



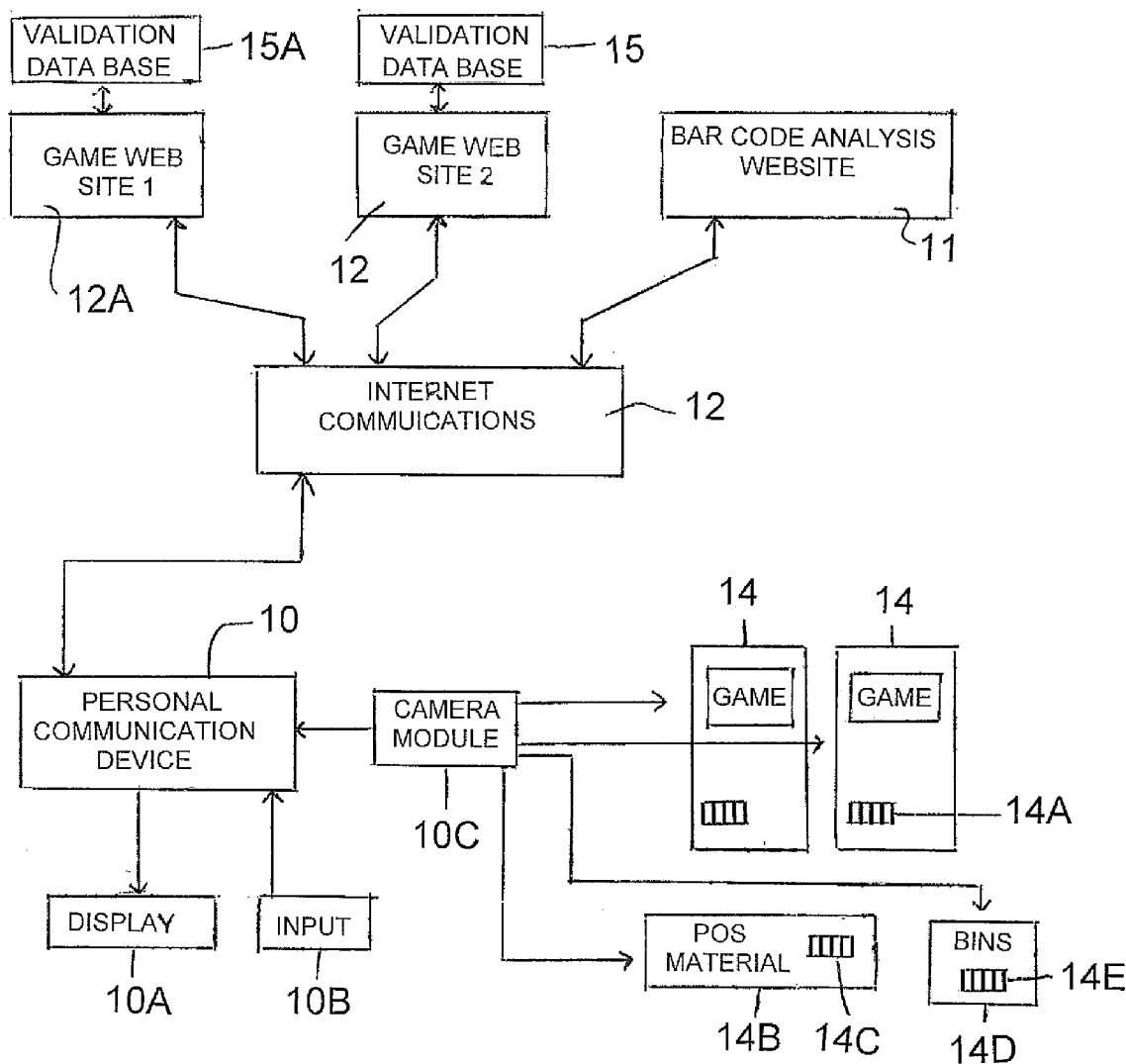
US 20100304828A1

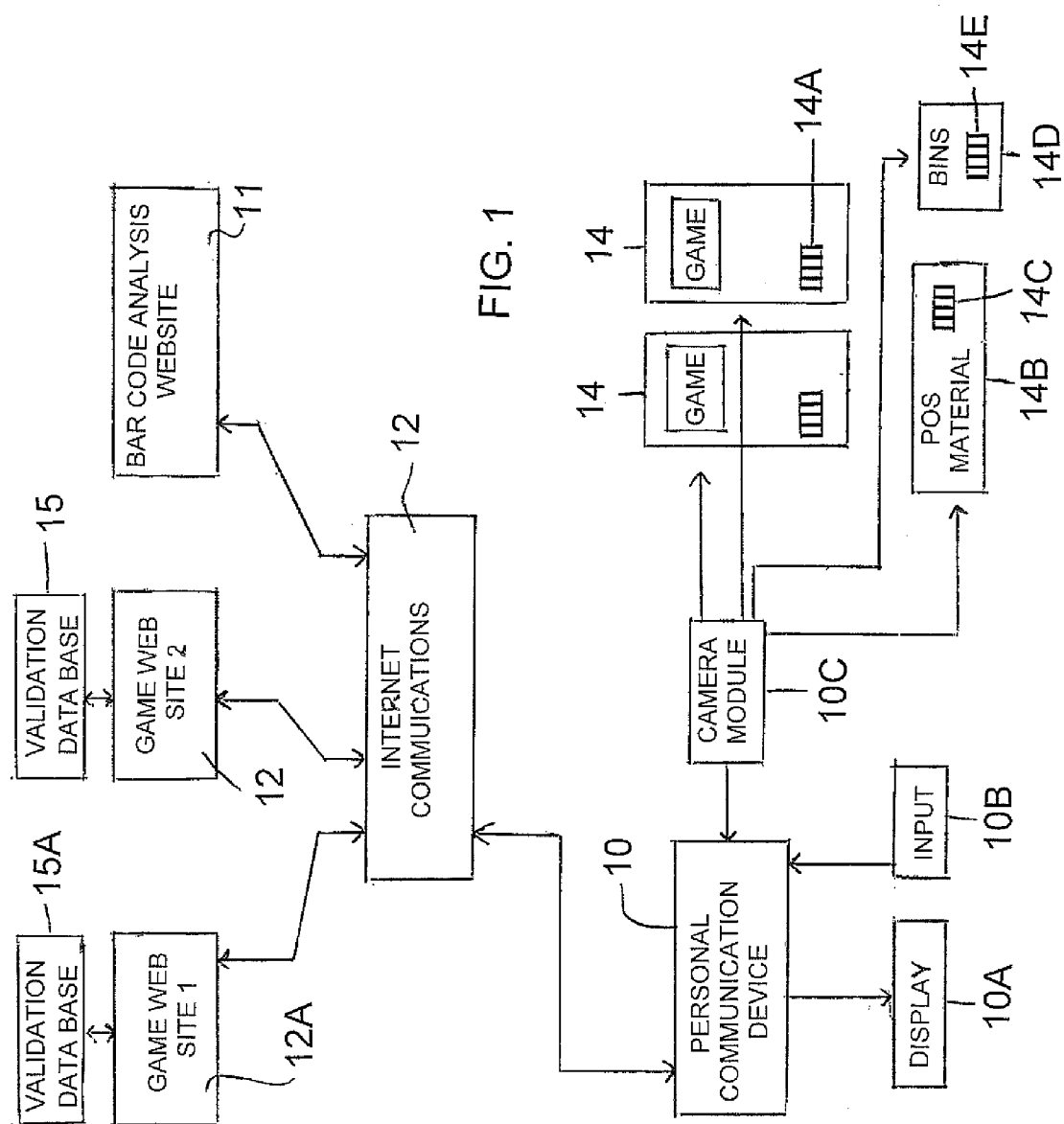
(19) **United States**(12) **Patent Application Publication**
Bettcher et al.(10) **Pub. No.: US 2010/0304828 A1**(43) **Pub. Date: Dec. 2, 2010**(54) **GAME TICKET WITH A RELATED WEB SITE****Publication Classification**(76) Inventors: **Nancy Bettcher**, Winnipeg (CA);
Michael John Brickwood,
Winnipeg (CA)(51) **Int. Cl.**
A63F 9/24 (2006.01)(52) **U.S. Cl.** **463/17**(57) **ABSTRACT**Correspondence Address:
ADE & COMPANY INC.
2157 Henderson Highway
WINNIPEG, MB R2G1P9 (CA)

Lottery ticket games are enhanced by providing a web site related to the lottery game and by causing a purchaser or potential purchaser of a lottery ticket to take an image of a bar code related to the lottery game using a camera module of a personal communication device such as a cell phone for communication with the web site. Thus the bar code is analyzed to determine the web site and further data from the web site is communicated to the cell phone. The data may relate to the winning or losing status of the particular ticket, may include data for additional games or may be of a promotional nature. The data can also be provided on other material and may act as an incentive to the retailer rather than the purchaser.

(21) Appl. No.: **12/783,791**(22) Filed: **May 20, 2010****Related U.S. Application Data**

(60) Provisional application No. 61/180,968, filed on May 26, 2009.





