14230 U.S. PTO
041305

PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 C.F.R. §1.53(c).

11314 U.S. PTO
60/671170
041305

INVENTOR(S)

Given Name (first and middle [if any])	Family Name or Surname	Residence (City and either State or Foreign Country)
Neil	Greer	San Diego, CA
Bennett	Blank	San Diego, CA
Bryan	Depew	San Diego, CA

Additional inventors are being named on the 0 separately numbered sheets attached hereto

TITLE OF THE INVENTION (500 characters max)

MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

CORRESPONDENCE ADDRESS

Direct all correspondence to:

☒ Customer Number: **20985**

OR

☐ Firm *or* Individual Name					
Address					
Address					
City		State		ZIP	
Country		Telephone		Fax	

ENCLOSED APPLICATION PARTS *(check all that apply)*

☐ Application Data Sheet. See 37 C.F.R. § 1.76.

☐ CD(s), Number

☒ Specification *Number of Pages* **17**

☒ Other (specify): Application cover sheet (1 page)

☒ Drawing(s) *Number of Sheets* **57**

Application Size Fee: If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. § 41(a)(1)(G) and 37 C.F.R § 1.16(s)

METHOD OF PAYMENT OF FILING FEES AND APPLICATION SIZE FEE FOR THIS PROVISIONAL APPLICATION FOR PATENT

☒ Applicant Claims small entity status. See 37 C.F.R.§ 1.27.

☒ A check or money order is enclosed to cover the filing fees.

☐ Payment by credit card. Form PTO-2038 is attached.

☒ The Director is hereby authorized to charge filing fees or credit any overpayment to Deposit Account Number 06-1050 A duplicative copy of this form is enclosed for fee processing.

TOTAL FEE AMOUNT ($)

$100.00

The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.

☒ No.

☐ Yes, the name of the U.S. Government agency and the Government contract number are:

Respectfully submitted,

Signature: _____ Date: April 13, 2005

James P. Cleary , Reg. No. 45,843

Telephone No: (858) 678-5070

Docket No: 16425-002P01

CERTIFICATE OF EXPRESS MAIL

Express Mail No:: EV 399321001 US

Date of Deposit: April 13, 2005

10504667.doc

Attorney's Docket No.: 16425-002P01

PROVISIONAL APPLICATION FOR PATENT

under

37 CFR §1.53(c)

TITLE: MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

APPLICANT: NEIL GREER, BENNETT BLANK AND BRYAN DEPEW

CERTIFICATE OF MAILING BY EXPRESS MAIL

Express Mail Label No. EV 399321001 US

April 13, 2005<<

Date of Deposit

MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

BACKGROUND

[0001] In today's internet age, a communication piece such as a presentation, banner advertisement, website or brochure, whether static or multimedia based, is conventionally a job that is contracted out to a professional graphic designer, who is typically part of an agency such as an advertisement agency. These professional agents and their agencies are usually cost-prohibitive for small enterprises (i.e. sole proprietor or small business), and overly costly for larger enterprises. These agents or agencies typically consume large amounts of resources, in time and/or money particularly, for creating a media-rich communication, such as a website, an e-mail campaign, a banner advertisement, or other communication. A system and method which automates the process of creating and distributing media-rich communications is needed.

SUMMARY

[0002] This document discloses systems and methods for creating, editing, sharing and distributing high-quality, media-rich web-based communications, also known as "engines." The communications can be created in a layered fashion that integrates text, colors, background patterns, images, sound, music, and/or video. Other media can also be used. The systems and methods can be used to generate, edit, broadcast, and track electronic presentations, brochures, advertisements (such as banner advertisements on highly trafficked media websites), announcements, and interactive web pages.

[0003] In one aspect, a method and apparatus are provided for guiding a user through SaaS (Software as a Service) from "Start to Finish". In another aspect, a method and apparatus are provided for dividing the work of creating a Flash file into logical step-by-step process that requires no programming intervention. In particular embodiments, a system and method are provided for creating and/or delivering Flash files via the SaaS model, and for loading media assets into an advertising engine online. In other embodiments, a system and method are provided for automatically creating and hosting data-specific (including but not

limited to data related to software programs, web services, proprietary data from third party databases, persons, locations, keywords, companies and combinations of the foregoing data) communications for use as websites, presentations, advertisements, brochures and the like for use with such communication mediums such as Google's Ad Words, Overture Ad Words, EBay, Amazon, Salesforce.com, Realtor.com, Communicators and Salespeople within corporations and similar systems and networks.

[0004] In another aspect, a method and system are provided for automatically extracting and formatting flash (actionscript) code for use as a template that can be edited via a user interface without the intervention of a programmer, and for providing for editorial control of flash files, keyword and content specific files or websites by a master user controlling the editorial rights of one to N number of sub-users within the system.

[0005] In yet other aspects, a method and apparatus are provided for creation and editing of flash files online compiled from a set of data; for creation, editing and distribution of multimedia files created from a wide variety of content including video, audio, images, text, raw data, flash programs, software programs, web services or other media-rich content, and for auto-determining the "content" to be included in a communication (also called a "creative work") based on answers to a series of interview questions and/or other meta data.

[0006] In yet other aspects, a method and apparatus is provided for auto-determining the "look and feel" of a communication based on a series of interview questions and/or other meta data, and for combining data, "content" and "look and feel" to create unique communications. Other systems and methods are provided for converting unique communications to multiple formats and mediums (website, multimedia, print, video, etc.).

[0007] The details of one or more embodiments are set forth in the accompanying drawings and the description below. Other features and advantages will be apparent from the description and drawings, and from the claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0008] These and other aspects will now be described in detail with reference to the following drawings.

[0009] FIG. 1 illustrates a communication creation system.

[0010] FIGS. 2 - 46 are screen shots representing the functionality and logic flow of various systems and methods.

[0011] FIGS. 47 - 57 are block diagrams depicting a general system and method for creating, distributing and tracking multi-media and hypermedia-based communications.

[0012] Like reference symbols in the various drawings indicate like elements.

DETAILED DESCRIPTION

[0013] The systems and methods described herein related to a light-weight interface that has been developed with the non-programmer in mind. Low level functionality is accessed through a short list of function calls (methods) and pre-built components that are easily understood. Furthermore, an API provides a template user access to the full scope of a programming language which allows for template scalability without an in-depth knowledge of the programming language or authoring to produce highly functional, professional template designs. Additionally, the system provides sample source files to encourage reverse-engineering.

[0014] A class is a unique collection of slide type(s). The number of slide types in any given class can range from 1 to N. Classes are used to organize communication types by the quantity and type of content displayed on each slide in the class. For example, a template class may have 5 unique slide types, with each slide type containing no more than a certain number of content containers. In an embodiment, the slide type contains no more than five content containers. More than five content containers could be needed. However, instead of adding the new slide type to a template class, for example, a new class can be created to accommodate the new slide type(s). It is preferable to define a class and provide enough slide types for the user to achieve their design goals, but limit the total number of slide types as so not to overload the user with too many choices. The system manages and controls the creation and maintenance of all classes.

[0015] A slide type is a unique collection of media container(s). The number of containers for any given slide type can range from 1 to n. Slide types are used to organize the quantity and type of content that will be displayed on any given slide. Currently there are three standard container types that can be used when creating a slide type. They are: a text container; an image container; and a video container. In a preferred exemplary embodiment, the text container is used for displaying HTML formatted text, the image container is used to display images and .swf files, and the video container is used to display streaming video. The user is responsible for the layout of the containers that appear on a slide. The quantities and types of containers for a given slide type are defined in the class XML file. Other than following the naming convention defined in the XML class file for the containers, the system is flexible and allows the user to use the containers in any design arrangement they choose.

[0016] Core Design Files

[0017] The system includes a number of core design files. One such file is "background.fla." This file is loaded in the bottom-most position in the project viewer. Any content or design elements that need to appear behind other content or design elements should be placed in this core file. The file background.fla has a number of native functions:

[0018] • initTemplateObject(): This function is called after the first frame is fully loaded. This function creates the templateObject object which is used by the Project Viewer.

[0019] • setValues(): This function is called after ieController has been assembled and distributed to the various layers. Color information is retrieved from the ieController object and stored in local variables (color1Value, color2Value, color3Value). These values can be used to dynamically color shape elements (i.e. movie-clips) used in the template. This function is also used to distribute any image, .swf, video, or HTML text content to their proper movie clips for the currently selected slide.

[0020] • startPlayback(): This function is called by the Project Viewer after this .swf has been fully loaded and initialized.

[0021] Another core design file is "foreground.fla". This file is loaded just under the top-most position (nav.fla) in the project viewer. Any content or design elements that need

to appear above other content or design elements (except the navigation controls) are placed in this core file. Native functions of "foreground.fla" include:

[0022] • initTemplateObject(): This function is called after the first frame is fully loaded. This function creates the templateObject object which is used by the Project Viewer.

[0023] • setValues(): This function is called after ieController has been assembled and distributed to the various layers. Color information is retrieved from the ieController object and stored in local variables (color1Value, color2Value, color3Value). These values can be used to dynamically color shape elements (i.e. movie-clips) used in the template. This function is also used to distribute any image, .swf, video, or HTML text content to their proper movie clips for the currently selected slide.

[0024] • startPlayback(): This function is called by the Project Viewer after this .swf has been fully loaded and initialized.

[0025] Another core design file is "intro.fla". This file loads prior to any other core file. No other core files will render until this file is done executing. It is located on layer above the nav.fla file. Native functions of this file include:

[0026] • initTemplateObject(): This function is called after the first frame is fully loaded. This function creates the templateObject object which is used by the Project Viewer.

[0027] • setValues(): This function is called after ieController has been assembled and distributed to the various layers. Color information is retrieved from the ieController object and stored in local variables (color1Value, color2Value, color3Value). These values can be used to dynamically color shape elements (i.e. movie-clips) used in the template. This function is also used to distribute any image, .swf, video, or HTML text content to their proper movie clips for the currently selected slide.

[0028] A "slideTypen.fla" core design file loads above the background file and below the foreground file. Main slide content typically appears in this file. Its functions include:

[0029] • initTemplateObject(): This function is called after the first frame is fully loaded. This function creates the templateObject object which is used by the Project Viewer.

[0030] • setValues(): This function is called after ieController has been assembled and distributed to the various layers. Color information is retrieved from the ieController object and stored in local variables (color1Value, color2Value, color3Value). These values can be used to dynamically color shape elements (i.e. movie-clips) used in the template. This function is also used to distribute any image, .swf, video, or HTML text content to their proper movie clips for the currently selected slide.

[0031] • startPlayback(): This function is called by the Project Viewer after this .swf has been fully loaded and initialized.

[0032] A "nav.fla" core design file loads above the foreground file and includes the navigation controls. The visibility of the navigation controls is determined by the end user. Toggling the visibility to false causes the project viewer to skip the loading of this file. Its native functions include:

[0033] • initTemplateObject(): This function is called after the first frame is fully loaded. This function creates the templateObject object which is used by the Project Viewer.

[0034] • setValues(): This function is called after ieController has been assembled and distributed to the various layers. Color information is retrieved from the ieController object and stored in local variables (color1Value, color2Value, color3Value). These values can be used to dynamically color shape elements (i.e. movie-clips) used in the template. This function is also used to distribute any image, .swf, video, or HTML text content to their proper movie clips for the currently selected slide.

[0035] • buildNavigation(): This function is called by the navPane clip after it is fully loaded on the time line and after the ieNavXML XML object is created and placed on this time line. The ieNavXML XML object is created inside the Project Viewer based on the tree structure of the slides (i.e. how they are organized in the tree hierarchy). Main options are represented by Parent nodes in the XML object. Menu items are Children of the particular Parent node.

[0036] • changeSlide(optionNumber, itemNumber): This function is called when an item is clicked in the navigation menu controls. Options are grouped by main options and

sub options. The first main option is indexed at 0 (zero) and all first sub-options are also 0-indexed. When a menu item is clicked, it simply passes the main option it is located at as the optionNumber parameter. The value of the itemNumber parameter is same as the menu item's position in the list of sub-options. For example: The third sub-option "About Our Company" of the second main option "About Us" would make the following call to changeSlide() – changeSlide(1, 2).

[0037] A configuration file "containerData.xml" defines the class. It is provided only as a reference as to how containers are declared within a slide type, and how slide types are declared within the class. This file is used by the project viewer application and the project builder application for determining available slide types and locating the containers within the slide.

[0038] Communications

[0039] A communication is a collection of slides. The number of slides for any given project can range from 0 to N. The slide types that are available to any given project are dependant on the class of the communication, and are defined in the class XML file, and define a template class. The template class is chosen based on a number of user inputs. For example, one template class is chosen based on the responses to an interview/query process operated by the user of the system prior to creating the communication. This allows the system to only offer slide types that are relevant to the user's responses to the interview and/or query process.

[0040] Slides

[0041] Slides are a grouping of design layers, design elements, and content containers. The design layers are pre-defined and remain static. However, they are able to accommodate any design arrangement of content deemed necessary by the template designer. In an exemplary embodiment, the slide layers include background, main, foreground, and navigation. There is one core design file for each layer except for the main layer and they are as follows: background.fla, slideTypen.fla, foreground.fla, and nav.fla. The number of slideTypen.fla core files that exist depend on the number of slide types that are defined for

the given class. For example, one particular class has 5 slide types defined in its XML class file. Therefore there are 5 main core design files (slideType0.fla, slideType1.fla, slideType2.fla, slideType3.fla, and slideType4.fla).

[0042] Any content that loads on the main layer will change from slide type to slide type. Any content that loads on the background, foreground, or navigation layers typically remains constant and does not change between slides. That content will be referred to as universal content, and typically consists of header logos, communication titles, headlines, etc. It should be noted however, that there are mechanisms in place that allow slide layers to communicate with each other as well as load any type of content on any layer. All of the complex programming needed to govern content loading, playback, and functionality has been incorporated into the project viewer and container components.

[0043] Container Components

[0044] Working examples of container components are provided in a "Source.fla" folder to illustrate how the container components are integrated into the template design. In these examples is shown a fully functional template so that a deep understanding of how the components work is not necessary. Once the user is comfortable with the core design files and how the components operate, the system provides different ways to apply design style changes to the components.

[0045] Image Component

[0046] The image component is a multimedia module, that is used inside the core design files to load and display images and/or .swf files. One such multimedia module is based on a Macromedia Flash MX® component, which in turn is based on AS 1.0. The user integrates and positions this component into their design. Once finished, the component will be able to load and display any image or .swf content that the end user assigns to it. It should be noted that this component is easy to integrate into any graphic layout or animation schema, and does not restrict the user from using the full arsenal of Flash animation and visual effects. The image component is used only in edit mode.

[0047] From the main timeline inside a core template file (for example: a 5 slide class, foreground.swf), this component can be found at the frame labeled "staticView", inside of a movie clip named foreground GaphicA. The module initLayout() is used to initialize the component and prepare it to begin loading image or .swf content. Properties include:

[0048] *containerWidth*: sets the width of the display pane.

[0049] *containerHeight*: sets the height of the display pane.

[0050] *containerPath*: is a component, such as a Flash component, as defined in the XML class file.

[0051] *slideLayer*: defines the layer in which this component is located. Valid values can include "foreground", "background", and/or "communication".

[0052] Video component

[0053] The video component is used inside the core design files to load and display .flv video. In an embodiment, the video component is a Macromedia Flash MX® component based on AS 1.0. The template designer integrates and positions this component into their design. Once finished, the component will be able to load and display any .flv content that the end user assigns to it. It should be noted that this component is easy to integrate into any graphic layout or animation schema, and does not restrict the user from using the full arsenal of Flash animation and visual effects. The video component is used only in playback mode.

[0054] In order to use the video component, from the main timeline inside a core template file (for example: 5 slide class, foreground.swf), the video component can be found inside of a movie clip named imageContainer1.videoContent. The video component includes the following methods: initLayout() - used to initialize the component and prepare it to begin playing a video stream; and initVideoPane(videoURL, bufferTime, videoVolume) - used to start the video stream. The properties of the video component include:

[0055] *containerWidth*: sets the width of the video pane.

[0056] *containerHeight*: sets the height of the video pane.

[0057] *controllerXPos*: sets the x-position of the playback controller. A value of -1 aligns the left edge of the controller with the left edge of the video pane.

[0058] *controllerYPos*: sets the y-position of the playback controller, where a value of -1 aligns the top edge of the controller with the bottom edge of the video pane.

[0059] *controllerWidth*: sets the width of the playback controller, where value of -1 causes the controller to adopt the width of the video pane.

[0060] *callback*: a function that gets called when the video buffer is full.

[0061] *autoSizePane*: that forces sizing, alignment, and position of the video pane and the playback controller.

[0062] *controlBarHeight*: sets the height of the playback controller.

[0063] Text component

[0064] The text component is used inside the core design files to load and display HTML formatted text. In an embodiment, the text component is a Macromedia Flash MX® component based on AS 1.0. The user integrates and positions this component into their design, and then names the component according to the class XML file. Once finished, the component will be able to load and display any HTML text content that the end user assigns to it. It should be noted that this component is easy to integrate into any graphic layout or animation schema, and does not restrict the user from using the full arsenal of Flash animation and visual effects. The text component is needed only in edit mode. During playback, specific text content is manually assigned to a Flash text field by the user.

[0065] The text component can be found, from the main timeline inside a core template file (for example: 5 slide class, foreground.swf), at the frame labeled "staticView", inside of the movie clips named foregroundTextA and foregroundTextB.

[0066] The function call "initLayout()" is used to initialize the component and prepare it to begin displaying HTML text. Properties of the text component include:

[0067] *containerWidth*: sets the width of the text pane.

[0068] *containerHeight*: Sets the height of the text pane.

[0069] *containerPath*: The Flash path of the component as defined in the XML class file.

[0070] *headline*: a Boolean property that sets the display state of the component. Text components set to the headline state are able to use a custom movie clip to display the text content. This allows the user to use custom fonts and text styles and disable text formatting from the user.

[0071] *staticHeadline*: The name of the linked clip in the library to use to display the text content.

[0072] *slideLayer*: The layer in which this component is located. Valid values are "foreground", "background", and "communication".

[0073] Custom components

[0074] Custom components are designed and implemented by the template designer, and can be used just like the standard components for integration into the project. Custom components pass a configuration object to the slide viewer which allows the user to configure any properties of the component. This object is a basic name/value structure that represents a hash of the property/value pairs. This hash is then be dynamically integrated into the Impact Engine system and assigned to the slide on which it is located. This schema allows user/developers to create and introduce powerful components that can handle tasks such as xml feeds (such as data from the Google Adwords or Overture system, or other proprietary data feeds from proprietary databases, conferencing/chatting, or web services), along with many other applications.

[0075] View Modes

[0076] The user builds their layout in the core design files. The project viewer is able to open and render these files in a layered manner so that the content "stacks" according to the layer on which it is located. For example, content on the background layer appears below content in the foreground layer. In one embodiment, there are two project viewers. In a

preferred exemplary embodiment, the two project viewers are substantially identical. One of the project viewers is providied for live playback of the communication project, while the other is embedded within the communication project builder and is needed to render the core files to the end user so that the user can edit desired content in the containers. In an alternative embodiment, another project viewer is provided to render out or "serialize" completed communication files into a variety of third party formats such as .swf, .pdf, xml, html, txt, or any other format.

[0077] Accordingly, all of the core files can support two states: a playback state and an edit state. These states are designated within each core file by a frame label. When loaded into the builder, the project viewer immediately sends the playhead inside the core files to the frame labeled "staticView". Otherwise, the playhead is positioned at the first frame and stopped until the project is ready to play.

[0078] Live View

[0079] "Live View" describes the full playback of a project. During live view, all functionality, design, and animation are active and visible to the end user. It is the finished product as configured by the user.

[0080] Edit View

[0081] "Edit View" is experienced within the project builder and, in some instances, the "Live View" where a user contributes edits or comments to a communication. Though functionality and design remain intact, animations are disabled. This "display" view offers the users context within the design so content can be configured and assigned to containers.

[0082] Project Viewer

[0083] The project viewer is an application that renders or "serializes" the project slides and content, and provides them with functionality. When the project viewer is launched, it is passed a data structure and associated software programs called the project object. The project object contains the information necessary for the project to render and playback as configured by the end user. Slides are represented in the project object as

elements in an array. Once the project object is loaded and interpreted, the project viewer determines a load sequence for the project content. The project object is agnostic as to the type of file it is rendering and is, therefore, able to produce a wide variety of communications such as websites, dynamically created websites, flash banner ads, Google Ad Words Sites, Overture Sites, Presentations, Brochures and/or the like.

[0084] Content loads in the specific design layer it was assigned to by the end user (i.e. background, foreground, etc.). As each layer loads in the load sequence, the project viewer then loads the content into the containers in that layer. Once the sequence has finished executing, the project will begin playback. Project playback has two states: auto-play on and auto-play off.

[0085] In one embodiment, if auto-play is on, the project viewer determines the duration property of the current slide. If the value of that property is greater than zero, the project viewer waits for that value in seconds before automatically advancing to the next available slide in the project. If the value of that property equals zero, the slide viewer stops on the slide until the user navigates to a different slide. If auto-play is off, users must use the slide navigation controls to view a different slide.

[0086] The project viewer also provides the conduit for the exchange of information and/or commands between the different design layers, or between the project viewer itself and a specific layer, referred to herein as the Slide Layer Interface. This interface not only enables the basic "built-in" functionality between the layers, their containers, and the project viewer, but also allows for much greater programming control for advanced developers. This is because the Slide Layer Interface is basically a collection of pointers. In an embodiment, this interface allows the direct use of AS 1.0 as the command language. This will enable the creation of highly functional and complex core files able to achieve all customization needs that fit within the programming scope of AS 1.0, the specification for which is incorporated by reference herein.

[0087] Groups

[0088] "Groups" is an application that enables groups of users to create, edit, share and distribute communications created by the system according to a set of business rules. For example, a group of 25 users can utilize the system to communicate a uniform message, yet still retain the autonomous controls to customize each communications piece according to the rules set up by the Administrator. Each Group contains a defined set of roles and abilities. These abilities are set by a system administrator, and then utilized by the users in that Group.

[0089] In one embodiment, a user can purchase access to a group of five users, called a "Team account." In the Team account, one administrator has the right to share communications with users; in effect, creating communications for them and giving them limited rights to edit the communication. In another embodiment, a user can purchase access to an enterprise group of users which can be N number of users and M number of administrators. This functionality gives an enterprise the ability to uniformly use the same communication, but tailor it to a specific market, segment, opportunity or the like.

[0090] Sharing

[0091] "Sharing" is an application that enables administrators and users to set up a system, whereby administrative users can create and share communications with N number of users in up to N accounts or physical locations. Several types of sharing exist, each having a set of advantages. In one example, three types of sharing include: Live Sharing, Linked Sharing, and Smart Sharing. Live Sharing maintains a link between the communications in use so that an administrator can make changes to a communication, so that changes to the communication are updated in real time. That is, there is no time delay between the time the edit is made and the time the edit is published live to the communication.

[0092] Linked Sharing allows an administrator to make changes to a "main" communication and up to N "derivative" communications such that changes to the main communication are disseminated to each derivative communication in real time. Accordingly, there is no time delay between when an edit is made and the time the edit is published live to each relevant communication.

[0093] Smart Sharing allows several Administrators to make changes to several "main" communication and up to N "derivative" communications, such that changes to the main communication are disseminated to each derivative communication in real time. Thus, there is no time delay between the time an edit is made and the time the edit is published live to each derivative communication. However, in Smart Sharing, business rules are applied so that an organizational hierarchy can be created to manage the flow of the main and derivative communications. Business rules of Smart Sharing are also applied to allow for deletion of derivative communications from the system without affecting other derivative communications in the linked chain. This allows for the consistent and rapid dissemination of information across a broad range of users, and is particularly useful for a corporate salesforces or regional advertisers in maintaining a consistent communications message.

[0094] EXAMPLE

[0095] The following describes an example of the functionality of the system and method described herein, as used by a user.

[0096] A membership account includes online access to all the functions for editing, distributing, and tracking your communications. A variety of options to choose from are offered based on a user's individual needs. The number of communications in an account is based on the membership level purchased. A user may edit communications as often as desired, and as many copies as desired can be saved to a storage device, such as a computer hard drive. To access the account (and associated communications), a user must first login from a homepage, i.e. www.impactengine.com . The user then must specify a user name and password that was used to sign up. To change account information, a user can select a "My Account" link from a main navigation bar, shown in the screen shots as being located on the left side of a page, and then select a "Make Changes" control to make a change.

[0097] EDIT PROCESS

[0098] There is no limit to how often a communication can be updated. Accordingly, recipients and viewers can always see the most up-to-date information. To edit a communication, a user first enters "Edit Mode" by selecting the "Edit" button next to the

name of the selected communication. The "Edit" button is located in a communication Control Panel on the "MyHome" page, preferably at the top of the page.

[0099] Once in Edit Mode, a user will see a new navigation menu above, and can click on the appropriate tab and make any changes in the forms provided. When finished, the user selects the "finish" button and the communication will be updated. The communication is pre-filled with default text, however all fields can be updated with whatever information chosen. Graphics may be uploaded in "Edit Mode" by selecting the "Upload" button to access and upload images. The steps to be followed can be displayed to upload images from your hard drive. Each membership includes an amount of disk space memory, i.e. up to 1 gigabyte of disk space, in which images are stored.

[00100] DISTRIBUTE

[00101] Once a communication is created, a user may use it in a variety of ways including: as a website, as a printed communication, as an email, or as a communication stored on a hard disk, CD-rom or other media device. All features are available from the main navigation inside a user account. An email function can be accessed by selecting the "Show" button next to the name of the communication to be sent. The "Show" button is located in the communication Control Panel on the home page. The user is provided a form to complete, and the communication will be sent to the designated e-mail recipients. Each recipient will see a standard email with a graphic "view" link at the bottom. This link launches the communication directly from a designated website. There are no attachments or downloads needed. The body, title, and "from" name of the message can be customized.

[00102] The email interface allows a user to send a communication to one or more recipients at a time. In an embodiment, the number of recipients is limited to a particular number, i.e. 6 recipients. A user may send as many emails as desired. Spamming of any kind is forbidden in conjunction with an account.

[00103] CD-ROM cards that include the communication can also be created. CD-ROM cards play in standard tray loading CD-ROM drives on Windows and Macintosh computers. The communication will automatically launch for maximum impact.

[00104] A communication can also be used as a user's home page. To execute this functionality, a user can click on the "My Websites" from inside the account to generate a website based on the communications that are chosen. Then, the Domain Name Service (DNS) settings are automatically set up with the system's servers, and the website is available by typing in any URL (i.e. www.mywebsite.com). This function is used as the core to use any communication created by the Impact Engine system as a dynamically created site for use with Google Adwords, Overture, eBay, Amazon and the like.

[00105] A communication can also be added to an existing web page by clicking on the "Show" from inside the account to generate HTML or the actionscript ("objectembed") code to directly embed the file into the page. This HTML can be placed anywhere on a web page.

[00106] Although a few embodiments have been described in detail above, other modifications are possible. The logic flows described or depicted in this description do not require the particular order shown, or sequential order, to achieve desirable results. Other embodiments may be within the scope of the following claims.

