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(54) **METHOD OF MIND INFLUENCING THROUGH SUBLIMINAL MESSAGES**

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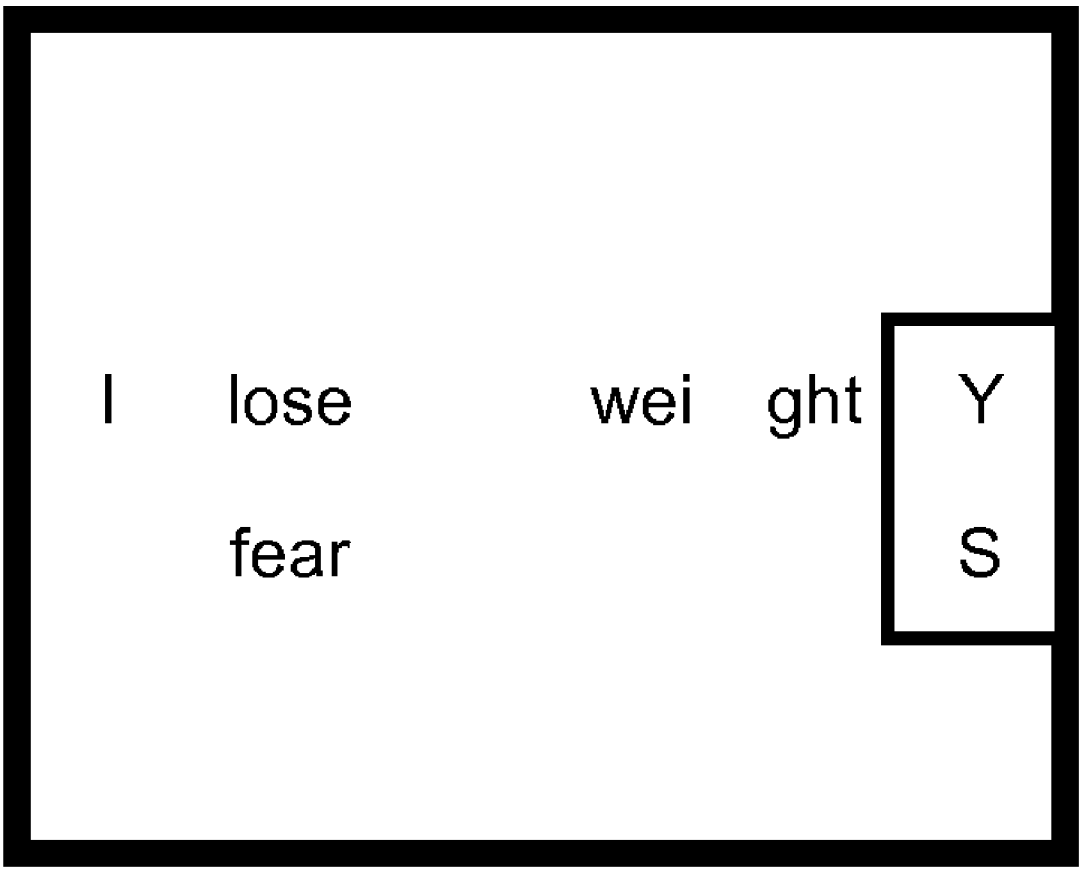
(57) **ABSTRACT**

A computer-readable medium contains software code that, when executed on a computer causes the computer to implement a method for exposing subliminal messages. The method comprises creating a new object, covering a whole or a part of a subliminal message, and uncovering the whole or the part of the subliminal message.



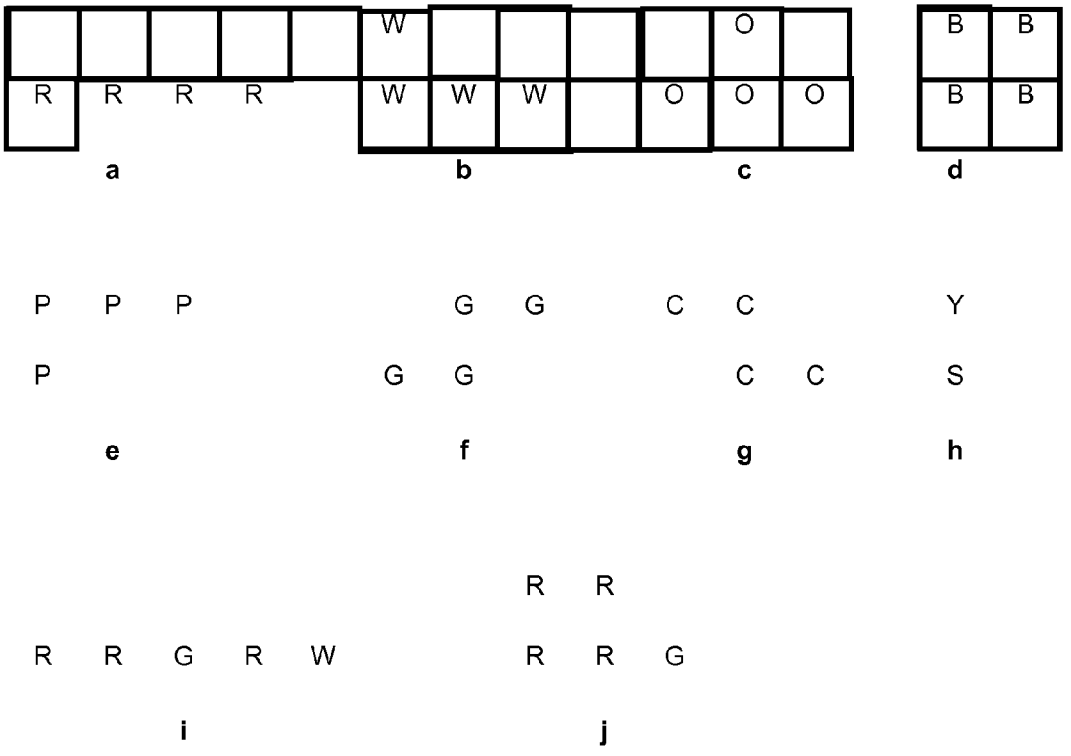

W
O
B B
R R R R
W W W
O O O
B B
a
b
c
d
P P P
G G
C C
Y
P
G G
C C
S
e
f
g
h
R R
R R W
R R G
i
j

