

PEEKMEUP

Give to reality a chance



What is *Peekmeup*?

It is method of mobile/website based identification and data collection.
It is a method of labelling by using alphanumerical codes (even associated to a RFID Device, or a QR code) whose meaning is given and implemented through website's software and information uploaded by registered users of the website itself (Peekmeup.com), or it could be uploaded and or identified by a different and specific website, social networking websites, chat platforms like Facebook, Twitter, etc.

Peekmeup format

Every Peekmeup is made by a tag/logo that might have one of these options:

1. Country code and City code (i.e.: SGP, US NYC, AU SY, JP TY, etc.) or Personal code (i.e. RIC, RIC.SGP, etc.);
2. Identifier code (automatically assigned by the website Peekmeup.com).
The identifier code is composed by: 2 letters – 3 numbers – 2 letters
(i.e. RK682BB)
3. Just a Peekmeup's personalized exclusive QR code.



Peekmeup examples:

- ✓ Standard: US MIA RK682BB
- ✓ Personal: RIC RK682BB (or RIC.SGP RK682BB, etc.)
- ✓ QR code: A tag or an elaborated code-logo

Peekmeup types

The difference lies in the first part of the Peekmeup code.

1. Standard (fully anonymous);

US MIA RK682BB

2. Personal (the level of anonymity is decided by the owner): the personal code is chosen by the Peekmeup owner (i.e.: my name, my name and city, the name of my business company, etc.).

✓ RIC RK682BB

✓ RIC SGP RK682BB

✓ NIKE RS119QY

3. Just the QR code itself

4. RFID itself



How it works

Sandy

The book that Sandy is reading is particularly interesting and she wants anyone on the subway to tell her his opinion:

1. she goes on Peekmeup.com and create a profile;
2. she chooses a Standard Peekmeup-code (i.e.: SGP SA683TT ... Sandy lives in Singapore);
3. (if she chose a Personal Peekmeup code the website would confirm that the code is available);
4. Sandy decides to buy it;
5. on her email she gets the code to activate the Peekmeup;
6. Sarah returns to her profile on Peekmeup.com and see, in the shopping cart, the Peekmeup bought not yet active: with the code arrived by email she decides to activate it;
7. once activated, she enters the Peekmeup (it's a sort of blog) and begins to give it life by entering, for example, a photo of the cover book, information on where she bought it, the mood she was in, what was happening in her life, the reading impressions, in short: everything she likes;

At this point there's nothing else to do but making the Peekmeup visible in

everyday life and here she has several possibilities, including:

- a. writing by herself the Peekmeup on the back of the book;
- b. Entering the Peekmeup.com shop and choose, among various models, a sticker (it could be even a staple, or something else) she'll receive it with the Peekmeup printed on.

Ethan

Ethan is going by subway to work to the City Centre.

Among the rush hour time he notices a girl intent on reading a book he loved pretty much: "Physics of the impossible" by Michio Kaku.

On the back cover, something is printed:



SGP SA682BB

Peek me on Peekmeup.com

Ethan extracts the phone and record the code (by typing or using a visual bar code scanner or other methods) just before watching the girl getting off at Orchard Station, two stops before his.

Arrived at the office, he turns on the computer:

1. goes on Peekmeup.com and understand what it's all about;
2. decide to register and create a profile (it's for free);
3. verifies that the Peekmeup written down on the phone is active;
4. being active, the only information he receives is:
 - a. the picture of the tagged item
and
 - b. whether it's an Individual-Peekmeup or a Shared-Peekmeup (see below)
5. the one he digits it's an Individual-Peekmeup and Ethan decide to send a message
6. (the message will have a standard form:
 - a. My name/nickname;

- b. When and where I met the Peekmeup;
- c. Text of the message.)

Sandy receives the message.

Now she can:

1. Check the profile of the sender;
2. Decide whether:
 - a. answering remaining anonymous;
or
 - b. accepting Ethan in the Peekmeup book-of-Kaku, allowing him to view her profile and the other Peekmeup participants ones;
or



- c. Blocking the sender.

He can do the same process using a mobile phone and on the go.

Each Peekmeup I meet in the World is only an alphanumeric code completely anonymous (with a different level of anonymity chosen by the owner) which I can send a message to. The ultimate meaning is to give "life" to an object and make this object to interact with others and/or people as it would have its own existence.

Peekmeup's QR code

A Peekmeup's QR code is printed on a book cover. (It could be printed in any objects like T-shirts, bags, shoes, any moving objects).

Ethan

Ethan is few meters away from Sandy, separated by the silent wall of the rush hour people.

He spots a printed Peekmeup's QR code tag:

CONFIDENTIAL



Ethan scans the QR code with any electronic devices equipped with such capability and he is able to directly connect the websites from his mobile (or notebook) and see what it's all about.