GAME TICKET WITH A RELATED WEB SITE

[0001] This application claims the benefit under 35 U.S.C. 119 of Provisional Application 61/180,968 filed May 26 2009.

[0002] This invention relates to game ticket with a related site and a bar code which is read by a personal communication device such as a cell phone of the player to communicate with web site to obtain from the site additional data relating to the lottery game.

SUMMARY OF THE INVENTION

[0003] It is one object of the invention to provide an improved game including a game ticket which can be improved by communicating features to the purchaser/player.

[0004] According to one aspect of the invention there is provided a method for playing a game comprising;

[0005] providing a series of game tickets to be purchased and played by individual purchasers of the lottery tickets;

[0006] establishing a web site related to the game;

[0007] providing on each of the tickets an associated bar code which contains data identifying the game and the web site related thereto;

[0008] receiving from a purchaser or potential purchaser of a ticket an image of a bar code related to the game taken by a camera module of a personal communication device;

[0009] analyzing the bar code to determine the web site associated with the game;

[0010] and enabling communication through the Internet between the personal communication device and the web site in order to communicate further data from the web site to be transmitted to the personal communication device.

[0011] The game provided on each ticket may be for prizes both monetary and product related or may be merely for entertainment where no gambling or prize is involved. The type and value of any prizes can vary widely. The games may be predetermined, otherwise known as "instant win" tickets or may include elements of skill or chance. The games may include a scratch-off-coating which is convenient and effective particularly for instant win type game tickets, but other types of games which do not include scratch-off may be used.

[0012] The games concerned are preferably instant win type games where the result is entirely predetermined, since such games are generally preferred in a lottery situation in order to ensure that the total winnings is predetermined. However the present invention is not limited to the type of game to be played and can include probability or other games which include game indicia covered by a scratch-off coating.

[0013] The construction may also be used in situations where the main objective is for other purposes than gambling such as in promotional games or games of fun for children or others where no gambling or prizes are involved.

[0014] Many such tickets are used directly in a lottery situation so that the tickets have no other relevance other than the playing of the lottery or game by which the player may win monetary or other prizes as part of the lottery or gaming situation.

[0015] However more attention has been recently given to the use of such tickets as promotional items used by manufacturers of other products to enhance the sale of the product.

[0016] The scan method could be used to win free merchandise prizes, discount certificates for subsequent purchases, etc.

[0017] Preferably the personal communication device is a cell phone, but other communication devices carried by and used by the individual involved can be used such as small computers and the like.

[0018] In one aspect it is the purchaser of a lottery ticket that is caused to take an image of the bar code on the ticket using the personal communication device.

[0019] In this case, the data communicated may relate to a winning or losing status of the lottery ticket in the lottery game.

[0020] In this case, the data communicated may relate to a prize amount of the lottery ticket in the lottery game.

[0021] In this case, the data communicated may relate to a second chance game to be played by the purchaser.

[0022] In this case, the data communicated may relate to entry of a losing ticket into a second chance game.

[0023] In this case, the data communicated may relate to a multiplier feature by which a prize won on the lottery ticket can be increased.

[0024] In this case, the data communicated may relate to an option of the purchaser to register for a second prize based on a sweepstake and can be used to facilitate communication regarding a progressive-style of game/jackpot.

[0025] In this case, the data communicated may provide extra play symbols for use in the game on the ticket.

[0026] In another case, the data communicated may relate to a cross-promotion, such as an option to purchase a next ticket, an option to purchase a partner product or a coupon.

[0027] In another arrangement, the purchaser or potential purchaser of a lottery ticket may take an image of a bar code on point of sales material at a point of sale location of a retailer to provide an incentive to the retailer to provide the point of sale material.

[0028] In yet another arrangement, the purchaser or potential purchaser of a lottery ticket is to take an image of a bar code on an empty supply bin at a point of sale location of a retailer to provide an incentive to the retailer to maintain bins filled.

[0029] In yet another arrangement, the data communicated may relate to information to help players locate tickets that are close to sold out with top prizes still remaining in game and locations that still have those tickets.

[0030] In yet another arrangement, the data communicated may relate to a retailer promotion such as data which acts to extend a payment date for the retailer.

[0031] The site may be a web site and the data communicated through the internet or the site may be a separate server with the data being communicated through electronic communications using email or text messaging.

[0032] The bar code may be covered or uncovered. In the case of a covered bar code the covering, either scratchoff or paper must be removed prior to usage.

BRIEF DESCRIPTION OF THE DRAWINGS

[0033] One embodiment of the invention will now be described in conjunction with the accompanying drawings in which:

[0034] FIG. 1 is a schematic illustration of the components used in the method according to the present invention.

