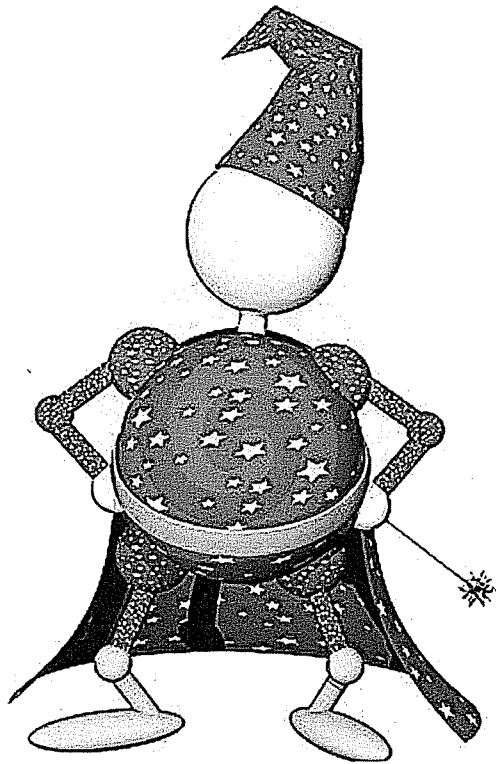


QuestLord<sup>TM</sup>

Be The Story<sup>TM</sup>



## **1.0 Executive Summary**

QuestLord™ is a revolutionary and immersive system that leverages the powerful capabilities of smartphones, social media, and participative storytelling to achieve a stunning and engaging user experience. Questers register their smartphones with the QuestLord Server and are then sent out on quests consisting of a series of quest events. Quest events may be triggered by proximity using the smartphone GPS capabilities and may require the users to interact with the environment through the use of QR codes, the collection of quest elements, and/or the performance of specific tasks like talking to individuals.

As the Questers go about their quest, their progress is recorded in real time and made available to them and to other viewers that they can invite on the QuestLords Legends website in a format of a personalized narrative. The Legends website includes a social media function where the Questers can record their observations and Observers can also interact with the Questers.

Once the quest is over, their own personal Legend of their quest is preserved on the QuestLords Legends website and may be shared with others.

The quests themselves may be pre-configured, personalized pre-configured, or designed from the ground up by incorporating any of a series of quest events and quest elements from the QuestLord database.

## **2.0 Designing a Quest With QuestLord™**

The QuestLord™ experience starts with quest establishment. The person establishing the quest is called the Oracle. The Oracle can choose from one of our pre-configured quests, can take a pre-configured quest and personalize it with a variety of options, or can design a quest from the ground up. Our pre-configured quests can vary by location and time of year, but include an Urban Wizard scenario, and Alien Invasion scenario, and a Cloak-and-Dagger scenario.

Each Quest consists of a series of Quest Events. Additionally, each of the pre-configured quests typically has at least two versions. The versions may vary by length of experience and may also vary by specific tasks included. Once the specific scenario and a specific time have been selected, it brings up the Quest Editor where the Oracle can modify the quest if they so choose by adding additional quest events or taking quest events away.

Alternatively, if an Oracle wants to design their quest from the ground up, they can go directly to the Quest Editor and select the individual quest events that they want to include in their quest.

### 3.0 The QuestLord™ Quest Editor

Each Quest Event has a number of quest attributes. For a pre-configured quest event, the quest attributes are already set, but quest events can also be designed from the ground up by selecting specific quest attributes. Attributes include:

Quest Selected:	This is just an identifier of the quest. It is text that can be changed by the Oracle
Estimated Quest Length:	The total estimated length of completing all of the quest events.
Quest Start Location:	The address or GPS location where the quest starts
Mode of travel to First Quest Event:	This is used to determine the travel time. It can be Foot, Car, or Other. For Foot, a travel time of 3mph is used. For Car, the travel time is taken from Google Maps. For other, the Oracle is prompted to enter a travel time.
Travel Time to First Quest Event:	Based on mode and distance
Quest Event No.:	The number in sequence of the specific quest event
Estimated Completion Time:	An estimated time entered by the Oracle
Event Location:	The address or GPS location of the event
Summary:	A “Story-like” description of the event suitable for publishing on the Legends site to describe the event
Specific quest tasks:	A more in-depth, behind the scenes description of the event
Actions:	Specific Actions and triggers that take place during the event

