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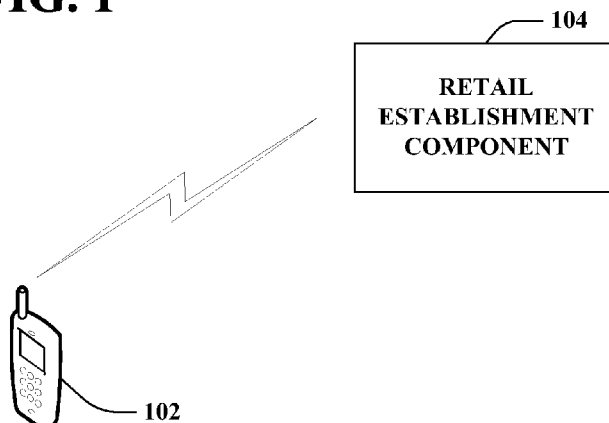
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
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(54) Title: ADVERTISING AS A REAL-TIME VIDEO CALL

FIG. 1



(57) Abstract: The claimed subject matter provides systems and/or methods that effectuate distribution of advertising as real-time video calls. The system can include devices that detect whether or not a mobile device associated with a user is in the vicinity of a retail establishment, ascertains whether or not the proximate mobile device is receptive to receipt of advertising from the retail establishment, negotiates with the mobile device to determine at least one user preference with respect to a real-time video call, and based on the ascertained user preferences, downloads the appropriate real-time video call to the mobile device and/or establishes a live audio-visual connection with a representative of the retail establishment, wherein during the live audio-visual connection negotiations between the user and the representative is effectuated and the user comprehends that they are communicating with a famous personality.

