CLAIMS

What is claimed is:

1. A machine implemented system ~~(100)~~ that facilitates or actuates advertising as a real-time video call~~s~~, ~~the system (100)~~ comprising:

a processor ~~(104)~~ configured to detect whether a mobile device associated with a user is in proximity of the processor, ascertain whether the mobile device is receptive to receipt of advertising as a real-time video call, negotiate with the mobile device to determine at least one user preference with respect to the real-time video call, determine that a real-time video call advertisement can be provided to the mobile device based on present utilization of the mobile device, and based at least in part on the at least one user preference and the determined present utilization of the mobile device, provide at least one real-time video call to the mobile device with a representative of an advertiser, wherein the representative is a famous personality and the advertising associated with the real-time video call is customized to provide a first person narrative from the personality ~~and based at least in part on the at least one user preference, at least one of download the real-time video call to the mobile device or establish a live audio-visual connection with a representative of an advertiser adopting the mien of a famous personality, wherein during the live audio-visual connection negotiations between the user and the representative are effectuated~~; and

a memory ~~(210)~~ coupled to the processor for persisting data.

2. The system of claim 1, wherein the real-time video call is customized based at least in part on the at least one user preference.

3. The system of claim 1 or 2, wherein the real-time video call provides a call-back telephone number that the user utilizes to download the advertising associated with the real-time video call.

4. The system of any one of claims 1-3, ~~wherein~~ the negotiations with the mobile device further comprising~~include~~ utilization of one or more lists specific to the user to ascertain the at least one user preference with respect to the real-time video call.

5. The system of claim 4, wherein the one or more lists are developed utilizing collaborative filtering mechanisms.

6. The system of any one of claims 1-5, wherein the advertising associated with the real-time video call is customized such that~~to ensure a first person narrative between the user and the representative of the advertiser adopting~~ the famous personality is indicated by the at least one user preference.

~~5.~~

~~6.~~7.The system of any one of claims 1-6, ~~wherein~~ the negotiations with the mobile device further comprising~~include~~ utilizing one or more search terms obtained from a search engine associated with the mobile device to ascertain the at least one user preference with respect to the real-time video call.

~~7.~~8.A machine-readable storage medium having stored thereon machine-executable instructions for performing a method of advertising as a real-time video call, the method comprising:

detecting ~~(502)~~ whether a mobile device associated with a user is in proximity of a retail establishment;

ascertaining ~~(504)~~ whether the mobile device is receptive to receipt of advertising ~~content~~ as a real-time video call from the retail establishment;

negotiating ~~(506)~~ with the mobile device to determine at least one user preference with respect to the real-time video call~~dissemination of advertising content~~; and

~~dispatching (508) appropriate advertising content on the mobile device via the real-time video call with a sales representative of the retail establishment adopting the mien of a famous personality.~~

determining a form of advertisement to provide to the mobile device based on whether a voice capability of the mobile device is presently utilized,

wherein, when the voice capability is presently utilized, a text message is provided to the mobile device, the text message including one or more of: link to personalized advertisement and visual advertisement,

wherein, when the voice capability is not presently utilized and based at least in part on the at least one user preference, providing advertising as the real-time video call, the real-time video call comprising a sales representative of the retail establishment emulating a famous personality and providing a first person narrative.

~~8.~~9.The machine-readable storage medium of claim 8~~7~~, wherein the real-time video call is customized based at least in part on the at least one user preference.

~~9.~~10. The machine-readable storage medium of claim 8 or 9~~7~~, wherein the real-time video call provides a call-back number for~~that~~ the user to utilize~~s~~ to download ~~the appropriate~~ advertising ~~content~~ associated with the real-time video call.

11. The machine-readable storage medium of any one of claims 8-10~~7~~, the~~wherein~~ negotiating ~~with the mobile device~~ further comprising~~es~~ utilizing one or more lists specific to the user to ascertain the at least one user preference with respect to ~~dissemination of the advertising content via~~ the real-time video call.

~~10.~~

12. The machine-readable storage medium of claim 11, wherein the one or more lists are developed utilizing collaborative filtering mechanisms.

~~11.~~13. The machine-readable storage medium of any one of claims 8-12~~7~~, wherein the advertising associated with the real-time video call is customized such that~~to ensure a first person narrative between the user and the sales representative adopting the mien of~~ the famous personality is indicated by the at least one user preference.

~~12.~~14. The machine-readable storage medium of any one of claims 8-13~~7~~, the~~wherein~~ negotiating ~~with the mobile device~~ further comprising~~es~~ utilizing one or more search terms obtained from a search engine associated with the mobile device to ascertain the at least one user preference with respect to the real-time video call.

~~13.~~15. A system ~~(100)~~ that actuates advertising as a real-time video call, ~~the system (100)~~ comprising:

a memory ~~(210)~~ that retains instructions for detecting whether a mobile device associated with a user is proximate to a point of sale, determining~~es~~ whether the mobile device is receptive to receipt of advertising as a real-time video call, negotiating~~es~~ with the mobile device to determine at least one user preference with respect to the real-time video call, and based at least in part on the at least one user preference, establishing~~es~~ the real-time video call between the user and a representative of the point of sale to provide a live sales pitch by the representative to the

user, the live sales pitch ~~being~~ delivered by the representative through voice synthesis, the representative~~to~~ emulating~~e~~ a famous personality; and

a processor ~~(104)~~, coupled to the memory ~~(210)~~, that executes the instructions retained in the memory ~~(210)~~.

~~14.~~16. The system of claim 15~~13~~, wherein the real-time video call is customized based at least in part on the at least one user preference.

17. The system of claim 15 or 16, wherein the real-time video call provides a call-back number for the user to utilize to download advertising associated with the real-time video call.

18. The system of claim 17, wherein the call-back number dispatched to the mobile device is included in a text-message.

~~15.~~19. The system of any one of claims 15-18~~13~~, wherein the memory ~~(210)~~ further retains instructions for utilizing one or more lists specific to the user to ascertain the at least one user preference with respect to the real-time video call.

20. The system of any one of claims 15-19, wherein the advertising associated with the real-time video call is customized to provide an emulated first person narrative from the famous personality, and wherein the famous personality is indicated by the at least one user preference.