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Use of inaudible data stream embedded into movie trailers for setting up reminders when movie premieres

Thomas Price

Tuna Toksoz

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USE OF INAUDIBLE DATA STREAM FOR SETTING UP REMINDERS FOR MOVIE PREMIERES

ABSTRACT

The disclosure presents a system and method that enable users to receive reminders of movie premieres of interest. The system comprises an inaudible data stream that is embedded into movie trailers comprising data such as movie name, year of movie, release date and producing studio, etc. This data stream is picked up by an application installed on a user's mobile device which prompts the user to select trailers they would like to receive release reminders on. The system then adds reminders to the user's calendar for when each movie actually premieres. Also these inaudible data streams could be incorporated into videos the user watches on any online streaming services or social networking sites such that they act as signals for popping up additional related videos/trailers as a sort of targeted promotion.

BACKGROUND

People visiting theaters, usually get to watch about 5-10 movie trailers before the commencement of the actual movie. Some of these trailers may pique a user's interest but may be soon forgotten due to the number of trailers being shown and the intensity of the actual movie they are about to watch. In recent times, with release dates of movies being advanced or postponed multiple times, remembering actual release dates of movies of interest has become difficult, if not practically impossible.

DESCRIPTION

The disclosure presents a system and method that enable users to receive reminders of movie premieres of interest. The system comprises an inaudible data stream embedded into movie trailers, that is picked up by an application installed on a user's mobile to provide the reminders as shown in figure 1.
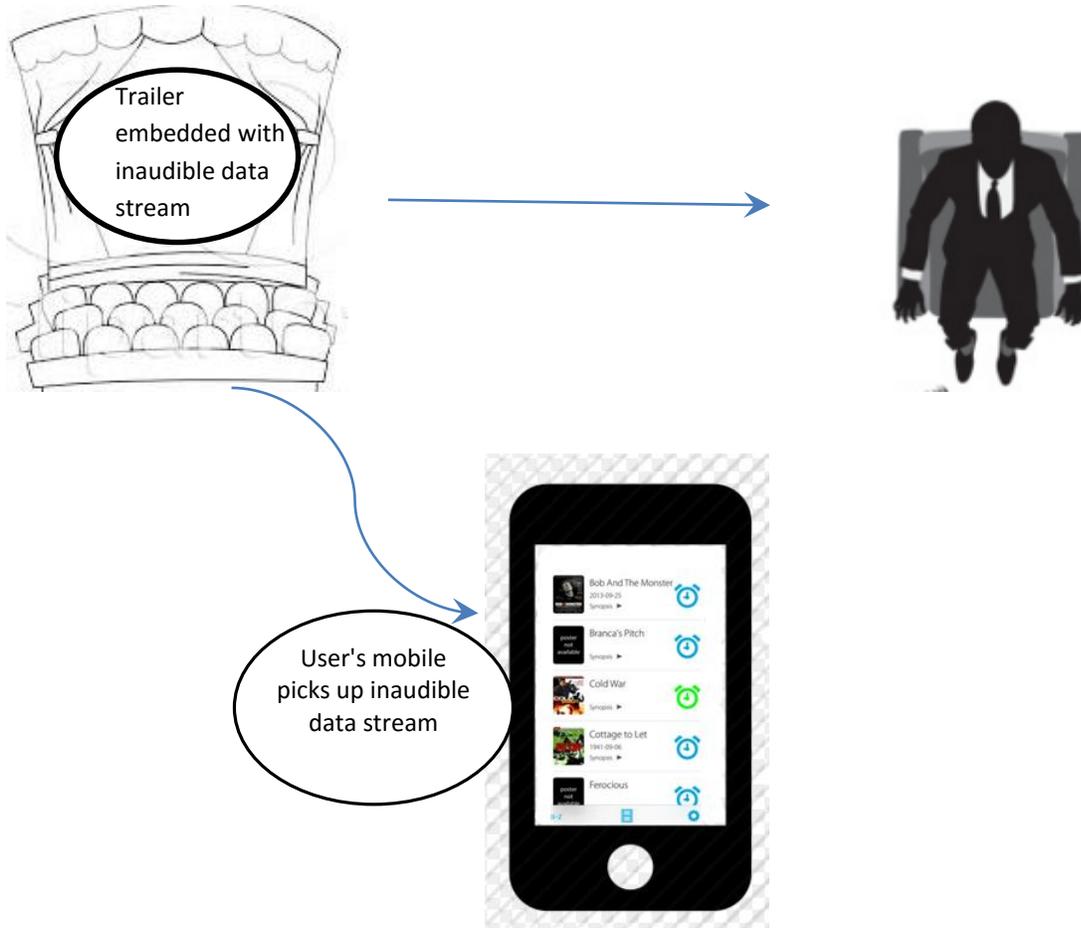

Figure.1: Embedded inaudible data stream for setting up movie reminders

The data stream comprises data such as movie name, year of movie, release date and producing studio etc. On receiving this data, the application displays a dialog box at the end of all the trailers, prompting the user to select the trailers of interest they would like to receive release reminders on. The application records the selected trailers and adds reminders for when

each movie actually premieres. The application may be triggered to prompt the user at a specific event or time signal. For example, the trigger could be another data stream embedded to be released a predetermined time before the beginning of the actual movie being watched. At the option of the user, the reminders can be set to arrive the day of the film's release, two days before, a week or month before or at a custom date.

Alternatively or additionally, the system could be made to work as a one-time opt in, after which any movie becomes eligible to be added, with the inaudible data streams from movie trailers acting as signals for personalizing further promotions and content about that movie to the user as the release date nears. With this the user need not be prompted for the addition of reminders for each and every trailer as the system automatically adds reminders to the user's calendar for all the movie trailers that he/she watches. Also these inaudible data streams could be incorporated into videos the user watches on any online streaming services or social networking sites such that they act as signals for popping up additional related videos/trailers as a sort of targeted promotion.

The application could optionally present the user with a ticket purchase flow. The system is intended to be implicit in its functioning with no intervention required on the part of the user, other than selecting the trailers of interest.