[0035] In the drawings like characters of reference indicate corresponding parts in the different figures.

DETAILED DESCRIPTION

[0036] The system described herein uses the internet **12** for communication between a Personal communication device **10** such as a cell phone of a purchaser or potential purchaser of lottery tickets, a bar code analysis website **11** and a selected one of a series of game web sites **12**, **12A** etc.

[0037] The cell phone **10** includes a display **10A**, an input **10B** and a camera module **10C**, as is well known to persons skilled in this art and generally.

[0038] A lottery game includes a series of lottery tickets **14** for a lottery game to be played by individual purchasers of the lottery tickets with the game being managed by a program at the web site **12**. The program has access to data related to the game including data identifying winning and losing tickets from the bar codes printed on those tickets.

[0039] Thus each lottery ticket has an associated bar code **14A** which contains data identifying the lottery game concerned and the web site **12** related thereto and which contains data identifying the specific lottery ticket.

[0040] The lottery game also includes promotional material **14B** which is transmitted to retailers for local promotions which includes a bar code **14C** and selling containers or bins **14D** which include a bottom bar code **14E** which becomes exposed when the supply of the tickets contained in the bin is depleted and requires replenishment. The bins may be free standing or may be those used in vending machines and may include any supply bin visible to the customer which requires replenishment by the retailer.

[0041] In use of the system, the purchaser of a ticket or a potential purchaser of a ticket operates the camera to take an image of one or more of the bar codes related to the lottery game using the camera module **10C** of a personal communication device **10**. A program at the cell phone acts to transmit the image to the web site **11** where it is analyzed to determine the data. This data includes data defining the game and the web site associated with the game together with the specific code number of a ticket where the bar code scanned is on a specific ticket.

[0042] A program operates to control communication between the cell phone **10** and the web site **12** to communicate further data from the web site to the personal communication device.

[0043] The analysis of the bar code can be carried out at a separate dedicated web site or can be carried out at the site **12** or **12A**. The personal communication device in either system has a program by which the scanned image of the bar code is communicated to the required web site for analysis which is either site **11** or site **12**, **12A**.

[0044] This data can be used in a number of arrangements as follows:

Category 1 Use of mobile device bar code link for prize verification.

[0045] The Player captures image of ticket's bar code on the ticket with the camera on their mobile device (phone, blackberry, etc.). The Player sends this image using the communication systems to the lottery website for verification of the ticket. The Player receives an email, web page or text message in response with the winning status and optionally the specific prize amount. The system can be used with printed instant tickets and also with displayed on-line tickets. In this way the system acts as a ticket checker to determine the win/lose

status of the ticket. This acts as a safeguard and convenience for consumers, and a tool for enhancing retailer satisfaction and expanding the retailer base. The retailer benefits in that one of the biggest obstacles to signing new retailers is the retailers' belief that their staff will be tied up checking tickets for lottery players rather than focusing on other, more profitable tasks. Thus the amount of checking at the retailer location can be reduced by this ability of the purchaser to check on line using the bar code imaging system.

[0046] The web site **12** or **12A** must link up to the lottery's validation data base as shown at **15**, **15A**. It is necessary to provide secure communication to the data base **15** to overcome security issues/sensitivities. The complexity of the bar code is selected so that it can be decoded by the site **11** on receipt of the image. This may require less complex bar codes to be used in the lottery ticket to meet the standards available. Category 2: Use of mobile device bar code link to provide additional play or value/game features for players.

[0047] Select games are arranged to offer players the opportunity to send in the bar code image from non-winning tickets for entry into second chance drawings. Lotteries can target specific games for promotions. Examples include:

[0048] Cross promotions where the player sends the bar code to the lottery website and gets a communication back worth \$0.50 off next ticket or partner product (for example free coffee, admission to movie, etc.)

[0049] Core games (for example. Bingo, Crossword) where the bar code is used to provide data defining extra play symbols, numbers, a multiplier or doubler feature etc.

[0050] Progressive jackpots where the lottery game includes a progressive prize component that grows as more tickets are sold. The prize is awarded in a sweepstakes-style of draw. This can be arranged to "roll over" to a future draw if that ticket was not sold/claimed.

[0051] The entry into a second chance game, either for losers only or for all tickets purchased represents an excellent value-added feature for licensed games and other high margin products. This feature can be tied into a player's club feature for collecting points.

[0052] The concept of a prize multiplier which increases the prize won on the physical ticket provides a value-added game feature. The prize validation can be carried out in various ways, for players only win the multiplied prize if they go through the process of scanning the bar code and visiting the website. Another reason to go through the process if imaging the bar code and entering the site can be for added entertainment value.

