

Title (en)
INTERACTIVE USER CONTROLLED AVATAR ANIMATIONS

Title (de)
INTERAKTIVE UND BENUTZERGESTEUERTE AVATAR-ANIMATIONEN

Title (fr)
ANIMATIONS D'AVATAR COMMANDÉES PAR UTILISATEUR INTERACTIF

Publication
EP 2118840 A4 20101110 (EN)

Application
EP 08726220 A 20080227

Priority

- US 2008002644 W 20080227
- GB 0703974 A 20070301
- US 89239707 P 20070301
- GB 0704225 A 20070305
- GB 0704235 A 20070305
- GB 0704227 A 20070305
- GB 0704246 A 20070305
- US 78920207 A 20070423

Abstract (en)
[origin: WO2008108965A1] Methods and systems for executing a network application is provided. The network application is defined to render a virtual environment, and the virtual environment is depicted by computer graphics. The method includes generating an animated user and controlling the animated user in the virtual environment. The method presents advertising objects in the virtual environment and detects actions by the animated user to determine if the animated user is viewing one of the advertising object in the virtual environment. Reactions of the animated user are captured when the animated user is viewing the advertising object. The reactions by the animated user within the virtual environment are those that relate to the advertising object, and are presented to a third party to determine effectiveness of the advertising object in the virtual environment. Additionally, actual reactions (e.g., physical, audible, or combinations) of the real-world user can be captured and analyzed, or captured and mapped to the avatar for analysis of the of the avatar response.

IPC 8 full level
A63F 13/00 (2006.01); **A63F 13/10** (2006.01); **G06Q 30/00** (2012.01)

CPC (source: EP US)
A63F 13/00 (2013.01 - EP); **A63F 13/12** (2022.01 - EP); **A63F 13/30** (2014.09 - EP); **G06Q 30/00** (2013.01 - EP); **H04L 67/131** (2022.05 - EP US); **A63F 13/23** (2014.09 - US); **A63F 13/61** (2014.09 - US); **A63F 13/795** (2014.09 - US); **A63F 2300/105** (2013.01 - EP); **A63F 2300/1081** (2013.01 - EP); **A63F 2300/1087** (2013.01 - EP); **A63F 2300/308** (2013.01 - EP); **A63F 2300/406** (2013.01 - EP); **A63F 2300/407** (2013.01 - EP); **A63F 2300/5506** (2013.01 - EP); **A63F 2300/6072** (2013.01 - EP); **A63F 2300/807** (2013.01 - EP)

Citation (search report)

- [XY] EP 0744199 A2 19961127 - BANDAI CO [JP]
- [X] WO 9934276 A2 19990708 - KONINKL PHILIPS ELECTRONICS NV [NL], et al
- [Y] WO 2006121896 A2 20061116 - SONY COMPUTER ENTERTAINMENT INC [JP], et al
- [A] WO 02069609 A2 20020906 - ANTHROTRONIX INC [US], et al
- [A] US 6219033 B1 20010417 - ROSENBERG LOUIS B [US], et al
- [A] US 5803810 A 19980908 - NORTON JOHN MARK [US], et al
- [A] WO 2004042545 A1 20040521 - PERSONICS APS [DK], et al
- [A] WO 0063874 A1 20001026 - STRINGER JOHN WARREN [US]
- See references of WO 2008106197A1

Cited by
US10489795B2; US11222344B2

Designated contracting state (EPC)
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MT NL NO PL PT RO SE SI SK TR

DOCDB simple family (publication)
WO 2008108965 A1 20080912; EP 2118757 A1 20091118; EP 2118757 A4 20101103; EP 2118840 A1 20091118; EP 2118840 A4 20101110; EP 2126708 A1 20091202; EP 2126708 A4 20101117; EP 2132650 A2 20091216; EP 2132650 A4 20101027; JP 2010533006 A 20101021; JP 2010535362 A 20101118; JP 2010535363 A 20101118; JP 2010535364 A 20101118; JP 2014149836 A 20140821; JP 5756198 B2 20150729

DOCDB simple family (application)
US 2008002630 W 20080227; EP 08726207 A 20080227; EP 08726219 A 20080227; EP 08726220 A 20080227; EP 08730776 A 20080226; JP 2009551722 A 20080227; JP 2009551726 A 20080227; JP 2009551727 A 20080227; JP 2009551806 A 20080226; JP 2014039137 A 20140228