

Introduction

The following confidential subject matter pertains to a proprietary, online, intuitive, direct targeted advertisement and product placement gaming system currently known as **FanAdClic™** from inventor John L. Coulson and Inter-Sphere Productions Inc.

FanAdClic™ will feature visible (often translucent) and hidden Ad objects used in gaming, interactive videos, and other varied online immersive and interactive media content. With FanAdClic™, user experiences are never interrupted by traditional outdated advertising delivery platforms, which can be bombarding, interruptive, and often mood spoiling 15–30 second commercial breaks like those on sites such as YouTube that directly interrupt the main content being viewed, and or listened to by the User.

As an example application of this technology, the first section of this document will focus on the application of FanAdClic™ as it relates to our proposed gaming studio productions, starting with “The Hunt for Red, the Ragin Contagion!™” and “Where’s Rudy?™”. We then follow up with a more detailed description of the invention and its potential market applications beyond gaming.

I. The Challenge

How to deliver innocuous interactive sponsored advertising content to users during online game play, and to internet simulcast viewers of multi-media content (movies, social media sites, web pages, etc.) that does not hinder their viewing or game play experience? Through the integration of new advertising methods and services that will not otherwise distract them from that with which they are already familiar. Simply put - how do we make online advertising fun, engaging, and profitable universally?

II. The Technology

FanAdClic™ is the game within the game that plays out like an interactive Ad treasure hunt, and is the polar opposite of obtrusive and invasive. During game play gamers are offered a series of preprogrammed Ad objects that randomly appear and disappear. These Ad tokens are interactive and gamers score points for collecting them. Sponsored Ads are now of great value to users, and not an irritating intrusion. This interactive Ad system will lead millions to winning sponsors’ swag, bling and cash rewards just for the fun and privilege of blowing up, or shooting down their Ads.

Advertisers and Sponsors

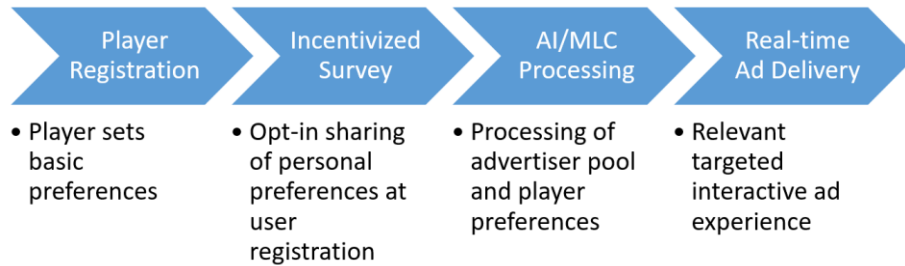
Get your message out to billions through our innovative marketing and advertising strategies with FanAdClic™, a proprietary and non-interruptive bait click Ad placement system. Don’t look away from your screen or you just might miss your chance to win!

Throughout game play hidden objects randomly appear and disappear. The object is for the gamer to interact with these randomly generated Ad tokens as they appear. To meet IAB (International Advertising Bureau) standards, users have one or more seconds to interact with and collect an Ad token before it then disappears. Once collected, Ad tokens are stored in a player’s depository for later user interaction and sponsor promotion.

Drawn from a pool of contracted advertisers, in-game Ads are added and randomly changed in real-time and in accordance with a user’s specified needs and wants as determined by their preferences – voluntarily provided at registration - and then by our AI component.

FanAdClic™

Interactive Ad display will be augmented by an AIMLC (Artificial Intelligence Machine Learning Component) and woven seamlessly into the experience as gamers play. These brief messages appear in the form of interactive game objects, icons, Avatars, masking filters, animated GIFs, etc., with their visual presence based on brands and characters of licensed advertisers and sponsors, and are meant to enhance a gamer's performance and experience – not detract from it.



The system delivers scripted sponsored advertising in real-time, and changes Ads on the fly according to recommendations made by the AIMLC, based on user-provided data and their online activities. These Ads are dynamic and/or static presentations of a sponsor's brand, logo, or game object character, and literally any interactive item constructed and displayed on a computing system.

Hidden objects will feature, but not be limited to featuring, 3D shapes based on a given sponsor's brand, logo, or character-based licenses. This design enables multiple advertising brands to be seen simultaneously. Over time, and as Ads change due to AI influence, the system will learn which Ads are best presented to a given user.

To optimize Ad impressions well beyond standard thresholds for consumer acceptance, as users interact with primary Ad token game objects, Ad-related satellite objects are released from within these primary objects. In "The Hunt for Red, the Ragin Contagion!™" and "Where's Rudy?™", players shoot vaccine weaponry at coronaviruses to blow them up. In this scenario perhaps 10 or 20 of the virus's 120+ spikes will contain varied Ad tokens that shoot out rapidly in all directions as the virus is destroyed. The more Ad tokens the player collects, the more swag and bling they qualify to win. In essence, Ad tokens are dressed up as game characters.

Non-hidden Ad token objects also randomly appear or become superimposed/lit up momentarily during game play and the object for players is to collect as many of these objects as possible for redeemable points, i.e. an athlete's shoes, hat, or jersey will randomly lite up during game play, live or virtual. Additional audio cues are included to trigger players to pay attention to a pending Ad token event.

To collect and track these hidden and non-hidden game objects, registered users/gamers who have established a personal social media account on our system, or a related gaming system, are issued what appears to resemble a bingo play card. Instead of collecting bingo numbers for this card, users/gamers collect the Ad tokens that they have interacted with during game play.

Collected Ad tokens from network sponsors are stored in the user's account and displayed for future interaction on their bingo card. Although the object of FanAdClic™ is to find and collect as many Ad tokens as possible, like any good game, some collectable interactive objects will be rarer than others, thus harder to find and harder to capture.

FanAdClic™

Attempting to fill and finally completing a bingo card redeemable for prizes is what will keep them coming back to play, thus resulting in reduced churn and higher user/gamer retention.

A full FanAdClic™ bingo card prompts the system to automatically issue swag and sponsored bling, i.e. t-shirts, hats, coupons, clothing, trips, mugs, coupons, etc., from a related sponsor. On our network these items and Ad tokens will become valuable as they can also then be traded between users. As added incentive, users who access these cached Ad files on their bingo card after a gaming performance will find that if they further click on a sponsor's brand that they often contain secret surprises, as well as further discounts on merchandise, coupons, credits, etc., serving to extend brand exposure and converting impressions to sales.

How does a bingo card become full? As direct targeted Ad tokens are engaged with during game play they are stored and displayed in the user's FanAdClic™ user account Ad Depository. As gamers will interact with multitudes of a sponsor's brand as they progress through the game, at first these brand impressions on their bingo card will appear as translucent (see through).

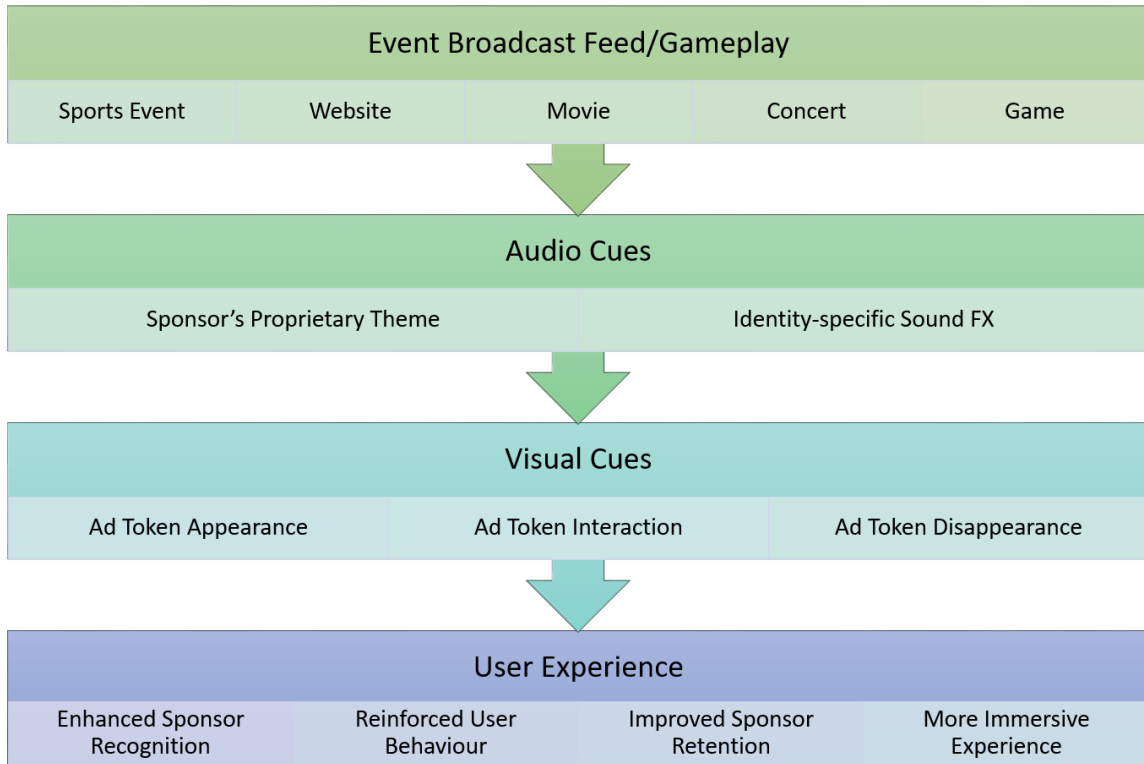
Each time a gamer captures a corresponding Ad token the translucent item on their card begins to fill in. It might take as many as 100 or more captures on a single brand over many days of game play before a bingo card brand space turns from translucent (see-through) to opaque (solid). This info is also stored as analytics for future review by sponsors. Ad impressions are calculated each time a sponsor's brand Ad token is captured. Further impressions are calculated when and if gamers/users access their bingo card and begin to interact with the Ad token game object items that they have collected over time. Sponsors will set thresholds and establish rewards schedules based on points scored by gamers – the number of Ad tokens collected over a specified time period.

If users neglect to collect an active displayed Ad token as it appears, and before it disappears, it might just be that one last item needed for them to cash in. As a result, users may have to wait a considerable amount of time before their badly needed Ad token randomly appears again. This interaction does not take gamers away from the focus of their game, instead it causes users to stay focused on their displays as alternative Ad game objects are presented in the manner described. This method serves to train users to always focus on the viewport, and if they don't, Ad tokens will appear and disappear and gamers will miss the opportunity to collect them.

Line of Sight (LOS) tracking methods can be leveraged by this system such that it can be used to entice, then influence, a user's focus to shift from one point in the viewable area to any other point that they might not have otherwise focused on during normal gameplay. Used in conjunction with ray tracing technologies, this method of causing users to look where they might not otherwise look will track impression time, increasing Ad impressions even in low threshold screen sections that can then be billed back to advertisers and sponsors. FanAdClic™ better utilizes all the available viewing space to make advertising more profitable and less obtrusive, impression after multiple impression.

Audio cues are also leveraged to maximize impressions and player focus. Network broadcast sporting events demonstrate audio cues better than most productions: at the end of a series of plays, when the broadcast focuses on the announcers, a musical melody often begins to play subtly in the background. For the mass viewing audience this has become an effective trigger for them to get ready to run to the fridge, or order on the phone to buy and use the sponsors products being presented, all before play resumes.

FanAdClic™



FanAdClic™ assigns a specified/proprietary sound to a sponsor's Ad token within a game environment, and other online media services, and users will learn to associate these sounds with potential reward-offering Ad tokens that are about to appear and/or disappear while they play games or interact with other online content.

