



(11) **EP 2 211 299 A2**

(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication: **28.07.2010 Bulletin 2010/30** (51) Int Cl.: **G06Q 10/00 (2006.01)**

(21) Application number: **10000283.1**

(22) Date of filing: **14.01.2010**

(84) Designated Contracting States:  
**AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO SE SI SK SM TR**  
Designated Extension States:  
**AL BA RS**

(30) Priority: **20.01.2009 US 321424**

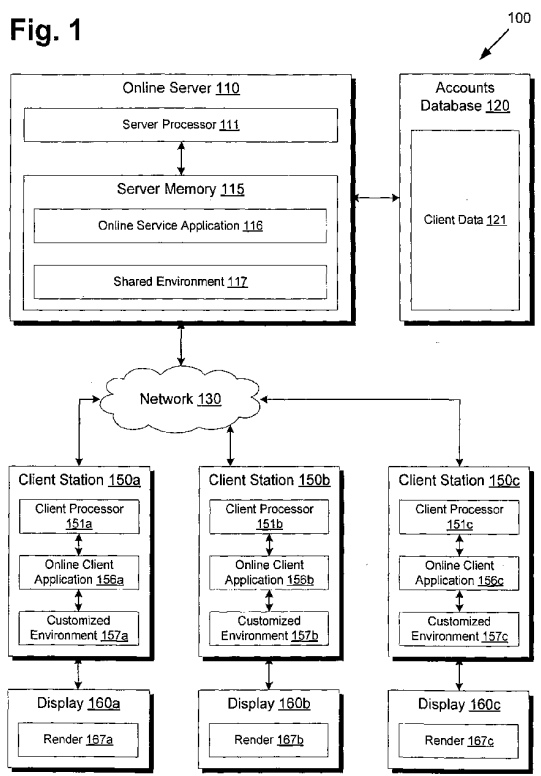
(71) Applicant: **Disney Enterprises, Inc.**  
**Burbank CA 91512 (US)**

(72) Inventor: **Merrifield, Lane Bruce**  
**Kelowna, BC VIW 4Y4 (CA)**

(74) Representative: **Weitzel, Wolfgang**  
**Dr. Weitzel & Partner**  
**Patent- und Rechtsanwälte**  
**Friedenstrasse 10**  
**89522 Heidenheim (DE)**

(54) **System and method for customized experiences in a shared online environment**

(57) There is provided a system and method for providing customized experiences to a plurality of client stations in a shared environment. There is provided an accounts database having data relating to a plurality of clients, an online server having a server processor and hosting the shared environment for access by the plurality of client stations, and an online client application for execution by a client processor of a client station. The server processor is configured to retrieve client data from the accounts database relating to a client, determine client preferences of the client based on the client data, create a customized environment from the shared environment according to the client preferences, and send the customized environment to the online client application of a client station associated with the client for rendering the customized environment on a client display. User interactions may be filtered to maintain a shared environment perception.



**EP 2 211 299 A2**