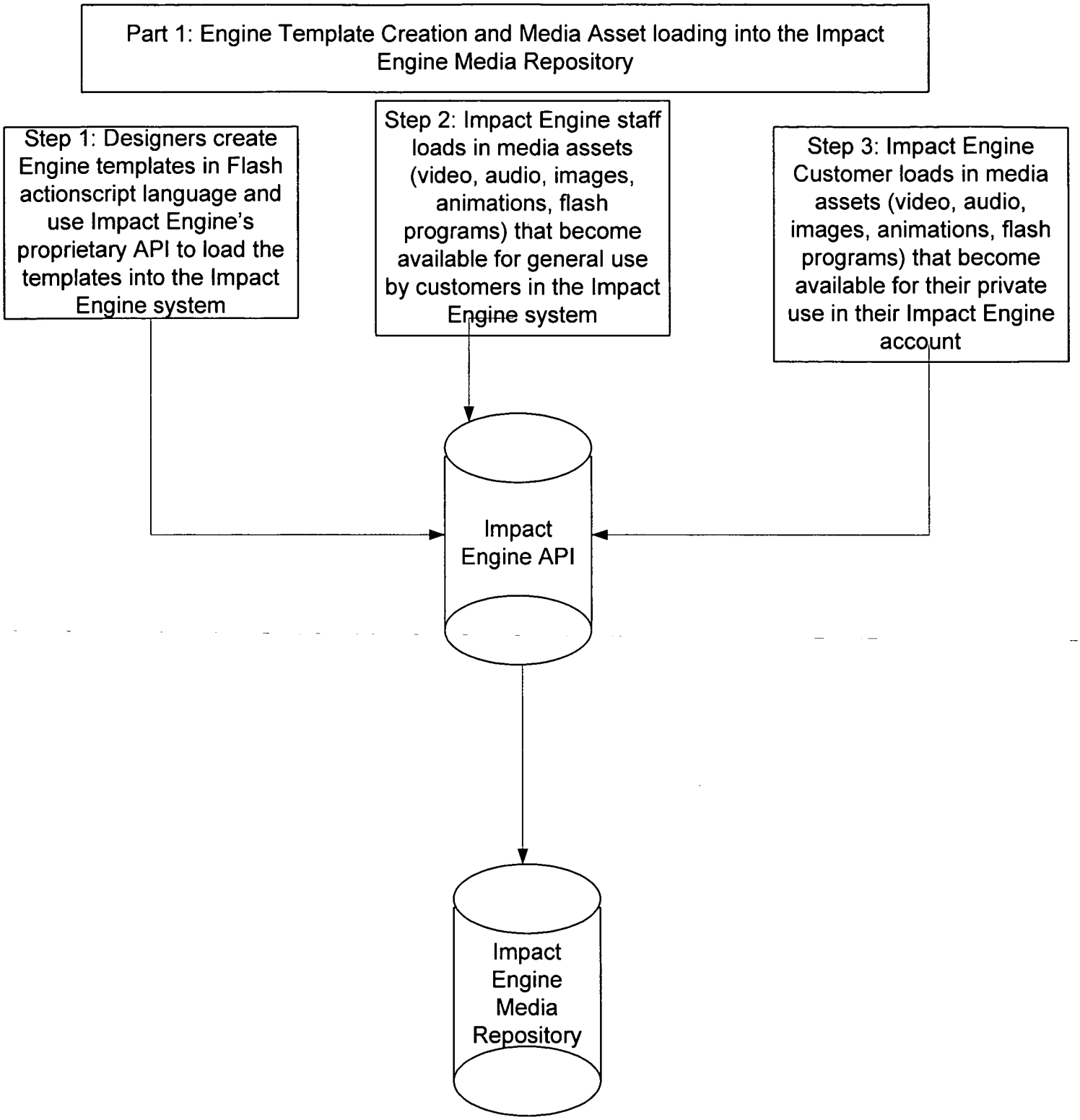


FIG 1

BEST AVAILABLE COPY

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

Presentation Builder: Quickly Create & Send Professional Presentations- at Impactengine.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address http://www.impactengine.com/index.asp

Google Search Web PageRank 221 blocked AutoFill Options

SearchSAFE Search Google Last scan - 43 days ago Popup protection off

ImpactEngine

Questions? Need Help?
call us toll free
1-866-467-2289

Home | Solution | Examples | Test Drives | Pricing | About Us | Contact

Member Login: USERNAME PASSWORD GO

Create Agency Quality Presentations

View Product Sample

...in 15 minutes

Use Impact Engine to **create** & **distribute** agency quality multimedia presentations, **track** hot leads and **send** personalized e-marketing campaigns.

Use Impact Engine for:

- Product and Service "E-Brochure"
- Lead Generation
- Product or Program Launch
- Multimedia Email
- Event Announcement
- E-Training
- Brand Enhancement

Try It Free

Start your Free Test Drive now.

First Name:

Last Name:

Email Address:

Go

HYATT REGENCY®

"Impact Engine has given us that edge"

See Examples

HOME • SOLUTION • EXAMPLES • TEST DRIVE • PRICING • ABOUT US • CONTACT

1-866-467-2289

Impact Engine® is a Registered Trademark of Impact Engine Inc. Copyright 2002© All Rights Reserved

start Presentation Builder... 11:44 AM

FIG.2

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

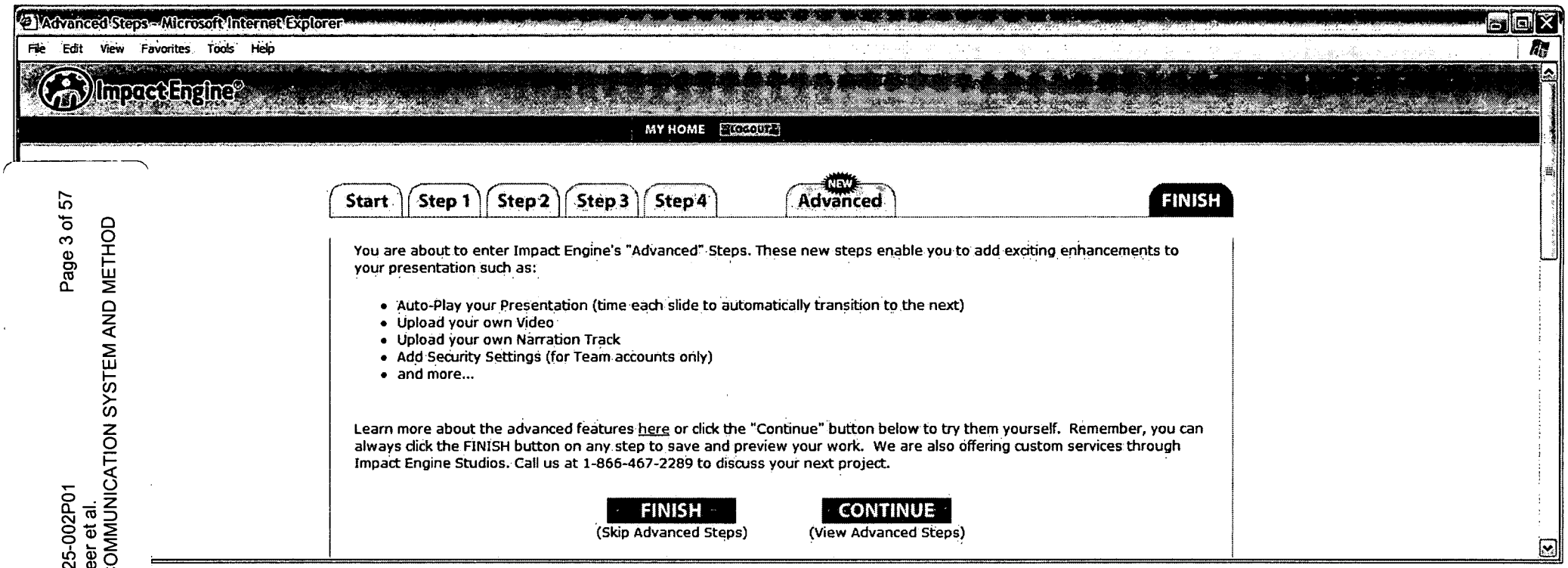


FIG. 3

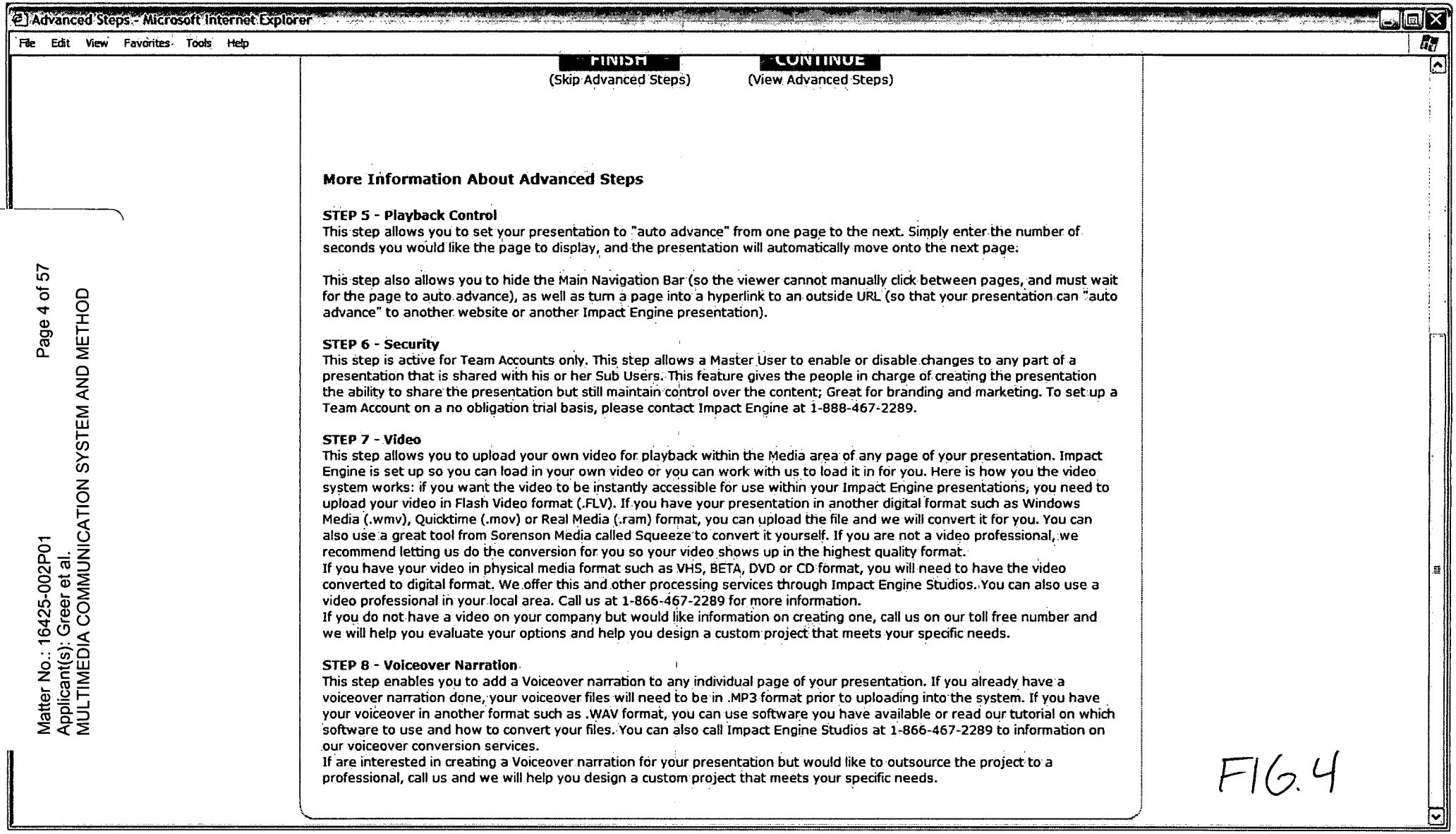

Advanced Steps - Microsoft Internet Explorer
File Edit View Favorites Tools Help
FINISH
(Skip Advanced Steps)
CONTINUE
(View Advanced Steps)
More Information About Advanced Steps
STEP 5 - Playback Control
This step allows you to set your presentation to "auto advance" from one page to the next. Simply enter the number of seconds you would like the page to display, and the presentation will automatically move onto the next page.
This step also allows you to hide the Main Navigation Bar (so the viewer cannot manually click between pages, and must wait for the page to auto advance), as well as turn a page into a hyperlink to an outside URL (so that your presentation can "auto advance" to another website or another Impact Engine presentation).
STEP 6 - Security
This step is active for Team Accounts only. This step allows a Master User to enable or disable changes to any part of a presentation that is shared with his or her Sub Users. This feature gives the people in charge of creating the presentation the ability to share the presentation but still maintain control over the content; Great for branding and marketing. To set up a Team Account on a no obligation trial basis, please contact Impact Engine at 1-888-467-2289.
STEP 7 - Video
This step allows you to upload your own video for playback within the Media area of any page of your presentation. Impact Engine is set up so you can load in your own video or you can work with us to load it in for you. Here is how you the video system works: if you want the video to be instantly accessible for use within your Impact Engine presentations, you need to upload your video in Flash Video format (.FLV). If you have your presentation in another digital format such as Windows Media (.wmv), Quicktime (.mov) or Real Media (.ram) format, you can upload the file and we will convert it for you. You can also use a great tool from Sorenson Media called Squeeze to convert it yourself. If you are not a video professional, we recommend letting us do the conversion for you so your video shows up in the highest quality format.
If you have your video in physical media format such as VHS, BETA, DVD or CD format, you will need to have the video converted to digital format. We offer this and other processing services through Impact Engine Studios. You can also use a video professional in your local area. Call us at 1-866-467-2289 for more information.
If you do not have a video on your company but would like information on creating one, call us on our toll free number and we will help you evaluate your options and help you design a custom project that meets your specific needs.
STEP 8 - Voiceover Narration
This step enables you to add a Voiceover narration to any individual page of your presentation. If you already have a voiceover narration done, your voiceover files will need to be in .MP3 format prior to uploading into the system. If you have your voiceover in another format such as .WAV format, you can use software you have available or read our tutorial on which software to use and how to convert your files. You can also call Impact Engine Studios at 1-866-467-2289 to information on our voiceover conversion services.
If are interested in creating a Voiceover narration for your presentation but would like to outsource the project to a professional, call us and we will help you design a custom project that meets your specific needs.

FIG. 4

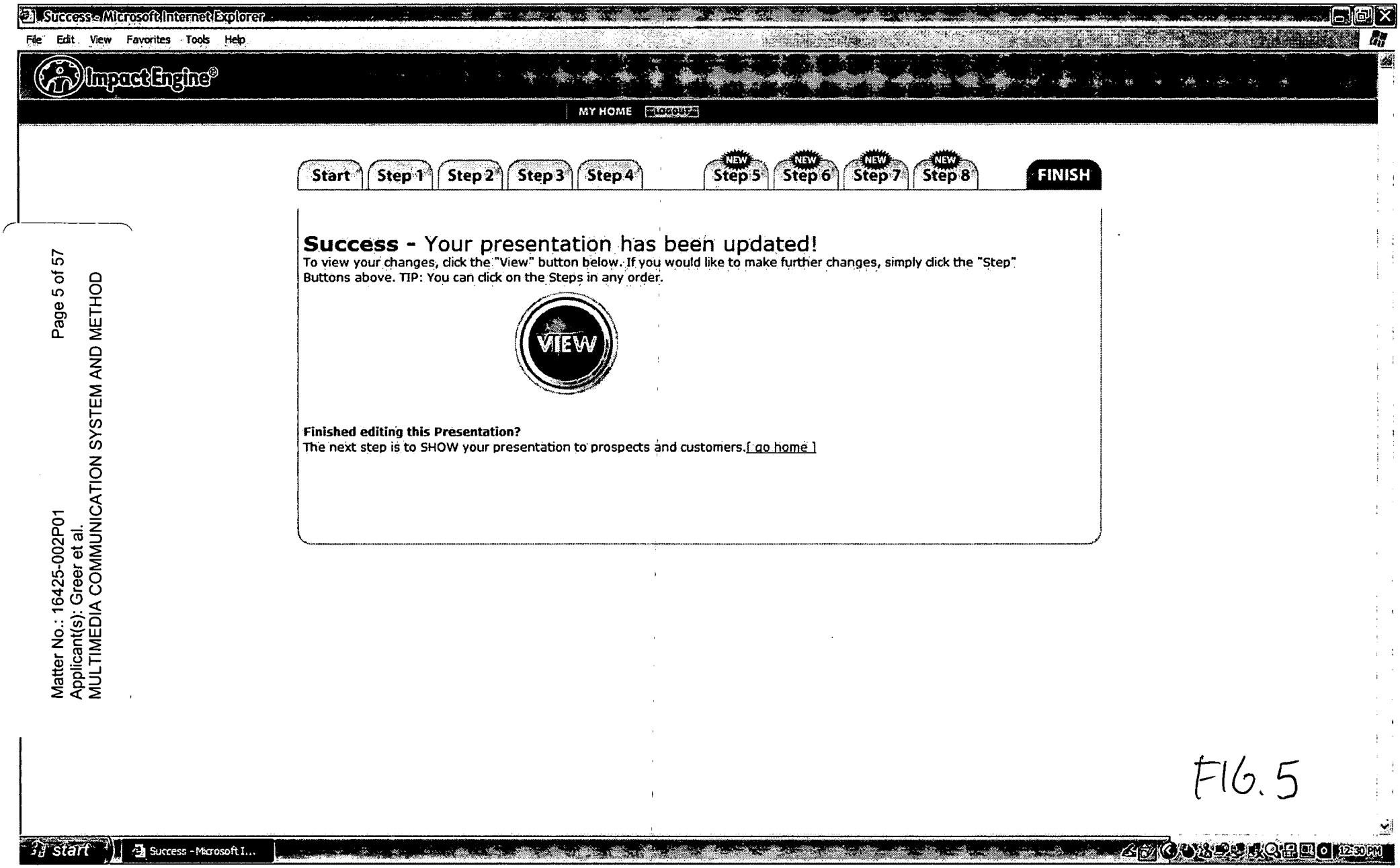

Success - Microsoft Internet Explorer
File Edit View Favorites Tools Help
ImpactEngine
MY HOME LOGOUT
Start Step 1 Step 2 Step 3 Step 4 NEW Step 5 NEW Step 6 NEW Step 7 NEW Step 8 FINISH
Success - Your presentation has been updated!
To view your changes, click the "View" button below. If you would like to make further changes, simply click the "Step" Buttons above. TIP: You can click on the Steps in any order.
VIEW
Finished editing this Presentation?
The next step is to SHOW your presentation to prospects and customers. [go home]
start
Success - Microsoft I...
12:30 PM

FIG. 5

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

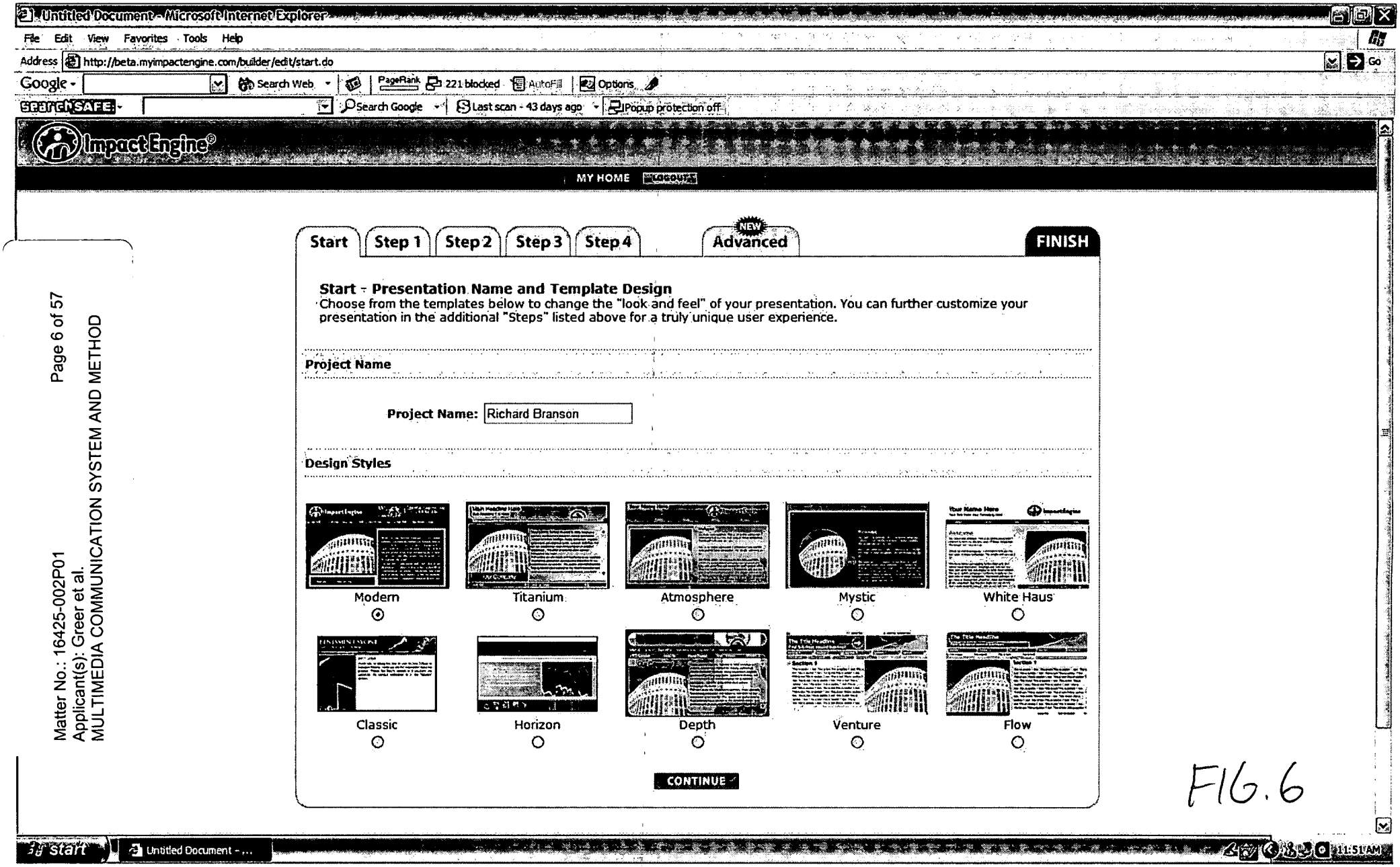


FIG. 6

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

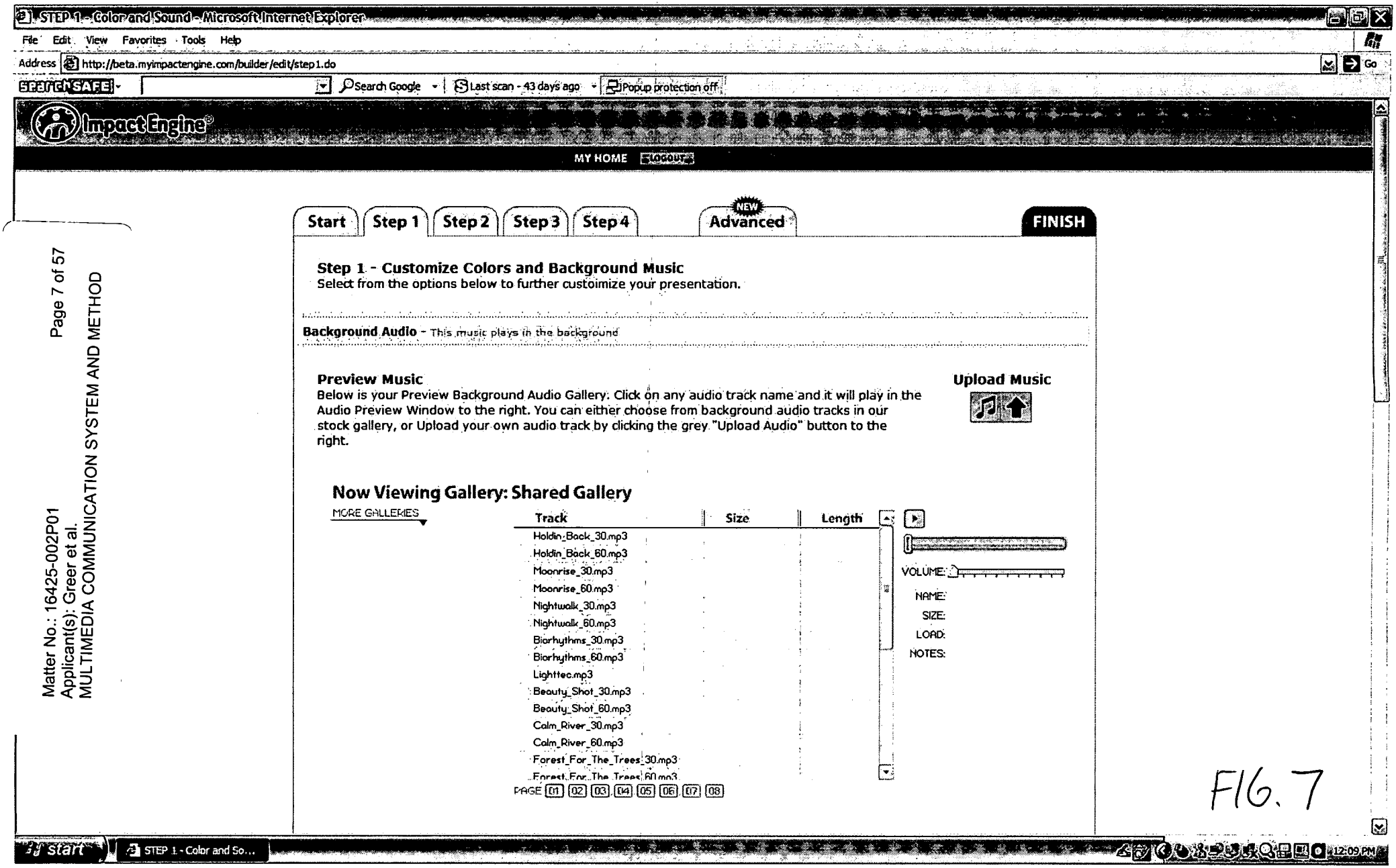


FIG. 7

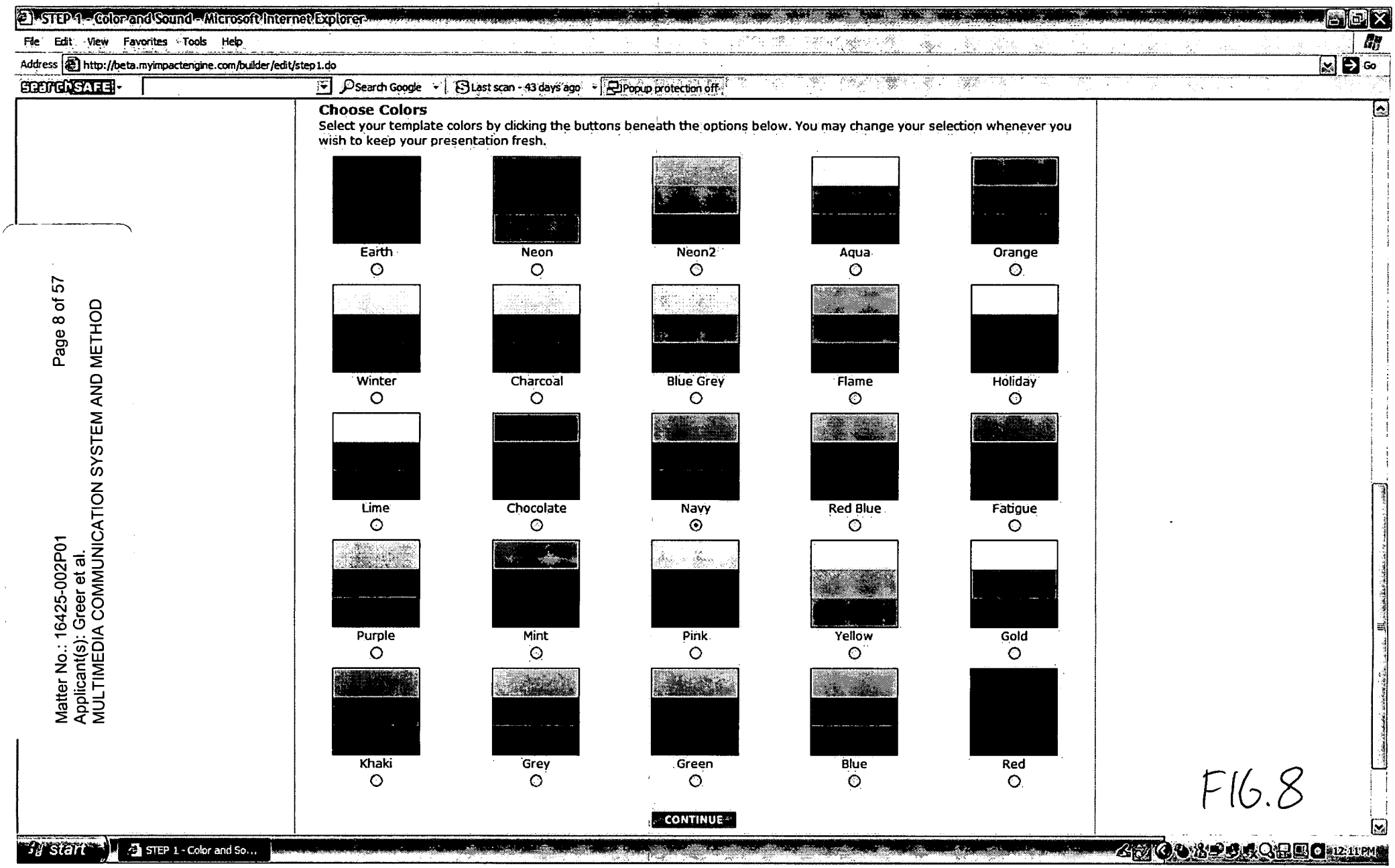

STEP 1 - Color and Sound - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://beta.myimpactengine.com/builder/edit/step1.do
Search Google
Last scan - 43 days ago
Popup protection off
Choose Colors
Select your template colors by clicking the buttons beneath the options below. You may change your selection whenever you wish to keep your presentation fresh.
Earth
Neon
Neon2
Aqua
Orange
Winter
Charcoal
Blue Grey
Flame
Holiday
Lime
Chocolate
Navy
Red Blue
Fatigue
Purple
Mint
Pink
Yellow
Gold
Khaki
Grey
Green
Blue
Red
CONTINUE
Start
STEP 1 - Color and So...
12:11 PM

