

PROMOSTER ARcade

PATENT APPLICATION - US

Title: Collage-based, Integrated Advertising Systems & Methods of Advertising

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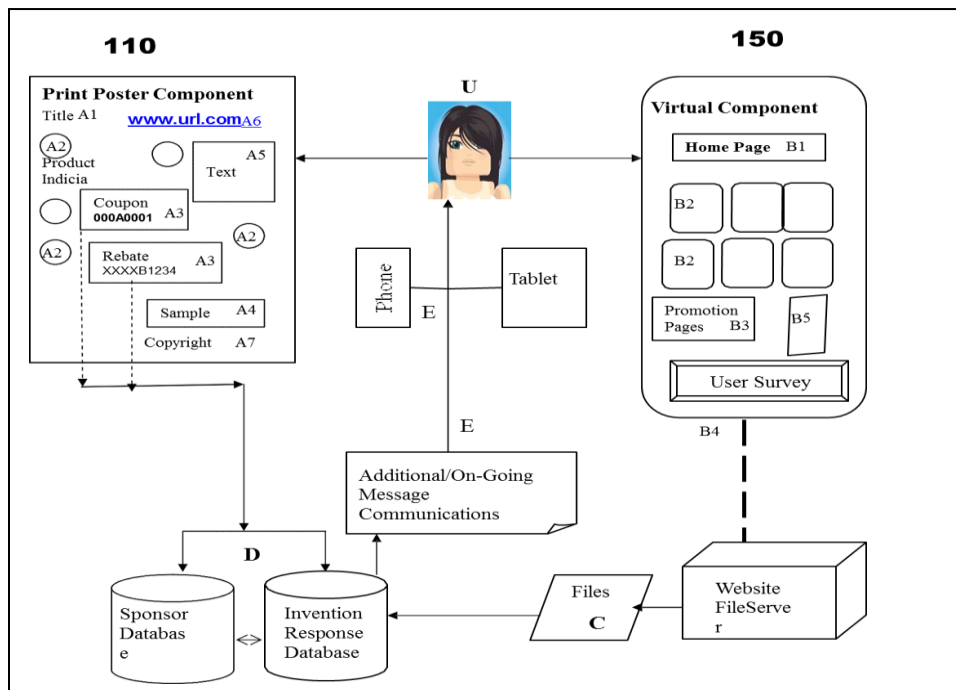
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Claims: 37

Applied: 3/16/2013
Figures: 16

Abstract:

System and method for producing art form-based multimedia communications

Patent Application Figure



PROMOSTER

ARcade

INVENTION OVERVIEW

Promoster ARcade brings 3D, augmented reality, interactivity to otherwise static paper display signage. It solves the problem of advertisers needing new efficient, high profile, engagement experiences to attract prospect interest, increase awareness, convey brand messaging, and build customer relationships.

Promoster ARcade is an integrated, networked, component advertising publication, combining marketer indicia in a creative, theme-based, extensible, communications vehicle, realized through 1) multi-sensory display, 2) optimized multi-component interface(s), 3) sponsor collaborative title/issue/edition development platform, with 4) custom computer information gathering and analysis programming and systems, for delivering poster-based smart device interactive activities.

The components of the invention have an integrated, interactive design that extends from a physical display through a replicated, metaphorically correlated virtual navigational look n' feel linked to sponsor information pages.

ARcade connects through a sponsored, engaging, viewer/user personal data collecting, cooperative creative concept, that brings partners to an individually developed, shared augmented reality interactive art expression including, 1) a physical publication that, 2) leads to a continuing, extended, multimodal virtual component, 3) of a multipart, trans-entity user participation media vehicle.

Operationally, Promoster ARcade efficiently and economically gains attention with a multiply itemed, blended image integrated physical publication display, then transfers it to a replicated, multimedia design correlated virtual version, to continue delivering marketers' interactive message(s), and leading to the goals of improved branding, loyalty building engagement, and prospect and CRM database building.