



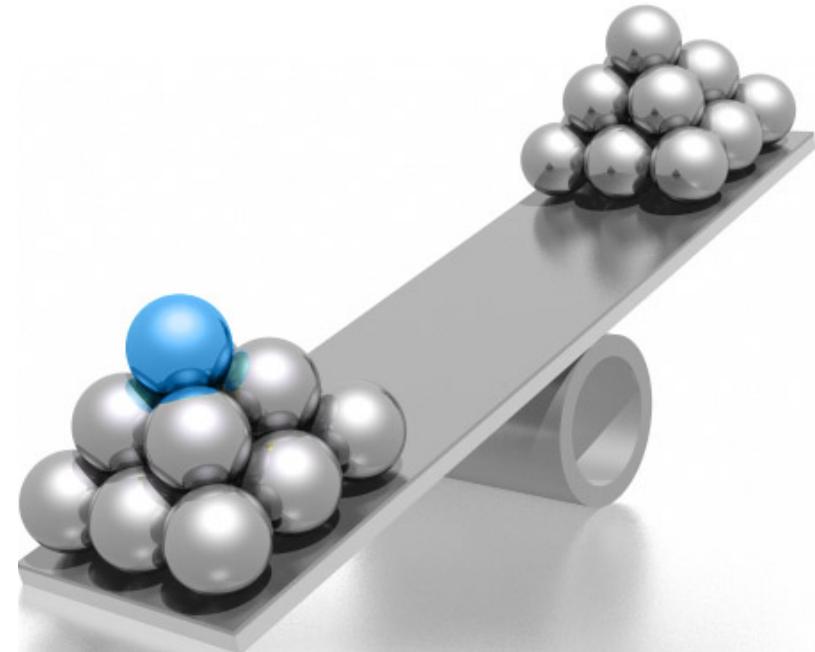
James H. Murray & Neal C. Fairbanks

Patent Acquisition Opportunity

Strictly confidential
June 2015

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Executive Summary

Portfolio overview

- The patent offering from Neal Fairbanks comprises 2 US patents within a single family.
- There is 1 Key Patent in this portfolio.
- The technologies in this portfolio relates to hyperlinking and retrieval of information relating to the contents (location/actors/clothing) of streaming media, which can be used for advertisements or promotions.
- Notable forward citing companies include Intel Corporation, Intertainer, Network Technologies, IBM, and On24.
- The priority date for this portfolio is 31st July 2000.

Encumbrances

- No licenses.
- No buyer restrictions.

Transaction Profile

- ICEBERG Role: Sell-side adviser.
- Guide price: US \$1.5m. Open to offers.
- Portfolio is available as standalone patents or along with the technology/knowledge transfer option.
- Grantback license required.
- Indication of interest requested to be submitted by: 14th August 2015.

Appendices

- Information relating to Layerware technology and competing products.
- Evidence of Use analysis suggesting infringement by Google Play, Microsoft, and Cinematique.

Patent List

Family	US Patent	US Priority	Title
1	8065615*	● 31/07/2000	Method of retrieving information associated with an object present in a media stream
1	6636237	● 31/07/2000	Method for creating and synchronizing links to objects in a video

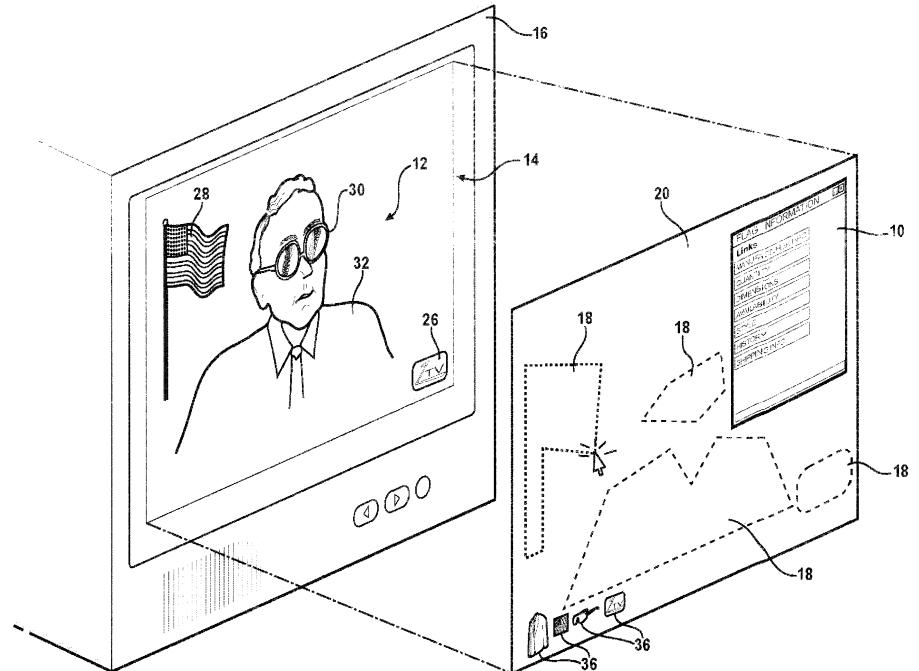
* Key Patent

US 8065615 – Relates to hyperlinking or association of data in relation to the media presented for the viewers of streaming media (Interactive Video).

Potentially applicable to online video streaming, IPTV, internet movies subscriptions, merchandising and even the next generation movie discs.

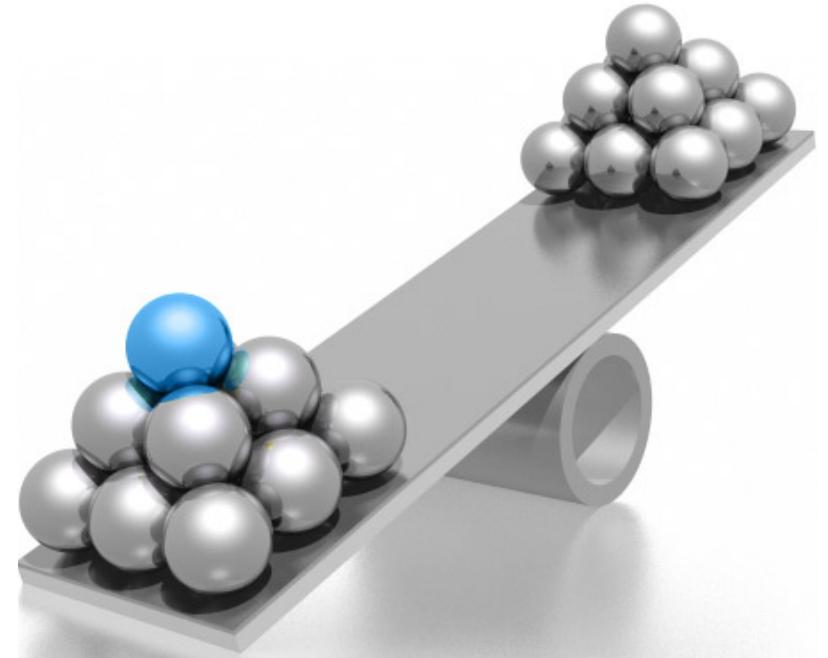
Seller Information:

James H. Murray and Neal C. Fairbanks are two Inventors based in the USA; creators of Layerware technology (See Appendix 1).



Appendix 1

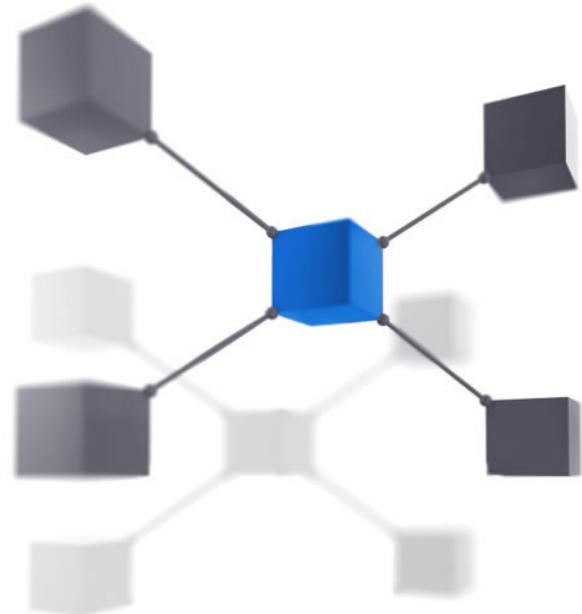
Technology Overview



Technology - Overview

Layerware is a proprietary software technology that enables **true** video interactivity – a working answer to the challenge of “convergence” in the broadcast industry with significant implications for a host of other video based industries.

Layerware technology is capable of creating interactivity with specified objects in any video stream without otherwise interrupting, changing, or affecting, the video stream. Whether the video stream source is a network broadcast television show; a movie DVD running on a television monitor; a computer monitor running a WEB TV broadcast; a music video running on a television, or computer monitor; or any live or taped network of cable broadcast, running on any type of monitor, Layerware technology enables specified interactivity with the video.



Technology - Applications

The implications for the technology are revolutionary across a broad spectrum of industries and markets, although the focus for this offering is on a very small share of the existing and well documented broadcasting network, cable and internet advertising markets.

The limits of 14-18 minutes per hour of broadcast/cable advertising timeslots are expandable to 60 minutes per hour with Layerware technology and the opportunity to embed advertising/promotions within the existing advertising timeslots is also available. The ability to initiate a paradigm shift from “scheduled, time-limited advertising” to viewer chosen (clicked on) advertising is also an option. This technology is poised to capture a share of the US \$90.2bn, internet, broadcast and cable advertising revenue markets.

Beyond the straightforward video interactivity capabilities, Layerware technology is capable of capturing significant user data including demographics, clicks, searches, purchases etc. The financial plan does not include the revenue producing value of any user interface data, which will naturally be generated.



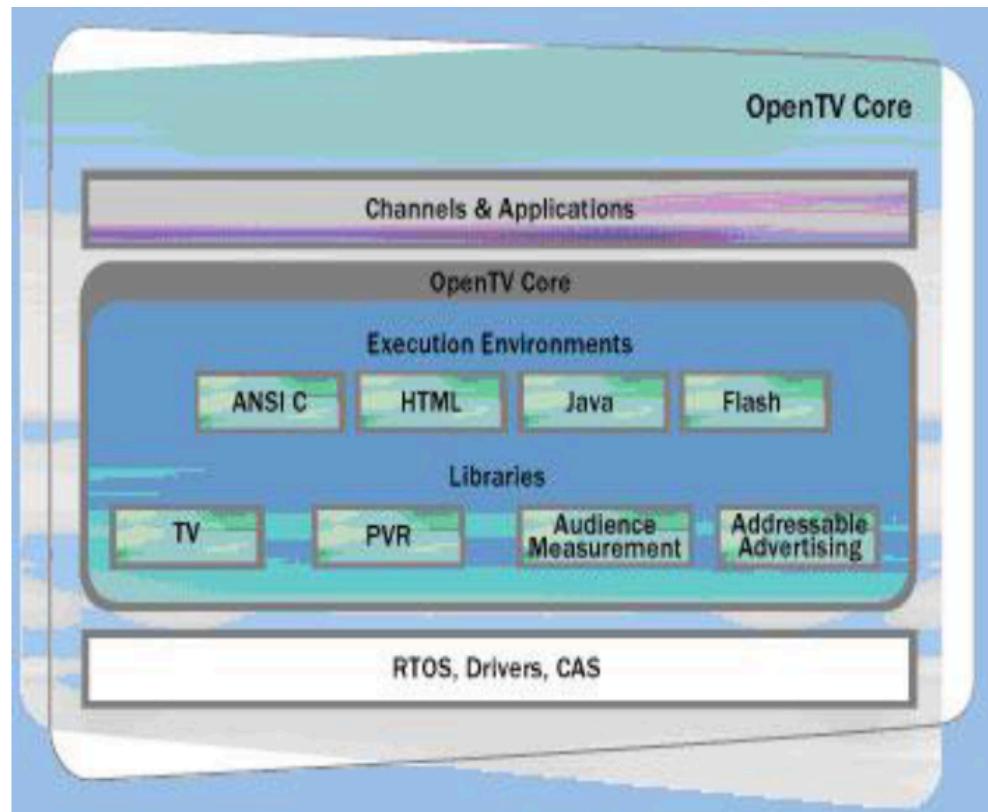
Competing Products - OpenTV

- External to the video display
- IPTV protocol
- External integration

Technology: Participation Television

A solution for the creation and real-time management of synchronized and stand-alone mass participation events and interactive services combined with the ongoing management of the relationship with viewers.

OpenTV is a very well developed, stable architecture, or framework, that is designed to support multiple levels of interactive interface. Their technology could easily be used to expedite Layerware's data generation programming requirements, as it supports a multitude of stand-alone technologies that enhance data mechanisms already programmed into Layerware



Competing Products - United Virtualities

- Internal video elements (Flash only)
- Triggered layer technology

Technology: Shoshmosis

An enhanced streaming video product that enables interactivity within running video.

For example a user can click on an object in a running UV-enabled video and produce a pop up or a link, to whatever the advertiser desires (branding message, e commerce op, home page, etc.) 6

This technology utilizes Adobe Flash and is designed for deployment over the Internet. It features an interactive layer with objects placed over the desired video areas of interaction, which are “clickable” and redirects the user to a target location.



This screen could be a capture of an internet, or broadcast video, running on any platform. The user has run their mouse over the video as it was playing and the highlight (the green drawing on the vest) of the vest has appeared and the viewer could then click on the vest to see additional information. Looks and sounds a lot like Layerware, however, this technology has no back end (no ability to capture user data), is limited to short, small video applications and, as far as we can discern, is only capable of delivering a single interface at a time within the video.