FIG. 1


l
lose
wei
ght
fear

FIG. 2A

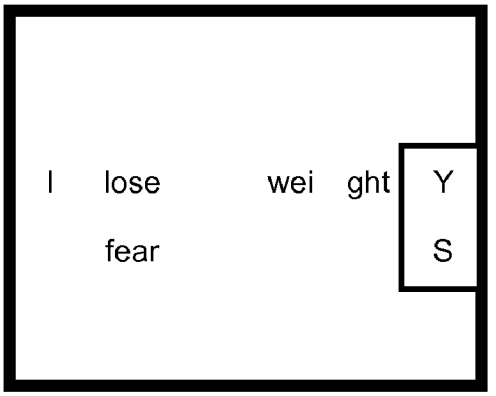


FIG. 2B

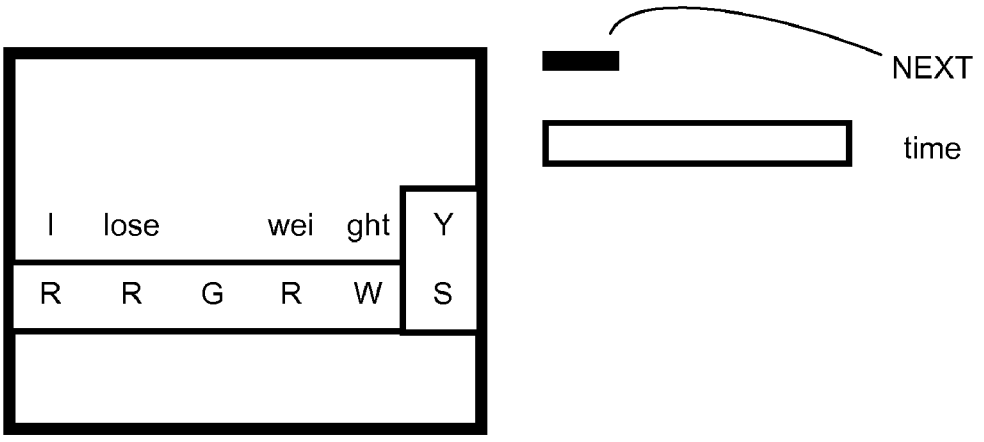


FIG. 2C

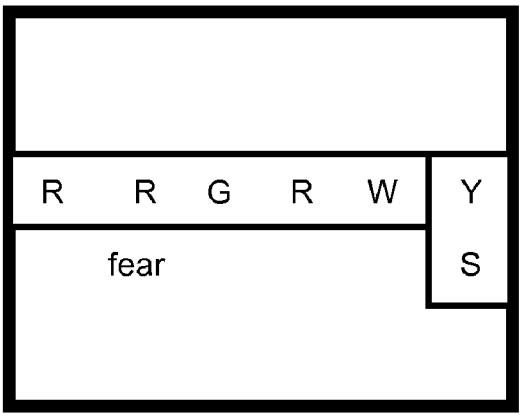


FIG. 2D

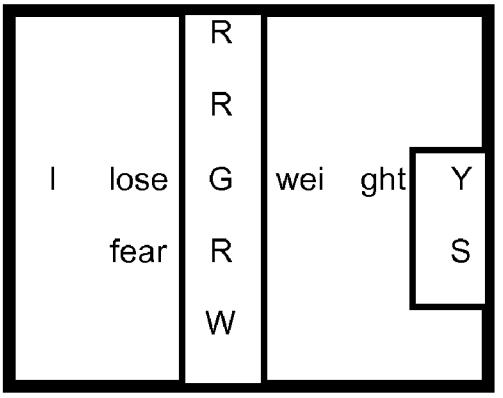


FIG. 2E

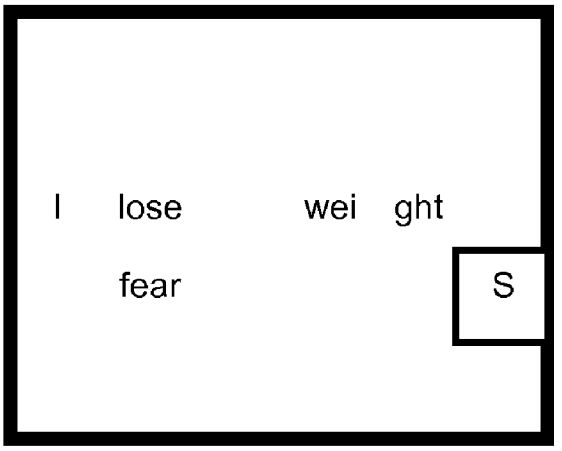


FIG. 2F

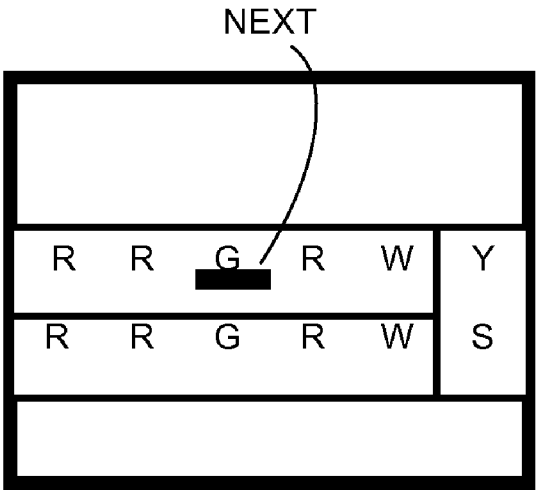


FIG. 2G

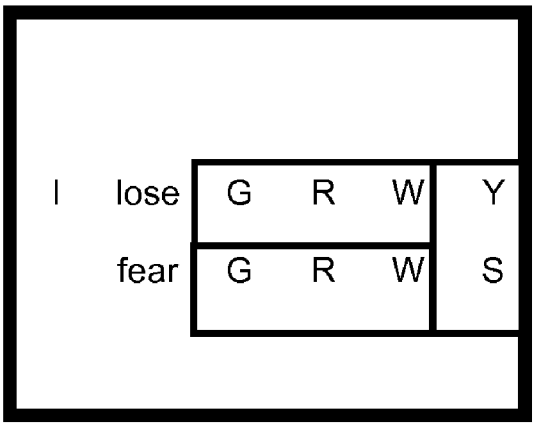


FIG. 2H

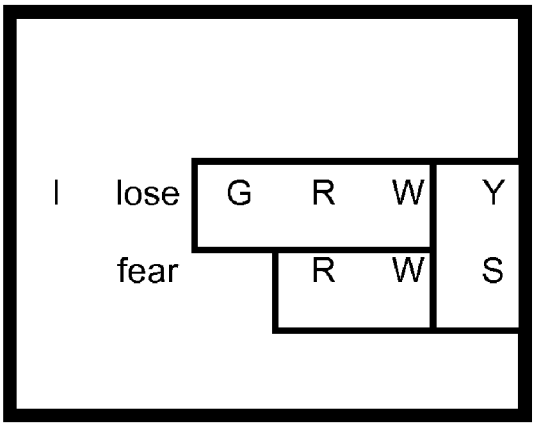


FIG. 2I

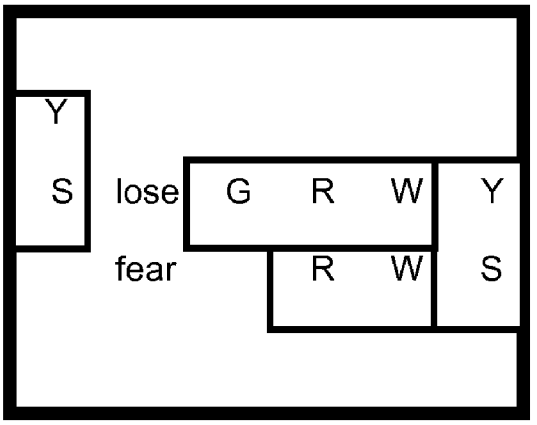


FIG. 2J

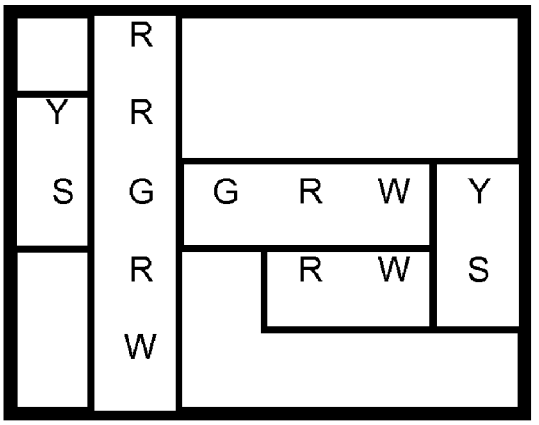


FIG. 2K

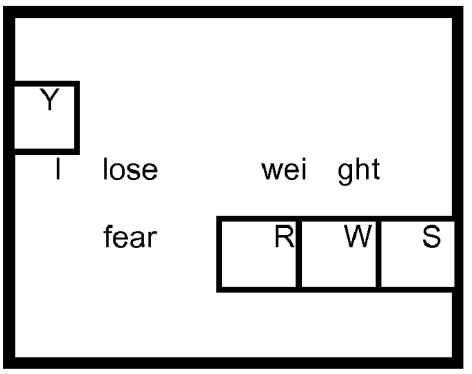


FIG. 2L

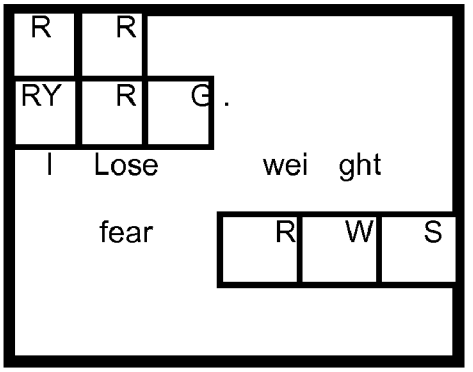


FIG. 2M

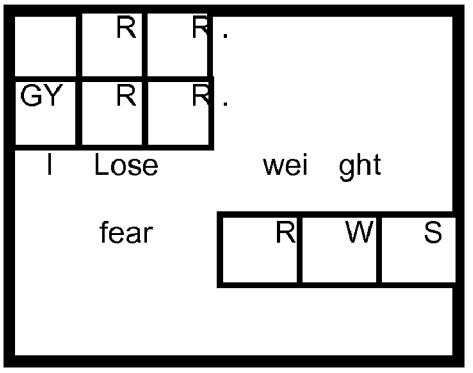


FIG. 2N

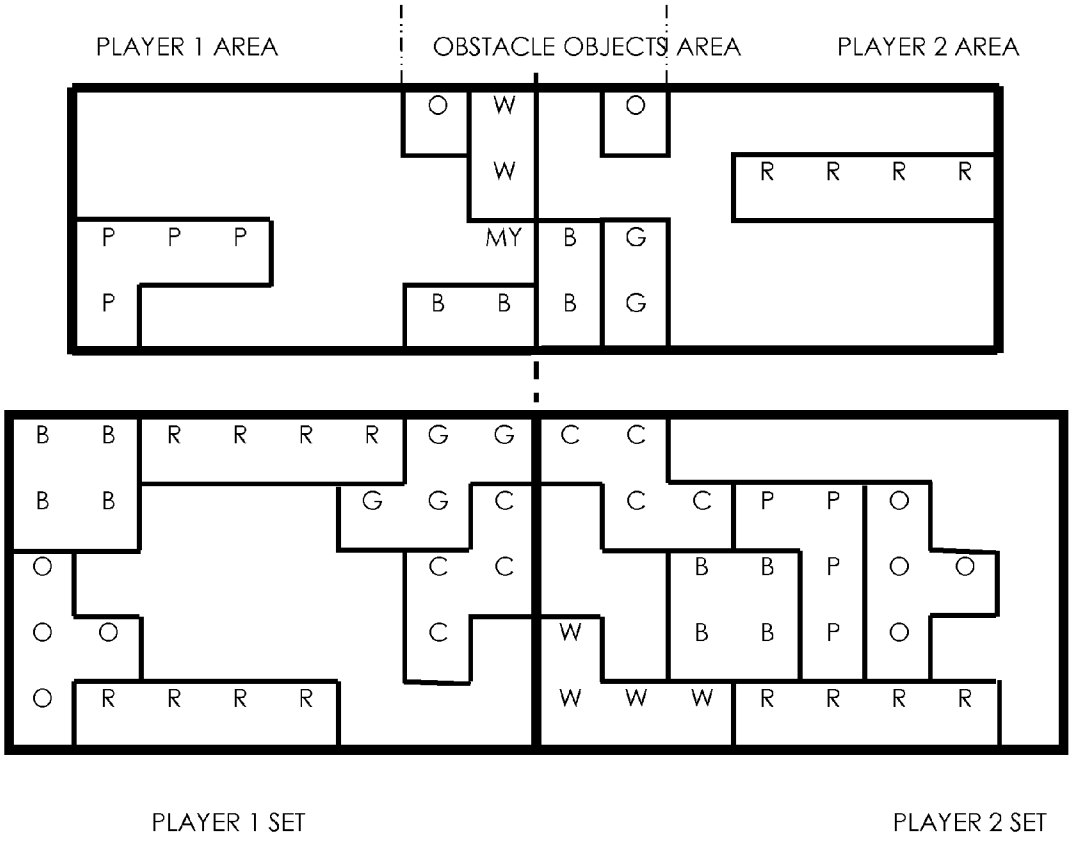

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2 AREA
PLAYER 1 SET
PLAYER 2 SET

FIG. 3A

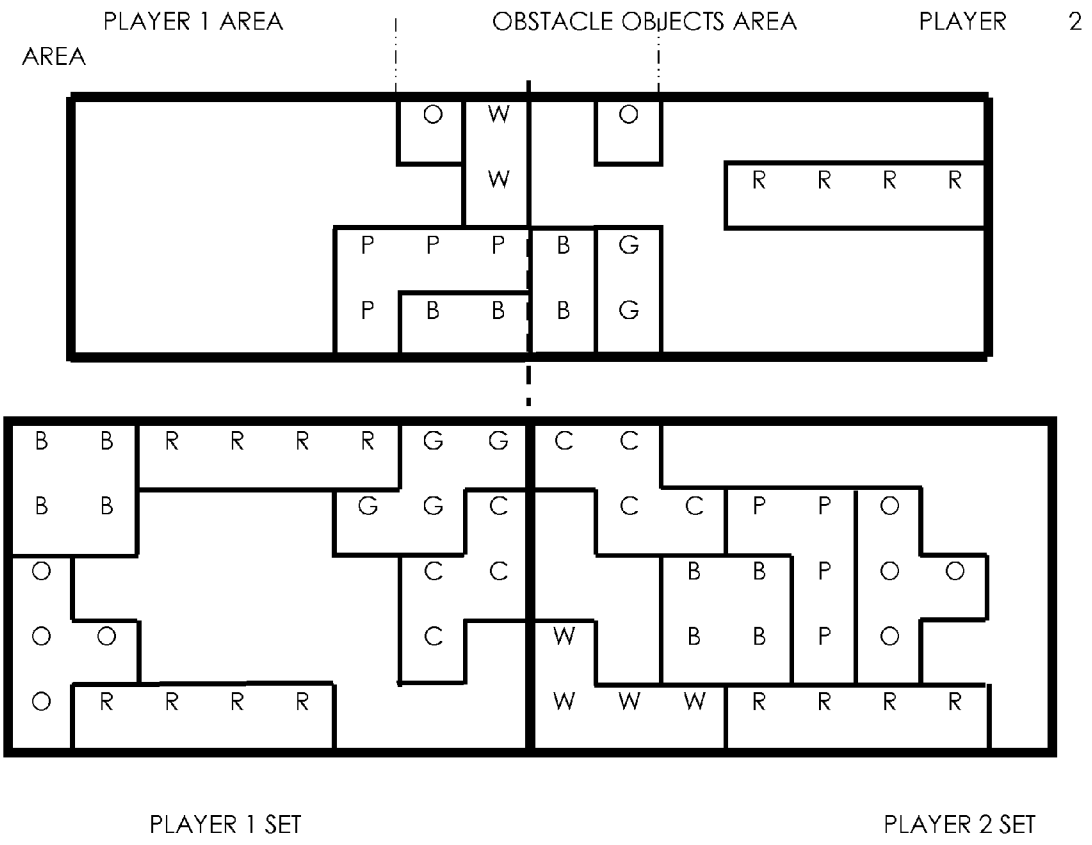

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2
AREA
PLAYER 1 SET
PLAYER 2 SET

