but this did provide a starting point in terms of the rendering of user-targeted advertising material. An extension of this user profile preference targeting method for ecommerce websites was also to track website interactions of the user in relation to their profile such that for example where a sales
- 20 website tracked that a particular user had browsed a particular category of goods or services, advertising or offers related to that area could be displayed. Many fairly elaborate methods of user profile/preference targeting have now been developed and are used by many online businesses in this fashion.

A next step in the evolution of targeted online advertising has been enabled with the proliferation in smart phones and other web enabled personal devices through which website and other related categories of electronic content can be accessed and consumed. Wide availability of smart devices which include GPS or other location technology, allowing for the use of the devices location by developers in development of software therefore, has made the targeting of advertising even more possible and accurate, since the location of the browsing device can be used to match up advertising content as it is displayed to be most geographically relevant. For example by knowing the location of your device, an advertising server could serve coupons or advertisements for the closest restaurant or business in a selected category, even along with directions or other locational information. Availability of locationally aware devices has made targeted display of advertising material much more useful in a business context since it can provide an additional level of granularity in the drive which can be accomplished to the advertising of a particular vendor. Even beyond ecommerce websites, in the context of social networking applications, social networking interfaces can be developed which show or provide interaction with the "closest" of your friends.

Use of user profile preferences, along with geographic location data, are two key concepts in the delivery of targeted advertising which it is believed can be built upon in the context of the present invention in the provision of a new advertising method.

The second general concept or direction in online business models which it is desired to evolve or expand in the context of the present invention is the incorporation of social networks more deeply into many online business models, and into the online interactions and lives of many smart phone or online users. The use by most people in the 18-40 age demographic of multiple social networks in their daily lives makes it more interesting and important to try and develop advertising methods which can use the content in a consumer's social network as another potential component in the delivery of targetted advertising material. Social networking websites and providers have invested significant resources in the development of targeted advertising methods based upon the large amounts of user profile and preference data that they accumulate. For example, advertising selected based upon this deep user profile and history data is or can be displayed to a user in the context of their social network interaction experience.

In addition to the relevance of social network contents as another layer of targeting accuracy in the delivery of advertising material, the provision of opportunities for display of commercial advertising material which have the look and feel or interface of social networks may make the advertising material displayed or provided more consumed. Social networking sites such as Facebook have, as a part of their revenue model, developed and provided gaming platforms on which they or third parties have or can develop games and other applications which can, in whatever permissible fashion is provided vis-a-vis the underlying user profile(s), allow for multiple users to play such games or interact through these systems. Widespread use and acceptance of games and similar apps deployed upon these social network platforms provides it is beleived

an opportunity for an alternate advertising method which would incorporate many of these concepts.

A "fun" approach to the provision of relevant locationally targeted advertising or similar information, which took a look and feel approach which is similar to user-accepted social network gaming apps, would it is thought be widely accepted by users and is beleived would be welcomed by advertisers as well who be eager to participate in the provision of their advertising media using such a method and platform.

Summary of the invention:

As outlined above, the present invention provides an electronic advertising method which allows for the delivery of locationally relevant advertising media and material within the context of a social networking or gaming application between multiple user devices. The method of display of the advertising content takes place within the context of a gaming session, in which a game or contest is provide for access to the users of physically proximate user devices within a gaming session which is triggered by a physical triggering interaction between those user devices.

A social networking or fun gaming aspect of the method of the present invention is that a gaming session in accordance with the method, which would result at the end of the day in the provision of advertising media such as coupons or the like, is initiated by

physical contact between the user devices of at least two users. Bumping of devices, resulting in a Bluetooth or NFC handshake or the like, is one primary way that the physical aspect of the invention is contemplated.

5 Following a physical interaction between at least two user devices, a gaming session request would be transmitted to a central gaming software engine resident on the server which was accessible to the user devices by network connection. On receipt of a gaming session request, the central gaming software engine would provision a gaming session, such that it could serve or administer a particular contest or game to the user
10 devices connected within the session. The gaming session request as transmitted would include the physical location of each user device. This would be useful both for the purpose of understanding the proximity of the devices from a pairing perspective but also it is key. Insofar as, either during or following the gaming session. The objective is to serve locationally relevant advertising media to the users. The advertising media
15 which would be served is selected based upon the physical location of the user devices in the session.

A plurality of games or contests could be provided. For each game or contest, there would be a contest subroutine stored within a contest database, which had the
20 necessary media and processor instructions, etc. for the server and related components to administer the game or contest to the user devices.

The game or contest could be selected, either by user intervention or automatically by the software on the server. Available games or contests from which the game to be played would be chosen could be limited or selected based on user attributes or other criteria.

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Within the gaming session, content would be served to the user interface of the user devices. Following the completion of the contest, advertising media could be chosen from an advertising database based upon the physical location of the user devices as well as other user or game attributes. A gaming session, triggered by a physical device interaction, followed by the provision of locationally relevant advertising content is at the heart of the present invention.

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A user profile could also be stored either locally or on the network with the server with respect to various users and their devices, to further granulate the selection of games or contests, as well as the selection of advertising material.

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The method of the present invention also allows for the enforcement of restrictions on gaming availability – for example age restrictions could be placed on particular games or contests or on particular advertising material, or other legal restrictions could also be enforced.

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Description of the Drawings:

The present invention is described in further detail below in conjunction with the following Figures, in which the corresponding reference numerals identify corresponding components and method steps:

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Figure 1 is a flow diagram demonstrating the steps in one embodiment of the gaming and advertising method of the present invention;

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Figure 2 is a flow diagram demonstrating the steps in an alternate embodiment of the gaming and advertising method of the present invention, in which a time delay is provided for third or additional user devices to join a gaming session once it is provisioned based upon the pairing of two initial user devices into the session;

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Figure 3 is a schematic system diagram showing one embodiment of a system which could be used to deploy the gaming and advertising method of the present invention;

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Figure 4 shows one embodiment of the contest database and its data structure or contents, in accordance with the present invention;

Figure 5 shows one embodiment of the advertising database and its data structure or contents, in accordance with the present invention.

Detailed Description of the Illustrated Embodiments:

5 As outlined above, the present system is a system and method for the display of locationally relevant advertising content through a social gaming platform, targeted based on the location and other user parameters of user devices within a gaming session.

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Method overview:

Generally speaking the method of the present invention is a gaming and advertising method between mobile user devices, administered by a central gaming engine software on a server. At least two user devices capable or configured for participation in the method of the present invention would signal to a central server with a central gaming engine software thereon, a gaming session request. These user devices would be a close physical proximity to each other, and the gaming session request would be triggered by a physical interaction between the devices such as an NFC bump or the like. The central server would provision and administer a gaming session between the user devices therein – the gaming session would administer a game or contest selected from an inventory of games or contests stored within the server. During or following the completion of the contest or game, locationally relevant advertising material would be

served to the user displays of the user devices. The method provides for a social interaction between players in the game or contest using their devices, as well as a means to communicate in person with other people in close proximity to you as a player. Contest or gaming sessions of the present invention could be conducted
5 between people who already knew each other, or it could also be used as a way of meeting new friends interested in similar things. During or following the completion of the contest, based on the physical location of the user devices, locationally targeted advertising would be served. Coupons, advertising or other product or service discount materials, etc. could be provided to users and their user devices and the possibility of
10 redemption or uptake on those coupons or other advertising materials is maximized by making them locationally relevant to the users, along with even potentially refining them further based on the user profiles of the users and their devices.

