



(51) International Patent Classification:

G06Q 30/00 (2006.01) **H04N 5/14** (2006.01)
H04W 4/06 (2009.01)

(21) International Application Number:

PCT/US2010/043289

(22) International Filing Date:

27 July 2010 (27.07.2010)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

12/533,139 31 July 2009 (31.07.2009) US

(71) Applicant (for all designated States except US): **MICROSOFT CORPORATION** [US/US]; One Microsoft Way, Redmond, Washington 98052-6399 (US).

(72) Inventors: **BREWER, Brett, D.**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **DUNN, Melissa, W.**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US). **MAHAJAN, Milind, V.**; c/o Microsoft Corporation, LCA - International Patents, One Microsoft Way, Redmond, Washington 98052-6399 (US).

(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, CL, 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, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, 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, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, 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, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

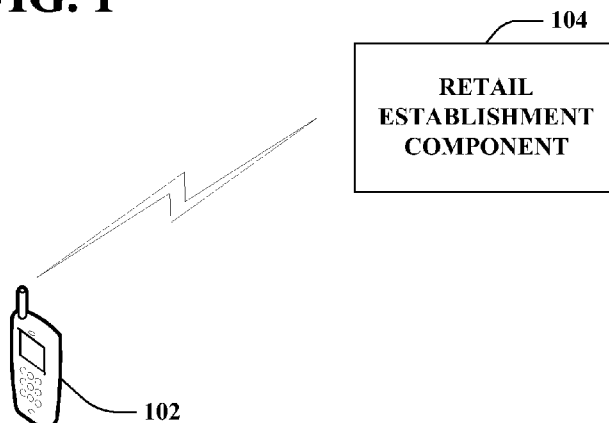
Published:

- with international search report (Art. 21(3))
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

[Continued on next page]

(54) Title: ADVERTISING AS A REAL-TIME VIDEO CALL

FIG. 1



(57) Abstract: The claimed subject matter provides systems and/or methods that effectuate distribution of advertising as real-time video calls. The system can include devices that detect whether or not a mobile device associated with a user is in the vicinity of a retail establishment, ascertains whether or not the proximate mobile device is receptive to receipt of advertising from the retail establishment, negotiates with the mobile device to determine at least one user preference with respect to a real-time video call, and based on the ascertained user preferences, downloads the appropriate real-time video call to the mobile device and/or establishes a live audio-visual connection with a representative of the retail establishment, wherein during the live audio-visual connection negotiations between the user and the representative is effectuated and the user comprehends that they are communicating with a famous personality.



(88) Date of publication of the international search report:
5 May 2011