



- (51) **International Patent Classification:**  
*G06Q 50/10* (2012.01) *G06Q 30/02* (2012.01)
- (21) **International Application Number:**  
PCT/US2011/001976
- (22) **International Filing Date:**  
12 December 2011 (12.12.2011)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**  
61/423,494 15 December 2010 (15.12.2010) US
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- (81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ,

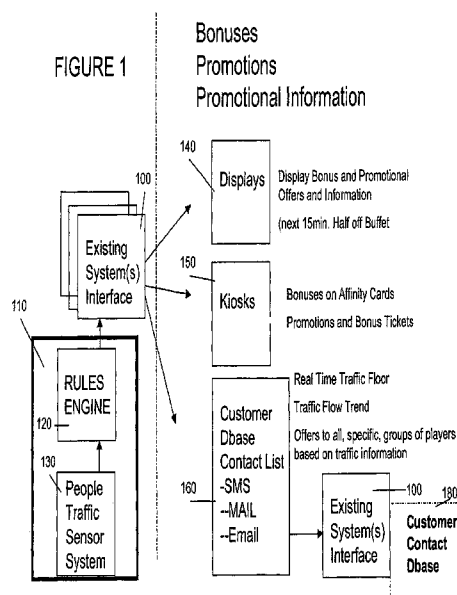
CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

- (84) **Designated States (unless otherwise indicated, for every kind of regional protection available):** ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

- (88) **Date of publication of the international search report:**  
23 August 2012

**(54) Title:** CROWD BASED BONUS AND PROMOTIONAL SYSTEM AND METHOD

(57) **Abstract:** A bonus and/or promotion system, such as for a casino or other retail location, includes one or more sensors for detecting the presence of one or more persons at a location and a bonus or promotion generator configured to generate and output bonuses or promotions based upon detected levels of persons in an area. The bonus or promotion generator may provide an output to existing audio and/or visual display devices of the location for announcing bonuses or promotions.

## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2011/001976****A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/10(2012.01)i, G06Q 30/02(2012.01)i**

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)

G06Q 50/10; G06Q 30/02; A63F 9/24; H04M 11/10; A63F 13/00

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: person, detect, area, (bonus or promotion)

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 7024180 B2 (JOHN DERYK WATERS et al.) 04 April 2006 See abstract and claims 1,2,17.	1-4
A	US 7769632 B2 (GIRAUD STEPHEN G. et al.) 03 August 2010 See abstract and claims 1,17.	1-4
A	US 2006-0217185 A1 (PHILLIP CAVAGNA) 28 September 2006 See abstract and claim 1.	1-4
A	US 2009-0275399 A1 (KELLY BRYAN M. et al.) 05 November 2009 See abstract and claim 1.	1-4

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

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

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"&amp;" document member of the same patent family

Date of the actual completion of the international search

13 JUNE 2012 (13.06.2012)

Date of mailing of the international search report

**09 JULY 2012 (09.07.2012)**

Name and mailing address of the ISA/KR

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Seo-gu, Daejeon 302-701, Republic of Korea

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

**PCT/US2011/001976**

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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		EP 1158821 A1	28.11.2001
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