WAGERING AND LOTTERY SYSTEM

TECHNICAL FIELD

[0001] The present invention relates to wagering and lotteries. In particular, although not exclusively, the present invention relates to wagering systems and methods in which wagering opportunities are provided to the user, and lottery systems and methods in which the user is assisted in selecting numbers.

BACKGROUND ART

[0002] Punters have traditionally based their wagering decisions on performance criteria. In the case of horseracing, for example, such performance criteria generally include number of previous wins, win and place percentages, performance on certain track conditions, recent performance (e.g. last five or ten races), barrier draw, weight allocation, sectional times and total prizemoney.

[0003] These performance criteria are generally time consuming and complex to interpret, which is daunting and off-putting to infrequent punters or punters who do not rely on these factors in making their selection. Furthermore, many punters are simply not interested in educating themselves with sufficient details of these performance criteria, let alone how they are likely to influence the performance of the horse, to be able to make decisions based upon performance criteria.

[0004] There have been certain attempts at raising the interest of such non-frequent punters. As an illustrative example, certain systems include random number generators to select a horse on behalf of the punter. These systems provide a very efficient way for punters to select horses, however, such systems generally do not sufficiently engage the punters. In particular, punters generally do not feel that have played any role in the win, making such gambling more like a lottery than the horse races.

[0005] As a result, there are punters who generally enjoy gambling, but are simply not engaged by the current systems. Accordingly, there is clearly a need for an improved wagering system.

[0006] Lottery players often choose their lottery numbers manually. In order to assist the player in selecting numbers, printed sheets are provided to players including all possible numbers, on which the user crosses over (or otherwise marks) the numbers which he or she
wishes to play.

[0007] A problem with manual selection of numbers is that even with such printed sheets, it is still very time consuming to select lottery numbers, particularly if the player has many entries in a lottery. For example, a “regular” Oz Lotto ticket comprising 12 games with 7 numbers in each game includes in total 84 numbers. Furthermore, players often have only a limited number of favourite numbers, making it difficult and tedious for the player to manually select large numbers of combinations of numbers.

[0008] As a result, many lotteries provide random number selection tools (e.g. QuickPick on Oz Lotto) to enable users to quickly select numbers for potentially a large number of games. In particular, the player selects how many games he or she wishes to play, and the system generates random numbers for each of those games.

[0009] A problem with such random number selection tools is that players feel that they have no influence over the numbers, and thus whether or not they win, which decreases player engagement.

[0010] Accordingly, there is a need for an improved lottery system.

[0011] It will be clearly understood that, if a prior art publication is referred to herein, this reference does not constitute an admission that the publication forms part of the common general knowledge in the art in Australia or in any other country.

SUMMARY OF INVENTION

[0012] The present invention is directed to wagering and lottery systems and method, which may at least partially overcome at least one of the abovementioned disadvantages or provide the consumer with a useful or commercial choice.

[0013] With the foregoing in view, the present invention in one form, resides broadly in a wagering method including:

- receiving, from a user, one or more user preferences, the user preferences including a non-performance based preference;
- selecting a wagering opportunity based at least in part on the user preferences; and
- providing the selected wagering opportunity to the user.

[0014] The method enables infrequent punters to place bets using non-traditional criteria, such as favourite numbers, favourite colours, favourite letters and names, gender and the like,
which helps engage these punters, which in turn provides for a more enjoyable gambling experience.

[0015] Preferably, the method includes detection a motion gesture of the portable device, and selecting the wagering opportunity upon detection of the motion gesture. The motion gesture may mimic waving a magic wand, to further engage the user.

[0016] Preferably, the non-performance based preferences include one or more of a preferred colour, a preferred gender, a location preference, a favourite number, and a name or letter preference.

[0017] Preferably, selecting the wagering opportunity comprises ordering a plurality of wagering opportunities according to the user preferences.

[0018] Preferably, a plurality of wagering opportunities are selected and provided to the user. Suitably, the plurality of wagering opportunities are provided to the user in an ordered list, wherein the ordered list is ordered at least in part according to the user preferences.

[0019] Preferably, the method includes, providing to the user, a user interface including details of the selected wagering opportunity.

[0020] Preferably, the user interface includes a plurality of wagering options in relation to the wagering opportunity. Examples of options include betting on a win or a place in relation to a horse.

[0021] Preferably, the user interface includes a plurality of wagering opportunities, through which the user may navigate, and a plurality of wagering options in relation to each wagering opportunity.

[0022] Preferably, the method includes receiving a selection of a race, a date or a location, wherein the wagering opportunity is selected in part according to the selection.

