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(12) **United States Patent**
Walker et al.

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(54) **METHOD AND APPARATUS FOR OUTPUTTING A MESSAGE AT A GAME MACHINE**

USPC 463/16, 20, 11-13, 17-19, 25, 26-28, 463/30-32, 40-42, 39
See application file for complete search history.

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(73) Assignee: **IGT, Las Vegas, NV (US)**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 72 days.

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(65) **Prior Publication Data**

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(Continued)

Related U.S. Application Data

(63) Continuation of application No. 13/632,328, filed on Oct. 1, 2012, which is a continuation of application No. 10/685,143, filed on Oct. 14, 2003, now Pat. No. 8,282,488.

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(74) *Attorney, Agent, or Firm* — Neal, Gerber & Eisenberg LLP

(51) **Int. Cl.**
A63F 9/24 (2006.01)
G07F 17/32 (2006.01)

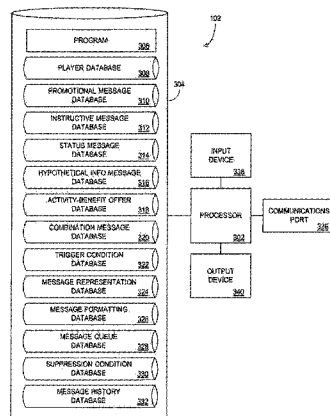
(57) **ABSTRACT**

The invention allows a casino, or other entity, via a game machine, to provide relevant information at appropriate times, and/or in response to appropriate events, to players using the game machine. A dynamic and flexible system adapted to interact with players on an individual basis by aiding in the management, determination, distribution, and delivery of promotional, inspirational, instructive, informational, communicative, incentive, and other types of messages, is provided. Various methods are provided to ensure that receiving messages at a game machine enhances a player's overall gaming experience by selectively outputting helpful and desirable messages to players while minimizing interference with the players' gaming and to avoid overwhelming players with unsolicited, unwanted, and/or irrelevant messages.

(52) **U.S. Cl.**
CPC **G07F 17/323** (2013.01); **G07F 17/3239** (2013.01); **G07F 17/3255** (2013.01)
USPC **463/25**

(58) **Field of Classification Search**
CPC **G07F 17/3223; G07F 17/3225; G07F 17/3232; G07F 17/3234; G07F 17/3237; G07F 17/3239; G07F 17/3244; G07F 17/3255; G07F 17/3258; G07F 17/3227; G07F 17/323**

18 Claims, 18 Drawing Sheets



ACTIVITY-BENEFIT OFFER IDENTIFIER	ACTIVITY	BENEFIT
OFF-1-2348923	PLAY AT LEAST 10 GAMES ON A RASCALLY FRABET SLOT MACHINE	5 CREDITS
OFF-2-2348923	SIGN UP FOR 3 MONTH TRIAL SUBSCRIPTION TO TRAVEL MAGAZINE	ACTIVATION OF 30 GRAPHICS MODES FOR NEXT 45 GAMES
OFF-3-2348923	PURCHASE A BOOK FROM COMIC CON DURING THE NEXT 2 WEEKS	DOUBLE JACKPOT VALUES FOR NEXT 100 GAMES
OFF-4-2348923	ANSWER 10 SURVEY QUESTIONS ABOUT HEART DISEASE	ONE FREE GAME
OFF-5-2348923	TEST DRIVE A FORD DURING NEXT MONTH	500 CASH, DISPENSED BY GAME MACHINE
OFF-6-2348923	PURCHASE A BOOK FROM COMIC CON DURING THE NEXT 2 WEEKS	INSTANT MESSAGING ENABLED ON GAME MACHINES
OFF-7-2348923	SIGN UP FOR A GRAND BANK CREDIT CARD	IMMEDIATE ENTRY INTO BONUS ROUND ON GAME MACHINE
OFF-8-2348923	SIGN UP FOR A GRAND BANK CREDIT CARD	FREE TOASTER OVEN
OFF-9-2348923	TEST DRIVE A FORD AND SIGN UP FOR A GRAND BANK CREDIT CARD	4 FREE MEALS AT ALDIE'S RESTAURANT