Actions may be any of the following:

Proximity Based – sensed by GPS

Action Entering Proximity:	Set Location; Set Video, Audio, Text
Action Leaving Proximity:	Set Location; Set Video, Audio, Text
Action At Proximity Time:	Set Location; Set Time, Set Video, Audio, Text

QR Code Based – triggered by scanning appropriate QR code

Action At QR code:	Set Code; Set Video, Audio, Text
Action At QR Time:	Set Code; Set Time; Set Video, Audio, Text

Time Based – triggered by time elapsing from some event

Action At Proximity Time:	Set Location; Set Time; Set Video, Audio, Text
Action At QR Time:	Set Code; Set Time; Set Video, Audio, Text

## QuestLord™

Other Team Based –

Send To Competitor Teams: Set Event; Set Video, Audio, Text

Quester Initiated –

Receive Uploaded Video: Set Video, Audio, Text

Receive Uploaded Text: Set Video, Audio, Text

Quest Item Control-

Quest Item White Glow Set

Quest Item Blue Glow Set

Quest Item Red Glow Set

Quest Item Blink, Color

Quest Item Blink, Sequence

Quest Item Off

We are also working on incorporating actions such as detecting specific sounds into the QuestLord system.

A sample QuestEditor listing for one of our pre-configured quests appears on the next page. The script of the Quest is stored in the QuestElement Database along with any video, audio, or text used by the various quest elements.

With regard to quests designed from the ground up, the Oracle can record their own videos and text messages and upload them to the Quest Element database for use during their designed quest.

## Quest Editor

Quest Selected: [Urban Wizard]  
Estimated Quest Length: [3 hours, 23 minutes]

Quest Start Location: [address]  
Mode of travel to First Quest Event: [Foot]  
Travel Time to First Quest Event: [12 minutes]

Quest Event #1 – Estimated Completion Time: [24 minutes]

Event Location: Bob's Brewery

Summary: Make contact with the forces of good wizardry and learn of the ongoing battle between good and evil.

Specific quest tasks: Upon nearing the brewery, a video is sent to the Quester's smartphones to prompt them to order a beverage in a special glass. Once the glass has been emptied, a QR code is seen on the bottom of the glass. Scanning the QR code reveals that they should approach the bartender with the correct pass phrase. In return, the bartender gives them a quest item and a map with another QR code. Scanning the QR code triggers a video on their smartphones that prompts them to journey to the next quest element.

Action Entering Proximity: [Video clip - arriving at Brewery]  
Action At First QR code: [Text Message – Contact Bartender]  
Action At Second QR code: [Video clip - to Event #2]

Mode of travel to Second Quest Event: [Foot]  
Travel Time to Second Quest Event: [8 minutes]

Quest Event #2 – Estimated Completion Time: [17 minutes]

Event Location: Baker Park

Summary: Travel to the place of power.

Specific quest tasks: Upon nearing Baker Park, a video plays that instructs the Questers that the means for charging their quest item may be found in the park. Two minutes later, a new video plays that informs the Questers that the need to find the highest ground – the rock hill and let the Oracle know when they are at the rock hill so that the Oracle can perform the ceremony to power the quest item. At the rock hill, the Questers must upload a video of themselves on the hill. Then a video sequence of the quest item charging in played and the rf receiver inside the quest item is triggered to that the LEDs in the quest item begin to glow. Questers are then instructed in another video to journey to the next quest element.