FIG. 3B

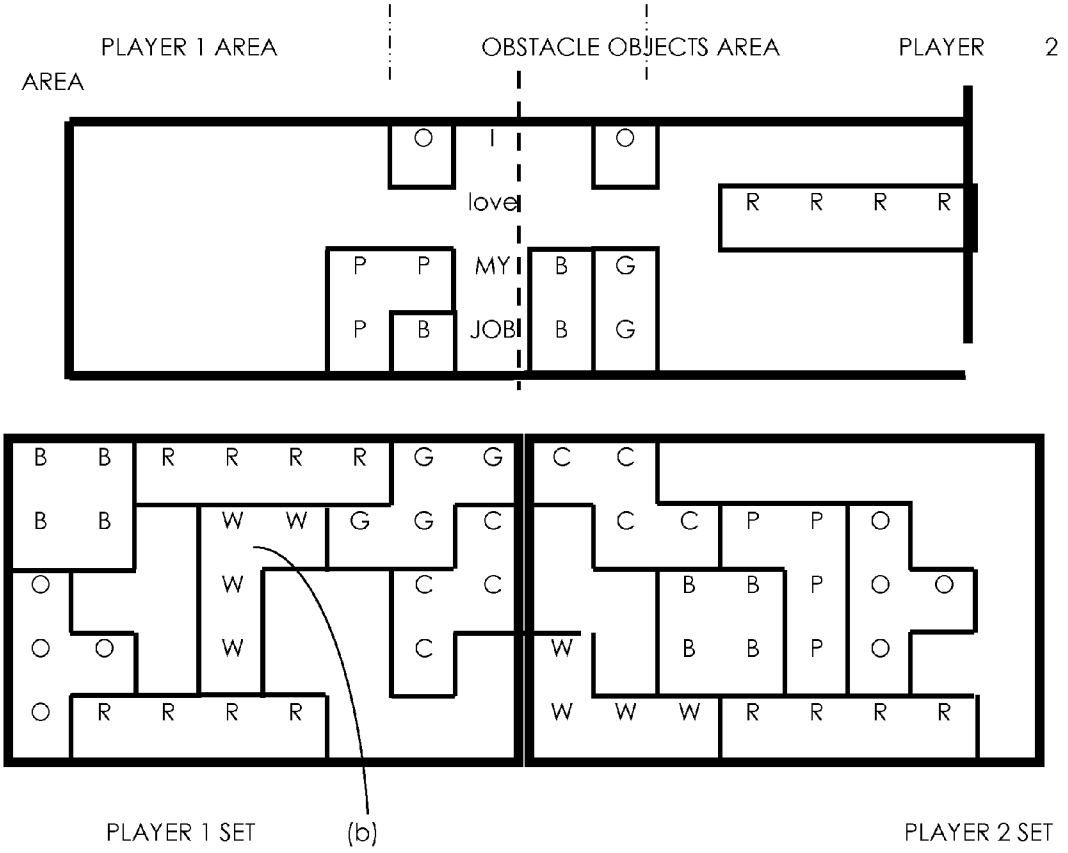

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2
AREA
O I O
love
R R R R
P P MY B G
P B JOB B G
B B R R R R G G
B B W W G G C
O W C C
O O W C
O R R R R
C C
C C P P O
B B P O O
W B B P O
W W W R R R R
PLAYER 1 SET
(b)
PLAYER 2 SET

FIG. 3C

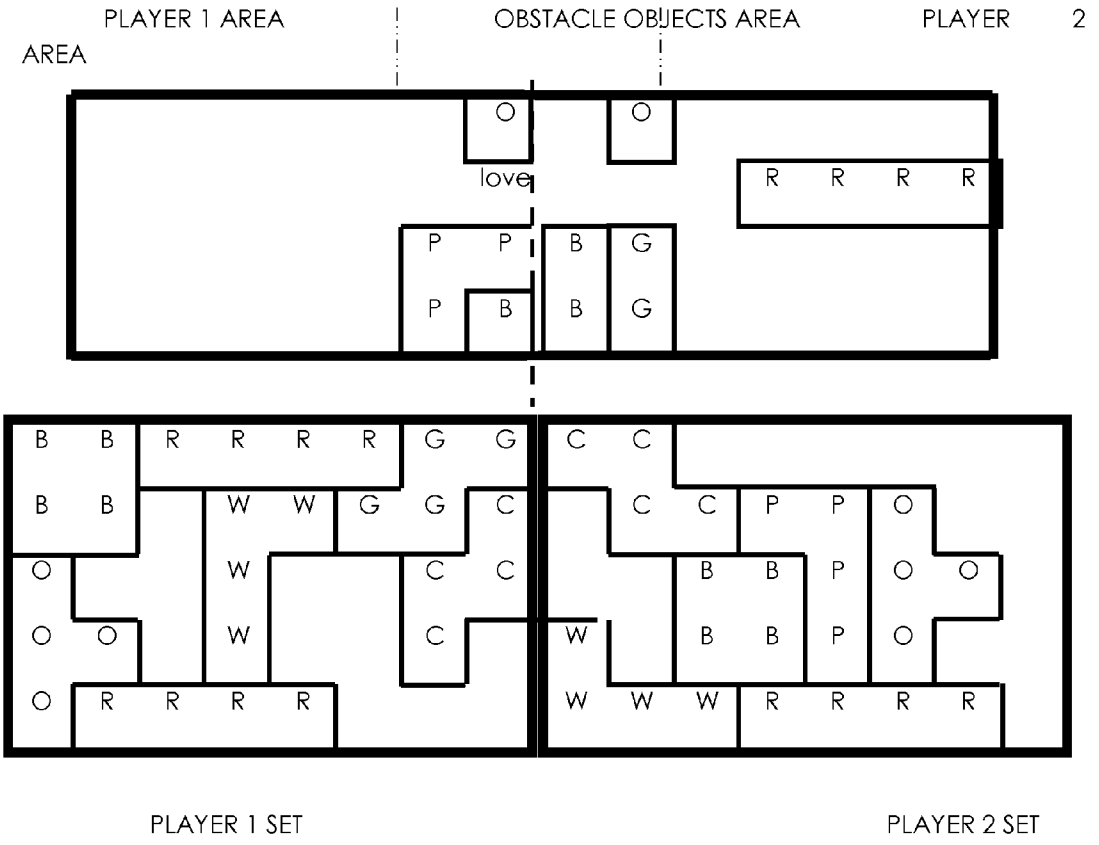

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2
AREA
O
O
love
R R R R
P P B G
P B B G
B B R R R R G G C C
B B W W G G C C C P P O
O W C C B B P O O
O O W C W B B P O
O R R R R W W W R R R R
PLAYER 1 SET
PLAYER 2 SET

FIG. 3D

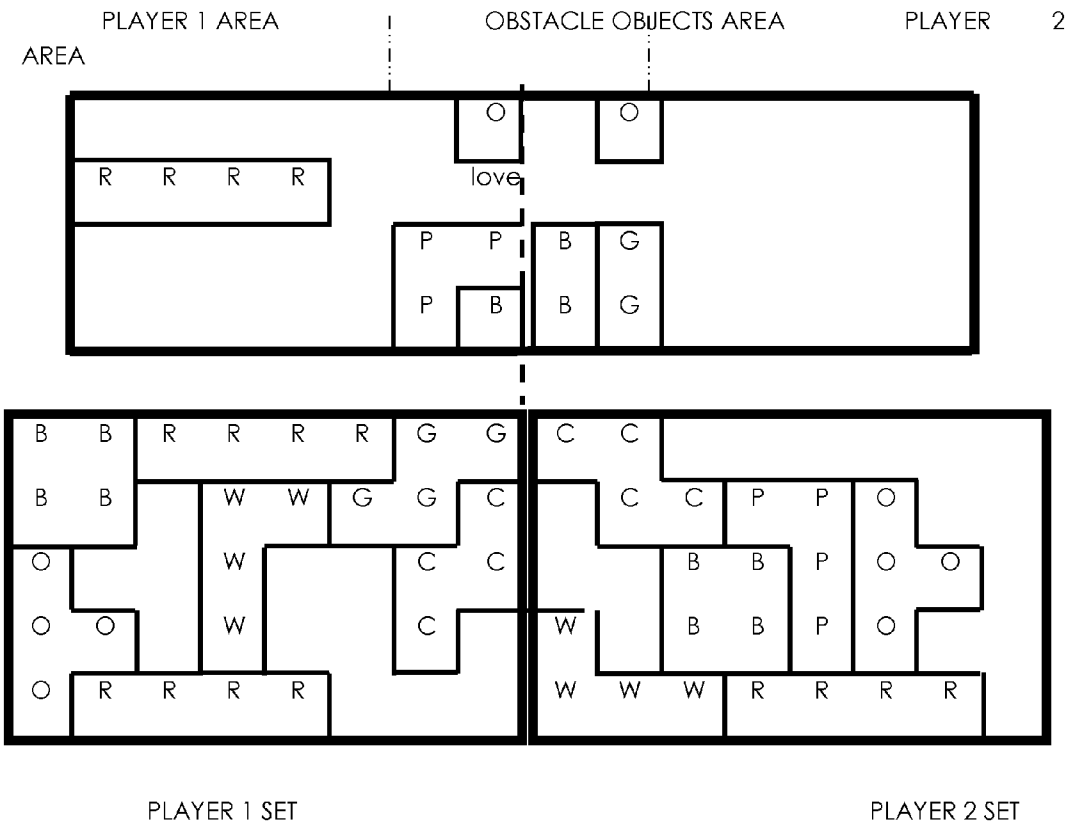

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2 AREA
love
PLAYER 1 SET
PLAYER 2 SET

