

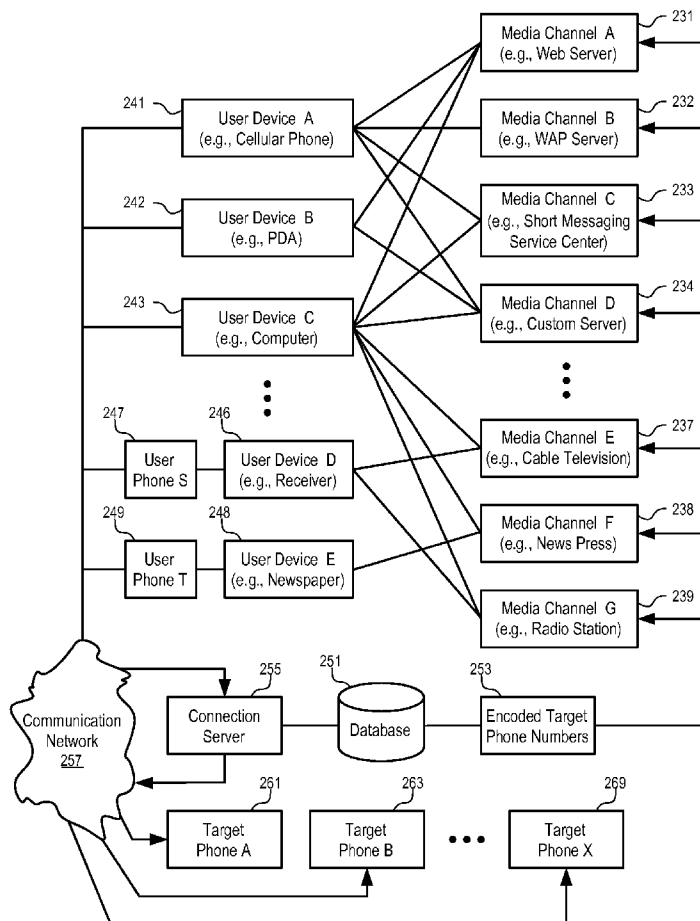


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(19) **United States**(12) **Patent Application Publication**
ALTBERG et al.(10) **Pub. No.: US 2008/0262910 A1**(43) **Pub. Date: Oct. 23, 2008**(54) **METHODS AND SYSTEMS TO CONNECT
PEOPLE VIA VIRTUAL REALITY FOR REAL
TIME COMMUNICATIONS**(22) Filed: **Apr. 20, 2007****Publication Classification**(51) **Int. Cl.**
G06Q 30/00 (2006.01)(52) **U.S. Cl.** **705/14; 715/757**(57) **ABSTRACT**

Methods and systems for connecting people for real time communications via a virtual reality environment. One embodiment includes: a virtual reality server to host a virtual reality world and to present, to a customer in the virtual reality world, an advertisement including a reference assigned to the advertisement; a session border controller to interface with a packet switched network; and one or more telecommunication servers coupled to the session border controller to connect the customer to an advertiser of the advertisement for real time communications in response to a request received via the reference embedded in the advertisement and presented to the customer in the virtual reality world. In one embodiment, the advertiser is charged an advertisement fee based on connecting the customer and the advertiser for real time communications via the advertisement presented in the virtual reality world.

Correspondence Address:
GREENBERG TRAURIG, LLP (SV)
IP DOCKETING
2450 COLORADO AVENUE, SUITE 400E
SANTA MONICA, CA 90404 (US)

