

CLAIMS

1. A method of presenting user-specific advertising material in a virtual environment, comprising:

presenting, by a presenting module, a virtual environment to a user, wherein the user has a presence in the virtual environment as an avatar;

embedding, by an advertising module, an object in said virtual environment, the object is communicatively connected to a server, wherein the object is capable of presenting the user-specific advertising material when one or more digital trigger is activated;

determining, by the advertising module, if there is a digital trigger activated in the virtual environment; and

presenting, by the presenting module, at least one advertising material via the object based on the digital trigger, wherein said advertising material is visible to or heard by the user when said digital trigger is activated.

2. The method of claim 1 further comprising enabling, by the presenting module, the user to trigger one or more digital triggers, wherein the one or more digital triggers is activated when the avatar is within an activation zone for the object, wherein both the object and the advertising material is presented when the digital trigger is activated, further wherein the object and the advertising material is live rendered in run-time, fully native to ensure no negative user experience, wherein the digital trigger comprises system generated triggers and triggers based on user inputs.

3. The method of claim 2 further comprising quantifying, by a user engagement module, user engagement with the object, wherein the quantifying comprises quantifying the engagement of the avatar of the user with the object.

4. The method of claim 3, wherein the quantification of the user engagement is based on based on at least one of:

a duration of time the avatar remains in the activation zone of said object, wherein the object comprises at least one of an image, an audio, and a video;

a position of the avatar with respect to the object during the time the avatar remains in the activation zone of said object; and

a duration of time the avatar interacts with the object with respect to the duration of time the avatar remains in the activation zone of said object.

5. The method of any one of claims 4 further comprising charging, by a payment module, a fee from an advertiser of the advertising material, wherein the fee is proportional to the quantity and a quality of user engagement with the object in the activation zone, wherein the advertising material comprising at least one of an audio, a video, and an image.

6. The method of claim 5, wherein the virtual environment exists with a computer game, further wherein the avatar of the user is a character in the computer game, wherein the computer game is a 3D computer game played with a first-person perspective.

7. The method of claim 6 further comprising tracking and recording, by the advertising module, one or more interactions of the user with at least one of the displayed object and the displayed advertising material.

8. The method of claim 7, wherein the activation zone is created by a collider embedded with the object in the virtual environment, wherein the virtual environment comprising at least one of a virtual reality environment, an augmented reality environment, a computer game, and a digital environment.

9. The method of claim 8 further comprising enabling, by an uploading module, the user to upload personal content for appearing in the computer game, wherein the presenting module displays the personal content of the user as part of the computer game.

10. The method of claim 9, wherein the user-specific advertising material is determined based on user information extracted from at least one of an IP address of the user, and user information extracted from a computer game user account of the user.

11. A system for presenting user-specific advertising material in a virtual environment, comprising:

a presenting module configured to present a virtual environment to a user, wherein the user has a presence in the virtual environment as an avatar

, wherein the presenting module enables the user to trigger one or more digital triggers;
and

an advertising module configured to:

embed an object in said virtual environment, the object is communicatively connected to a server, wherein the object is capable of presenting the user-specific advertising material when one or more digital trigger is activated; and

determine if there is a digital trigger in the virtual environment, wherein the presenting module presents at least one advertising material via the object based on the digital trigger, wherein said advertising material is visible to or heard by the user when said digital trigger is activated.

12. The system of claim 11, wherein the digital trigger is activated when the avatar is within an activation zone for said object, wherein both the object and the advertising material is displayed only when the digital trigger is activated, further wherein the object and the advertising material is live rendered in run-time, fully native to ensure no negative user experience, wherein the digital trigger comprises system generated triggers and triggers based on user inputs.

13. The system of claim 12 further comprising a user engagement module configured to quantify user engagement with the object, wherein the user engagement module quantifies the engagement of the avatar of the user with the object, wherein the object comprises at least one of an image, an audio, and a video.

14. The system of claim 13, wherein the user engagement module quantifies the user engagement based on at least one of:

a duration of time the avatar remains in the activation zone of said object;

a position of the avatar with respect to the object during the time the avatar remains in the activation zone of said object; and

a duration of time the avatar interacts with the object with respect to the duration of time the avatar remains in the activation zone of said object.

15. The system of claim 14 further comprising a payment module configured to charge a fee from an advertiser of the advertising material, wherein the fee is proportional to the quantity and a quality of user engagement with the object in the activation zone, wherein the advertising material comprising at least one of an audio, a video, and an image, wherein user engagement comprises one or more interactions via user control input.

16. The system of claim 15, wherein the virtual environment exists with a computer game, further wherein the avatar of the user is a character in the computer game, wherein the computer game is a 3D computer game played with a first-person perspective.

17. The system of claim 16, wherein the advertising module is further configured to track one or more interactions of the user with at least one of the displayed object and the displayed advertising material.

18. The system of claim 17, wherein the activation zone is created by a collider embedded within the object in the virtual environment, wherein the virtual environment comprising at least one of a virtual reality environment, an augmented reality environment, a computer game, and a digital environment.

19. The system of claim 18 further comprising an uploading module configured to enable the user to upload personal content for appearing in the computer game, wherein the presenting module displays the personal content of the user as part of the computer game.

20. The system of claim 19, wherein the user-specific advertising material is determined based on user information extracted from at least one of an IP address of the user, and user information extracted from a computer game user account of the user.