[0053] The ability to enter a second prize sweepstake which is a progressive style game provides a good, value-added game feature for a progressive jackpot which will grow as more tickets are entered, etc.

[0054] The use of the image to obtain extra play symbols to be used on the physical ticket provides an added game feature for mature core games like Bingo and Crossword. It also differentiates the games using the invention from competitors' games.

[0055] Cross promotion allows ticket holder to obtain a ticket from a different game, partner product or coupon is an opportunity for lotteries to develop partnerships with retailers and/or other consumer goods producers for cross-promotional opportunities and traffic builders.

Category 3: Use of mobile device bar code link to provide incentive for retailers to support lottery initiatives.

[0056] Potential retailer programs/promotions could include:

[0057] Providing the bar code on point of sale materials found in the store where each customer that shoots it gets a different message or code. This can be used as a traffic builder for retailers.

[0058] The intent of this is to assist lotteries with the challenge of getting POS placed at retail.

[0059] Providing the bar code on empty ticket bins acts to motivate retailers to keep bins full. Thus, if a player shoots a bar code exposed on an empty bin, they get a discount or other incentive. This acts as an incentive for the retailer to maintain bins filled as the lottery can track such retailer incidents.

[0060] The data can also be used to help players locate games containing tickets that are close to sold out with top prizes still remaining in game. That is the player can scan the bar code on another ticket, point-of-sale item or lottery website and the transmitted data supplied to the cell phone to be displayed on the display screen can include locations that still have those tickets. This serves as a valuable source of information for consumers, and may help lotteries move inventory of older games.

[0061] Since various modifications can be made in my invention as herein above described, and many apparently widely different embodiments of same made within the spirit and scope of the claims without departure from such spirit and scope, it is intended that all matter contained in the accompanying specification shall be interpreted as illustrative only and not in a limiting sense.

1. A method for playing a game comprising;
 - providing a series of tickets for a game to be purchased and played by individual purchasers of the tickets;
 - establishing a site related to the game;
 - providing on each of the tickets an associated bar code which contains data identifying the game and the site related thereto;
 - receiving from a purchaser or potential purchaser of a ticket an image of a bar code related to the game taken by a camera module of a personal communication device;
 - analyzing the image of the bar code to determine the site associated with the game;
 - and enabling communication between the personal communication device and the site in order to communicate further data from the site to be transmitted to the personal communication device.

2. The method according to claim 1 wherein bar codes relating to the game are also provided on other materials related to the game and the image received can be from a ticket or from the other materials.

3. The method according to claim 1 wherein the bar code contains data identifying the specific ticket.

4. The method according to claim 3 including providing for the lottery tickets a data base of ticket validation information

and wherein the data communicated from the site relates to a winning or losing status from the data base of the ticket in the game.

5. The method according to claim 3 including providing for the tickets a data base of ticket validation information and wherein the data communicated from the site relates to a prize amount of the ticket in the game.

6. The method according to claim 1 wherein the data communicated from the site relates to a second chance game to be played by the purchaser.

7. The method according to claim 4 wherein, in the event that the data communicated from the web site relates to a losing status of the ticket in the game, the data communicated from the site includes entry of the ticket with the losing status into the second chance game.

8. The method according to claim 1 wherein the data communicated from the site relates to a multiplier feature by which a prize won on the ticket is increased.

9. The method according to claim 1 wherein the data communicated from the site relates to an option of the purchaser to register for a second prize based on a sweepstake.

10. The method according to claim 1 wherein the data communicated provides extra play symbols for use in the game on the ticket.

11. The method according to claim 1 wherein the data communicated from the site relates to a cross-promotion with another product.

12. The method according to claim 1 wherein the data communicated from the web site relates to an option to purchase another ticket.

13. The method according to claim 1 wherein the data communicated from the site relates to an option to purchase a partner product.

14. The method according to claim 1 wherein the data communicated from the web site relates to a coupon.

15. The method according to claim 1 wherein the data communicated from the site is arranged to provide an added entertainment value to the player.

16. The method according to claim 1 wherein the data communicated from the site relates to information concerning prize tickets still remaining in the series of lottery tickets.

17. The method according to claim 16 wherein the data communicated from the site relates to locations that still have those tickets.

18. The method according to claim 1 wherein the data communicated from the site relates to a retailer promotion.

19. The method according to claim 1 wherein the site is a web site and the data is communicated through the internet.

20. The method according to claim 1 wherein the data is communicated through electronic communications using email or text messaging.

* * * * *