

---

Subject: iAdvertise

Posted by [Altzan](#) on Thu, 18 Feb 2010 03:43:55 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

Quote:Apple Patents Technology That Would Force Users to Interact with Ads

Its distinctive feature is a design that doesn't simply invite a user to pay attention to an ad — it also compels attention. The technology can freeze the device until the user clicks a button or answers a test question to demonstrate that he or she has dutifully noticed the commercial message. Because this technology would be embedded in the innermost core of the device, the ads could appear on the screen at any time, no matter what one is doing.

<http://preview.tinyurl.com/yg8vko8>

This is one of the silliest ideas I've heard in a long while. Forcing people to interact with ads or have the device locked down until the user complies?

---