FIG. 8

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

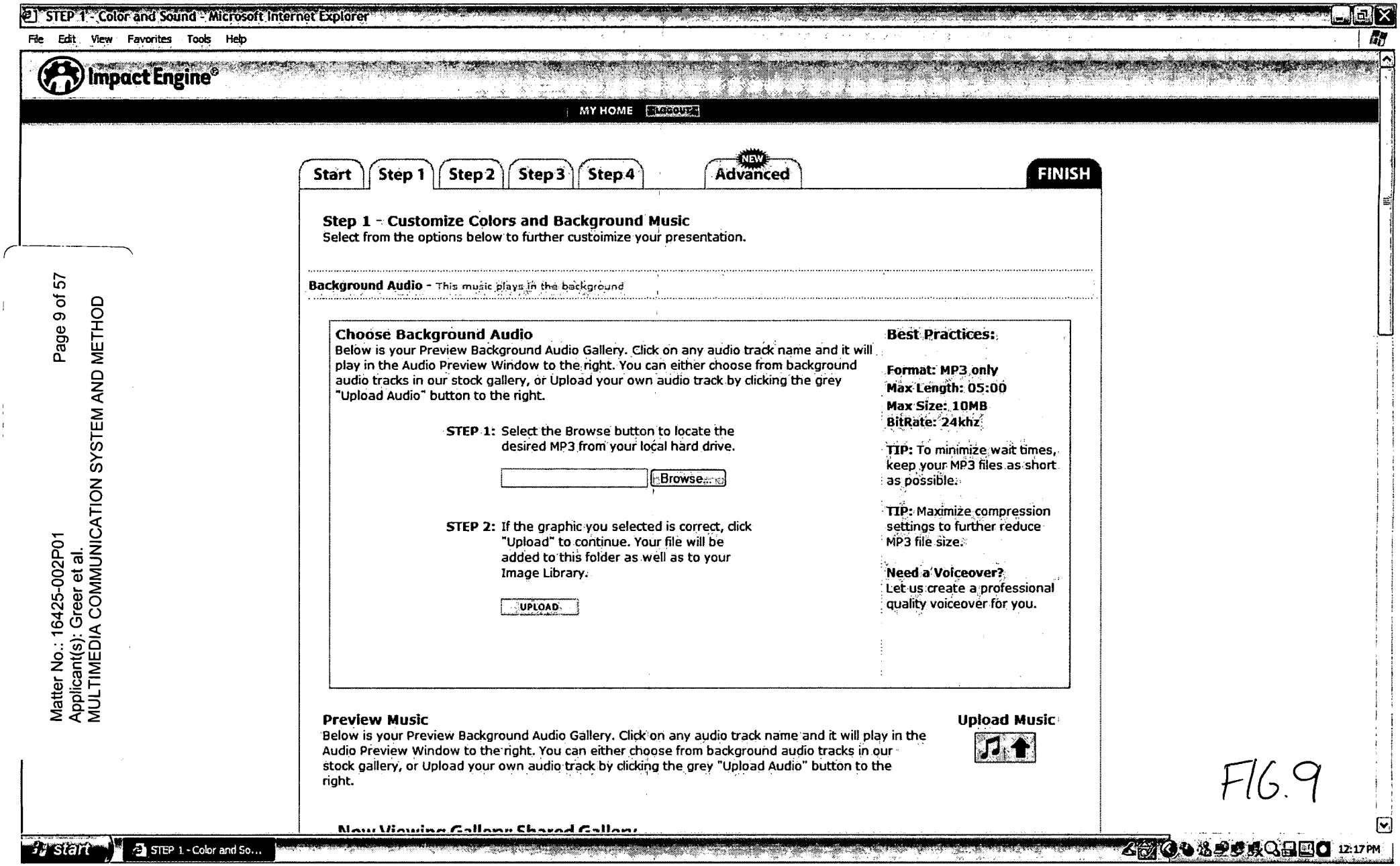
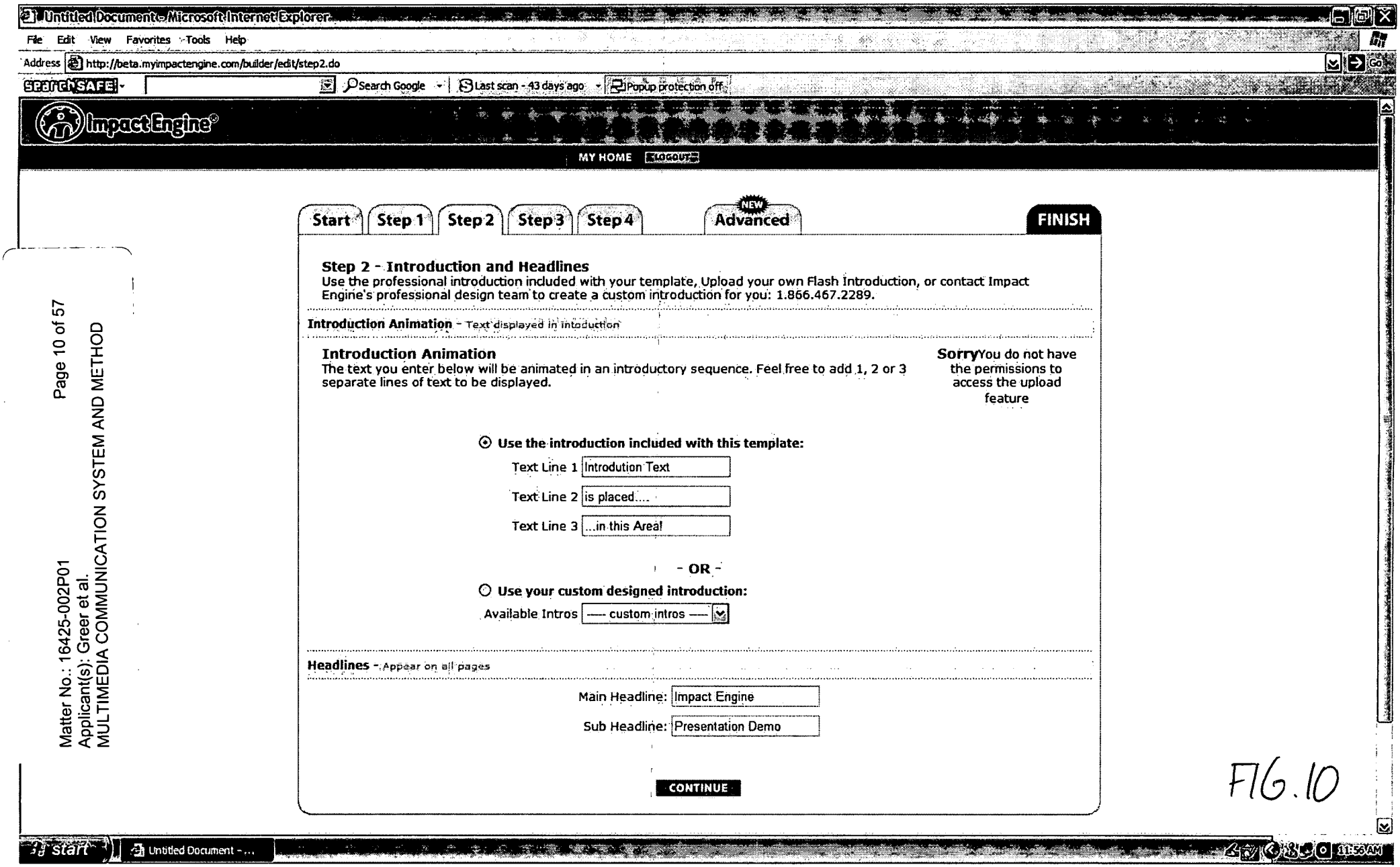


FIG. 9



Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

FIG. 10

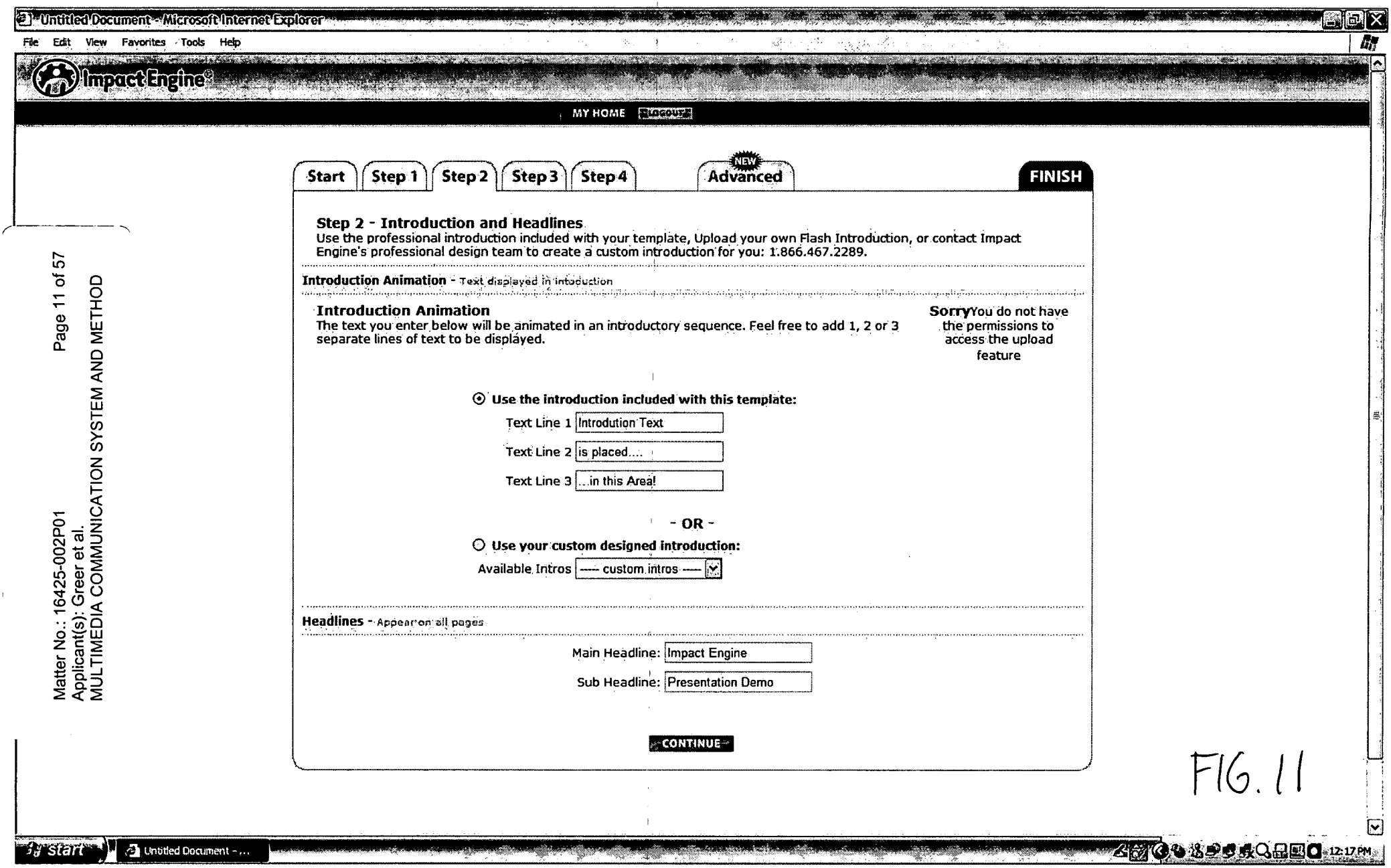

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Impact Engine
MY HOME LOGOUT
Start
Step 1
Step 2
Step 3
Step 4
NEW
Advanced
FINISH
Step 2 - Introduction and Headlines
Use the professional introduction included with your template, Upload your own Flash Introduction, or contact Impact Engine's professional design team to create a custom introduction for you: 1.866.467.2289.
Introduction Animation - Text displayed in introduction
Introduction Animation
The text you enter below will be animated in an introductory sequence. Feel free to add 1, 2 or 3 separate lines of text to be displayed.
Sorry You do not have the permissions to access the upload feature
Use the introduction included with this template:
Text Line 1 Introdution Text
Text Line 2 is placed....
Text Line 3 ...in this Area!
- OR -
Use your custom designed introduction:
Available Intros ---- custom intros ----
Headlines - Appear on all pages
Main Headline: Impact Engine
Sub Headline: Presentation Demo
CONTINUE
start
Untitled Document - ...
12:17 PM

FIG. 11

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

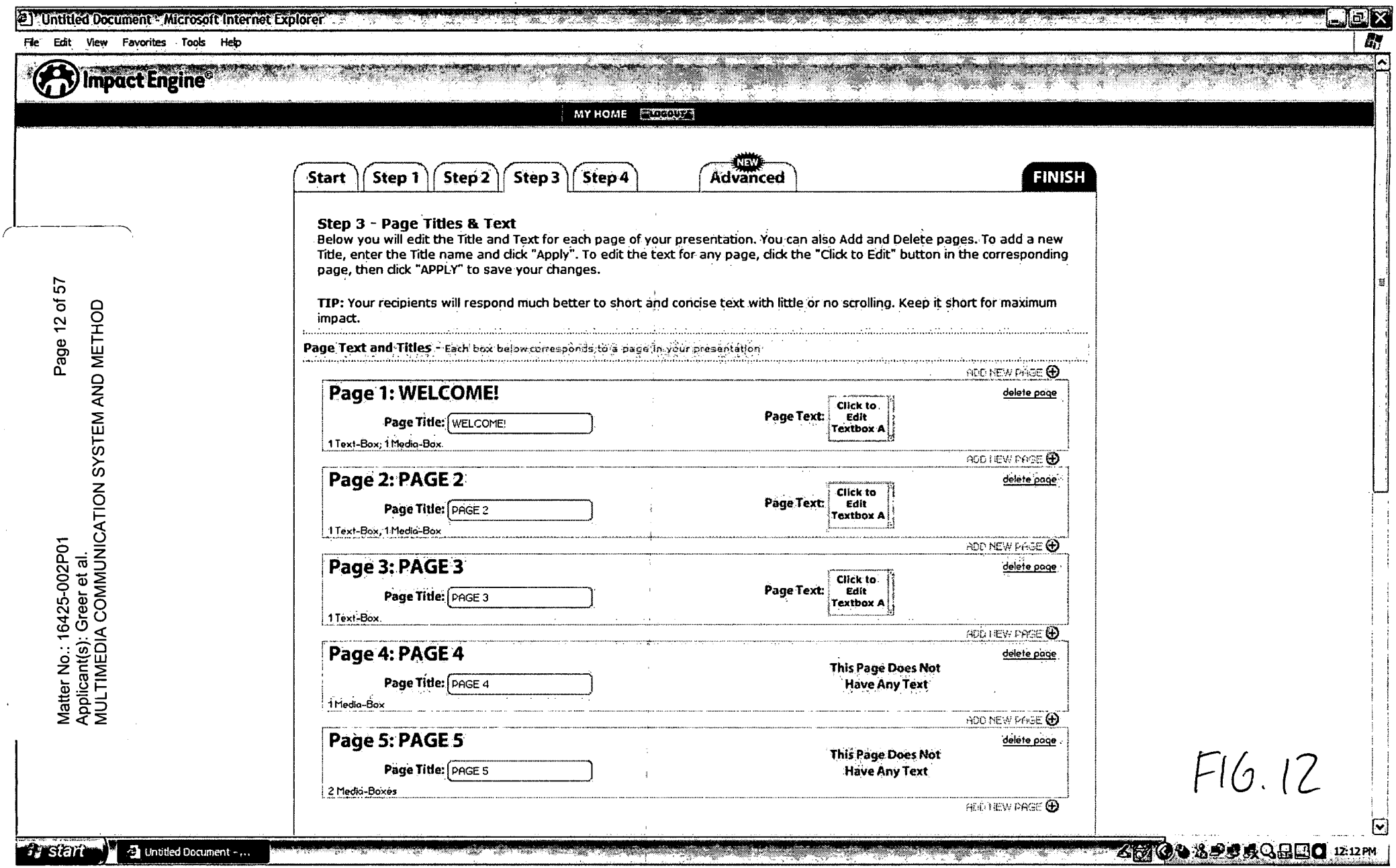


FIG. 12

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

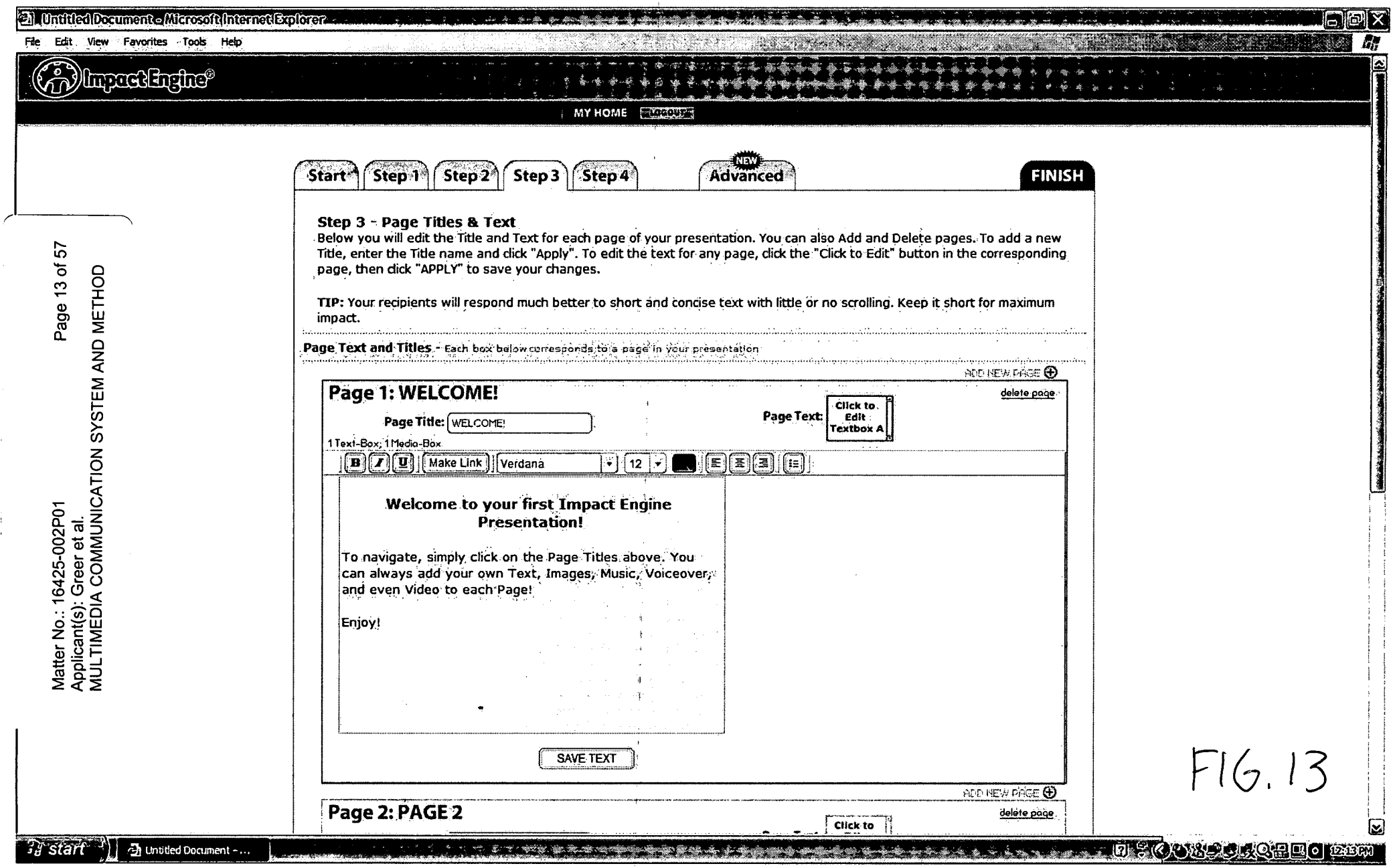


FIG. 13

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

FIG. 14

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

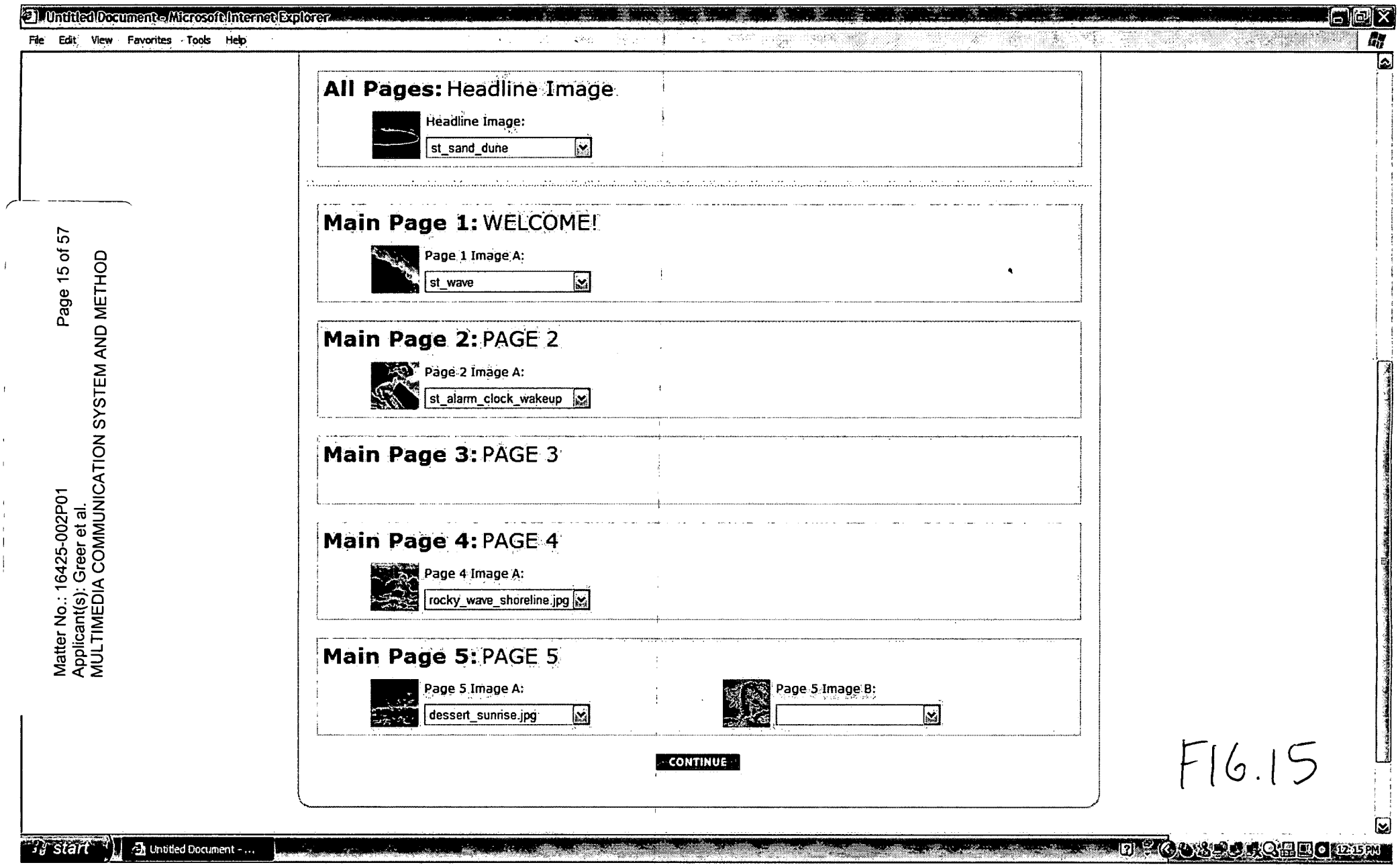


FIG.15

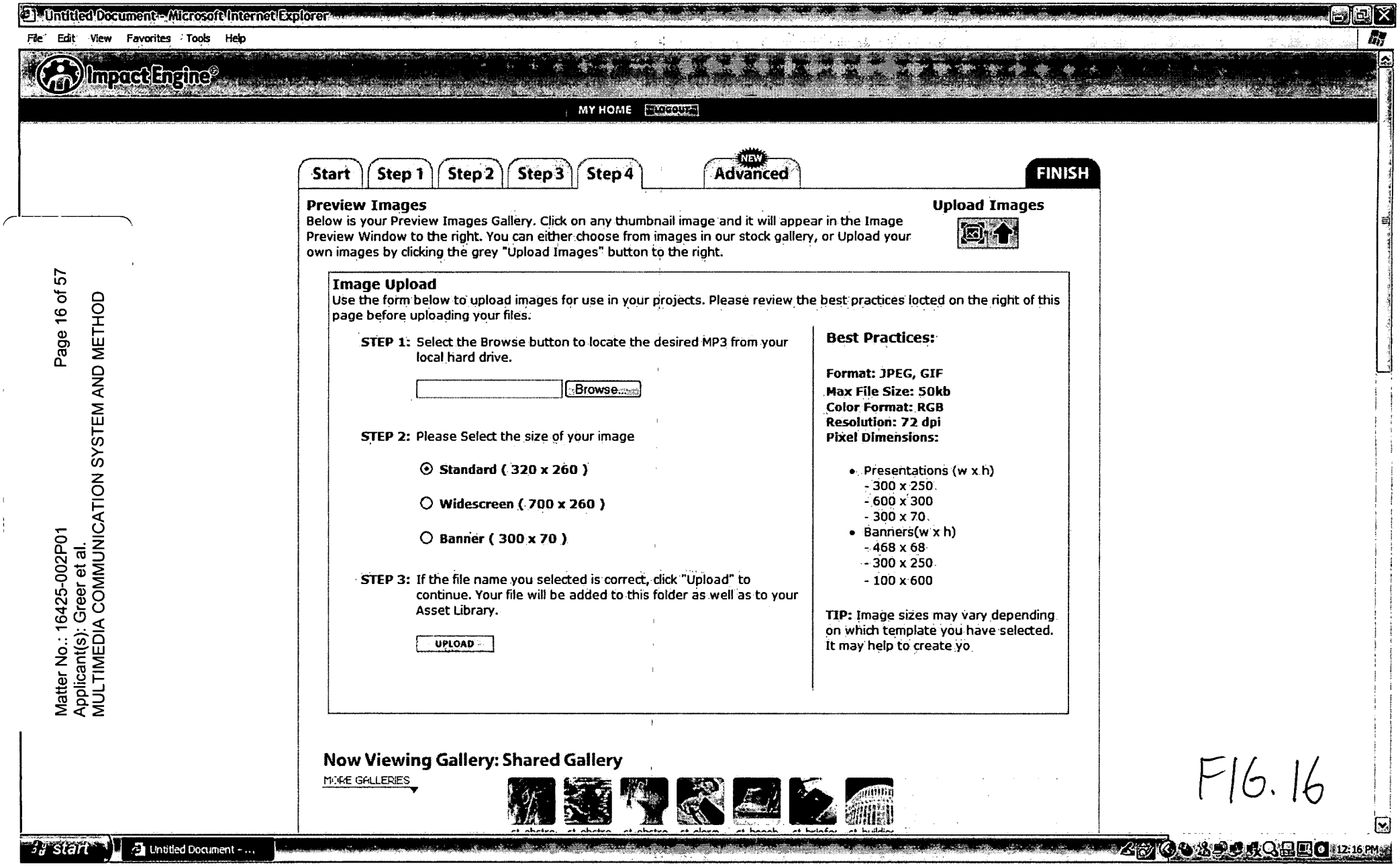

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
ImpactEngine
MY HOME LOGOUT
Start
Step 1
Step 2
Step 3
Step 4
NEW
Advanced
FINISH
Preview Images
Below is your Preview Images Gallery. Click on any thumbnail image and it will appear in the Image Preview Window to the right. You can either choose from images in our stock gallery, or Upload your own images by clicking the grey "Upload Images" button to the right.
Upload Images
Image Upload
Use the form below to upload images for use in your projects. Please review the best practices locted on the right of this page before uploading your files.
STEP 1: Select the Browse button to locate the desired MP3 from your local hard drive.
Browse...
STEP 2: Please Select the size of your image
Standard (320 x 260)
Widescreen (700 x 260)
Banner (300 x 70)
STEP 3: If the file name you selected is correct, click "Upload" to continue. Your file will be added to this folder as well as to your Asset Library.
UPLOAD
Best Practices:
Format: JPEG, GIF
Max File Size: 50kb
Color Format: RGB
Resolution: 72 dpi
Pixel Dimensions:
Presentations (w x h)
- 300 x 250
- 600 x 300
- 300 x 70
Banners(w x h)
- 468 x 68
- 300 x 250
- 100 x 600
TIP: Image sizes may vary depending on which template you have selected. It may help to create yo
Now Viewing Gallery: Shared Gallery
MORE GALLERIES
Start
Untitled Document - ...
12:16 PM