FIG. 3E

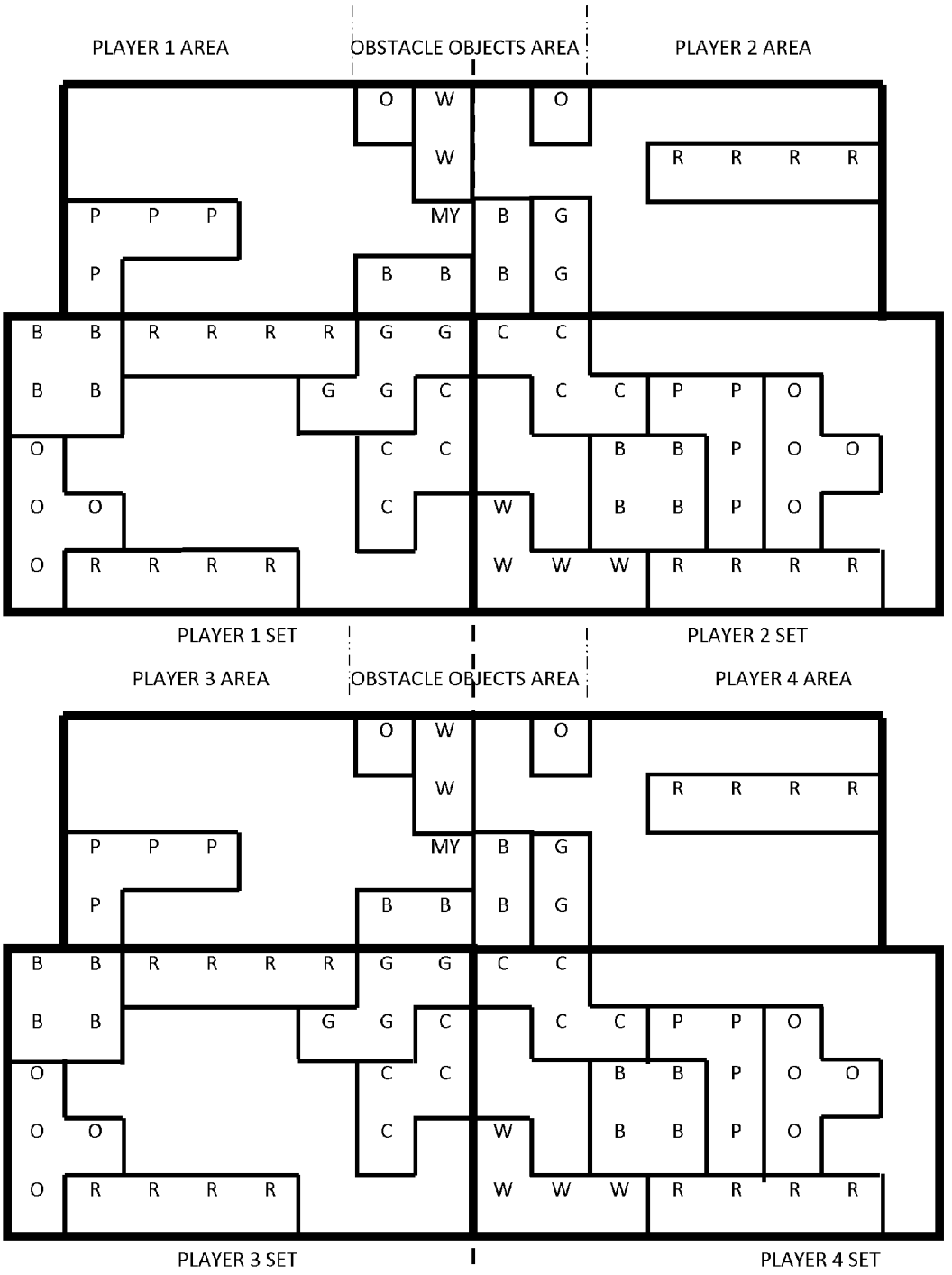

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2 AREA
PLAYER 1 SET
PLAYER 2 SET
PLAYER 3 AREA
OBSTACLE OBJECTS AREA
PLAYER 4 AREA
PLAYER 3 SET
PLAYER 4 SET

FIG. 4A

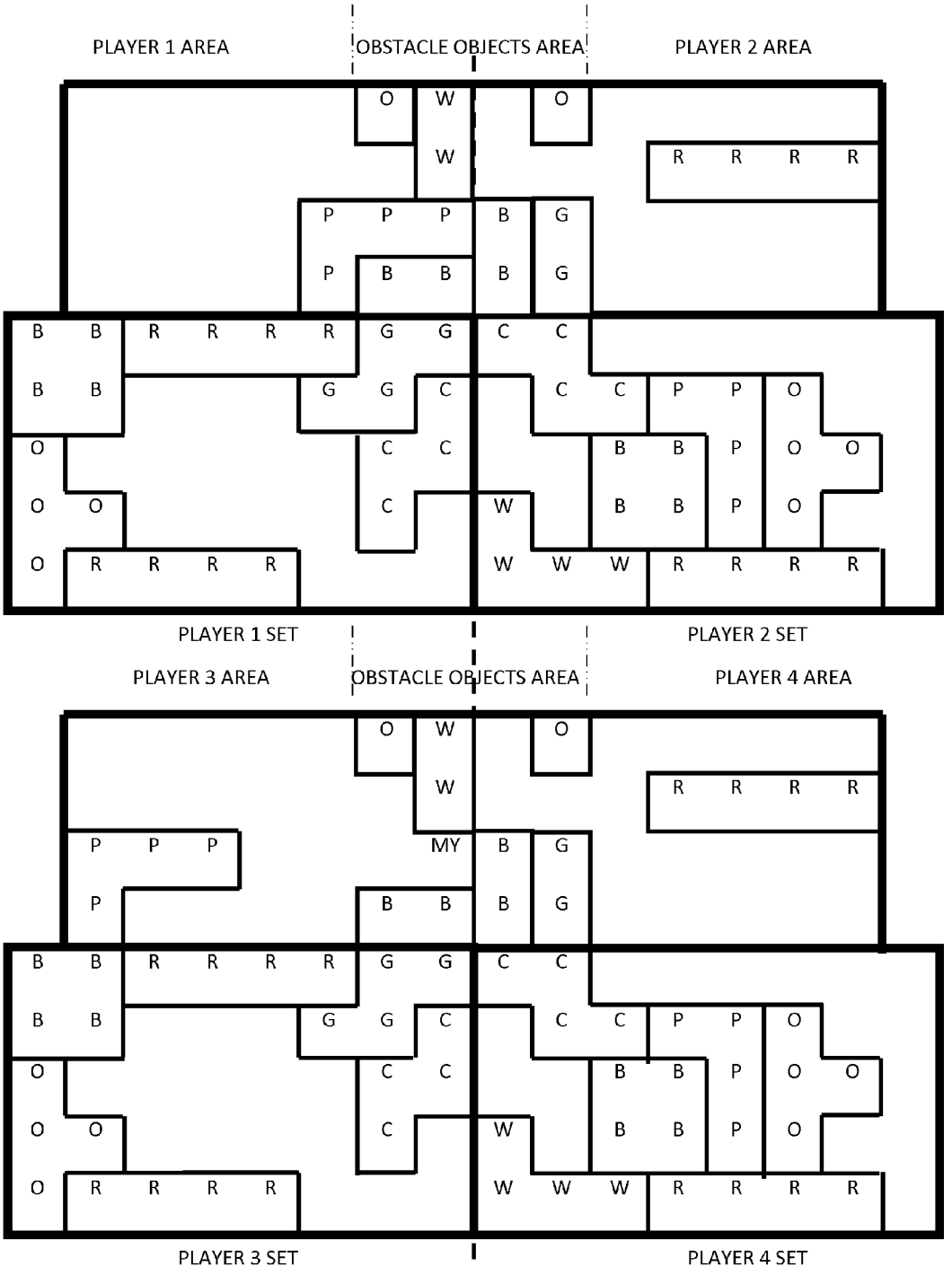

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2 AREA
PLAYER 1 SET
PLAYER 2 SET
PLAYER 3 AREA
OBSTACLE OBJECTS AREA
PLAYER 4 AREA
PLAYER 3 SET
PLAYER 4 SET

FIG. 4B

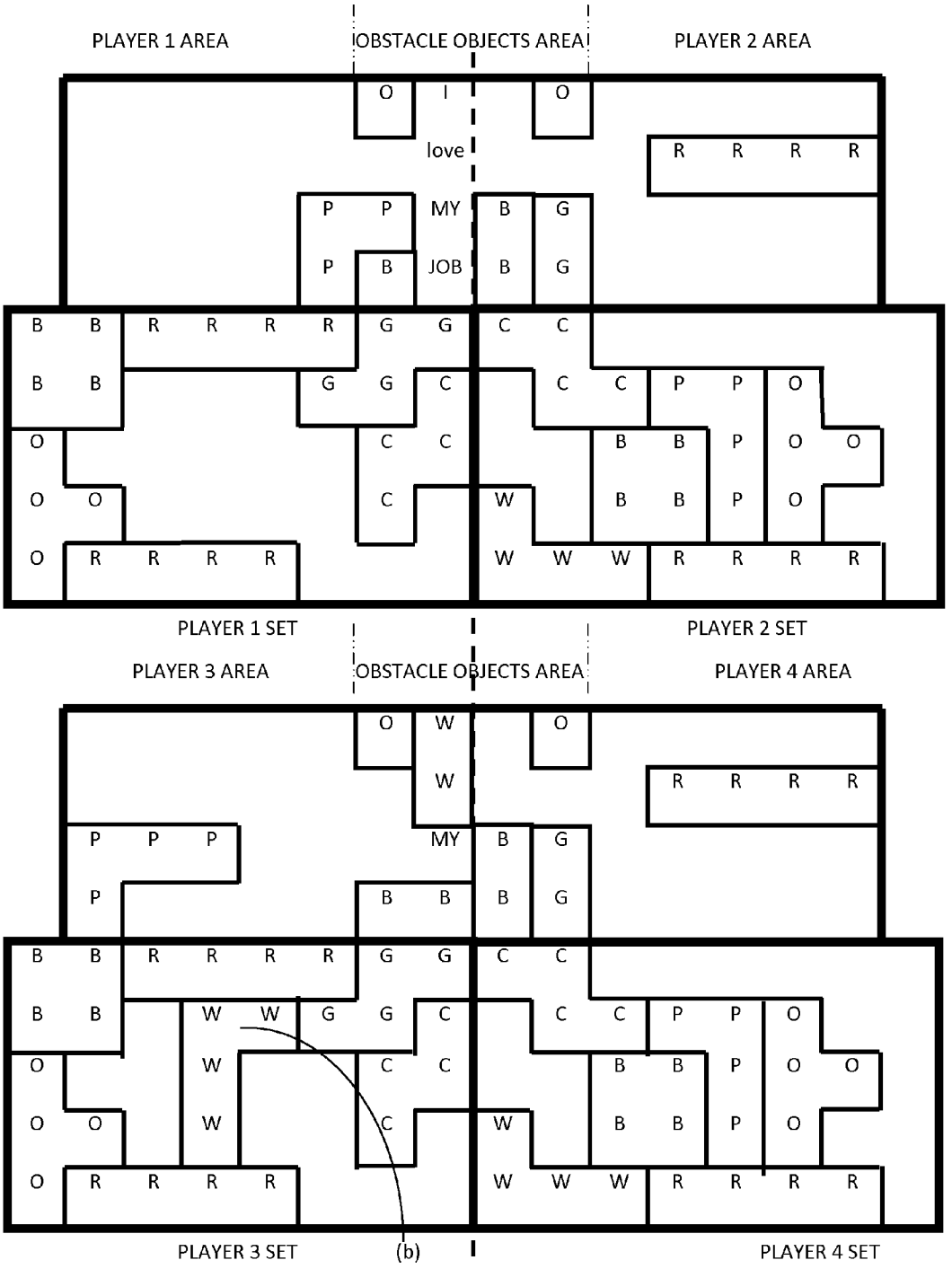

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2 AREA
love
MY
JOB
PLAYER 1 SET
PLAYER 2 SET
PLAYER 3 AREA
OBSTACLE OBJECTS AREA
PLAYER 4 AREA
PLAYER 3 SET
(b)
PLAYER 4 SET