Each time a player/gamer inoculates, shoots down, runs over, clicks on, or blows up an active Ad token game object, an assigned sponsor's sound is activated. This sound activation is designed to reinforce the visual cues and serves to bring a user's focus back to their display screens should they find themselves looking elsewhere/off screen.

These audio cues serve to extend a given sponsor's Ad impressions. If a user hears a sound that directs their attention to a certain object or point on a screen—and that point is incentivized—users will learn to stand at attention to hear these sound cues that give them an opportunity to collect further Ad tokens and cash in.

Future applications – Smart TV systems can use this technology to enhance broadcast TV in the same way as it does for streamlined internet broadcasts. As many network programs, such as CNN news broadcasting or pro sports events, depict message boards, this tech turns those message boards in to interactive menus full of choices and opportunities to get more programming info and game stats, and also to collect sponsor Ad tokens while consumers watch a live and/or recorded program or game event.

This technique will stand out especially well for those using 3D sound surround technology, speakers systems, or headphone systems.

In addition to FanAdClic™, integrated into all of our games is the Bubble Wrap app™. The Bubble Wrap app™ is an opt-in geo-location trace app to be explained in a separate document.

In short, kids and adults are encouraged to download and use the Bubble Wrap app™ to protect themselves and those they love, those they want in their Bubble. Both the games and the Bubble Wrap app™ are incentivized through integration of FanAdClic™.

Generating revenue

In addition to contracts with advertisers and sponsors for Ad impressions, FanAdClic™ also earns a percentage for each item ordered through the AI-driven ordering system. Users get food and beverage while having fun and being educated playing games, watching movies, or just surfing the web. Advertisers get their messages out in innovative fashion, and we get paid.

Through an array of Ad tokens sponsors will pay for each impression within a threshold. Like pieces of a puzzle, a user may see one or more almost identical Ad impressions during an entertainment session. This way Advertisers can populate the game with multiple hidden and non-hidden Ad objects, i.e. as the gamer blows up a virus and it sheds its 120 spikes, each single spike then resembles licensed brands. The user is now drawn to these multiple high value targets and enticed to capture them. They won't get them all in the first pass, and only a limited number of these Ad tokens hold a higher value than their almost identical counterparts, but which one? Players have to try and collect them all to find out. In this manner, multiple sponsors can be placed inside of a single interactive gaming object with some, as stated, being of more value to gamers than others. But what about the next target, and the millions more after that? And on it goes.

Strategically-created Ad tokens will cause multiple non-obtrusive Ad impressions where normally only one static or dynamic Ad may appear. This is of great value to Advertisers as these Ads now have an attached value in the game, and they would soon become a welcome sight as opposed to an obtrusive one during game play.

This system has all the standard online advertising features such as impression tracking, real-time Ad scheduling (insertion) and reporting, processing software and billing features, including but not limited to an auto-pay, auto/instant rewards system for users, and of course real-time Ad placement technology tailored to each user's registered preferences.

Additional value and impact is provided by direct targeted marketing to users in the language (spoken and written) of their choice. As an example, imagine five players, each originating from different locations on the planet, are in Los Angeles playing the game as a MMOG-style eSports event. Each gamer experiences the same playing field but in each field the advertisements and notifications are not only delivered in their own language but also, each of the five would likely be viewing a different Ad drawn in real-time from the sponsors Ad pool, based on the information they provided when they first signed up.

The first games from Mirror Mirror – Off the Wall productions studio purport to also use licensed celebrity guest stars as both live guests and/or programmed in-game character objects that make scripted commentary during the game designed to either assist or hinder gamers as they play. Celebrities will make ongoing live appearances, (masked with filters or as themselves) or as ongoing programmed roles in the form of their programmed Avatars, both as villains and as heroes. In these instances celebrity appearances, live and/or virtual, will also be disguised as interactive Ad mechanisms.

Shoot or run over a villainous celebrity character, and much like any game object to be collected, it will *blow up real good* and from inside will emerge more Ad tokens meant to be collected by shooting at each game object, shooting a vaccine weapon at it, running it over, hovering over it, clicking on it, etc. This exciting new game element serves to attract and retain users and fans, grow our user and fan base organically, and pay our celebrity influencers, while also paying us.

FanAdClic™ is a cooperative, non-linear game add-on pack that promotes advertising tailored to a user's preferences – that is displayed to that specific user – although every other gaming element is shared, i.e. advertising will bear different messages and different languages depending upon a user's stated personal preferences.

From [Wikipedia](#): Nonlinear game play “will allow for greater player freedom than a linear game. For example, a nonlinear game may permit multiple sequences to finish the game, a choice between paths to victory, different types of victory, or optional side-[quests](#) and [subplots](#). Some games feature both linear and nonlinear elements, and some games offer a sandbox mode that allows players to explore an [open world](#) game environment independently from the game's main objectives.”

Interactive Food, Beverage, and Merchandise ordering and delivery

FanAdClic™ also features an interactive food, beverage and merchandise ordering, delivery and payment system connected in the online environment managed through a GUI interconnected by users who open accounts on this system.

One challenge with kids and the long hours they play video games? Simply put, they do not eat properly nor at the most optimal times to sustain good health.

The auto ordering system works two ways:

1. During game play and while still playing users can interact with an intuitive interactive ordering system
2. During game play and set on an auto timer system, the AI component that drives the ordering system will remind users it's time to order some food

When the food and beverage portion of the ordering system is summoned during game play, the AI chooses from a pool of advertising Sponsors who are located within close delivery distance of the user. This dynamically created list might include, but is not limited to local services for takeout food, and/or for liquor/beer/wine and junk food delivery, etc.

The AI-driven ordering system may appear, but not be limited to appearing, as an interactive menu board whereby users might shoot lasers at the menu items to expose their prices and trigger an ordering function. This method might also expose hidden Ad tokens that a user can attempt to collect as they interact with a sponsor's menu.

The AI-driven ordering system also comprises of an online payment system linked to a user's credit account. In this manner they can continue game play while ordering take out delivery services from local vendors and be automatically debited through a secure payment system.

FanAdClic™

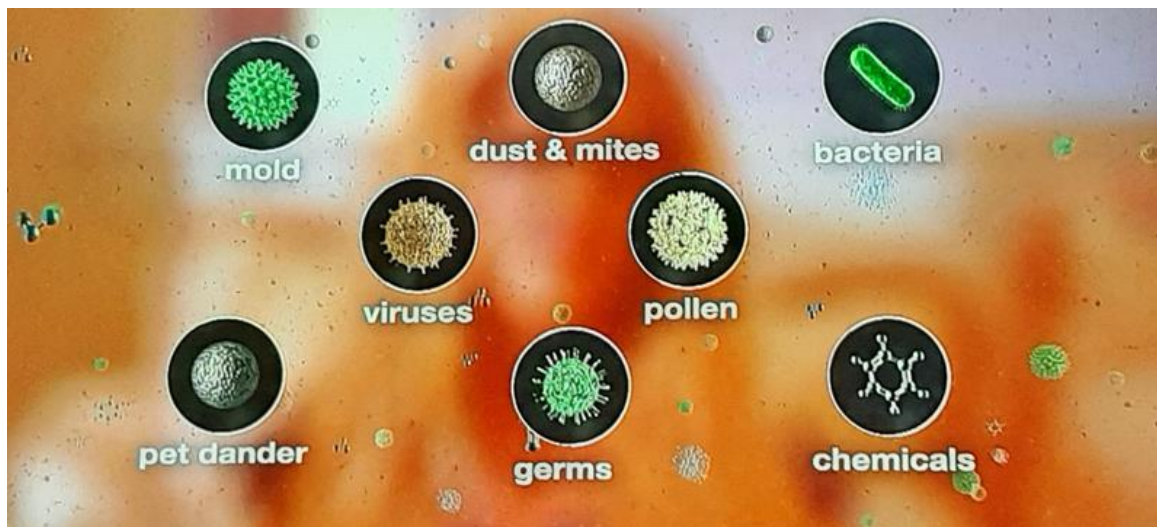
FanAdClic™ is also directly tied to online stores featuring drop shipping, such as those hosted by Shopify. Collect enough Ad tokens and cash them out in our – or a partners – online store well-stocked with sponsors’ products and services.

FanAdClic™ 2.0 – The App for commercial internet use

FanAdClic 2.0 – The App is a downloadable app for mobile (Android, iOS), PC, smart devices or consoles that turns any website or web content into an interactive advertising medium. Now when users visit a site and view advertising they can interact with it, allowing them to collect Ad tokens just as they do during game play. Standard web advertising that flanks web pages poses a non-trivial risk of spyware and viruses. FanAdClic™ interactive collectable Ads will set a new industry standard for impression engagement and advertising integrity.

This technology can be applied to all first-person shooter (FPS) style games, other games and myriad online media that have interactive objects that can be collected by being destroyed/shot/run over/clicked on/hovered over, etc., as a way of accumulating points in a game or through general use of a computer ecommerce software system, video presentation or static display. This will generate licensing opportunities well beyond the scope of our games and trace app.

As demonstrated in the graphic below, for FanAdClic™ and starting with “The Hunt for Red, the Ragin Contagion™”, and “Where’s Rudy™”, the Ad token game object possibilities for characters are endless and of public domain. These myriad types of game characters will be modified for use to educate children in an innovative gaming environment while they have fun, and everyone profits!



Benefits of FanAdClic™

- “FanAdClic™” is a proprietary new form of Clickbait Ad placement which enhances, rather than detracts from, game play and internet surfing in general such as watching movies and perusing innumerable websites for ecommerce and or entertainment
- A proprietary advertising program that delivers scalable real-time sponsored content to any gamer or fan, regardless of geographical location or language, suitable for multitudes of third party licensing agreements

- Enables fans to hover over, click on, shoot down, run over, smash into, and otherwise interact with sponsors' Ad links as they subtly and almost imperceptibly appear and disappear randomly during a gaming or any online session
- During a user's performance, Ads based on a fan's/user's likes and needs, as defined by them during the registration process are complemented by an Artificial Intelligence Machine Learning Component that learns a user's habits and automatically adjusts targeted Ad content to their devices
- Enables users to instantly win and/or be assigned prize awards in the form of coupons or credits that can be printed or redeemed online for merchandise and services such as those provided by potential sponsors
- Code is written so that the online gate (*User Fees*) will be proportionally and instantly paid to all parties in the payment chain, reducing paperwork and decreasing year-end expenses
- Registered users and fans will have the option to establish a personal encrypted online account with FanAdClic™, and will have the option to trade, or sell for cash, bitcoins or credits, the prizes they earn and win, except where prohibited by law
- Ad tokens linked to games and other online media environments directly target interactive Ad content to users that may also include, but not be limited to, e-maps, local business, restaurant and delivery services, coupons and other pertinent info such as content delivered in preferred languages, written, and/or spoken
- "FanAdClic™" can be integrated into educational content for both kids and adults making their experience fun and potentially profitable
- Advertisers can deliver myriad branded content in a variety of ways at a density threshold well above what which would normally be acceptable by consumers
- Provides complementary revenue streams for any game and myriad online content through advertising and sponsor agreements and interactive food, beverage, and merchandise ordering, delivery, and auto payment and debit services, and onsite drop shipping of sponsored products
- Decreases churn while serving to organically grow and exponentially expand the user base
- "FanAdClic™" 2.0 - The App converts ordinary web content and games into engaging profit-generating, interactive Ad content compatible with Android, iOS, PC, and all mobile and smart devices

III. Detailed description of the Invention

The Problem

Traditional blanket advertising methods have very low conversion rate percentages, most are in the low single digits [[link](#)]. An internationally broadcast advertisement in Canada and the U.S. may result in as few as 3-4 people viewing the ad for every 100 impressions. These small numbers suggest that 97 people out of 100 are oblivious to or simply annoyed by the Ad. Why?