FIG. 16

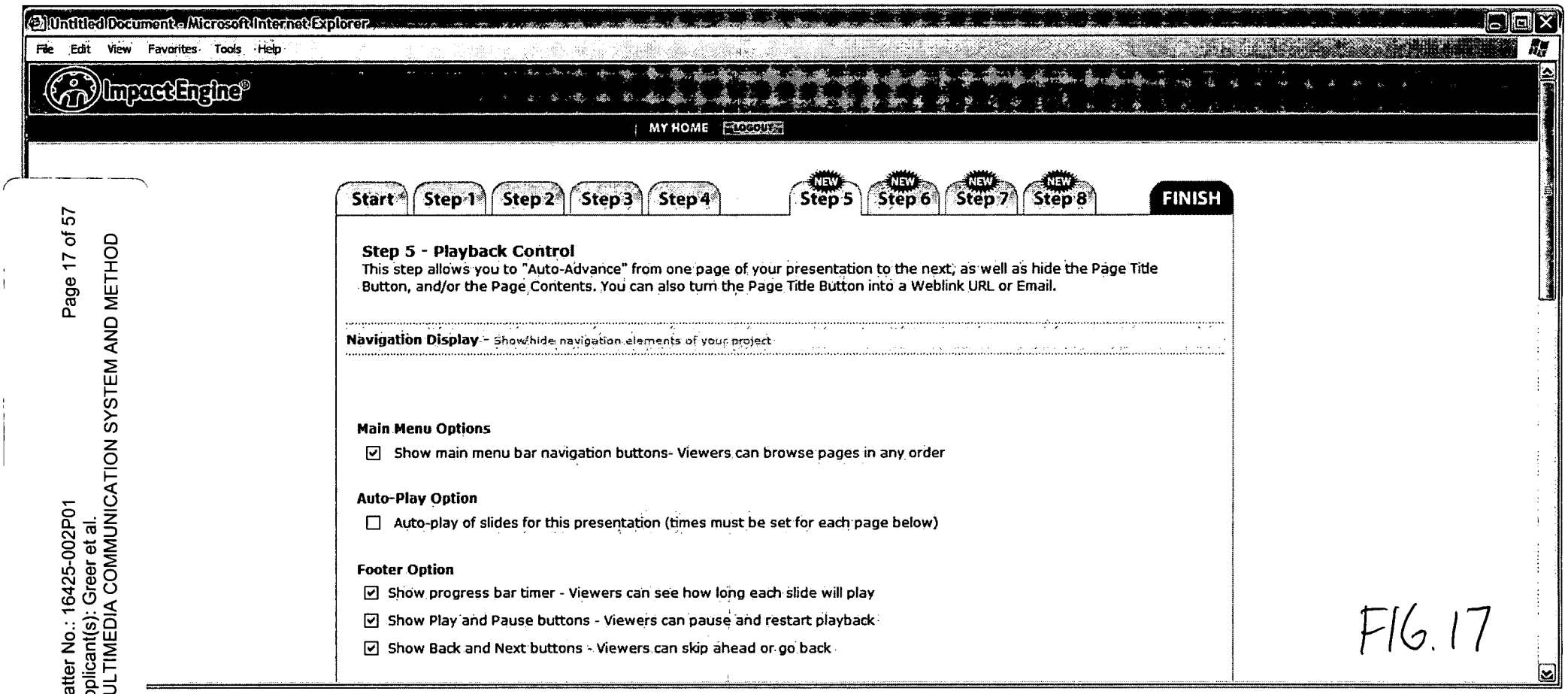

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
ImpactEngine®
MY HOME
LOGOUT
Start
Step 1
Step 2
Step 3
Step 4
NEW
Step 5
NEW
Step 6
NEW
Step 7
NEW
Step 8
FINISH
Step 5 - Playback Control
This step allows you to "Auto-Advance" from one page of your presentation to the next, as well as hide the Page Title Button, and/or the Page Contents. You can also turn the Page Title Button into a Weblink URL or Email.
Navigation Display - Show/hide navigation elements of your project
Main Menu Options
Show main menu bar navigation buttons- Viewers can browse pages in any order
Auto-Play Option
Auto-play of slides for this presentation (times must be set for each page below)
Footer Option
Show progress bar timer - Viewers can see how long each slide will play
Show Play and Pause buttons - Viewers can pause and restart playback
Show Back and Next buttons - Viewers can skip ahead or go back

FIG. 17

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

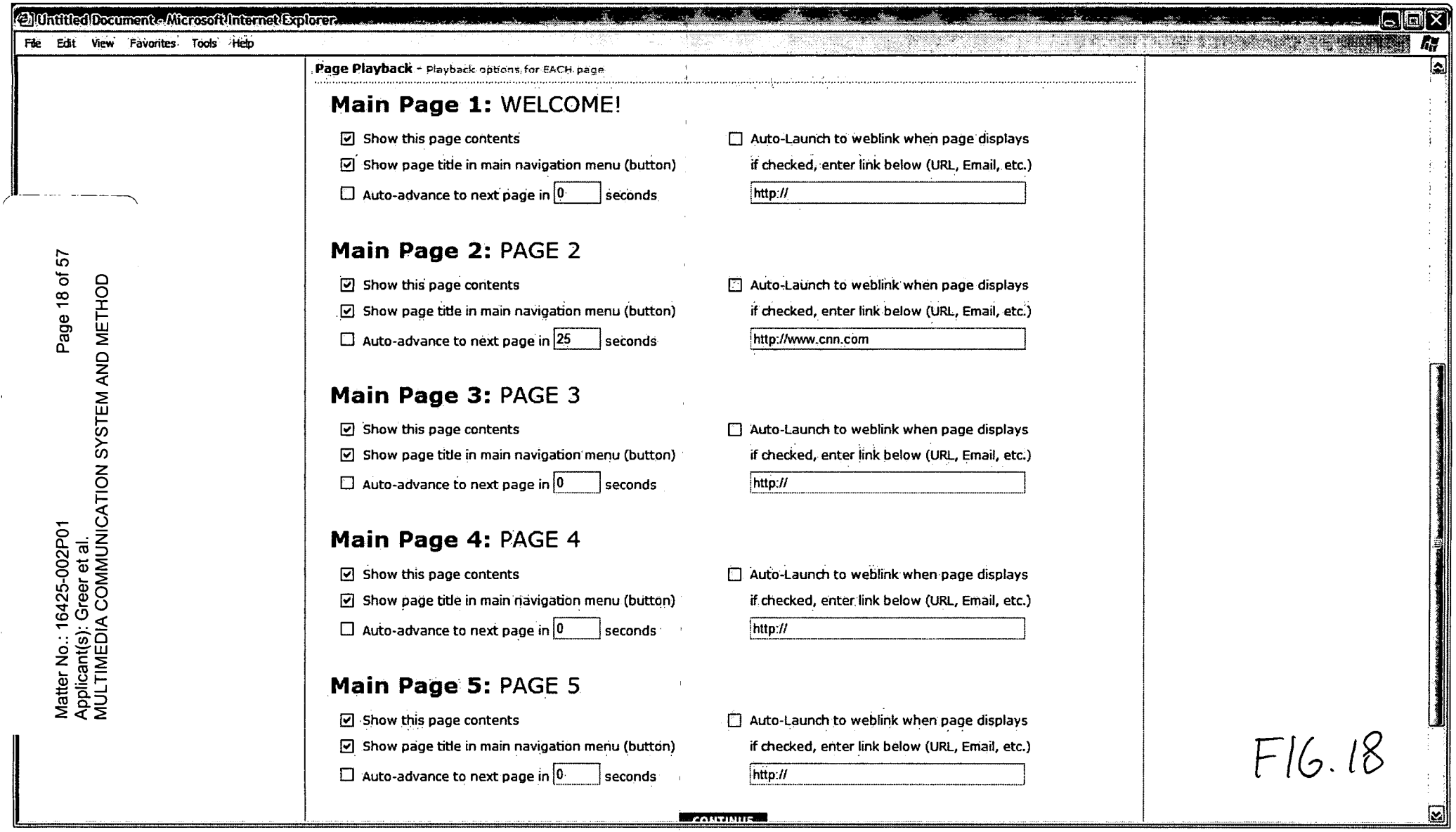


FIG. 18

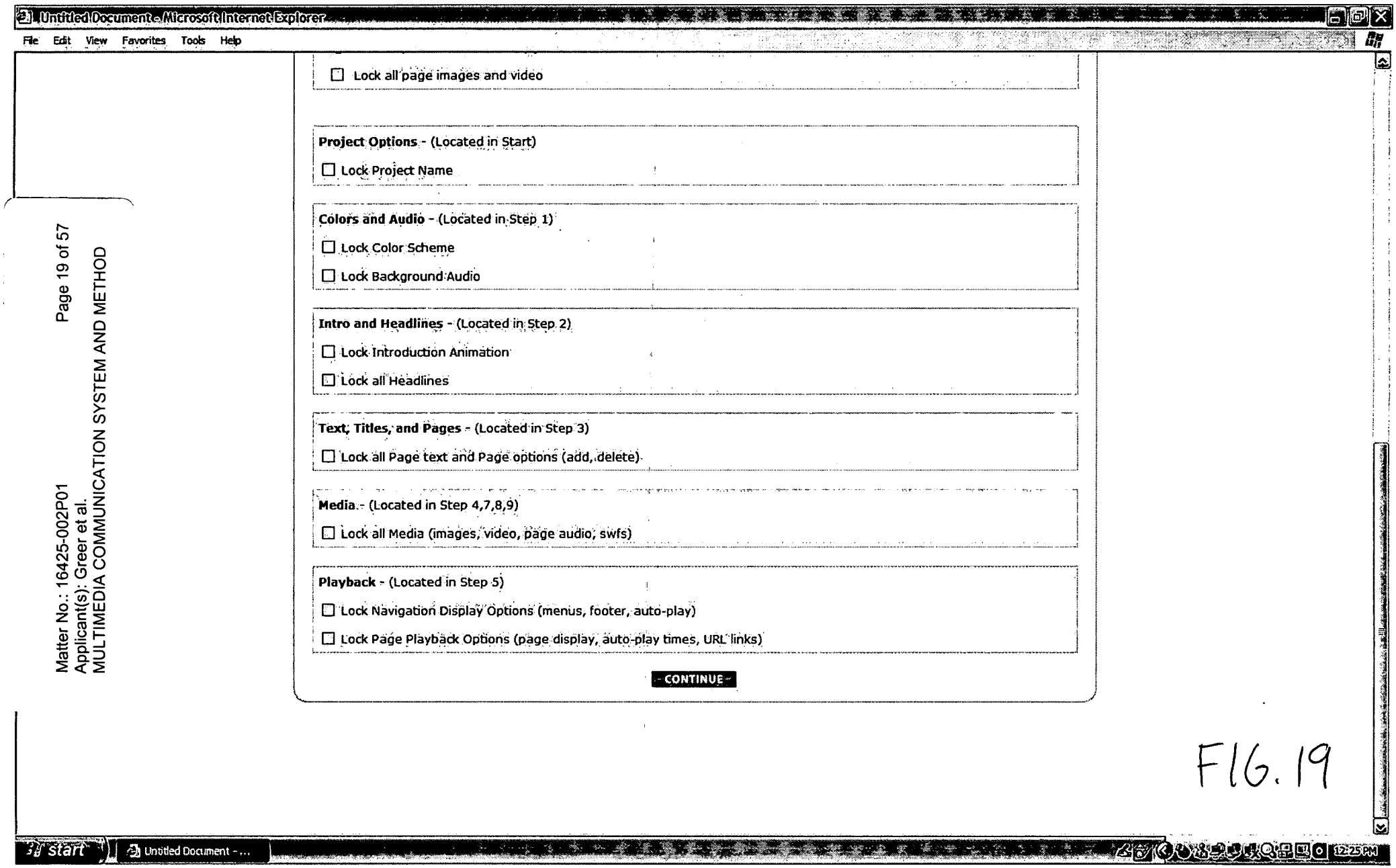
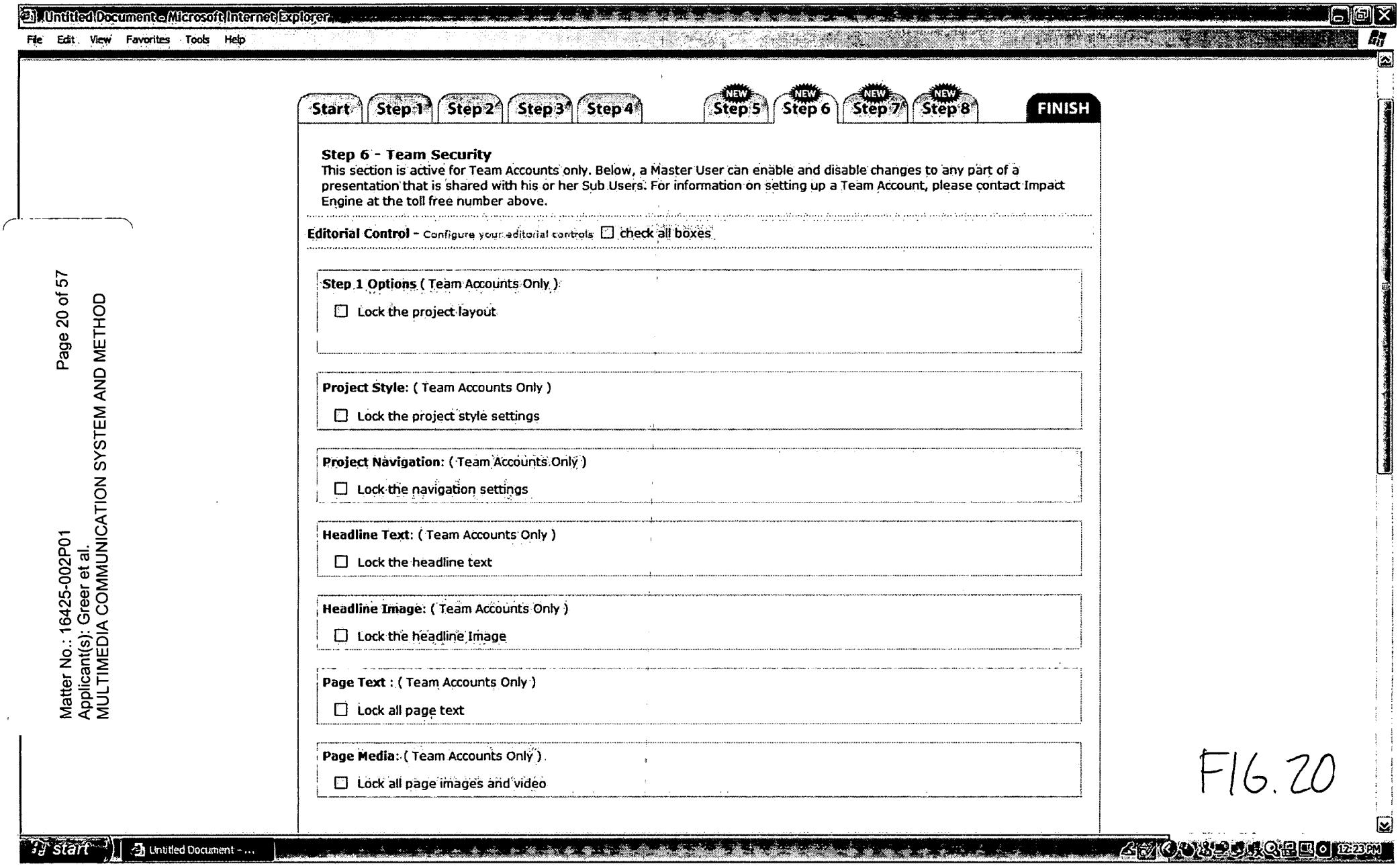

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Lock all page images and video
Project Options - (Located in Start)
Lock Project Name
Colors and Audio - (Located in Step 1)
Lock Color Scheme
Lock Background Audio
Intro and Headlines - (Located in Step 2)
Lock Introduction Animation
Lock all Headlines
Text, Titles, and Pages - (Located in Step 3)
Lock all Page text and Page options (add, delete)
Media - (Located in Step 4,7,8,9)
Lock all Media (images, video, page audio, swfs)
Playback - (Located in Step 5)
Lock Navigation Display Options (menus, footer, auto-play)
Lock Page Playback Options (page display, auto-play times, URL links)
CONTINUE
start
Untitled Document - ...
12:25 PM

FIG. 19



Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

FIG. 20

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

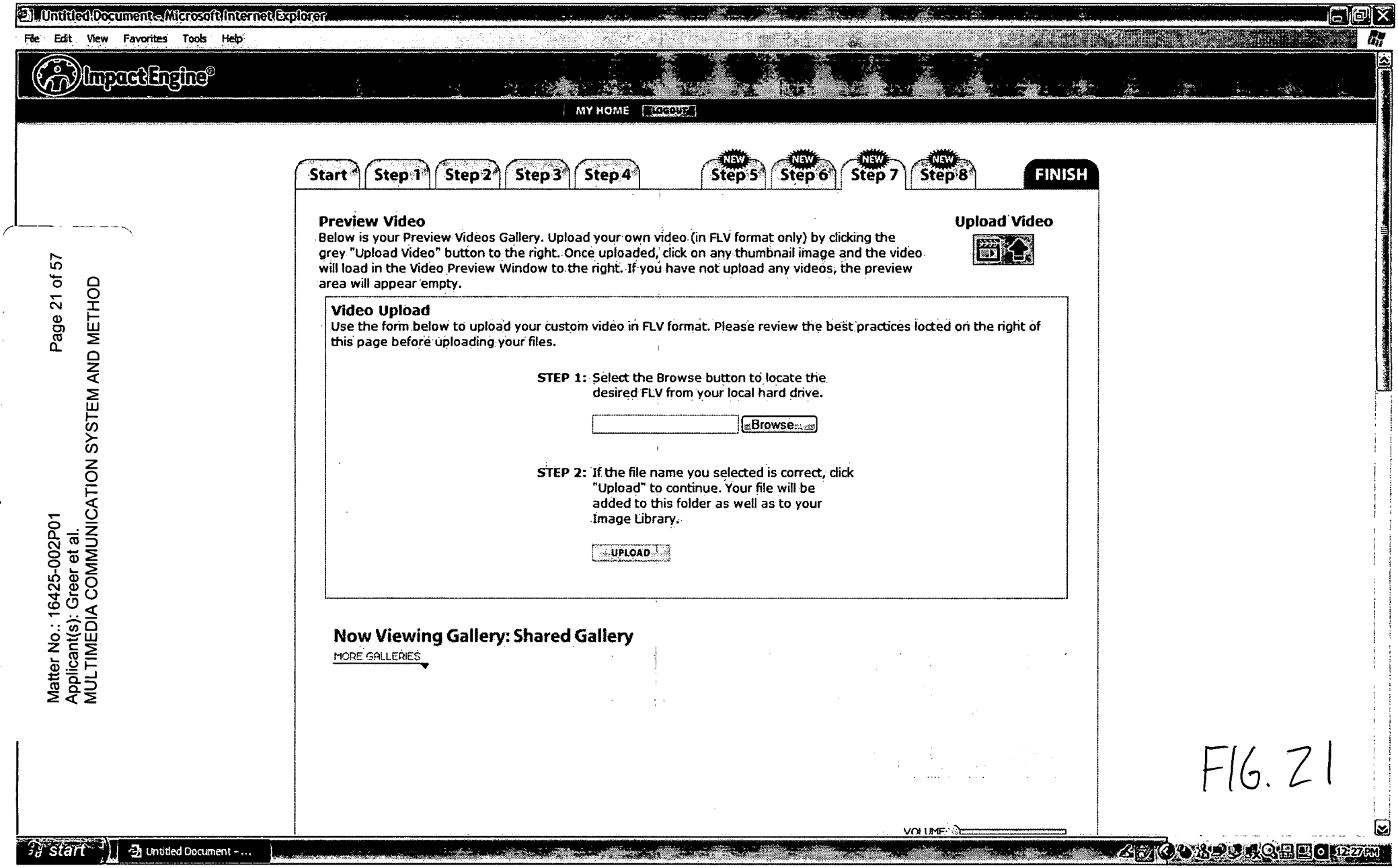


FIG. 21

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

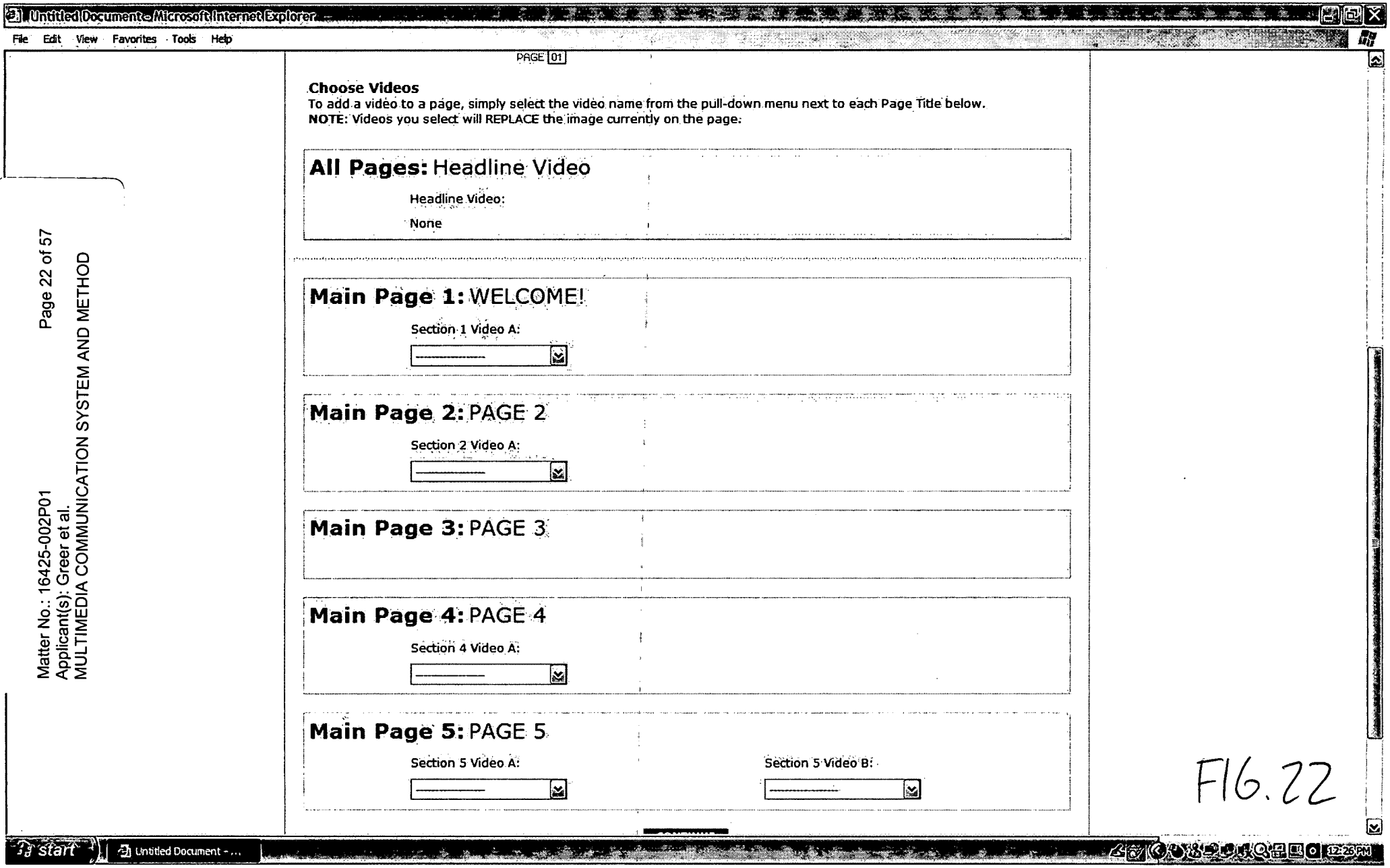


FIG. 22

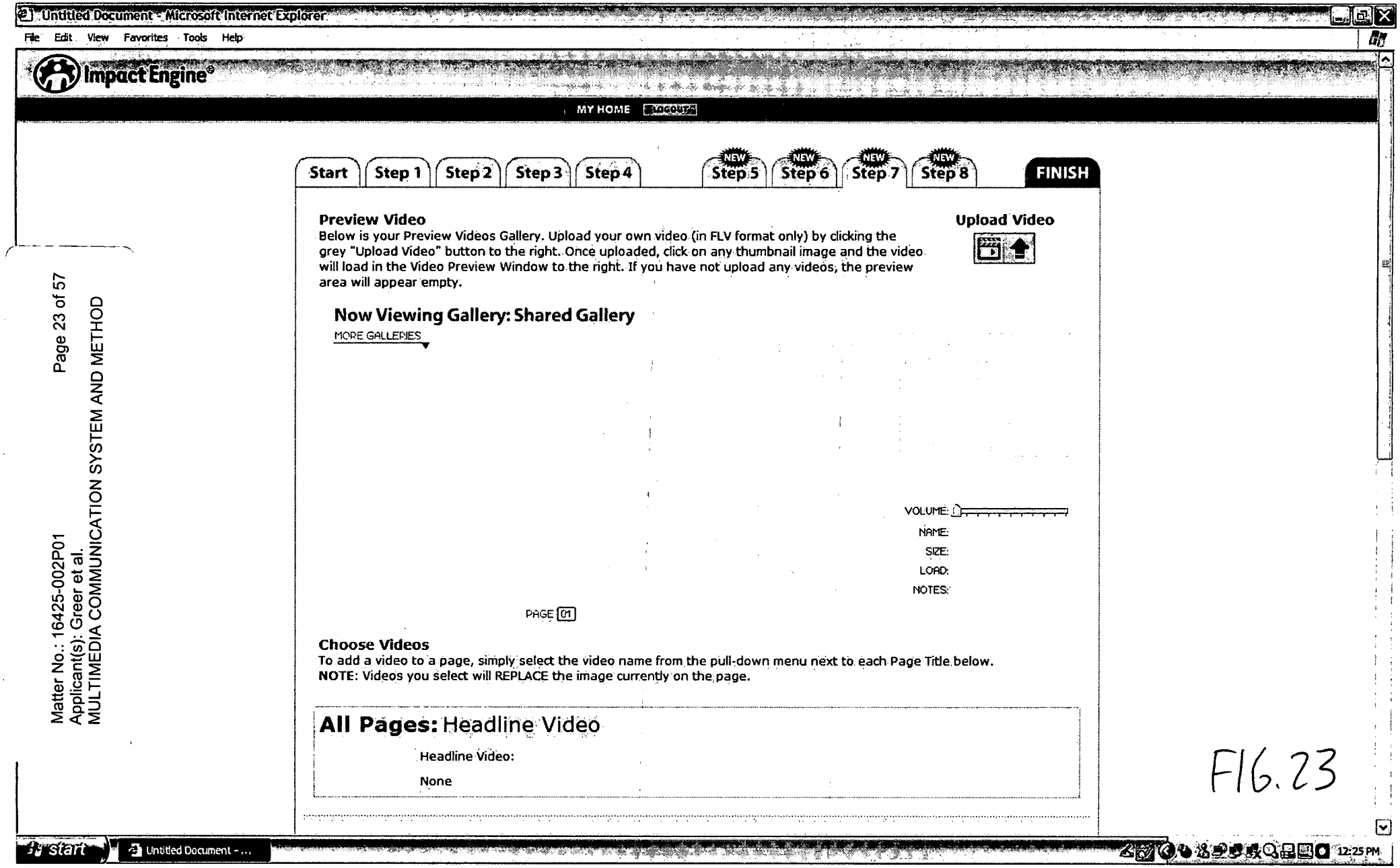

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
ImpactEngine®
MY HOME LOGOUT
Start
Step 1
Step 2
Step 3
Step 4
NEW Step 5
NEW Step 6
NEW Step 7
NEW Step 8
FINISH
Preview Video
Below is your Preview Videos Gallery. Upload your own video (in FLV format only) by clicking the grey "Upload Video" button to the right. Once uploaded, click on any thumbnail image and the video will load in the Video Preview Window to the right. If you have not upload any videos, the preview area will appear empty.
Upload Video
Now Viewing Gallery: Shared Gallery
MORE GALLERIES
VOLUME:
NAME:
SIZE:
LOAD:
NOTES:
PAGE 01
Choose Videos
To add a video to a page, simply select the video name from the pull-down menu next to each Page Title below.
NOTE: Videos you select will REPLACE the image currently on the page.
All Pages: Headline Video
Headline Video:
None
start
Untitled Document - ...
12:25 PM