[0023] Preferably, the user interface includes one or more icons, graphically illustrating the non-performance based user preference with reference to the wagering opportunity.

[0024] Preferably, the method comprising receiving details of a bet from a first user, and sharing details of the bet with another user. Suitably, sharing the details of the bet comprises providing to the second user a user interface from which they place the same or a similar bet.

[0025] Preferably, the method comprises determining a location of one or more users,
wherein the details of the bet are shared with other users in proximity to the first user.

[0026] In another form, the invention resides broadly in a wagering system including:

- a plurality of user devices; and
- a wagering management server, wherein the wagering management server is configured to:

  - receive, from user device of the plurality of user devices, one or more user preferences, the user preferences including a non-performance based preference;
  - select a wagering opportunity based at least in part on the user preferences; and
  - provide the selected wagering opportunity to the user device.

[0027] In another form, the invention resides broadly in a lottery method including:

- receiving, from a user, one or more user preferences, the user preferences defining preferences relating to lottery numbers;
- generating a set of lottery numbers at least in part according to the user preferences; and
- providing the set of numbers to the user.

[0028] The method enables players to play lotteries using numbers which the player likes, without having to manually select the numbers. This helps engage the players, which in turn provides for a more enjoyable gambling experience.

[0029] Preferably, the method comprises generating a plurality of sets of numbers for the user. Each set of numbers may be related to a different game in a lottery. The sets of numbers may relate to more than one lottery. The user may select a set of lottery numbers from the plurality of sets of numbers, and purchase a lottery ticket according to the selected set of numbers.

[0030] Preferably, the method comprises receiving payment of a lottery ticket, and issuing a lottery ticket in response to receiving the payment, wherein the lottery ticket includes the set of numbers. Suitably, the method comprises issuing multiple lottery tickets.

[0031] Preferably, the preferences are indirectly associated with numbers. Preferably, the preferences are non-numerical. Suitably, the non-numerical and/or indirect number preferences include: a shape preference (e.g. a preference for numbers having round shapes (e.g. 6, 8, 9, 0), numbers having sharp edges (e.g. 4), numbers with holes in their shape (e.g. 6, 8, 9), or symmetrical numbers (e.g. 8)), a colour preference (e.g. numbers associated with balls that are coloured red), a date preference (e.g. numbers that form part of a birthdate), a size preference
(e.g. a preference for small or large numbers), a mathematical preference (e.g. powers of two, such as 2, 4, 8, 16, prime numbers, odd or even numbers, numbers divisible by 3, Fibonacci numbers) and a statistical preference (e.g. whether they prefer more commonly drawn numbers (or vice versa), whether they prefer recently drawn numbers (or vice versa)).

[0032] Preferably, the set of numbers comprises a first set of numbers generated according to the user preferences, and a second set of numbers generated randomly, or pseudo-randomly.

[0033] Preferably, an amount of numbers in the first set and/or the second set is user defined. As such, the user is able to influence a level of randomness in the numbers.

[0034] Preferably, generating a set of lottery numbers comprises: assigning a probability to each of a plurality of numbers according to the user preferences; and generating the set of lottery numbers according to the probabilities.

[0035] Preferably, assigning a probability to each of a plurality of numbers comprises: determining a first set of numbers that at least partly match the user preferences; assigning a first probability to the first set of numbers, and assigning a second probability to the remaining numbers.

[0036] Preferably, the method comprises:

receiving, from the user, a selection of a lottery from a plurality of lotteries; wherein the set of lottery numbers is generated in part according to the selected lottery.

[0037] Preferably, the set of lottery numbers is generated according to a size of a lottery drawing in the selected lottery.

[0038] According to certain embodiments, the system is configured to receive, from the user, a selection of a draw of the selected lottery. The draw is typically associated with a date, but may be associated with a time or draw number (e.g. where multiple draws take place in a single day).

[0039] Preferably, the method comprises: generating an alert relating to a lottery according to a threshold, and providing the alert to the user. Preferably, the threshold relates to a prize pool of the lottery.

[0040] Preferably, the set of numbers are provided to the user with the alert.
[0041] Preferably, the method comprises detecting a motion gesture at a portable device of the user, and providing the set of numbers to the user in response to receiving the detected motion gesture. The motion gesture may mimic waving a magic wand, to further engage the user.

[0042] In another form, the invention resides broadly in a lottery system including:
    a plurality of user devices; and
    a lottery management server, wherein the lottery management server is configured to:
    receive, from a user device of the plurality of user devices, one or more user preferences, the user preferences defining preferences relating lottery numbers and the user;
    generate a set of lottery numbers at least in part according to the user preferences; and
    provide the set of numbers to the user device.