Action Entering Proximity: [Video clip – arriving at Baker Park]  
Action At Proximity Time: [Baker Park; 2 minutes; Video clip – find the high ground]  
Receive Uploaded Video: [Video from the hill- play Video to Event #3]  
Quest Item Red Glow Set

Mode of travel to Third Quest Event: [Foot]  
Travel Time to Third Quest Event: [17 minutes]

...

### **3.0 Starting a Quest With QuestLord™**

Some quests involve a single team acting alone and some quests involve teams competing against each other. At the start of the quest, each of the Questers registers their smartphone with the QuestLord server. This is so that the server can identify and communicate with the smartphone. Smartphones that are registered may be separated into teams so that each team can be going on its own quest independent of the other – or even head-to-head!

Currently, to register the smartphone, the Oracle sends a link to the phone which is then activated by the Quester to bring them to the QuestLord server. The link includes an identifier of the specific quest selected by the Oracle. The Quester then enters their smartphone number and team and affiliation. The process may be monitored by the Oracle using the Oracle interface. Once the teams are registered, the Oracle initiates the quest and the quest begins! The quest advances through the quest events as described above.

The server may monitor the location of the smartphone using the smartphone's GPS and trigger events based on location. The smartphone may also be used to enter QR codes that are linked to entries in the quest database, or to upload video or text that may be required by the quest.

#### **4.0 QuestLord™ Legends**

Legends is the record-keeping and social media aspect of the QuestLord system. Various facets of Legends may be activated or deactivated by the Oracle as preferred.

First, with regard to the record-keeping aspect, each quest event in the quest is shown in time order as well as specific locations and time aspects. Additionally, the various quest aspects are woven together to form a narrative. The start of an example Legend is shown on the next pages. As you can see, the same quest events and elements are portrayed in sequential order as well as a periodic time/location entry. These entries continue throughout the quest. This is the basic incarnation of Legends – it turns the actual events of the quest into an personalized user narrative that may be stored and reviewed as desired

Some of the options that the Oracle may select include setting the Legend for a team to be viewable only by the team members – or also by the other team- or by invited Observers or anyone!. Additionally, the Legend may be configured to allow a team to upload additional entries into the Legend. For example, the team may be allowed to upload pictures, comments, and videos into their Legend at their convenience during the quest.

The Oracle can also allow others to upload entries into the team's Legend. For example, two opposing teams may be able to send messages or pictures to the other's Legend – or directly to the other team's smartphone –if allowed by the Oracle. This may assist in trash talking and taunting the other team to make the teams more engaged in the experience. When this option is configured, the Legend includes a selection so that the Legend is viewable with and without comments from the other team.



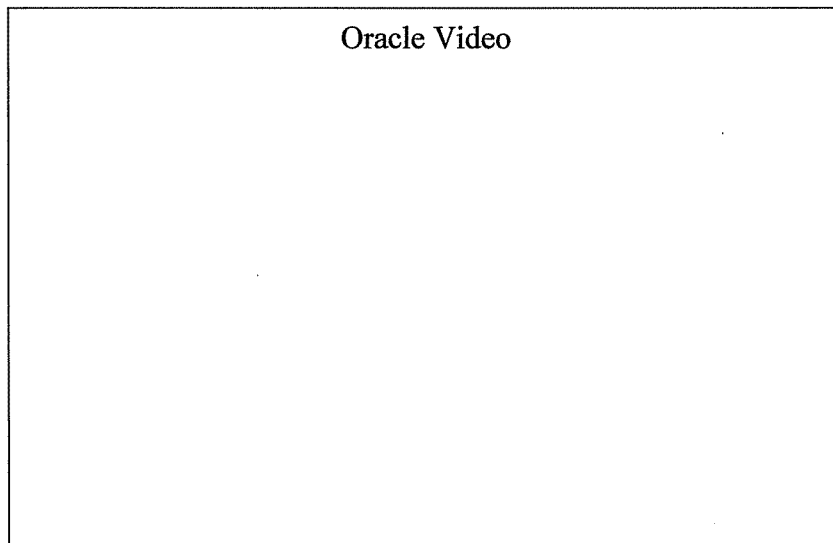
## The Legend of [Team Alex]