FIG. 23

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

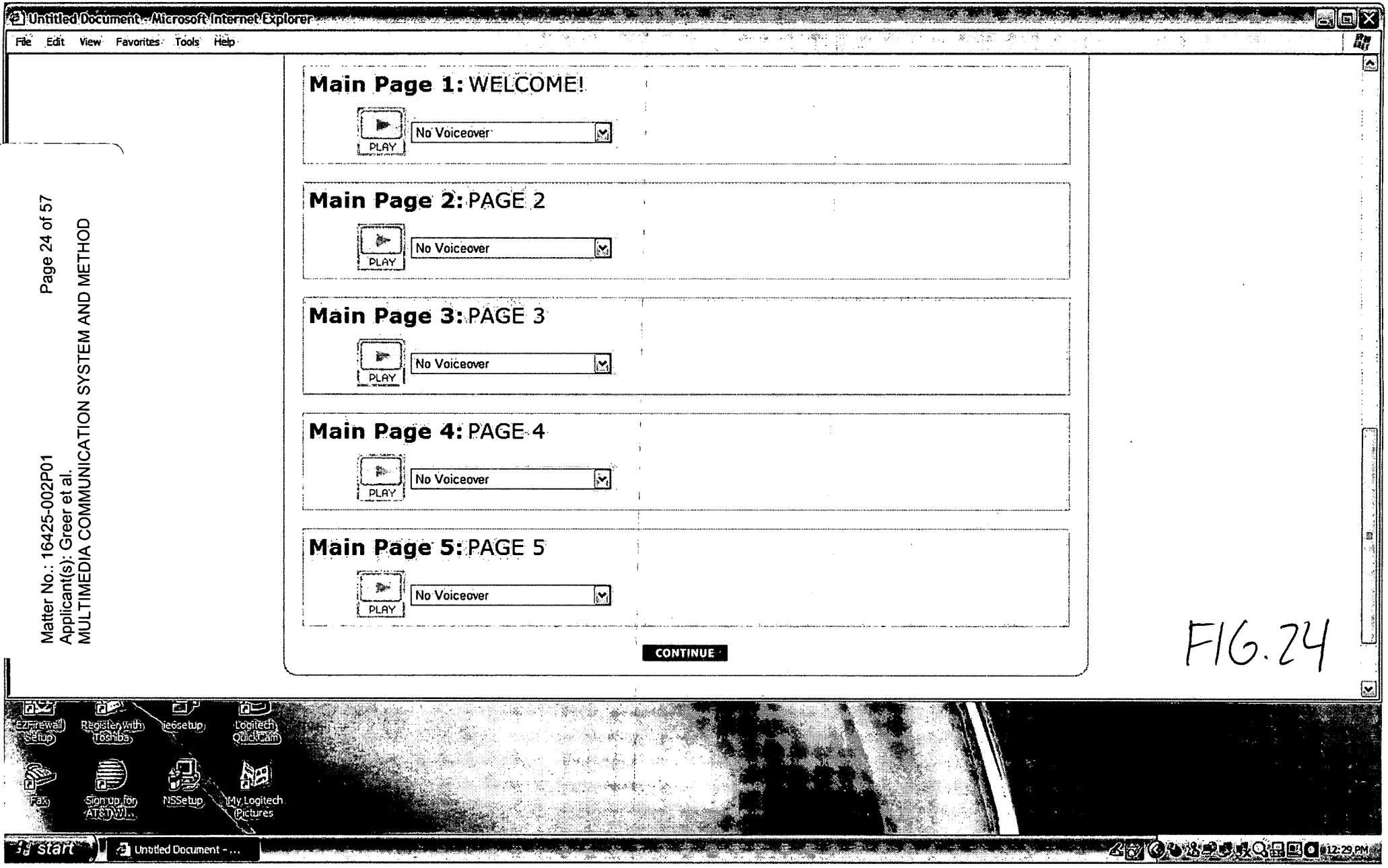


FIG. 24

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

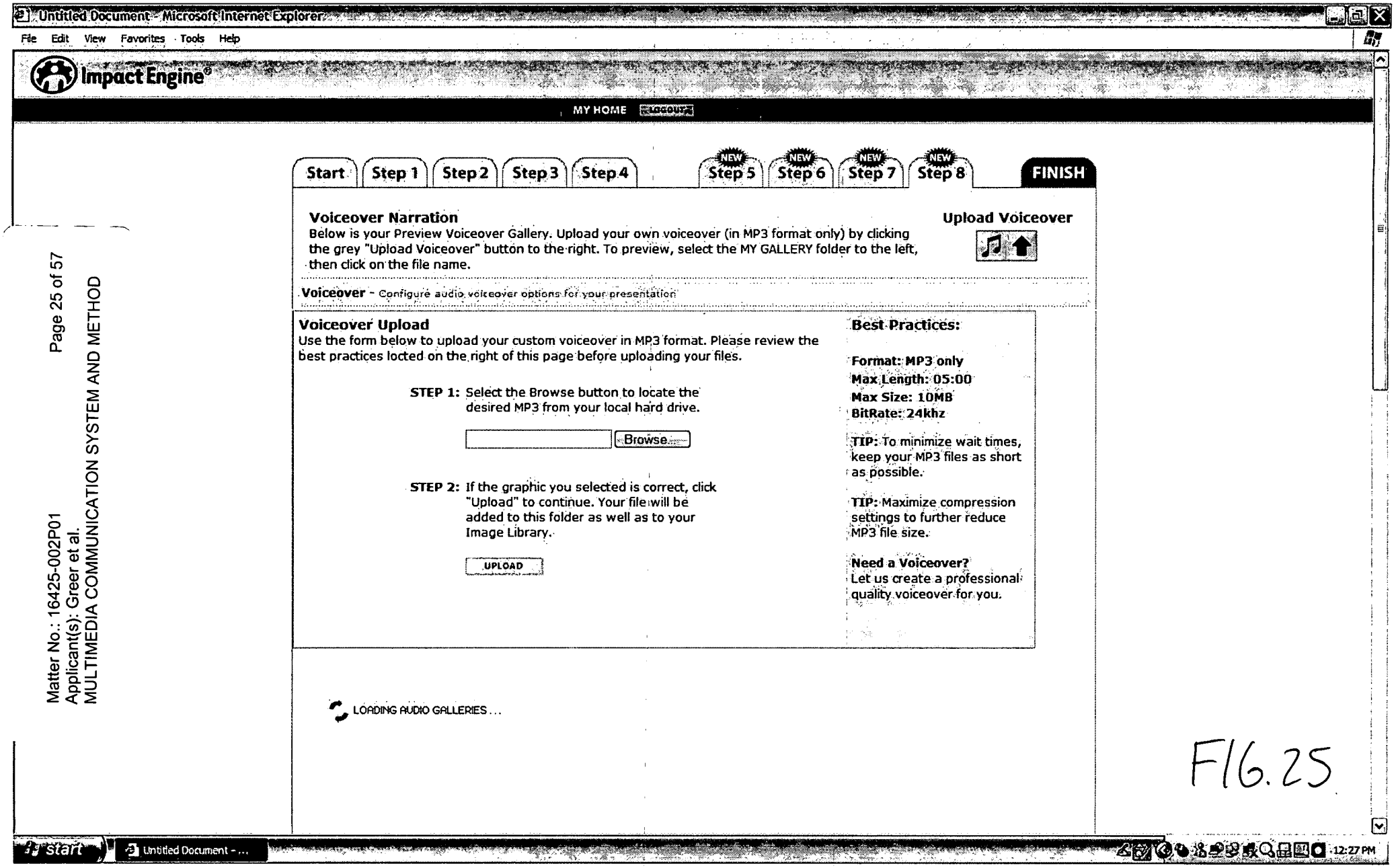


FIG. 25

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

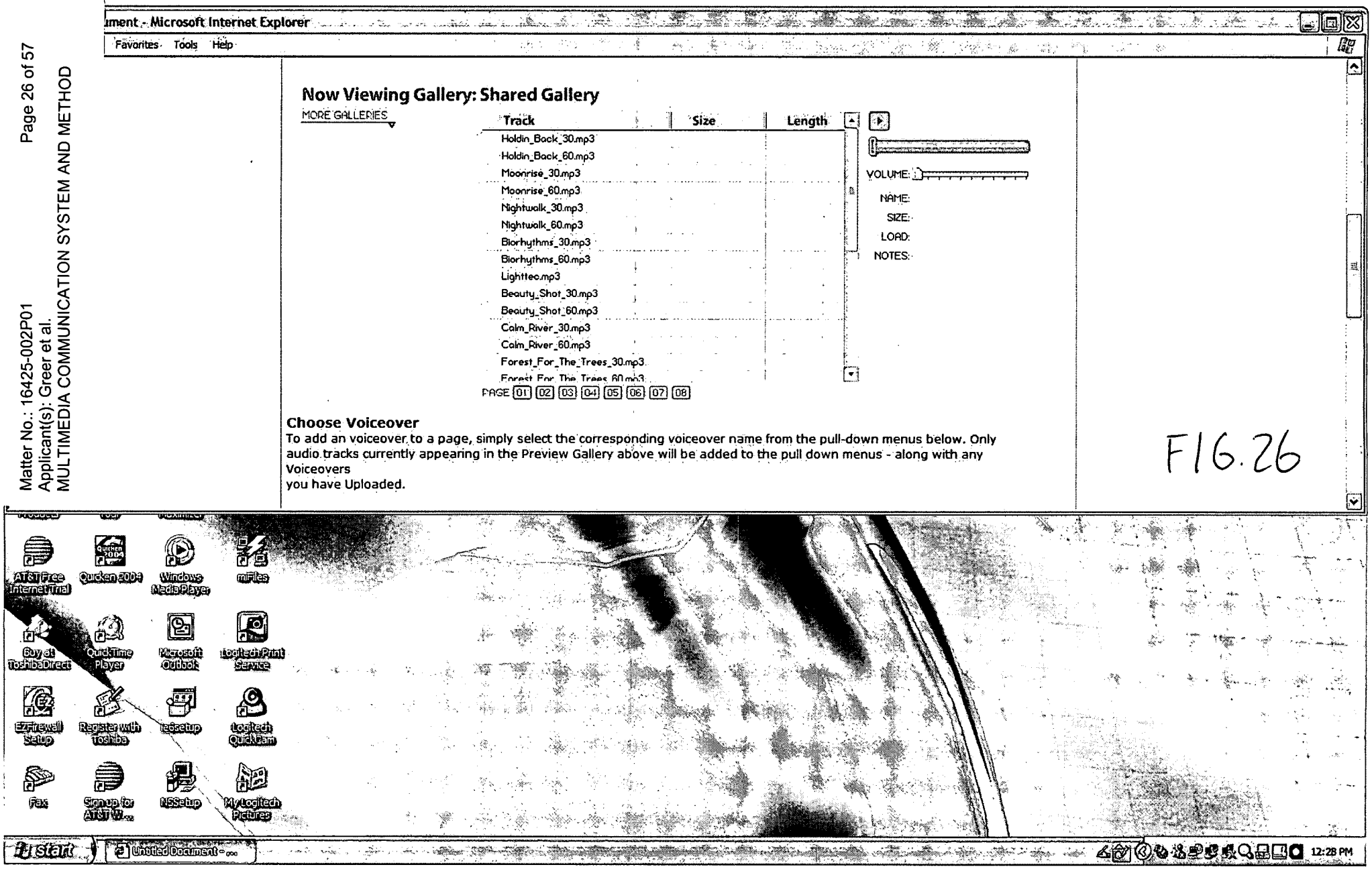


FIG. 26

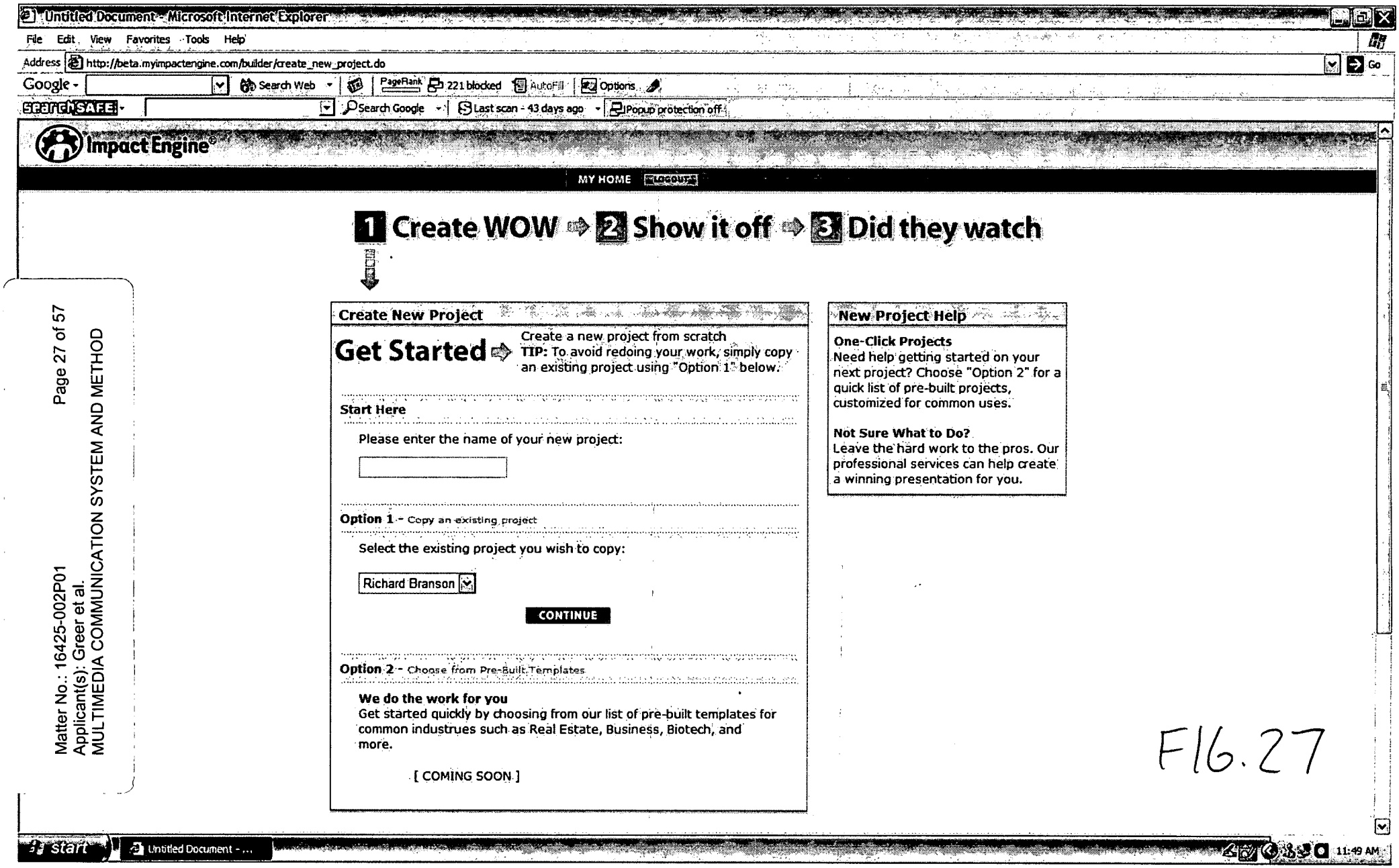

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://beta.myimpactengine.com/builder/create_new_project.do
Go
Google
Search Web
PageRank 221 blocked
AutoFill
Options
SearchSAFE
Search Google
Last scan - 43 days ago
Popup protection off
ImpactEngine®
MY HOME
LOGOUT
1 Create WOW
2 Show it off
3 Did they watch
Create New Project
Get Started
Create a new project from scratch
TIP: To avoid redoing your work, simply copy an existing project using "Option 1" below.
Start Here
Please enter the name of your new project:
Option 1 - Copy an existing project
Select the existing project you wish to copy:
Richard Branson
CONTINUE
Option 2 - Choose from Pre-Built Templates
We do the work for you
Get started quickly by choosing from our list of pre-built templates for common industrues such as Real Estate, Business, Biotech, and more.
[COMING SOON]
New Project Help
One-Click Projects
Need help getting started on your next project? Choose "Option 2" for a quick list of pre-built projects, customized for common uses.
Not Sure What to Do?
Leave the hard work to the pros. Our professional services can help create a winning presentation for you.
start
Untitled Document - ...
11:49 AM