Figure 1 is a flow diagram demonstrating the steps in a first embodiment of the gaming
15 and advertising method of the present invention. It is primarily contemplated that the system and method of the present invention would be delivered using a client/server system such as is understood by those skilled in the art of e-commerce and Internet system design, whereby a server would be provided that contain the majority of the necessary software to execute the method of the present invention along with providing
20 the data repository, and the server could in turn push and pull interactions with users at user devices to administer a contest or other game between users in a gaming session, and serve locationally relevant or further targeted advertising material to the users and their user devices during or following a gaming session. A client/server system design,

with a thin client interface which could be achieved effectively using a web browser or similar software on a client device is specifically contemplated within the scope of the present invention to be the most likely method of rapid rollout of the method of the present invention to the widest number of different types of users.

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Figure 3 is a schematic diagram of one embodiment of an electronic gaming and advertising distribution system in accordance with the present invention, which is considered relevant from the perspective of further describing or illuminating the flow chart in Figure 1. There is shown a Web server 1 which would comprise the server end
10 of the system of this particular embodiment. The specific hardware and operating system requirements of the server operatively connected in this fashion are understood to those skilled in the art. Server 1 would host or connect to a central gaming engine software 2, which is the software which would assist at the server and with the execution of the method of the present invention. The central gaming engine software 2
15 would in turn interface with a contest database 3 and an advertising database 4. The software 2, as well as the contest database 3 and the advertising database 4 could either be resident on a storage medium within or operatively connected to the server 1, or alternatively in a larger server environment the server 1 which provided the external gateway or interface for the system of the present invention could also be networked in
20 such a way that it would connect to another server hosting any one of these components. The specifics of the network design and connectivity could be rendered in many different ways, all of which would be contemplated within the scope of present invention.

The server 1 is shown operatively connected to the Internet cloud 5 in this particular Figure. Different types of communications protocols or methodologies could all be contemplated within the scope of the present invention but it is specifically contemplated
5 that the most likely method of communication for the delivery of contests and locationally relevant advertising media in the context of the method of the present invention would be to deliver it using a client interface which could be accessed through a browser or through pre-existing or easily installed thin client software on the user device, which could communicate bidirectionally with the server 1 and the central
10 gaming engine software 2 via the Internet 5.

As will be outlined in further detail elsewhere below there are many different types of user devices 6 which could be used, all of which are contemplated within the scope of the present invention. In terms of the user device interaction which is contemplated
15 between user devices 6 to trigger a gaming session in accordance with the invention, it is specifically contemplated that the user device interaction might comprise a near-field communication bump or other handshake, or else some other kind of an interaction including a Bluetooth TM network handshake, a wi-fi contact or some other type of a cloud connection. Use of a physical movement or "bumping together" of user devices 6
20 or the like to trigger a gaming session in accordance with the remainder of the invention will add an element of fun and physicality to the gaming and advertising methods of the present invention which has not been seen in social networking or smart device gaming platforms to date. All methods of user device interaction which could be triggered by a

physical movement or action with the user devices, resulting in a communications scan or handshake to connect and trigger the gaming session are contemplated within the scope of the present invention.

5 Referring to the method of Figure 1, the first step in the method, shown at 1-1, is the initiation of a physical contact between at least two user devices 6 that are in close physical proximity to each other. As outlined elsewhere in the document, the users or owners of those user devices 6 might physically locate or identify each other, or the system of the present invention might provide some type of a menu or a user interface
10 which would show to a user identifying characteristics of other users and user devices 6 within close physical proximity, such that they could be located. It is explicitly contemplated that some type of an actual physical interaction between the user devices, such that the users themselves are the owners of those devices 6 would need to find each other and physically communicate is a key social aspect of the method of the
15 present invention. What is very specifically contemplated as a type of physical interaction between user devices 6 which could be used to trigger the remainder of the method of the present invention is a near field communications “bump” between devices – where the devices are equipped with a gyroscope or other type of a sensor which, in conjunction with other communications hardware and software within the device allows
20 for a handshake to take place between physically proximate devices based upon a bumping motion between them – the bumping motion triggering an environmental scan or other type of a communications pass between the devices to acquaint themselves with each other.

Bumping together of the devices, or otherwise physically interacting between users and user devices 6 is the first step in the method. Following the bumping together or other pairing of two devices 6, one or both of those devices dependent upon the design of the communications protocol and the remainder of the architecture of the system of the present invention would transmit a gaming session request 14 to the server 1 via their network connections 5. Dependent upon the particulars of the architecture which is provided, the gaming session request 14 might either be transmitted from a single or primary user device 6 to the server 1, containing all of the details of each of the user devices 6 which have taken part in the physical handshake to initiate the request 14, including the GPS or other geographic locations of each of the user devices, 6, and any other related user identification or user parameters. Alternatively, each user device 6 having taken part in the handshake might individually on their own transmit a gaming session request 14 to the server with their individual physical locations, user parameters or identification, as well as some identity of the other user device 6 with which a handshake took place, such that the server 1 could for the purpose of provisioning and configuring a gaming session pair the user devices 6. All such approaches will be obvious to those skilled in the art of network and communications design and are contemplated within the scope of the present invention. As outlined elsewhere herein, the user devices 6 and the server 1 will all be connected , via TCP/IP cloud, or otherwise, such that they can transmit and receive information between each other. Specifics of the communications between the components of the system of the present invention are described in further detail elsewhere herein.

Users of the system or method of the present invention might have client software installed on their user device 6 which would monitor the location of the user device 6 and could provide a listing of other close-by users to the owner of a user device 6, so that an additional social interaction element of meeting new people could be added to the gaming method – identifying information of other users who were within a particular distance could be shown to the user of a user device 6 and they could seek out one or more of those people to initiate a gaming session.

Following the triggering of a gaming session between at least two user devices 2, the server 1 and gaming engine software 2 might wait for a period of time or provide a user interface mechanism by which either at the beginning or during the gaming session additional user devices 6 could join the gaming session, and a gaming session with a large number of participants could thus be accommodated. The number of simultaneous connections of user devices 6 to a gaming session could really be unlimited, subject only the necessary hard and software capabilities at the server end and the gaming engine software 2 being capable of administering and serving a gaming session to the maximum number of connected user devices 6. In a case where the gaming session hosted or included connections to more than two user devices 6, the additional user devices 6 could join the gaming session initially created by the first two user devices 6 by a similar physical interaction (ie. the third or subsequent user device 6 could similarly be “bumped” or otherwise physically manipulated to trigger a connection to the gaming session to which the device 6 with which it is bumped is already

connected. Part of the social interaction aspect of the present method is that when user devices 6 of users are joined to a gaming session in accordance with the present invention, user information or details could be exchanged and stored between the devices 6 or the user profiles of the related users on the system of the present invention
5 so that for example the system and the client software on the user devices 6 might subsequently notify a user when their "friend" or previous players are physically located nearby.

Following the transmission of the gaming session request 14 from the user device or
10 devices 6 to the server 1, the gaming session request 14 would be received by the server 1 and communicated within the architecture of the server system to the central gaming engine software 2. Receipt of the gaming session request 14 is shown at 1-3.

Based on the receipt of a gaming session request 14, the central gaming engine
15 software 2 would provision or commence a gaming session 15. The gaming session itself would simply be the operation of a software routine on the server 1 to which the user devices 6 would be connected. Provisioning the gaming session 15 would comprise first identifying the user devices 6 associated with the particular gaming session request 14, such that those devices 6 could be connected together via the
20 server 1 to the gaming session 15 and the particular game or contest 16 selected to be served to those user devices 6 therein.