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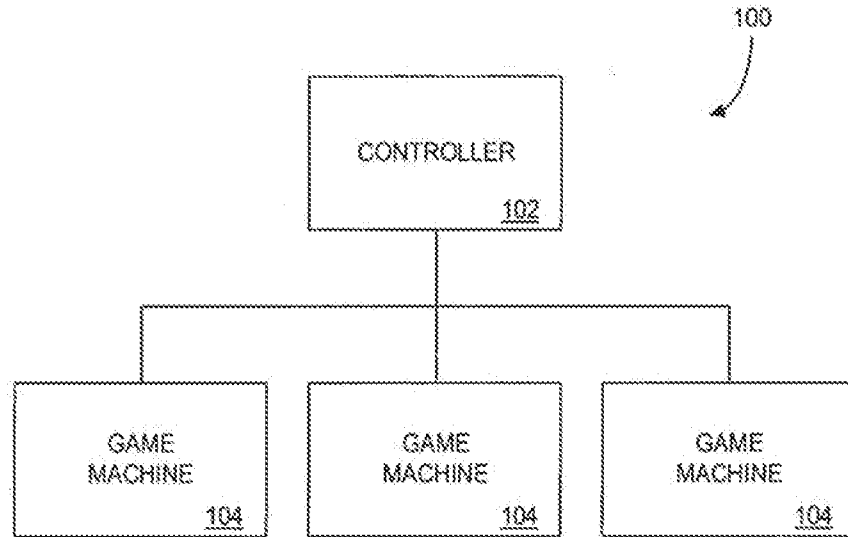