FIG. 27

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

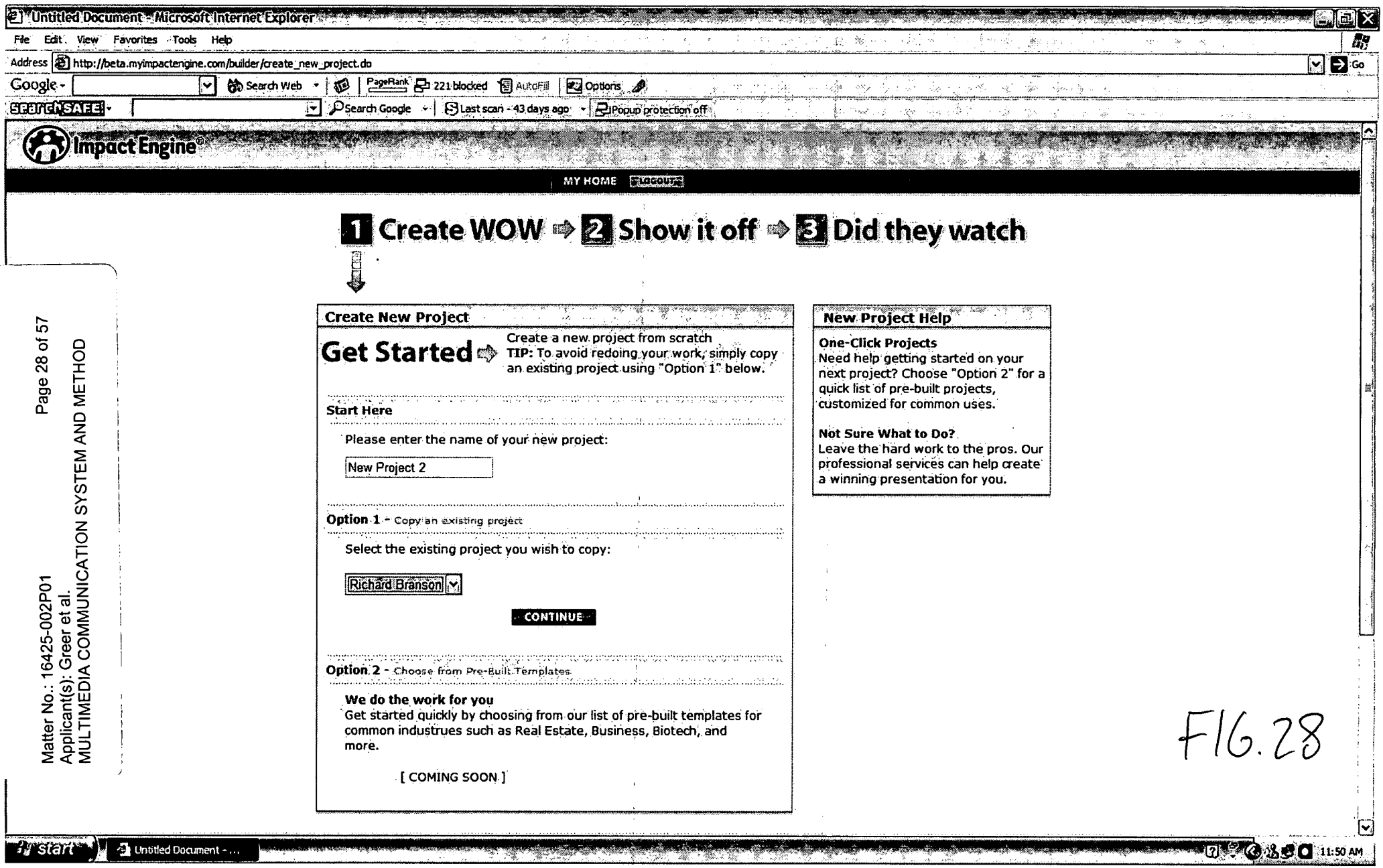


FIG. 28

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

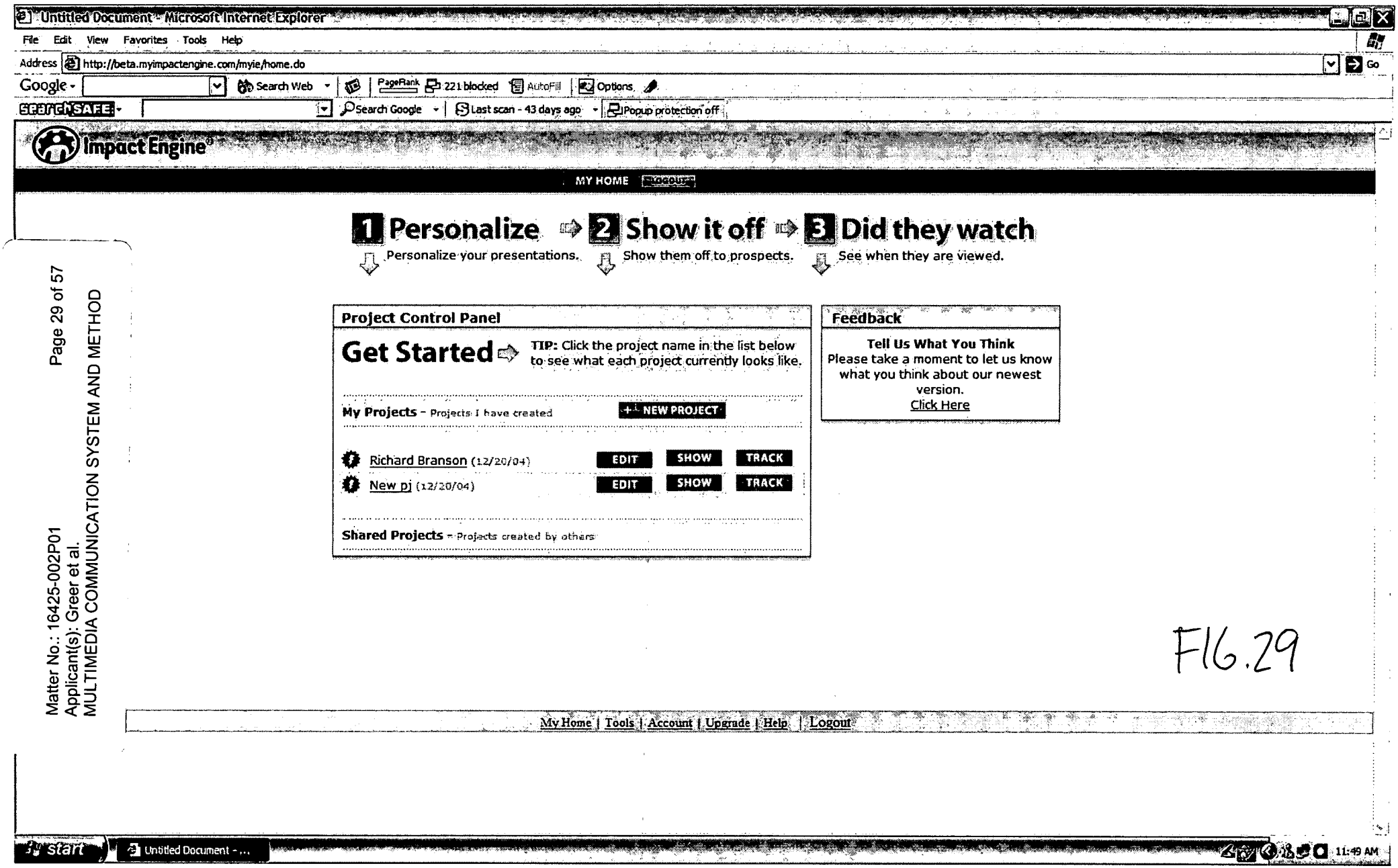


FIG. 29

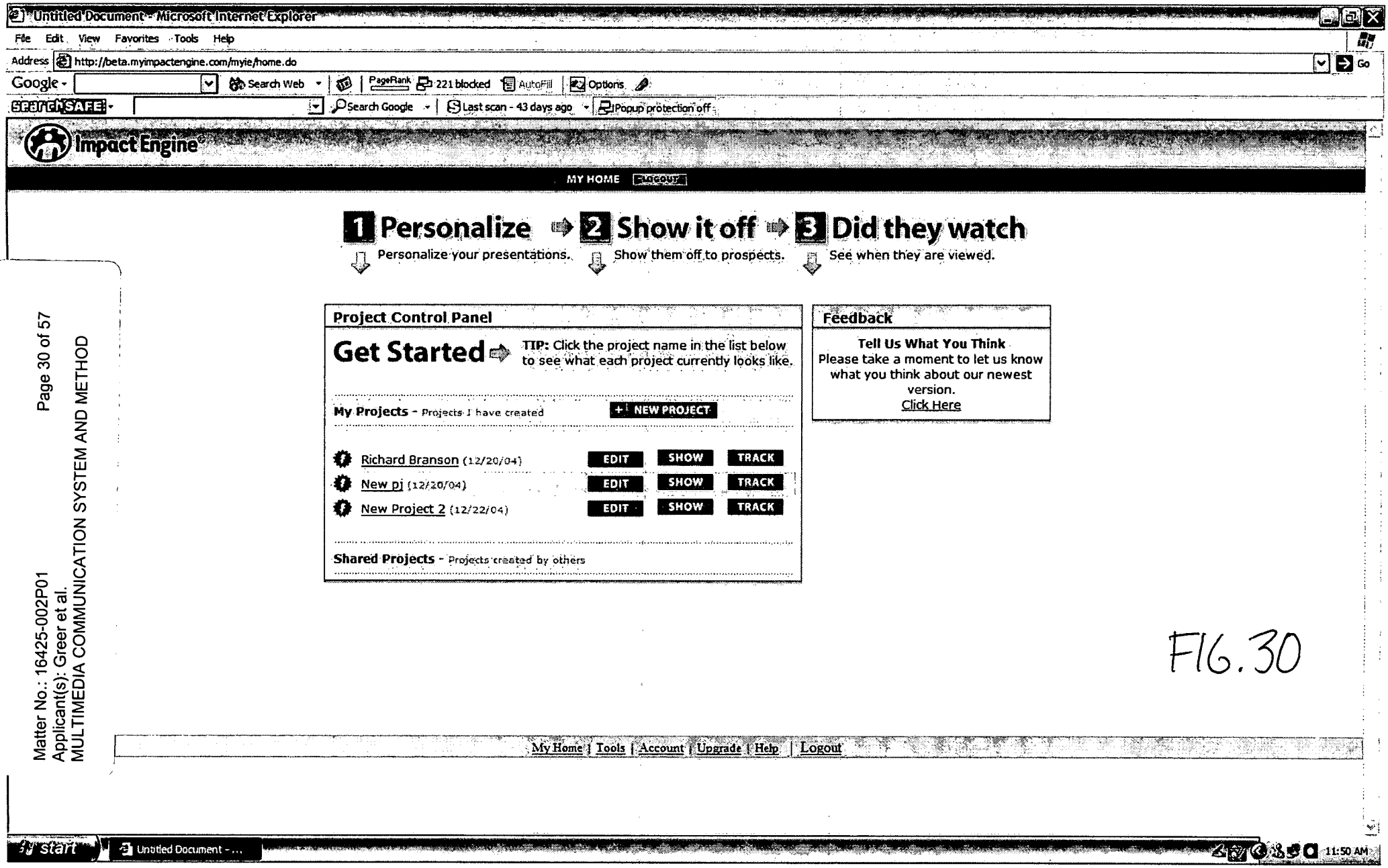


FIG. 30

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

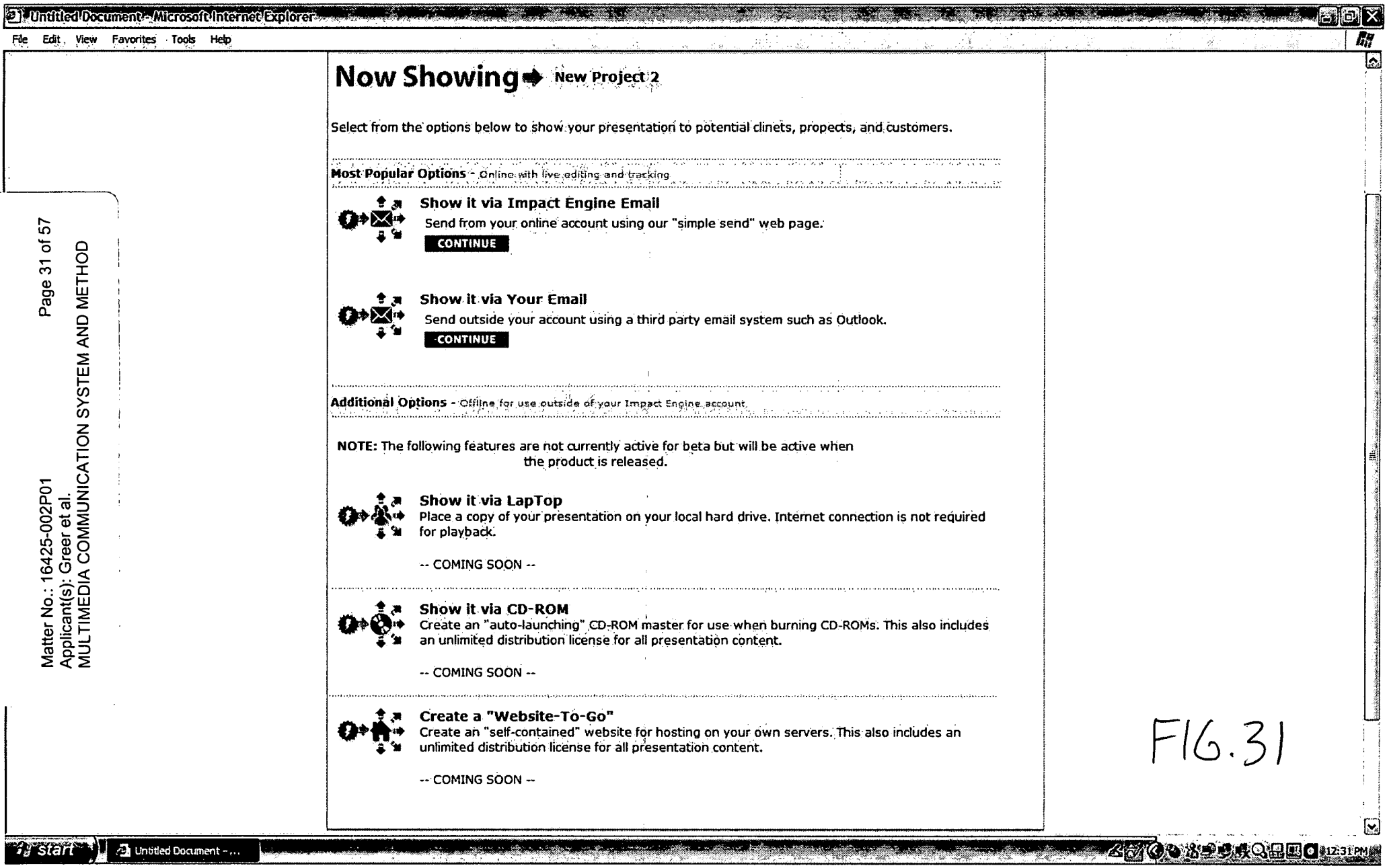

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Now Showing ➡ New Project 2
Select from the options below to show your presentation to potential clinets, propects, and customers.
Most Popular Options - Online with live editing and tracking
Show it via Impact Engine Email
Send from your online account using our "simple send" web page.
CONTINUE
Show it via Your Email
Send outside your account using a third party email system such as Outlook.
CONTINUE
Additional Options - Offline for use outside of your Impact Engine account.
NOTE: The following features are not currently active for beta but will be active when the product is released.
Show it via LapTop
Place a copy of your presentation on your local hard drive. Internet connection is not required for playback.
-- COMING SOON --
Show it via CD-ROM
Create an "auto-launching" CD-ROM master for use when burning CD-ROMs. This also includes an unlimited distribution license for all presentation content.
-- COMING SOON --
Create a "Website-To-Go"
Create an "self-contained" website for hosting on your own servers. This also includes an unlimited distribution license for all presentation content.
-- COMING SOON --
start
Untitled Document - ...
12:31 PM

FIG. 31

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

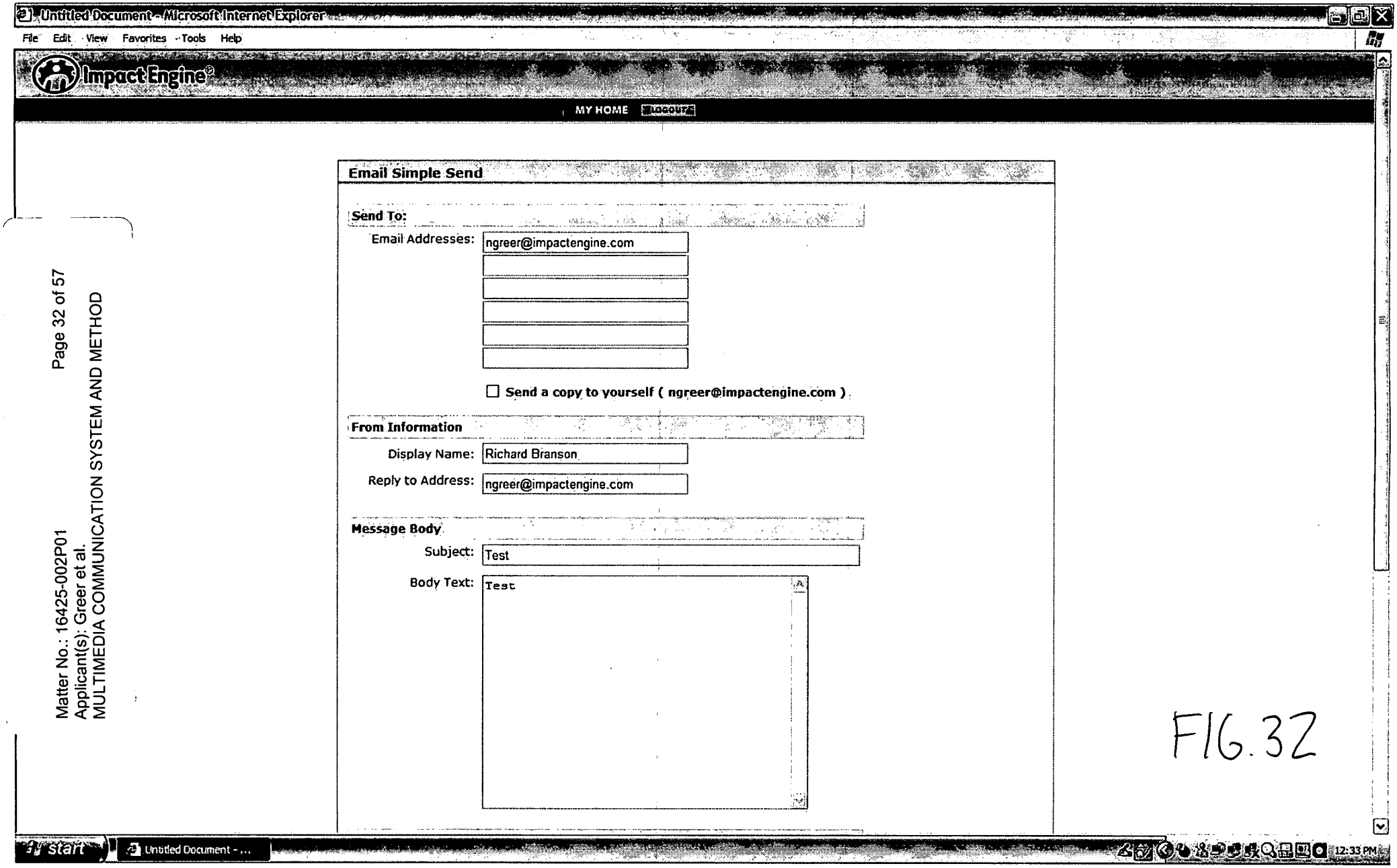


FIG. 32

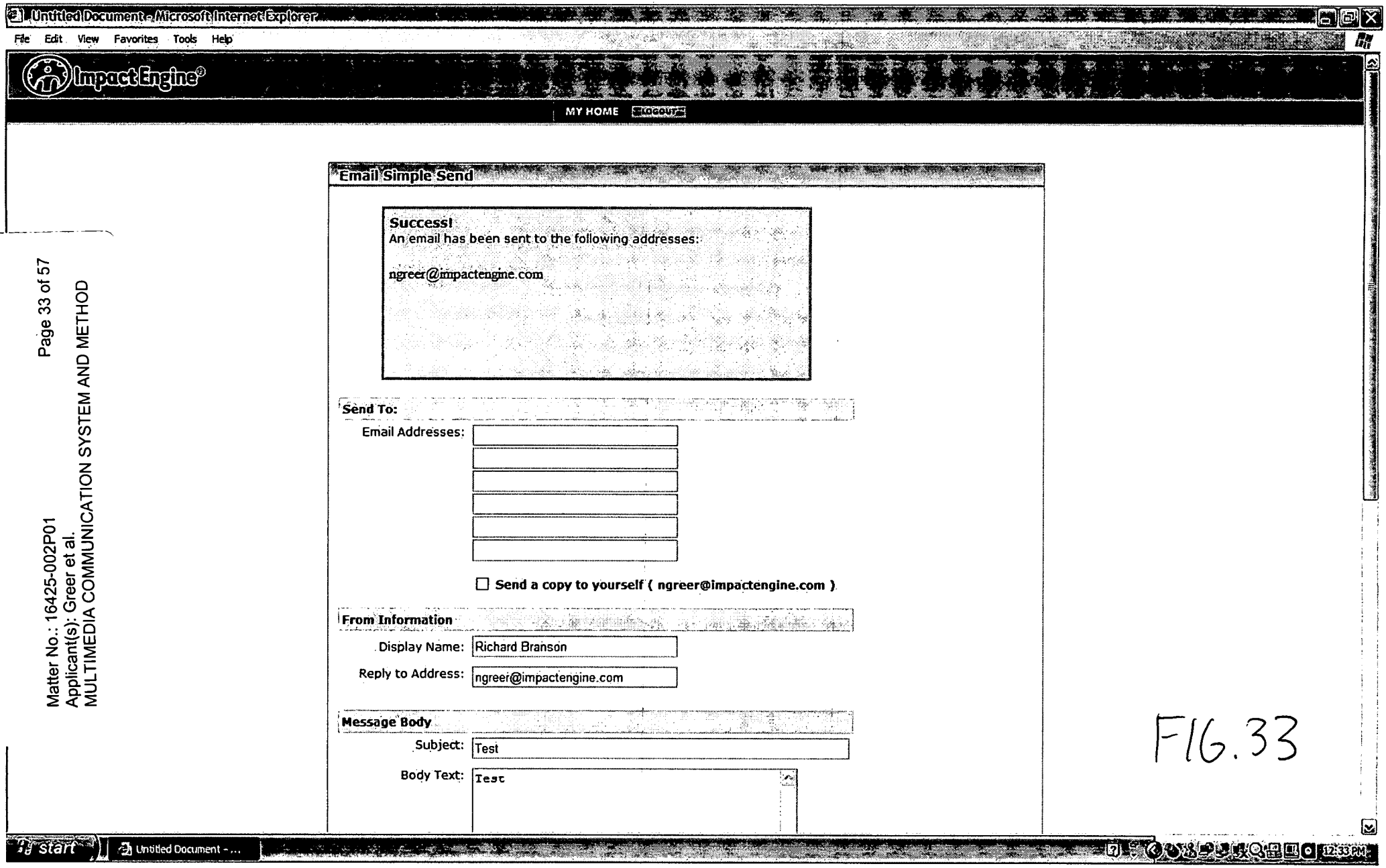

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
ImpactEngine®
MY HOME LOGOUT
Email Simple Send
Success!
An email has been sent to the following addresses:
ngreer@impactengine.com
Send To:
Email Addresses:
Send a copy to yourself (ngreer@impactengine.com)
From Information
Display Name: Richard Branson
Reply to Address: ngreer@impactengine.com
Message Body
Subject: Test
Body Text: Test
start
Untitled Document - ...
12:33 PM

FIG. 33

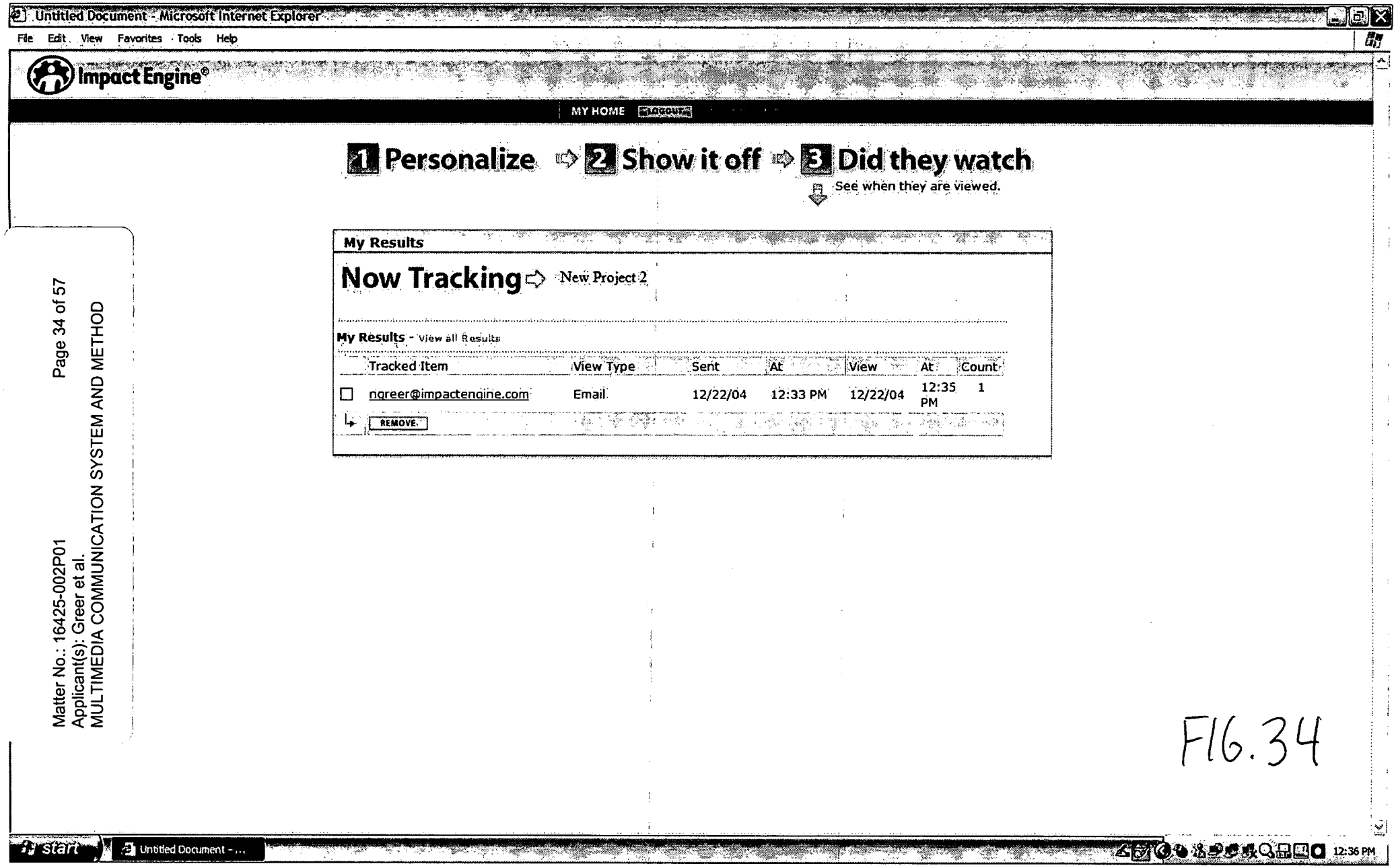

Untitled Document - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Impact Engine®
MY HOME LOGOUT
1 Personalize 2 Show it off 3 Did they watch
See when they are viewed.
My Results
Now Tracking New Project 2
My Results - View all Results
Tracked Item View Type Sent At View At Count
ngreer@impactengine.com Email 12/22/04 12:33 PM 12/22/04 12:35 PM 1
REMOVE
start Untitled Document - ... 12:36 PM

FIG. 34

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

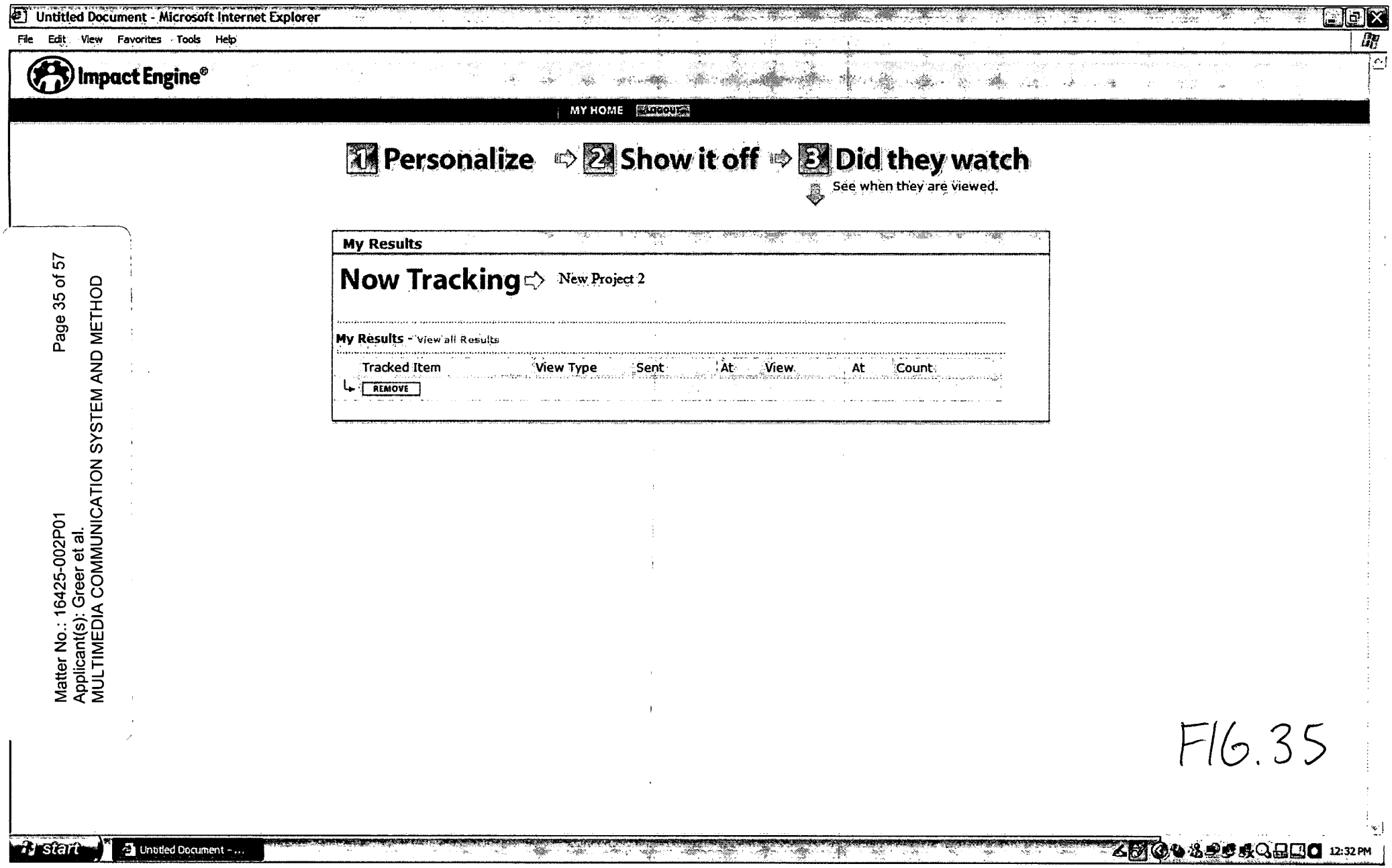


FIG. 35

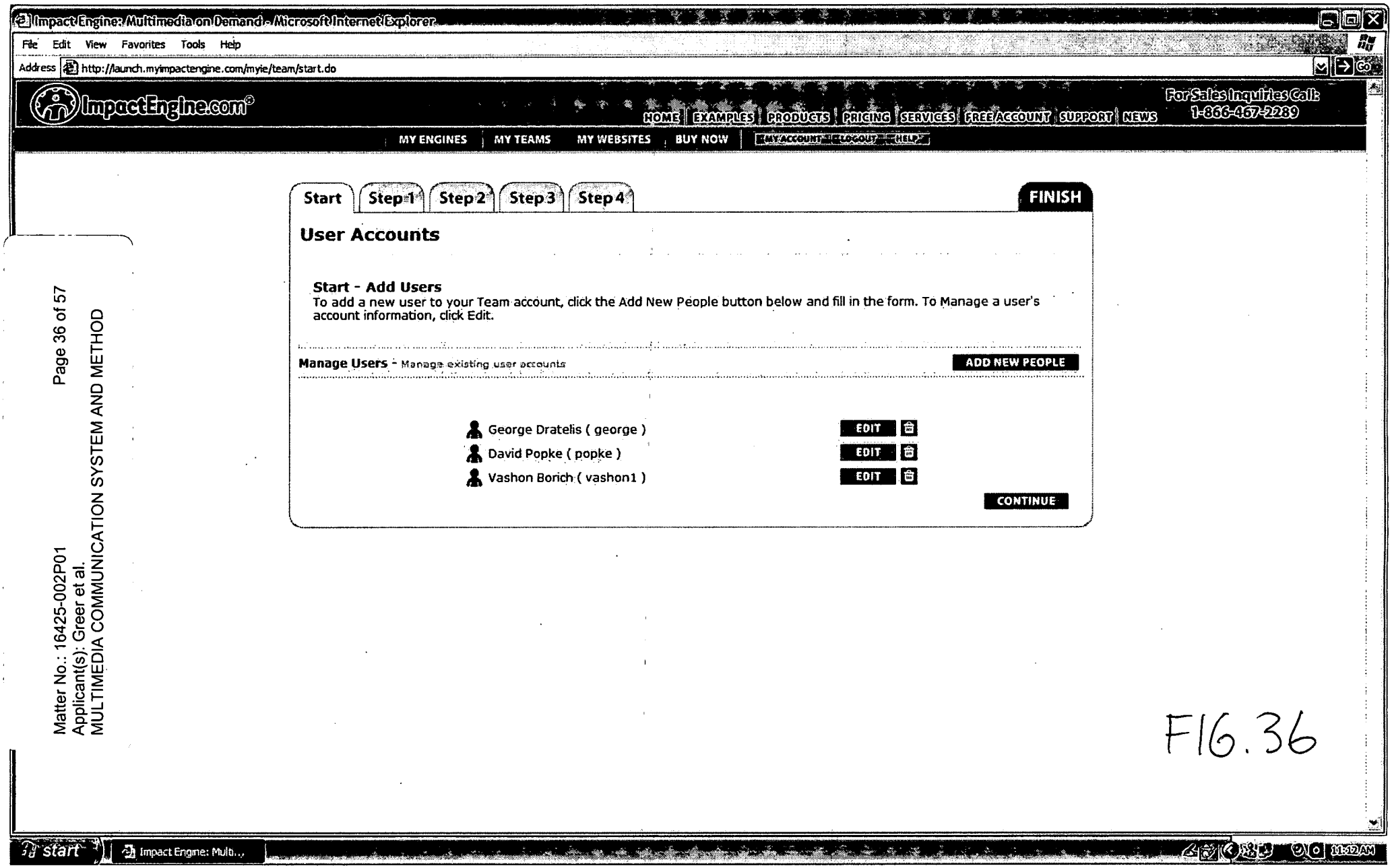

Impact Engine: Multimedia on Demand - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://launch.myimpactengine.com/myie/team/start.do
ImpactEngine.com
HOME EXAMPLES PRODUCTS PRICING SERVICES FREE ACCOUNT SUPPORT NEWS
For Sales Inquiries Call: 1-866-467-2289
MY ENGINES MY TEAMS MY WEBSITES BUY NOW MY ACCOUNT LOGOUT HELP
Start Step 1 Step 2 Step 3 Step 4 FINISH
User Accounts
Start - Add Users
To add a new user to your Team account, click the Add New People button below and fill in the form. To Manage a user's account information, click Edit.
Manage Users - Manage existing user accounts
ADD NEW PEOPLE
George Dratelis (george) EDIT
David Popke (popke) EDIT
Vashon Borich (vashon1) EDIT
CONTINUE
start
Impact Engine: Multi...
11:32 AM