In addition to identifying or confirming the particular user devices 6 to be included in a particular gaming session 15 based upon the receipt of a gaming session request 14, the gaming engine software 2 would also need to select the particular contest 16 to be served to the user devices 6 within the session 15, from an inventory of allowable

5 contests or games within the system. As outlined elsewhere herein, selection of the game or contest to be played could be made automatically by the central gaming engine software 2, or alternatively a list of available contests or games could be shown to one or all of the users at their user devices 6 which were connected to the gaming session. 15, and by user data entry the particular game or contest to be played could be

10 selected. The list of available games or contests could be tailored based upon the location of the user devices, such that either from a permissibility or marketing perspective only particular contests or games were made available to the users based upon some type of program the availability parameters on the system, or the list of available games or contests could also be limited based upon legal requirements

15 related to the users and their locations. For example, if a particular type of a game or contest qualified as a lottery or the like which was subject of some type of age or location limitations from a regulatory perspective, the regulatory framework could be programmed into the system and applied in the rendering of the list of available games or contests, such that only permissible games or contests from a legal perspective were

20 made available. Finally another layer of availability tailoring could take place. Insofar as if there were only certain types of locationally relevant advertising media available for service to the users and user devices 6, and some of those advertising media were only contextually relevant or available in respect of certain games or contests in the

inventory, then the list of available games or contests could be tailored based upon the available advertising media as well. All of these types of filters or parameters will be understood to those skilled in the art of database programming, and allowing for filtering or selection on this basis based upon user parameters or other parameters stored within
5 the system of the present invention, are all contemplated within the scope hereof.

For each contest 16 within the inventory of contests, there would be a related contest subroutine 17 stored within the contest database 3. As outlined in further detail below, the actual physical format of the contest subroutine 17 could be many different things –
10 basically is intended that the concept of a contest subroutine 17 encompasses the idea of the necessary programming or instructions and data structures to serve or provide to the interface of one or more user devices 6, information, data displays, graphics or the like which might be associated with the administration of a contest or game. The games or contests could be anything from very simple to more complex – the general idea is to
15 provide for a brief social and gaming type interaction for the users at their user devices 6, culminating in the service of locationally relevant advertising media to either the winner or to all participants in a particular gaming session. Different advertising media could be served to different participants, based upon user parameters, location parameters or the like - , such that different users within the same gaming session could
20 receive different advertising media. In any event, the selection of the contest to be served to the users, and the access or loading of the necessary related contest subroutine 17 is shown at step 1-5.

Following the selection of the contest 16 and accessing or loading of the related contest subroutine 17, the central gaming software engine 2 would serve the gaming session 15 to the user devices 6. This would consist of serving various data displays and the like to the users at their user devices 6 within the gaming session. 15. User inputs could be
5 received from the user devices 6 as well – the general concept of programming a gaming session, such as this, with an adaptable set of gaming or contest instructions, such as the contest subroutines 17 outlined will be simply understood to those skilled in the art of web programming and the like, and any implementation of the system of the present invention, which provides for the serving to users at the user devices 6 of a
10 contest or gaming experience, with interactive participation from more than one user device, 6 within the contest or the game is contemplated within the scope of the present invention. Serving the gaming session 15 to the user devices 6 is shown at step 1-6.

Following the conclusion of the contest or the game – as the gaming session 15 is
15 concluded – shown at 1-7 - locationally targeted advertising media 12 from the advertising database 4 would be selected by the central gaming engine software 2 and served, communicated or displayed to the user devices 6 within the gaming session 15. Since the physical location of each user device, 6 is communicated to the server 1 along with the remainder of the gaming session request 14, locationally targeted
20 advertising media can be selected. As outlined elsewhere herein, additional layers of filtering based on user parameters or the like could also be applied, as in the case of selecting the available contests or games, to come up with a list of available or permissible advertising media to be provided to users. Different users at their user

devices, even within the same gaming session 15, could be presented with different locationally targeted advertising media 12. One of the filters or parameters which could be maintained by the central gaming engine software 2 with respect to advertising media 12 within the advertising database 4 would be to only permit the presentation or availability of certain advertising media – such as coupons or the like – to certain users within certain time periods. For example it may be desired to limit the number of times that a particular user could obtain a coupon from a particular vendor to once every week or once every day or something like that and that type of an availability restriction could also be enforced or applied in accordance with the remainder of the method of the present invention. Selection and provision of the locationally targeted advertising media 12 to the user devices 6 within a gaming session 15 is shown at 1-8.

Figure 2 shows an alternate embodiment of the method of the present invention, which incorporates a join delay for more devices 6. The method shown in Figure 2 is the same as that of Figure 1 with the exception of Step 2-4A. that step shows a pause, during which additional user devices 6 could send a join request to be paired to other user devices 6 which were being placed into a gaming session in accordance with the remainder of the present invention. It may even be the case that in some embodiments of the method of the present invention that in order to even further, increased social aspect of the method and encourage people to meet each other and others to join, the method could be modified such that additional user devices 6 that were located physically proximate to the devices contained within an initial gaming session request 14 could be notified by client software resident thereon and connected to the server 1 of

the present invention of the commencement of the gaming session in close local proximity and providing the users of those additional devices with a more proactive option to join the session.

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User devices:

The key components of a user device 6 for use in accordance with the method of the present invention would be a portable device usable by user or customer to
10 communicate with the server 1 of the present invention. The user device 6 would need to have a network connection capable of communication with the server 1. Many different types of tablets, smart phones or other portable devices with a communications interface allowing for communication with the server 1 on a network 5, by the IP protocol or otherwise, will have the necessary communication interface to satisfy this
15 requirement.

In addition to a communications interface, by which the user device 6 could communicate with the server 1, the user device 6 would need to have a user interface permitting the user of the user device 6 to enter or provide various user interactions for
20 communication back to the server 1, within the context of triggering a gaming session, selecting and executing a contest and/or receiving advertising media based upon the completion of the contest and the location of the user device 6. As outlined in further detail herein it is specifically contemplated that the user interface could either be a

browser operating on the device 6, communicating back with the server 1 via the cloud, or the user interface between the user device 6 of the server 1, and the remainder of the central software hosted or connected there on, might also be a locally installed application installed in the memory of the user device 6 and communicating back with the server 1 by way of the communications interface on the user device 6.

In addition to a user interface, by which information can be displayed to the user and obtained from the user for communication back to the server 1 in the central system software components associated there with, the user device 6 would also need to be locationally aware. The device 6 would need to include GPS or other location finding hardware and software, such that the physical location of the user device 6 could be communicated to the server 1 in accordance with the remainder of the method of the present invention. The proliferation of smart phones and other portable devices which include GPS hardware makes this aspect of the hardware easily available at this particular time.

The most common approach to the provision of the user interface on the user device 6 for interface with a client/server system such as is outlined herein would be to provide an application front end which could be used on the user device 6 to interact with the server and the system of the present invention. Architecturally and conceptually, the concept of "apps" used on smart phones and other personal devices as a front-end to centrally hosted systems is widely known. Where an app interface is provided on the user device 6, the user of the user device 6 would interact the system and server of the

present invention by sending and receiving information between the interface app and the server using Internet communication protocol or the like between the user device 6 and the server 1. The specifics of implementing a client server software system using a website or a server at the central Bureau and the browser plug-in or at the interface on the user device 6 will be easily understood by those skilled in the art of client/server software design and any method of implementation of a similar approach as contemplated within the scope of the present invention.

