is to provide the irresistible offer that the viewer can easily register to accept. And, finally the campaign must have the tracking metrics in place to measure effectiveness.

[0007] There is thus a need to provide an email that attracts more traffic to a particular web site and to augment the number of subscriptions, sells or registration for a product or an event. Furthermore, the email should play quickly to grab the user attention.

SummaryObjects of the Invention

[0008] EmbodimentsA first object of the present invention is to provide an email in which a video is displayed without the need to execute or install a player.

[0009] EmbodimentsA second object of the present invention is to display a video in an email that plays instantly when the email is opened or viewed.

[0010] Other and further aspectsobjects and advantages of the present invention will be obvious upon an understanding of the illustrative embodiments about to be described or will be indicated in the appended claims, and various advantages not referred to herein will occur to one skilled in the art upon employment of the invention in practice.

Summary of the Invention

[0010a] According to a first aspect, there is provided a method to display a first video in an html compliant email on a computerized device, the method comprising: defining a predetermined number of frames to be included in said first video; creating at least one first video file comprising said frames wherein said frames are ordered in a selected sequence; storing said first video file on a server; embedding a hot link in an html code of said email to automatically call said first video file from said server and to display said video frames of said first video file in an email page of said email when said email is opened or otherwise viewed and without executing a local video player; and providing a landing web page comprising a video player, wherein said landing web page is configured to be opened after said email is opened or otherwise viewed; and wherein said video player comprises instructions to analyze a bandwidth associated with said computerized device to provide a second video feed to said computerized device with minimal delay.

[0010b] According to a second aspect, there is provided a system to display a first video in an html compliant email, the system comprising: a server to store at least one first video file comprising a predetermined number of frames, wherein said frames are ordered in a selected sequence; a computerized device for displaying an email; wherein a link is embedded in an html code of said email to automatically call said first video file from said server and to display said video frames of said first video file in an email page of said email when said email is opened or otherwise viewed and without executing a local video player; and a landing web page comprising a video player, wherein said landing web page is configured to be opened after said email is opened or otherwise viewed; and wherein said video player comprises instructions to analyze a bandwidth associated with said computerized device to provide a second video feed to said computerized device with minimal delay.

[0010c] According to a third aspect, there is provided a computerized device, comprising: a memory for storing an html compliant email, said email comprising a hot link embedded in the html code of said email; and a processor coupled to said memory, said processor being configured for using said hot link to automatically call at least one first video file stored on a server and to display video frames of said first video file in an email page of said email when said email is opened or otherwise viewed and without executing a local video player; wherein said computerized device is configured to communicate with a landing web page comprising a video player, wherein said landing web page is configured to be opened after said email is opened or otherwise viewed; and wherein said video player comprises instructions to analyze a bandwidth associated with said computerized device to provide a second video feed to said computerized device with minimal delay.

[0011] Embodiments of t~~T~~he present invention provides an email in which a first video is displayed when the email is opened or viewed on a computerized device. If the user clicks on the email page, a web page is opened, referred as the landing page in the present document. The landing page displays a second video and other information related to the topic of the email and/or the first or second video. Finally, another web page may be opened or accessed, referred as the launch page. The launch page may contains, for example, details for special events, event registration, event notification, turnkey e-commerce site, product launch page, special services, special promotions, master corporate website home page, artist page, movie page.

[0012] The first video, displayed in the email page, does not need any player to be viewed on the computerized device. A main advantage of embodiments of the present invention is that there is no delay to begin the display of the first video. Another advantage is that the email will not be blocked or targeted as a virus or spam by most firewall and anti-virus. The email page is custom

[0023] The video player of the landing page may be programmed to automatically launch to the desired web launch page when the second video is finished. It is also possible to combine both previous web pages in only one web page.

[0024] EmbodimentsThe features of the present invention, which are believed to be novel, are set forth with particularity in the appended claims.

Brief Description of the Drawings

[0025] The above and other embodimentsobjects, features and advantages of the invention will become more readily apparent from the following description, reference being made to the accompanying drawings in which:

[0026] Figure 1 is a diagram showing the steps to create the first video file.

[0027] Figure 2 is a diagram showing the sequence for the display of the first video in an email as seen by the viewer.

[0028] Figure 3 is example of the frame by frame editing system.

Detailed Description of the Preferred Embodiment

[0029] A novel video email will be described hereinafter. Although the invention is described in terms of specific illustrative embodiment(s), it is to be understood that the embodiment(s) described herein are by way of example only and that the scope of the invention is not intended to be limited thereby.

[0030] In Figure 1, the steps to create the first video displayed in an email are shown in a sequential diagram. The first video file is constituted by a plurality of frames coming typically from a source video 105. If the source video is analog, it is convert 115 into a digital video.

[0031] To obtain frames, a third party software may be used to creates frames from the source video. It is also possible to use another method to extract the selected frames from a source video.