FIG. 4C

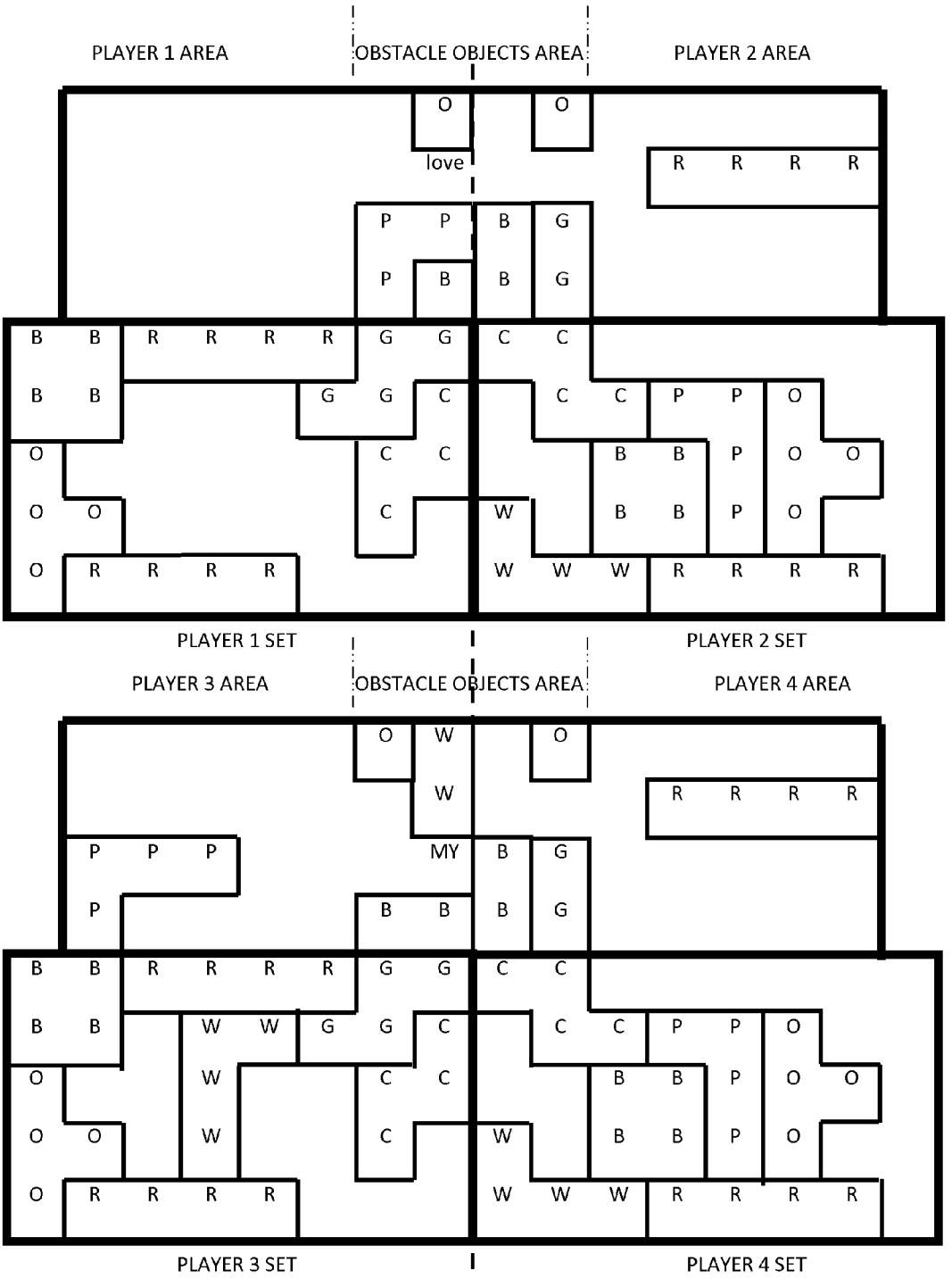

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2 AREA
love
PLAYER 1 SET
PLAYER 2 SET
PLAYER 3 AREA
OBSTACLE OBJECTS AREA
PLAYER 4 AREA
MY
PLAYER 3 SET
PLAYER 4 SET

FIG. 4D

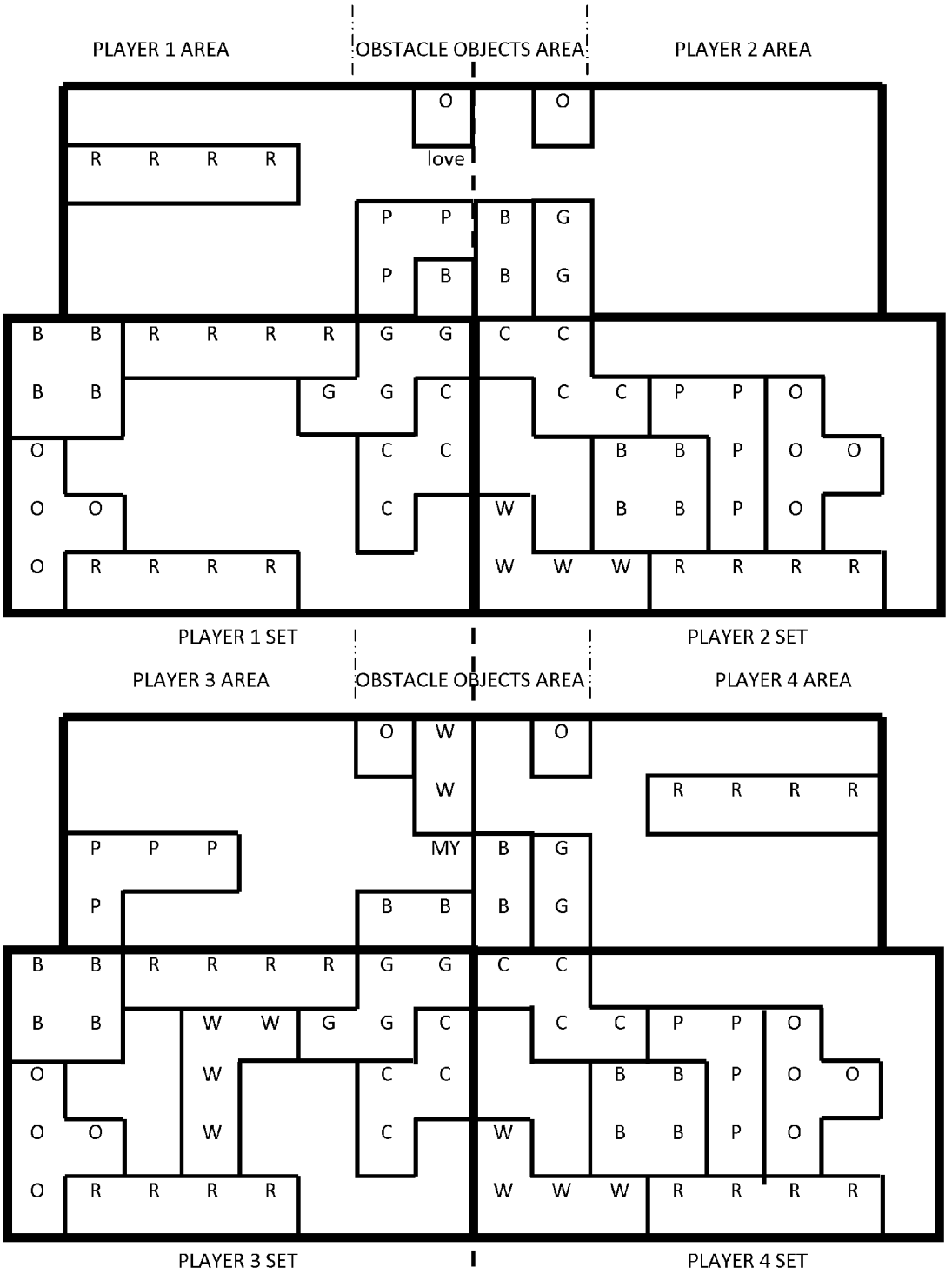

PLAYER 1 AREA
OBSTACLE OBJECTS AREA
PLAYER 2 AREA
love
PLAYER 1 SET
PLAYER 2 SET
PLAYER 3 AREA
OBSTACLE OBJECTS AREA
PLAYER 4 AREA
MY
PLAYER 3 SET
PLAYER 4 SET

FIG. 4E

METHOD OF MIND INFLUENCING THROUGH SUBLIMINAL MESSAGES

BACKGROUND OF THE INVENTION

[0001] 1. Field of the Invention

[0002] The field of the present invention relates to methods of passing subliminal messages to a subconscious mind. In particular, the methods relate to rapidly covering and uncovering a message, to increasing the speed, and to improving time length of the execution.

[0003] 2. Background

[0004] It is known that subliminal messages can influence the subconscious mind in a desired way. This is a very powerful way of manipulation. It is so powerful that some ways for imprinting subliminal messages into the subconscious mind of individuals are regulated by law and forbidden. One way is to insert a message into a video stream at a fraction of a second, fast enough that a conscious mind does not even notice the message, but a subconscious mind registers everything and receives message as an order. The message can be as short as only one frame. However, all known subliminal messages are mainly working on a way unknown to the user. The message creator just says 'our system affects the subconscious mind with the final result of . . . ' and user can only believe the statement, completely unaware what is the message and how his/her subconscious mind will actually be programmed.

[0005] In some games a player may be allowed to discard a playing possibility in order to continue with another playing possibility or to transfer a playing possibility to another player. This is also useful in puzzles in which in particular moments a particular playing object or piece might not be the best choice to play with and the player may be allowed to discard it in order to get or choose another object or piece. This benefit may only be allowed a certain number of times and every time discarding a possibility is used the number of available discarding possibilities is decreased. Increasing the number of discarding possibilities may not be allowed.

[0006] In some games it may be advantageous to display information which may aid game play, like next object(s) to be played with, rotating and flipping command buttons for playing pieces, time for the execution of a task or any other information. The next object, command buttons and information is normally positioned somewhere at the edge of the screen. This positioning may be unfortunate because it takes time to take look to the edge of the screen. This may be especially disadvantageous if a game is fast paced in real time. For example, Tetris is a fast puzzle game where objects fall faster and faster and soon after a game starts there is insufficient time to look to the next object displayed on the screen edge. The same goes for any other information related to the play like remaining time shown either as a number or as a bar, personal or other inventory, etc.