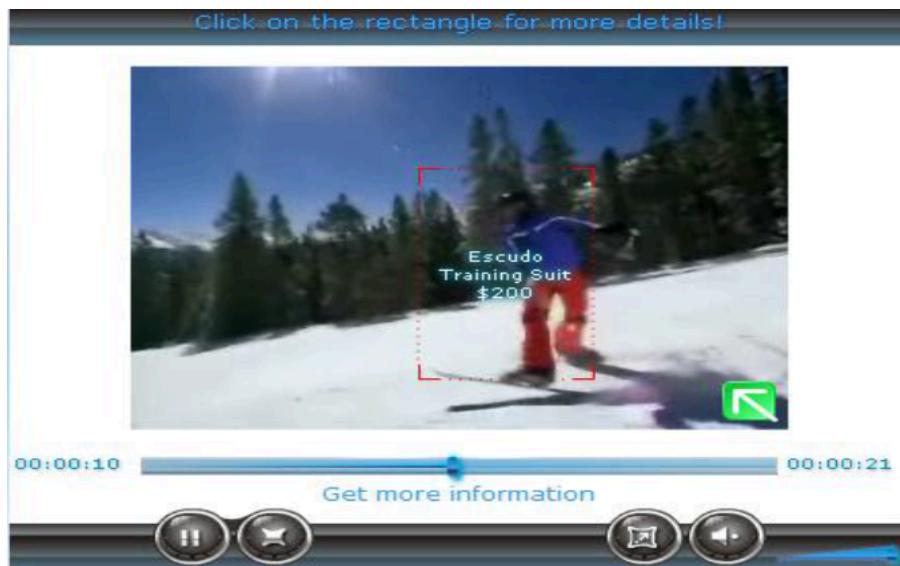
Competing Products - Microsoft

- Internal video elements (Flash & Windows Media Player – requires ActiveX control)
- Triggered layer technology

Technology: Video Hyperlink

This interactive video tool provides additional information about objects in a video when you click on them. For example, you might want details about a product you see in the video. As the video plays, you can move the mouse over the product to see where more information is available. Then, you can click the summary information to go to a merchandize web site for details.

This technology works essentially the same way as United Virtualities (UV). It utilizes Adobe Flash and is designed for deployment over the Internet. It features an interactive layer with objects placed over the desired video areas of interaction, which are “clickable” and redirect the user to a target location. Windows Media Player is supported though an ActiveX control, as well.



Like United Virtualities, this Microsoft screen capture could be a shot of an internet, or broadcast, video running on any platform. The user has run their mouse over the video as it was playing and the highlight of the skier has shown up (a little different approach than United Virtualities (the green drawing on the vest) and the viewer could then click on the skier to see additional information. Looks and sounds a lot like Layerware; however, this technology also has no back end (no ability to capture user data), is limited to short, small video applications and, as far as we can discern, is only capable of delivering a single interface at a time within the video.

Market Assessment – US Ad spending by Media (2009-2015)

US Major Media Ad Spending, by Media, 2009-2015

billions

	2009	2010	2011	2012	2013	2014	2015
TV	\$53.8	\$59.0	\$60.5	\$64.5	\$65.0	\$67.0	\$68.0
Internet	\$22.7	\$25.8	\$28.5	\$32.6	\$36.0	\$40.5	\$44.5
Newspapers*	\$24.8	\$22.8	\$21.4	\$20.7	\$20.2	\$20.0	\$19.8
Radio**	\$14.3	\$15.3	\$15.7	\$16.4	\$16.7	\$17.1	\$17.2
Directories*	\$10.3	\$9.3	\$8.2	\$7.3	\$6.5	\$5.7	\$5.0
Magazines*	\$15.5	\$14.7	\$13.9	\$13.2	\$12.6	\$12.1	\$11.6
Outdoor	\$5.9	\$6.1	\$6.4	\$6.8	\$7.1	\$7.4	\$7.6
Total	\$147.2	\$153.0	\$154.6	\$161.5	\$164.2	\$169.8	\$173.6

Note: *print only; **excludes off-air radio & digital

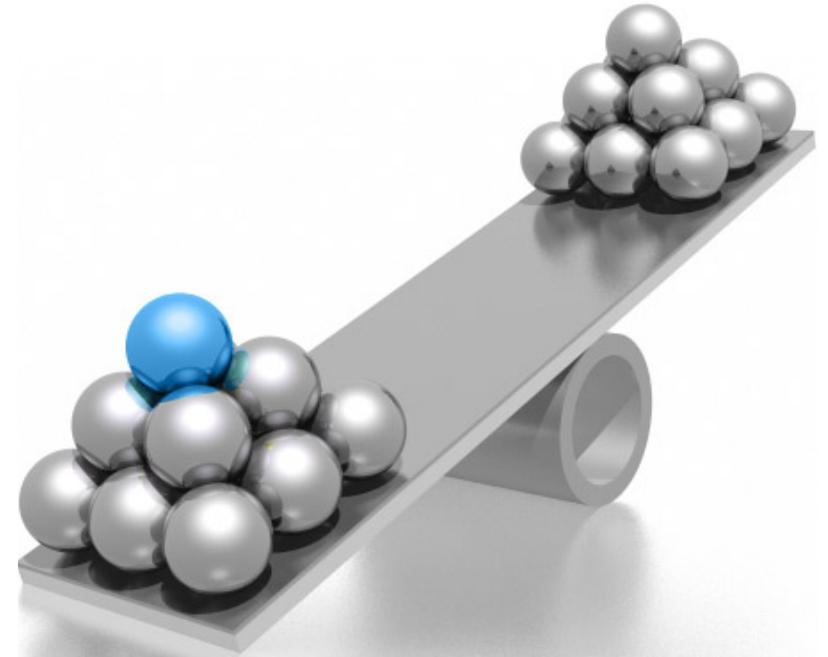
Source: eMarketer, March 2011

125982

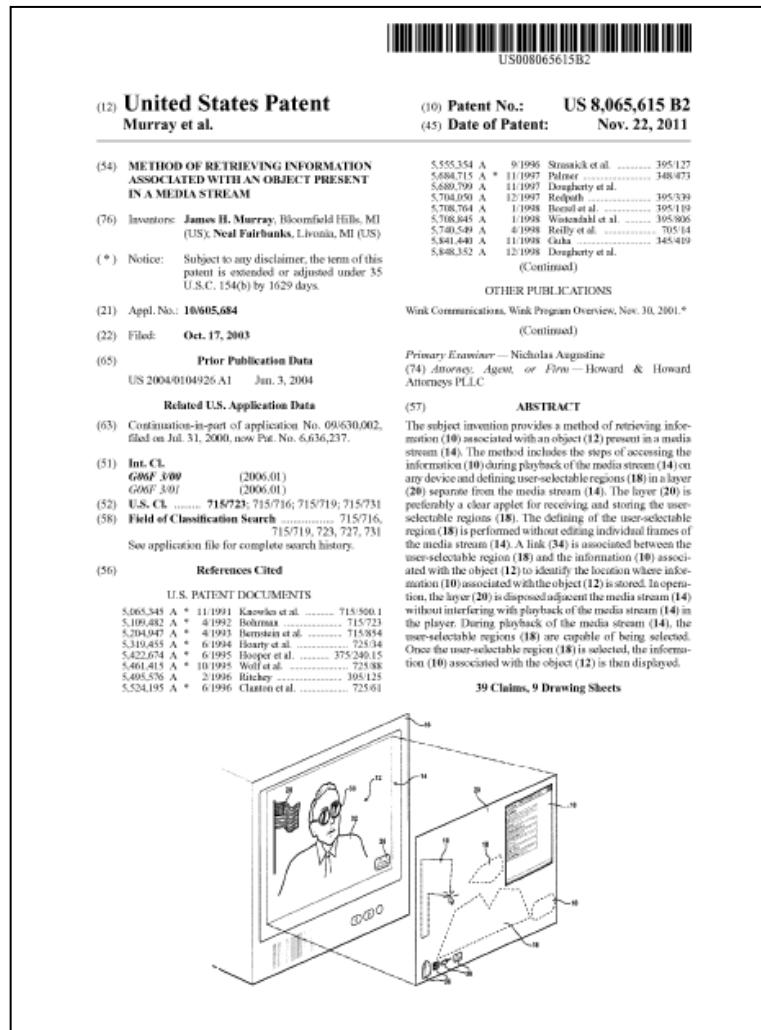
www.emarketer.com

Appendix 2

Evidence of Use



US 8065615 – Bibliographic information



Patent of Interest:

US8065615
(Priority date: Jul 31, 2000)

Method of retrieving information associated with an object present in a media stream

Exemplary Market Applications:

The patented technology finds applications in multi-layered visual experience

US 8065615 – Claim 1

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of:

defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream;

defining a link to the information associated with the object;

linking the user-selectable region in the layer to the link for the information associated with the object;

positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream;

disposing the layer adjacent the media stream without interfering with playback of the media stream;

playing the media stream in a player;

selecting the user-selectable region from within the layer during playback of the media stream; and

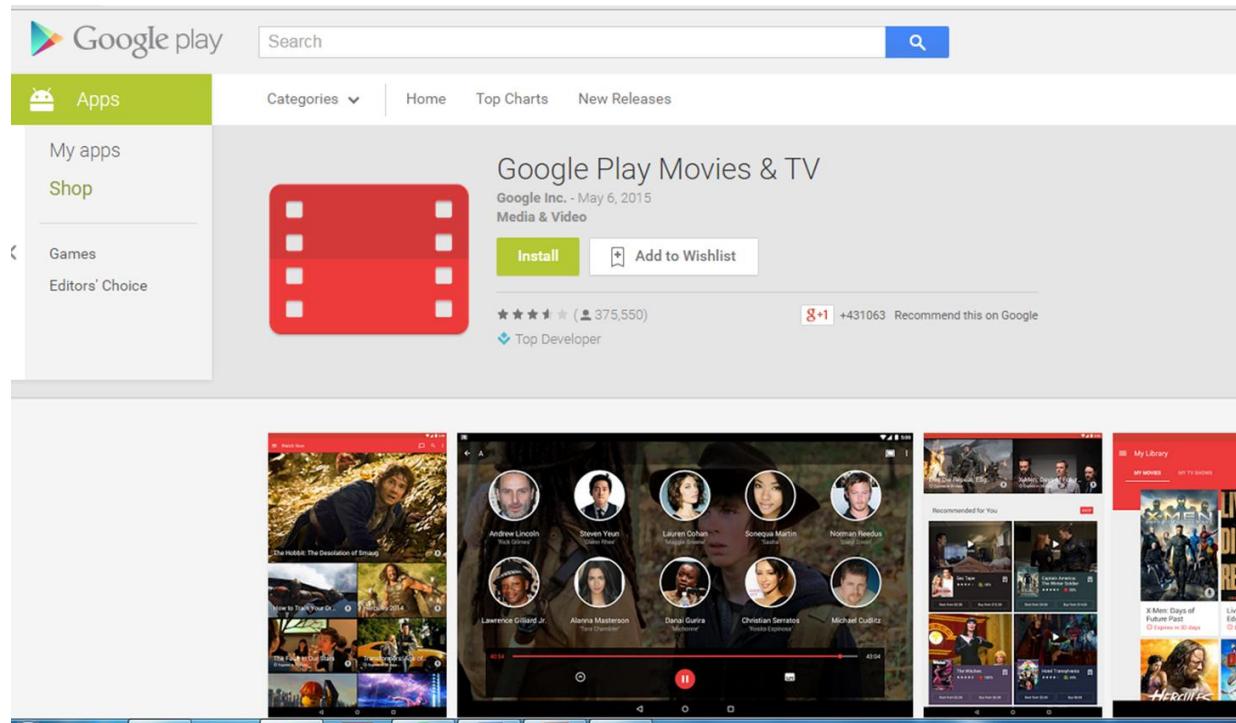
accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

US 8065615 – EoU Summary

Google Play	
Key claim(s)	1, 20, 24 and 35 (independent claims)
Mapped product	Chart has been made with respect to Google Play. https://support.google.com/googleplay/answer/3015292?hl=en-IN
Source	Information related to product is available at: https://support.google.com/googleplay/answer/3015292?hl=en-IN https://play.google.com/store/apps/details?id=com.google.android.videos/
Product launch date	Google Play launched the Info Cards feature in 2013
Details of standard	Google Play is an app store operated by Google for Android operating system. Google Play offers an a feature called info cards which provides the details of the actors like their names and other associated information.

US 8065615 – Google Play: Overview

Google Play offers movies, TV shows, books, news and magazines on its apps store. They introduced a feature called info cards for movies. Through this app user fetch the names of the actors and their other associated information like recent work, place of birth and age.