[0043] In yet another form, the invention resides broadly in a gambling method including:
    receiving, from a user, one or more user preferences;
    selecting a gambling opportunity based at least in part on the user preferences; and
    providing the selected gambling opportunity to the user.

[0044] Any of the features described herein can be combined in any combination with any one or more of the other features described herein within the scope of the invention.

[0045] The reference to any prior art in this specification is not, and should not be taken as an acknowledgement or any form of suggestion that the prior art forms part of the common general knowledge.

BRIEF DESCRIPTION OF DRAWINGS

[0046] Various embodiments of the invention will be described with reference to the following drawings, in which:

[0047] Figure 1 illustrates a wagering system, according to an embodiment of the present invention.

[0048] Figure 2 illustrates a screenshot of a preference screen of the system of Figure 1, according to an embodiment of the present invention.

[0049] Figure 3 illustrates a screenshot of a horse selection screen of the system of Figure 1,
according to an embodiment of the present invention.

[0050] Figure 4 illustrates a screenshot of a horse details screen of the system of Figure 1, according to an embodiment of the present invention.

[0051] Figure 5 illustrates a screenshot of a share bet screen of the system of Figure 1, according to an embodiment of the present invention.

[0052] Figure 6 illustrates a wagering method, according to an embodiment of the present invention.

[0053] Figure 7 illustrates a lottery system, according to an embodiment of the present invention.

[0054] Figure 8 illustrates a screenshot of a preference screen of the system of Figure 1, according to an embodiment of the present invention.

[0055] Figure 9 illustrates a screenshot of a favourite colour selection screen of the system of Figure 1, according to an embodiment of the present invention.

[0056] Figure 10 illustrates a screenshot of an important date selection screen of the system of Figure 1, according to an embodiment of the present invention.

[0057] Figure 11 illustrates a screenshot of a number selection screen of the system of Figure 1, according to an embodiment of the present invention.

[0058] Figure 12 illustrates a screenshot of a lottery selection screen of the system of Figure 1, according to an embodiment of the present invention.

[0059] Figure 13 illustrates a screenshot of a lottery numbers selection screen of the system of Figure 1, according to an embodiment of the present invention.

[0060] Figure 14 illustrates a further screenshot of the lottery numbers selection screen of Figure 7.

[0061] Figure 15 illustrates a screenshot of a lottery alert screen of the system of Figure 1, according to an embodiment of the present invention.

[0062] Figure 16 illustrates a lottery method, according to an embodiment of the present invention.
Preferred features, embodiments and variations of the invention may be discerned from the following Detailed Description which provides sufficient information for those skilled in the art to perform the invention. The Detailed Description is not to be regarded as limiting the scope of the preceding Summary of the Invention in any way.

DESCRIPTION OF EMBODIMENTS

Figure 1 illustrates a wagering system 100, according to an embodiment of the present invention. The wagering system 100 provides, among other things, a simple and fun way to assist punters (particularly infrequent punters) in wagering using non-performance based criteria.

The system 100 includes a wagering management server 105 with which punters 110 may connect using respective punter devices 115. The wagering management server 105 is configured to receive preferences from the punters 110 and provide assistance to the punters 110 in selecting a horse based upon their preferences.

Initially, the punters 115 register their preferences using their punter devices 115. The preferences relate to non-performance based criteria, such as colour, gender (of the horse, jockey or trainer), horse name and the like, as discussed further below.

Figure 2 illustrates a screenshot 200 of a preference screen of the system 100, according to an embodiment of the present invention.

The preference screen includes a plurality of drop down menus 205, through which the punter 110 may interact to provide his or her preferences. In particular, the drop down menus 205 include a favourite number menu 205a, a favourite colour menu 205b, a favourite letter menu 205c, a name preference menu 205d and a location preference menu 205e. The location preference menu 205e enables the punter to set a preferred location (e.g. a country, state, region or town/city), allowing the punter to barrack for horses, trainers or jockeys that hail from a certain location.

The favourite number menu 205a enables the punter 110 to select one or more favourite numbers, and the favourite colour menu 205b enables the punter 110 to select one or move favourite colours. The favourite letter menu 205c enables the punter 110 to select their favourite letter. The name preference menu 205d enables the punter 110 to input a preference regarding names, such as long names, short names, funny names and the like. Finally, the location preference menu 205e enables the punter 110 to select a favourite town, city or State
(relating to the horse, jockey or trainer).