FIG. 36

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

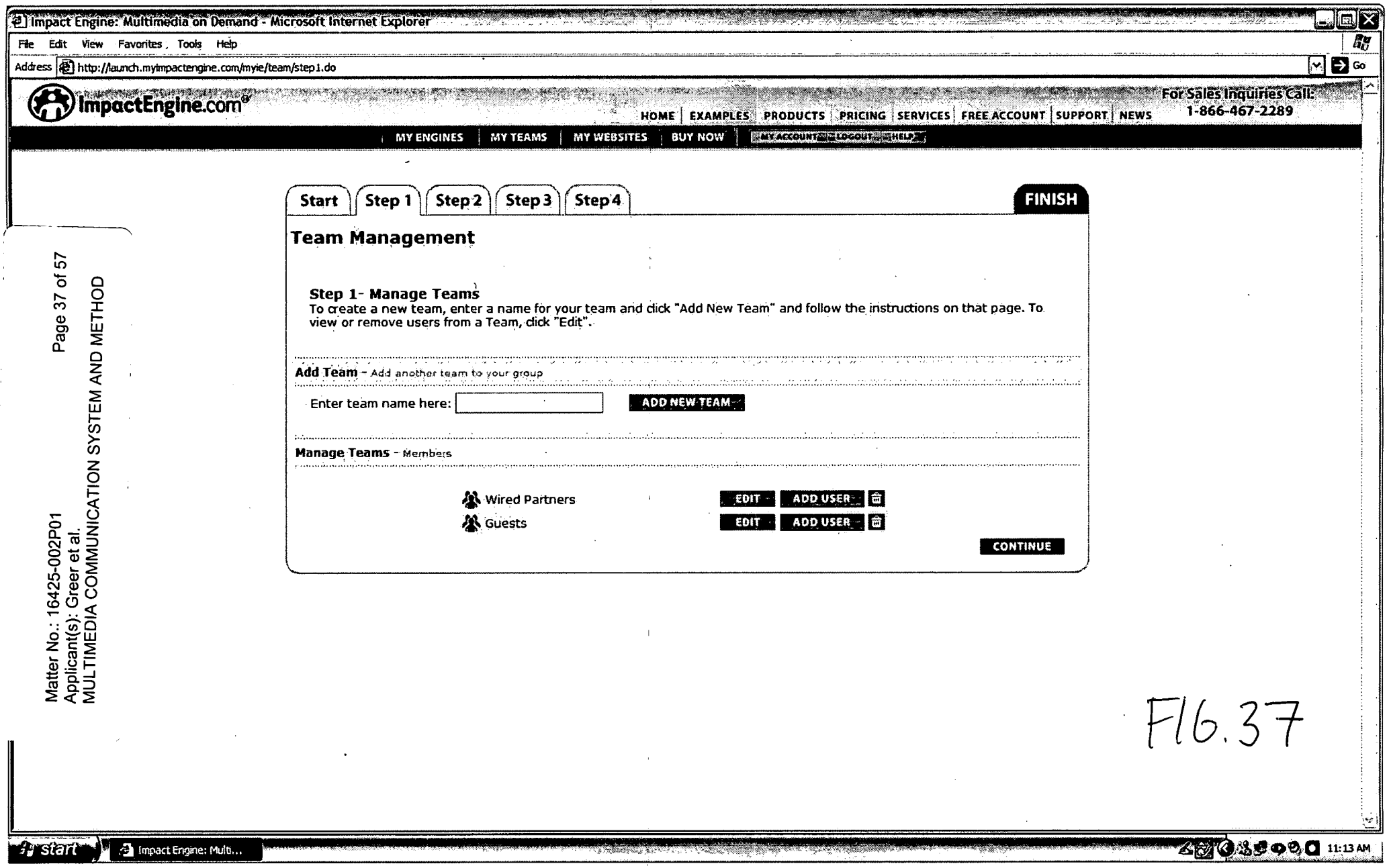


FIG. 37

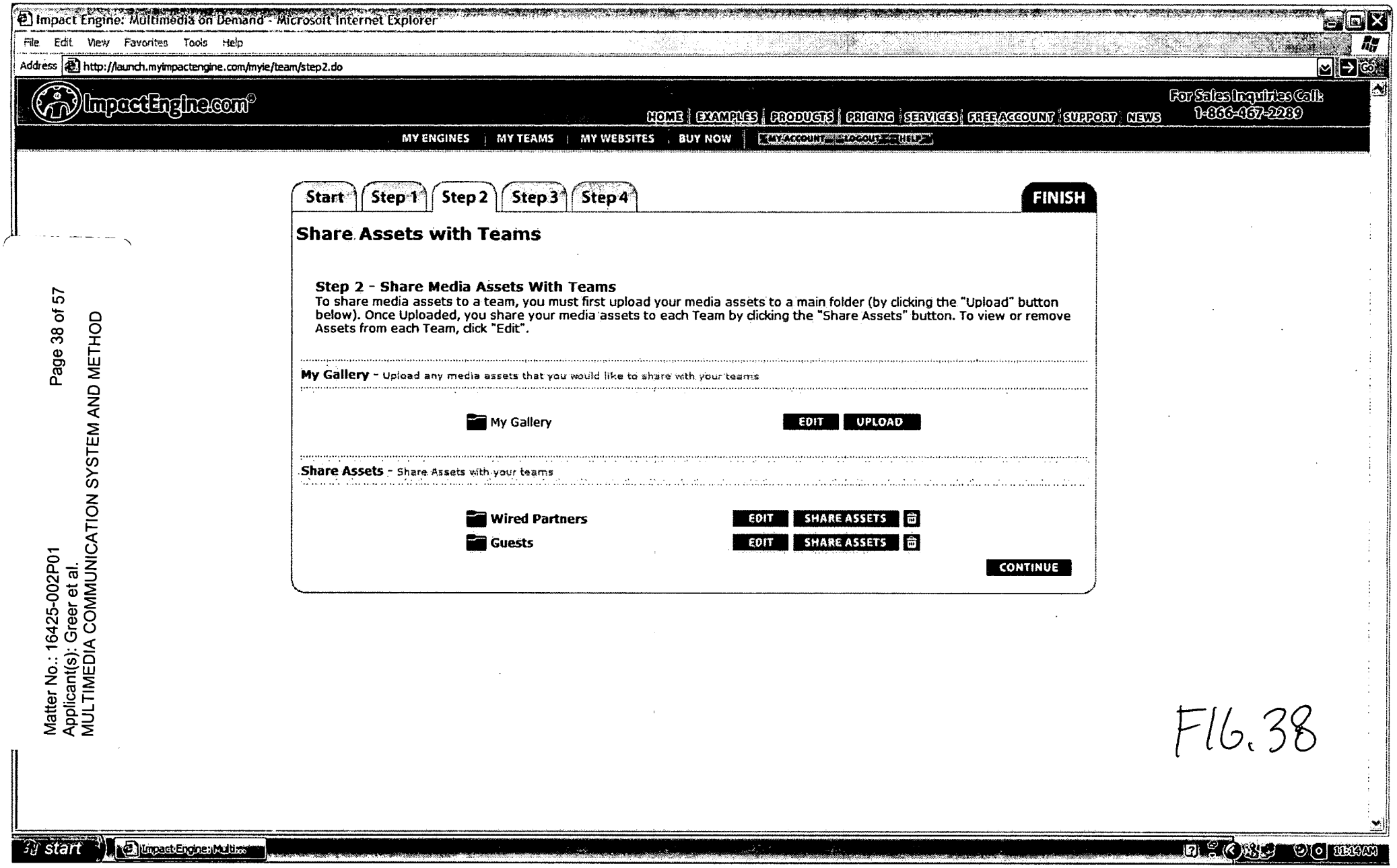

Impact Engine: Multimedia on Demand - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://launch.myimpactengine.com/myie/team/step2.do
ImpactEngine.com
HOME EXAMPLES PRODUCTS PRICING SERVICES FREE ACCOUNT SUPPORT NEWS
For Sales Inquiries Call: 1-866-467-2289
MY ENGINES MY TEAMS MY WEBSITES BUY NOW MY ACCOUNT LOGOUT HELP
Start Step 1 Step 2 Step 3 Step 4 FINISH
Share Assets with Teams
Step 2 - Share Media Assets With Teams
To share media assets to a team, you must first upload your media assets to a main folder (by clicking the "Upload" button below). Once Uploaded, you share your media assets to each Team by clicking the "Share Assets" button. To view or remove Assets from each Team, click "Edit".
My Gallery - Upload any media assets that you would like to share with your teams
My Gallery
EDIT UPLOAD
Share Assets - Share Assets with your teams
Wired Partners
EDIT SHARE ASSETS
Guests
EDIT SHARE ASSETS
CONTINUE
start
ImpactEngine: Multi...
11:14 AM

FIG. 38

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

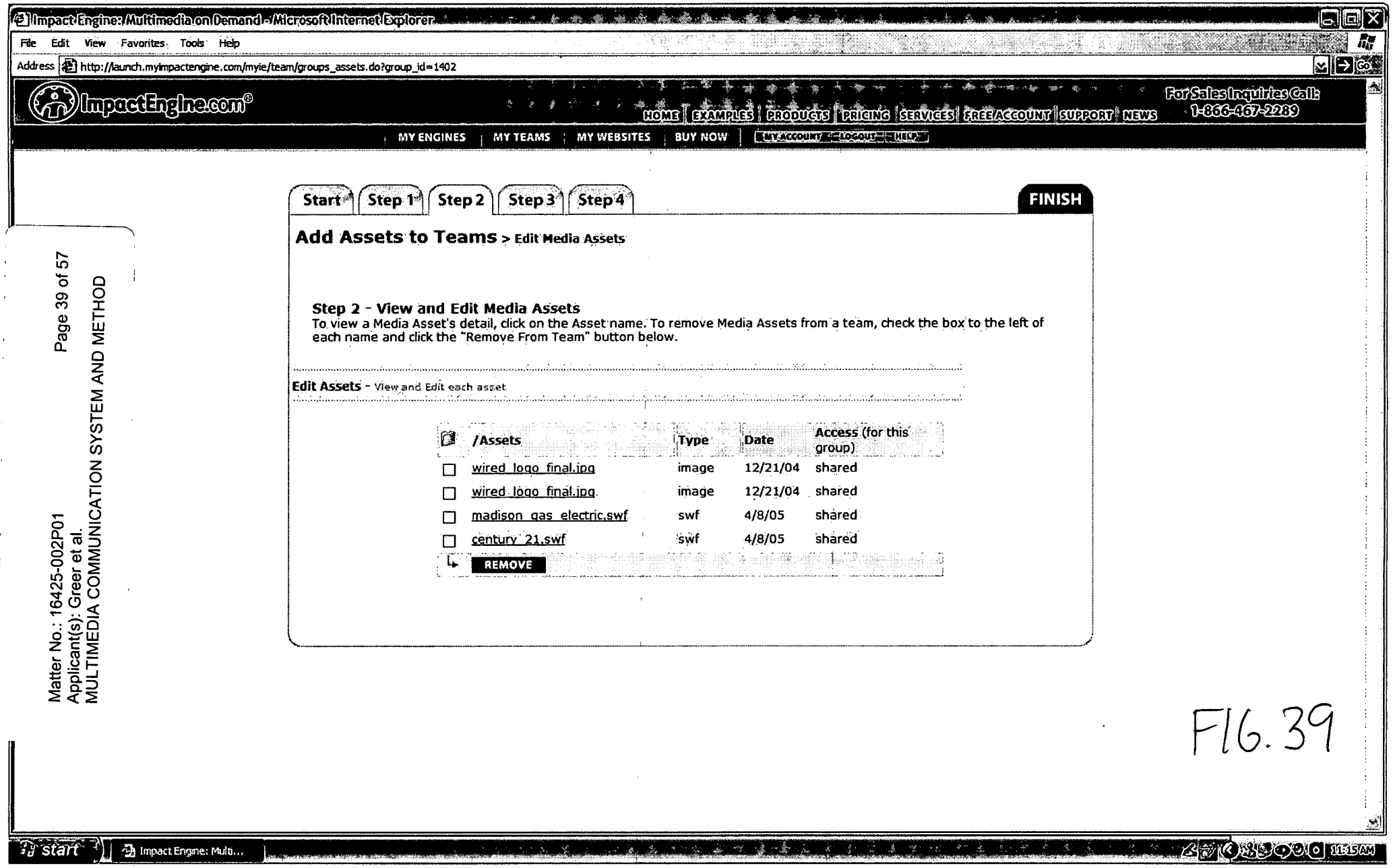
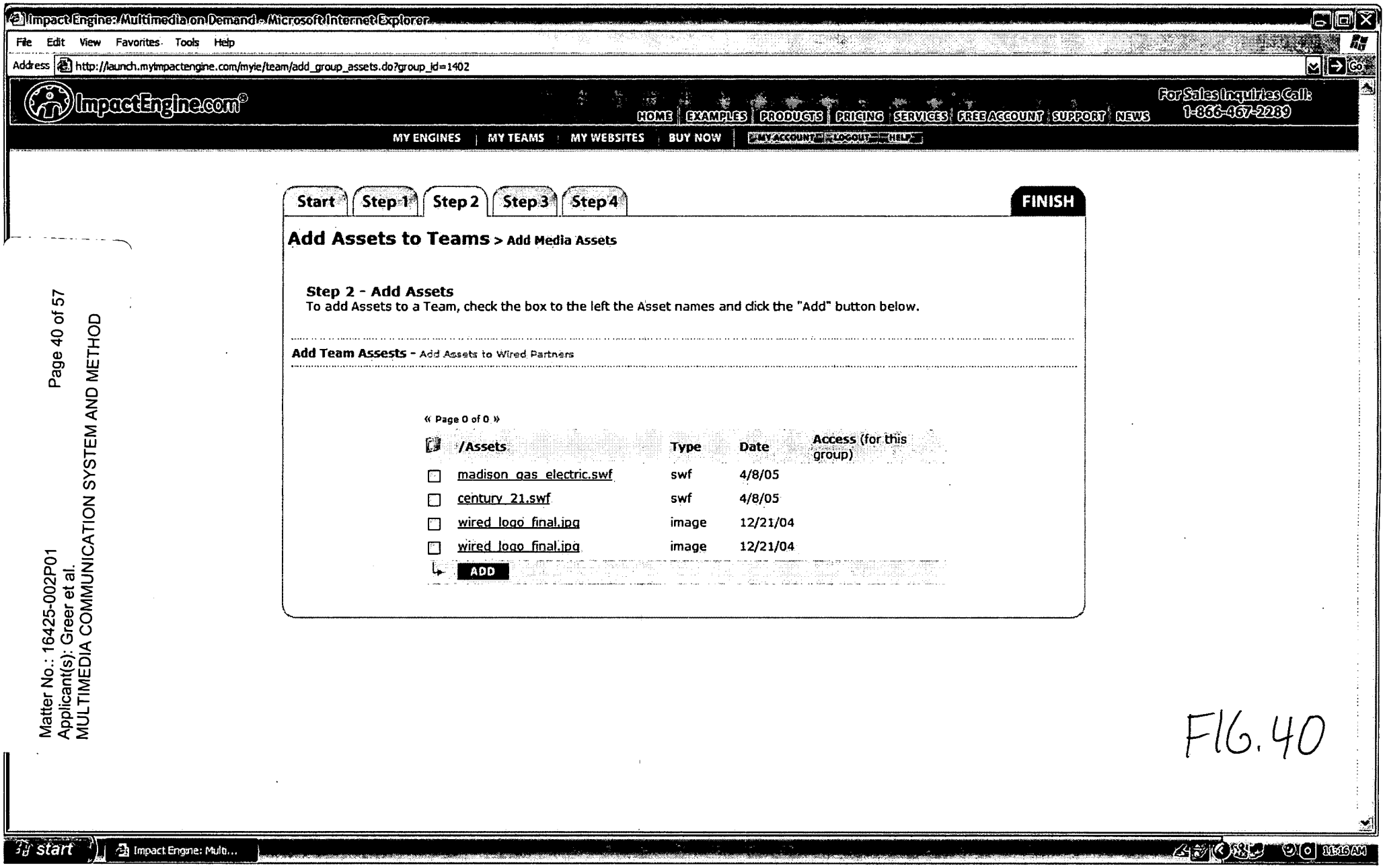
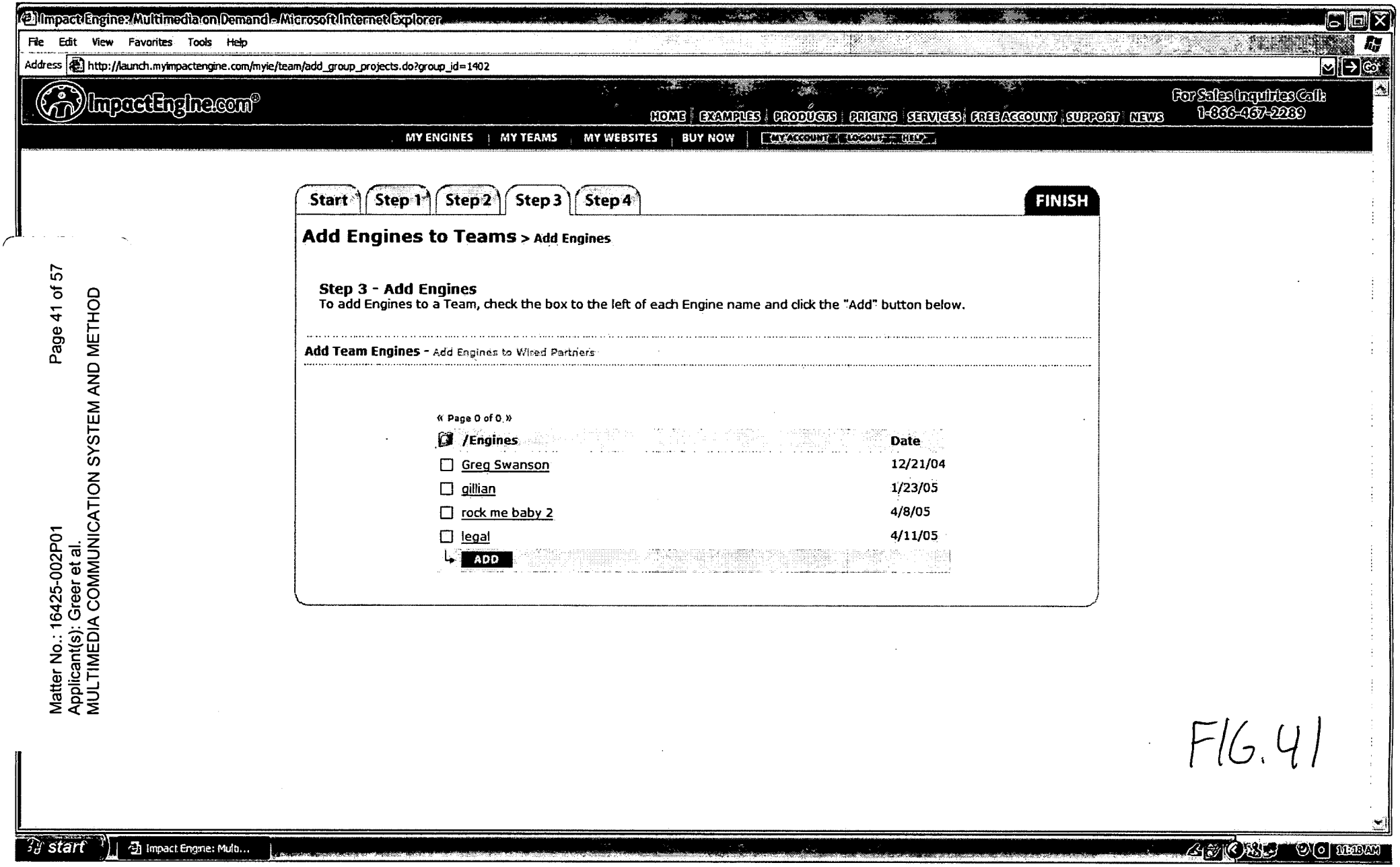


FIG. 39



Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

FIG. 40



Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

FIG. 41

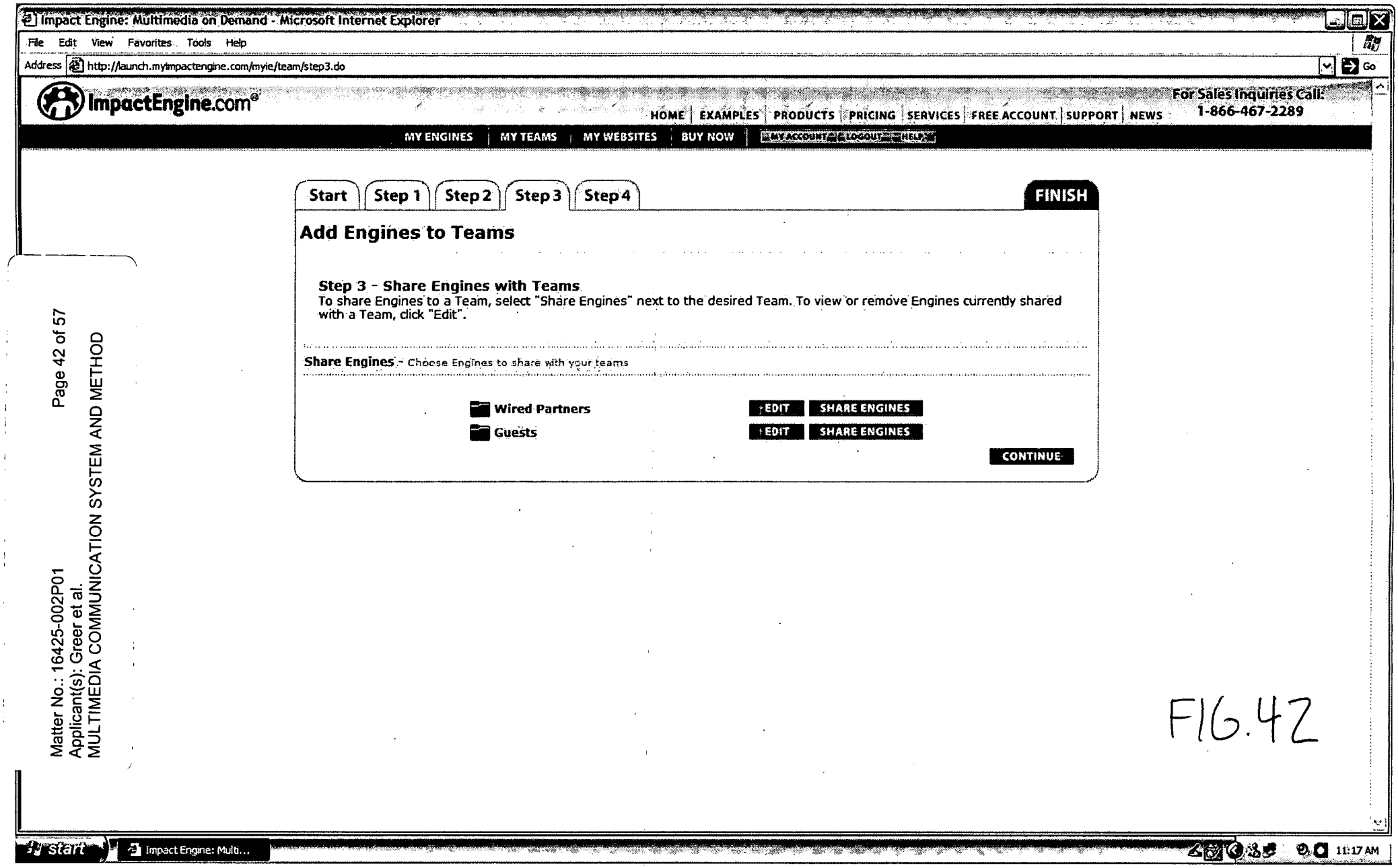


FIG.42

Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

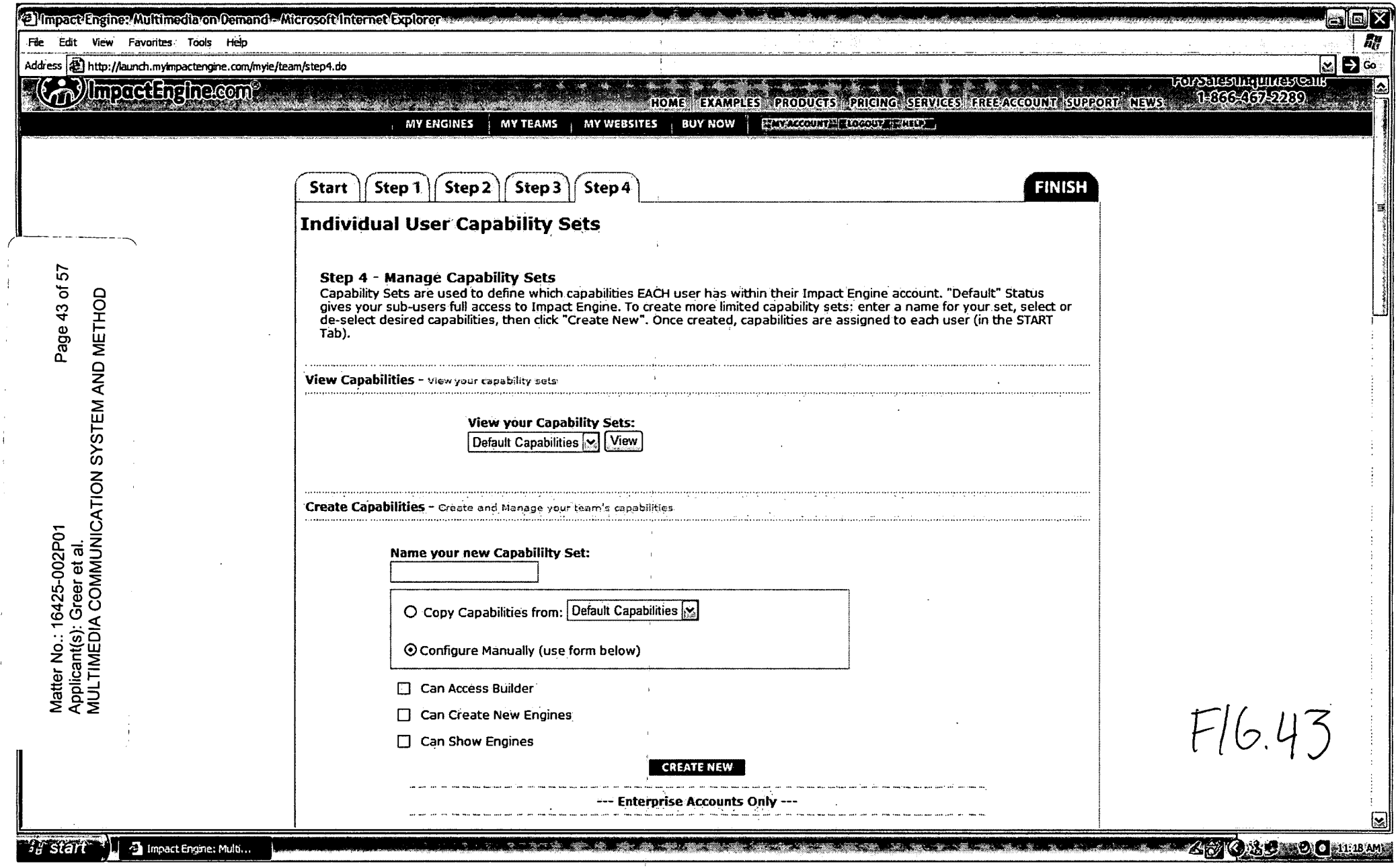
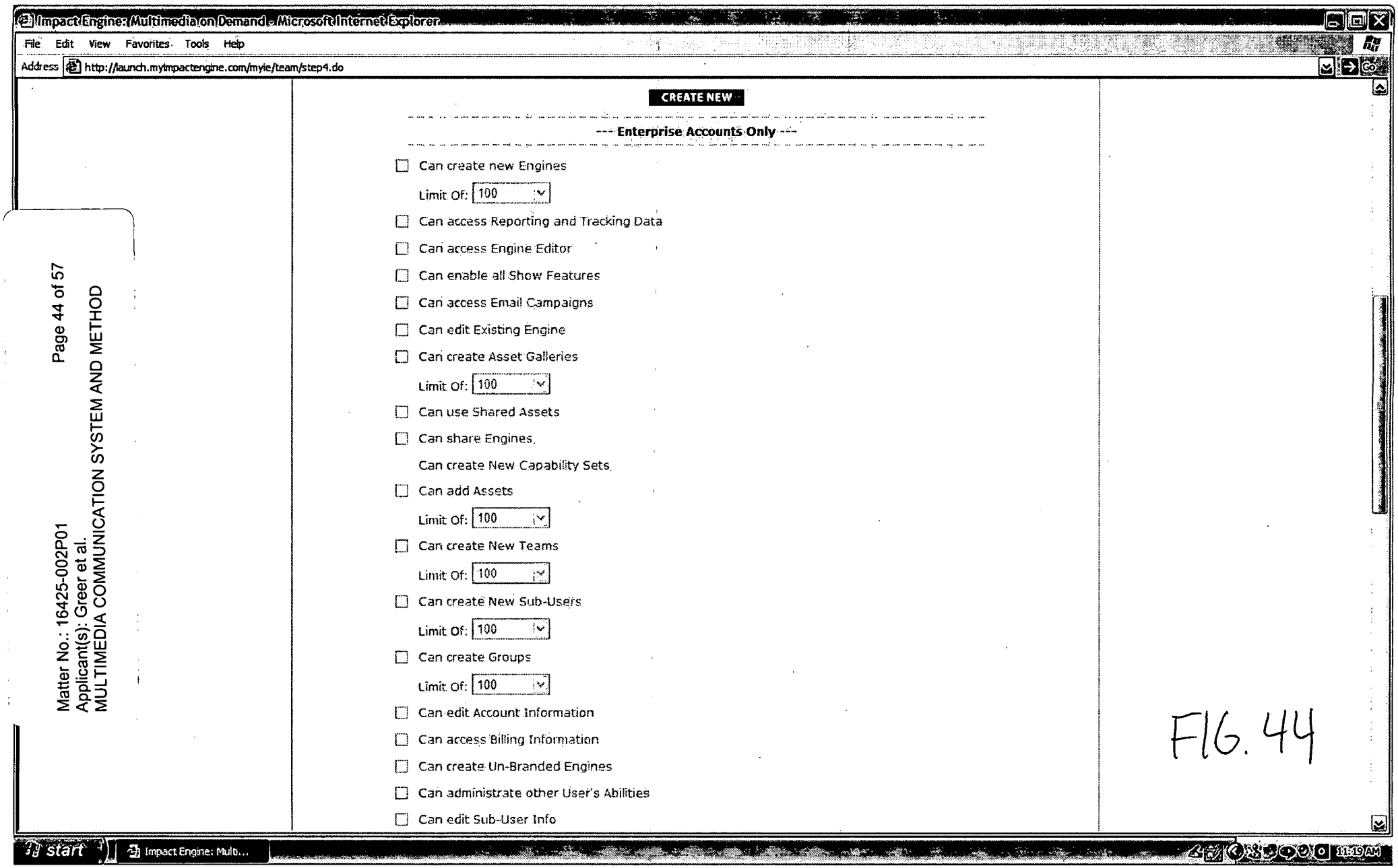