Source: <https://play.google.com/store/apps/details?id=com.google.android.videos>

US 8065615 – Claim 1 vs. Google Play

Claim	Google Play
<p>1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...</p>	<p>Comment: As shown in the snapshot below, Google Play has a feature called Info Cards which provides information associated with the objects in the video. User can learn more about the actors using info cards. Thus, Google Play allows retrieval of information associated with an object.</p> <p>Ever wondered where you've seen an actor before? Or wanted to know who sings a song in a movie or show you're watching? With info cards, you can discover actors, their related films, and even what song is playing in the background while watching select movies and TV shows on the Google Play Movies & TV app.</p> <p>To check if a video has info cards, go to a video's detail page on Google Play and look under "Additional information" to see if  Info cards are listed.</p>

Source: <https://support.google.com/googleplay/answer/3015292>

US 8065615 – Claim 1 vs. Google Play

Claim	Google Play
<p>1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...</p>	<p>Comment: As shown in the snapshot below, Info Cards include user-selectable regions in a layer that is placed over the video. The user-selectable region operates separately and does not interfere with the video. Thus, Info cards defines user-selectable regions in a layer separate from the media stream.</p> <p>Identify actors</p> <p>When watching select full-length movies and TV shows, touch your screen to pause playback and learn more about the actors visible on-screen.</p> <p>When a video with info cards is paused, identified actors will have a circle around their faces. You can find other movies and shows an actor has been in and learn more about them.</p> <p>Source: https://support.google.com/googleplay/answer/3015292?hl=en-IN</p>

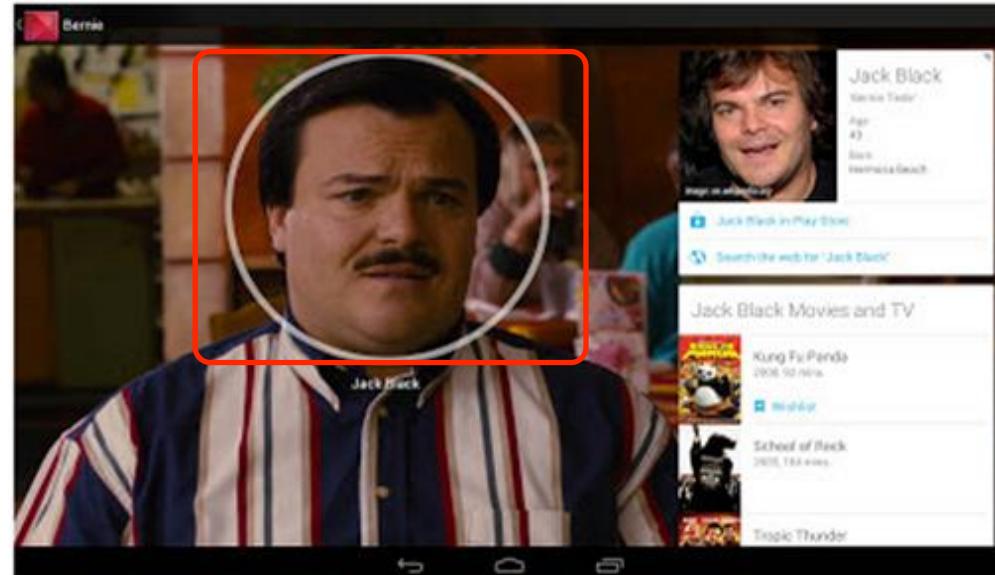
US 8065615 – Claim 1 vs. Google Play

Claim

1. A method of retrieving information associated with an object present in a media stream, **said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream** and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Google Play

Comment: As shown in the snapshot below, Info Cards include user-selectable regions (circle around the actors face and the information cards associated with the actor) in a layer that is placed over the video. The user-selectable region operates separately and does not interfere with the video. Thus, Info cards defines user-selectable regions in a layer separate from the media stream.



Source: <http://officialandroid.blogspot.in/2013/03/get-inside-your-favorite-movies-with.html>

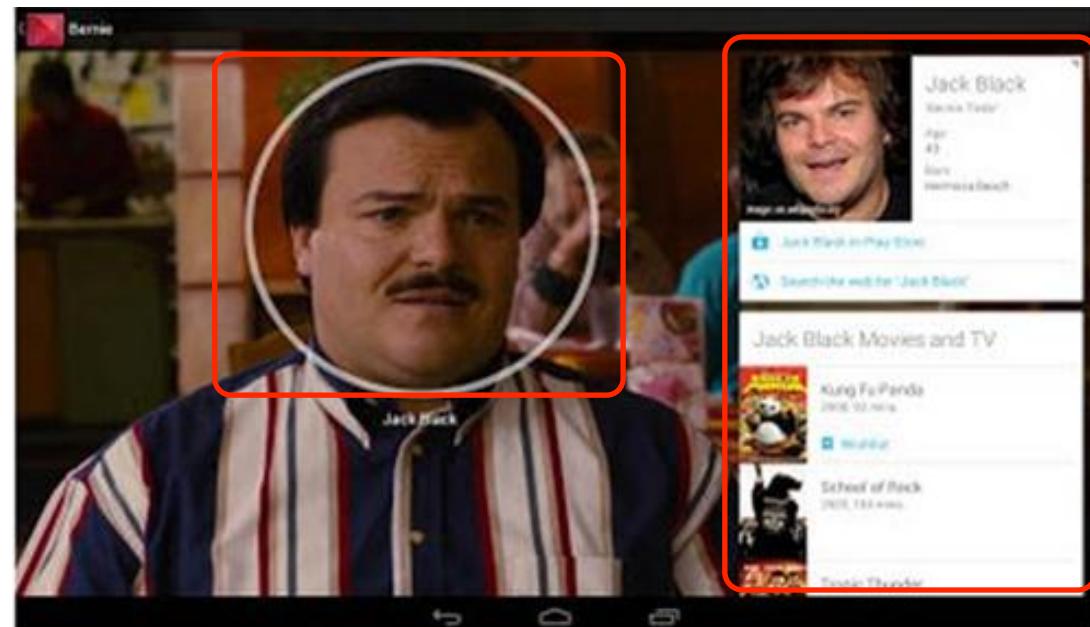
US 8065615 – Claim 1 vs. Google Play

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and **without accessing individual frames of the media stream**, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Google Play

Comment: As shown in the snapshot below, a user can tap on the face of the actor for more information. The other frames in the video are not interrupted. Thus, the additional information is accessed without interrupting the other parts of the video stream.



Source: <http://officialandroid.blogspot.in/2013/03/get-inside-your-favorite-movies-with.html>

US 8065615 – Claim 1 vs. Google Play

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, **the user-selectable region tracking a position of the object present in the media stream**; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

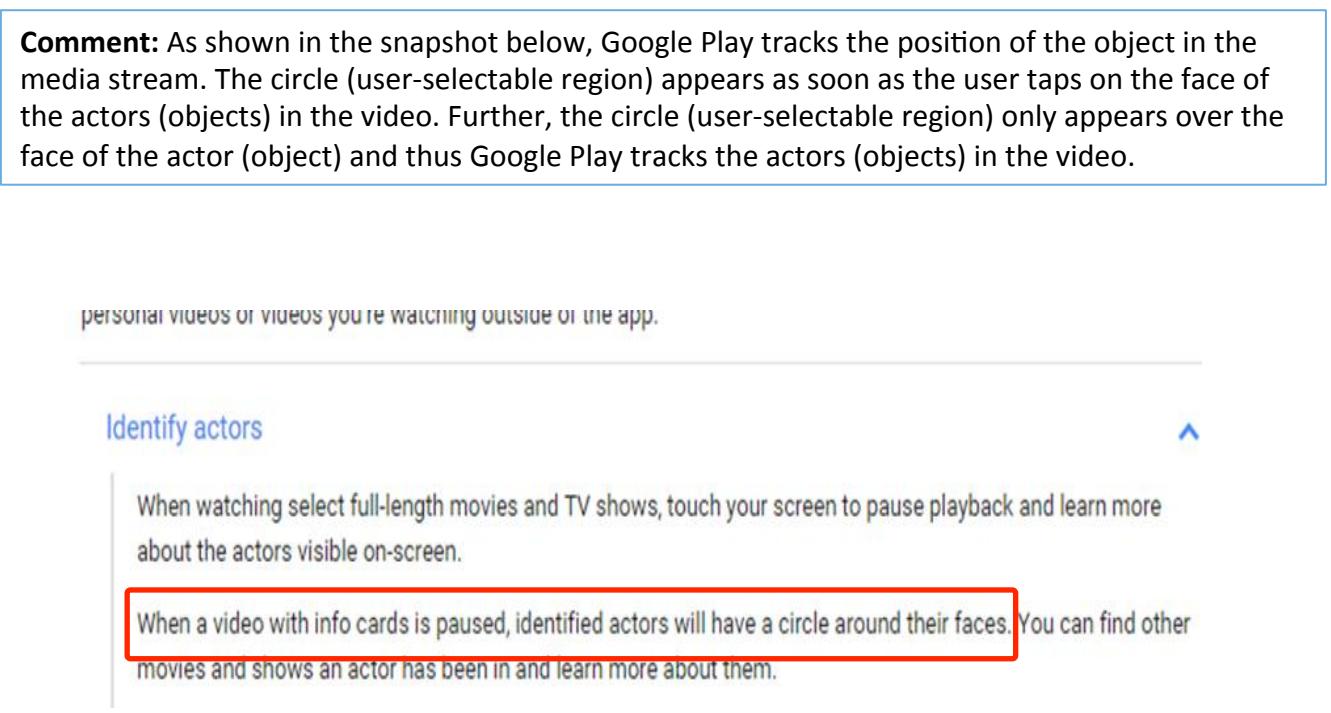
Google Play

Comment: As shown in the snapshot below, Google Play tracks the position of the object in the media stream. The circle (user-selectable region) appears as soon as the user taps on the face of the actors (objects) in the video. Further, the circle (user-selectable region) only appears over the face of the actor (object) and thus Google Play tracks the actors (objects) in the video.



Source: <http://www.ispot.tv/ad/7gpm/google-play-dallas-buyers-club> (Snapshot taken at 00:19 sec)

US 8065615 – Claim 1 vs. Google Play

Claim	Google Play
<p>1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...</p>	<p>Comment: As shown in the snapshot below, Google Play tracks the position of the object in the media stream. The circle (user-selectable region) appears as soon as the user taps on the face of the actors (objects) in the video. Further, the circle (user-selectable region) only appears over the face of the actor (object) and thus Google Play tracks the actors (objects) in the video.</p>  <p>personal videos or videos you're watching outside of the app.</p> <p>Identify actors</p> <p>When watching select full-length movies and TV shows, touch your screen to pause playback and learn more about the actors visible on-screen.</p> <p>When a video with info cards is paused, identified actors will have a circle around their faces. You can find other movies and shows an actor has been in and learn more about them.</p>

Source: <https://support.google.com/googleplay/answer/3015292>

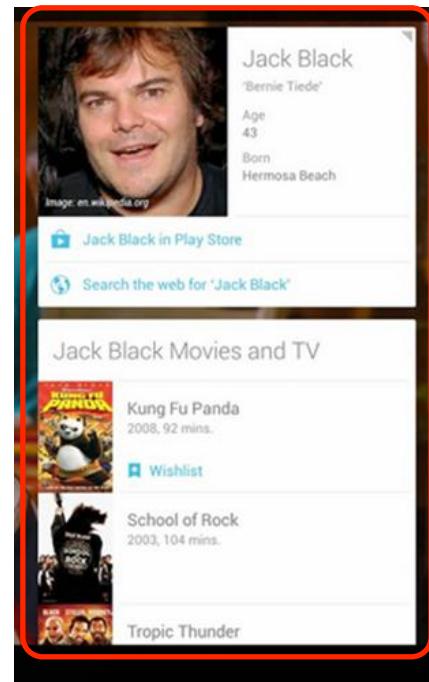
US 8065615 – Claim 1 vs. Google Play

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; **defining a link to the information associated with the object**; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Google Play

Comment: As shown in the snapshot below, Info Cards provide all the associated information of the actors. User can scroll through the other movies of the actors and add the movies to their wishlist too. Thus, a link is defined to the information of the actor when we tap on the actor's face.



Source: <http://officialandroid.blogspot.in/2013/03/get-inside-your-favorite-movies-with.html>

US 8065615 – Claim 1 vs. Google Play

Claim	Google Play
<p>1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...</p>	<p>Comment: As shown in the snapshot below, Google defines the links to the information associated with the actor(object).</p> <p>"What's his name again? Wasn't he the guy in that movie with the battle of the bands?" Now, while you're watching a movie on Google Play, you can find out that it's Jack Black (of course!), who was born in Hermosa Beach and is 43 years old. And with one click you can search the web and learn the fun fact that his parents are both rocket scientists.</p> <p>We've added info cards to the Google Play Movies & TV app so you can easily learn more about the actors, related films and even what song is playing in many of your favorite movies. When you're watching a film on your tablet, simply press pause and cards will pop up with information about actors on screen. You can tap on an actor's face to learn more about him, like his age, place of birth, his character in the movie, and his recent work, or scroll through the info cards to learn more about the movie or soundtrack. When you resume the movie, the cards will disappear.</p>

US 8065615 – Claim 1 vs. Google Play

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; **linking the user-selectable region in the layer to the link for the information associated with the object**; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Google Play

Comment: As shown in the snapshot below, Google Play links the user-selectable region in the layer to the related facts of the actor (object). The circle depicts the user-selectable region and the sidebar shows the associated information.



Source: <http://officialandroid.blogspot.in/2013/03/get-inside-your-favorite-movies-with.html>

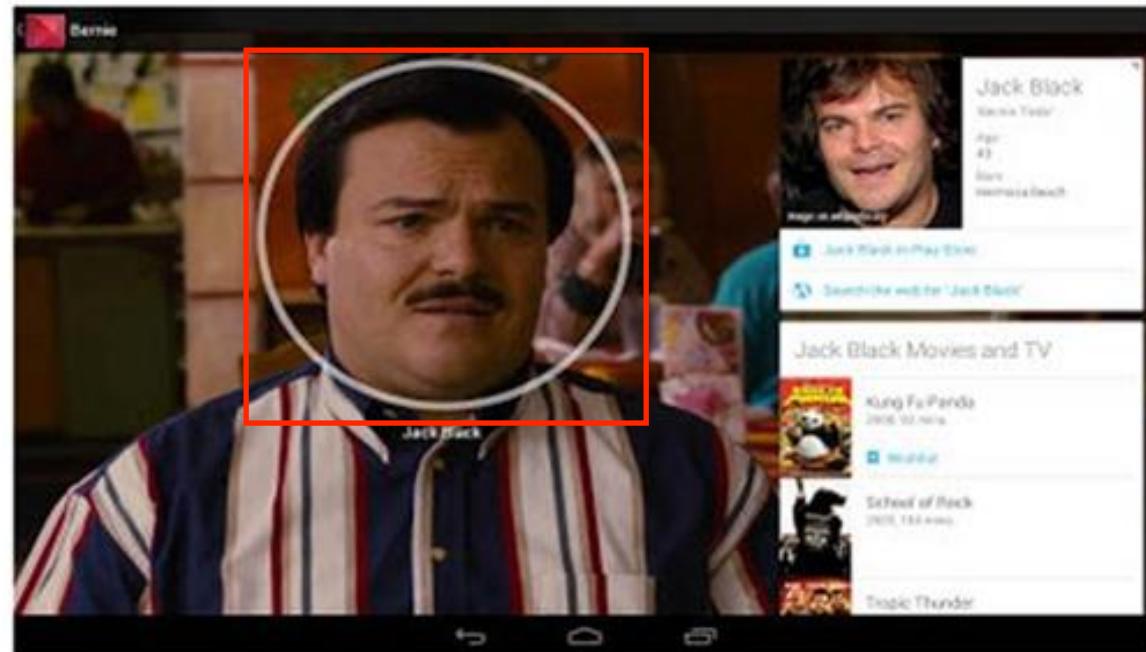
US 8065615 – Claim 1 vs. Google Play

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; **positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...**

Google Play

Comment: As shown in the snapshot below, Google tracks the position of the actor(object) and circles the face of the actor during playback of the media stream. The circle is construed to be user-selectable region which is in the layer over the video.



