

ABSTRACT

The present invention relates to advertisement, in particular to a system and for delivering advertisement content.

In accordance with one aspect of the present invention there is
5 provided a system for delivering advertisement content. The system includes an
advertising apparatus having an advertisement screen display for displaying
advertisements content, motion and gestures sensors to interact with
advertisements content displayed on said screen display, a controller and a
wireless communication module. The advertising apparatus further includes one
10 or more cameras where the system uses the camera capture for image processing
algorithms to interpret specific hand or body gestures for operating one or more
features of the system. The system of the invention further includes one or more
advertisement servers, the server(s) having advertisement content; and data
analysis of the users' gestures by the advertisement server. One or more users
15 interacts with the displaying advertisements content that displayed on the screen
display through a predetermined at least one gesture. These interactions
transform passive advertising viewing into an immersive and participatory
experience.

Figure 1