[0070] The skilled addressee will readily appreciate that any other suitable non-performance criteria may be input by the user. Examples of other suitable non-performance criteria include gender preference (that may encompass horse, jockey and/or trainer gender), whether roughies (horses with long odds) or favourites are preferred, preferred colour of the horse, whether older or younger horses are preferred, recommendations provided to the user based on the user’s star sign or zodiac, symbols or other attributes on the jockey silks (eg stars, hearts, diamonds etc), distinguishing marks or features of the horse, as well as characteristics of the jockey and/or trainer and a user’s gender preference (encompassing the horse, trainer and/or jockey).

[0071] The skilled addressee will also readily appreciate that the drop down menus 205 may be substituted or complemented by any other suitable form of data input, including option buttons, free text data input fields, or any other suitable data input means.

[0072] Upon selection of a save button 210, the preferences are uploaded to the wagering management server 105 and saved in association with the punter 110. In particular, the wagering management server 105 may include a plurality of punter profiles, wherein each profile relates to one of the punters 110, and includes his or her preferences.

[0073] Once the punter’s preferences have been saved, they may be used by the punter 110 at a later point in time to assist in wagering. For example, when at the races, or betting from home or elsewhere, the punter 110 may use the system 100 to assist in selection of a horse in a race.

[0074] Figure 3 illustrates a screenshot 300 of a horse selection screen of the system 100, according to an embodiment of the present invention. The horse selection screen includes a race identifier 305, indicating a race in which the horse is to be selected, and instructions to shake the punter device 115 to activate selection.

[0075] The punter 110 is able to navigate between races by swiping left and right on the horse selection screen, or by using any other suitable input. In such case, the race identifier 305 is updated as the punter 110 navigates between races. The races may be ordered based upon time, location or any other suitable ordering, and by swiping right and left the punter 110 is able to navigate forwards and backwards in the races.

[0076] Upon identification of a desired race, the punter 110 may shake the punter device 115 to activate selection of a horse. The skilled addressee will readily appreciate that shaking
may include waving the device 115 in a back and forth motion, similar to waving a magic wand, or waving the device 115 in a circular manner, either clockwise or anti-clockwise.

[0077] As the punter 110 shakes the device 115, details of the race are provided to the wagering management server 105, together with an identifier of the punter 110. An ordered list of horses is then generated based upon the details of the race and preferences associated with the punter 110. The management server 105 then returns a horse details screen with the first horse on the list, with which the punter 110 can interact.

[0078] Figure 4 illustrates a screenshot 400 of a horse details screen of the system 100, according to an embodiment of the present invention.

[0079] The horse details screen includes a horse icon 405, a jockey icon 410, and a description field 415. The horse icon 405 is illustrated in the horses colour, and includes a saddle cloth 405a with the horse’s number displayed thereon. Similarly, the jockey icon 410 is illustrated in the colours and pattern of the jockey’s silks. As an illustrative example, the sleeves, cap, chest, seams and other parts of the jockey’s silks may be coloured on the jockey icon 410 to resemble the jockey’s actual silks.

[0080] Finally, the horse details screen includes first and second wagering buttons 415a, 415b. The first and second wagering buttons enable the punter to bet directly on a horse, either for a win (the first wagering button 415a) or a place (the second wagering button 415b).

[0081] The wagering management server 105 is coupled to a wagering server 120, and retrieves odds in relation to the horses therefrom. In particular, the wagering management server 105 retrieves odds in relation to the horses, and presents those odds on the first and second wagering buttons 415a.

[0082] The wagering buttons may link directly to a wagering partner, or wagering may be provided directly by the wagering management server. As an illustrative example, the wagering management server 105 may resell wagering opportunities from the wagering server 120.

[0083] The user may navigate between horses by swiping left and right on the phone 115, or by waving the phone 115 again. In either case, the punter 110 navigates through the list of horses, which are organised based on the preferences of the punter 110.

[0084] According to certain embodiments, the horse details screen may include a quote or statement giving a reason for the punter 110 to bet on the horse. An example of such a statement
is “all winnings donated to XYZ charity“ or “Great chance in this race“.

[0085] When a punter 110 actually places a bet, he or she may choose to share details of the bet with friends. In such case, the punter 110 may explicitly choose which friends the bet is shared with, or with all registered friends.

[0086] The phones 115 may obtain location data from one or more satellites 125, and provide the location data to the wagering management server 105. The wagering management server 105 may then adapt the above screens according to the users location. As an illustrative example, races may be ordered on the device based upon proximity (i.e. distance from the user) and time.