Source: <http://officialandroid.blogspot.in/2013/03/get-inside-your-favorite-movies-with.html>

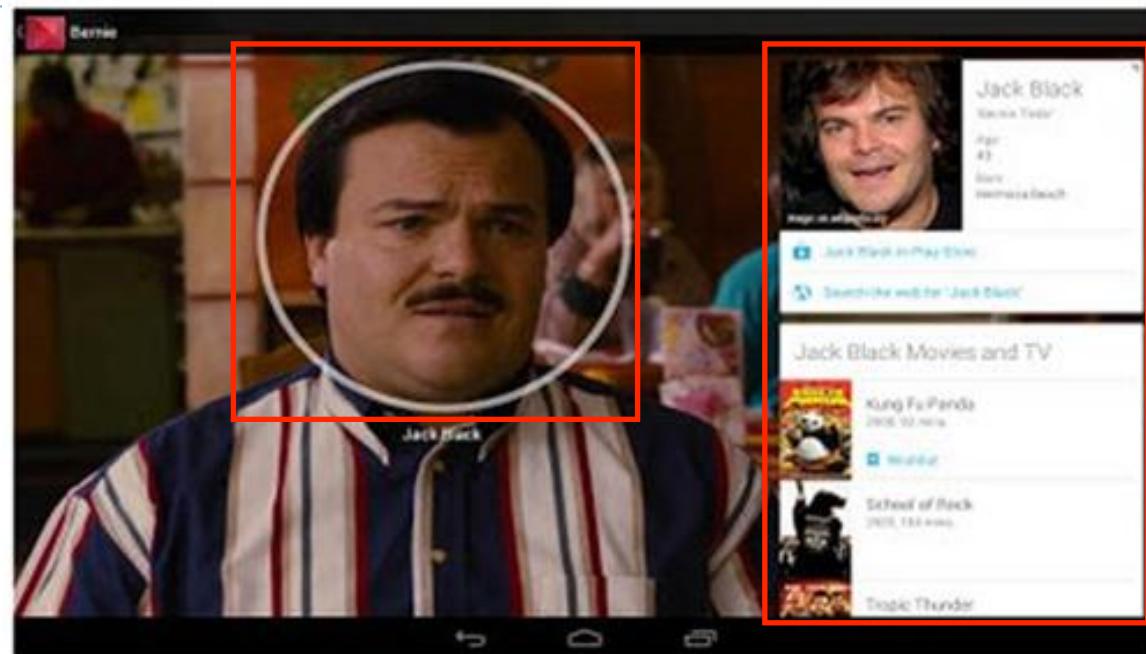
US 8065615 – Claim 1 vs. Google Play

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream;
playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

Google Play

Comment: As shown in the snapshot below, when the user taps on the face of the actor(object) for information it does not interfere with the playback of the media stream. The link is included in the layer which is positioned above the video. Thus, Info cards disposes the layer adjacent to the media stream without interfering with the playback of the media stream.



Source: <http://officialandroid.blogspot.in/2013/03/get-inside-your-favorite-movies-with.html>

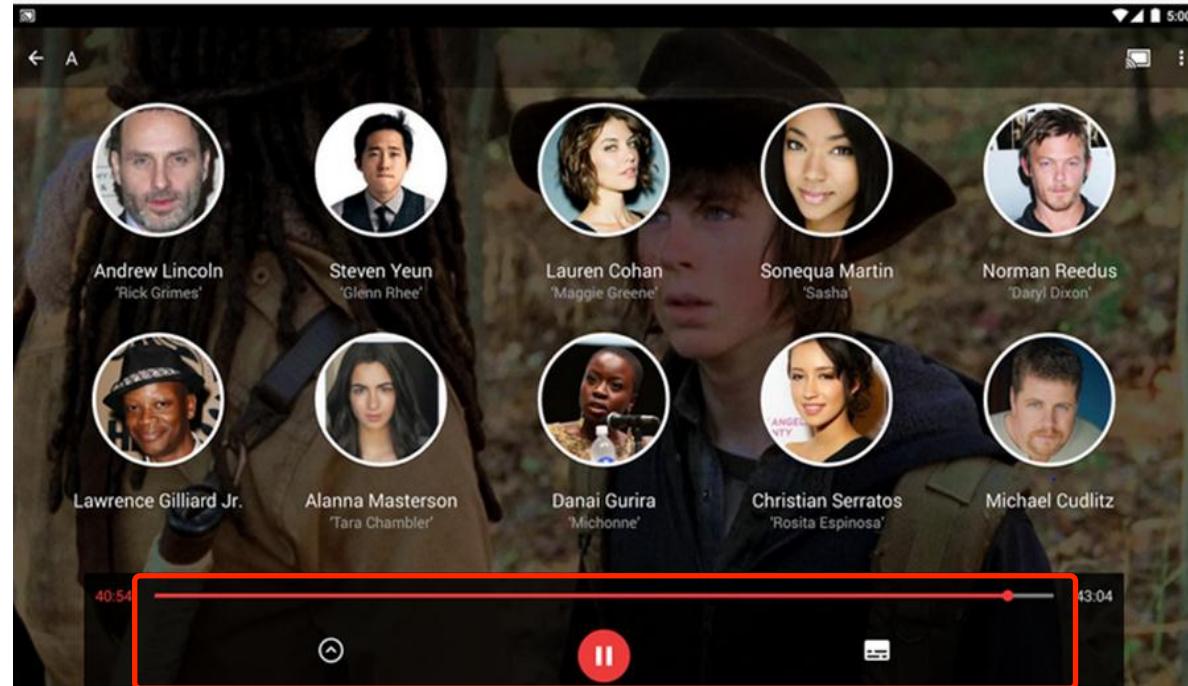
US 8065615 – Claim 1 vs. Google Play

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream;
playing the media stream in a player;
selecting the user-selectable region from within the layer during playback of the media stream; and
accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

Google Play

Comment: As shown in the snapshot below, video is played in the media player. Thus, Google Play includes a media player to play the media stream.



Source: <https://play.google.com/store/apps/details?id=com.google.android.videos>

US 8065615 – Claim 1 vs. Google Play

Claim	Google Play
<p>...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and accessing the information associated with the object in response to selecting the user-selectable region from within the layer.</p>	<p>Comment: As shown in the snapshot below, Google Play outlines the user-selectable region via a circle. Thus, the user-selectable area is from within the layer during the playback of the media.</p> <p>Identify actors</p> <p>When watching select full-length movies and TV shows, touch your screen to pause playback and learn more about the actors visible on-screen.</p> <p>When a video with info cards is paused, identified actors will have a circle around their faces. You can find other movies and shows an actor has been in and learn more about them.</p>

Source: <https://support.google.com/googleplay/answer/3015292>

US 8065615 – Claim 1 vs. Google Play

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and **accessing the information associated with the object in response to selecting the user-selectable region from within the layer.**

Google Play

Comment: As shown in the snapshot below, the details related with the actor(object) are popped up as the user-selectable region gets circled within the layer.



Source: <http://officialandroid.blogspot.in/2013/03/get-inside-your-favorite-movies-with.html>

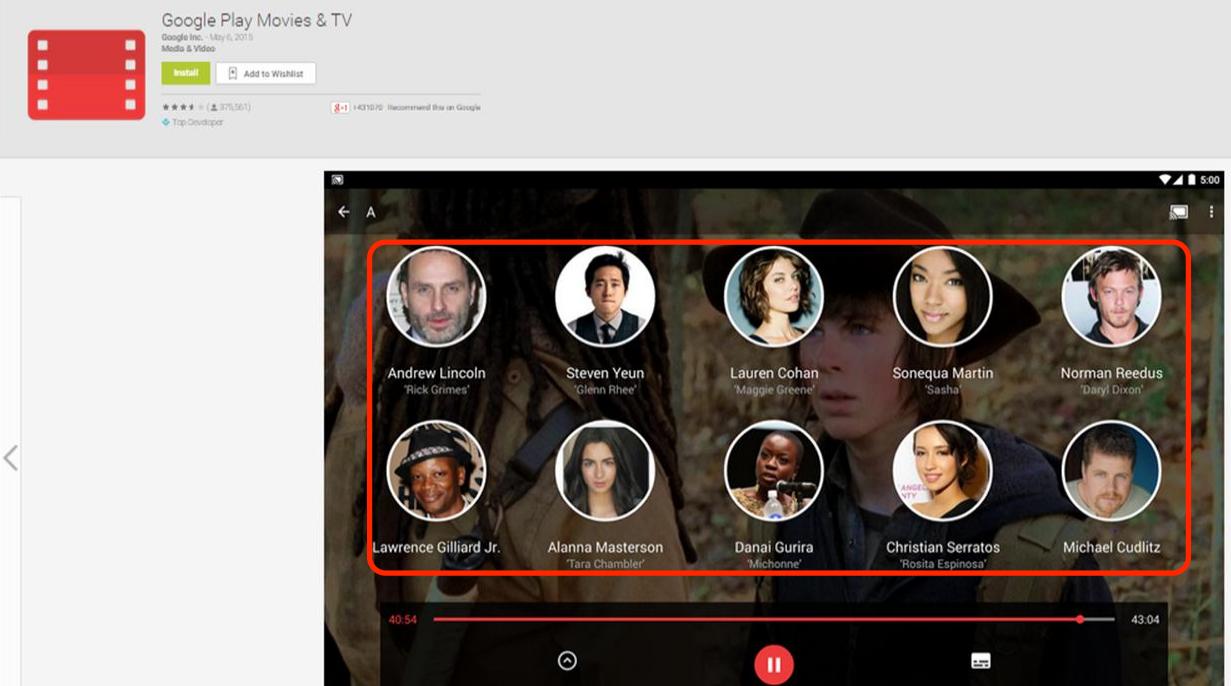
US 8065615 – Claim 1 vs. Google Play

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and **accessing the information associated with the object in response to selecting the user-selectable region from within the layer.**

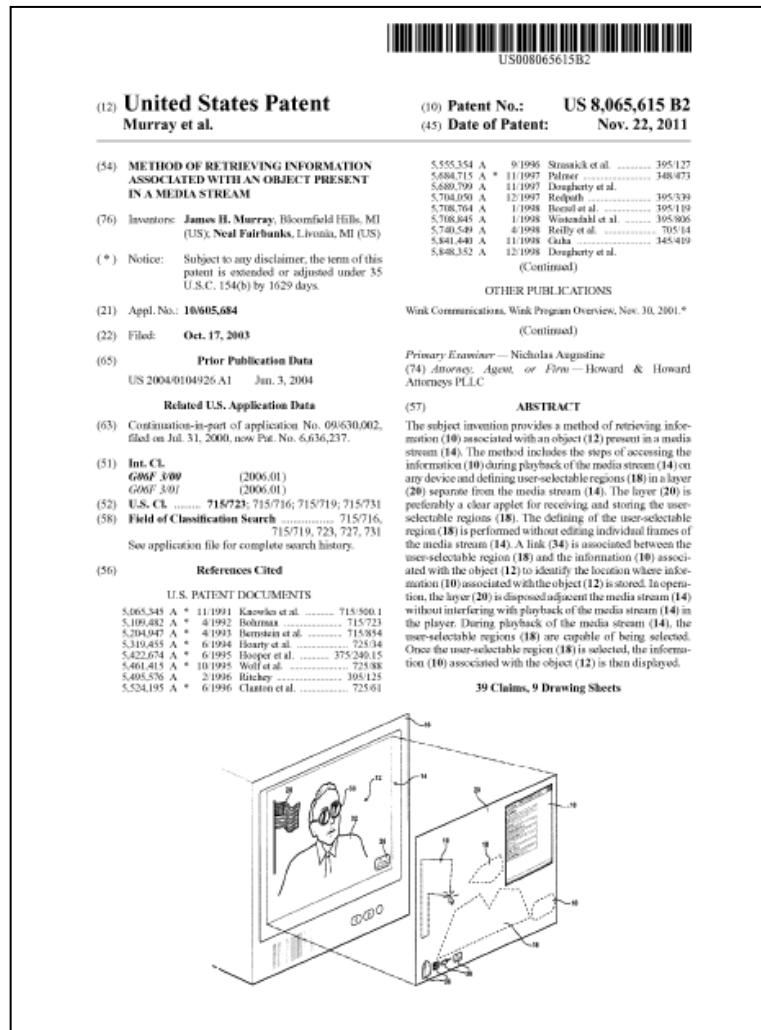
Google Play

Comment: As shown in the snapshot below, the associated information with the actors(objects) can be accessed by selecting the user-selectable interface from within the layer.