Magic is all around us, even today. It's a color of the rainbow that is just beyond our sight – little mysteries we can't make ourselves believe. But magic is more than that, it's the balance of the primeval forces of good against evil. Where good magic rules, trolls stay under their bridges and the night is safe. But evil is rising. Even though today only the merest tip of the shark's fin is extending into our world, the shark is there, and its teeth are sharp. When Evil magic seeks to arise, it must be fought! This is the story of how [Team Alex] fought to stop evil magic from arising – fought and won!

The valiant members of [Team Alex] included: [Member 1], [Member2] ...

The Quest began at [Quest Location] [Time] [Map]

At [Quest Location] [Team Alex] had a message from the Oracle:



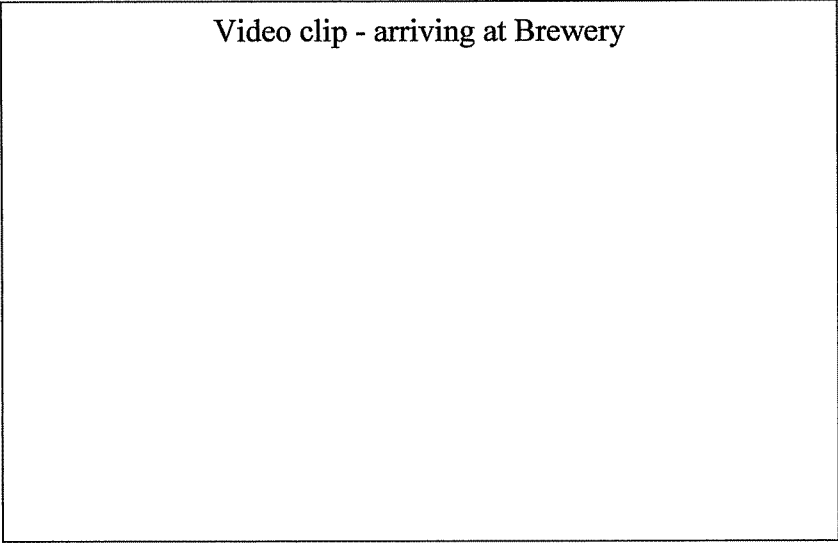
and was instructed by the Oracle to proceed to [Bob's Brewery]

At [Time – 5 minutes from last update] [Team Alex] was at [GPS location at time]

[Team Alex] arrived at [Bob's Brewery] at [Time]. Little did they know that at [Bob's Brewery] they would [Make contact with the forces of good wizardry and learn of the ongoing battle between good and evil.]

Upon entering [Bob's Brewery] the Oracle told [Team Alex]

Video clip - arriving at Brewery

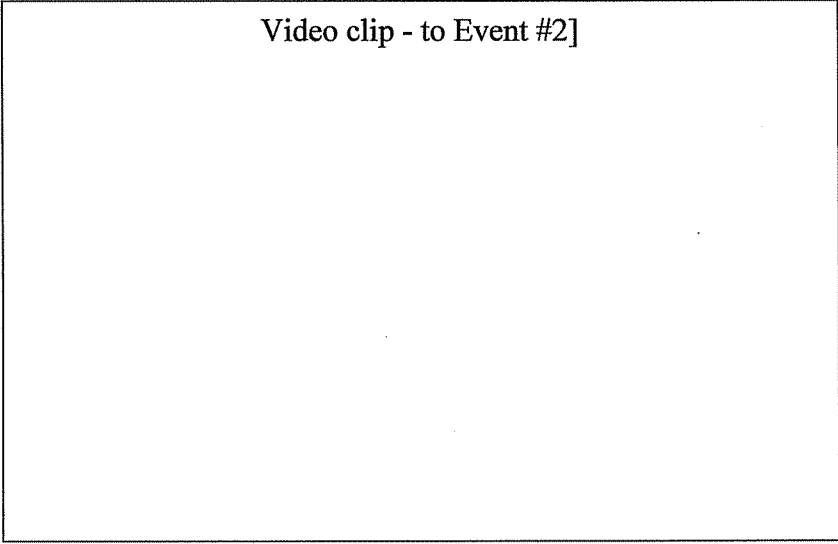


At [Time – 5 minutes from last update] [Team Alex] was still at [GPS location at time – Bob's Brewery]