(73) Assignee: **UTBK, INC., Dover, DE (US)**(21) Appl. No.: **11/737,975**

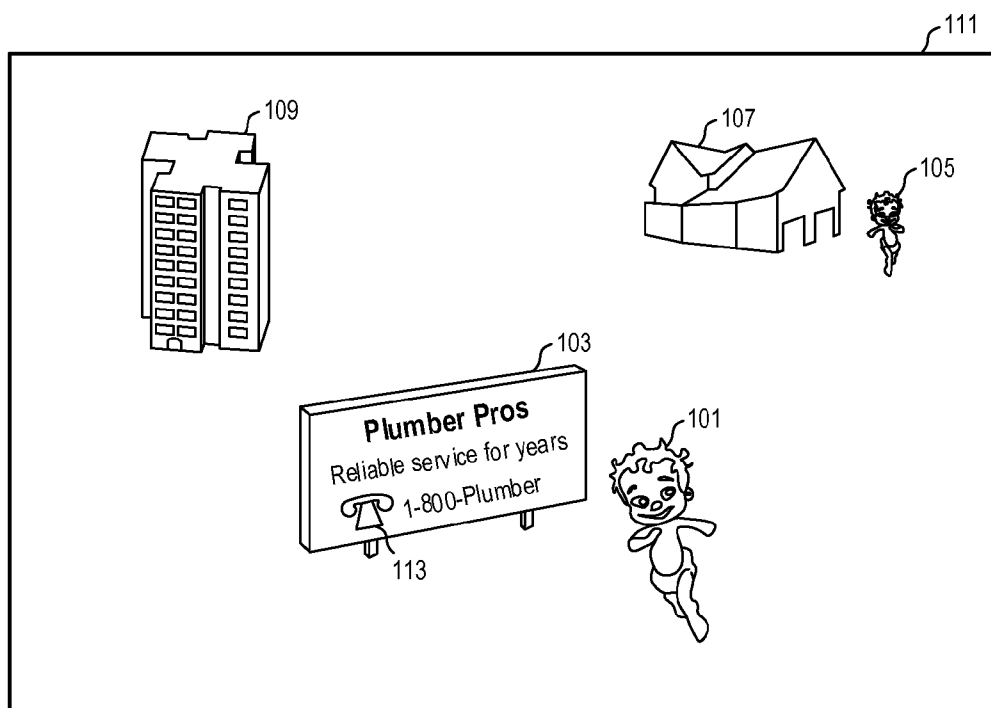


FIG. 1

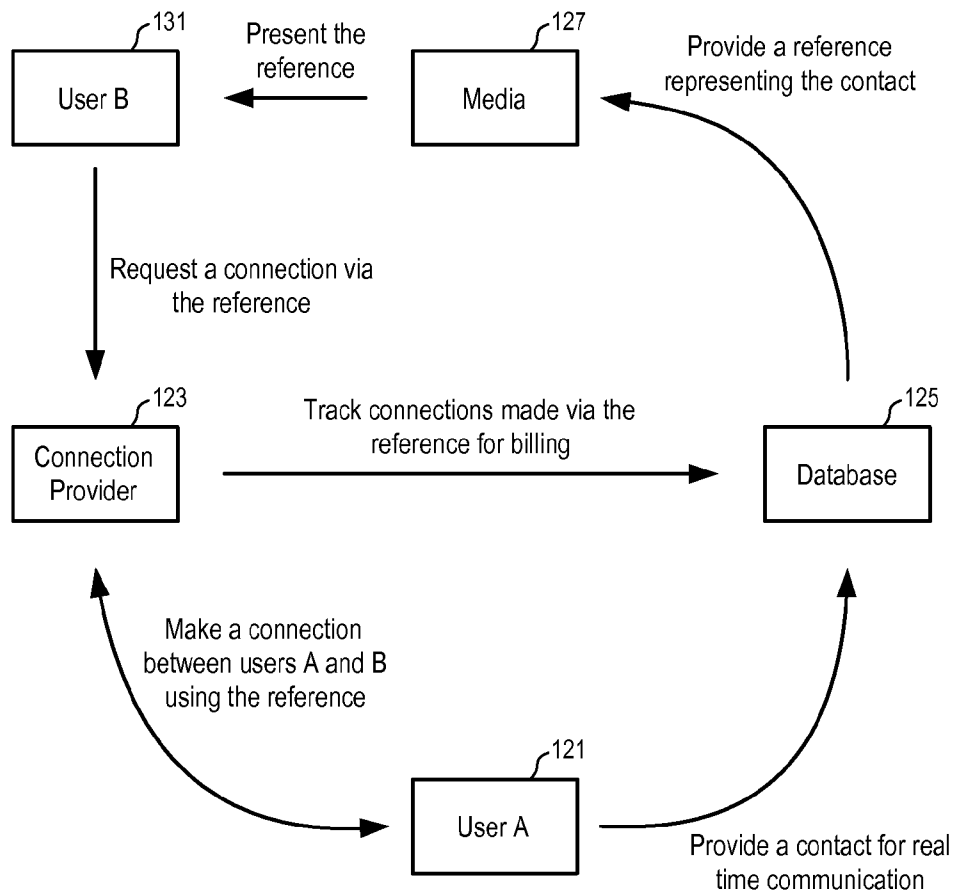


FIG. 2

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Create Ad

?