FIG. 1

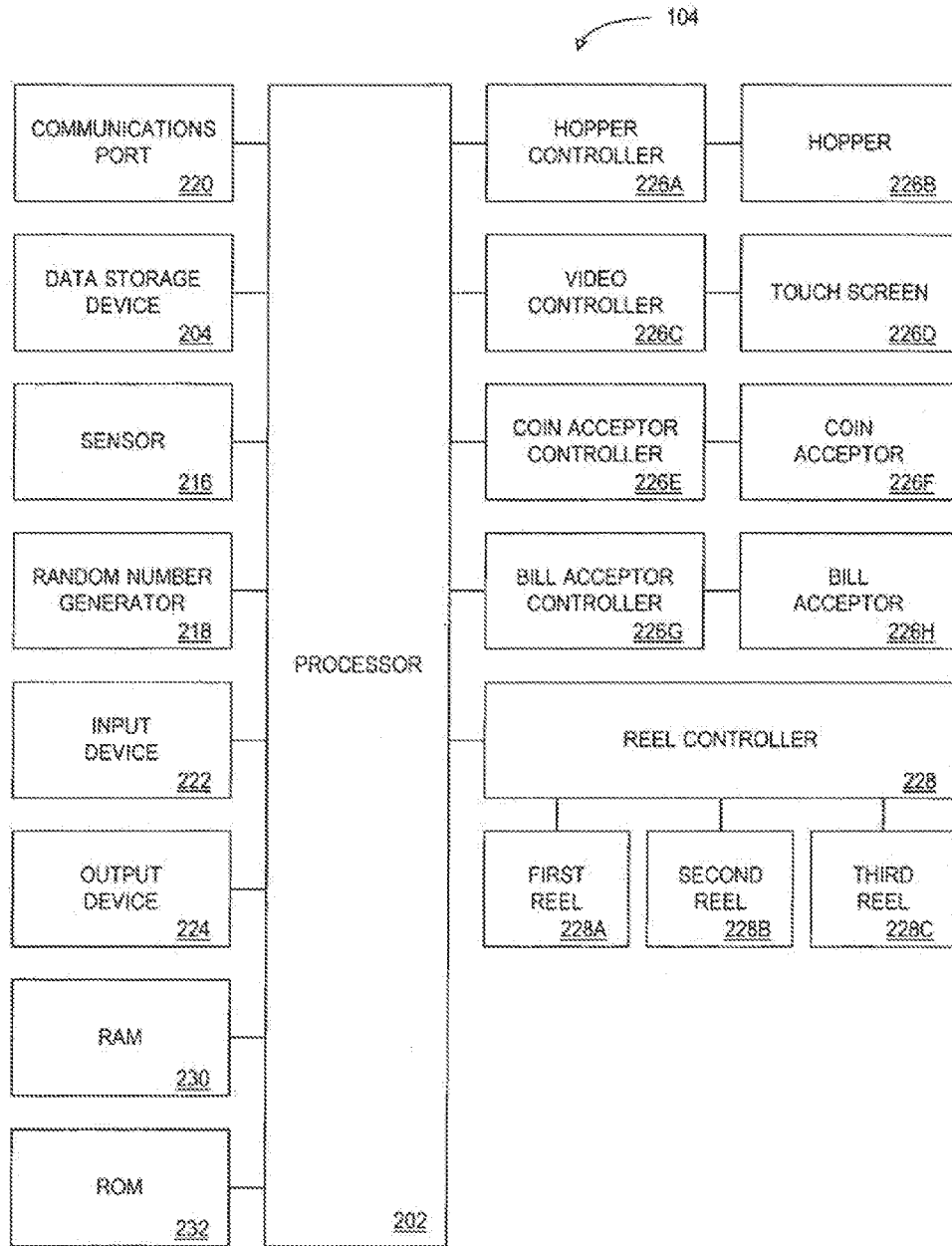


FIG. 2

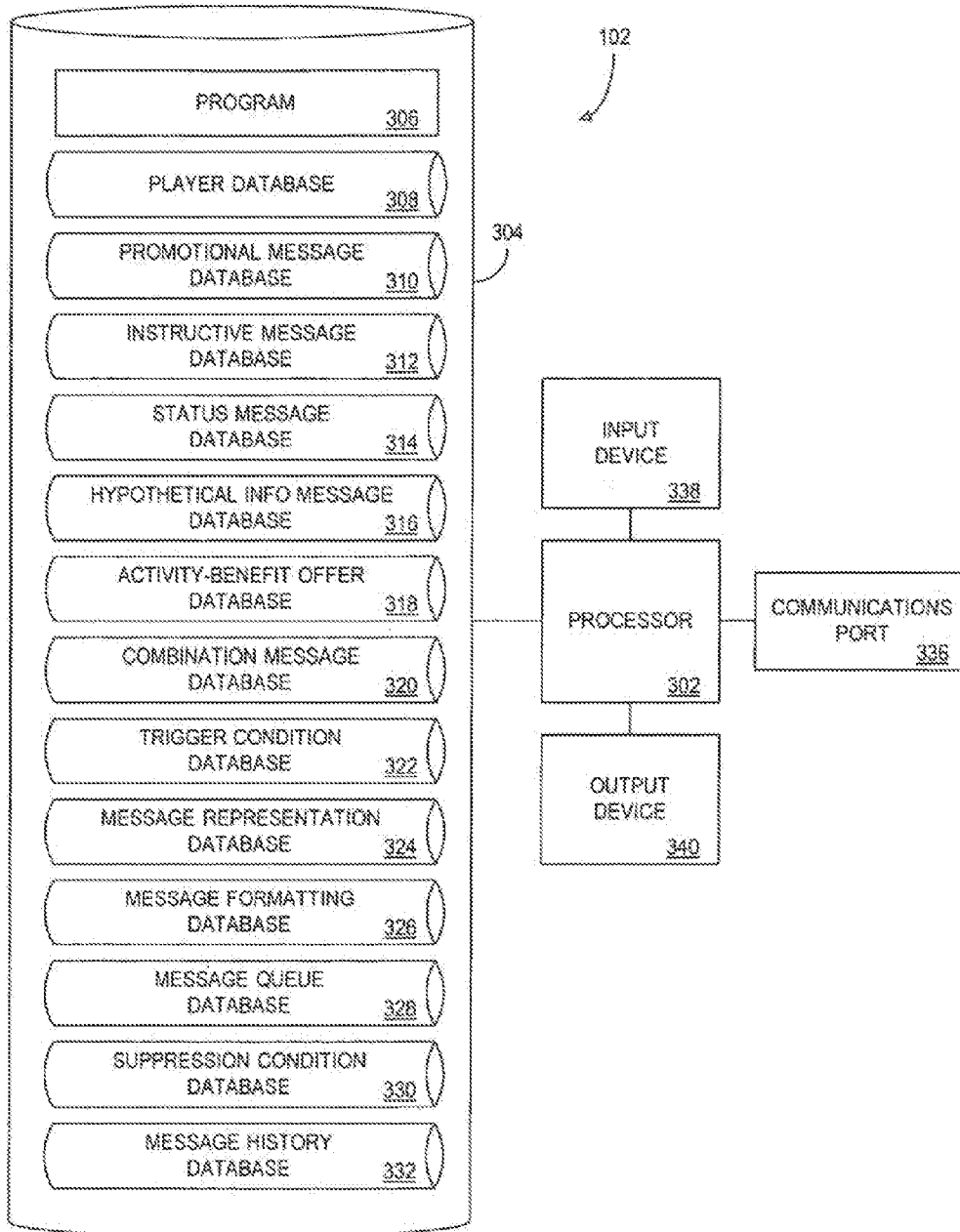


FIG. 3

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