(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
9 July 2015 (09.07.2015)

WIPO | PCT

(10) International Publication Number
WO 2015/102835 A1

(51) International Patent Classification:
*G06Q 30/02* (2012.01)

(21) International Application Number:
PCT/US2014/069554

(22) International Filing Date:
10 December 2014 (10.12.2014)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
61/921,819 30 December 2013 (30.12.2013) US
14/160,257 21 January 2014 (21.01.2014) US

(71) Applicant: **ADTILE TECHNOLOGIES, INC.** [US/US]; 79145 Jack Rabbit Trail, La Quinta, CA 92253 (US).

(72) Inventor: **FORSBLOM, Nils**; 79145 Jack Rabbit Trail, La Quinta, CA 92253 (US).

(74) Agent: **SUMITANI, Shunsuke, S.**; Stetina Brunda Garred & Brucker, 75 Enterprise, Suite 250, Aliso Viejo, CA 92656 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

*[Continued on next page]*

(54) Title: MOTION AND GESTURE-BASED MOBILE ADVERTISING ACTIVATION

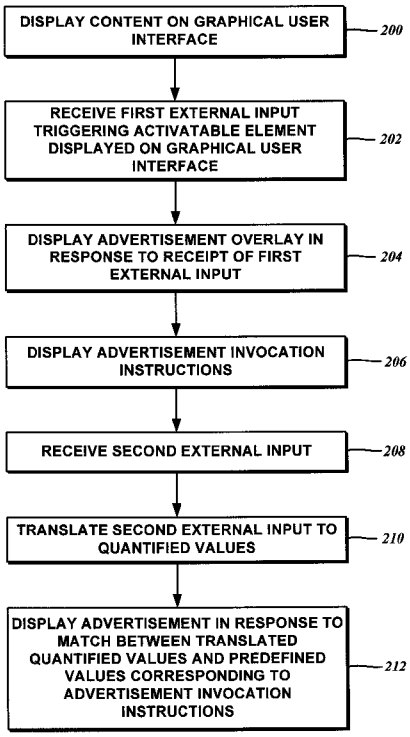



FIG. 2

(57) Abstract: The presentation of advertisements to a user on a mobile communications device is disclosed. A first external input corresponding to a triggering of an advertisement delivery is received on a first input modality. An advertisement overlay is displayed in a graphical user interface in response to receiving the external input. Advertisement invocation instructions are displayed within the advertisement overlay. A second external input is received on a second input modality different from the first input modality. The second external input is translated to a set of quantified values. An advertisement is then displayed within the advertisement overlay in response to a substantial match between the set of quantified values translated from the received second external input to the set of predefined values corresponding to the advertisement invocation instructions.

WO 2015/102835 A1

**Declarations under Rule 4.17**:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

**Published**:

— *with international search report (Art. 21(3))*