Conceptually the use of a local app as the front end or interface to the server of the system of the present invention, programmed using the necessary APIs for the operating system on the user device 6 in question, rather than a browser interface, is a more likely possibility given the need within the scope of the local app or user interface to interact with the hardware system of the user device 6, from the purpose of capturing and communicating the GPS location of the device to the server 1, as well as for the purpose of triggering the gaming session using the near field communication chipset or the like within the architecture and hardware of the user device 6. Development of a browser interface or a local app interface as the user interface between the user device 6 and the server 1 and the remainder of the centrally located method of architecture of the present invention will be understood to those skilled in the art of client/server database and application design and all such approaches are contemplated within the scope of the present invention.

Server software:

The server of the system of the present invention could have many different hardware or software configurations that would accomplish its objectives. The general design of a
5 Web server or a server enabled to communicate with client devices such as those outlined herein via a browser or local application as well known to those skilled in the art of network communications and related software programming and on that basis any type of server architecture which accomplishes this basic objective of bidirectional communication with user devices 6 in the accomplishment of the remainder of the
10 method of the present invention is contemplated within the scope hereof.

Beyond the general operating system and other related software which would be resident on the server for the purpose of its operation, there could also be various database access and administration software or other software components resident on
15 the storage medium of the server or accessible to the processor and memory of the server to allow for the carrying out of the method of the present invention. Server itself may comprise more than one computing device in a larger network environment as well. For example there might be a Web server which was primarily tasked with the communication channel with user devices 6, and a separate database server which
20 might host the central gaming engine software components and/or the operative connections to the databases of the method. Again all such approaches that do not depart from the objective of the present invention of providing a client/server central

gaming engine and contest or gaming method are contemplated within the scope hereof.

5 **Central gaming engine:**

The one specific software component which would be resident or operable upon the server 1 as a part of the method of the present invention is the gaming engine software 2. The gaming engine software 2 would be a software resident on or accessible to the
10 server 1 which was capable of receiving data from user devices 6, via the communications network to which those devices 6 and the server 1 were connected, and based upon the receipt of such data from user devices 6, configuring and hosting gaming sessions within which multiple users and user devices 6 would participate resulting in the display of locationally or otherwise targeted advertising medium to the
15 users of those user devices 6 upon the completion of a selected contest. The functionality of the gaming engine software 2 will be understood by those skilled in the art of database and application programming and design – any gaming engine software 2 which accomplishes the necessary tasks to effectively yield the method of the present invention is contemplated within the scope hereof.

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The gaming engine software 2 could operatively connect or communicate with other subroutines or software programs on the server 1 or on network connected servers or computers as well, as might be required to deliver the method of the present invention.

In terms of the contests or games themselves, which would be played within gaming sessions in the method of the present invention, the central gaming engine 2 would need to be capable of serving to user devices 6 connected to a particular gaming

5 session 2 the necessary content or instructions to allow each user of a user device 6 which was connected to the gaming session to participate in that particular contest or game. It is specifically conceived that a number of different types of contests or games could be allowed or provided by the system of the present invention, to enhance the user experience of the overall method, rather than just a single contest or game,
10 although a single contest or game would also come within the scope of the invention. In respect of each contest or game which it was desired to be able to deliver to user devices 6 within the method of the present invention, there would need to be a subset of software instructions, database instructions or queries or the like to identify the relevant software subroutines or the like from the data repository of the central server.

15

The relevant software subroutines or processor instructions to direct the central gaming engine 2 in the administration of a particular program contest or game to a plurality of user devices 6 connected to a gaming session would be referred to as a contest subroutine 17. The content and format of each contest subroutine 17 would vary based
20 upon the nature of the contest which it was desired to deliver or administer to the user devices 6 connected to a gaming session, within which that particular related game or contest was being administered, as well as varying on the basis of the software platform of the central gaming engine 2 or the user devices 6. Any set of software instructions,

queries, subroutines or the like which would allow for the administration of a contest or a game on the user interface of more than one user device 6 operatively connected in a client/server fashion to a central gaming engine software 2 on a Web server is contemplated to be within the scope of the present invention and varying approaches to the development of these contest subroutines, 10 or subroutines would be obvious to those skilled in the art of database or gaming programming for delivery in an online context and all such architectural changes or revisions or format requirements as might be required are contemplated within the scope of the present invention. The contest subroutine or subroutines 17 would be stored in a database or data repository accessible to the central gaming engine software 2 such that it could access those instructions at the appropriate time to administer the related games or contests in gaming sessions within the method of the present invention.

In terms of the functionality of the central gaming engine software 2, one of the key or initial functions of the central gaming engine software 2 would be to receive a session request 14, via the remainder of the Web server and its operative wide area network connection, from at least two user devices 6 to open a gaming session 15. As outlined elsewhere herein, the user devices 6 themselves would initiate the request for a gaming session, based on a physical interaction between those user devices 6. The session request 14 would identify by some type of user profile or network address the user devices 6, who would be involved at the commencement of the gaming session 15 related thereto. On receipt of a valid session request 14 the central gaming engine software 2 for the purposes of administering a game or contest between the identified

user devices 6 corresponding to the session request 14, the central gaming engine software 2 would provision in its memory the necessary variables, memory or other hardware or software components required to serve or administer a contest to the user devices 6 within the gaming session 15 related to the session request 14. It is specifically contemplated that the gaming engine software 2 would be capable of provisioning and/or administering a large number of gaming sessions 15 at the same time. Specific programming in architecture which would be required to render a gaming software engine 2 capable of accomplishing this particular aspect of the present invention would be obvious to those skilled in the art of web or database programming and again all such approaches and obvious attendant modifications to the method of the present invention are contemplated within the scope hereof.

When an active gaming session 15 was created based upon a receipt of a session request 14 from an initial pair of user devices 6 by the gaming engine software 2, part of provisioning the gaming session 15 itself would be for the gaming engine software 2, to select the particular game or contest which would be delivered to the user devices 6 in question. As outlined above, there would in most conceived embodiments of the system and method of the present invention be a number of different types of games or contests, which could be delivered to user devices 6 within a gaming session 15 in accordance with the remainder of the present invention, and each such game or contest, would have a contest subroutine 17, consisting of subroutines, processor instructions or server content or the like stored in an accessible data repository to the Web server 1, accessible to the gaming engine software 2. The selection of the

particular contest or game to be served to the user devices 6 within a gaming session 15 could be done at random, or based on a programmed frequency, cycle or routine.

It is specifically contemplated that the session request 14 which would be dispatched from an initial pair of user devices 6 to the Web server 1 requesting the commencement or initiation of a gaming session 15 in accordance with the present invention would include, in addition to the network address or other identifying information of those user devices 6, the location of those devices. The physical location of those devices 6 would be captured by the client software of the present invention from the GPS or other location hardware and software built into the user devices 6. The physical location of the devices 6 would be important from the perspective of assigning an approximate geographic location to a particular gaming session 15 such that in some embodiments of the system of the present invention other users in addition to the initial to users who created the initial pairing or gaming session request 14 could be shown a list of locationally proximate gaming sessions which were already underway that a third or subsequent user may wish to join if that were possible. The approximate geographic location of a particular gaming session 15 would also be useful from the perspective of selecting the game or contest which would be delivered to the user devices 6 within that session 15 – certain games or contests may only be made available at or near certain locations and by determining an approximate geographic location of the gaming session 15 at the time that it is provisioned or created, based on the physical location of the user devices 6 therein, could be used with the necessary location determination software or components within the central gaming engine software 2 or elsewhere on the Web

server 1 to for example limit the list of available games or contests, and related contest subroutines, 10, to games or contests, which could or should be made available at particular geographic locations. Games or contests could then be programmed for individual offer or availability based on proximity to an advertiser, proximity to a particular geographic location or attraction, or for any other reason. Individual games or contests may even be limited to geographic locations based upon gaming or other legal regulations, such that a particular type of a contest which was only valid or legal in a particular area was only delivered to gaming sessions 15 configured therein.