Source: <https://play.google.com/store/apps/details?id=com.google.android.videos>

US 8065615 – Bibliographic information



Patent of Interest:

US8065615
(Priority date: Jul 31, 2000)

Method of retrieving information associated with an object present in a media stream

Exemplary Market Applications:

The patented technology finds applications in multi-layered visual experience

US 8065615 – Claim 1

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of:

defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream;

defining a link to the information associated with the object;

linking the user-selectable region in the layer to the link for the information associated with the object;

positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream;

disposing the layer adjacent the media stream without interfering with playback of the media stream;

playing the media stream in a player;

selecting the user-selectable region from within the layer during playback of the media stream; and

accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

US 8065615 – EoU Summary

Microsoft Corporation	
Key claim(s)	1, 20, 24 and 35(independent claims)
Mapped product	Chart has been made with respect to Microsoft Corporation. http://news.microsoft.com/2007/01/16/microsoft-adcenter-labs-showcases-digital-advertising-breakthroughs-at-third-annual-demo-fest/
Source	Information related to product is available at: http://news.microsoft.com/2006/01/12/microsoft-adcenter-incubation-lab-unveils-global-technology-for-digital-advertising-industry/ http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm
Product launch date	2007
Details of standard	Microsoft Corporation had launched the Video Hyperlink technology in 2007. This innovative technology embedded hyperlinks in video segments for featured products. These clickable videos find great application in advertising industry.

US 8065615 – Microsoft Corporation: Overview

Microsoft provides an adCenter Labs Video Hyperlink Technology. This is an interactive video tool where the user can click on an object while video is streaming and the information associated with the object can be retrieved.

adCenter Labs' Video Hyperlink Technology to Debut Ahead of Schedule

This spring, Microsoft adCenter Labs will join forces with a national retailer to bring the first Video Hyperlink ad pilot to MSN®. The ad will feature a video segment with embedded hyperlinks for featured products. Consumers who click on the products will be taken to the retailer's Web page, where they can purchase the item.

"Video Hyperlink technology is a milestone for Microsoft adCenter Labs and symbolizes our promise to innovate and advance the entire industry to new levels," Najm said. "At last year's Demo Fest we said that this technology would take us three to five years to get to market, but due to overwhelming community feedback we've been able to release it in just one year."

Source:

<http://news.microsoft.com/2007/01/16/microsoft-adcenter-labs-showcases-digital-advertising-breakthroughs-at-third-annual-demo-fest/>

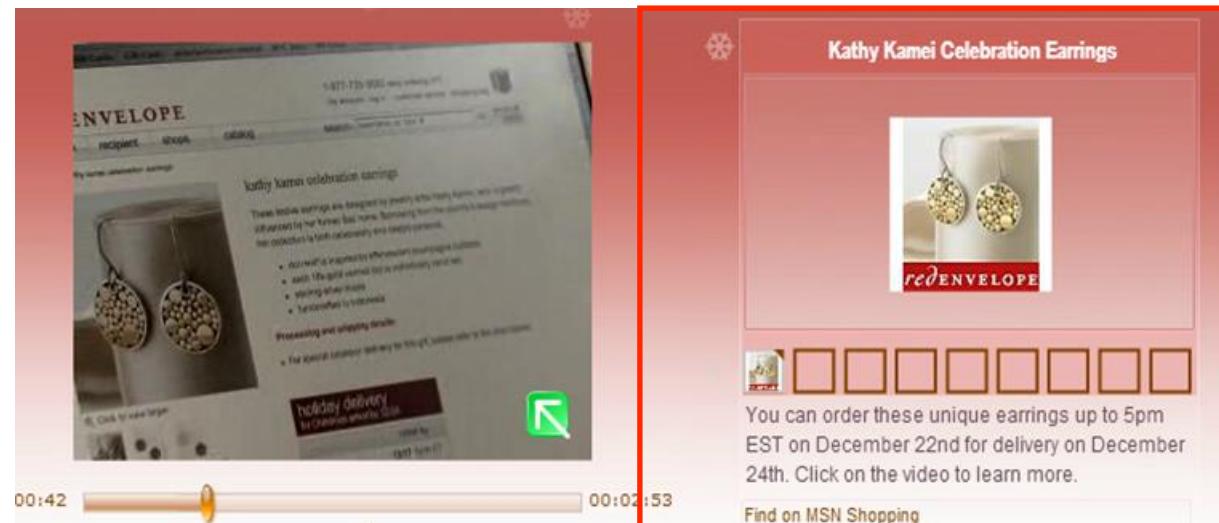
US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Microsoft Corporation

Comment: As shown in the snapshot below, Video Hyperlink Technology provides information related with the objects in the video. When the user selects an object of interest the related information appears on the right hand side of the window. Thus, Video Hyperlink allows retrieval of information associated with an object.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim	Microsoft Corporation
<p>1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...</p>	<p>Comment: As shown in the snapshot below, Video Hyperlink Technology provides information related with the objects in the video by linking it to the website from where the user can purchase the product.</p> <p>adCenter Labs' Video Hyperlink Technology to Debut Ahead of Schedule</p> <p>This spring, Microsoft adCenter Labs will join forces with a national retailer to bring the first Video Hyperlink ad pilot to MSN®. The ad will feature a video segment with embedded hyperlinks for featured products. Consumers who click on the products will be taken to the retailer's Web page, where they can purchase the item.</p> <p>Source: http://news.microsoft.com/2007/01/16/microsoft-adcenter-labs-showcases-digital-advertising-breakthroughs-at-third-annual-demo-fest/</p>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

1. A method of retrieving information associated with an object present in a media stream, **said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream** and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Microsoft Corporation

Comment: As shown in the snapshot below, videos include user-selectable region. The user-selectable regions are included in the layer that is placed over the video. The user-selectable region operates separately and does not interfere with the video. The user-selectable regions correspond to the objects occurring in the video. The user can click anywhere in this region to select the object. Thus, Video Hyperlink defines user-selectable regions in a layer separate from the media stream.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

1. A method of retrieving information associated with an object present in a media stream, **said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream** and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Microsoft Corporation

Comment: As shown in the snapshot below, the user selectable region appears only when the user moves the cursor over the object in the videos. Thus, it can be construed that there is a layer on top of the video and is separate from the media stream



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and **without accessing individual frames of the media stream**, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Microsoft Corporation

Comment: As shown in the snapshot below, when a user moves the cursor on the headband, a square frame pops up indicating that there is a layer on top of the video. Video is streaming in the background. Further, the headband(object) is accessed without interrupting the other parts of the video stream.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

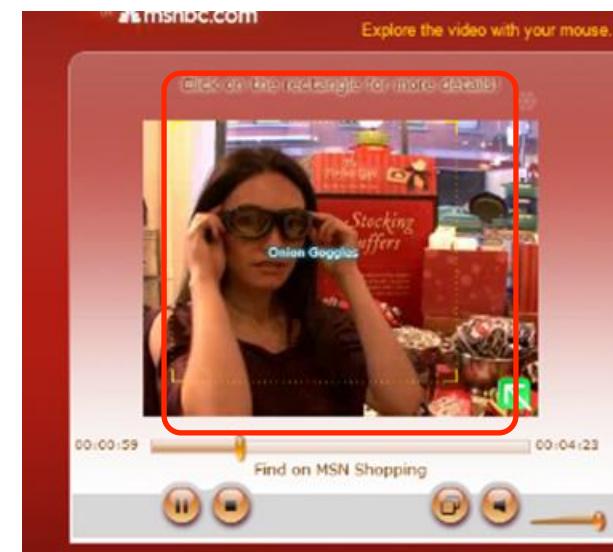
US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, **the user-selectable region tracking a position of the object present in the media stream**; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Microsoft Corporation

Comment: As shown in the snapshot below, user can click on the goggles as the girl is lifts the goggles (object). The user selectable region (consisting the link associated with the goggles) follows the goggles as it moves from one point to other point in the video. Thus, the user-selectable region tracks the position of the object (goggles) present in the media stream.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

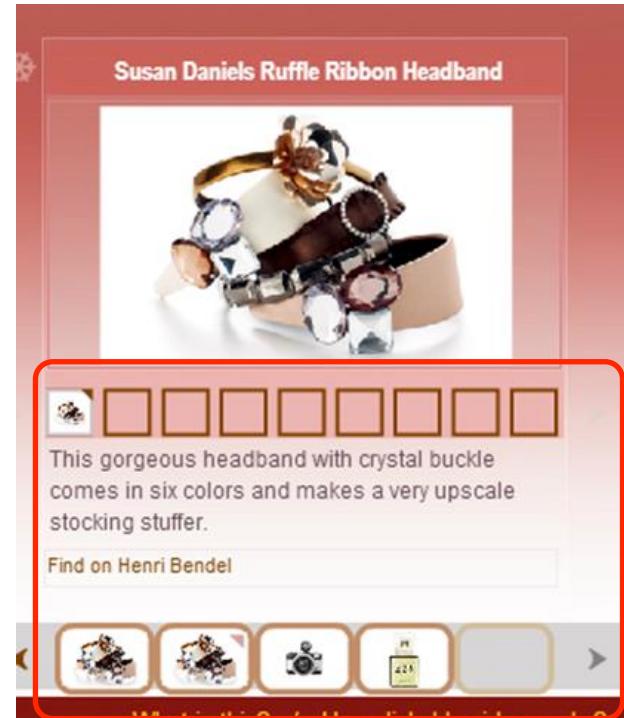
US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; **defining a link to the information associated with the object**; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Microsoft Corporation

Comment: As shown in the snapshots below, Video Hyperlink defines a link to the objects the user has selected. For instance, in the snapshot the user can browse on the object more by clicking on “Find on Henri Bendel”.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim	Microsoft Corporation
<p>1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...</p>	<p>Comment: As shown in the snapshot below, this technology links the object with the related information.</p> <p>adCenter Labs' Video Hyperlink Technology to Debut Ahead of Schedule</p> <p>This spring, Microsoft adCenter Labs will join forces with a national retailer to bring the first Video Hyperlink ad pilot to MSN®. The ad will feature a video segment with embedded hyperlinks for featured products. Consumers who click on the products will be taken to the retailer's Web page, where they can purchase the item.</p> <p>"Video Hyperlink technology is a milestone for Microsoft adCenter Labs and symbolizes our promise to innovate and advance the entire industry to new levels," Najm said. "At last year's Demo Fest we said that this technology would take us three to five years to get to market, but due to overwhelming community feedback we've been able to release it in just one year."</p> <p>Source: http://news.microsoft.com/2007/01/16/microsoft-adcenter-labs-showcases-digital-advertising-breakthroughs-at-third-annual-demo-fest/</p>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; **linking the user-selectable region in the layer to the link for the information associated with the object**; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Microsoft Corporation

Comment: As shown in the snapshot below, the icons links the user-selectable region in the layer to the information associated with the object (goggles). The object selected by the user is displayed on the right hand side of the video along with the associated information.



Source:<http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; **positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...**

Microsoft Corporation

Comment: As shown in the snapshots below, the user selectable region is positioned over the object to track the position of the object while the media is still streaming. Also the user-selectable region follows the object(headband) while it is being handed over. Thus, the user-selectable region tracks the position of the object while the video is streaming.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

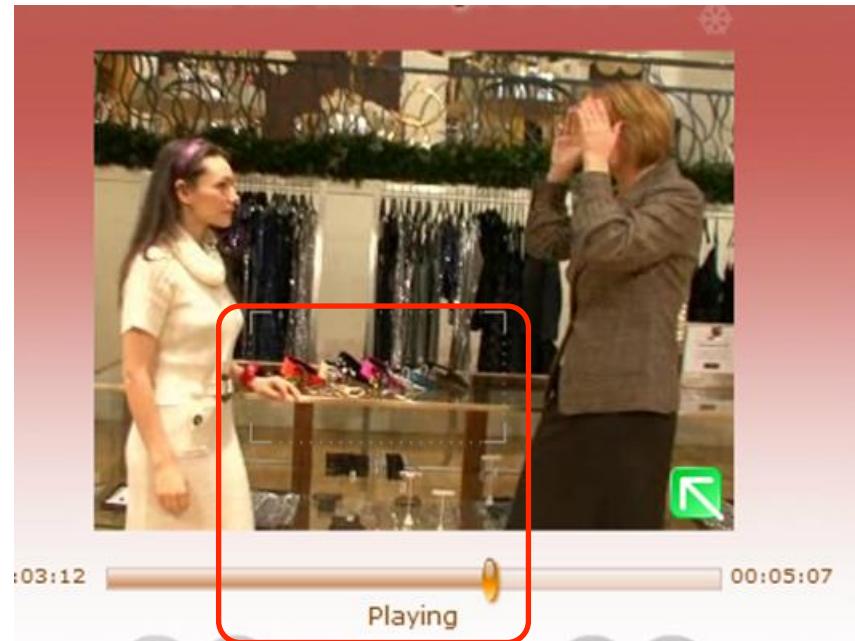
US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream;
playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

Microsoft Corporation

Comment: As shown in the snapshot below, the user selectable region is positioned above the video. The user-selectable layer does not interfere with the video. Thus, Video Hyperlink disposes the layer adjacent to the media stream without interfering with the playback of the media stream.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

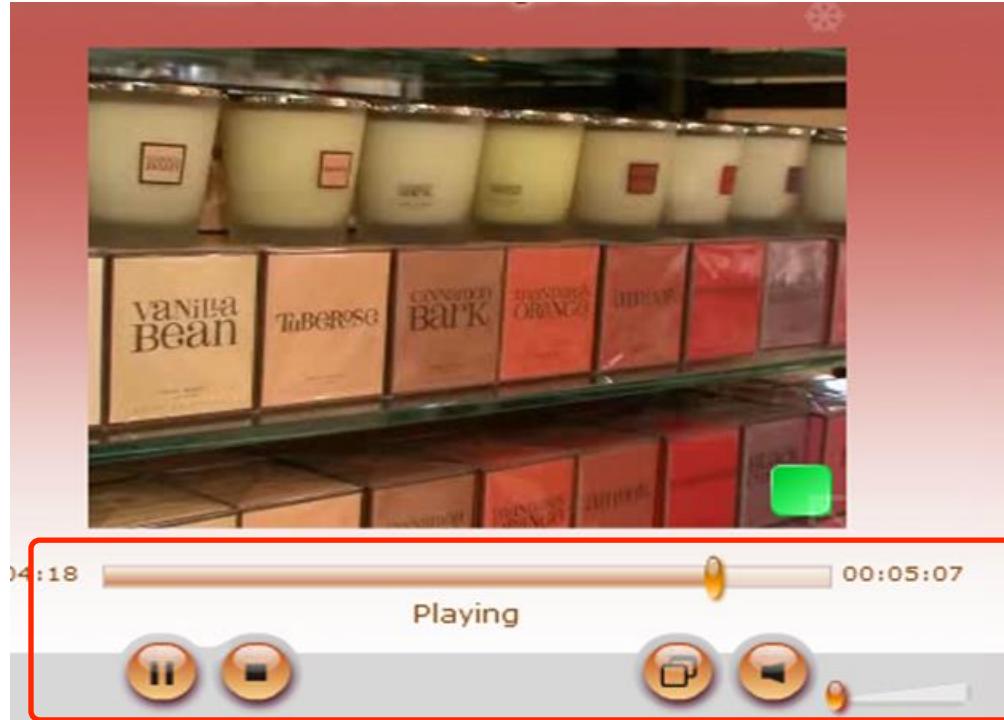
US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; **playing the media stream in a player;** selecting the user-selectable region from within the layer during playback of the media stream; and accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