[0087] According to certain embodiments, the wagering management server 105 determines which punters 110 are in close proximity to each other, and shares details of bets among punters 110 which are in close proximity to each other. The bets may be shared among friends in close proximity to each other, registered groups of punters, or among any punters in proximity. In certain cases, each punter may determine with whom the bets are shared.

[0088] Figure 5 illustrates a screenshot 500 of a share bet screen of the system 100, according to an embodiment of the present invention. The share bet screen is provided to punters 110 in proximity to the punter 100 placing the bet, friends, or to one or more other punters which the punter 110 has explicitly selected.

[0089] The share bet screen includes partial details of the bet, namely details of the horse on which the bet has been placed. In certain cases, further or full details of the bet may be provided, including a bet amount and/or whether the punter 110 has bet on a win or a place.

[0090] The share bet screen includes a bet details message 505, identifying the name of the punter 110 that has shared the bet, and the horse on which the bet was made. The share bet screen further includes the horse icon 405, the jockey icon 410 and the first and second wagering buttons 415a, 415b, to enable the punter to also place a bet.

[0091] The share bet screen enables punters 110 to share the excitement of a race by betting on the same horse in the same race.

[0092] In some cases, the share bet screen includes a bet amount, and a match bet button, enabling the second punter 110 to match the bet of the first punter.

[0093] The wagering management server 105 may monitor wagers for one or a group of
punters 110, and allocated rewards points to the punters 110 based upon spending or otherwise. The rewards points may be used to purchase concert tickets, day spa experiences, stylish accessories or the like.

[0094] The wagering management server 105, the punter devices 115 and the wagering server 120 are all connected with each other by a data communications system 130 such as the Internet. As such, the wagering management server 105, the punter devices 115 and the wagering server 120 need not be located in proximity to each other, providing greater flexibility in providing the system 100.

[0095] Figure 6 illustrates a wagering method 600, according to an embodiment of the present invention. The wagering method 600 may be implemented by the system 100.

[0096] At step 605, one or more user preferences are received from a user. The user preferences include a non-performance based preference, such as a favourite colour, favourite number or the like, as discussed above.

[0097] At step 610, a wagering opportunity is selected based at least in part on the user preferences. As an illustrative example, a plurality of wagering opportunities may be ordered according to the user preferences, and the first wagering opportunity of the ordered list may be selected.

[0098] At step 615, the selected wagering opportunity is provided to the user. The wagering opportunity may be provided in the form of a horse details screen, as illustrate above with reference to Figure 4.

[0099] Embodiments of the invention have been described above with reference to horses, but may be used on greyhound racing, harness racing, or any other suitable sport or otherwise on which wagers may be placed.

[00100] Figure 7 illustrates a lottery system 700, according to an embodiment of the present invention. The lottery system 700 provides, among other things, a simple and fun way to assist players in selecting numbers which they like in a lottery.

[00101] The system 700 includes a lottery management server 705 with which players 710 may connect using respective player devices 715. The lottery management server 705 is configured to receive preferences from the players 710 and provide assistance to the players 710 in selecting lottery numbers based upon their preferences.
[00102] In particular, the players 710 enter preferences regarding their numbers, which advantageously include non-numerical or indirect preferences, such as colour preferences, shape preferences and the like. However, as discussed below, direct and/or numerical preferences may also be used by the system. These preferences are then stored in a data store 725, such that they can be retrieved, as required.

[00103] Once numbers are generated, the player may choose to select those numbers, and thus purchase a lottery ticket including those numbers, or cause other numbers to be generated. As such, the players 710 may directly purchase lottery tickets from one or more lotteries 720 using the selected numbers, which is convenient.

[00104] Figure 8 illustrates a screenshot 800 of a preference screen of the system 700, according to an embodiment of the present invention. The preference screen enables the player 710 to enter preferences, which are ultimately used to generate lottery numbers for the player.

[00105] The preference screen includes a favourite colour button 805a, an important dates button 805b, a favourite numbers button 805c, an odd-even preference drop down menu 805d, and a random number weighting drop down menu 805e.

[00106] The favourite colour button 805a enables the player to select favourite colours, as illustrated below. Similarly, the important dates button 805b enables the player to select important dates in a calendar, as illustrated below. Furthermore, the favourite numbers button 805c enables the player to manually enter his or her favourite numbers, as illustrated below.

[00107] The odd-even preference drop down menu 805d enables the player to enter a preference between odd and even numbers, and the random number weighting drop down menu 805e enables the player to enter a preference for random numbers. The preference for random numbers is used when generating the numbers, to define a weight between player preferences and randomness.