In this specific case, on the QR code, three links are encoded (they could be more) to three different websites:

- 1) Peekmeup's website.
- 2) Peekmeups's Facebook chat group page or other Peekmeup's Facebook pages.
- 3) Twitter website.

He chooses through which system he wishes to contact Sandy.

As soon as he posts a message, the website notification system will update his post on the page.

Sandy will receive a notification on her mobile that the chat page has been updated; she is immediately able to recognize that the message is addressed to her.

She can choose:

- To ignore it.
- To reply to Ethan's post.
- To transfer the chat to another platform.

- The privacy level she wishes to share with Ethan, referring to the privacy setting of every different web platforms.



RFID Peekmeup

Every Peekmeup code can be associated to a RFID Tag.

Ethan

Ethan is some meters away from Sandy, separated by the silent wall of the rush hour people.

His mobile phone receives a message from a RFID tag:

“Physics of impossible”, by Michio Kaku is
being
read a few meters away.
SGP SA682BB
Peek me on peekmeup.com

Ethan is able to directly connect the website from his mobile (or notebook) and see what it’s all about as mentioned above.

Individual Peekmeup and Shared Peekmeup

Each Peekmeup can be Individual or Shared.

1. Individual: at the moment of activation, I will choose this option when the item I intend to associate (tagged-item) the Peekmeup is a
2. personal item, whose use does not involves other persons (i.e. my book,
3. My iPad, my smartphone, etc.).
4. Shared (two or more people share an item): at the moment of activation



5. Or later, I choose this option when the object is, or is estimated to be, shared with somebody else.
 - a. the wedding Rings (symbolically they are a single item: there will be an incision with the Peekmeup-code within);
 - b. a house;
 - c. a car;
 - d. the cup won at the school basketball tournament;
 - e. Etc.

In this case the person who activates the Peekmeup is automatically the Peekmeup-master.

That means:

- a. she will receive all the messages addressed to the Peekmeup-shared;
- b. she will decide whether to accept requests to join the Peekmeup;

The life of a Peekmeup

Each Peekmeup will have, therefore, a life on its own, its own history, just like

our existence is marked by events, meetings and relationships, arriving and exiting of items.

The object associated to an Individual Peekmeup, therefore, can be donated, placed in the attic, thrown away.

On Peekmeup.com I can follow all these events:

1. I'm able to see the moment when the Peekmeup moves from my domain to the person I give it as a present (I can include photos, comments until the farewell moment of the tagged-item);
2. I can put a cross as a symbol of loss;
3. Can insert a symbol of theft if the tagged objet has been stolen;
4. Or a tear because I can no longer use it (worn-out fashion, too old, etc.).



If it is a Shared Peekmeup, the object events will enrich the personal stories of those who share the use or possession, their lives in relation to that particular object, all it represents:

1. the shared Peekmeup of the wedding rings will be a sort of diary of my marriage;
2. the shared Peekmeup of a car can tell about a journey, about the new
3. seat added for the birth of my daughter, etc.;
4. A shared Peekmeup can also tell about the departure of a person (i.e.: the end of a relationship, the exiting from the Peekmeup-shared of a house, a car, etc.)...

In short: the story of all my items will remain forever in my Peekmeup-wardrobe.

Rereading the story of a Peekmeup I will always relive a piece of my life.

And all this can be realized in security, protected behind the absolute anonymity of a Peekmeup-code.

Possible scenarios: agreements with Companies

A further step is to create items, a clothing line, other products, or to conclude agreements with Companies (third party manufacturers) for the sale of items already associated with a Personal (the Company name) Peekmeup.

For example:

1. UNIQLO decides to bring out for the summer a new line of T-shirts with a Peekmeup-code printed;
2. On the website Peekmeup.com UNIQLO buys and activates the Personal Peekmeup UNIQLO;
3. The Company sends the order of 100,000 Personal Peekmeup - UNIQLO plus the usual alphanumeric code (automatically assigned by the website).

UNIQLO AW716MB

Peek me on Peekmeup.com

4. confirmation and activation codes associated with each UNIQLO Peekmeup are sent to UNIQLO;

I enter a store and buy a T-shirt with the UNIQLO Peekmeup-code stamped, for example, on the shoulder, front and rear:

1. On the cloth label, with sizes and price, I find the activation code to scratch with a coin;



2. I log on Peekmeup.com, enter my profile and active the Peekmeup-
3. code of my T-shirt and already see a picture of it: now the T-shirt is uniquely associated to me;
4. I can enter the information I want (where I bought it, with whom I was, my pictures, etc.).
5. Anyone who sees me in the world can contact me by sending a message from Peekmeup.com addressed to the Peekmeup I wear.

For a Company, registering a personal Peekmeup (UNIQLO) may become as important and strategic as the registration of a domain name.