10 Following the determination of an approximate geographic location for the gaming session 15 as it is provisioned, the central gaming engine software 2 would then, randomly or otherwise, select the game or contest to be served or administered to that particular gaming session 15. As outlined above, the listing of available games or contests could be geographically limited. The listing of available games or contests
15 from which the gaming software engine 2 would choose could also be further limited based upon the user profiles of the users of the user devices 6 within the session request 14. For example, if user profiles were stored in a user database accessible to the central gaming engine software 2, the central gaming engine software 2 might know the gaming preferences or other parameters of particular users which could be used to
20 better tailor the selection of appropriate games or contests for the particular users and user devices 6 within a gaming session 15. Based on some or all of these parameters or limitations, the game or contest which would be administered by the central gaming engine software 2 might also be selected by provision of a menu to the user devices 6

within the gaming session 15, allowing the users to select from a list of available games or contests that they wish to play.

Following the selection of the game or contest which is desired to be played within an active gaming session 15, the central gaming software engine 2 would then load the appropriate contest subroutine 17 from its accessible data repository, such that it could commence or serve the necessary content for the operation of the game or contest to the user devices 6 within the gaming session 15.

As outlined elsewhere herein upon the provisioning of a gaming session 15, the Web server 1 in the gaming engine software component 2 could provide a function, whereby following the pairing of an initial two user devices 6, additional user devices 6 could be given time, either before the commencement of the game or contest within the gaming session 15 or dependent upon the nature of the gaming sessions 15 even within or during the administration of the game or contest, to by initiating a join request with a user device 6 which was already contained within an active gaming session 15. This join request would be triggered at the additional user device 6 by a physical interaction with the other user device 6 which was already contained within an active gaming session 15. For example, where the triggering of a request to create or join a gaming session was triggered at the user device 6 by "bumping together" the user devices 6, such that a gaming session request was created and transmitted, bumping of an additional user device 6 to a user device 6 which was already in a gaming session 15 might result in the transmission of a request to the Web server 1 in the central gaming

engine 2 outlining the additional pairing of user devices which were just bumped together, and the central gaming engine software 2 could buy the address or other identity of those two user devices 6 identify an active gaming session 15 within which one of those user devices 6 was already present and provided that the particular

5 contest subroutine 17 related to the contest to be administered to those user devices 6 within the active gaming session 15 provided or allowed for the addition of more user devices 6 to the session 15 at that time, the central gaming engine software 2 could add the particulars of that additional user device or devices 6 to the active gaming session related to the initial user device 6 with whom the additional or subsequent pairing or join

10 request was created. Some contest subroutines, 10 could allow for the addition of more user devices 6 than two to a particular gaming session, and other contest subroutines corresponding to other contests or games to be administered in accordance with the overall method of the present invention may only allow for two user devices 6 within a particular gaming session. Both such approaches will be understood to those skilled in

15 the art and are contemplated within the scope hereof.

Advertising material or media, coupons or other relevant information from an advertising perspective would be served to the user devices 6 within a gaming session, and the advertising material which would be served to each user and user device 6 might be

20 different based upon either the profile of that user or other system parameters.

Provision of locationally relevant advertising media to users within or following a gaming session is important to the monetization of the method of the present invention. Again, the establishment of an approximate physical location for a gaming session 15 based

upon the location of the user devices 6 connected therein will be important from the perspective of selecting the advertising media to be served. It is specifically contemplated that there would be geographical limitations on the relevance of various advertising media within the method of the present invention and that one of the

5 benefits of the method of the present invention would be the ability to sell to advertisers. The fact that there advertisements, coupons or the like were being served to user devices 6 which were actually in close physical proximity to their establishments or to a desired location, for example, rather than serving them to user devices 6 in another geographic territory or area of no relevance to the advertiser. The specific software

10 implementation which would be used to identify most relevant advertising media based on physical location of user devices are based on an approximate physical location of a gaming session, by storage of relative relevant location ranges with respect to particular items of advertising media, will be understood to those skilled in the art of GIS and other database programming and any implementation of this aspect of the software and

15 method of the present invention, which would allow for the service of locationally relevant advertising media to user devices 6 either within or following a gaming session in accordance with the remainder of the present invention are contemplated within the scope hereof.

20 A final limitation on the listing of games or contests, which might be provided or selected from in the provisioning of a gaming session 15 would be to limit the list of games or contests, which were made available, either for automatic or manual choosing of the game to be played by only providing games or contests to choose from, which could be

provided or administered along with the most locationally relevant advertising media within the system. It will be understood that certain games or contests might only be useful as a delivery system for a particular set of advertising media and as such if there were only some of the games or contests related to particular advertising media which
5 should be served to user devices 6 within a particular geographic location, the games or contests, which did not have appropriate advertising media associated there with could be ignored in the creation of this selection list. In other embodiments of the invention, or even in certain games or contests, there may be fewer limitations on the specific advertising media which could be served or presented to users and those games or
10 contests, which had a more global inventory of advertising media available could always be presented or could be presented higher or lower in a ranked list as might be desired.

The central gaming engine 2 would need to select and then administer to each user device 6 the relevant processor instructions, browser content or the like to allow the
15 user of that user device 6 to play the selected contest or game, as well as then needing to select and serve to the user device 6. The relevant or permissible advertising material at the appropriate time, either within or following the completion of a particular contest or gaming session.

20

Contest subroutines:

As outlined herein, each contest or game which was desired to be provided for users of the system of the present invention would have a set of programming instructions, graphic or other media etc. which might be required by the software components of the central gaming engine software 2 to interact with users at their user devices 6 and to
5 facilitate the service of a game or contest related thereto to a plurality of users at their devices. Each contest or game, whether that be a videogame for playing by users at their user devices 6, a trivia game, contest, of any kind, would have a necessary related set of programming instructions which comprise a contest subroutine 17 related thereto.

10 The contest subroutines 17 in an optimized software design would contain the necessary information for the execution of the associated contest within the user interface and environment of the method of the present invention, for all of the different types of user devices 6 in respect of which the method the present invention could be practiced. For example, the contest subroutine 17 associated with respect to particular
15 contest which could be selected by users or by the method and system for execution within a particular gaming session, would need to contain all of the necessary information for the system to render that particular contest to the display of each type of user device 6 which it was contemplated or desire to accommodate within the scope of the method of the present invention. For example different types of smart phones
20 running different operating systems would potentially require different code or different code parameters which could be passed to the interface and the remainder of the user device 6 hardware in the rendering of a particular contest and all this information would need to be stored within the contest database 3 for use by the local device interface at

the time that the killer contest was selected or operated. All of this information, with respect to that contest, would need to be accessible to the data structure of the contest database 3 such that it could be called at the necessary time by the gaming software engine 2.

5

The format of the various contest subroutines 17 would vary based upon the programming language and architecture of the remainder of the system of the present invention and any data file or data format capable of storing all of this necessary information for the execution of the gaming method of the present invention is

10 contemplated within the scope hereof.

Physically, the contest subroutines 17 could take many different formats and might also simply comprise instructions stored within the tables in a database for this purpose.