Microsoft Corporation

Comment: As shown in the snapshot below, video is played in the media player. Thus, Video Hyperlink includes a media player to play the media stream.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

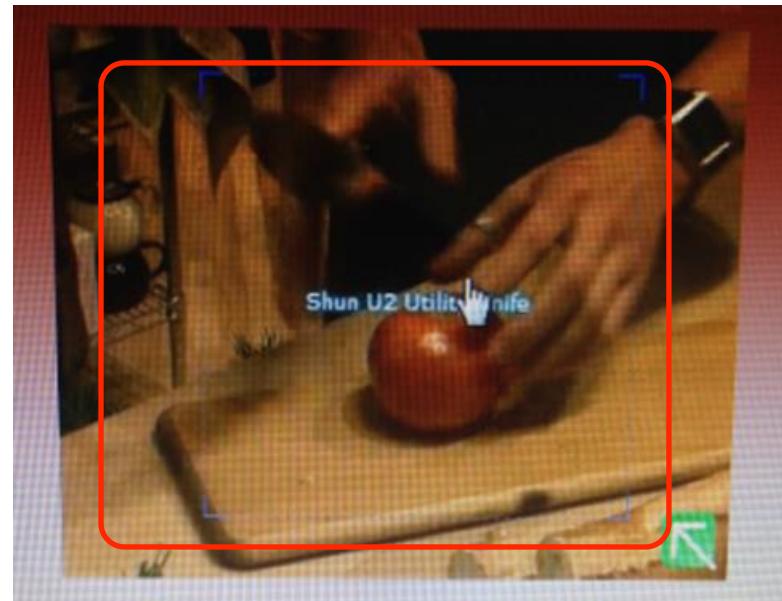
US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; **selecting the user-selectable region from within the layer during playback of the media stream**; and accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

Microsoft Corporation

Comment: As shown in the snapshot below, the video is streaming and the user can select the object from the layer by simply clicking on the object . Thus, user can select the user-selectable region from within the layer during playback of the media stream.



Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and **accessing the information associated with the object in response to selecting the user-selectable region from within the layer.**

Microsoft Corporation

Comment: As shown in the snapshot below, the right hand side of the window shows the information related to objects. When user selects the objects in the user-selectable region the associated information gets displayed on the window.

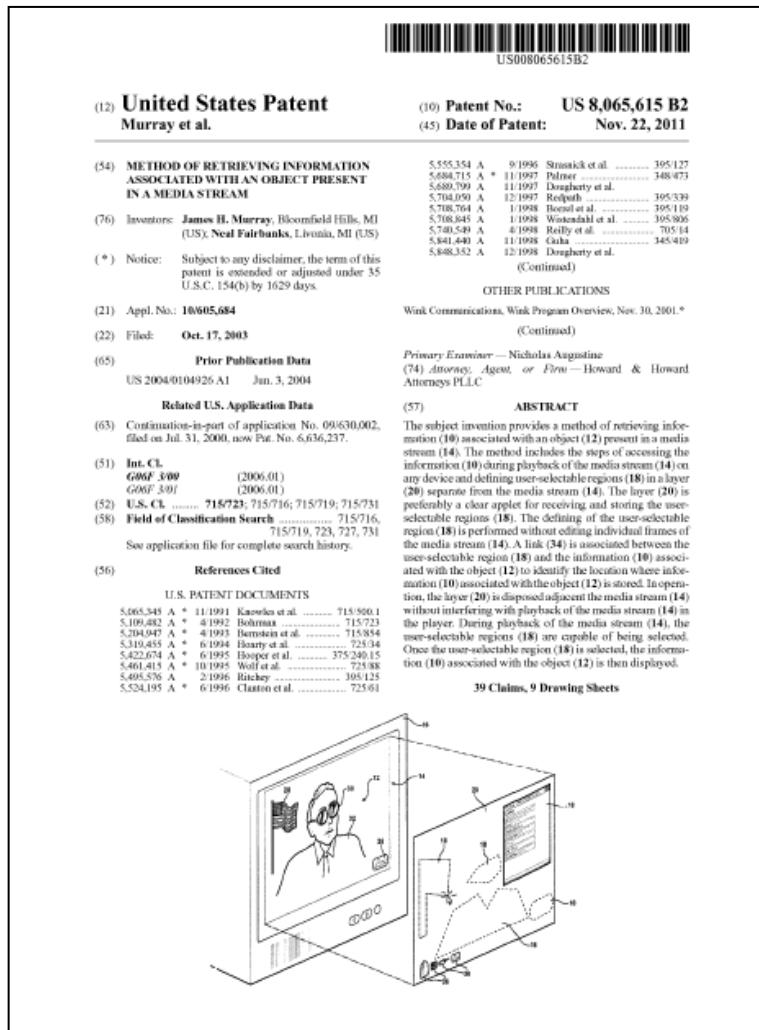


Source: <http://msnbcmedia.msn.com/i/msnbc/components/MSN/Holiday/default.htm>

US 8065615 – Claim 1 vs. Microsoft Corporation

Claim	Microsoft Corporation
<p>...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and accessing the information associated with the object in response to selecting the user-selectable region from within the layer.</p>	<p>Comment: The brief of Video Hyperlink on the Microsoft official website shows that the information can be accessed by selecting an object. Thus, Video Hyperlink accesses the information associated with the object in response to selecting the user-selectable region from within the layer.</p> <p>adCenter Labs' Video Hyperlink Technology to Debut Ahead of Schedule</p> <p>This spring, Microsoft adCenter Labs will join forces with a national retailer to bring the first Video Hyperlink ad pilot to MSN®. The ad will feature a video segment with embedded hyperlinks for featured products. Consumers who click on the products will be taken to the retailer's Web page, where they can purchase the item.</p> <p>Source: http://news.microsoft.com/2007/01/16/microsoft-adcenter-labs-showcases-digital-advertising-breakthroughs-at-third-annual-demo-fest/</p>

US 8065615 – Bibliographic information



Patent of Interest:

US8065615
(Priority date: Jul 31, 2000)

Method of retrieving information associated with an object present in a media stream

Exemplary Market Applications:

The patented technology finds applications in multi-layered visual experience

US 8065615 – Claim 1

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of:

defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream;

defining a link to the information associated with the object;

linking the user-selectable region in the layer to the link for the information associated with the object;

positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream;

disposing the layer adjacent the media stream without interfering with playback of the media stream;

playing the media stream in a player;

selecting the user-selectable region from within the layer during playback of the media stream; and

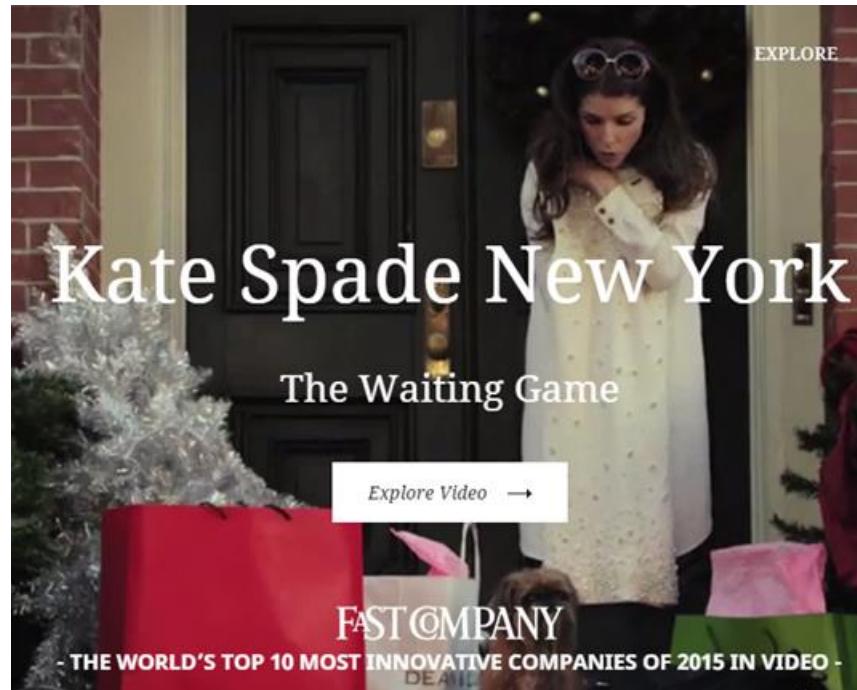
accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

US 8065615 – EoU Summary

Cinematique	
Key claim(s)	1, 20, 24, and 35 (Independent claims)
Mapped product	Chart has been made with respect to Cinematique. https://cinematique.com/
Source	Information related to product is available at: https://cinematique.com/basics https://cinematique.com/
Product launch date	Cinematique was launched in 2012
Details of standard	Cinematique offers an advanced video technology based on Multi-Layered Visual experience . It has made topmost innovation in video. Through this invention one can shop through interactive videos. This is a great contribution to the video world and its upcoming technologies.

US 8065615 – Cinematique: Overview

Cinematique are the innovators of touchable videos. With this technology there will be great advancement in marketing, advertisements, and fashion industry. This invention allows for seamless interaction without intruding the viewing experience.



Source: <https://cinematique.com/>

US 8065615 – Claim 1 vs. Cinematique

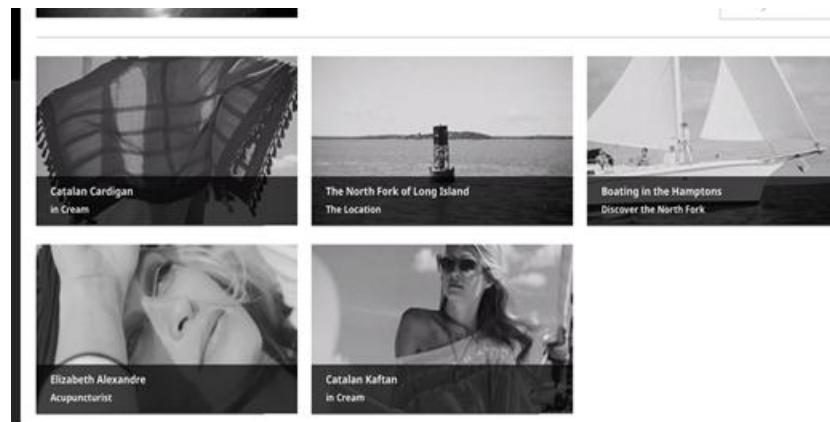
Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Cinematique

Comment: As shown in the snapshots below, Cinematique provides information associated with the objects in the video. Objects can be apparels, location of shoot, models etc. As the video streams, user can select the objects occurring in the video. When the user wants to see the details related with the objects the user can click on the Cinematique icon. Thus, Cinematique allows retrieval of information associated with an object.

When the video slides to the left, everything is waiting to be explored. Use the thumbnails to open unique content behind every Touch.



Source: <https://cinematique.com/basics>
<https://cinematique.com/watch/501>

US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, **said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream** and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Cinematique

Comment: As shown in the snapshot below, Cinematique videos include user-selectable regions. The user-selectable regions are included in the layer that is placed over the video. The user-selectable region operates separately and does not interfere with the video. The user-selectable regions correspond to the objects occurring in the video. Thus, Cinematique defines user-selectable regions in a layer separate from the media stream.



Source: <https://cinematique.com/watch/370>
<http://www.marketwired.com/press-release/cinematique-launches-mtevideo-beta-immersive-touch-enabled-video-technology-branded-1811376.htm>

US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and **without accessing individual frames of the media stream**, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Cinematique

Comment: As shown in the snapshot below, when a user clicks on the jeans the girl is wearing, a bubble pops up indicating that there is a layer on top of the video. Video is streaming in the background. Further, the jeans (object) is accessed without interrupting the other parts of the video stream.



Spring 2015 Campaign

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Source: <https://cinematique.com/watch/475>

US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, **the user-selectable region tracking a position of the object present in the media stream**; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Cinematique

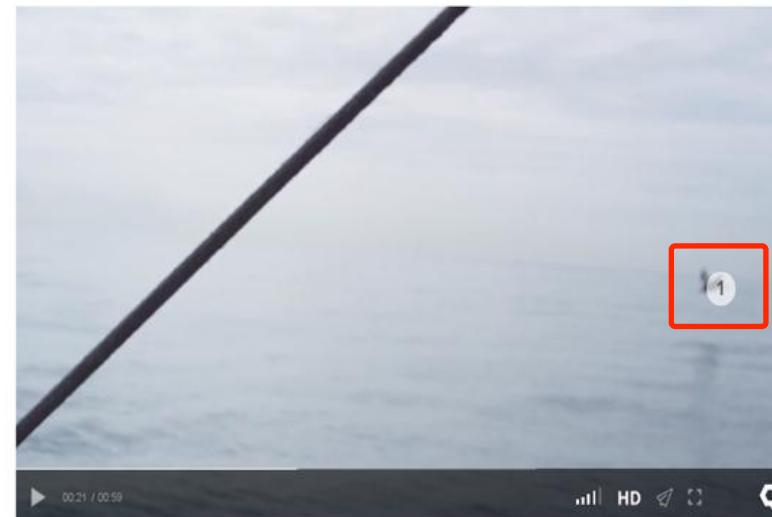
Comment: As shown in the snapshot below, user can click on a flying bird as the video is being played in the media player. The user selectable region (consisting the link associated with the bird) follows the flying bird as it moves from one point to other point in the video. Thus, the user-selectable region tracks the position of the object (bird) present in the media stream.