Why should I buy a Peekmeup?

1. In order to stop the frustration of isolation when I am among people;
2. in order to give fate a chance;
3. in order to share the beauty of an object, its meaning, its history;
4. in order to meet new people, passions, experiences, points of view;
5. in order to create a new bond of trust with Life, its generosity, with the endless opportunities of meeting that, until yesterday, were bound to be lost;
6. In short: in order to play and have fun.

And all this can be realized in security, protected behind the absolute anonymity of a Peekmeup-code.



Developments

Considering the widespread worship of objects so peculiar to our times, developments of the *web Peekmeup platform* (weaving between real and virtual) are really unpredictable.

Among them, as an example:

1. Companies can exploit and improve the Peekmeup system for trading and marketing purposes;
2. Peekmeup-tagged may also be an event, i.e.:
 - a. Halloween Party organized by a disco in Shinjuku;
 - b. The evening has a Shared Peekmeup purchased and activated by the Promoter of the party (Personal Peekmeup):
 - c. The Halloween Party Shared Peekmeup is printed on the ticket delivered at the entrance; as shown in Figure 4
 - d. after the night, back home, I enter Peekmeup.com, ask permission to the Peekmeup-master to enter the shared Peekmeup of the party so that I can leave comments, read, see
 - e. and add photos, find other people who joined that Halloween
 - f. Party.

Conclusion

The Peekmeup's code (on Peekmeup's home site) regards always an item, the part of my life shared with that item.

Unlike other details, such as email address or nickname or personal website, the Peekmeup is uniquely linked to the object, follows it in its journey, has a life on its own, it detaches by the person and, while remaining an extension, never

identifies with her, it always and only keeps telling the story of the tagged-item. Because of its visibility, the Peekmeup is able to overcome the natural barriers that prevent us from stopping strangers on the street, by making that the first contact possible in a more discreet and non-invasive way.

So: the Peekmeup is not a tag on one's person (even if, anyway, someone might decide to make his own body Peekmeup-tagged by a tattoo).

The Peekmeup is a label to be applied to items in the real world, an opportunity for sharing pieces of life, and always requires a visual contact with the tagged item.

It can revolutionize the way of communicating, moving, and living.

Despite using existing technology the different use and integrations of them make this system unique and totally unknown and never used on the market/society. The Peekmeup's innovation resides in these but not limited factors:

1. "Social networking" system back into reality, with visual connection/contact and through devices, in real time and geo-located.
2. Privacy: every user can choose the level of privacy that better corresponds to his/her intentions or moods. The privacy levels can be changed, according to the platform in use, in real time and in the reality world.
3. On Peekmeups's home site the level of privacy can be set as mentioned on previous example as well.



Peekmeup

Abstract

Peekmeup is method of mobile/website based identification and data collection.

It is a method of labelling by using alphanumerical codes (even associated to a RFID Device, or a QR code) whose meaning is given and implemented through website's software and information uploaded by registered users of the website itself (Peekmeup.com), or it could be uploaded and or identified by a different and specific website, social networking websites, chat platforms.

When a label is spotted by visual contact by a person, defined here with "A" on someone else, defined here with "B", this label is scanned by a mobile device/smartphone that redirects "A" to a specific platform. "A" posts a message. "B" receives a notification in real time on his/her mobile device. "B" can decide to reply to this message or skipping it, to transfer this chat into other platform, choosing its privacy level, consequentially also without revealing his/her own identity. This messaging system happens in reality and in real time. Peekmeup transfers the "social networking" mechanism back into reality. When this label is attached to an object, the object itself is defined by this label, bringing it to "life": "A", "B" and other person can chat about that specific object. The label and, consequentially the object itself, can also be given away to another person, leaving to this object its own identity.

No suitable figures.

SGP SA682BB

Peek me on peekmeup.com

Dear Sirs,

Singapore Patent Application No. 201206734-4

PEEKMEUP

Riccardo Balzarini

Your ref: 2014/277638560V

In response to the Written Opinion of 01 July 2014, we are filing Patents Form 13A, the following remarks and replacement claims pages 8 to 10:

CLAIMS

Claims pages 8-10 replace page 8 presently on file.

Particularly, it is submitted that for claim 1, the “receiving” and “generating” steps find basis in page 1 (i.e. see sections “Peekmeup format” and “Peekmeup types”) and page 2 of our specification as filed (i.e. see under heading “*Sandy*” in section “How it works”), while the “storing” step has basis in pages 3-5 (i.e. under respective headings “*Ethan*”) and page 6 (i.e. see section “The life of a Peekmeup”). The remaining claims also have the necessary corresponding support in the description as well.