Help

Your ad is very important. Tell customers exactly what you're selling and why they should call you. Please review our [Pay Per Call Ad Guidelines](#) to ensure your ad is accepted and gets new customers calling your business today.

Ad Location Info

Business Name:

(Sorry, no phone numbers)

☐

Use my Account Information

Address 1:

Address 2:

(Optional)

City:

State:

-Select State-

Zip Code:

-

Phone Number:

(

)

-

Enter the number where you'd like to receive calls

Fax:

(

)

-

Ad Marketing Message

Millions of people online will see your ad. So, in line 1 write a strong headline explaining what you're selling. To get people calling your business, include a promotional offer in line 2. This encourages buyers to call you **now!** Please note: Line 1 and Line 2 must each a complete sentence. [Tips for success](#)

Examples of Promotional Offers:

- Call today and get \$5 off.
- Free consultation – limited time.
- Call now and save 10%.

You'll be able to include more information about your offer on the business profile page. [Learn more](#)

Marketing Message Line 1:

(35 characters)

Marketing Message Line 2:

(35 characters)

FIG. 3

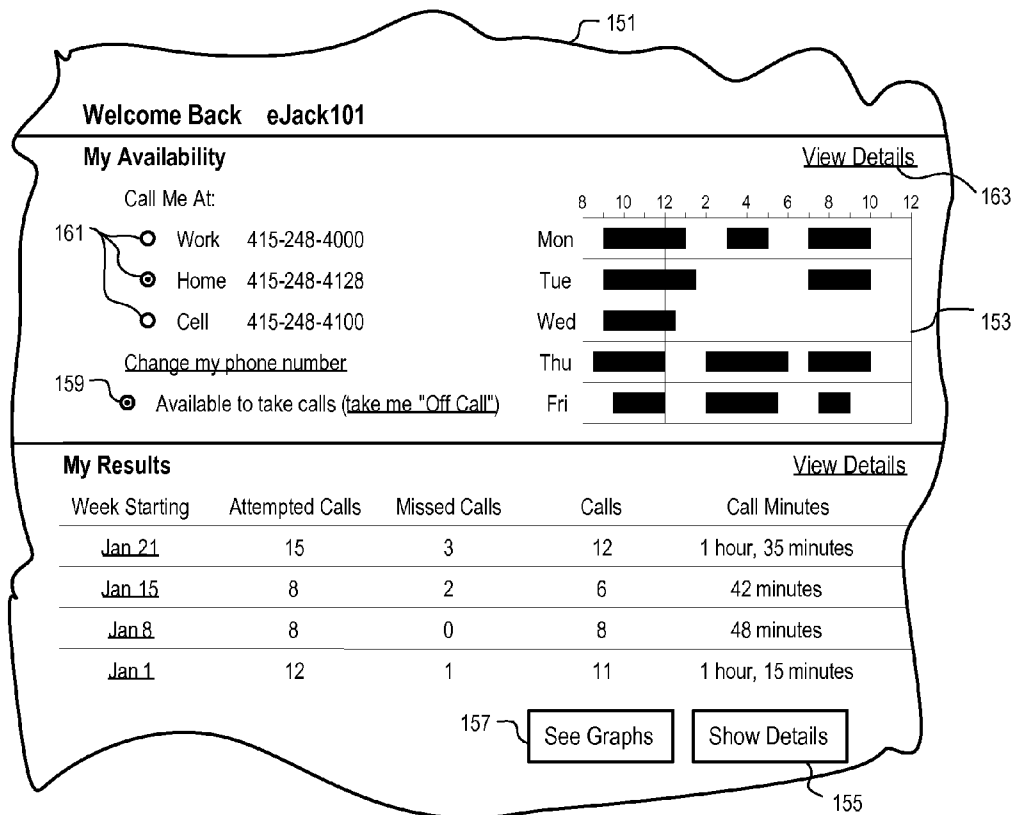


FIG. 4

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