

Title (en)  
SYSTEM AND METHOD FOR COMMUNICATING WITH A VIRTUAL WORLD

Title (de)  
SYSTEM UND VERFAHREN ZUR KOMMUNIKATION MIT EINER VIRTUELLEN WELT

Title (fr)  
SYSTÈME ET PROCÉDÉ POUR COMMUNIQUER AVEC UN MONDE VIRTUEL

Publication  
**EP 2132650 A2 20091216 (EN)**

Application  
**EP 08730776 A 20080226**

Priority

- US 2008055037 W 20080226
- GB 0703974 A 20070301
- US 89239707 P 20070301
- GB 0704235 A 20070305
- GB 0704227 A 20070305
- GB 0704246 A 20070305
- GB 0704225 A 20070305
- US 68228107 A 20070305
- US 68228407 A 20070305
- US 68228707 A 20070305
- US 68229207 A 20070305
- US 68229807 A 20070305
- US 68229907 A 20070305

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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Cited by  
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**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

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