[00108] The preferences may be defined subjectively, for example according to how strong the preference is (e.g. strong preference towards odd numbers, weak preference towards even numbers). Alternatively, the preference may be defined objectively, for example, defining that 2 out of 6 numbers shall be generated according to the preferences, while the remaining 4 numbers are generated randomly (or pseudo randomly).

[00109] Once the player has entered all preferences, a save button 810 is selected, upon which data relating to the preferences are stored on the data store 725 for future use. The
preferences are then used to generate numbers for the player.

[00110] Figure 9 illustrates a screenshot 900 of a favourite colour selection screen of the system 700, according to an embodiment of the present invention. The favourite colour selections screen enables a player to quickly enter his or her favourite colours.

[00111] The favourite colour selection screen includes a plurality of selectable colour elements 905, each relating to a different colour. The user is able to select (and deselect) favourite colours by tapping on the colour element 905 (in case of a touchscreen device), or by other means in a non-touchscreen device.

[00112] The colour elements 905 are each provided in the colour in which they represent. For example, a colour element 805 relating to the colour red is coloured red. However, in alternative embodiments, the colour elements may include a name of the colour (e.g. the word “red”).

[00113] The user may select a number of colours that he or she likes, but tapping on multiple colour elements 905. Once the user has selected his or her favourite colours, a save button 910 is selected, upon which the player is returned back to the preference screen to either add more preferences, or to save the currently entered preferences. Alternatively, if the user changes his or her mind and does not wish to enter colour preferences, a cancel button 915 may be selected.

[00114] The skilled addressee will readily appreciate that in alternative embodiments, the favourite colour selection screen need not comprise distinct colour elements, but instead may comprise a colour wheel or colour chart, on which the user may select a favourite colour by selecting an area of the colour wheel or colour chart.

[00115] Figure 10 illustrates a screenshot 1000 of an important date selection screen of the system 700, according to an embodiment of the present invention. The important date selection screen enables a player to manually select dates that he is she finds important (e.g. birthdates, wedding anniversary and the like).

[00116] The date selection screen includes a calendar element 1005 comprising a plurality of selecting date elements 1010. Similar to the colour elements 905 of Figure 3, the user may select date elements 1010 that correspond with important dates by tapping the date element 1010.

[00117] The calendar element 1005 includes navigation elements 1015, which enable the user to navigate between different months and/or years, which in turn enables the user to select any
important date, such as birthdates of children, anniversaries and the like.

[00118] Finally, the important date selection screen includes the save and cancel buttons 910, 915, which enables the user to save or cancel the input preferences.

[00119] Figure 11 illustrates a screenshot 1100 of a number selection screen of the system 700, according to an embodiment of the present invention.

[00120] The number selection screen includes a plurality of selectable number entries 1105. The number entries 505 are each associated with a number, and are selectable by the player in a similar manner to the colour elements 305. This enables the player to quickly select potentially many numbers that he or she likes.

[00121] Once the player has selected all the numbers, the save and cancel buttons 910, 915, enable the player to save or cancel the input preferences, as discussed above.

[00122] The skilled addressee will readily appreciate that other options may be provided in relation to the user preferences. For example, the user may be specifically prompted to enter a shape preference (e.g. a preference for numbers having round shapes (e.g. 6, 8, 9, 0), numbers having sharp edges (e.g. 4), numbers with holes in their shape (e.g. 6, 8, 9), or symmetrical numbers (e.g. 8)), a specific date preference (e.g. numbers that form part of a birthdate), a size preference (e.g. a preference for small or large numbers), and a mathematical preference (e.g. powers of two, such as 2, 4, 8, 16, prime numbers, Fibonacci numbers), a statistical preference (e.g. whether they prefer more commonly drawn numbers (or vice versa), whether they prefer recently drawn numbers (or vice versa), a preference for numbers with a 0 in them, numbers where two digits are the same (e.g. 22), numbers divisible by 5, or numbers divisible by 3, for example.

[00123] As previously mentioned, once all of the preferences are entered, they are saved on the data store, and are later used to provide suggested numbers to the user for playing in a lottery. In order to play in a lottery, the user generally first selects the lottery he or she wishes to play.

[00124] Figure 12 illustrates a screenshot 1200 of a lottery selection screen of the system 700, according to an embodiment of the present invention. The lottery selection screen includes a plurality of lottery elements 1205, each of which is selectable by the user and relates to a separate lottery opportunity.
The lottery elements may relate to different lotteries (e.g. Gold Lotto and Powerball) or different draws of a lottery (e.g. this week’s draw and next week’s draw of Powerball). As such, the player is able to select which games or draws he or she wishes to purchase lottery tickets for.