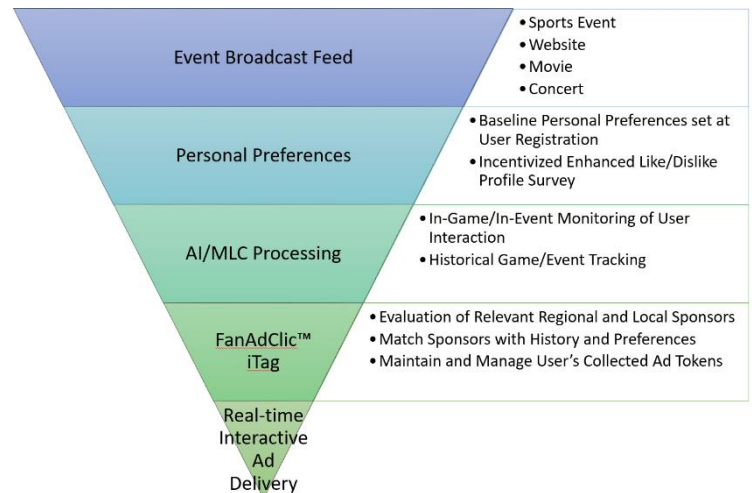
FanAdClic™

Many of these messages are for products that not everyone buys or needs and often consumers just do not want, nor do they appreciate seeing them while surfing and gaming. Additionally, many are presented at inopportune times, like personal hygiene product advertising during meal times, or war game Ads on Saturday mornings, or new and used auto ads after school.

Bombardment advertising – the same ad repeated several times in one presentation – often leads to high churn rate. While 3% of some very large number is potentially good, why anger the other 97% when you can cater to them one at a time on an individual basis? Ultimately, high volume blanket advertising methods turn away more viewers than they gain.

The Solution

The “Intuitive Targeted Advertising Game” concept (i-TAG™) – aka FanAdClic™ – involves an innovative AI-driven machine learning advertising concept that targets and delivers in real-time, interactive Ad content from a pool of licensed sponsors to users and consumers based on their personally chosen advertising preferences and geographic location. Once a user account baseline has been established the AI then complements this information by adjusting the delivery content to present relevant info to users as their wants and needs change over time.



In the form of interactive game objects, FanAdClic™ provides incentives for users and fans alike to collect Ad tokens in a proprietary method so that they may win cash and prizes to purchase or redeem for goods and services. All this and more as they enjoy playing their favourite online games, watch their favourite movies, or pro sports team, or concert event, racers race, ride, fly or swim, and myriad other online competitions and activities whether live streaming or as a pre-recorded online simulcast event, or static or dynamic website presentation such as numerous ecommerce, social and media sites.

FanAdClic™ actively engages consumers as it exploits a current niche in the field of online advertising, making way for a more direct-to-consumer marketing and advertising platform that reaches consumers at, near and around where they live, work and play without interrupting their daily lives or their online activities, and for many, a profitable experience.

As described throughout, this is simply not currently possible using traditional advertising mediums such as newspapers and television. Reaching individual consumers with personalized advertising messages through internet media remains fragmented. YouTube interrupts movies and music videos. Others sites stop what you're watching without notice or proper cut in editing techniques, spam, spyware and viruses are rampant, and on it goes.

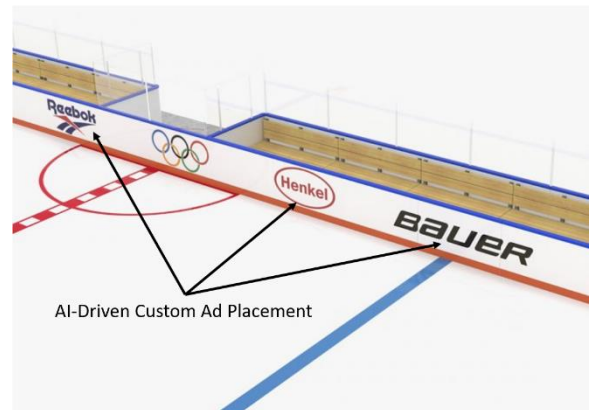
Which Ads do users receive? To narrow down advertising choices and avoid spam-like situations, when gamers register online for a new game or new users register for interactive simulcast events, they are encouraged to complete an in-depth incentivised survey.

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This survey indicates to the “i-TAG™” algorithm an individual’s likes and dislikes, what they regularly buy, do not buy, play, do not play, where they live, where they like to vacation, what they like to eat or wear and other personal information they are willing to share. This information is combined with advertiser info and the A.I. crunches the information. The algorithms indicate which real-time Ads are delivered into the online gaming or web browsing environment on a per-person direct targeted methodology.

FanAdClic™ incorporates instant rewards and messaging in a shared advertising environment that pools together an international database of regional and local advertisers whose collective buying power enables them to compete regionally on our network with larger well established corporations. An international-based advertiser database compiled of local merchants offers central server control for the delivering of direct-to-consumer individualized, targeted advertising messages and promotions. Regional or locally based advertisers pay only for those Ads of theirs as they appear. Local or regional based Ads only appear when persons within the boundaries of the advertisers’ specified targeted marketing zones and/or delivery areas are online and accessing the FanAdClic™ network.

Unlike traditional pooled advertising methods, FanAdClic™ delivers interactive direct targeted marketing messages to individuals across the globe simultaneously. I.e. in Japan an individual in a small little northern town competes on line in NHL 2021. Along with fellow regional players, the fans in the stands and boards around the ice appear to them all as being dressed appropriately for that global region. Fans, message boards, background scenes and the like all carry messages from local Japanese advertisers who own shops and offer services in that region or locale, including their contact info. In North America the same characters and surroundings simultaneously appear dressed in appropriate North American garb bearing messages of local based stores, pubs, markets, shopping malls etc. Same game, different overlay of Ad messages and background scenery targeted to specific individuals based on their current geo-location. The same premise holds true for in-game Ad token objects. For MMOG style games, and other internet content, Ads a gamer/user sees in North America will differ from Ads displayed in Asia, Europe, Africa or Australia.



How else can FanAdClic™ innocuous Ads be delivered? Even when game play or activity is halted, paused, timed out, etc., users can still interact with Ads to reveal hidden surprises, and interact with the AI-driven ordering, delivery, and payment systems. While halted, paused, or timed out, small pop-ups continue to appear that contain further localized product information and at the advertisers’ discretion, coupons or flyers for the product, service or company may be downloaded to be redeemed later as either a virtual coupon or flyer to be electronically exchanged or printed out and handed in at the respective vendors for an exchange of products, services, or predetermined discounts.

Geographical-based Ads are updated to appear current during each online session. For example, while playing a version of the [SIMs](#) you are seeing a giant TV screen in a home environment you’ve just created. Because you had previously filled out your online survey to indicate the you like “American Idol” then as you play the Sims it’s in-game television screen would display a static or dynamic commercial message reminding you your favourite show is coming on at nine tonight – your local time.

As you play on the Ads change ever few moments to deliver other dynamic content provided by your local server in conjunction with the games originating servers and true to the consumer/viewer/user's first input survey. Other Advertisers and Sponsors info might include the current special at the local market, pub or restaurant, then as nine o'clock approaches the Ad changes back to remind you that "American Idol" is on in twenty-minutes, just enough time for Jolly-Tune popcorn, whose newest Ad also just appeared in the viewport.

Overlaying or injecting advertising messages with adjustable imagery into existing multi-media content like professional sports and others to deliver regional and neighbourhood specific Ads can be done in many forms. I.e. with FanAdClic™ t-shirts and ball caps of simulated and real-time live characters and fans sitting in the stands behind home plate during the World Series can be changed to deliver any number of millions of potential direct targeted Ad messages. Gamers using an avatar that runs through a game environment might see their Nike's periodically light up. Click on them while lit and score points. During Tiger Woods golf, or a live simulcast broadcast of a pro golf match the logo on a Titleist, or Callaway golf ball might light up. Click on the glowing logo before it disappears to score additional points. The potential number for product placement possibilities is literally endless!

IV. How is this Invention Made?

MMOG games and simulcast events generally stream from central servers to local servers (Internet providers through satellite, cable, Wi-Fi, ADSL or cellular) then are delivered to users in smaller geolocations through these local ISP's. In this invention, where gamers, live or simulcast event and web content viewers would normally see static or dynamic Ad messages in the original stream from the global server, this stream is intercepted by local ISP's and integrated with local Ad content from the FanAdClic™ server. In current online game versions, areas of the game or event reserved for messaging that would normally carry Ad messages from the main server are replaced by local brands, i.e. brand logos on t-shirts, ball caps, message boards, hockey rink boards, walls and cars at race tracks, billboards, scoreboards, avatars, celebrities (live or caricatured), food and beverage menus, etc.

Initially, the original game, movie or website content from its global server streams the event out as a template. As the original stream enters the local ISP from the originating server it is split into the number of active users or viewer accounts on the FanAdClic™ network. In the case of this invention these streams are intercepted at the local ISP level, and at this level each registered account is assigned a personalized advertising package. These pre-tailored Ad packs are then passed on to local users and other interactive viewers in the form of interactive Ad content injected into their viewable and playable content, i.e. games, blogs, movies, social media sites, music services, and much more.

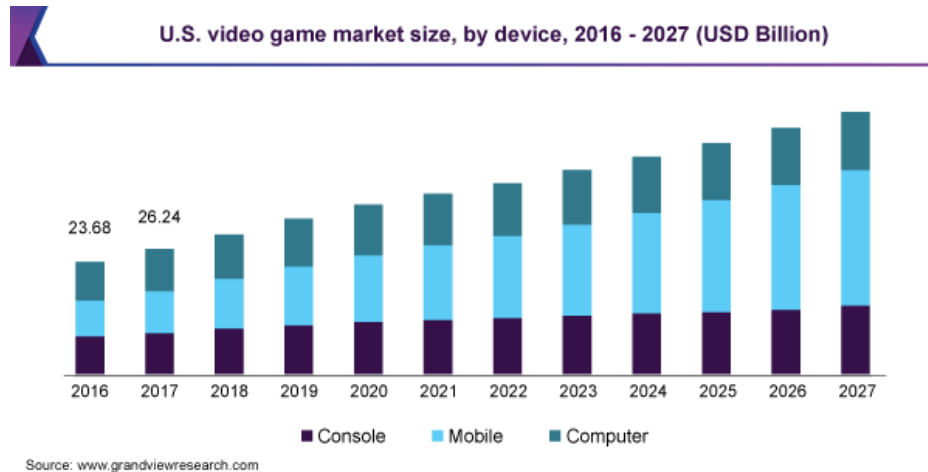
As mentioned, when the FanAdClic™ infused stream is identified at the local ISP level, direct targeted localized Ads are overlaid/injected for placement into the stream template to be served to users and viewers based on their exact geolocation. The advantage is that a local stream going out to millions of local users can contain countless millions of unique personalized advertising messages, each combined with other predetermined Ads for broadcast to each unique user or viewer currently on the FanAdClic™ network.

The FanAdClic™ system is initially centred on our two new games and a new social media platform integrated into our scalable gaming platform that is being created to educate, entertain and profit users.

Our initial endeavour to deploy FanAdClic™ globally accompanies a COVID-19 contact tracing app linked to a new forum on chronic disease control and sensible truthful advice, and our two games, “The Hunt for Red, the Ragin Contagion!™”, and “Where’s Rudy?™”. Licensing will determine how it expands from our initial use.

