

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
17 January 2008 (17.01.2008)

PCT

(10) International Publication Number
WO 2008/008038 A1

(51) International Patent Classification:

A63F 13/00 (2006.01) G09F 19/00 (2006.01)
A63F 13/12 (2006.01) G09F 27/00 (2006.01)

(21) International Application Number:

PCT/SG2006/000195

(22) International Filing Date: 12 July 2006 (12.07.2006)

(25) Filing Language: English

(26) Publication Language: English

(71) Applicant (for all designated States except US): **HONOR GAMES INTERNATIONAL PTE LTD** [SG/SG]; 541 Orchard Road, #18-01 Liat Towers, Singapore 238881 (SG).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **HO, Chee Yue** [SG/SG]; 13 Rosewood Drive #13-26, Singapore 737940 (SG).

(74) Agent: **SAMUEL SEOW LAW CORPORATION**; 541 Orchard Road, #18-01 Liat Towers, Singapore 238881 (SG).

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

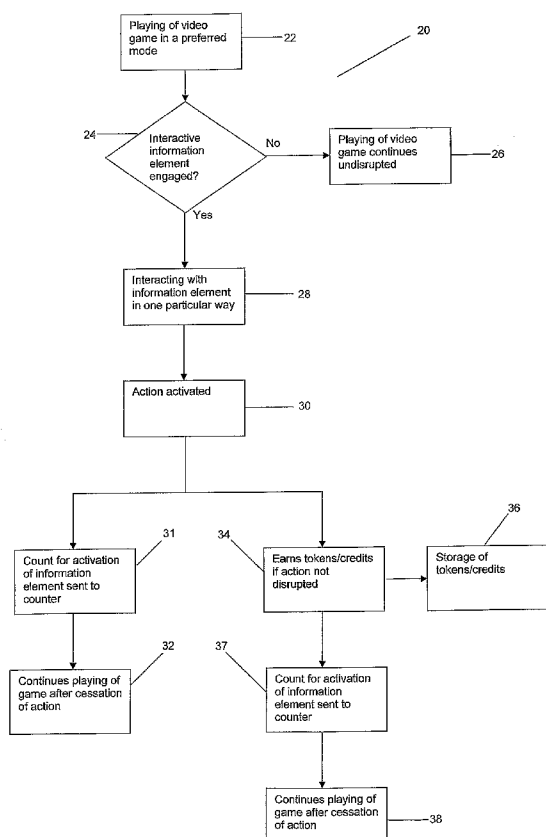
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declaration under Rule 4.17:

— of inventorship (Rule 4.17(iv))

[Continued on next page]

(54) Title: AN INCENTIVE-BASED VIDEO GAMING SYSTEM



(57) Abstract: There is provided a method of playing a video game with at least one interactive information element incorporated within the game. The method includes: a player manipulating a control unit to play the game in a preferred mode; and the player having an option to engage the at least one interactive information element when playing the game in the preferred mode. It is advantageous that gameplay is not disrupted when the at least one interactive information element is engaged. Preferably, engagement of the at least one interactive information element is not mandatory for continuation of gameplay. Preferably, the information element may be either advertisements or public announcement services. In another aspect of the present invention, there is provided a video game including at least one interactive information element, where gameplay is preferably not disrupted when the at least one interactive information element is engaged. Finally, there is also provided a method of incorporating at least one interactive information element into a video game, including: adding an engageable module into the video game; updating the engageable module with the at least one interactive information element; and locating the at least one interactive information element at a juncture in the video game. It is preferable that gameplay is not disrupted when the at least one interactive information element is engaged. Preferably, the engageable module may be updated either locally or from a remote source via a network. The juncture in the video game may be either a specific event in the course of the game or a specific location in the game.



Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.