[At First QR code] [Team Alex] had successfully quaffed the Wizard's drink and was instructed to [Text Message – Contact Bartender]

[At Second QR code] [Team Alex] contacted the bartender and received the quest item and a map. Upon reviewing the map, the Oracle spoke again:

Video clip - to Event #2]



...

Similarly, the Oracle can send a link to an observer(s) allowing the observer(s) to comment in a specific Legend. This can be fun when a parent might be an observer wishing good luck or providing advice to a child quester.

Also, the Oracle can configure the Legend so that completion of a quest updates a Quester's Facebook wall in real time as a quest event is completed if the Quester has previously provided their Facebook info. A link to the Legend is also provided.

Also, once a quest is over, the Legend lives on! Access to the Legend may be provided to just the questers, or to those receiving a link from the questers or Oracle, or to anyone. People viewing a Legend can post comments and discuss the Legend.

We are currently also devising a system of badges and a system of competitive record keeping. The badges may include icons that are hyperlinks to a specific Legend or a description of the badge and may be rewarded for quest completion or multiple quest completion or specific quest accomplishments. The objective here is to give the Quester a reward that they will display as frequently as possible so that it will also serve as advertising for QuestLord. The record keeping section will be a page where statistics about quests can be displayed – fastest completion in March, for example. This will help us retain the more competitive types who want to “check their stats” and maybe engage in additional quest elements.

In that regard, we want to come up with a system that can allow a quest to extend for a long time, like a month, with many quest events that need not be done sequentially, but each have a point total – and then display the point total for the competitors. For example, for each day a person goes to a gym (smartphone senses GPS position), the

QuestLord™

person gets X points. Also adding points for charitable works or being at certain locations or taking other actions. The winner is the Quester with the highest point total that month and they can earn a prize.

#### **4.0 How QuestLord™ Makes Money**

Our basic model is to charge people to engage in our quests. However, we can also incorporate specific locations or tasks in our quests for a fee. For example, Bob's Brewery may pay us a fee because the quest may require Questers to purchase something on site or just because being on site makes the Questers more likely to make a purchase.

Additionally, sites may wish to sponsor so that they can increase their traffic. For example, a new gallery may want to have additional traffic from those in a certain demo – and when Questers in that demo are available, their quest can be routed to the gallery for a fee.

Additionally, we can design quests at corporate request for specific events for a fee.

We are also looking into a more thorough Facebook integration so that likes or numbers of comments can have an impact in the quest itself. For example, the Questers may be “imprisoned” at a location for a time that gets shorter with each like. In this way, the Questers may be incentivized to effectively advertise our system to their Facebook friends.

Additionally, like Farmville and other Zynga games, we are looking to monetize various events in the quest. For example, when two teams are trash-talking each other on their Legends, each post may cost a certain “mana” or “power” and each team member may start off with a limited amount with more being able to be purchased for a fee.

Other aspects of the Quest can also be monetized in this fashion.

The Legend itself may also include purchasable upgrades and the option to purchase a written book of the Legend.