Impact Engine: Multimedia on Demand - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://launch.myimpactengine.com/myie/team/step4.do
Go
ImpactEngine.com
HOME EXAMPLES PRODUCTS PRICING SERVICES FREE ACCOUNT SUPPORT NEWS
For Sales Inquiries Call: 1-866-467-2289
MY ENGINES MY TEAMS MY WEBSITES BUY NOW MY ACCOUNT LOGOUT HELP
Start Step 1 Step 2 Step 3 Step 4 FINISH
Individual User Capability Sets
Step 4 - Manage Capability Sets
Capability Sets are used to define which capabilities EACH user has within their Impact Engine account. "Default" Status gives your sub-users full access to Impact Engine. To create more limited capability sets: enter a name for your set, select or de-select desired capabilities, then click "Create New". Once created, capabilities are assigned to each user (in the START Tab).
View Capabilities - View your capability sets
View your Capability Sets:
Default Capabilities View
Create Capabilities - Create and Manage your team's capabilities
Name your new Capabililty Set:
Copy Capabilities from: Default Capabilities
Configure Manually (use form below)
Can Access Builder
Can Create New Engines
Can Show Engines
CREATE NEW
--- Enterprise Accounts Only ---
Start
Impact Engine: Multi...
11:18 AM

FIG. 43



Matter No.: 16425-002P01
Applicant(s): Greer et al.
MULTIMEDIA COMMUNICATION SYSTEM AND METHOD

FIG. 44

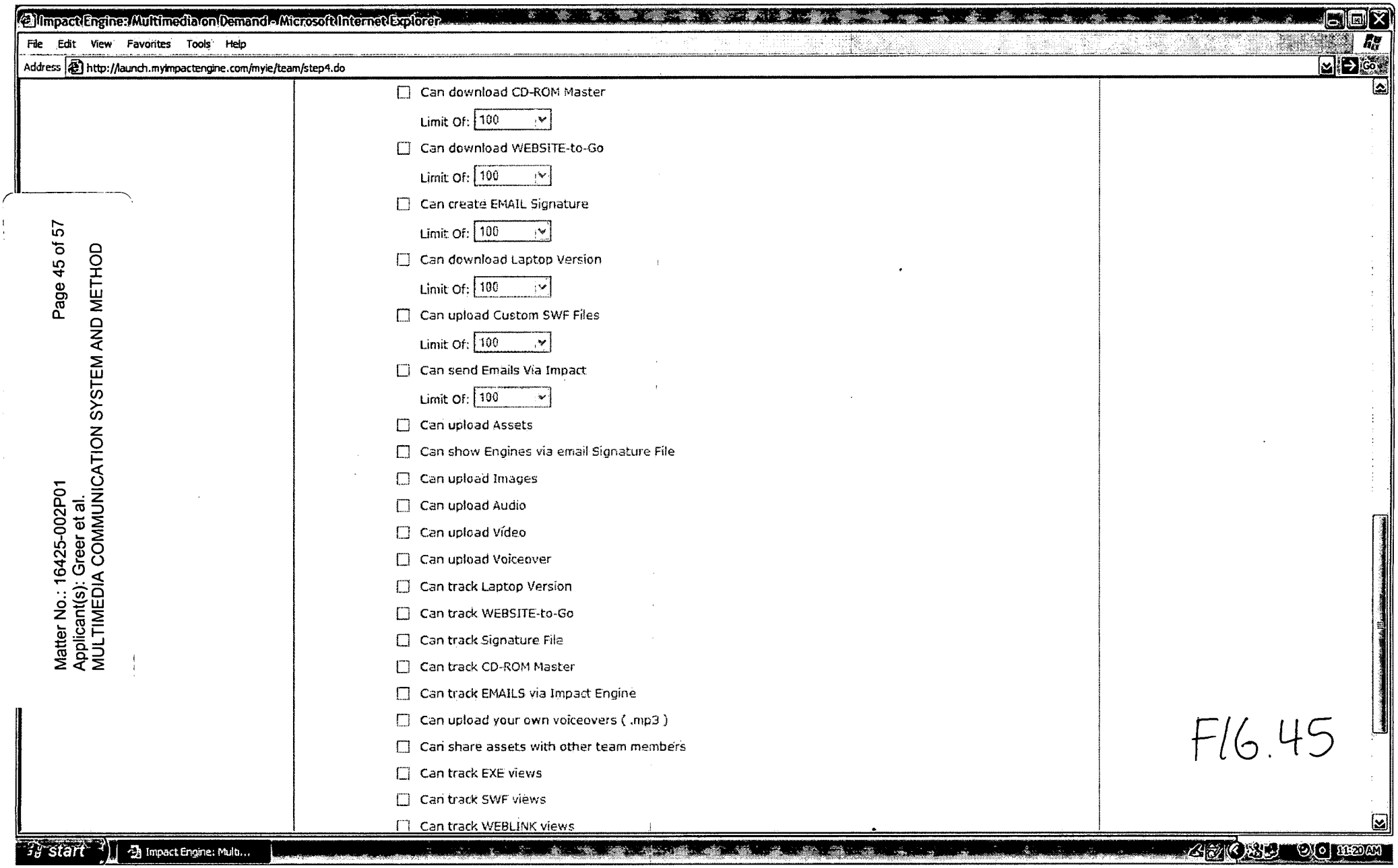

Impact Engine: Multimedia on Demand - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://launch.myimpactengine.com/myie/team/step4.do
Can download CD-ROM Master
Limit Of: 100
Can download WEBSITE-to-Go
Limit Of: 100
Can create EMAIL Signature
Limit Of: 100
Can download Laptop Version
Limit Of: 100
Can upload Custom SWF Files
Limit Of: 100
Can send Emails Via Impact
Limit Of: 100
Can upload Assets
Can show Engines via email Signature File
Can upload Images
Can upload Audio
Can upload Video
Can upload Voiceover
Can track Laptop Version
Can track WEBSITE-to-Go
Can track Signature File
Can track CD-ROM Master
Can track EMAILS via Impact Engine
Can upload your own voiceovers (.mp3)
Can share assets with other team members
Can track EXE views
Can track SWF views
Can track WEBLINK views
start
Impact Engine: Multi...
11:20 AM

FIG. 45

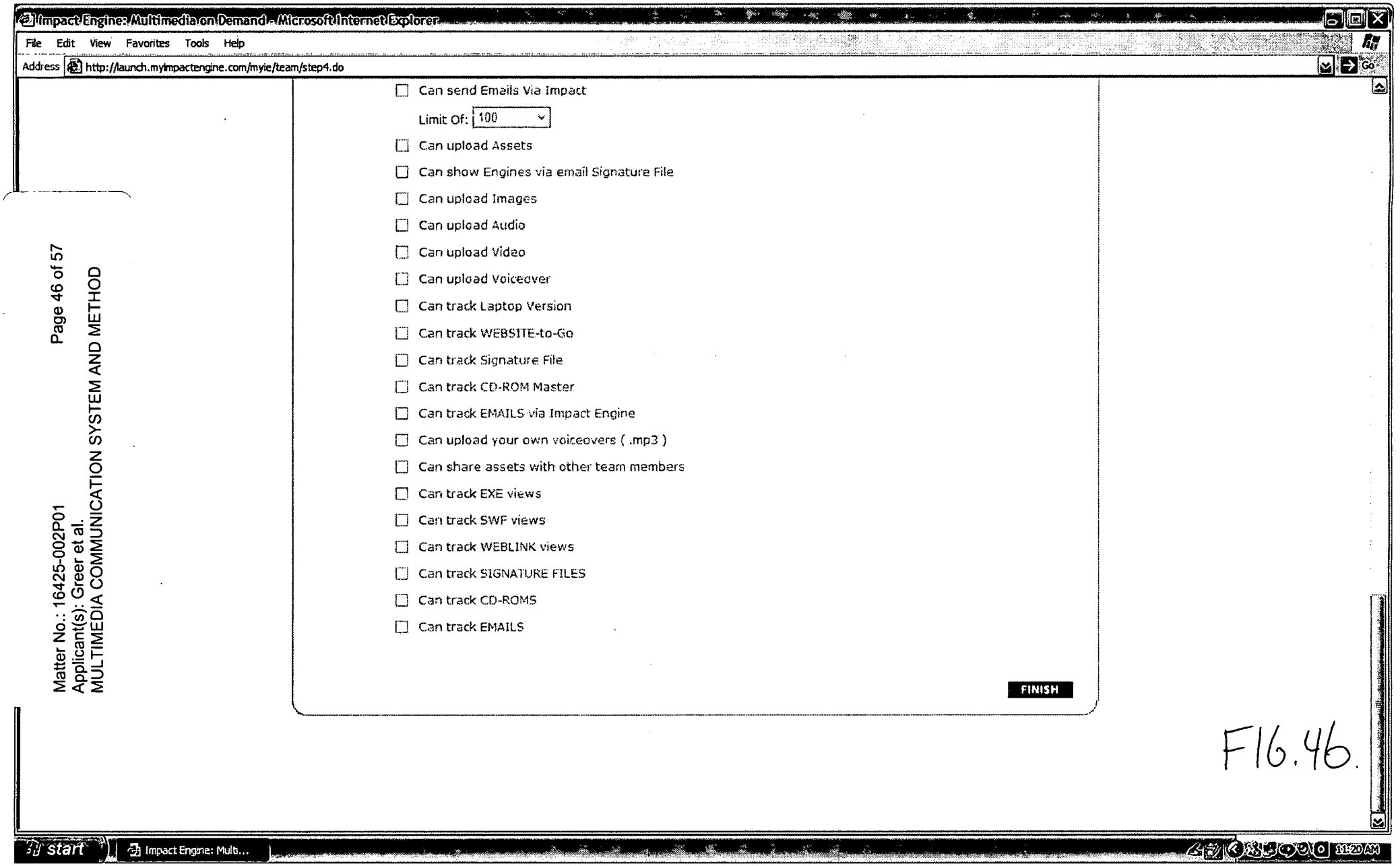

Impact Engine: Multimedia on Demand - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://launch.myimpactengine.com/myie/team/step4.do
Can send Emails Via Impact
Limit Of: 100
Can upload Assets
Can show Engines via email Signature File
Can upload Images
Can upload Audio
Can upload Video
Can upload Voiceover
Can track Laptop Version
Can track WEBSITE-to-Go
Can track Signature File
Can track CD-ROM Master
Can track EMAILS via Impact Engine
Can upload your own voiceovers (.mp3)
Can share assets with other team members
Can track EXE views
Can track SWF views
Can track WEBLINK views
Can track SIGNATURE FILES
Can track CD-ROMS
Can track EMAILS
FINISH
start
Impact Engine: Multi...
11:20 AM

FIG. 46.

Easy Start Interview
First Page You See When You First Log In. After Your First Time, You Can Always Access This Function By Clicking The "Easy Start" button

1) What type of Presentation would you like to create? (Drop Down List or Radio Button Selector)

- Product Showcase
- Service Brochure
- E-Business Card
- Product/Service Brochure
-Event Promotion
-Invitation
- Other

2) What is your industry? (Drop Down List or Radio Button Selector)

- Real Estate
- Insurance
- Banking
- Health Care
- Product Manufacturing
- Accounting
- Legal
- Architecture

*** Answers to these questions automatically takes them to the START tab**

*** Second time they log in takes them to our current service home page where the Easy Start button is always accessible**

FIG. 47

Welcome to the "EDIT Mode" for this presentation.
Update the information and "look" of your multimedia presentation by Following the Steps below. When finished, click the "Finish" button to save your changes. **Note:** To create a presentation with up to 25 pages, select one of the templates marked "Up to 25 pages". To create a presentation with 5 pages, select one of the templates marked "5 pages".

Start | Step 1 | Step 2 | Step 3 | Step 4 Advanced Finish

Top of Form 1

Presentation Templates
Choose from the templates below to select the "look and feel" of your presentation. You can further customize your presentation in Steps 1-4 for a truly unique user experience.

1. Presentation Title: 2. Select Your Presentation Style:

Venture	Mystic	Flow
Currents	Tech	Process
Modern	Whitehaus	Atmosphere
Depth	Titanium	Elements
Horizon	Edge	Classic

Continue

FIG. 48

Step 1: Color Scheme and Music

Start | Step 1 | Step 2 | Step 3 | Step 4 | Advanced | Finish

1: Select a Color Scheme

Stock Color Schemes

My Color Schemes

Select | Add Your Own

2: Select your Background Music Loop

Stock Music Loops

My Music Loops

Select | Add Your Own

Continue

FIG. 49

Step 2: Intro Animation

1: Use the Introduction designed for this template

Line 1

Line 2

Line 3

2: Use one of your Intros

Select

Add Your Own

Continue

FIG. 50

Step 3: Text and Titles

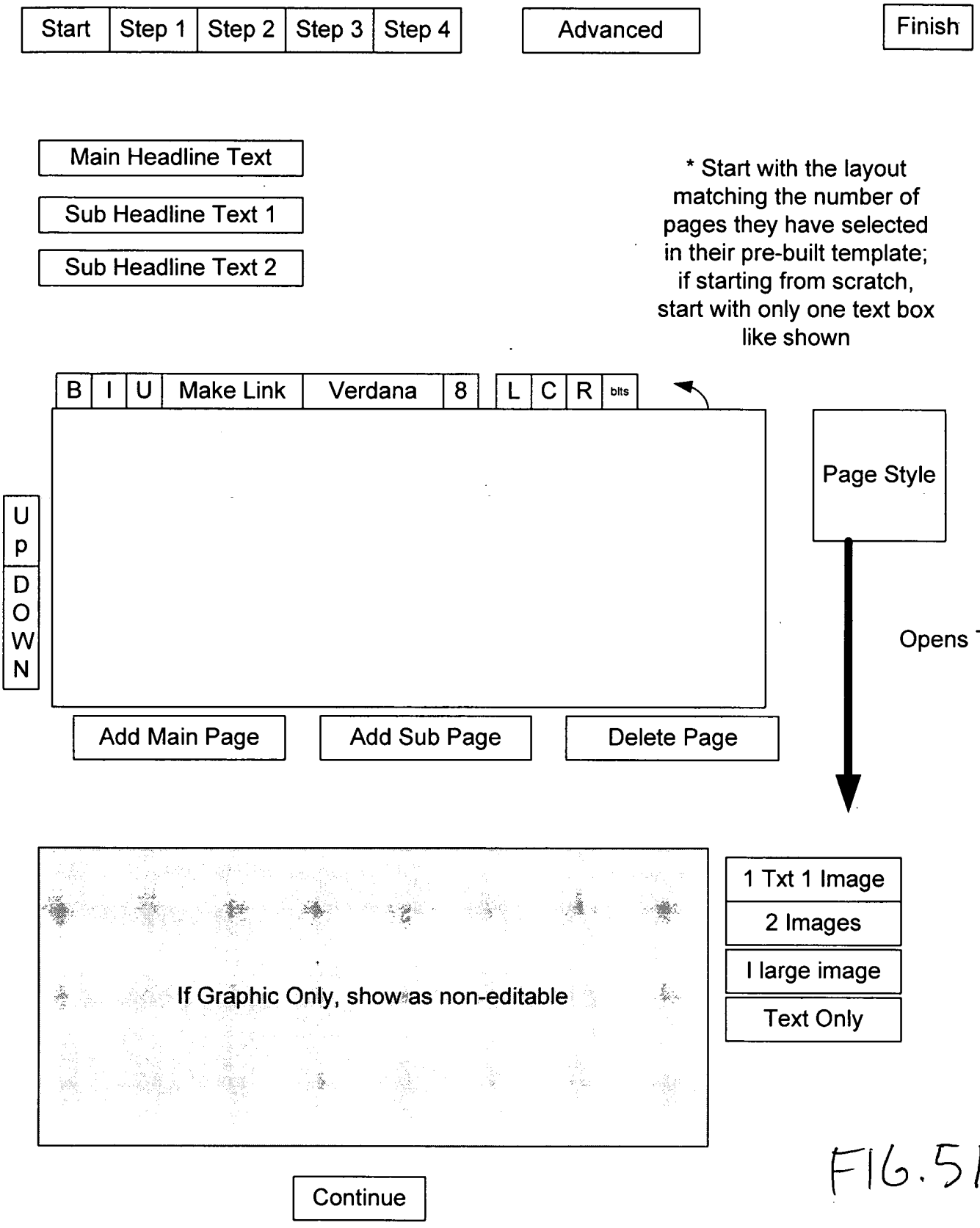


FIG. 51

Step 4: Graphics

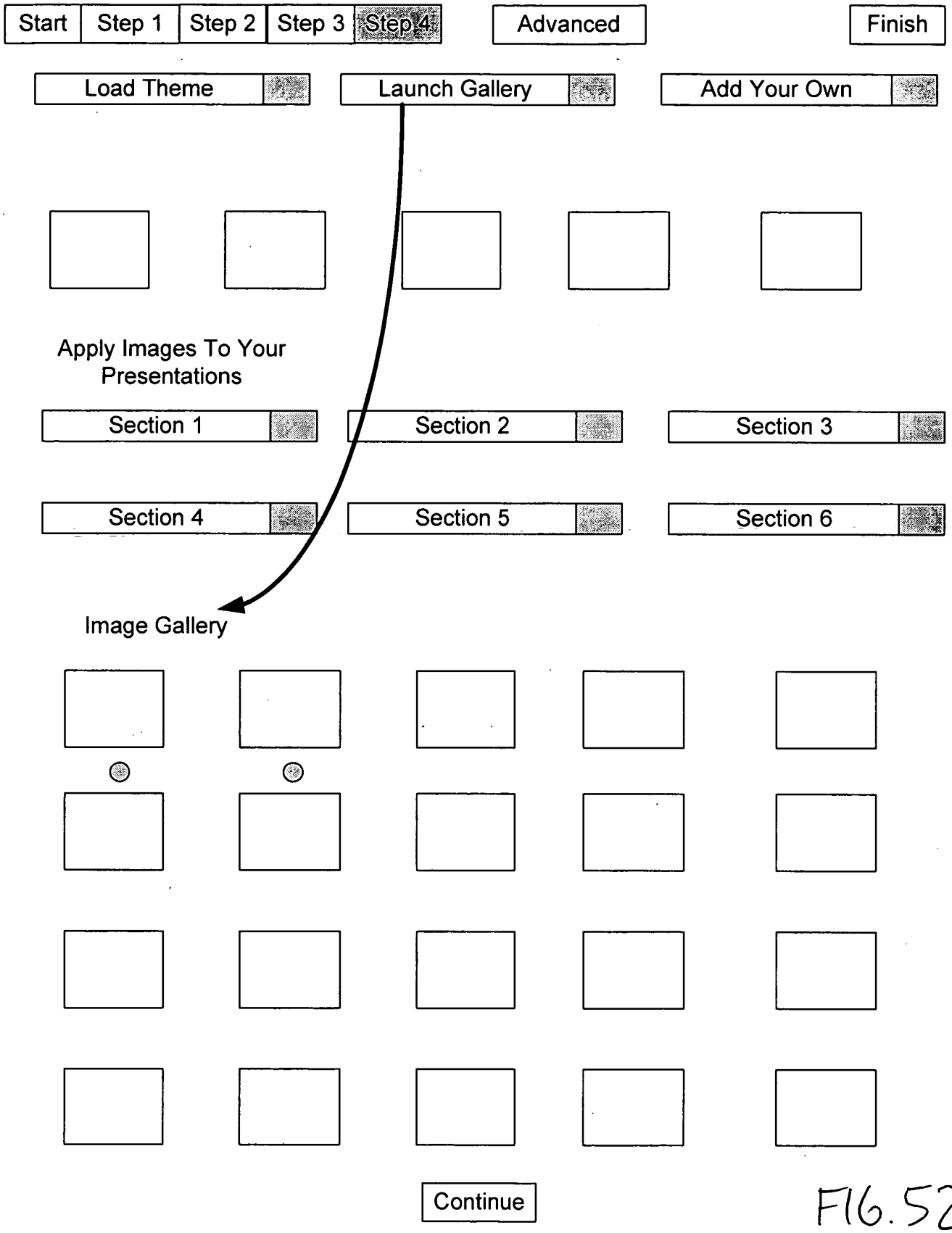


FIG. 52

THIS IS WHAT HAPPENS WHEN THE ADVANCED TAB IS CLICKED

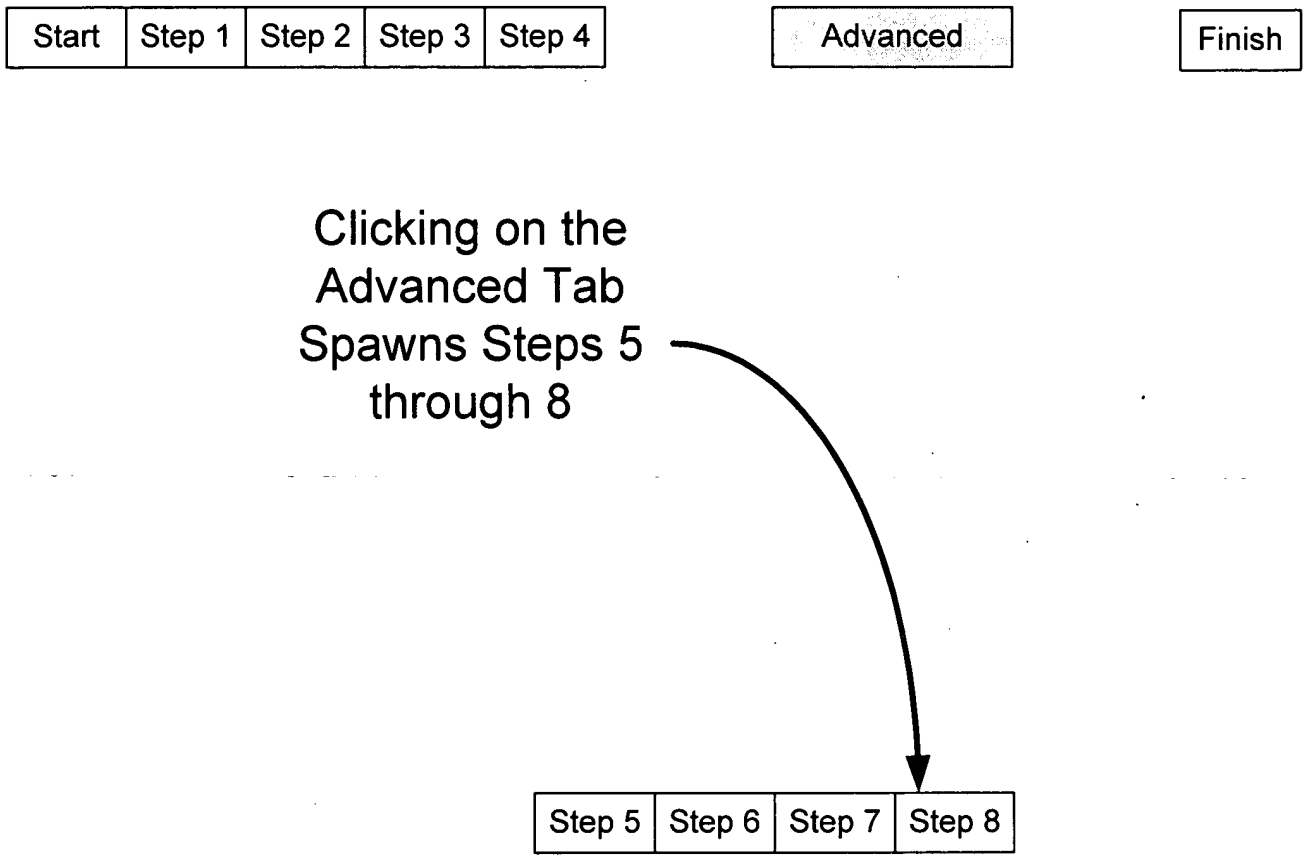


FIG.53

Step 5: Presentation Playback Control

Start	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Finish

Show Playback Progress Timer	Checkbox
Show Viewer Play/Pause Buttons	Checkbox
Show Viewer Back/Next Buttons	Checkbox

Show Graphic Navigation Menus	Checkbox
Activate Auto Advance to Next Page	Checkbox

Welcome	
Show The Contents Of This Page	Checkbox
Show Navigation Button For This Page	Checkbox
Auto Advance To Next Page In: Seconds	_____
Launch Web-Link URL / email Click "Edit" To Add Link.	EDIT

Welcome	
Show The Contents Of This Page	Checkbox
Show Navigation Button For This Page	Checkbox
Auto Advance To Next Page In: Seconds	_____
Launch Web-Link URL / email Click "Edit" To Add Link.	EDIT

FIG.54

Step 6: Editorial Control- Team Accounts Only

Start	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Finish

Allow changes to project layout	Checkbox
Allow changes to project style settings	Checkbox
Allow changes to navigation settings	Checkbox
Allow changes to the headline text	Checkbox
Allow changes to the headline media	Checkbox
Allow changes to the page text	Checkbox
Allow changes to the page media	Checkbox
Allow changes to the page playback settings	Checkbox

FIG. 55

Step 7: Video

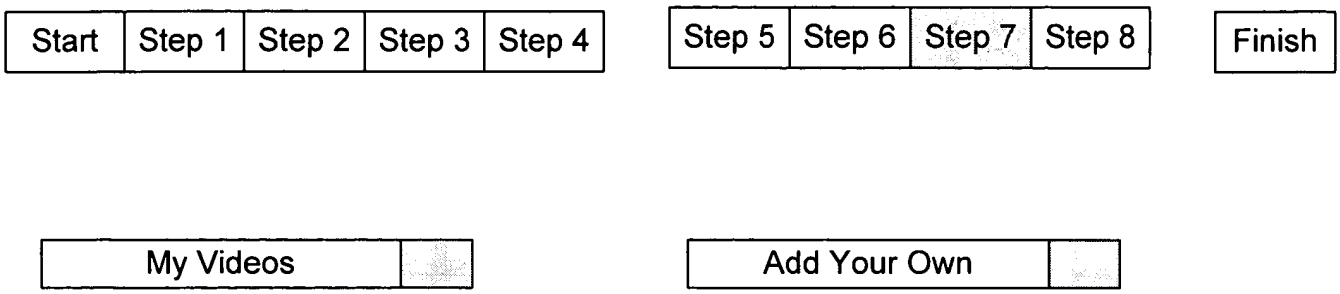


FIG. 56

Step 8: Audio Voice Over

Start | Step 1 | Step 2 | Step 3 | Step 4 | Step 5 | Step 6 | Step 7 | Step 8 | Finish

My Voice-Overs

Add Your Own

Apply Your Voice Over To Your Presentation

Section 1

Auto Advance to next page in Seconds

Section 2

Auto Advance to next page in

Section 3

Auto Advance to next page in

Section 4

Auto Advance to next page in

Preview Your Voice Over Cips

Audio Information (length, etc.)

Play/Pause/Forward/Back Controls/High/Low Quality Controls

Continue

FIG. 57

This Page is Inserted by IFW Indexing and Scanning Operations and is not part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ BLACK BORDERS
- ☐ IMAGE CUT OFF AT TOP, BOTTOM OR SIDES
- ☐ FADED TEXT OR DRAWING
- ☐ BLURRED OR ILLEGIBLE TEXT OR DRAWING
- ☐ SKEWED/SLANTED IMAGES
- ☑ COLOR OR BLACK AND WHITE PHOTOGRAPHS
- ☐ GRAY SCALE DOCUMENTS
- ☐ LINES OR MARKS ON ORIGINAL DOCUMENT
- ☐ REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY
- ☐ OTHER: _____

IMAGES ARE BEST AVAILABLE COPY.
As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.

PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

04/18/2005 MBERHE 00000036 60671170
01 FC:2005 100.00 OP

PTO-1556
(5/87)

*U.S. Government Printing Office: 2002 — 489-267/69033

BEST AVAILABLE COPY