[0007] Multiplayer games are very popular as online games. Players can organize worldwide in a group and fight against other organized groups. However, in a case of puzzles, each player is playing in his or her own field and multiplayer games are not popular because puzzles are typically single player brainteasers. The opponents are rewarded for removing multiple rows by randomly filling rows added to an opponent's pile in the opponent's playing field. Such a solution does not have real combat feeling but is simply a matter of which player is removing multiple rows faster.

[0008] In some multiplayer games individual players may use objects from the common set of objects. Typically, access and usage may be conditioned by fulfilling certain tasks. When task is fulfilled, access to a particular object is granted.

SUMMARY OF THE INVENTION

[0009] This invention relates to ways of passing revealed subliminal messages to a subconscious mind through means of rapid covering/uncovering of a message and ways to speed up the procedure.

[0010] An aspect of the invention is security from misuse because a user sees the message and has a choice and ability to continue playing and there is no automatic execution that will continue messages passing to a subconscious mind even when the user is asleep, unconscious or not aware.

[0011] Another separate aspect of the invention deals with ways to increase a number of discarding possibilities in order to speed up and prolong the games with discarding possibilities.

[0012] Another separate aspect of the invention deals with ways to improve user interface friendliness by better presentation of information which may aid game play like incoming playing objects, rotating and flipping command buttons, time, inventory, etc. Further improvement may deal with flipping command buttons if permanent positioning is attempted while playing piece is overlapping with (or hovers above) previously permanently positioned pieces. The benefit is increased playing speed and therefore efficiency of subliminal messages.

[0013] Another separate aspect of the invention improves speed of subliminal messaging when multiple players are playing in the same field because play of every player creates subliminal messages that also influence another player playing in the same field. This invention also improves combat nature of puzzle games by multiple players using the same playing field and players using puzzling playing objects as ammunition to fire against opponents. Puzzling objects and used towards obstacle objects in order to 'dig' the way into opponent's area. Advance results in conquering enough of opponent's area that it becomes too small to play and therefore opponent is 'suffocated'.

[0014] Another separate aspect of the invention improves dynamics of multiplayer puzzling games by introducing enhanced team work, interactivity and communication in order to share pool of playing objects according to individual needs. It is also introducing cooperative multiplayer player use of the common and individual sets of playing objects. Individual players can collect all parts of previously positioned playing objects and therefore earn playing object for a playing set of a player in the group. Players may announce to other players in the group which playing object they would like to have in their playing set.

BRIEF DESCRIPTION OF THE DRAWINGS

[0015] In the drawings, wherein like reference numerals refer to similar components:

[0016] FIG. **1** shows some of the objects that may be used to tile the playing field during the game.

[0017] FIG. **2**A shows a playing field including the subliminal messages 'I lose weight' and 'I lose fear'.

[0018] FIG. **2**B shows a playing field including one permanently positioned object (h) and the subliminal messages 'I lose weight' and 'I lose fear'.

[0019] FIG. **2**C shows a step in the procedure when objects (i) and (h) are positioned in the field and subliminal message 'I lose weight' is shown. Shown are also time bar and NEXT playing object.

[0020] FIG. **2**D shows the step in the procedure when playing object hides subliminal message 'I lose weight'.

[0021] FIG. **2**E shows the step in the procedure after FIG. **2**D when playing object has rotated and revealed subliminal message.

[0022] FIG. **2**F shows the final step of the procedure when the subliminal messages 'I lose weight' and 'I lose fear' are uncovered if playing object is permanently positioned in a position shown in FIG. **2**D and if there is a rule that filled row is emptied.

[0023] FIG. **2**G shows the step in the procedure after FIG. **2**C when new playing object is introduced to the playing field. NEXT playing object is shown as a small object in the center of current playing object (i). On the same way time information (or any other needed information) may be presented as a small object in the center of current playing object.

[0024] FIG. **2**H shows step in the procedure after FIG. **2**G if cluster of four red squares was removed.

[0025] FIG. **2**I shows step in the procedure after FIG. **2**G if cluster shaped as object (j) was removed.

[0026] FIG. **2**J shows step in the procedure after FIG. **2**I if new object (h) was introduced.

[0027] FIG. **2**K shows step in the procedure after FIG. **2**J if new object (i) was introduced.

[0028] FIG. **2**L shows step in the procedure after FIG. **2**K if a column and a row were removed.

[0029] FIG. **2**M shows step in the procedure after FIG. **2**L if new object (j) was introduced and positioned as overlapping with (or hovers above) yellow square that is a remain of previously permanently positioned piece (h). We can also refer that playing piece hovers over or above previously positioned pieces, in whole or partially.

[0030] FIG. **2**N shows step in the procedure after FIG. **2**M if playing piece (j) was flipped.

[0031] FIG. **3**A shows game starting position for player **1** and player **2** with obstacle objects area and player **1** and player **2** sets of playing objects.

[0032] FIG. **3**B shows position after first move of player **1** after playing object is projected into obstacle area.

[0033] FIG. **3**C shows position after FIG. **3**B if there is a rule that filled column is emptied. Emptied column discovers subliminal message 'I love MY JOB'. It also shows that white object (b) is added to the 'player **1** set' of objects because last two pieces of white object (b) are removed.

[0034] FIG. **3**D shows position after FIG. **3**C if there is a rule of columns shifting after filled column is emptied.

[0035] FIG. **3**E shows position after player **2** responded by projecting red playing object.

[0036] FIG. **4**A shows starting position for four players game with player **1**, player **2**, player **3** and player **4** areas, obstacle objects areas and player **1**, player **2**, player **3** and player **4** sets of playing objects.

[0037] FIG. **4**B shows four players game position after first move of player **1** after playing object is projected.

[0038] FIG. **4**C shows four players game position after FIG. **4**B if there is a rule that filled column is emptied. Emptied column discovers subliminal message 'I love MY JOB'. It also shows that white object (b) is added to the 'player **3** set' of objects because last two pieces of white object (b) are erased by Player **1**.

[0039] FIG. **4**D shows four players game position after FIG. **4**C if there is a rule of shifting after filled column is emptied.

[0040] FIG. **4**E shows four players game position after player **2** responded by projecting red playing object.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0041] As shown in FIG. **1**, different playing objects may be used to tile the playing field during the game. Squares composing playing objects are marked R for red (a), W for white (b), O for orange (c), B for blue (d), P for purple (e), G for green (f) and C for cyan (g). There are also playing objects (h) containing yellow and special unit and multicolored playing objects (i) and (j). The shown playing objects are only polyominoes composed of 2, 4 and 5 squares, but playing objects may be composed of various number of units, of whatever shape, form, transparency, color or attribute. Playing objects are composed of different colored units (in this example squares). As shown in FIG. **2**A playing fields may include messages like 'I lose weight' and 'I lose fear'. However, playing fields may include any message. The text can be opaque or transparent. The purpose of using transparent letters for the messages is to additionally boost the power of the subliminal order. From homeopathic medicine we know that minute doses of a drug stimulate our own defense mechanisms in our bodies. Actually, defense mechanisms are stimulated more if the original drug is more diluted. The principle of using transparent messaging and playing pieces is identical. In order to be constantly aware of a potential danger our mind is constructed to pay more attention to objects that are not so obvious, lurking, hidden and suddenly pop up. Although in modern civilized world we seldom need to observe for predators lurking, hiding and jumping on us, our mind is still programmed to constantly observe our surrounding for any kind of lurking, hiding and sudden appearing. The methods described herein are fully exploiting these facts through transparency and hiding/showing of subliminal messages. Let's suppose playing object (h) is permanently positioned in the playing field as shown in FIG. **2**B in a way it doesn't cover the messages. As a next step let's suppose playing object (i) appeared in the playing field as shown in FIG. **2**C in a way it doesn't cover the message 'I lose weight' but covers 'fear' part of the message 'I lose fear'. As a next step let's suppose playing object (i) is also moved and permanently positioned in the playing field as shown in FIG. **2**D in a way it covers the message 'I lose weight' but uncovers 'fear' part of the message 'I lose fear'. Subconscious mind registered 'I lose' part before and now by uncovering 'fear' as second part of the message it composes the whole message as 'I lose fear'. Composed message 'I lose fear' becomes subliminal order to the subconscious mind. The playing object (i) is then rotated as shown in FIG. **2**E and by that message 'I lose weight' is exposed and flashed as a subliminal message to a subconscious mind together with the message 'I lose fear' which is composed by the subconscious mind from newly appeared 'I lose' and previously exposed 'fear'. The subliminal messages are covered again when the playing object is rotated to a position as shown in FIG. **2**D. If rotation of the playing object (i) is repeated, the subliminal message is consecutively covered/uncovered sending multiple split second messages to the subconscious mind. Obviously, the described procedure can be executed fast, leading to split second subliminal messages flashing to the subconscious mind.

[0042] As the final step in the procedure as shown in FIG. **2**F, the subliminal messages are uncovered and flashed to the subconscious mind if a playing object in a position shown in FIG. **2**D is permanently positioned and if the rules are that the whole row is removed when filled. A newly generated playing object may hide the message, partially or the whole, creating a split second timeframe when the subliminal message is exposed to subconscious mind. If rules are that a rectangle at least two rows high has to be filled for containing squares to be removed, nothing would happen and after permanently positioned playing object final screen would still look like in FIG. **2**D.

[0043] For example, FIG. **2**G shows a step in the procedure after FIG. **2**C when playing object (i) is permanently positioned in order to fill the rectangle of 2×6 squares. If the rule is that previously positioned squares in rectangles at least two rows high will be removed, all previously permanently positioned squares of the rectangle will be removed. The final step in this procedure is with uncovered subliminal messages 'I lose weight' and 'I lose fear' as it is shown in FIG. **2**A. For example, filling specified area (in this case rectangle 2×6) may be rewarded with increased discarding possibilities. For example, destruction of the special unit may be rewarded with additional discarding possibilities. In our case unit S in object (h) is marked as a special unit and destruction of that unit can be rewarded with additional discarding possibilities. If the rule is that removal of specified units increases the number of discarding possibilities, this is such an event because we can see that special unit (marked S) of object (h) is also removed. For example, because two rows are removed at once, the number of discarding possibilities may be increased if the rule is that the number of discarding possibilities may also be increased if multiple columns OR rows are filled.

[0044] For example, in the position shown in FIG. **2**G four previously permanently positioned red squares will be removed if the rule is that cluster of three or more previously positioned units (in our example squares) of the same color, shape or attribute should be removed. The final step in this procedure with uncovered subliminal message 'I lose fear' is shown in FIG. **2**H. One skilled in the art may compose objects with same shape units instead of same color units. Also, puzzling together of prescribed number of same colored or same shaped squares or units may be rewarded with additional discarding possibilities.

[0045] For example, if the rule is that a filled cluster will be removed, all previously permanently positioned units that match a defined cluster may be removed. Let us suppose that all clusters that look like object (j) will be removed. The start of the procedure is shown in FIG. **2**G. The playing object is permanently positioned and cluster identical to object (i) will be removed. The final step in this procedure with uncovered subliminal message 'I lose fear' is shown in FIG. **2**I.

