

Title (en)

VIRTUAL WORLD USER OPINION&RESPONSE MONITORING

Title (de)

ÜBERWACHUNG VON BENUTZERMEINUNGEN UND REAKTIONEN IN EINER VIRTUELLEN WELT

Title (fr)

CONTRÔLE D'OPINION ET DE RÉPONSE D'UTILISATEUR DE MONDE VIRTUEL

Publication

EP 2126708 A1 20091202 (EN)

Application

EP 08726207 A 20080227

Priority

- US 2008002630 W 20080227
- US 89239707 P 20070301
- GB 0703974 A 20070301
- GB 0704246 A 20070305
- GB 0704235 A 20070305
- GB 0704227 A 20070305
- GB 0704225 A 20070305
- US 78932607 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

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CPC (source: EP US)

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Cited by

US10489795B2; US11222344B2

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