Accordingly, Applicant submits that the revised claims 1 to 10 fulfill the requirements set out in Section 25(5) of the Patents Act, in that they now clearly and concisely define the matter for which the Applicant seeks protection, and they share unity of invention.

We submit that no new matter has been added.

Hence, on the basis of claims 1 to 10, it is submitted that the Examiner now performs a definitive examination of the present application.

PATENTABILITY

For completeness, Applicant also submits that claims 1 to 10 are novel over documents, D1 (i.e. Ralph Barthel et al., “Tales of Things – The Internet of ‘Old’ Things: Collecting Stories of Objects, Places and Spaces”) and D2 (i.e. US 2012/0211557), previously cited by the Examiner to be relevant to the original claims on page 8 of our specification.

Specifically, D1 relates to collecting stories of objects, places and spaces but does not disclose that D1 is intended to be used with wearable articles.

In contrast, unlike what is disclosed in D1, amended claim 1 includes the limitation that the digital profile is for a wearable article, storing further information about the wearable article etc. Thus, we submit that amended claim 1 is novel over D1.

Regarding D2, this document discloses codes that can be used to cause automatic connections with a friend on a social network (see Abstract). Further, D2 discloses a way of automated friending of new people in a social network based on information provided to another person using, for example, using barcodes or other codes that may be sensed/scanned/imaged i.e. see paragraph [0004] of D2. Moreover, the codes in D2 are to be provided with documents or emails (see paragraph [0021]), and there is no disclosure or suggestion of the codes being used with wearable articles.

In contrast, unlike what is disclosed in D2, amended claim 1 includes limitations relating to a wearable article for example, “*method performed by a computing device for sharing information about a wearable article*”. Thus, we submit that claim 1 is indeed novel over D2 as well.

The remaining claims are dependent directly or indirectly from claim 1, and thus, we submit that these claims are novel over D1 and D2 for at least for this reason.

Accordingly, for at least the same reasons as above, it is submitted that claims 1 to 10 are also inventive over D1 and D2.

CONCLUSION

From the foregoing, Applicant therefore requests the Examiner to expeditiously search and examine revised claims 1 to 10, as submitted. If the Examiner has any further concerns, Applicant requests another opportunity to address those concerns and extend his appreciation in advance. Applicant thus looks forward to the issuance of another Written Opinion in due course.

CLAIMS

~~The Peekmeup's code (on Peekmeup's home site) regards always an item, the part of my life shared with that item.~~

~~Unlike other details, such as email address or nickname or personal website, the Peekmeup is uniquely linked to the object, follows it in its journey, has a life~~

~~on its own, it detaches by the person and, while remaining an extension, never identifies with her, it always and only keeps telling the story of the tagged item. Because of its visibility, the Peekmeup is able to overcome the natural barriers that prevent us from stopping strangers on the street, by making that the first contact possible in a more discreet and non-invasive way.~~

~~So: the Peekmeup is not a tag on one's person (even if, anyway, someone might decide to make his own body Peekmeup-tagged by a tattoo).~~

~~The Peekmeup is a label to be applied to items in the real world, an opportunity for sharing pieces of life, and always requires a visual contact with the tagged item.~~

~~It can revolutionize the way of communicating, moving, and living.~~

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~~"Social networking" system back into reality, with visual connection/contact and through devices, in real time and geo-located.~~

~~Privacy: every user can choose the level of privacy that better corresponds to his/her intentions or moods. The privacy levels can be changed, according to the platform in use, in real time and in the reality world.~~

~~On Peekmeups's home site the level of privacy can be set as mentioned on previous example as well.~~

1. A method performed by a computing device for sharing information about a wearable article, the method comprising:

Receiving a request from a first user to generate a digital profile for the wearable article;

Generating a unique identifier associated to a web link through which the digital profile is accessible, the unique identifier arranged to be provided with the wearable article; and

Storing further information related to the wearable article to the digital profile, the further information provided by a second user accessing the web link based on the unique identifier provided by the wearable article.

2. The method of claim 1, wherein the unique identifier is selected by the first user or generated using information to be stored in the unique identifier.

3. The method of claim 2, wherein the unique identifier includes an RFID code arranged to be transmitted using an RFID transponder.
4. The method of claim 3, wherein the RFID code is configured to be encoded with at least the web link.
5. The method of claim 3 or 4, wherein the second user accessing the web link based on the unique identifier includes receiving the RFID code via an RFID receiver.
6. The method of any preceding claims, wherein the unique identifier includes being provided as a label to be tagged to the wearable article.
7. The method of any preceding claims, wherein the digital profile is configurable with different privacy settings.
8. The method of any preceding claims, wherein the wearable article includes an article of clothing.
9. An apparatus for sharing information about a wearable article, the apparatus configured to perform the method of any preceding claims.
10. The apparatus according to claim 9, wherein the apparatus is a web server.