V. Markets Addressed

Strong growth in the global video game software market will continue in the coming years, with global revenues growing from \$46.5 billion in 2009 to over \$174.9 billion by the end of 2020, according to the Strategy Analytics report, "[Global Video Game Market Forecast](#)." This report projects increased spending on physical game software (made for console, handheld, and PC), as well as digital downloads, online subscription services, **in-game advertising**, and sales of virtual goods.



VI. Additional Comparative Benefits / Advantages

Direct targeted marketing of product placement through online game and website content manipulation benefits both advertisers and consumers. At the end of the game or simulcast presentation, online players and simulcast participants can access a database of local, regional, national and international Advertisers and download coupons and related promotional information to their network enabled computer devices.

To encourage sales these virtual coupons can be made time sensitive and coded for use by manufactures and suppliers to help them in their marketing and product sales tracking efforts.

Simply play a game or watch a movie, and interact with the Ad tokens as they appear to download the Ad to your network enabled computer device. At your convenience you may simply then show up at a sponsor’s brick and mortar location, or visit their online store where their computers will accept your virtual coupon or related promotional material for redeeming. All electronic interactions - no paper or printers required.

FanAdClic™ software offers consumers globally a reduction of traditional advertising, especially during live events, gaming, and programming situations and while simultaneously offering Advertisers new ways to stay in the game that are advantageous to Advertisers and inconspicuous or otherwise non-obtrusive and non-invasive to consumers.

Consumer-friendly, non-obtrusive, educational, profitable, scalable, globally marketable, compatible with myriad online content, innovative, real-time deployment, real-time auto upgrades, suitable for all ages.

VII. Related Background

For education, sports and entertainment, internet simulcast events are gaining in popularity. Evidence suggests that consumers have by and large moved from static viewing environments for organisations like NASCAR, MLS, NHL, NBA, and the NFL, i.e. home-based TVs sets, to mobile and PC viewing experiences through use of advanced 4G and 5G networks, 8K HD display technology, VR/AR/XR, and numerous mobile smart devices.

This presents the opportunity to create a new Ad-based revenue generating market that does away with traditional “break in the action” commercial bombardment advertising techniques, or “picture in picture/side by side” advertising interruptions. Static and/or dynamic in-game and online advertising falls short when it comes to interactivity. This is where FanAdClic™ picks up the ball and takes off running!

Direct targeted marketing in the manner proposed herein also allows the viewer to interact with live online broadcasts during the time they pause and instant replays are shown. In this way live action is never interrupted for commercial advertising. As a player, driver, diver, golfer, surfer, water skier, jet skier, snow skier, snow boarder, batter, pitcher, catcher, fielder, defenseman, quarterback, running back, safety and so on is involved in a replay situation, the online user has the opportunity to hover over the scene to expose targeted pop-up Ads local to them related to the types of goods and services they are interested in. These Ads are embedded into live players and persons, live and virtual scenes and scenery, virtual characters, masking filters, avatars, web content and game characters, and the like.

Ads on the boards in every pro sports arena are usually reserved only for huge corporations often leaving the local small business squeezed out. Dynamic advertising during online play allows small local advertisers to pool resources and compete for expensive Ad space with the big boys. This serves to get their message out to those who live, work and play near those local shops and businesses.

Other potential FanAdClic™ interactive Ad placement locations?

- On the menu of virtual restaurants
- On billboards rolling down the highway in a virtual game
- On the side of the Goodyear Blimp during a virtual football game or live NFL game simulcast
- On the billboards and inside walls that surround NASCAR and other tracks (crash into the wall to activate and collect the Ad behind it)

Pro sports stadiums, race tracks and arena message boards always carry Ads marketed to online and TV broadcast viewers. With FanAdClic™, east coast gamers playing NFL 2021 or NASCAR’s latest live action interactive game would see advertising that is region specific to them. Players participating on the west coast would see regional west coast advertising. This process can work with any online gaming event.

By pooling millions of these of small sponsors and charge them only for Ads that appear in their licensed territories small business can compete to get their message out regionally, and more to the point, they can now compete within small neighbouring boundaries with giants like Coke and Pepsi, McDonalds and Burger King, Starbucks and Office Depot for Ad impressions during a given online event.

Many games employ the use of a commentator or MC-type character. This digitalized character can be manipulated to deliver advertising through specialized speech programming throughout the course of the game, e.g. for NHL Hockey, the online virtual commentator pipes up after your wicked slap shot from the point, “What a sizzling slap shot ladies and gentlemen! It practically blew the Tacks off the goalie!” This commentary triggers the shooter’s skates to light up momentarily. Then another message, “Mmmm, speaking of sizzling, Sizzlers is cooking tonight,” and if the gamer clicks on the shooter’s skates before they fade, they can access coupons for discounts or free food items at Sizzlers, and so forth, and score Ad points by adding this brand to their bingo card.



These randomly generated Ads have a corresponding billboard Ad located somewhere else within the game. As in this example, pause or continue playing the game to find the Sizzler Ad on the boards that surround the ice, then hover over the Ad or hit it with a slap shot, and a new pop-up appears. Interact with the pop-up to download a coupon or activate the AI-driven ordering, delivery and payment system. Choose to call up the local outlet to take your online order and voila, dinner is on the way, and you don’t have to leave the game.

Shopping for new runners, t-shirts, ice skates, snowboards, jeans, ball caps, or medical supplies? Simply keep playing or pause the game; hover, click, run over, blow up or shoot down the object of your desire and a series of Ads localized to where you live begin to appear. Need new Nikes or a home team jersey? When they randomly light up gamers interact with Kyle Lowry or LeBron’s shoes or jerseys to score Ad points and to access the pop-up Ads for local merchants with the best prices for runners and jerseys. This information can be emailed or sent directly to your mobile smart device or home-based PC for later access. Literally any virtual interactive Ad placement in any online game or web experience can be scripted to act in similar ways.

Many games can be written using scenes taken from specific recognizable neighbourhoods. Dependent upon a user’s geographical location these background scenes will look different, each tailored to an individual user’s local neighbourhood and other criteria they specify during their sign-up survey, i.e. Where they like to go on vacation, what types of electronics they purchase, what types of games they play, what do they like to eat or read, what movies they like etc. For example, you’re cruising down the road playing an online racing game, a city scape goes by, and you notice a movie theatre, only this theatre looks just like the one in your home town and its marquee is advertising the actual movie currently playing in town. Pause the game hover over the marquee and get further information, and maybe discounts on tickets, or free popcorn. The FanAdClic™ format can be extended to any number of advertisers and multitudes of online content globally.

The bottom line result? FanAdClic™ exponentially increases Ad revenue streams for advertisers as well as simultaneously enhances consumer interaction and engagement. This organically escalates their participation leading to a higher sales closure rates per Ad impression for purchased products and services presented in this non-obtrusive, inoffensive manner.

Summary –

FanAdClic™ is a subtle and non-imposing way for Consumers to collect and then profit from Ad tokens and product placement spots infused seamlessly into the online, and or broadcast network television content that they are engaged in viewing, and, or are listening to.

FanAdClic™

FanAdClic™ will feature visible (often translucent) and hidden Ad objects used in gaming, interactive videos, and other varied online, and or broadcast network television immersive and interactive media content. With FanAdClic™, user experiences are never interrupted by traditional outdated advertising delivery platforms, which can be bombarding, interruptive, and often mood spoiling 15–30 second commercial breaks like those on sites such as YouTube that directly interrupt the main content being viewed, and or listened to by the User.

As is the main focus of the subject matter, FanAdClic™ focuses on not redirecting Users from their main content but rather to integrate a simple game into the main content by enabling Users to collect, and profit from advertising content in such a manner that does not detract, but compliments the main content being viewed and, or listened to.

What's next? Interactive Holograms! Stay tuned!

“FanAdClic™”, “The Hunt for Red, the Ragin Contagion!™”, “Where’s Rudy?™”, “The Bubble Wrap App™”, and “i-Tag™” are trademark properties of Inter-Sphere Productions Inc. for inventor John L. Coulson.

Addendums –



Addendum Feb. 26, 2021

Scramble ads through the game so that when they are being shot at, run over, or blown up the Gamer does not necessarily see what they are or who sponsors the Ad they just collected. What this serves to do is begin to cause Gamers to begin recognizing a unique pattern of imagery that entices them to shoot at that particular imagery throughout the game as it is randomly presented. Eventually collecting multiples of identical Ad tokens (game object targets) will result in a sponsor's bingo card space to be filled. As full bingo spaces are of value to Gamers, hiding the identity of Sponsors Ad tokens as they are collected entices Gamers to interact after gameplay with their bingo card to see if they have completed a sponsor's Ad space or if they need many more Virus kills to complete a bingo space that triggers the auto reward system.



Addendum - March 1st, 2021

The industry reviews to online advertising in values of “click through’s”. This denotes that when an online User first sees, then engages an Ad they click on it and it takes them somewhere other than what they might already be focused on. i.e.: engaged in game play, watching a movie, etc. FanAdClic™ as described herein nullifies “click through’s” and converts them to “click ons”. Once a User engages their account after finishing their activity and then begins to react with their saved “clicked on” Ad tokens, this is where they engage the Sponsor. Clicking on a saved Ad token might serve them an instant discount on an item they have been tracking and then further encourage them to visit a sponsor's website. Subsequently it might take them directly to a specified item of interest on a Sponsors website. FanAdClic™ makes a percentage on facilitating the deal but never does it handle any merchandise, not even our own Branding and prize giveaways, unless it's a cash or monetary reward. The last thing we want to do is handle 500,000 T-shirts, and a couple millions hats. But are sponsors will be glad to if countless millions qualify by their threshold terms towards a percentage off merchandise or FREE merchandise altogether,

FanAdClic™ Ad transcends gaming and find uses in almost any online content, including as an example; Search engines, Blogs, Newscast sites, Facebook and most social media sites. How many times do you click on the often scrupulous and often misleading and bug infected side bar advertisements?

FanAdClic™

I've learned to tune them out, however as someone who fixes computers for a living, many of my clients regularly infect their systems by clicking on these "click bait" Ads. You know the ones' Famous Actor dies under strange circumstances?? – Dog lands on Mars, misses his cat! You know the ones! For online content FanAdClic™ side bar Ad content follows our gaming application principal. Periodically, during your online experience, Ads will light up and give Users a few seconds to click on them. As first prescribed to FanAdClic™ by each individual User, these Ads coincide with their registered likes, needs, dislikes, and wants. This is where the AI serves to learn about our Users so that it will adjust Ad content and delivery times to keep each registered User enticed and Fanatically clicking away!

For extending its global reach, only registered Users with FanAdClic™ will receive direct targeted Ad continent in the manner we prescribe for gaming. This is more like a BHO (Browser Helper Object). This Ad delivery and reward system will serve to end bullshit misleading and culturally damaging Ad content as FanAdClic™ will only deal with reputable and fact checkable Advertisers and Sponsors.

In the patent application we should also add that this technology works with interactive network and local station based television broadcasting technology. It would enable one to play FanAdClic™ while watching, football, hockey, basketball, soccer, skiing, luge and literally any TV broadcast event. A Smart TV interface would enable Users to interact with online menus and Sponsors logo's and brands as they are displayed continuously throughout the LIVE real-time and recorded broadcast event.