[0046] For example, in FIG. **2**I new playing object (h) is permanently positioned like in FIG. **2**J. Now, if new playing object (i) is permanently positioned like in FIG. **2**K, number of discarding possibilities may be increased if a rule is that column AND row when filled may be regarded by increased number of discarding possibilities. In this example we can additionally have subliminal message exposure if there is a rule that filled columns AND rows are emptied, leading to position like in FIG. **2**L where subliminal message 'I lose weight' is exposed.

[0047] Shape, color, cluster or any other attribute related to units composing playing objects are not limited in any way. One skilled in the art can compose playing objects composed of any kind of units. Shape, color, cluster or any other attribute related to units removing a rule are not limited in any way. One skilled in the art can compose removing rule based on any attribute, form or shape.

[0048] For example, in FIG. **3**A is shown the beginning position of a game with two opponents. Between the opponents there is 'obstacle area' where different colored obstacle objects are randomly generated. Player **1** has a purple playing object positioned to project to the right towards obstacle objects. Player **2** has a red playing object positioned to project to the left towards obstacle objects. If player **1** is faster or has to move first and projects his/her object first, changed position will look like in FIG. **3**B. Now, if the rule is that the units/object parts are removed when column is filled, because the whole column is filled, it will be emptied and final look would be as shown in FIG. **3**C. One skilled in the art will be able to equally use any other units removing system, like for example same colored or same shaped cluster, group or area, filled columns and/or rows in full or in part, rectangular etc. Because units that were hiding the message are removed, previously hidden subliminal messages 'I love my job' may be exposed. If there is another rule that rows are shifted when some rows are emptied, we would get a position like that shown in FIG. **3**D. The part of the subliminal message would be hidden again. This would also have a result of expanding player **1** area and 'digging' towards opponent's area for one column. Let us suppose that in the situation shown in FIG. **3**D, player **2** is faster or it is now his/her turn. The red playing object was projected by player **2** to the left towards player **1** area. The red object will travel through the hole in 'obstacle area' and penetrate deep into player **1** area, significantly reducing player **1** area and therefore his/her ability to play. The final position after projection will look like the situation shown in FIG. **3**E.

[0049] Additionally, for example, when units in FIG. **3**B are removed as in FIG. **3**C, and all white object units of player **1** are therefore removed from 'obstacle area', the new white object is added to 'player **1** set' of playing objects. This is the case when player plays alone against opponent.

[0050] For example, in FIG. **4***a* is shown game with two teams with each team consisting of two players. Player **1** and player **3** are a first team and they are playing against the second team consisting of player **2** and player **4**. FIG. **4**A shows a situation of the player **1** and player **2** described in FIG. **3**A expanded for a multiplayer game two against two players. If player **1** is fastest or has to move first and projects his/her object first, the changed position will look like FIG. **4**B. Now, if the rule is that the units/object parts are removed when a column is filled, because the whole column is filled, it will be emptied and the final look would be as shown in FIG. **4**C. One skilled in the art will be able to equally use any other units removing system, like for example same colored or same shaped cluster, group or area, filled columns and/or rows in full or in part, rectangular etc. Because units that were hiding the message are removed, previously hidden subliminal message 'I love my job' may be exposed. If there is another rule that rows are shifted when some rows are emptied, we would get a position like it is shown in FIG. **4**D. The part of the subliminal message would be hidden again. That would also have a result of expanding player **1** area and 'digging' towards opponent's area for one column. Let us suppose that in the situation shown in FIG. **4**D player **2** is faster or it is now his/her turn. The red playing object was

projected by player **2** to the left towards player **1** area. The red object will travel through the hole in 'obstacle area' and penetrate deep into player **1** area, significantly reducing player **1** area and therefore his/her ability to play. The final position after projection will look like in FIG. **4**E.

[0051] Additionally, for example, when units in FIG. **4**B are removed like in FIG. **4**C, and all white object units of player **1** are therefore removed from 'obstacle area', the new white object is added to 'player **3** set' of playing objects. This is the case when players play in teams.

1st Embodiment

[0052] New Marketing and Healing Tool Using Subliminal Messaging with User Control

[0053] This method describes new innovative ways to use subliminal programming of subconscious mind through visual means and ways to increase efficiency of the procedure. User is fully aware of the message and therefore can be in full control of programming and therefore in full control of effects.

[0054] The method describes use of fast moving object over the background which contains subliminal message (see FIG. **1**). The moving objects are covering and un-covering parts or the whole subliminal messages in background. When moving objects change position they cover/un-cover parts or whole subliminal messages. Faster the object moves, subliminal message is faster covered/uncovered. Faster the moving objects change their position—effects of subliminal messages are stronger. In other words, the strength of the subliminal programming is proportional to speed of hiding and unhiding of the subliminal messages. The mechanism of programming is similar to subliminal programming in video stream. The strength of messaging increases with a speed of hiding/showing messages. It is known that a single frame in a video stream can influence subconscious mind. The same principle works here, because message can be covered/uncovered within a split second. The repetition of a content leads to memorizing the message and that is exploited in this application through repetitive covering/uncovering of the message, the whole or partially, and through subconscious mind ability to register all changes regardless of a length of the exposure.

[0055] Removing and appearing of objects that hide message in the whole or in part may lead to subliminal order to subconscious mind. If objects that hide message partially or in whole disappear, a part or the whole of the message that was covered is uncovered. That flashes the mind. New object may be generated and again hide the whole or part of the message, what makes short timeframe that the message is flashed to the mind. Subconscious mind then takes the message as a subliminal order.

[0056] Moving of objects that hide the message across the whole or part of the message may lead to subliminal order to subconscious mind. If objects move over the message partially or in whole, a part or the whole of the message that was covered is uncovered. That flashes the mind. New object may be generated and hide the whole or part of the message again, and that makes short timeframe that the message is flashed to the mind. Subconscious mind then takes the message as a subliminal order.

[0057] The key advantage is that subliminal messages are announced to the user, so there is no danger of manipulation because before use user reviews the messages. Hiding/showing of the messages is initiated by user, therefore mechanism contains security and if user is uncomfortable with the process for whatever reason, he/she can simply stop any moment they want.

[0058] Subliminal messages can be opaque or transparent. Subliminal messages can be passed to subconscious mind by using opaque or transparent objects for covering/uncovering. Subliminal messages can be static or moving text, graphics or video.

[0059] For example, if used fast changing puzzle game where rotating, mirroring, positioning of the playing object within the field, emptying filled columns/rows and generating new playing object all happens in split second timeframe, the hiding/showing ratio of subliminal message can be as short as a few milliseconds. Such ratio generates powerful subliminal mind machine that can be used to achieve various subliminal effects. For example, subliminal message can be to improve intelligence 'I am becoming smarter' or 'I am becoming more intelligent'. Or for example to improve health (i.e. various chronic illnesses like obesity with messages like 'I lose weight' or 'with every breath my body burns my fat and I lose weight' or for hypertension messages like 'my blood pressure is ideal', 'my body regulates blood pressure to normal level' or diabetes 'my body can regulate blood sugar level to normal level' or cancer 'my immune system kills all cancerous cells in my body') or flu 'my immune system kills all flu viruses in my body', various psychic problems like phobias (I am not afraid of highs' or 'I am not afraid of (particular animals)' or 'I am brave' or 'I lose fear' or other problems like 'I am successful' or 'I can make as much money as I want' or 'I am a champion of communication with other people' or 'I can attract people that I want to' or 'I can change my depression to happiness and joy at will' or 'I am the best' or 'I can't stand smoke any more' or 'I cannot stand alcohol' or 'I hate narcotics' or 'I am no more addicted to drugs'.

[0060] If only parts of the messages are covered (hidden) and uncovered (shown), they still influence subconscious mind in the desired way. Especially strong effects are achieved by fast repetitive random partial message covering/uncovering because subconscious mind is able to compose the whole message out of parts.

[0061] Obviously, number of subliminal messages is not limited in any way. Those skilled in the art will be able to compose countless suggestive messages in order to target particular problem that this method should help resolve. Obviously, depending on the message, correctly composed subliminal messaging system of this method where marketing message is subconsciously suggested by covering/uncovering effect can be used as marketing, healing or life improving tool. Here we must notice that although the subliminal messages can be composed to influence subconscious mind in various ways, prime object of this application is the new mechanism of subconscious mind programming, not the actual content of the messages.

[0062] Obviously, the system influences not only the player but everybody that watches the play. It can be active play or recorded as video stream. The message will be equally exposed to player's and observers minds.

2nd Embodiment

[0063] Filling Clusters, Areas, Columns and/or Rows or Destruction of Special Units Number of Discarding Possibilities

[0064] This method relates to way of increasing number of discarding possibilities in order to prolong the game. In order

to prolong the ongoing game, some games have a possibility to discard current playing object and continue with next playing object. If discarding possibility is limited, number of attempts is decreased with every discard, and terminated when all credited discarding possibilities are used. In order to prolong such games, there must be a way to increase number of discarding possibilities during the game. A successful accomplishment of certain tasks can be rewarded with additional discarding possibilities. For example, if player successfully finishes particular task, the number of discarding possibilities can be increased as a reward. Rewarding tasks may vary. For example, if player successfully positions certain number of objects or pieces, as a reward the number of discarding possibilities can be increased for at least one. For example, in a case that playing objects or pieces can be tiled to fill particular areas, the number of discarding possibilities can be increased for at least one as a reward for filling such particular area with playing objects or pieces. For example, if player successfully fills certain area with playing objects or pieces, the number of discarding possibilities can be increased as a reward. The dimension and the size of the area may vary. For example, accomplishing of special tasks like filling some specified area can be rewarded with additional discarding possibilities. For example, completing clusters that may be geometric forms or groups with common units of same pattern, type, color or shape can be rewarded with additional discarding possibilities. For example, completing clusters that may be predefined groups with units patterns can be rewarded with additional discarding possibilities. For example, filling the whole or part of column and/or row can be rewarded with additional discarding possibilities. For example, in applications where columns and/or rows are filled, especially advantageous is to increase a number of discarding possibilities for every column AND row that are simultaneously filled (see FIG. **2**K and FIG. **2**L). Equally, the number of discarding possibilities may also be increased if multiple columns OR rows are filled. For example, in a case that playing objects or pieces can be tiled in a determined way so objects or pieces or parts of them are removed according to rules of the game, the number of discarding possibilities can be increased for at least one as a reward for filling or empting determined area. For example, filled columns and rows may be correlated with right angle as well as with sharp angle, having square, triangle, hexagonal or any other shaped units.

[0065] The method is applicable to two-dimensional objects as well as three-dimensional objects.

