

Electronic Acknowledgement Receipt

EFS ID:	21674297
Application Number:	62128172
International Application Number:	
Confirmation Number:	1167
Title of Invention:	METHOD AND PLATFORM FOR VOICE+LOCATION-BASED SERVICES FOR MOBILE ADVERTISING
First Named Inventor/Applicant Name:	Carl Freer
Correspondence Address:	IQNECT PTE LTD 35 Ann Siang Rd Singapore 069714 +65 6222 8743 rich@iqnect.org
Filer:	Rich Jenkins
Filer Authorized By:	
Attorney Docket Number:	
Receipt Date:	04-MAR-2015
Filing Date:	
Time Stamp:	15:22:55
Application Type:	Provisional

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$130

Electronic Acknowledgement Receipt

EFS ID:	21673422
Application Number:	62128131
International Application Number:	
Confirmation Number:	4030
Title of Invention:	AUGMENTED REALITY METHOD AND SYSTEM USING LOGO RECOGNITION, WIRELESS APPLICATION PROTOCOL BROWSING AND VOICE OVER INTERNET PROTOCOL TECHNOLOGY
First Named Inventor/Applicant Name:	Carl Freer
Correspondence Address:	IQNECT PTE LTD 35 Ann Siang Rd Singapore 069714 +65 6222 8743 rich@iqnect.org
Filer:	Rich Jenkins
Filer Authorized By:	
Attorney Docket Number:	
Receipt Date:	04-MAR-2015
Filing Date:	
Time Stamp:	14:54:25
Application Type:	Provisional

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$130

Electronic Acknowledgement Receipt

EFS ID:	21674145
Application Number:	62128164
International Application Number:	
Confirmation Number:	3879
Title of Invention:	AUGMENTED REALITY PLATFORM AND METHOD USING LETTERS, NUMBERS, AND/OR MATH SYMBOLS RECOGNITION
First Named Inventor/Applicant Name:	Carl Freer
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Filer:	Rich Jenkins
Filer Authorized By:	
Attorney Docket Number:	
Receipt Date:	04-MAR-2015
Filing Date:	
Time Stamp:	15:18:26
Application Type:	Provisional

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 130

Electronic Acknowledgement Receipt

EFS ID:	21673848
Application Number:	62128151
International Application Number:	
Confirmation Number:	1052
Title of Invention:	AN AUGMENTED REALITY COLLABORATIVE MESSAGING SYSTEM
First Named Inventor/Applicant Name:	Carl Freer
Correspondence Address:	IQNECT PTE LTD 35 Ann Siang Rd Singapore 069714 +65 6222 8743 rich@iqnect.org
Filer:	Rich Jenkins
Filer Authorized By:	
Attorney Docket Number:	
Receipt Date:	04-MAR-2015
Filing Date:	
Time Stamp:	15:08:12
Application Type:	Provisional

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 130

Electronic Acknowledgement Receipt

EFS ID:	21673649
Application Number:	62128144
International Application Number:	
Confirmation Number:	4860
Title of Invention:	AUGMENTED REALITY PLATFORM AND METHOD USING LOGO RECOGNITION
First Named Inventor/Applicant Name:	Carl Freer
Correspondence Address:	IQNECT PTE LTD 35 Ann Siang Rd Singapore 069714 +65 6222 8743 rich@iqnect.org
Filer:	Rich Jenkins
Filer Authorized By:	
Attorney Docket Number:	
Receipt Date:	04-MAR-2015
Filing Date:	
Time Stamp:	15:01:28
Application Type:	Provisional

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$130

- **Method and Platform for Voice+Location-Based Services for Mobile Advertising**

A platform is provided which allows for advertisers to send targeted advertisements to the general public based on a user's vocal commands and his location. The platform allows advertisers to specify keywords, locations and content that is to be delivered to end users. The platform also includes an application that resides on the mobile device that leverages components which help in determining the location of the mobile device as well as capture audio. Upon capturing the user's voice query, it is sent to a server, where it is decoded into its text equivalent and returned. The resultant text is then combined with the location of the user and forwarded to an advertising server which returns a series of multimedia components, such as icons, URL links, audio, video or other multimedia content that is predetermined by the advertiser.

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Summary of Patents

- **Augmented Reality Platform and Method using Logo Recognition**

An augmented reality platform is provided which interacts between a mobile device and a server via a communication network. The augmented reality platform includes an image recognition application located on the mobile device which receives a live, real-time image and converts the image into coordinates, and a client application located on the mobile device which transmits a data packet including the coordinates. A server application provided on the server receives the data packet from the client application, identifies a logo included in the live, real-time image, and sends content or a link thereto to the mobile device in accordance with the logo. Alternatively, the identification of the logo may occur within the mobile device itself - without the assistance of the server. The client application on the mobile device processes the content or the link thereto and forms an augmented reality image on a display of the mobile device based on the live, real-time image and the content.

- **Augmented Reality Collaborative Messaging System**

An augmented reality messaging platform is provided which interacts between one or more mobile device and a server via a communication network. The augmented reality platform includes an image recognition application located on the mobile device which receives a live, real-time image and identifies objects, such as markers or logos, within the environment to determine the pose (position and orientation) of the camera. The data, in combination with user information, is used to send, retrieve and display digital, spatialized (those registered with the physical world) multimedia messages, including audio, video, text and virtual object. A server application provided on the server may receive and store the messages from the client application or may deliver appropriate messages to a receiving mobile device, based on a set of privacy rules. The client application on the mobile device processes and renders this content thereto and forms an augmented reality image on a display of the mobile device based on the live, real-time image and the content. The client application is further capable of uploading new message content to be stored on a centralized server through methods which are specific to the medium of the message.

- **Augmented Reality Platform and Method using letters, numbers, and/or math symbols**

An augmented reality platform is provided which interacts between a mobile device and a server via a communication network. The augmented reality platform includes an image recognition application located on the mobile device which receives a live, real-time image and converts the image into coordinates, and a client application located on the mobile device which transmits a data packet including the coordinates. A server application provided on the server receives the data packet from the client application, identifies letters, numbers, and/or math symbols included in the live, real-time image, recognizes these patterns as word(s) (possibly looked up from a pattern dictionary) and sends the correct answers, winning and losing augmented reality animations thereto to the mobile device in accordance with the combination of letters, numbers and/or math symbols. The user enters his answer in the client application on the mobile device. If the user's answer matches the word(s) sent from the server based on the combination pattern of letters, numbers, and/or math symbols recognized previously by the server application, the winning augmented reality animation is played. Otherwise, the losing augmented reality animation is played.

- **Augmented Reality method and system using logo recognition, wireless application protocol browsing and voice over internet protocol technology**

An augmented reality platform is provided which interacts between a mobile device and a server via a communication network. The augmented reality platform includes an image recognition application located on the mobile device which receives a live, real-time image, recognizes the targeted logo and creates a compact and descriptive representation of the image, and a client application located on the mobile device which transmits a data packet including the coordinates. A server application provided on the server receives the data packet from the client application, identifies a logo included in the live, real-time image, and sends content or a link thereto to the mobile device in accordance with the logo. The client application on the mobile device processes the content or the link thereto and forms an augmented reality image on a display of the mobile device based on the live, real-time image and the content. It also launches a WAP browser and load a relevant web page and it launches a VoIP software to make a relevant phone call.