This technology is well suited to virtual reality, and augmented reality environments as customized Ad icons can then be presented to Users innumerable ways taking immersive Ad interactivity to a new level.

www.Venturebeat.com/2021/02/28/ads-are-back-in-monetizing-beyond-subscriptions-and-transactions-in-gaming/?utm_campaign=GB%20Daily%20Roundup&utm_medium=email&utm_source=Revue%20newsletter

As the above article briefly explains, this is not he 1950's, 60's, 70's, 80's, and so on. Once upon a time they created this real cool thing called television. They had a huge problem as they only had one thing in mind. How to get their word out to people everywhere about the crap they are schlocking! MMM? Indeed? One said "they'll never watch Ads all day, what will we ever do??" So another said, "Hey!!! Let's create this thing we'll call programming." "This way we can pacify them all 24/7 by serving them our repetitive and mind numbing Ads day and night hidden inside this thing we'll call programming!" Brilliant! They agreed! Well that model worked for a long time, not today! As we know, today billions get their shows commercial free and on-demand. Binge watch an entire season and not see a single commercial??? Pay a premium price for a game or other web content, NO commercials! No wonder advertisers are FREAKED! In a word FanAdClic™! Make collecting Ads fun and profitable!



Addendum- April 28, 2021

Not all game environments support product advertising or product placement due to game play scenarios such as genre and time. i.e.: There was no Starbucks during the time of the Roman empire so to place Starbucks brands and logos throughout these games becomes an unwelcome nuance likely to drive Customers away from a specified brand as opposed to gaining their loyalty.

The FanAdClic™ process seeks to ensure that Ad tokens and product placement in each instance is relevant to the environment it is placed into. i.e.: There may have been no Starbucks before the middle of the 20th century but there certainly was coffee and beverage dispensers, so a Starbucks Ad token can be disguised as a simple coffee cup, or a coffee pot boiling over an open campfire or on a stove. Click on these items as they are presented and the user will collect them not knowing what they relate to until such a time they access their personal FanAdClic™ profile as previously described herein.

This offers game Designers/Developers to become creative in their efforts to covertly display product branding without impeding Users or taking their focus off the task at hand. (playing a game, perusing web content, watching movies and music videos, using a search engine, but is not limited to such tasks) This method enables modern brands to be seamlessly integrated into games that range in genre from Ancient times to futuristic sci-fi adventures.

The FanAdClic viewing mechanism encourages Users to focus on all aspects of the viewing plane. Traditionally Users/Consumers tend to focus on the middle of the viewing surface, and mainly because that is where the content of the subject matter is placed by Developers, however, such as on news feed or popular Search engine website there is often unrelated content placed in the margins to the right, left, top and bottom of the main content. This holds true also for gaming, movies, and music videos. This content often contains Advertising, and the term “Bait Click” is used for a method Advertisers use to get Users to click on this content in an effort to redirect them from their main content and to more than not, try and sell the User their product(s).

As is the main focus of the subject matter, FanAdClic™ focuses on not redirecting Users from their main content but rather to integrate a simple game into the main content by enabling Users to collect, and profit from advertising content in such a manner that does not detract, but compliments the main content being viewed and, or listened to.



F.A.C. - Update – July 26, 2021

Regarding making Branded Ad tokens for trade and or for sale among our Users, and taking advantage of two huge trends, Crypto currency, and Digital art, (Non-fungible Tokens) aka NFT's. Advertisers, especially those with iconic globally recognized brands, produce for our exclusive use only, their brands in limited collectible editions. These brands can then be converted to our own Crypto for sale and trade on the site. i.e.: Some advertisers might release a maximum 1000 digitally signed editions of a branded icon, and as a limited edition each will carry a set opening value. These tokens can be traded or sold on the network among Users to be redeemed for Sponsors goods and services.

Not unlike a digital currency exchange these limited edition Ad tokens will rise and fall in value as they are traded and sold among the systems Users. Encouraging iconic Advertisers to release very limited editions of their famous brands will likely cause their collectible NFT prices to soar.

Trading and selling limited edition Ad tokens around the globe similar to how modern digital currency exchanges operate provides an innovative and proprietary new method to enable branded digital advertising messages to travel digitally to Consumers world-wide, and well beyond.

Additionally, limited edition NFT Ad tokens will be digitally enhanced to direct the viewer/owner to other info related to the Creator or the Advertisers that first provided/posted it on the FanAdClic advertising network. i.e.: provide Consumers additional product info, connect that Ad token to a direct product pay and delivery system, go to the Sponsors website, provide a product or service discount, connect to a prize portal or a contest entry promotion, etc.

As a cash giveaway promotion, a very limited number of rare NFT Ad tokens will be inputted into our A.I.'s matrix where they are tracked as they randomly float around the system until one future day, one or more lucky User(s) incidentally clicks on a random hidden Ad token, and they win a huge grand prize! Our goal? One cool million put up by one or more system Sponsors. The Sponsors/Advertisers in turn get to advertise through the network using the "Opt-in to win!" hidden Ad token structure.

Once collected and further interacted with on its Ad Cube position, the Sponsors can use this space to advertise they have sponsored this valuable token, and that it's out there, and up for grabs!! "Don't look way, or you might just miss your chance to win!"

Winners also win the associated NFT. Legally they can do with the NFT what they please. Keep the cash prize and sell the NFT, donate one or the other to a worthy cause, or keep both, their choice. In any event this should increase the value of said NFT.

https://www.huffpost.com/entry/nft-digital-art-explainer_n_604cbc02c5b65bed87dadaf9

These added features take advantage of the emerging crypto currency industry, and the budding NFT market thirst for digital art, and will forever going forward become its own Crypto currency based on collectible, limited edition NFT Ad tokens.



Addendum – August 01 2021 - JLC

For Advertisers.

Imagine an actual 30 minute program, not 23 minutes plus commercial breaks. Imagine more impressions and less commercial break interruptions.

By direct targeting Consumers with advertisements from the Ad pool, and enticing them to interact and capture, 10 different people, all watching the same program, will be delivered significantly different Ad token collection cues. This results in more Ad impression placements per hour for your product than any other medium.

F.A.C. Ad blocks can be purchased to suit your needs and your ventures budget. Purchase an entire program (movie, music video, video game, etc.) or segments thereof. For those with limited Ad budgets, pool your Ads and share the space with others featuring non-competitive products or services.

Want to increase the Users Ad Cube interaction with your Brand? Preload your hidden Ad tokens to automatically generate prizes. When a User reaches a threshold number of collection points for your Brand it triggers the auto prize system. You can hasten this event by populating some or all of your hidden Ad tokens to launch the auto prize system and reward the User. Finding hidden prizes organically will create a new kind of Brand loyalty as Users will begin to look to capture your brand as they surf, play and watch online.

Create many of your hidden Ad tokens as one-off collectable NFT's (Non-fungible tokens). These collectable NFT's will grow in value and can then be traded or sold on our network bringing even more exposure to your brand.

Your brands hidden Ad tokens will also become instantly iconic as a tradable crypto currency Bitcoin. As you release new series of Brand tokens your existing tokens float about our Bitcoin exchange growing in value and exposing your brands in new ways to the masses globally. Buy, sell, and trade Ad tokens. One User needs 25 Starbucks tokens to win a coffee, another needs 35 tokens to get a free bag of NIKE golf tees! Let's talk trade or sale? Think POG, or further back, marble collecting, only now add the internet component of reaching billions.

As Ads drawn from the Ad pool are User specific this allows F.A.C. inc. to multi-sell any programs time slot endlessly. i.e.: Starbucks might buy the rights to all Coffee enthusiasts on our system, and only Starbucks hidden Ad tokens will be available for that program. We can then sell this same time space to Coke or Pepsi for the same program slot to soft drink producers. If a User likes both coffee and soft drinks we can charge a premium to whoever wants to dominate this space and time. Now multiply this by thousands of Advertisers and billions of global Consumers.

FanAdClic™

Theoretically, if millions are watching, and often do, we can run 5000 Ads in the way of hidden tokens for one 2 hour movie playing on YouTube. With over 20 million a day playing on [SteamPowered.com](https://www.steampowered.com) the number of Ads in the form of hidden Ad tokens can run into the 100's of millions per day. SteamPowered is but one of many gaming platforms interconnecting multitudes of streaming services such as Amazon, Google, NVidia and Sony.

The challenge for Advertisers is to pay F.A.C. for higher Ad placement and rotation, and create impressive Ad campaigns enticing people to use FanAdClic to get exposure for their products and services.



Addendum – August 04, 2021 – JLC

For Sports and Celebrity NFT's (Non-fungible Tokens)

Brief discussions with founder Reginald “Reggie” Grant of “NFT's by Athletes” has led to the following;

The average asking price for Athlete NFT's is US \$100 to \$1000 starting bid. Some go for \$\$\$ millions.

Athletes and other Celebrities can now advertise their online and brick and mortar goods and services using FanAdClic™ to promote them globally through an interconnected hidden Ad token system with designed in crypto currency connected to an NFT component and bundled into the following promotion;

In example - one Athlete that has ten NFT's to sell, and will commit one as a giveaway. F.A.C. populates its network with hidden Ad tokens that carry the NFT images of each NFT they are selling, and one lucky “FanAdClic'r” will win a free NFT and that's how the other nine are promoted for sale.

Each contracted Athlete to F.A.C. will have a placement on a User's Ad Cube. Initially each Cube can accommodate up to 162 separate Advertising spaces. Having a interactive Brand visual in the Cube will create a following for Athletes with people searching the web for the FREE Athlete NFT's. i.e.: A User says they will accept Ads from football related Advertisers. “NFT's by Athletes” falls into that category. Potentially millions of Users will opt-in for Ads from football. Your hidden Ad tokens are pulled by the A.I. and sent directly to those who want football Ads.

Much like progressive slot jackpots which are linked to Casinos all over the planet, an Athletes FREE NFT will float around the system and one day, one lucky winner will capture it. In the meantime their hidden Ad tokens will continue to promote the free NFT and those they have for sale, or trade. By placing a crypto value on hidden Ad tokens and Ad tokens linked to FREE NFT's that can be sold or traded, will help to keep them active in the system floating between User accounts as collectable Ad tokens that can lead to prize and profit. This in turn should cause the value of hidden Ad tokens to increase thus effecting the value of other NFT's in an Athletes digital collection.



Your Ad Token Bank



Simply click any logo for more Sponsor info, to apply a discount, purchase a product, or add up captures needed to activate the auto prize system.

How do we make your FREE NFT rare and hard to capture? Simple, we will use our A.I. to encrypt and hide it on some obscure Server somewhere. Authors reserve the right to make their rare free NFT Ad tokens active for capture at the time of their discretion. A thought straight out of “Advertising 101” to bear in mind - the more you give away the more you’ll likely sell, and the higher traffic numbers you’ll generate, so don’t hide your free NFT indefinitely.

An Athletes hidden Ad token will bear the resemblance of its NFT counterpart and will be interactive. Once captured by a User the token can be used to further draw the Consumer towards a purchase from the exhibitor by clicking on it in the Ad Cube environment.

The advantage to F.A.C. Ad distribution is our organic social media distribution network. Current marketing efforts require that potential buyers generally be drawn to a centralized web location to compete for sales among many competitors. Ad tokens will be captured, sold, traded or shared amongst our User network.

The NFT component works with our hybrid SAAS/SAAB model. New company clients such as “NFT’s by Athlete’s” will be marketed independently by F.A.C. More established Advertisers will be presented on the network through our affiliation with their current Ad & marketing Agencies.

As each Ad token displayed on the Ad Cube is initially translucent, as captures occur they begins to fill in. i.e.: let’s say it takes 1000 random captures to complete an Ad token and trigger the auto prize system. Each token on the Ad Cubes surface would be broken down into one thousand units. Each micro unit would fill in as each individual hidden Ad token capture occurs. This equates to pixelating a digital photograph by adding color to it, pixel by pixel until it’s completely colored in.

