

ABSTRACT

AN INCENTIVE-BASED VIDEO GAMING SYSTEM

5 There is provided a method of playing a video game with at least one interactive information element incorporated within the game. The method includes: a player manipulating a control unit to play the game in a preferred mode; and the player having an option to engage the at least one interactive information element when playing the game in the preferred mode. It is advantageous that gameplay is not disrupted when the at least one interactive information element is engaged. Preferably, engagement of the at least
10 one interactive information element is not mandatory for continuation of gameplay. Preferably, the information element may be either advertisements or public announcement services. In another aspect of the present invention, there is provided a video game including at least one interactive information element, where gameplay is preferably not disrupted when the at least one interactive information element is engaged. Finally, there is also provided a method of incorporating at least one interactive
15 information element into a video game, including: adding an engageable module into the video game; updating the engageable module with the at least one interactive information element; and locating the at least one interactive information element at a juncture in the video game. It is preferable that gameplay is not disrupted when the at least one interactive information element is engaged. Preferably, the engageable module may be updated either locally or from a remote source via a network. The juncture in
20 the video game may be either a specific event in the course of the game or a specific location in the game.

Figure 1

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