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[Continued on next page]

(54) Title: 3D MOBILE AND CONNECTED TV AD TRAFFICKING SYSTEM

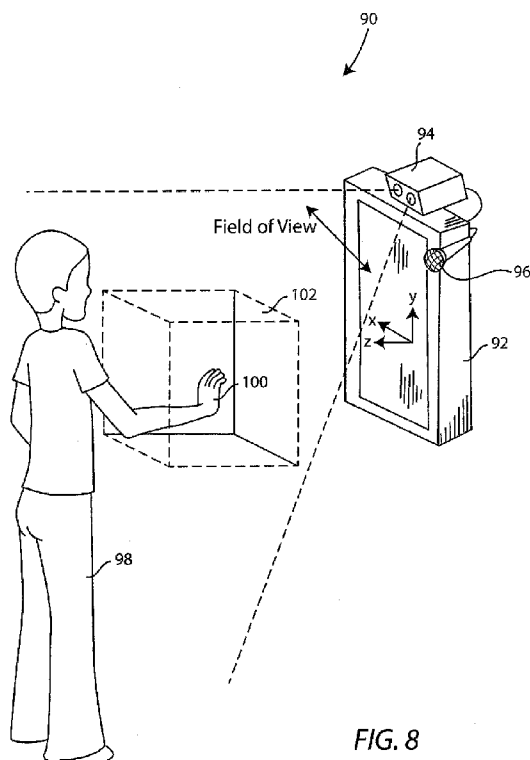


FIG. 8

(57) Abstract: In an example embodiment, an ad trafficker includes: a microprocessor; a network interface coupled to the microprocessor; and memory including code segments executable on the microprocessor for a) uploading an advertisement (ad) via the network interface; b) determining whether the ad should be processed; and c) processing the ad if it is determined that the ad should be processed. In a further example embodiment, a method for gesture and voice command control of video advertisements includes: a) displaying an advertisement (ad) content on a video display apparatus; b) ending the display of the ad content if it is determined that the ad content has been completed; c) performing an action related to an audio command detected by a microphone if an audio command is detected by the microphone; d) performing an action related to a gesture if a gesture is detected by a stereo video camera; and repeating.



Published:

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— *with international search report (Art. 21(3))*

11 December 2014

— *with amended claims (Art. 19(1))*

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2014/030734

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

See extra sheet.

1. ☒ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☒ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2014/030734

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/02 (2014.01)

USPC - 725/42

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC(8) - G06Q 30/02 (2014.01)

USPC - 705/14.4, 725/42

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
CPC - G06Q 30/0241, 30/0276; H04N 21/812 (2014.09)

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

PatBase, Google Patents, Google

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2013/0046637 A1 (SLUTSKY et al) 21 February 2013 (21.02.2013) entire document	13-20 ----- 3-12
Y	US 2012/0072936 A1 (SMALL et al) 22 March 2012 (22.03.2012) entire document	1-12
Y	US 2012/0026302 A1 (JUNG) 02 February 2012 (02.02.2012) entire document	1-12
A	US 2009/0132371 A1 (STRIETZEL et al) 21 May 2009 (21.05.2009) entire document	1-20
A	US 2010/0156897 A1 (BLUMENTHAL et al) 24 June 2010 (24.06.2010) entire document	1-20
A	US 2012/0242649 A1 (SUN) 27 September 2012 (27.09.2012) entire document	1-20
A	US 2011/0216167 A1 (KATZ et al) 08 September 2011 (08.09.2011) entire document	1-20

☐ Further documents are listed in the continuation of Box C.

* 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

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"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

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

01 October 2014

Date of mailing of the international search report

14 OCT 2014

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Continuation of Box III.

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claims 1-12, drawn to an ad trafficker comprising: a network interface coupled to a microprocessor; memory including code segments executable on the microprocessor for: a) uploading an ad via the network interface; b) determining whether the ad should be processed; and c) processing the ad if it is determined that the ad should be processed.

Group II, claims 13-20, drawn to a system and method: a) displaying an ad; b) ending the display if it is determined that the ad content has been completed; c) performing an action related to an audio command; d) performing an action related to a gesture; e) repeating operations a)-d).

The inventions listed as Groups I-II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: the special technical feature of the Group I invention: a network interface coupled to a microprocessor; memory including code segments executable on the microprocessor for: a) uploading an ad via the network interface; b) determining whether the ad should be processed; and c) processing the ad if it is determined that the ad should be processed as claimed therein is not present in the invention of Group II. The special technical feature of the Group II invention: a) displaying an ad; b) ending the display if it is determined that the ad content has been completed; c) performing an action related to an audio command; d) performing an action related to a gesture; e) repeating operations a)-d) as claimed therein is not present in the invention of Groups I.

Since none of the special technical features of the Group I or II inventions are found in more than one of the inventions, unity of invention is lacking.