The lottery elements 1205 also include an others element 1205a, which enables the user to access other lotteries. Preferably, the most popular lotteries are provided on the lottery selection screen directly, whereas less popular lotteries are provided through another screen accessible by the others element 1205a. This enables the most popular lotteries to be easily selected, while retaining access to less popular lotteries.

In addition to being able to select a lottery, the system 700 may enable the user to select a specific draw (e.g. Saturday 30 April 2016) in the lotteries. This is particularly advantageous when players wish to purchase lottery tickets in advance, rather than just in relation to the next available opportunity.

Furthermore, the system 700 may enable the user to select a specific number of entries in the lottery. This is particularly advantageous when a user wishes to have many draws in some lotteries, and few draws in others. Alternatively or additionally, the system 700 may be configured to save preferences of a user regarding a preferred number of entries in each of the lotteries.

Upon selection of a lottery, a lottery numbers selection screen is provided. The lottery numbers selection screen enables the user to generate numbers for the lottery based upon the system, and select numbers in relation to a ticket.

Figure 13 illustrates a screenshot 1300 of a lottery numbers selection screen of the system 700, and Figure 14 illustrates another screenshot 1400 of the lottery numbers selection screen, according to an embodiment of the present invention. The numbers selection screen includes initially includes instructions 1305 instructing the player to shake the player device 715 to activate generation of the numbers, as illustrated in Figure 13.

Upon shaking of the player device, the generated numbers are retrieved from the server 705, and displayed on the lottery numbers selection screen, as illustrated in Figure 14. In particular, the generated numbers are provided as sets of numbers 1405, each set 1405 comprising six numbers 1410 and corresponding to an entry in the lottery.

The player may swipe over a set of numbers 1405 to remove that set from the lottery
numbers selection screen, upon which they are replaced by a new set of numbers 1405. This is particularly useful if the user is happy with most of the sets of numbers, but not others. Alternatively, the player may shake the phone again to regenerate and replace all sets of numbers 1405.

[00133] When the user is happy with the numbers on the lottery numbers selection screen, he or she may select to purchase a lottery ticket using the numbers using a purchase ticket button 1415. Upon selection of the purchase ticket button, the user is directed to a website for purchase of the lottery ticket. Alternatively, the ticket may be purchased directly from the system 700, which is particularly advantageous in that a single account may be used to purchase tickets from several lotteries.

[00134] The different lotteries generally draw different amounts of numbers. As such, the numbers may be generated based upon the selection of the user. As an illustrative example, the system 700 will automatically generate sets of 6 numbers for lotteries with 6 number draws, and generate 7 numbers for lotteries with 7 number draws.

[00135] The sets of numbers are generated based upon the user preferences.

[00136] In one embodiment, some of the numbers in each set are generated based upon the user preferences, and some are generated randomly (or pseudo-randomly). The user may select how many numbers are selected based upon the users preferences (e.g. 2 of 6 numbers), such that the remaining (e.g. 4 of 6 numbers) are generated randomly. In such case, the user is able to see his or her influence on the numbers, while still seeing randomness in the numbers.

[00137] In another embodiment, the numbers are all generated in part according to the user preferences using weights. In particular, a probability is assigned to each of a plurality of numbers according to the user preferences, and the set of lottery numbers according to the probabilities.

[00138] As an illustrative example, a group of favoured numbers (e.g. 4, 10, 16, 33, 36, 43, 55, 59, 88, 99) is selected from a group of numbers (e.g. 1 to 100) based upon the user preferences. The favoured numbers may be given a weight (probability of being chosen) of 2% (double that compared to if the numbers were selected randomly), whereas the remaining numbers are given a weight of 0.89% (i.e. slightly lower than if the numbers were selected randomly). The numbers are then selected according to the weights, which results in the favoured numbers being selected a little more than twice as often as the other numbers.
[00139] In some cases a direct link may be provided between a preference and one or more numbers. For example, in a particular lottery, ball number 33 may be coloured red. In other cases, an indirect link may be provided. For example, if the balls of a lottery are not coloured, a predefined mapping may be used between numbers and colours.

[00140] Figure 14 illustrates five sets of numbers 1410, and thus relates to five lottery entries. However, any suitable number of lottery entries may be present on the lottery numbers selection screen, including one set of numbers 810, ten sets of numbers, and twenty sets of numbers 810.