3rd Embodiment

[0066] Information is Shown in the Center of Playing Object and not at the Screen Side

[0067] This method deals with the presenting of essential information as close as possible to the central vision area (what is the center of user's attention) instead of at the screen edge. The central vision area is perceived by an oval-shaped highly pigmented yellow spot (Macula) near the center of the retina of the human eye. The full potential of such use is obvious for fast applications, because the information is all the time in front of player's eyes (can be presented within the playing object) and there is no time wasted to look to the screen edge and back. The presented information may be next playing object, remaining or actual playing time, a list, an inventory or any other information user may need. A playing object may be positioned anywhere on the screen and eyes are following it all the time. For example, to improve user interface friendliness by better presentation of incoming playing objects, next playing object is plotted within current playing object, preferably at the center of the object. The benefit may be increased playing speed and therefore also better efficiency of subliminal messages. The time information or next object is usually plotted somewhere near the edge of the screen. Those skilled in the art will be able to present time information in various number or graphic (like for example bar, clock or sand clock) forms. For example in FIG. **2**C where we can see time bar 'time' and object (i) shown as next object in upper right corner of the figure), it takes time to look towards such display what is inconvenient time loss for fast games. In order to eliminate time needed to check what will be the next object to play with, instead of plotting next object, rotating and flipping command buttons and remaining time at the screen edge it can be plotted within the currently played object (like for example in FIG. **2**G where next object (h) is plotted (and time bar can be plotted the same way) within current playing object (i) and moved together with current playing object. By that, player is all the time aware of time and following playing object because it is all the time in front of player's eyes. It may be advantageous to have more than one incoming objects shown. For example, even smaller object that is following after the next object can be plotted within the next object. And so on. The information, the incoming playing object and command buttons can be presented as opaque or transparent and especially advantageous is to display them as transparent, because that way display near or in the central vision area does not cover other essential information.

[0068] Those skilled in the art will be able to present in the same way in the center of user's attention any other information user may need that is usually shown at the screen side. The method deals with the presenting of essential information as close as possible to the central vision area, irrelevant what is the information.

[0069] This method also deals with a new way of presenting time information. Usually, time is presented in a form of a number, increasing or decreasing bar, clock or sand clock. In this method, the use of relatively small central vision area dictates that space is of essence. In order to present needed information and save as much space as possible, time can be presented in following way. Instead of having separate object that changes the shape for presenting the time flow, we can use any other object and time flow can be represented by change in color (in steps or gradually) of that other object. For example, in FIG. **2**.*g* we have NEXT object presented as small object within current playing object (i) that we can use in innovative way. We need to present time flow for playing shape placement of a few seconds. Innovative solution is to present such time flow as change in color shade of NEXT object from black (the color of NEXT object shown in FIG. **2**G) to white or to green what is the color of square on which NEXT object is plotted. The final match in color as white or (background shade) green would mark time expiration. Visually, it would look like NEXT disappeared into green of background square. Color change can be different colors, in steps or smooth gradual transition. For example, within the playing object rotating and flipping command buttons can be plotted, so player can command playing piece movement from within the playing piece instead from the screen edge. Obviously, display of command buttons the incoming playing object, information and time flow within playing piece may increase playing speed. For example, playing speed can also be increased if player in position shown in FIG. **2**M attempts

permanent positioning. Since one red R square is overlapping with (or hovers above) one yellow Y square (marked as RY square in FIG. **2**M), the playing piece is flipped when permanent positioning is attempted what leads to position as shown in FIG. **2**N. Overlapping can be with whole or with part of previously positioned pieces. This method is very useful to decrease the number of command keys, because flipping button is not needed (flipping is done with placing button).

4th Embodiment

[0070] Combat Variant when Players are Projecting Playing Objects Towards Each Other and 'Dig' into Opponents Territory Through Bordering Area

[0071] Multiplayer games (especially combat shoot-them-up variants) are mainly much faster than single player games (especially puzzles and brain-teasers). This method improves combat nature of puzzle games by playing within the same playing field for truly multiple players and players using puzzling playing objects as ammunition to fire against opponents. The players, who can be two or more, even multiple teams, can each occupy an area of the same playing field. The new playing objects always appear within area dedicated to the player or in a case of many players current player's area within the same group. As a front line between opponents there must be an obstacle objects area in between areas dedicated to opponent players or groups. Each player can use his/her playing object and use them towards obstacle objects area in order to remove obstacles and 'dig' the way into opponent's area. By 'digging' every player expands own area and when obstacle area shrinks the player continues to progress into opponents area. Advancement results in conquering enough of opponent's area that it becomes too small to play and therefore opponent is 'suffocated' and cannot play further. When opponent's area shrinks to the size smaller than minimum allowed (typically player's area size in at least one direction is smaller than maximum length of playing object), the opponent is proclaimed 'dead' and is prohibited from playing. In a case of team play, players of the same team can remove obstacle objects between them (if any) and may freely enter area of the same team player. That tactic may be used to escape own area if it becomes too small and threatens player's 'death' or prohibition from playing.

5th Embodiment

[0072] Multiplayer Version when Players Play from Defined Pool of Objects and Members of Same Team Actions Define Pool Content

[0073] This method improves dynamics of multiplayer puzzling games by introducing enhanced team work, interactivity and communication. The method introduces a possibility that individual players can collect all parts of previously positioned playing objects and therefore earn playing object for a playing set of a player in the group. For example, individual player positions objects permanently in the playing field. During the game parts of objects are eliminated until finally the whole object is gone. That is triggering event for that objects to be transferred into set of playing pieces of another player in the group. That player then has a right to use transferred object as his playing object.

[0074] Depending on the pattern in the playing field, a player may find it desirable to play with object that is not contained in his/her set of playing objects. However, players may announce to other players in the group which playing object they would like to have in their playing set. Then other players in the group can play their part of the game, removing all permanently placed pieces of desired object, and by that earn desired playing object and supply it to the playing objects set of the team player. Team players may ask for specific playing objects.

[0075] Those skilled in the art will be able to implement the methods described herein in any form of computer program for any computing device. Useful implementations include but not limit to: computers (servers, desktop, personal, notebook, laptop, handheld, notepad, etc.), consoles, cell phones, toys or any other computing device.

[0076] By way of non-limiting explanation, "computing device", as used herein, refers to a general purpose computing device that includes a processor. A processor generally includes a Central Processing Unit (CPU), such as a microprocessor. A CPU generally includes an arithmetic logic unit (ALU), which performs arithmetic and logical operations, and a control unit, which extracts instructions (e.g., code) from a computer readable medium, such as a memory, and decodes and executes them, calling on the ALU when necessary. "Memory", as used herein, generally refers to one or more devices or media capable of storing data, such as in the form of chips or drives. For example, memory may take the form of one or more random-access memory (RAM), read-only memory (ROM), programmable read-only memory (PROM), erasable programmable read-only memory (EPROM), or electrically erasable programmable read-only memory (EEPROM) chips, by way of further non-limiting example only. Memory may be internal or external to an integrated unit including the processor. Memory may take the form of magnetic or optical—technology based storage media. Memory may be internal or external to a computing device. Memory may store a computer program, e.g., code or a sequence of instructions being operable by the processor. In certain embodiments of the present invention, one or more of the elements provided may take the form of code being executed using one or more computing devices, such as in the form of computer device executable programs or applications being stored in memory. There are various types of computing devices, having varying processing and memory capabilities, such as: personal computers (like those that are commercially available from Dell and Apple Corp.), and personal digital assistants and smart phones (like those that are commercially available from Apple Corp. and Research in Motion), by way of non-limiting example only.

[0077] Although the present invention has been described and illustrated in detail, it is clearly understood that the same is by way of illustration and example only and is not to be taken by way of limitation, the spirit and scope of the present invention being limited only by the terms of the appended claims.

What is claimed is:

1. A computer-readable medium containing software code that, when executed on a computer, causes the computer to implement a method for exposing subliminal messages, the method comprising:

creating a playing object;

covering at least part of a subliminal message with the playing object;

uncovering the subliminal message.

2. The computer-readable medium of claim **1** further comprising:

moving the playing object over text which contains the subliminal message.

3. The computer-readable medium of claim **1** further comprising:

rotating the playing object over the text which contains the subliminal message.

4. The computer-readable medium of claim **1**, wherein the text which contains the subliminal message is transparent.

5. The computer-readable medium of claim **1**, wherein the subliminal message is used as a marketing tool.

6. The computer-readable medium of claim **1**, wherein the subliminal message is used as a healing tool.

7. The computer-readable medium of claim **1**, wherein the subliminal message is used as a life improvement tool.

8. A computer-readable medium containing software code that, when executed on a computer, causes the computer to implement a method for increasing a number of passing possibilities, the method comprising:

creating a first playing object;

moving the first playing object within a field in response to player input; and

increasing a number of passing possibilities, which discards the first playing object and creates a second playing object.

9. The computer-readable medium of claim **8** further comprising:

positioning the first playing object to at least partially fill at least one of a column and at least one of a row in response to player input.

10. The computer-readable medium of claim **8** further comprising:

positioning the first playing object to at least partially fill multiple columns or multiple rows in response to player input.

11. The computer-readable medium of claim **8** further comprising:

positioning the first playing object in a way to fill three or more units of the same type in response to player input.

12. The computer-readable medium of claim **8** further comprising:

positioning the first playing object in a way to fill a rectangle in response to player input.

13. The computer-readable medium of claim **8** further comprising:

positioning the first playing object in a way to fill a cluster in response to player input.

14. A computer-readable medium containing software code that, when executed on a computer, causes the computer to implement a method for playing object flipping, the method comprising:

creating a playing object;

moving the playing object within a field in response to player input;

hovering above or overlapping the playing object with previously placed pieces; and

flipping the playing object when permanent placing is attempted while the playing object is at least partially overlapping with or hovering above a permanently placed object.

15. A computer-readable medium containing software code that, when executed on a computer, causes the computer to implement a method for moving a playing object, the method comprising:

creating a playing object;

presenting at least one of information, an incoming playing object, a command button, and a time code within the playing object; and

moving the playing object within a field in response to player input, wherein the at least one of information, the incoming playing object, the command button, and the time code moves together with the playing object.

16. The computer-readable medium of claim **15**, wherein the command button is a rotating command button configured to cause rotation of the playing object.

17. The computer-readable medium of claim **15**, wherein the command button is a flipping command button configured to cause flipping of the playing object.

18. A computer-readable medium containing software code that, when executed on a computer, causes the computer to implement a method for multi-player game play, the method comprising:

creating a playing object for each player in a common game play field, the game play field including a player area for each player and a plurality of obstacles in an obstacle field disposed between player areas;

moving each playing object within the game play field in response to input from each respective player;

removing at least one obstacle in response to movements of the respective playing objects; and

projecting the playing object of a first player into the player area of a second player in response to input from the first player.

19. A computer-readable medium containing software code that, when executed on a computer, causes the computer to implement a method for game play, the method comprising:

creating a first playing object in a playing field, the object being selected from among playing objects in a playing object set;

positioning the first playing object within a field in response to player input;

removing at least part of a previously positioned playing object from the field; and

adding previously positioned playing object to the playing objects set when all parts of a previously positioned playing object are removed from the field.

20. A computer-readable medium containing software code that, when executed on a computer, causes the computer to implement a method for time flow display, the method comprising:

creating an object displaying a predetermined color;

plotting the object on a background color which is different from the predetermined color; and

showing a passage of time as a gradual change in the object from the predetermined color into another color.

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