Once an Athletes NFT representation on the Ad Cube is completely filled in, they will have to decide what type of reward to give the User. i.e.: a T-shirt or Ball Cap with the NFT imprint, a discount on their next NFT purchase, a signed poster of the Athlete, etc.

New clients such as “NFT’s buy Athletes” will be brought into the network as we develop new tools and bring online our NFT, crypto currency, and basic advertising strategies.

FanAdClic™

It is expected that by creating a buy, sell and trade market based on a proprietary crypto currency will serve to inflate our Clients NFT values.

Users who collect your hidden Ad tokens that portray a facsimile of your free NFT, and those you have for sale or trade, will begin to trade and sell these on the network. The more are and the higher the prize offered will be key factors as to how your NFT hidden Ad tokens will valued and perceived.

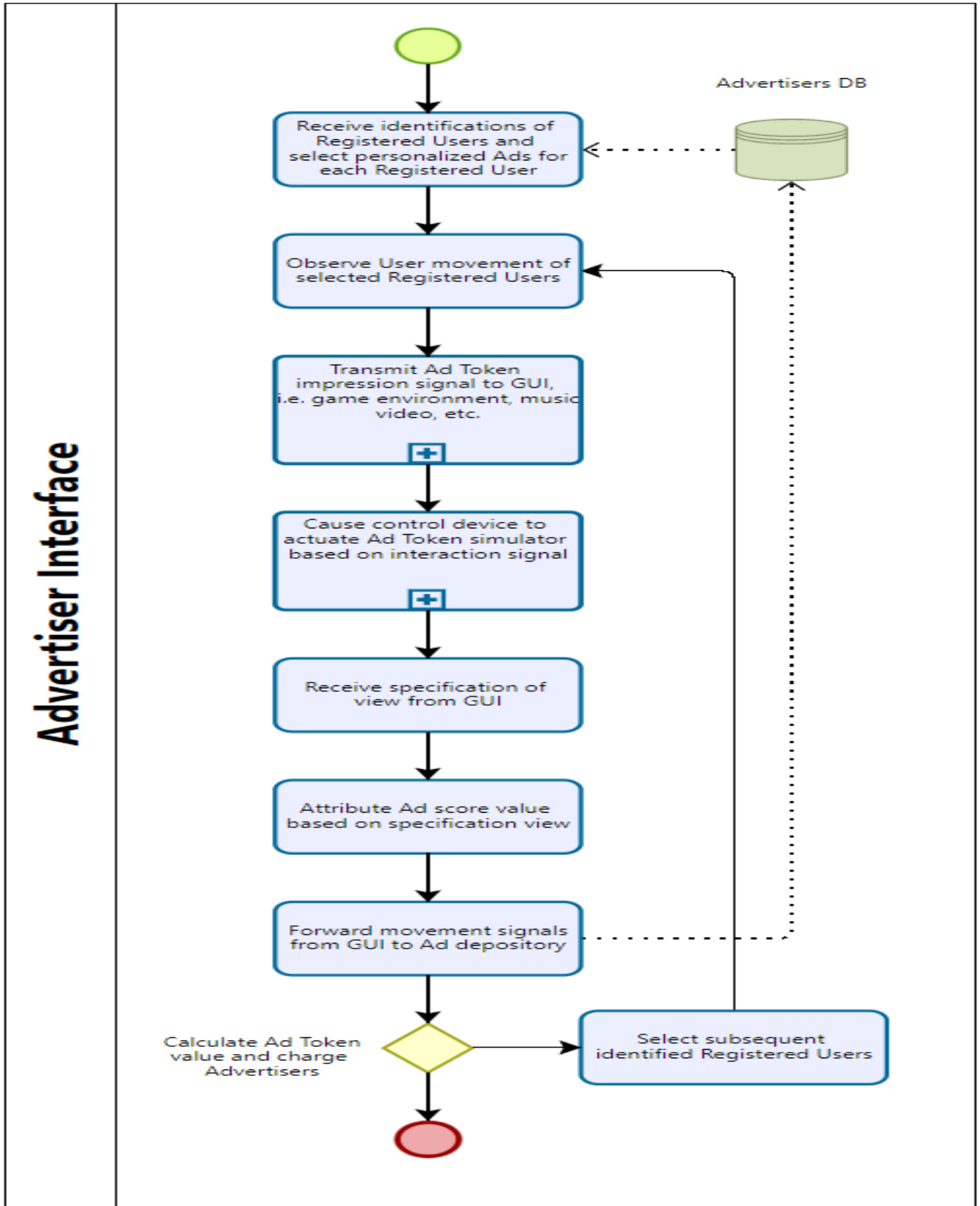
NFT placement in our network can be negotiated with our Advertising Agency licensees.

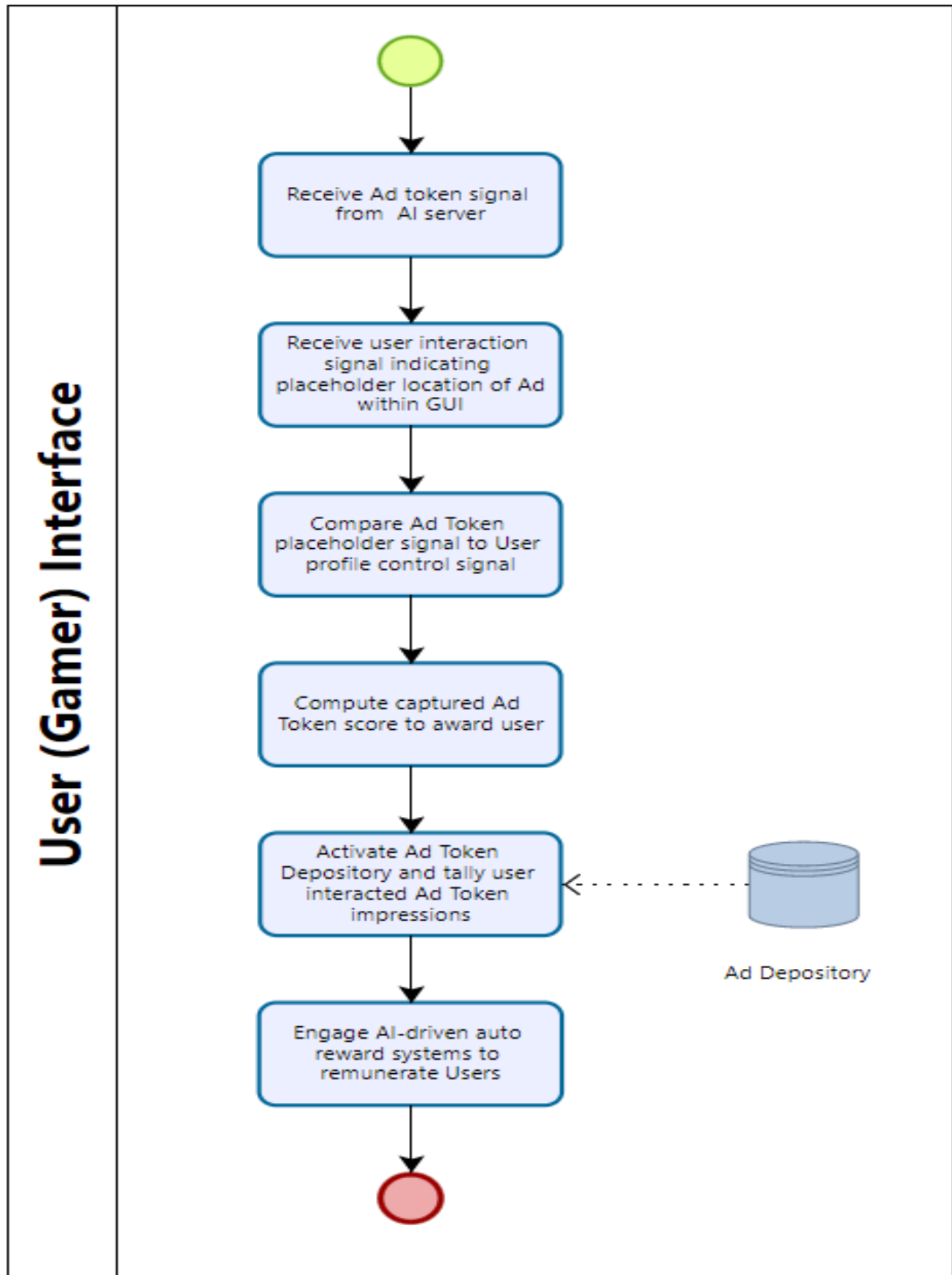
F.A.C. promotes an Athletes NFT's for a percentage of sales, no upfront fees. If they don't sell we don't get paid.

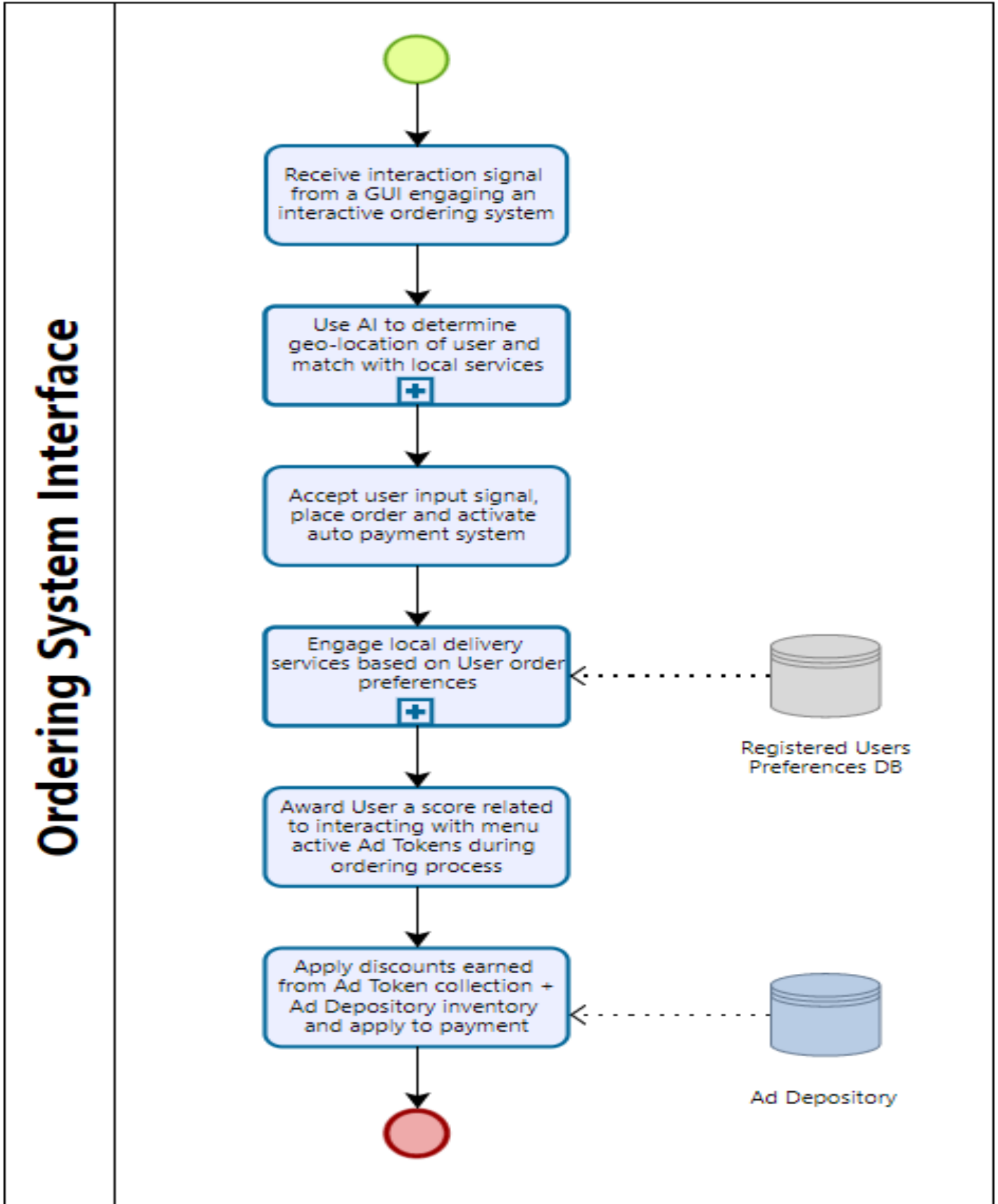
Users will always retain the right to refine their Ad streams and remove any advertisers for any reason at their discretion.