 CINEMATIQUE

EXPLORE

BASICS

BUSINESSES



Spring 2015 Campaign

Share: [f](#) [t](#) [Embed](#) [c](#)

Source: <https://cinematique.com/watch/475> (snapshot taken at 00:21 sec)

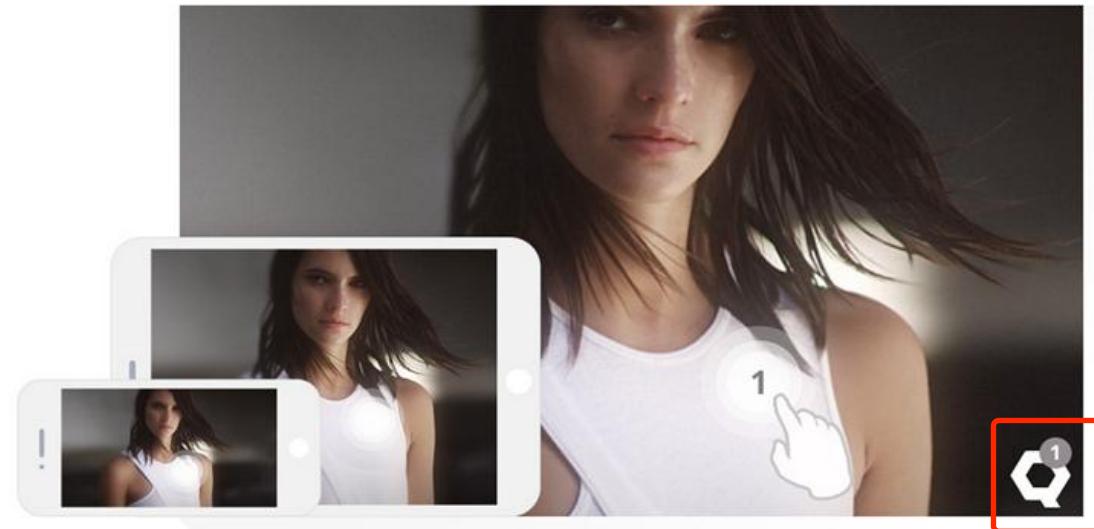
US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; **defining a link to the information associated with the object**; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Cinematique

Comment: As shown in the snapshot below, Cinematique defines a link to the objects the user has selected. The links to the object are stored in the icon at the right hand bottom corner of the video.



01.

Cinematique is a new way to experience video.
Simply touch, tap, or click the things you like as
they move on screen.

Source: <https://cinematique.com/basics>

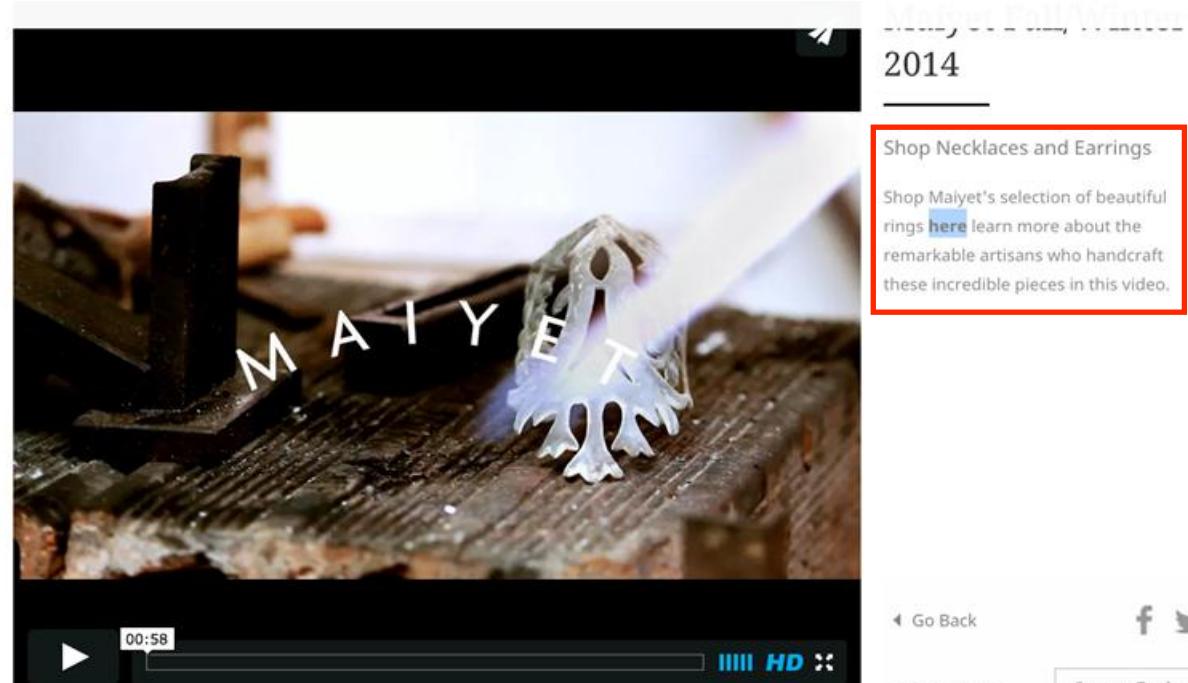
US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; **defining a link to the information associated with the object**; linking the user-selectable region in the layer to the link for the information associated with the object; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Cinematique

Comment: As shown in the snapshot below, there is a link to retrieve the information related to the object.



Source: <https://cinematique.com/watch/378>

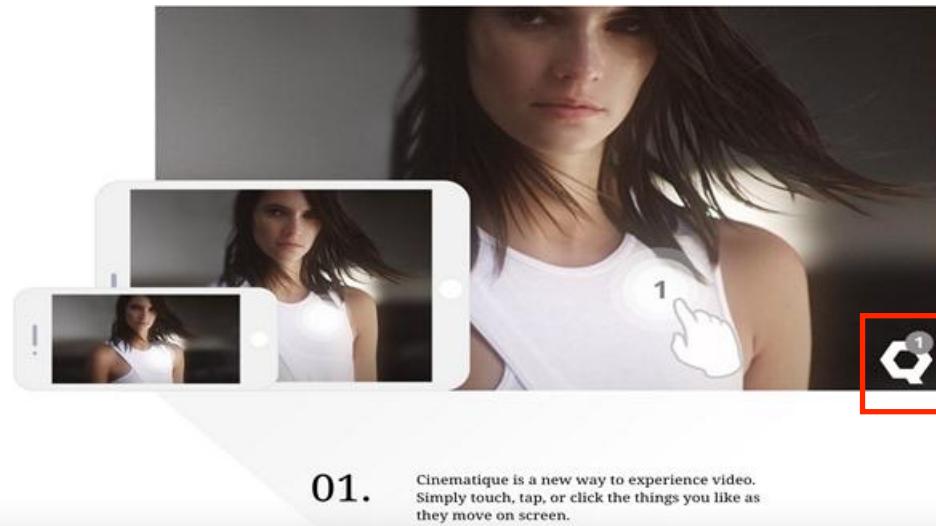
US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; **linking the user-selectable region in the layer to the link for the information associated with the object**; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Cinematique

Comment: As shown in the snapshot below, Cinematique links the user-selectable region in the layer to the information associated with the object (girls white top). The Cinematique icon on the bottom right corner stores all the links associated with the user-selected objects.



Source: <https://cinematique.com/basics>

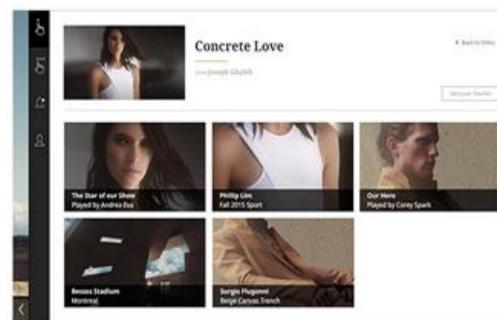
US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; **linking the user-selectable region in the layer to the link for the information associated with the object**; positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...

Cinematique

Comment: As shown in the snapshot below, when the user clicks on the thumbnail the details of the object appear.



03.

When the video slides to the left, everything is waiting to be explored. Use the thumbnails to open unique content behind every *Touch*.

Source: <https://cinematique.com/watch/378>

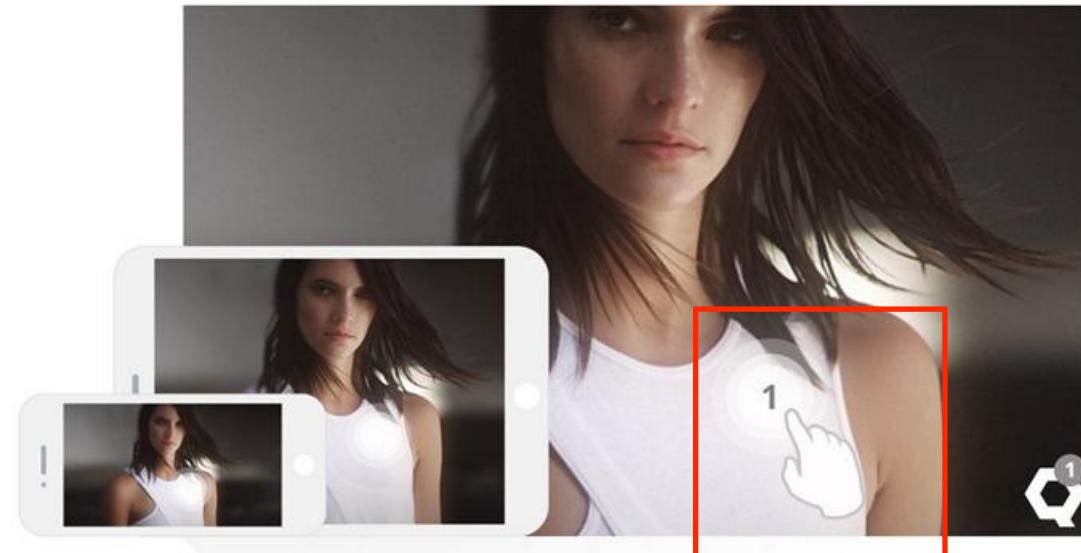
US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; **positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...**

Cinematique

Comment: As shown in the snapshot below, the user selectable region is positioned over the object to track the position of the object while the media is still streaming.



01.

Cinematique is a new way to experience video.
Simply touch, tap, or click the things you like as
they move on screen.

Source:<https://cinematique.com/basics>

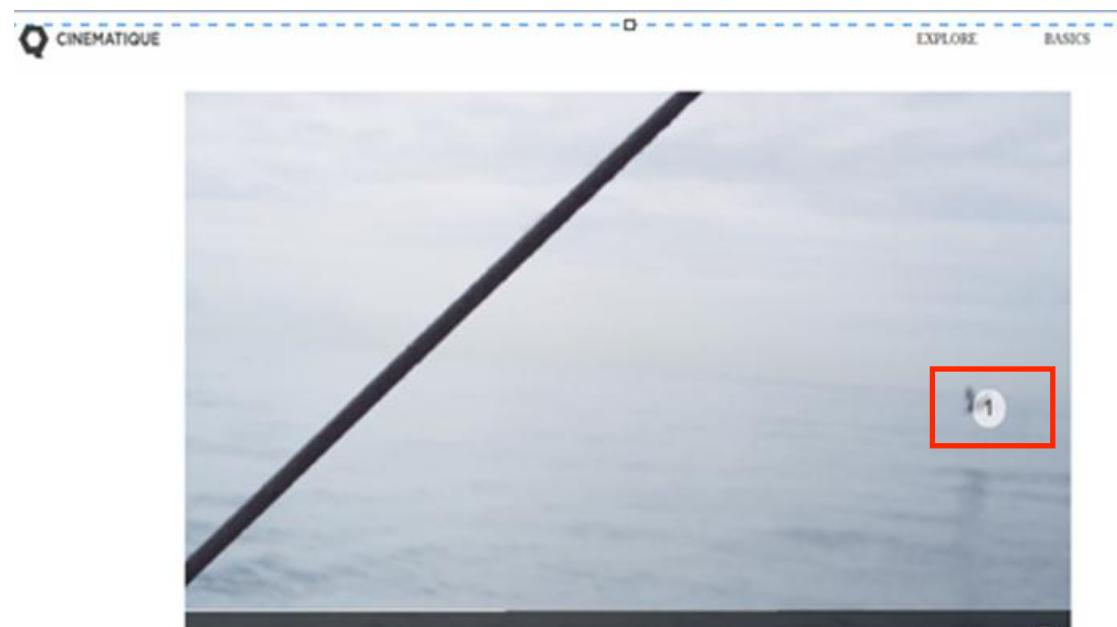
US 8065615 – Claim 1 vs. Cinematique

Claim

1. A method of retrieving information associated with an object present in a media stream, said method comprising the steps of: defining a user-selectable region in a layer separate from the media stream and without accessing individual frames of the media stream, the user-selectable region tracking a position of the object present in the media stream; defining a link to the information associated with the object; linking the user-selectable region in the layer to the link for the information associated with the object; **positioning the user-selectable region in the layer over the object such that the user-selectable region tracks the position of the object during playback of the media stream...**

Cinematique

Comment: As shown in the snapshot below, user can click on a flying bird as the video is being played in the media player. The user selectable region (consisting the link associated with the bird) follows the flying bird as it moves from one point to other point in the video as the click only appears where the bird currently is. Thus, the user-selectable region tracks the position of the object (bird) present in the media stream.