The concept of these subroutines or modules of program instructions or parameters
15 would be understood to those skilled in the art of computer programming and any such approaches contemplated within the scope hereof. The contest subroutines related to each contest or game which it was desired to deliver in accordance with the remainder of the method of the present invention would be stored within a data structure or storage medium, such that they could at the appropriate time be accessed by the remainder of
20 the software on the server 1.

Contest database:

There are two key data structures which are anticipated to be required to be operatively connected to the server 1 for the purpose of executing the method of the present invention in conjunction with the gaming engine software 2. These are a contest
5 database 3 and an advertising database 4.

The contest database 3 would be any data structure within which the necessary contest subroutines 17 could be stored for each different type of game or contest which it was desired to deliver in accordance with the present invention. In addition to the contest
10 subroutines 17, the contest database 3 would also potentially include other necessary parameters or indexes to assist the central gaming engine software 2 in the proper selection and administration of games and contests related to those subroutines 17.

The contest database 3 might be a folder structure or more formal relational database
15 was capable of storing all the necessary information with respect to the individual contest subroutines 17. Many different types of data record structures would be obvious to those skilled in the art of database design and all are contemplated herein.

Figure 4 shows one embodiment of the contest database 3 of the present invention.
20 The database structure could take many different specific formats, but a traditional relational database would make up at least some portion thereof. Shown in Figure 4 is the repository of contest subroutines 17. Also shown is a contest parameters index 18 which would basically be an indexing structure which could be used by the central

software gaming engine 2 in the selection of relevant or available contests or games and their related subroutines 17 based on, for example, locational availability, availability in relation to locationally relevant advertising media to be shown, etc.

Numerous types of selection indexes and criteria are outlined herein and the inclusion

5 of those necessary parameters in the structure of the contest database 3 will be understood by those skilled in the art of database programming and are all contemplated herein. It may also be the case that for the purpose of selecting relevant material a user database or user profile with respect to each user device, 6 within a gaming session is required – user profiles with respect to user devices, 6, who
10 subscribe, or participate in the method of the present invention could be stored in a freestanding data structure, or could be stored within the context of a contest database 3 as well.

15 **Advertising database:**

The second key data structure of the system of the present invention, which would need to be accessible to the central gaming engine 2 of the system of the present invention is an advertising database 4. The advertising database 4 would contain details or copies
20 of all of the various advertising media which it was desired to at the appropriate times select and display to users of the system and method of the present invention. In addition to storing the actual advertising media themselves within the advertising database 4 it would also be necessary to store locational indexes or indexes related to

other parameters based upon which it was decided to potentially select for display the media contained within the database 4. For example in so far as the primary selection criteria for the display of advertising media to a winner or a player within the gaming session in accordance with the method of the present invention is the location of the user, based upon the location feedback received from their user device 6, a location index specifying locational parameters within which a particular advertising item would be relevant or selected for display to user would be required. Similarly, if there were other either compliance requirements or optional selection criteria which it was desired to incorporate into the selection algorithm used to select the particular advertising media to be displayed to a particular winner or player within the gaming session – for example if in the context of a particular contest it was decided that it was required to enforce an age limit on the display of particular material the necessary additional selection indexes could be included within the data structure of the advertising database 4 to allow for these added layers of granularity in the selection of advertising medium for display.

The advertising database 4 could be any type of a data structure which would be obvious to those skilled in the art of database design which would accomplish the objective of storing the advertising media 11 which was to be displayed to users at particular times, in the unnecessary or desired formats, as well as any selection indexes 12 pertaining to the availability of each of those advertising media items 11. The specific data structure of the advertising database 4 could be developed or optimized for integration with the remainder of the system of the present invention such that the gaming engine software 2 could access, read and write to and from that database 4 as

required. The specific language, architecture or parameters used to create the advertising database 4 could vary depending upon the development environment used for creation of the remainder of the software components of the present system and any such structural approaches contemplated within the scope of the present invention that
5 allows for the execution of the method outlined herein. Figure 5 shows one embodiment of the advertising database 4.

The advertising database 4 might reside directly in the storage on the server 1, or might reside on another server connected to the system of the present invention such that the
10 gaming software engine 2 resident on the server 1 could access that database as required.

Referring to Figure 5 there is shown one embodiment of the advertising database 4, in which the repository of advertising media themselves 12 is demonstrated. The
15 advertising media 12 as stored might be graphic or other text or computer instructions which, when retrieved from the database 4 and transformed or transmitted to a user device 6, rendered at the final user display, the desired advertising content – coupons, advertisements, or the like. Any type of advertising media which can be stored within the database 4 and transmitted to a user device 6 is contemplated within the scope of
20 the present invention.

Also shown in the embodiment of the advertising database 4 in Figure 5 is an advertising targeting index 20. The advertising targeting index 20 would contain the

necessary parameters with respect to each advertising media item 12 within the database 4 to allow for its appropriate locational selection and display as well as for any other restrictions on its display to users or restrictions on the types of games or contests in respect of which it could be offered. The index 20 would contain locational ranges then in terms of proximity to one or more particular points, and if a user device 6 to whom it was desired to display this type of advertising content 12 was within that locational range than the content 12 in question could be selected from for display or service to the user. As outlined elsewhere herein in more elaborate embodiments of the invention, in addition to locational limitations on the media, there may also be other restrictions in terms of the individual advertising media 12 stored within the database 4 which would make up a filter or parameters within the index 20, for use in a more granular selection approach at the time that it was desired to display advertising media 12. For example, of certain advertising items were only appropriate for people of a certain age that age parameter could be stored within the index 20 and compared against the age as a user parameter to determine whether or not that particular item should be made available or shown to a user at the time that it was desired to display advertising content that was locationally relevant. It may also be the case that this index 20 would include indication of the certain type or types of games or contests in respect of which a particular coupon or other advertising item could be provided or displayed – thus in a particular locational area if only particular media were available that could be used with particular types of games or contests, the games or contests from which the system would choose would be limited.

It is also contemplated that the data structure of the present invention could include either additional tables within the advertising database 4, or additional data structures elsewhere therein, that could capture or retain the details of gaming sessions and user interactions with the system of the present invention such that the user profiles developed from use of the system of the present invention could be used either for further targeting of advertising media or contest availability in the future, or even for other third-party purposes within the realm and scope of appropriate data capture collection techniques.

Dependent upon the final design of the system of the present invention it could also be conceived by those skilled in the art of relational database designed that the contest database 3 and the advertising database 4 could be housed within a single same data structure. It is specifically contemplated that either freestanding databases 3 and 4, or the combination of those in a single combined data record structure would both be possible and understood and both such approaches are again contemplated within the scope of the present invention.

User profile parameters:

20

As outlined above, it is contemplated that in a more elaborate embodiment of the method of the present invention, the server and its related software components may

store a user profile with respect to users of the system. Alternatively, a user profile with respect to the user, containing parameters related to that user, might also be stored on the local user device 6 and transmitted, as appropriate to the server 1 along with the remainder of the gaming session request. Storage of various user related parameters

5 could allow for better targeting both of the available games or contests, as well as the proper or available advertising media to be provided to the users during or following gaming sessions. If a user profile was stored or developed, the user profile parameters could also be used within the context of actually serving or handling in administering the actual gaming session – for example particular parameters with respect to the user

10 themselves could be used either by the local interface or application at the user device, or by the server and the central gaming engine software 2 to logically adjust the delivery of particular material or particular gates or routes through the logic of the gaming subroutine. Gathering of a user profile with respect to a user of a user device, and either saving it locally on the user device or centrally in a database on the server or

15 accessible to the server 1, will be understood to those skilled in the art of user specific computer programming and security and authentication and all such approaches are contemplated within the scope of the present invention.