F.A.C. will separate “NFT's by Athletes” from the pack!

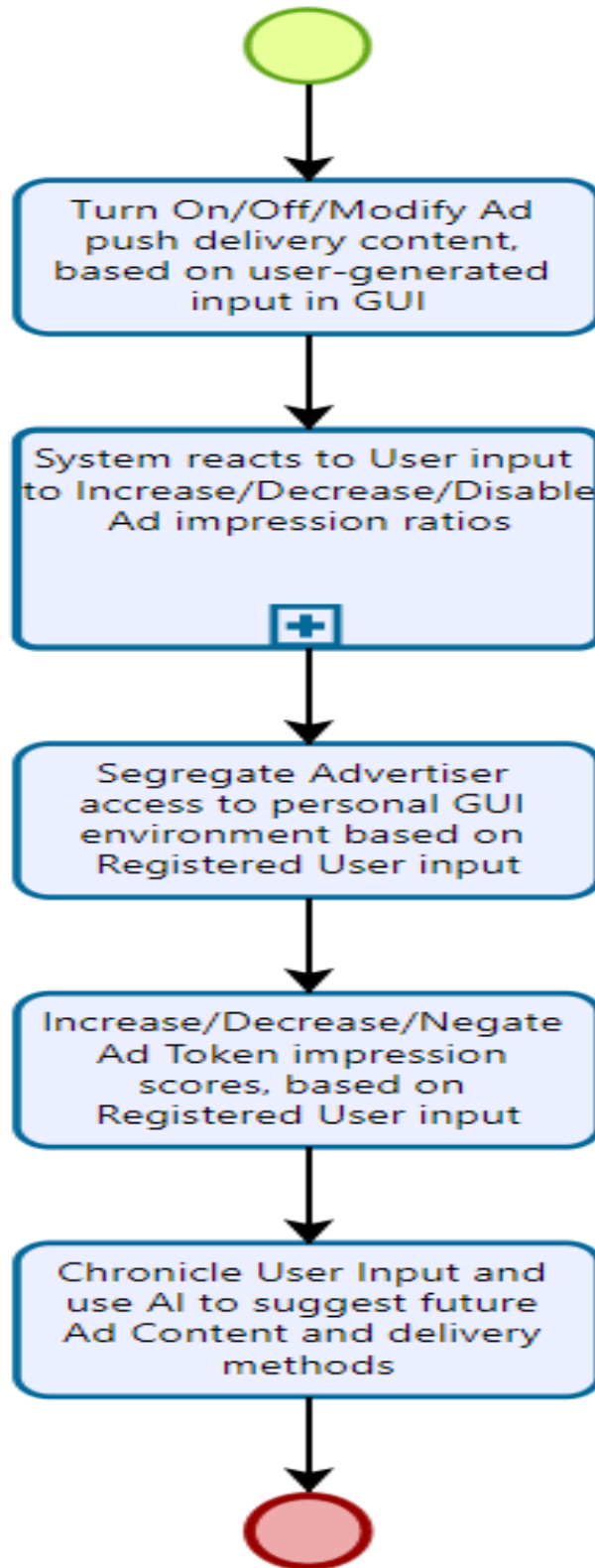
Appendix A – Flow Chart Diagrams

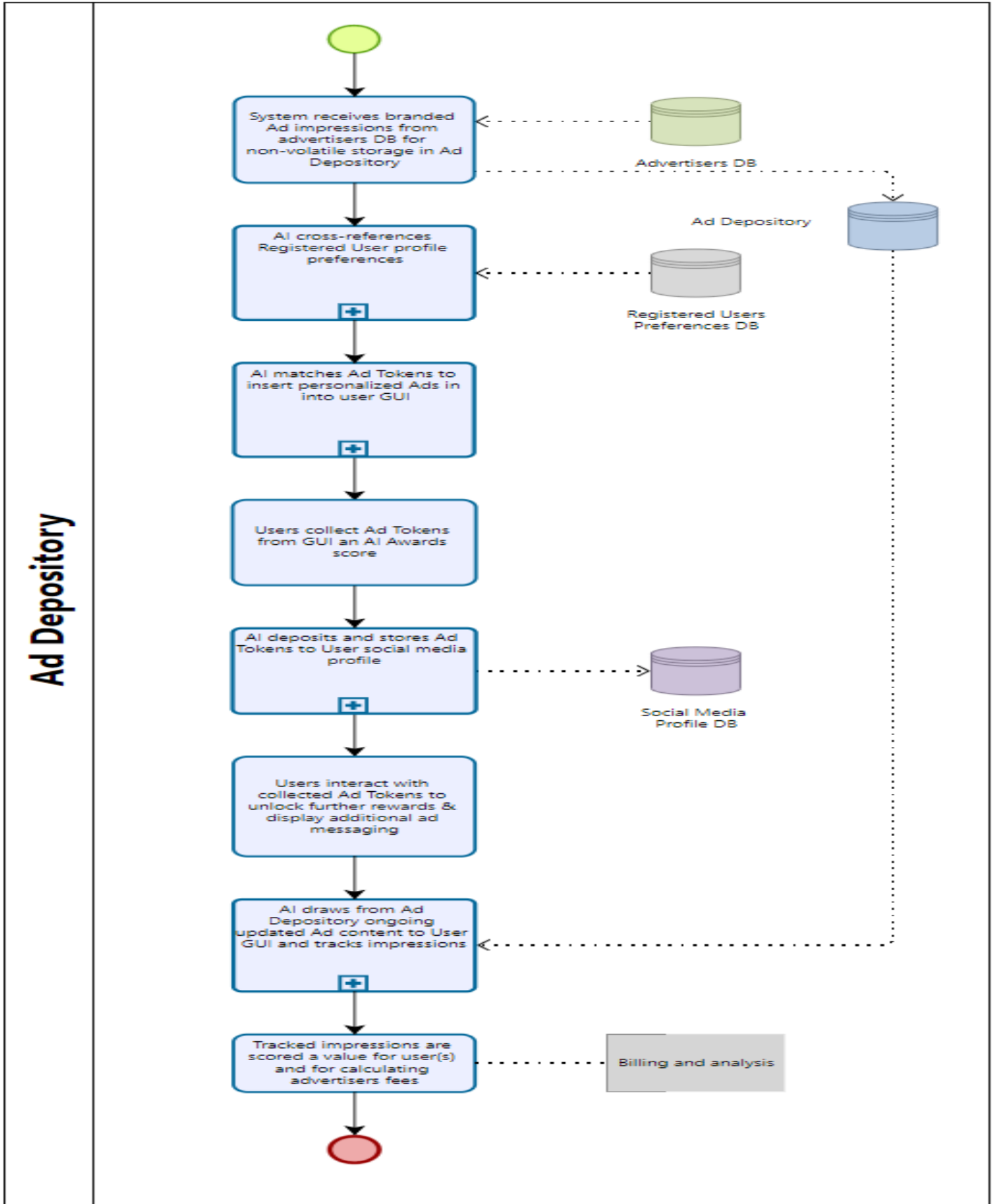




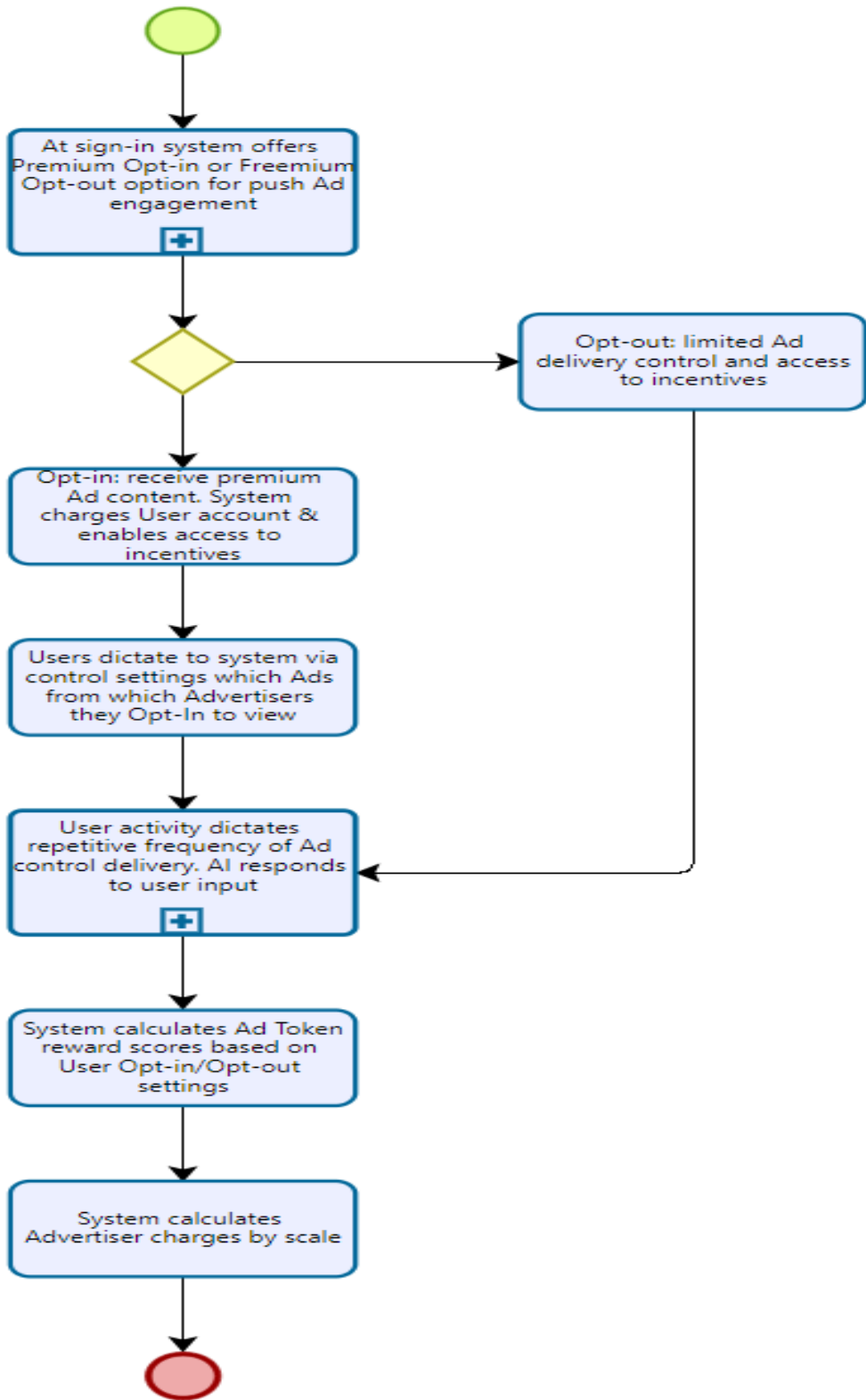


Ad Content Delivery System User Interface

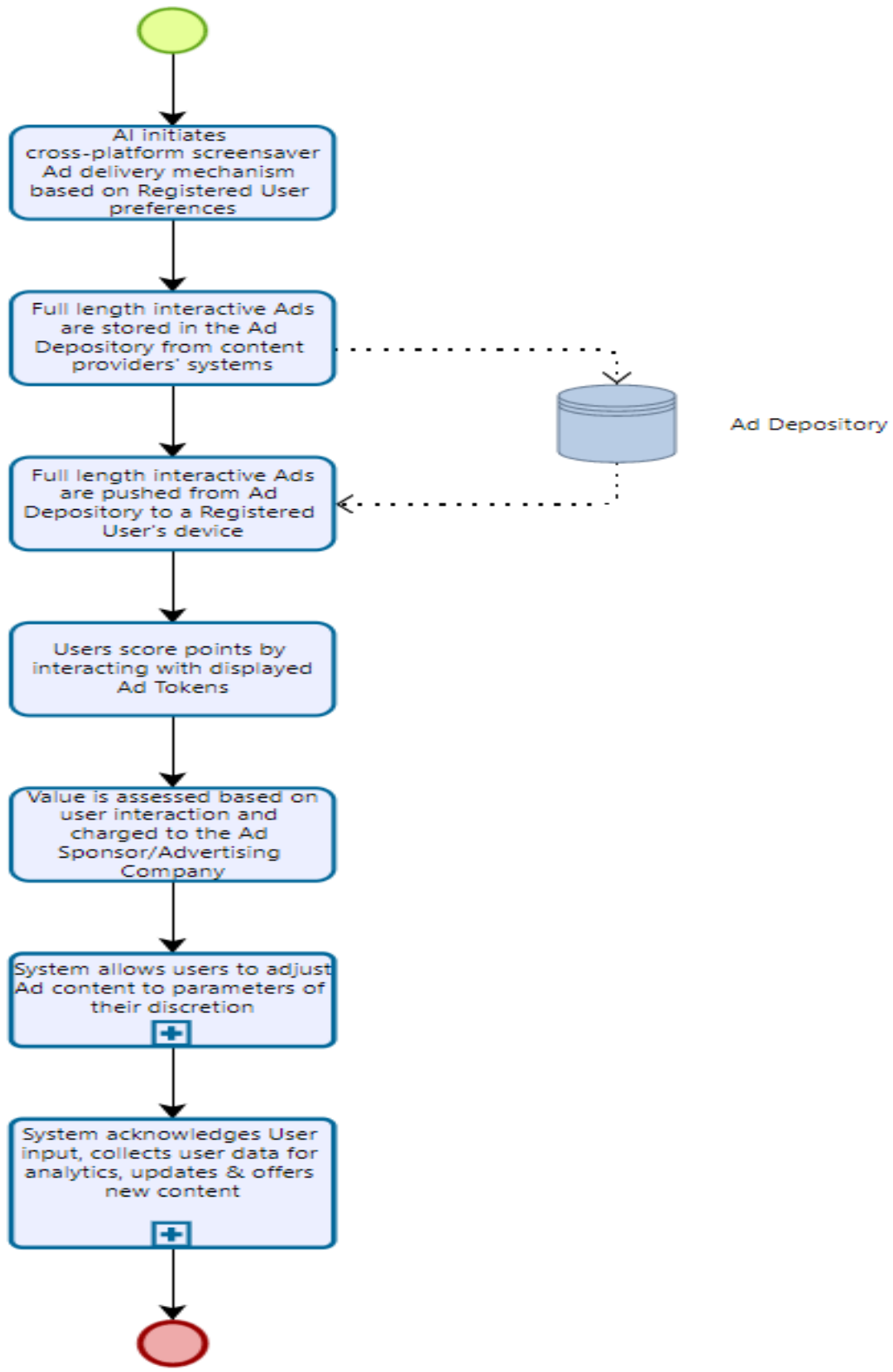




Opt-in Premium or Opt-out Freemium System



Interactive Screensaver Ad Content Delivery System



A method performed by a computing system having a processor and memory, comprising:

- receiving from a remote device an input signal indicating an actual movement of the device by a human person interacting with that device through a graphical user interface (GUI) during an online session in which the human person (user) is participating; and
- to receiving from a local control device a control signal from a user, wherein the control signal indicates input to a computer device executing a set of software commands; and
- indicates input to an advertisement depository; and
- indicates input to a user control panel-style interface to adjust advertising content and real-time, and/or on demand (pre-recorded) push delivery methods; and
- indicates access and input to a secured control panel-style interface, i.e. to adjust repetition timings on the fly; and
- indicates input and output to accept and execute a product or service order from a user through an artificial intelligence machine learning component-driven automated interactive online ordering system; and
- indicates input and output to execute a delivery system function; and
- indicates input and output to an Opt-in/Opt-out of advertising content placement mechanism; and
- indicates input and output to an automated interactive screensaver advertisement delivery mechanism; and
- indicates input and output to an automated rewards system: and
- indicates input and output to an automated payment debit and credit system; then
- comparing the received input and output signals with the user's personalized received control signal

Claim

System actuates the Advertisement token placeholder simulator, or product placement accentuation system based on the received user input signal to strategically and randomly place into the GUI, for both on demand and in real-time, an Advertisement token impressions; and

- or to highlight a section of the view-screen for a specified period of time, a product or brand already visible in the content; then
- to complete and verify these functions and make permanent record thereof

Claim

Computing a score to award to the user for the number of advertisement tokens collected, whether hidden or accentuated; and

Awarding the computed score to the user for advertisement tokens collected during online activity; and

Make these advertisement tokens redeemable for merchandise and/or services after a threshold number has been collected by a registered user, by triggering an auto award system linked to the Vendors' website and to Advertisers' and Sponsors' websites

Claim

To hide inside of, underneath of, or mask over advertising brands, icons and/or logos, and live real-time, and/or on-demand (pre-recorded) advertising content, but not limited for use in ordinary video game objects, music videos, movies, search engines, and myriad other online content; and

- to subtly accentuate existing advertisements, and/or product placement content on a rotating periodic timed basis to draw attention to it for collection by a user; and
- to embed within these objects, brand information, educational information, public awareness messages and the like; and
- to award user(s) for interacting with this interactive content, and award a score to each user for each interactive object they successfully interact with; and
- make this collected interactive content viewable through access to an advertisement depository controlled by the user

Claim

Advertisements in the advertisement depository contain direct active links to Advertisers' online content; and

- or activate internal interactive advertisement content; and
- or produce coupons or discount codes for Advertisers' products and services; and
- or link user(s) to an online store connected to the host's website

Claim

The registered user interface is linked to an artificial intelligence-driven automated ordering, delivery, and payment system; and

- to produce on user command, an interactive menu linked to products and services of system-registered localized and international vendors; and
- the menu is interactive for ordering and also linked to advertisement tokens for collection by users; and
- during game play, movie, music video watching, using search engines, or while performing other non-related interactive online activities, users are provided access through a GUI to the ordering, delivery, and payment system enabling them to either pause or continue their activity while they purchase food, goods, and/or services; and
- the system interacts automatically, or by user direct command with a best chosen local delivery system, and/or international delivery system; and
- to be billed to a previously enabled credit account established by the user during the sign up process; and
- the system calculates and applies discounts/coupons towards the purchase that the user is eligible for based on the number of advertisement tokens collected and stored in the advertisement depository; and
- the system collects ordering data from user(s) to intuitively adjust and streamline future ordering and delivery services

Claim

A user control interface to adjust advertisement content; and

- control the frequency timings of delivered real-time, and/or on-demand (pre-recorded) advertisement content on the fly; and
