

important step to get to the next level of a game, and a special reward may be given after the drink is finished. Time-outs or alerts may be used to ensure children finish their food or drink rather than continuing to play with it. In this embodiment, the container may also function as an automated measuring device that alerts the user when a certain level is reached. The food or beverage container may also be used as an input device to television screen games, for example, to simulate a water fight with your drink container, or to have a light saber fight. As such, its input sensors serve to provide information to a game console similar to a Wii Remote. In another embodiment, parents can use the container as a monitor for their child. Parents will know dynamically where their children are, based on GPS and the like, and whether they are consuming their beverages or receiving the necessary amounts of nutrients and hydration. Parents and children can also use their containers as communication devices. Likewise, children can use the container to communicate with their friends in the playground and beyond. This wireless communication service can also be used in situations where children are playing games on their beverage container together. Children can use the container as an educational device while in the school classroom. Interactive educational content can be wirelessly sent to each student's container by the instructor. Parental or school controls can be set to deactivate non-educational activity during school hours.

#### 4.8. Restaurant/Drive Through Theme

**[0182]** In this non-limiting example, the container (406) is used to order drinks and/or food items in a fast food restaurant drive through or walk in. Upon reaching the drive through line up, the outlet is displayed as being the closest to the user. The user selects the outlet, upon which the container displays a list of available beverages and or food items at the outlet (415). The user makes his selection while waiting in line, and taps the order now button. This causes the order and payment to be transmitted to the operator inside the outlet through a secure wireless internet connection. Alternatively, payment may be made through an RFID payment system chip inside the container upon placing it on the counter of the outlet. The user can skip the task of ordering items through the speaker system, and go straight to a window to collect the items ordered. Alternatively, the user may, upon stopping the car at the parking lot, transmit his order to the outlet, and walk into the outlet without lining up for the counter. When the item is ready for pickup, this is communicated to the user through an alert on his or her beverage or food container. Alternatively, a server may locate the user in the restaurant through a signal from his or her container and deliver the order. In another embodiment, the restaurant may upload promotional games or lotteries onto the container, for example, similar to Tim Horton's roll up the rim contest. Users may be required to play a game on their container prior to winning a prize, or may be provided with free content, tickets, media and the like upon purchasing a food or drink item at the outlet.

#### 4.9. Event Theme

**[0183]** In this non-limiting example, the user brings his container (405) to a sports or music event. Prior to going to the event, the user orders his or her ticket using his container display. The container then serves as a secure and physical ticket, or season pass. In one embodiment, the user authenticates by placing a finger on the fingerprint reader (418). Upon

reaching the gate, the container is scanned through the RFID payment chip or some other secure means, after which the user is allowed into the event. Optionally, a digital program of the event is automatically downloaded upon entry. During the game, the user can use a user interface provided on the container to purchase highlights of the game or concert, or record personal information about the event. After entry, the container may automatically offer to direct the user to his or her seat as appropriate. During a game or concert, users may be prompted to hold up their container at a specific moment in time, upon which an image may be displayed across all containers in a stadium, with each container acting as one pixel in the image, so as to allow synchronized cheering. In one embodiment, the container may provide an interface to statistics, information, or video images, real-time or archived, of the currently relevant player in a sports match (414). This may, for example, be the player currently holding the ball. During the break, users may obtain information about what beverage their favorite player is consuming.

#### 4.10. Airline/Travel Theme

**[0184]** In this non-limiting example, the user brings his or her container on an airline trip. The user can pre-order boarding passes through the container. In one embodiment, the user authenticates by placing a finger on the fingerprint reader (418). Upon entering the aircraft, the container acts as a ticket stub, providing access to the aircraft. The container's display or compass provides the user with directions to his or her seat. Upon seating, the user can select from a customized menu that allows him or her to order available foods from the food service.

#### 4.11. Theme Park Theme

**[0185]** In this non-limiting example, a family goes to a Disney theme park in Orlando. They each bring their beverage container (403), which has been linked to their entrance tickets through an online system. In one embodiment, as they enter the park, each person logs into his or her container by placing a finger on the fingerprint reader (418). An RFID tag in their container is scanned at the entrance gate, identifying the container and ticket, upon which the family receive a number of free food and drink tokens on their cup for later consumption. As part of their admission, each of the family members receives a new lid branded with a Disney theme park logo. Much to their enjoyment, the children receive a lid with Mickey Mouse ears on it that light up as they consume a beverage. Upon placing the lid on their container, the skin of the container changes to a Disney theme that includes an event browser, and a map with a ride reservation interface and some suggested itineraries. The GPS in the lid keeps track of where each of the family members is, allowing routing between rides. The family chooses Pirates of the Caribbean on the map. A menu pops up informing them when the ride is available (412). They select a time and continue planning their visit. The map updates with wait times for each ride. At 1.00 PM the container beeps, informing the family that their ride is upcoming. However, one of the kids is missing. The map on the container indicates the person's location, and the family quickly regroups. Upon entering the ride, the reservation is automatically read from the container. The picture taken during the ride is offered for purchase on the container after leaving the ride area. Upon returning home, the container offers a lasting souvenir of their visit: every time they