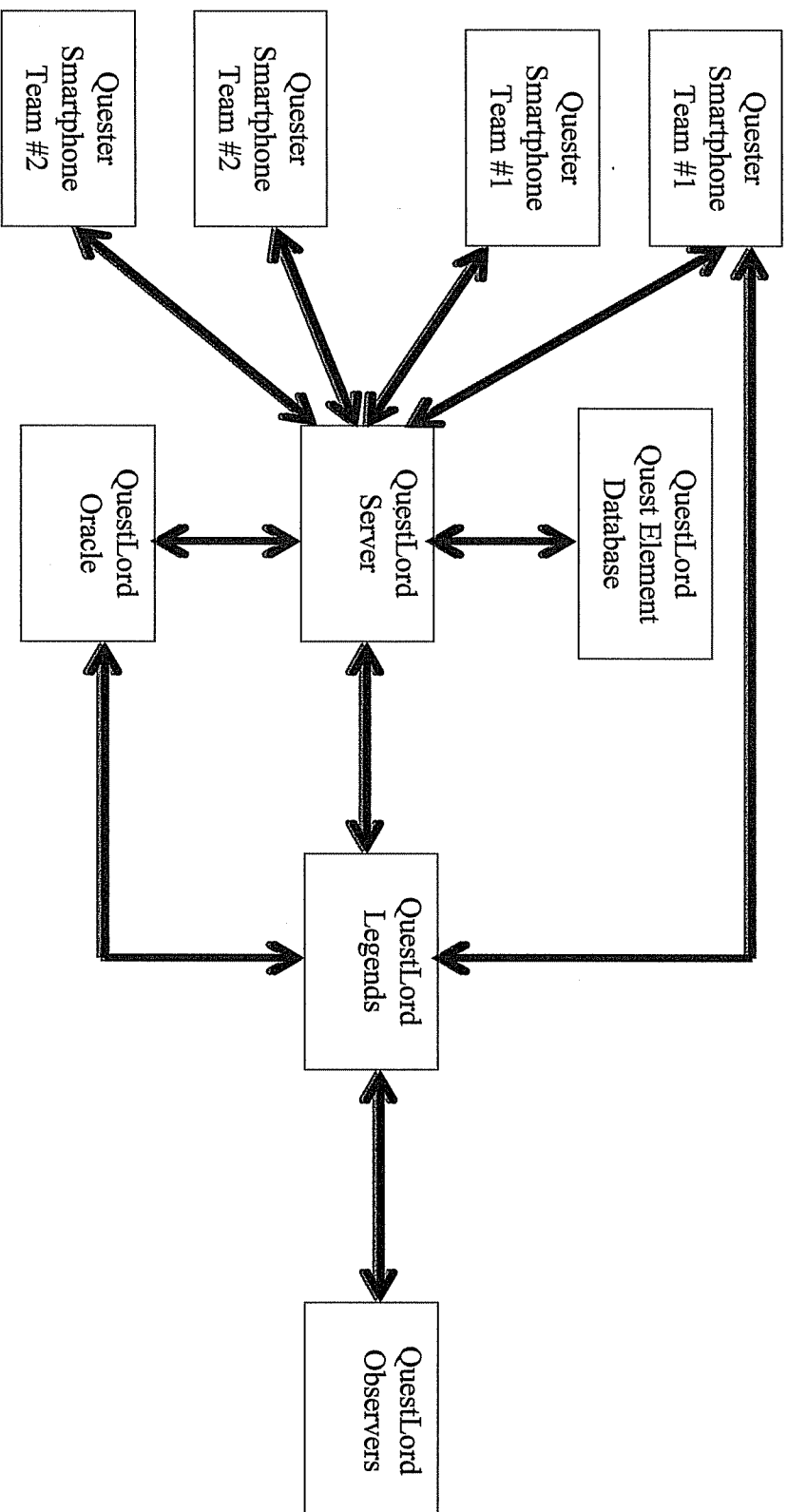
## **6.0 Other Patented Systems**

The CEO passed on your recommendation to search the PTO's website, so I did. I made a list of the patents below. The CEO says that all of these patents look pretty close to what we came up with. However, the CEO says that you are the best patent attorney around and that you will be able to find a way to get us our patent without infringing on these other patents.

Patents:

US 20090234731 A1

US 20090295825 A1



## QuestLord Quest Item Schematic

