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- (71) **Applicant:** **INTERNATIONAL BUSINESS MACHINES CORPORATION** [US/US]; New Orchard Road, Armonk, New York 10504 (US).
- (71) **Applicant (for MG only):** **IBM (CHINA) CO., LIMITED** [CN/CN]; 7F, Bldg 10, Zhangjiang Innovation Park, 399 Keyuan Road, Zhangjiang High-Tech Campus, Pudong New Area, Shanghai 201203 (CN).
- (72) **Inventors:** **GRIFFIN, Adam Lee**; IBM Corporation, 25370 State Highway 6, Cohasset, MN 55721 (US). **KWATRA, Shikhar**; IBM Corporation, IBM Silicon Valley Lab., 555 Bailey Ave., San Jose, CA 95141-1003 (US). **EKAMBARAM, Vijay**; IBM India Pvt Ltd., Outer Ring

Road, Embassy Manyatha B, Rachenahalli & Nagawara Villages, Bangalore, KA 560 045 (IN). **SESHADRI, Padmanabha Venkatagiri**; IBM India Pvt Ltd. / IBM India Research Lab, G2 Block, 8th Floor, Manyata Embassy Business Park, Nagawara Outer Ring Road, Bangalore, Karnataka 560 045 (IN).

(74) **Agent:** **ZHONGZI LAW OFFICE**; 7F, New Era Building, 26 Pinganli Xidajie, Xicheng District, Beijing 100034 (CN).

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(54) **Title:** RENDERING PRIVACY AWARE ADVERTISEMENTS IN MIXED REALITY SPACE

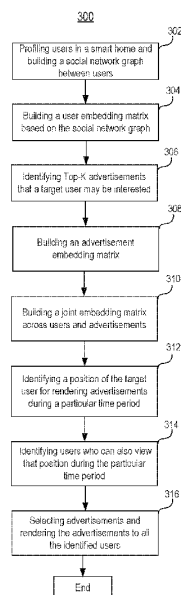


FIG. 3

(57) **Abstract:** A computer-implemented method for rendering advertisements in a Mixed Reality space, including: profiling a plurality of users in a smart home sharing the MR space; building a social network graph between the plurality of users; building a user embedding matrix based on the social network graph; recommending a plurality of first advertisements for one or more target users; building a joint embedding matrix across the plurality of users and the plurality of first advertisements; identifying a particular position and a particular time period for the one or more target user, while the remaining users are not viewing the particular position during the particular time period; selecting one or more advertisements from the plurality of first advertisements based on the joint embedding matrix; and rendering the one or more advertisements to the one or more target users at the particular position during the particular time period.

WO 2021/249261 A1

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