- enable users to segregate advertisements and Advertisers to suit their personal tastes, wants, and needs; and
- block advertisements and Advertisers at their discretion through a simple GUI, for example, a simple voice command, and/or mouse gesture, and/or keyboard/touch screen click method; and
- to share, swap, trade, sell or give away collected advertisement tokens

Claim

Through use of a user-registered social media style secure sign-in account, users have input and output access to a personalized advertisement depository; and

- the system integrated artificial intelligence machine learning component accesses the user advertisement depository profile to determine placeholders and push advertisements for on-demand and real-time content that contain personalized advertisement tokens; and
- to control push advertisement content to the screen saver; and
- to interact with collected advertisement tokens to determine their score value; and
- to interact with collected advertisement tokens to access full commercial advertising via the Advertisers' website; and
- collect additional redeemable score values for interacting with the Advertisers' website based advertising promotions; and
- redeem these advertisement tokens through secure access to the Advertisers' online website or through interaction with the Content providers' online store

Claim

The system utilizes a sound trigger (cue) system to alert the user(s) that an event is about to take, or is currently taking, place in the GUI, and that the branded sound event immediately triggers or will trigger an advertisement token capture opportunity

Claim

The method of an automated award system for comprising the tallying of the awarded score value to award a user a chosen and/or automatically dispensed prize/prizes for collecting and subsequently interacting with at a future time, interactive advertisement tokens; and

- for receiving an indication signal to provide a view in a specified GUI field transmitting an indication of the specified location; and
- assigning a score value to it for the user; and
- to assign a premium value to it to be charged to Advertisers; and
- to award a prize or prizes to a user based on a scale representing advertisement ad token placement values

Claim

For the purposes of video conferencing in a secure social media environment;

- receiving a video sequence wherein the video sequence is representative of a view in the specified direction in relation to the user(s) so that an interactive avatar can be used within the system; and
- the method further comprising receiving movement signals in three dimensions; and
- the method further comprising receiving control signals in at least two dimensions; and
- the method further comprising sound input and output

Claim

A system, comprising:

- a remote system, proximate to a user participating in a real or simulated event, configured to observe inputs provided by the user indicative of a desired movement, and/or actual movements of the user-commanded computer interface device; to receive signals from one or more environments; to transmit indications of the observations as placement signals in the user(s)' viewing environment;
- a local system, proximate to a user participating in a simulation (on-demand) or live real-time event, configured to receive inputs from the user(s); compare the inputs received from the user with received advertisement token placement signals; actuate an advertisement depository simulator based on the received placeholder signal; and compute based on a collection threshold number, a score to award to the user(s)
- the system further comprising a component configured to award the computed score to the user
- the system further comprising of, but not limited to, an electronic game, music video, movie, or search engine content
- the system wherein the local system comprises one or more audio sound recording and playback mechanisms

Claim

- comparing the received first movement signal with the received control signal;
- actuating the full motion simulator based on the received first movement signal;
- computing based on the comparison a score to award to the user; and
- awarding the computed score to the user
- the non-transitory computer-readable medium further storing executable instructions which, if executed by a computing component, cause the computing component to perform operations further comprising:
 - receiving an indication to provide a field of view in a specified direction;
 - transmitting an indication of the specified direction; and
 - receiving a video sequence wherein the video sequence is representative of a view in the specified direction in relation to the first and subsequent user(s)

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- the non-transitory computer-readable medium further storing executable instructions which, if executed by a computing component, cause the computing component to perform operations further comprising:
 - selecting a subsequent user(s) participating in the real-time and/or on-demand (pre-recorded) event;
 - in accordance with the selecting of the second and subsequent user(s), receiving from the remote device a second and subsequent input signal(s) indicating an actual input of a computer integrated interface device of the second and subsequent user(s) during the real-time and/or on-demand (pre-recorded) event in which the second and subsequent user(s) is participating;
 - in accordance with receiving the second and subsequent movement signal, automatically ceasing actuating the full motion simulator based on the received first movement signal