For example, a user profile might include the age of the user so that only age-

20 appropriate games or contests could be displayed or age-appropriate advertising content could be provided. Also user profile might include the actual residence location of a user, so that the actual residence location of the user could be used in addition to the particular specific and instant physical location of the user device, either in the

selection again of appropriate games or contests, or appropriate advertising content.

Many different types of user attributes or parameters could be captured and stored with respect to a user of the system of the present invention.

5

Gaming sessions:

As outlined above, it is specifically contemplated that the server 1, the central gaming engine 2 and related architecture and components would be capable of administering
10 multiple gaming sessions at the same time to multiple groups of user devices. This type of a multithreaded server programming approach will again be understood to those skilled in the art and any type of a software implantation in respect of the central gaming engine 2 that results in the ability to host or serve multiple gaming sessions in accordance with the present invention, each to a plurality of user devices, is all
15 contemplated within the scope of the present invention.

Qualification or selection of advertising content per user device:

20 The advertising content displayed to a particular user device could be selected based on user specific attributes stored in a user profile, as outlined herein, in addition to other index parameters. For example, upon completion of a particular gaming session or within a gaming session at a point where it was desired to serve advertising content to a

user, the content 12 selected from the advertising database could be selected based on user level attributes. For example, only age appropriate content could be selected and thus even though players of many ages could play in a particular gaming session, the advertising content selected for display could be limited to that deemed appropriate by the filter based on the attributes in question. Similarly if it was desired to include advertising material that was locationally relevant to the home address of the user rather than just the current physical location of the user device 6, the home address of the user could be used as an alternate or additional locational parameter alongside or in place of the current physical location of the user device 6 to yield a relevant selection from the advertising database (for example a restaurant coupon in the home neighbourhood of the user could be provided based on using the home address of the user as a filter criteria). Addition of this type of a level of user attribute level filtering, either to advertising content selection or the selection of available games or contests for users in a gaming session, will all be understood to those skilled in the art of database design.

Enforcing gaming compliance and contest availability:

One of the aspects of the method of the present invention is that based upon the storage of user attributes and the capture of the physical location of user devices, a level of gaming compliance and availability can be enforced. For example, if particular games or contests within the method can only be played by people of the age of

majority, based on the age of majority stored in the user profile they could be filtered in that way. Similarly, if certain games or contests could only be made available in certain geographic locations that type of filtering could also be applied.

5

The foregoing is considered as illustrative only of the principles of the invention. Thus, while certain aspects and embodiments of the invention have been described, these have been presented by way of example only and are not intended to limit the scope of the invention. Indeed, the invention described herein may be embodied in a variety of
10 other forms without departing from the spirit of the invention, which invention is defined solely by the claims herein.

Listing of diagram reference numerals:

1. Server
2. Gaming software engine
- 5 3. Contest database
4. Advertising database
5. Cloud
6. User device
7. User device network connection
- 10 8. User device interface
9. User device GPS
10. contest database
11. advertising database
12. advertising media
- 15 13. advertising indexes
14. gaming session request
15. gaming session
16. contest/game
17. contest subroutine

Claims:

We claim:

5

Application number / Numéro de demande: 2800594

Figures: 3

Pages: _____

Unscannable items received with this application
(Request original documents in File Prep. Section on the 10th floor)

Documents reçu avec cette demande ne pouvant être balayés
(Commander les documents originaux dans la section de la préparation
des dossiers au 10ième étage)

Figure 1:

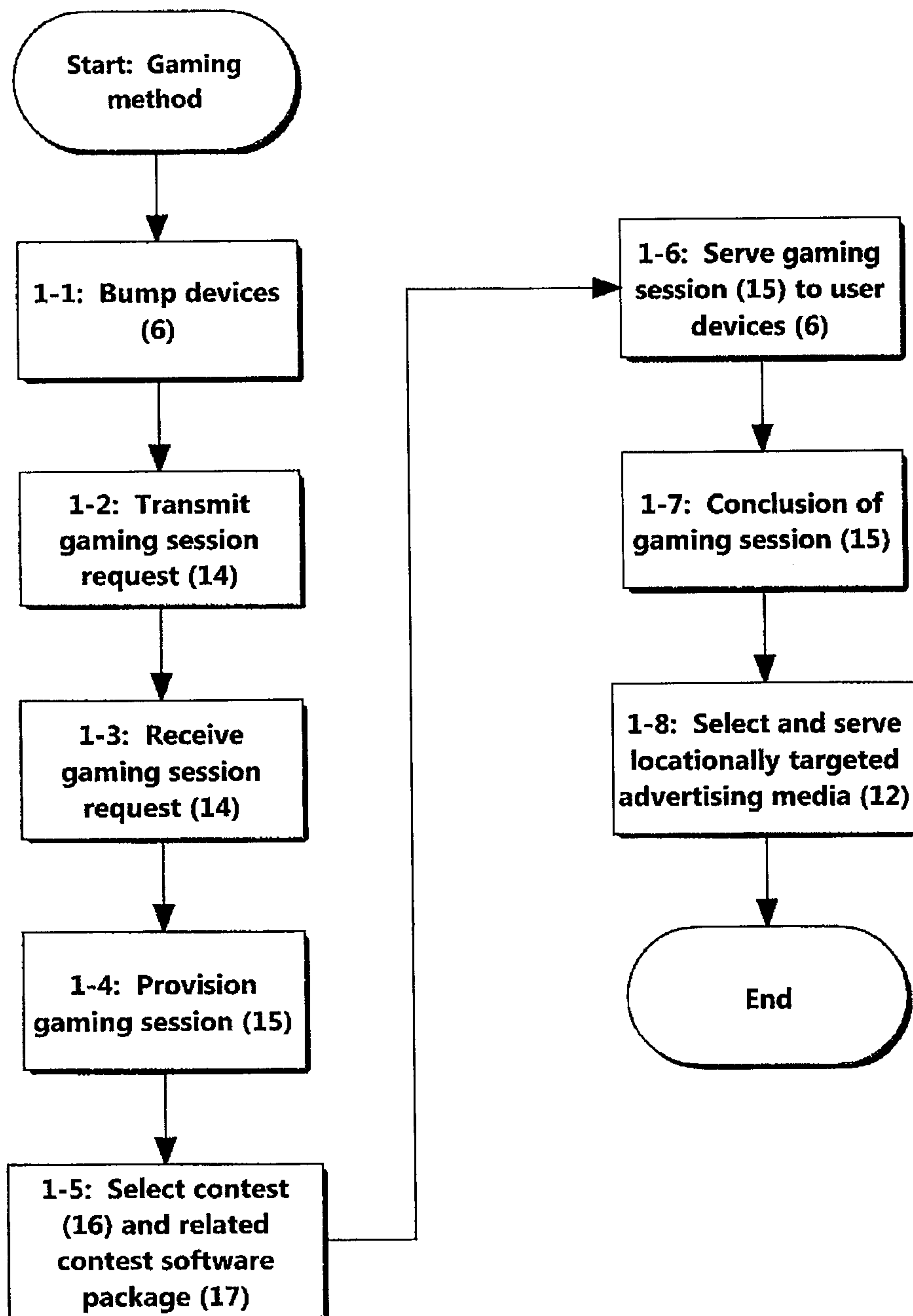


Figure 2:

