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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)**

(*) 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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(Continued)

Related U.S. Application Data

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A63F 9/24 (2006.01)
G07F 17/32 (2006.01)

(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**

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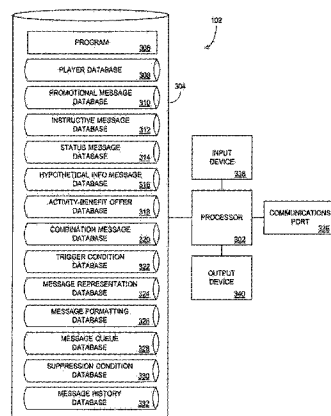
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(57)

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.

18 Claims, 18 Drawing Sheets



ACTIVITY-BENEFIT OFFER IDENTIFIER	ACTIVITY	BENEFIT
OFF-1-23456789	PLAY AT LEAST 30 GAMES ON A PASCAL'S POKER SLOT MACHINE	5 CREDITS
OFF-2-23456789	SIGN UP FOR SMOOTH TRAIL SUBSCRIPTION TO TRAVEL MAGAZINE	ACTIVATION OF 3D GRAPHICS MODE FOR NEXT 4 HOURS
OFF-3-23456789	PURCHASE A BOOK FROM CONNO COM DURING THE NEXT 2 WEEKS	DOUBLE JACKPOT VALUES FOR NEXT 24 HOURS
OFF-4-23456789	ANSWER 10 SURVEY QUESTIONS ABOUT HEART DISEASE	ONE FREE GAME
OFF-5-23456789	TEST DRIVE A FORD DURING NEXT MONTH	500 CASH, DISPENSED BY GAME MACHINE
OFF-6-23456789	PURCHASE A BOOK FROM CONNO COM DURING THE NEXT 2 WEEKS	INFAINT MESSAGEBOARD ENABLED ON GAME MACHINE
OFF-7-23456789	SIGN UP FOR A GRAND BANK CREDIT CARD	IMMEDIATE ENTRY INTO BONDS ROUND ON GAME MACHINE
OFF-8-23456789	SIGN UP FOR A GRAND BANK CREDIT CARD	FREE TOASTER OVEN
OFF-9-23456789	TEST DRIVE A FORD AND SIGN UP FOR A GRAND BANK CREDIT CARD	6 FREE MEALS AT ALICE'S RESTAURANT

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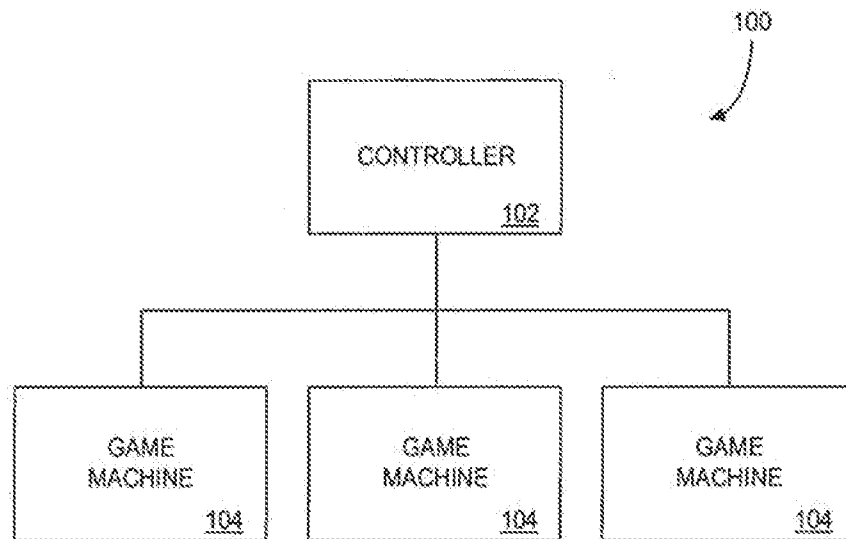