Source: <https://cinematique.com/watch/475>

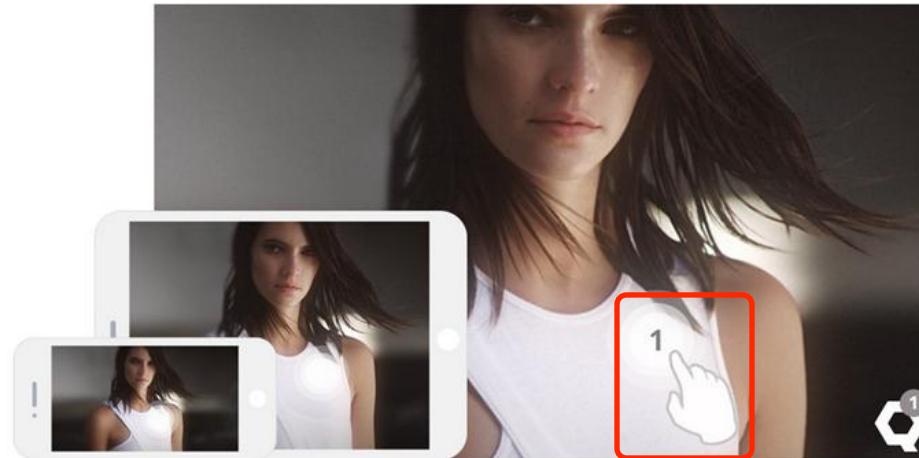
US 8065615 – Claim 1 vs. Cinematique

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream;
playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

Cinematique

Comment: As shown in the snapshot below, when the user clicks on an object, the link in the user-selectable region is selected. The link is included in the layer which is positioned above the video. The selection of the object does not interfere with the playback of the media stream. Thus, Cinematique disposes the layer adjacent to the media stream without interfering with the playback of the media stream.



01.

Cinematique is a new way to experience video.
Simply touch, tap, or click the things you like as they move on screen.

Source: <https://cinematique.com/basics>

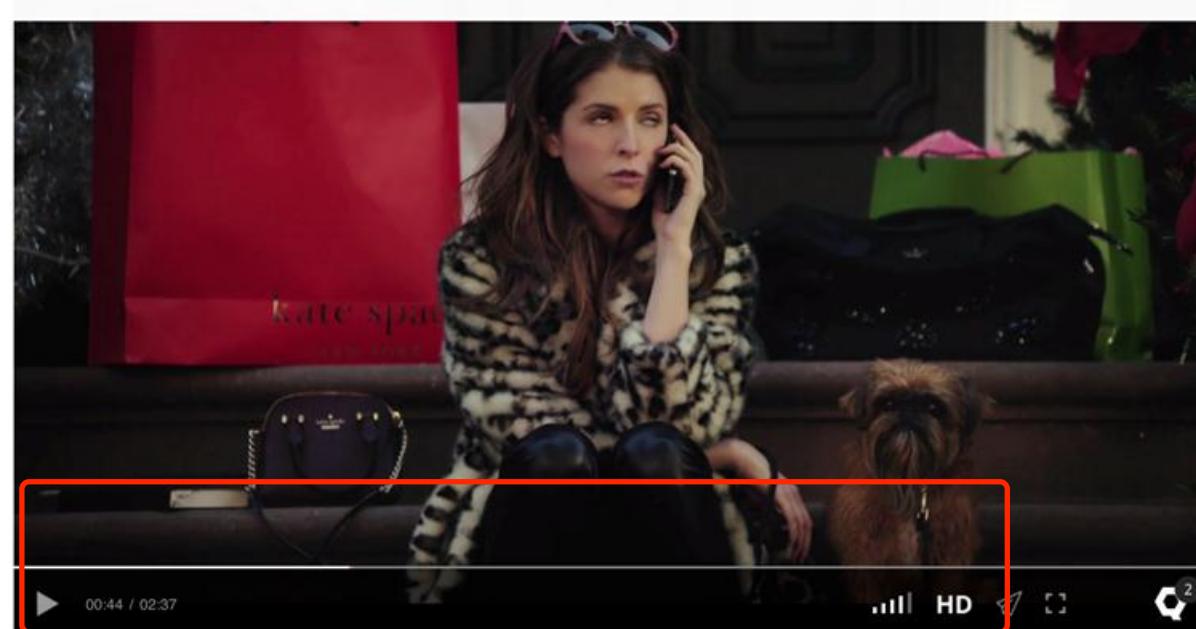
US 8065615 – Claim 1 vs. Cinematique

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream;
playing the media stream in a player;
selecting the user-selectable region from within the layer during playback of the media stream; and
accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

Cinematique

Comment: As shown in the snapshot below, video is played in the media player. Thus, Cinematique includes a media player to play the media stream.



Source: <https://cinematique.com/watch/412>

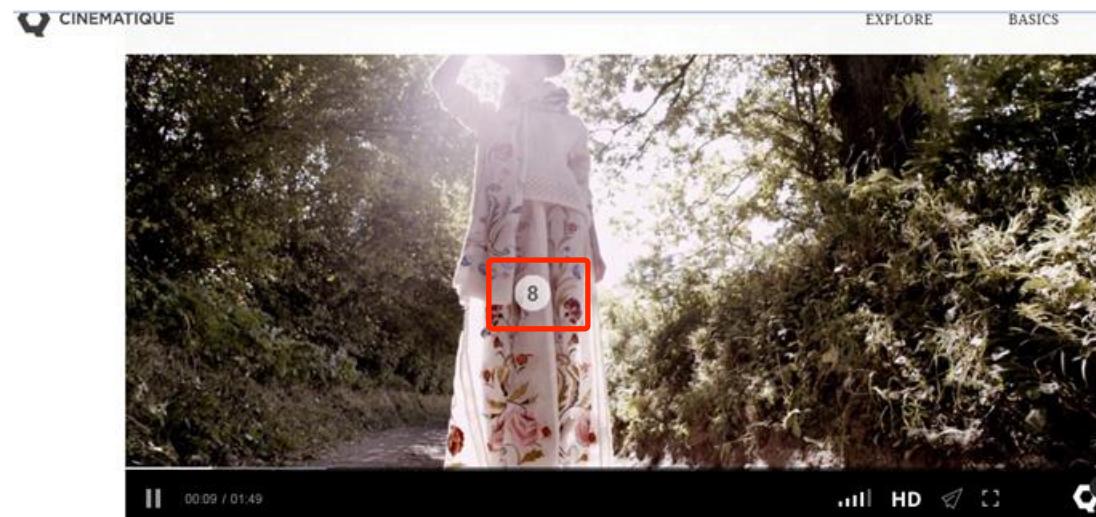
US 8065615 – Claim 1 vs. Cinematique

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; **selecting the user-selectable region from within the layer during playback of the media stream**; and accessing the information associated with the object in response to selecting the user-selectable region from within the layer.

Cinematique

Comment: As shown in the snapshot below, video is streaming and the user can select the object from the layer by simply clicking on the object . Thus, user can select the user-selectable region from within the layer during playback of the media stream.



Source: <https://cinematique.com/watch/329>

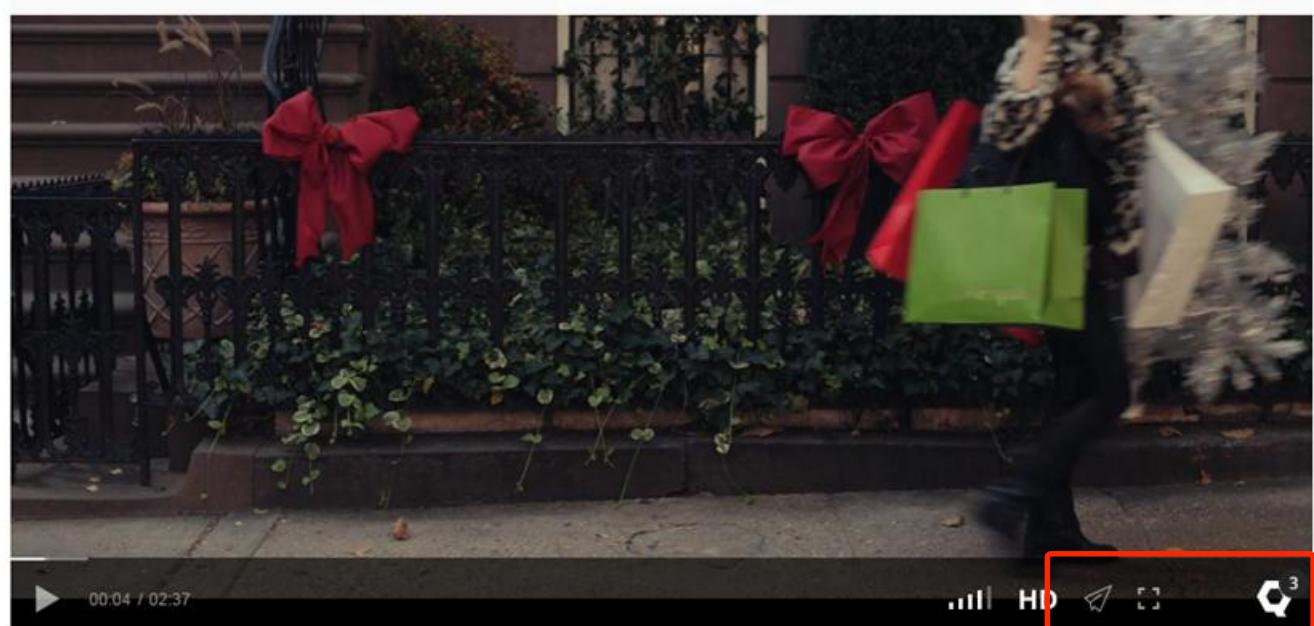
US 8065615 – Claim 1 vs. Cinematique

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and **accessing the information associated with the object in response to selecting the user-selectable region from within the layer.**

Cinematique

Comment: As shown in the snapshot below, the icon shows the notifications representing the link to the information related to objects. When user select the objects in the user-selectable region the associated information gets stored and can be accessed.



Source: <https://cinematique.com/watch/412>

US 8065615 – Claim 1 vs. Cinematique

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and **accessing the information associated with the object in response to selecting the user-selectable region from within the layer.**

Cinematique

Comment: As shown in the snapshot below, the information associated with the object can be accessed by tapping the Cinematique icon. Thus, Cinematique accesses the information associated with the object in response to selecting the user-selectable region from within the layer.

02.

Tap the Cinematique icon to open your *Boutique*.

Source: <https://cinematique.com/basics>

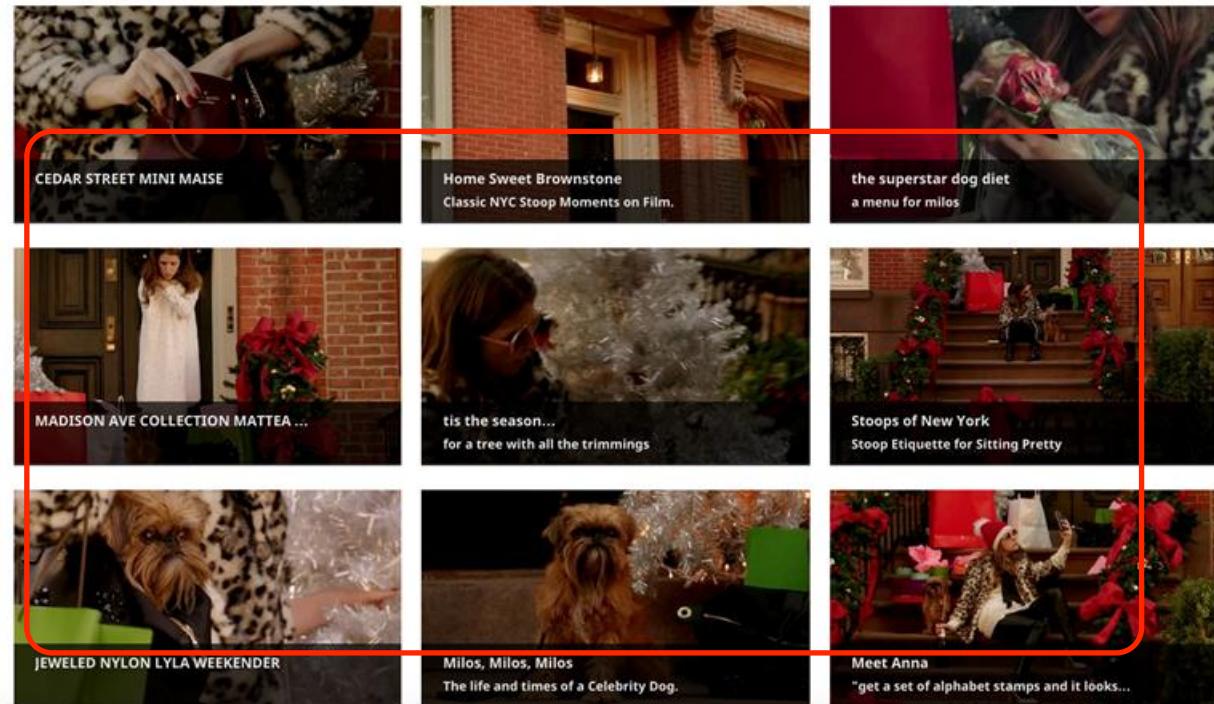
US 8065615 – Claim 1 vs. Cinematique

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and **accessing the information associated with the object in response to selecting the user-selectable region from within the layer.**

Cinematique

Comment: The snapshot below shows the information associated with the objects.



Source: <https://cinematique.com/watch/412>

US 8065615 – Claim 1 vs. Cinematique

Claim

...disposing the layer adjacent the media stream without interfering with playback of the media stream; playing the media stream in a player; selecting the user-selectable region from within the layer during playback of the media stream; and **accessing the information associated with the object in response to selecting the user-selectable region from within the layer.**

Cinematique

Comment: The snapshot below shows the details of the object selected by the user.



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◀ Go Back



< Prev Next>

Save your Touches

Source: <https://cinematique.com/watch/412>



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