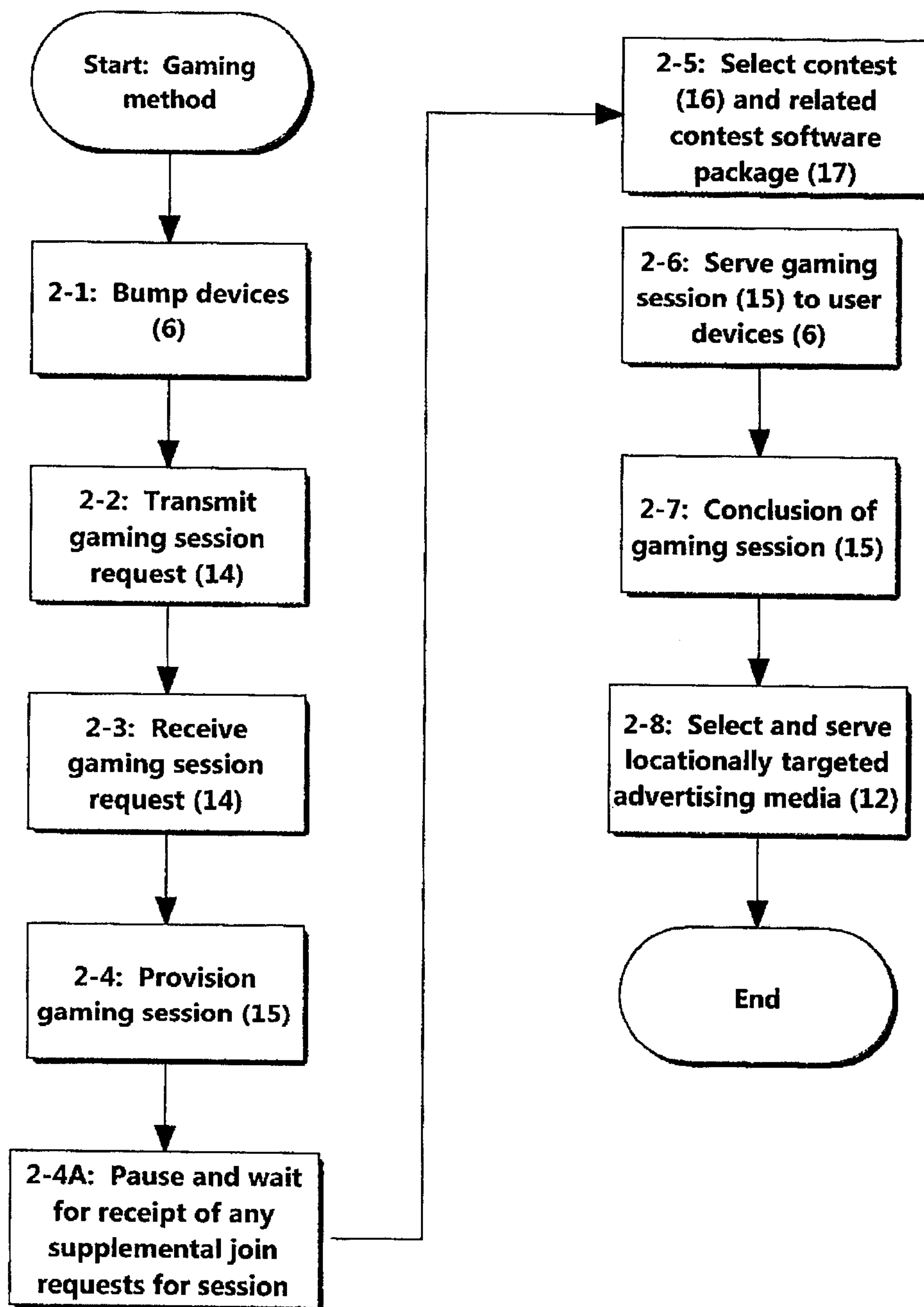


Figure 4:

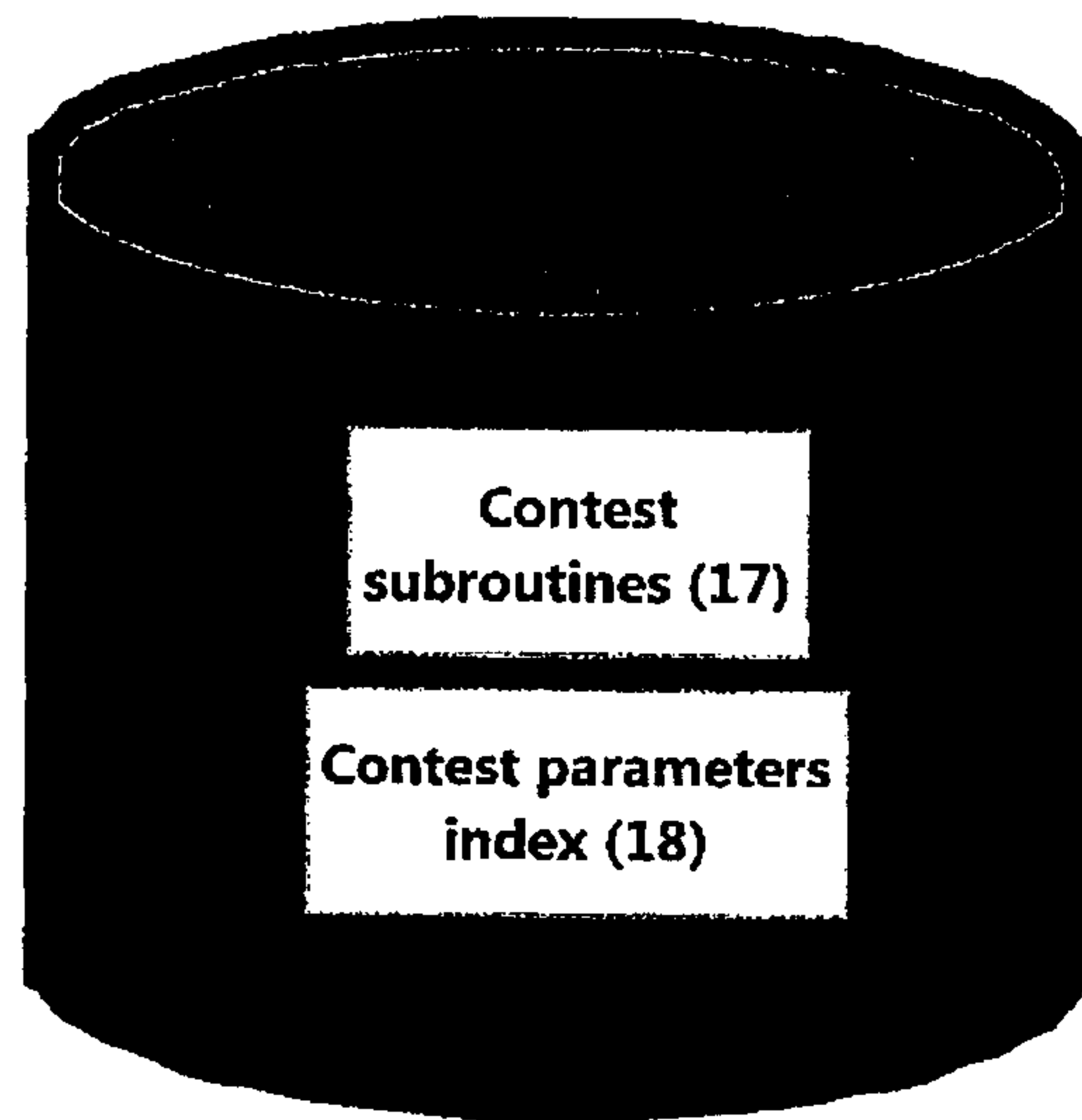


Figure 5:

