CLAIMS

1. A graphical user interface for presenting advertisements to a user on a display of a mobile communications device based on motions imparted to the mobile communications device, the graphical user interface comprising:

a first graphical user interface window for displaying content on the display of the mobile communications device, wherein an advertisement delivery sub-application is embedded in the content, wherein an activatable graphic element of the advertisement delivery sub-application is displayed in-line with the content, wherein the activatable graphic element provides an indication to the user that an advertisement is available to be viewed upon request by the user;

a second graphical user interface window configured to partially cover the first graphical user interface window in response to a first external input received on a first input modality of the mobile communications device, the first external input corresponding to a triggering of the activatable graphic element for the advertisement delivery sub-application, wherein the triggering of the activatable graphic element is indicative of a request by the user to display the advertisement on the graphical user interface of the mobile communications device;

wherein the second graphical user interface window displays advertisement invocation instructions in response to receiving the first external input corresponding to the triggering of the activatable graphic element; and

wherein, while receiving a second external input on a second input modality of the mobile communications device different from the first input modality at the prompting of the user, the second graphical user interface window displays an input progress indicator, and after receiving the second external input, the second graphical user interface window displays the advertisement separate from the advertisement invocation instructions upon an evaluation of a substantial match between a set of quantified values translated from the second external input to a set of predefined values corresponding to the advertisement invocation instructions.

2. The graphical user interface of Claim 1, wherein:

the first input modality is a touch screen; and

the first external input is a haptic contact upon the touch screen from the user corresponding in position to the displayed activatable graphic element.

3. The graphical user interface of Claim 1, wherein the second input modality is selected from a group consisting of: an accelerometer, compass, and gyroscope.

4. The graphical user interface of Claim 3, wherein:

the second input modality is embedded in the mobile communications device; and

the second external input is a sequence of motions applied to the mobile communications device by the user that are translated to the set of quantified values by the second input modality.

5. The graphical user interface of Claim 3, wherein:

the second input modality is embedded in an external device wearable by the user and in communication with the mobile communications device; and

the second external input is a sequence of motions applied to the external device by the user that are translated to the set of quantified values by the second input modality.

6. The graphical user interface of Claim 3, wherein the second external input is steps walked by the user as measured by the accelerometer.

7. The graphical user interface of Claim 3, wherein the second external input is steps ran by the user as measured by the accelerometer.

8. The graphical user interface of Claim 3, wherein the second external input is a physical gesture as measured by the gyroscope.

9. The graphical user interface of Claim 3, wherein the second external input is a direction as measured by the compass.

10. The graphical user interface of Claim 3, wherein the second external input is steps walked in a defined direction as measured by a combination of the accelerometer and the compass.

11. The graphical user interface of Claim 1, wherein:

the second input modality is an on-board microphone; and

the second external input is a sequence of audio commands generated by the user and captured by the on-board microphone.

12. The graphical user interface of Claim 1, wherein:

the second input modality is an on-board camera; and

the second external input is a sequence of user gestures graphically captured by the on-board camera.

13. The graphical user interface of Claim 12, wherein the gestures are graphically captured from a face of the user.

14. The graphical user interface of Claim 12, wherein the gestures are graphically captured from a hand of the user.

15. The graphical user interface of Claim 1, wherein the second external input is translated to multiple sets of quantified values each corresponding to a different time instant.

16. A mobile communications device, comprising:

a processor having a memory associated therewith;

an input/output interface associated with the processor;

a display associated with the input/output interface;

a motion subsystem associated with the processor, wherein the motion subsystem is capable of detecting motions imparted to the mobile communications device;

wherein the memory is encoded with an advertisement delivery application that when executed on the processor is capable of displaying advertisements on the display

based on motions imparted to the mobile communications device by performing the operations of:

providing a graphical user interface on the display via the input/output interface;

displaying content on the graphical user interface, an advertisement delivery sub-application being embedded in the content, with an activatable graphic element of the advertisement delivery sub-application being displayed in-line with the content, the activatable graphic element providing an indication to a user that an advertisement is available to be viewed upon request by the user;

receiving the request by the user to display the advertisement, the request by the user being a first external input corresponding to a triggering of the activatable graphic element, the first external input being received on a first input modality of the mobile communications device;

displaying an advertisement overlay in the graphical user interface partially covering the content in response to receiving the first external input corresponding to the triggering of the advertising delivery, with advertisement invocation instructions being displayed within the advertisement overlay for prompting user action;

prompting the user to provide a sequence of second external inputs with the advertisement invocation instructions displayed within the advertising overlay;

receiving a sequence of second external inputs on a second input modality of the mobile communications device different from the first input modality at the prompting of the user to provide the sequence of second external inputs after the first external input corresponding to the triggering of the advertisement delivery is received;

displaying a sequence input progress indicator during the receiving of the sequence of external inputs, the sequence input progress indicator being incrementally updated in response to one or more partial sequences of the sequence of external inputs matching a predefined condition;

translating the second external input to a set of quantified values; and

displaying, within the advertisement overlay, an advertisement separate from the advertisement invocation instructions upon an evaluation of a substantial match between the set of quantified values translated from the received second external inputs to the set of predefined values corresponding to the advertisement invocation instructions.

17. A method for presenting content to a user on a mobile communications device, the method comprising the ordered steps of:

presenting an activatable element for a content delivery sub-application, the activatable element providing an indication to the user that the content is available to the user;

receiving a first external input corresponding to a triggering of the activatable element for the content delivery sub-application, the first external input being received on a first input modality of the mobile communications device;

displaying an overlay in the graphical user interface in response to receiving the first external input corresponding to the triggering of the activatable element;

receiving a sequence of second external inputs on a second input modality of the mobile communications device different from the first input modality;

displaying an input progress indicator during the receiving of the second external input, the input progress indicator being incrementally updated in response to translated values of a partial sequence of the sequence of second external inputs matching a predefined condition; and

displaying, within the overlay, the content separate from the content invocation instructions upon an evaluation of a substantial match between the quantified values translated from the received sequence of second external inputs to a set of predefined values corresponding to the content invocation instructions.