FIG. 1

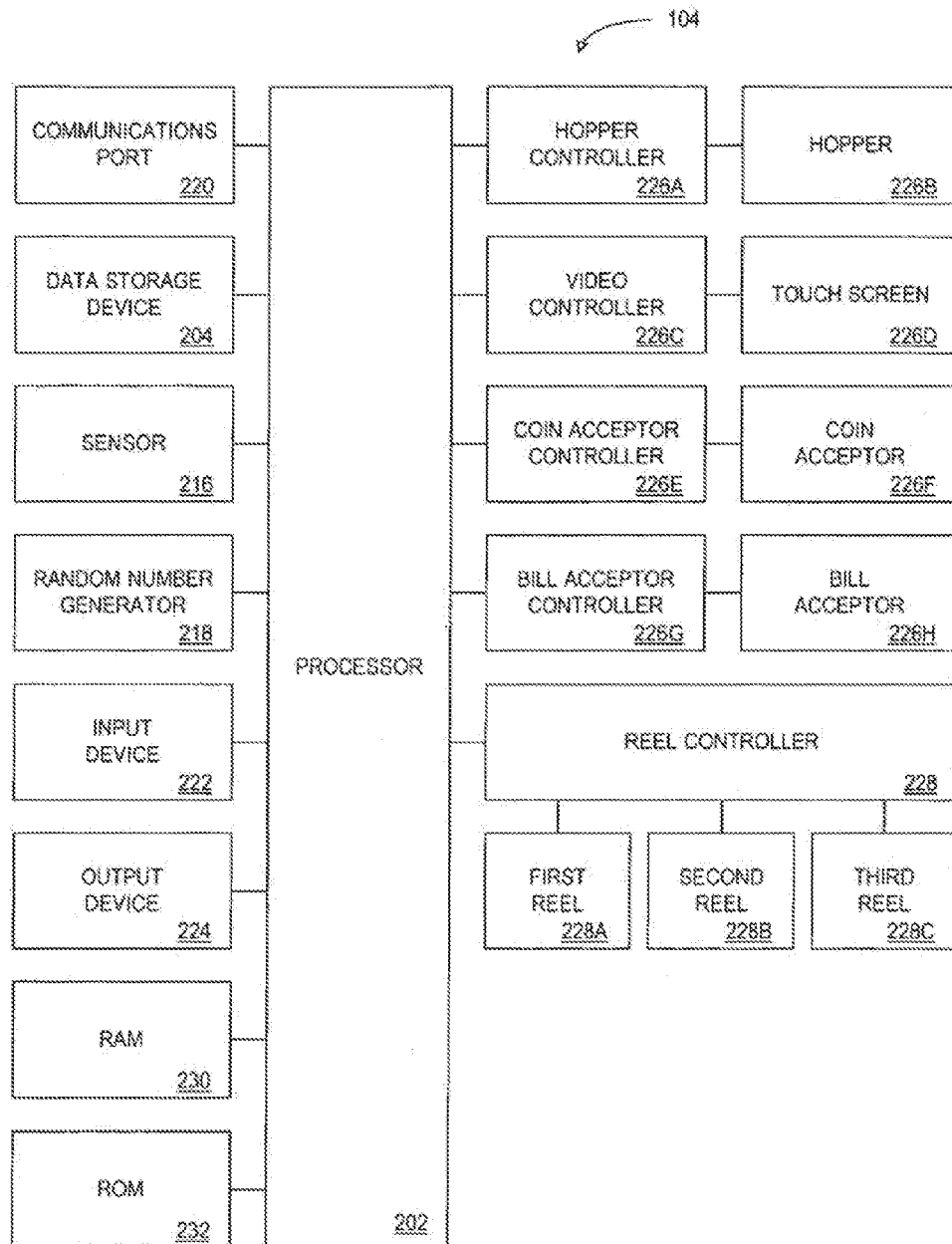


FIG. 2

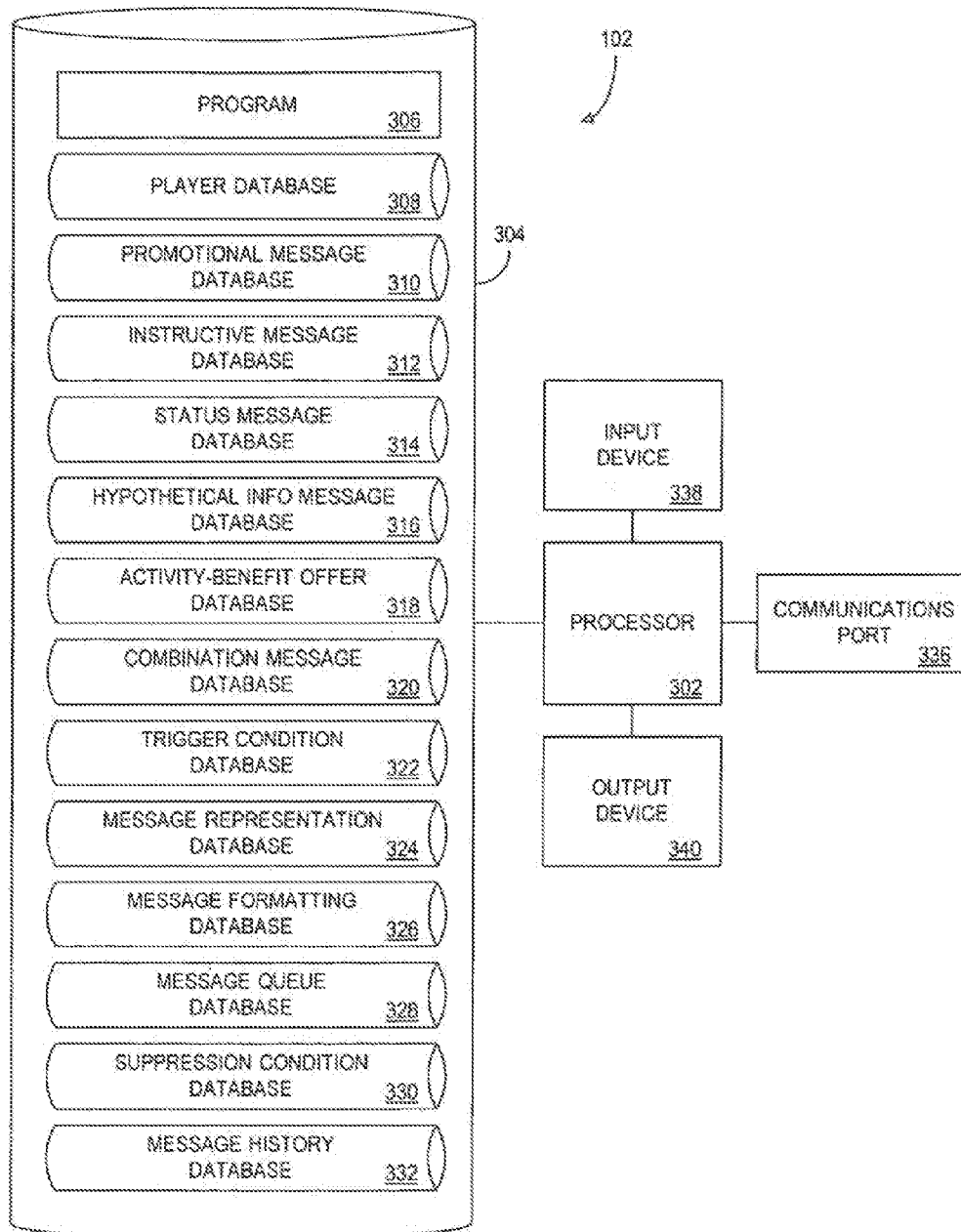


FIG. 3

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