(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
11 September 2009 (11.09.2009)

PCT

(10) International Publication Number
WO 2009/109784 A1

(51) International Patent Classification:
A63F 13/00 (2006.01) *H04L 29/06* (2006.01)

(21) International Application Number:
PCT/GB2009/050222

(22) International Filing Date:
5 March 2009 (05.03.2009)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
0804274.9 7 March 2008 (07.03.2008) GB
08155517.9 30 April 2008 (30.04.2008) EP

(71) Applicant *(for all designated States except US)*: **VIRTUALLY LIVE LIMITED**; PO Box 3136, Akara Building, Road Town (VG).

(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: **HORMIGO, Jesus** [ES/ES]; 34, 29680 Estepona, Malaga (ES). **EL IMAD, Jamil Nadim** [GB/GB]; Flat 2, North Audley House, 40 North Audley Street, London W1K 6WG (GB).

(74) Agent: **HOARTON, Lloyd**; Forresters, Forrester House, 52 Bounds Green Road, London, Greater London N11 2EY (GB).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

(54) Title: A MEDIA SYSTEM AND METHOD

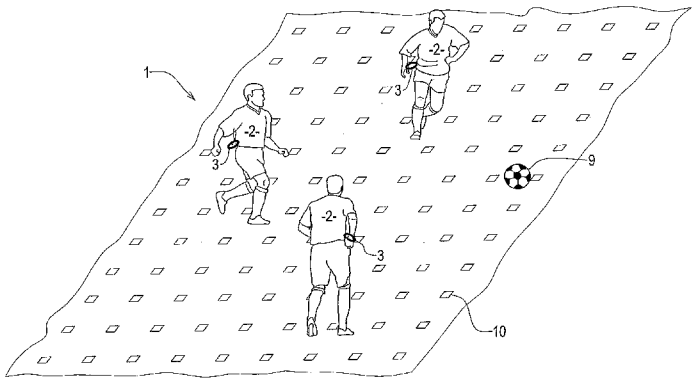


FIG. 2

(57) Abstract: An interactive media system configured to present a substantially real-time simulation of an actual live event involving a moveable object in an arena, the system comprising: a tag attachable to a moveable object involved in an actual live event in an arena; one or more base stations located relative to the arena and operable to receive a signal from the tag; a location platform configured to determine the location of the tag in the arena based on the signal received from the tag by the or each base station, and to output location data representing a location of the tag in the arena; a virtual world environment unit to simulate the actual live event including the arena, the object, and movement of the object in the arena using the location data for the tag; and an access interface in communication with the virtual world environment unit, the access interface being arranged to provide a user with access to the simulated arena and to permit the user to observe the simulated event in substantially real-time.

WO 2009/109784 A1