[00141] According to certain embodiments, the server 705 is configured to monitor lotteries, and let the players know when certain criteria is met. This criteria may be player specific, or shared across a plurality of players.

[00142] As an illustrative example, a player may configure the system such that he is alerted if the Powerball jackpot (or first division pool) goes above $10 Million. This is particularly useful for infrequent lottery players in that wish to play only on high jackpot games.

[00143] The system may automatically generate numbers based upon the user’s preferences, and provide these together with the alerts. As such, the user is able to purchase a lottery ticket in the lottery with just a single click.

[00144] Figure 15 illustrates a screenshot 1500 of a lottery alert screen of the system 100, according to an embodiment of the present invention. The lottery alert screen includes a lottery details section 1505 providing an indication of the lottery the alert screen relates, as well as an indication of why the alert was triggered.

[00145] The lottery alert screen also includes sets of numbers 1405, as described with reference to Figure 14. As such, no further action is required by the player to obtain the lottery numbers. This enables the player to quickly purchase a lottery ticket using the purchase ticket button 1415.

[00146] The user may manually select which lotteries they wish to receive alerts from, and when an alert is triggered. As such, the player is able to ensure that the alerts are only issued when relevant.

[00147] Figure 16 illustrates a lottery method 1600, according to an embodiment of the present invention. The lottery method 1600 may be implemented by the system 700.

[00148] At step 1605, one or more user preferences are received from the user, the user
preferences defining preferences relating lottery numbers and the user. As discussed above, the preferences may relate to non-numerical preferences, such as shapes, dates, colours and the like.

[00149] At step 1610, a set of lottery numbers is generated at least in part according to the user preferences. For example, if the user has a preferences for round shapes, the numbers 6, 8 and 9 may be given more preference (i.e. be statistically more likely to be generated in the set) than the number 4, which includes no curves.

[00150] At step 1615, the set of numbers is provided to the user. As discussed above, the numbers can be provided on a user interface that enables the user to purchase lottery tickets relating to the numbers.

[00151] While the entry of user preferences is described above with reference to a menu system, the skilled addressee will readily appreciate that the entry of user preferences may be provided in a survey like form, where the user is sequentially presented with a series of questions.

[00152] Similarly, the user preferences may be used to save ticket purchases (e.g. a favourite ticket) to allow for users to buy tickets in later draws with the same numbers as were previously generated by the system.

[00153] These numbers may be saved based upon explicit instructions (e.g. a user manually selects to save the numbers when they are generated), or implicit (e.g. commonly used sets of numbers are saved)

[00154] According to certain embodiments, the system 700 enables numbers to be saved in association with a loyalty card or online account, enabling the user to purchase lottery tickets using the numbers in a separate online store, or in a bricks and mortar store. For example, the system may be provided on a personal computer, from which the player may generate the numbers and/or purchase the tickets.

[00155] According to certain embodiments, the system 700 may be configured to receive preferences from a plurality of users, and generate numbers based thereon. This is particularly advantageous for lottery syndicates (e.g. at a workplace), as it enables several players to be actively involved in the game.

[00156] In the present specification and claims (if any), the word ‘comprising’ and its derivatives including ‘comprises’ and ‘comprise’ include each of the stated integers but does not
exclude the inclusion of one or more further integers.

[00157] Reference throughout this specification to ‘one embodiment’ or ‘an embodiment’ means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the present invention. Thus, the appearance of the phrases ‘in one embodiment’ or ‘in an embodiment’ in various places throughout this specification are not necessarily all referring to the same embodiment. Furthermore, the particular features, structures, or characteristics may be combined in any suitable manner in one or more combinations.

[00158] In compliance with the statute, the invention has been described in language more or less specific to structural or methodical features. It is to be understood that the invention is not limited to specific features shown or described since the means herein described comprises preferred forms of putting the invention into effect. The invention is, therefore, claimed in any of its forms or modifications within the proper scope of the appended claims (if any) appropriately interpreted by those skilled in the art.
CLAIMS

1. A gambling method including:
   receiving, from a user, one or more user preferences;
   selecting a gambling opportunity based at least in part on the user preferences; and
   providing the selected gambling opportunity to the user.

2. The method of claim 1, further including: detecting a motion gesture of a portable device of the user, and selecting the gambling opportunity upon detection of the motion gesture.

3. The method of claim 1, further including: receiving details of a bet from a first user, and sharing details of the bet with another user.

4. The method of claim 3, wherein sharing the details of the bet comprises providing to the second user a user interface from which they place the same or a similar bet.

5. The method of claim 3, further comprising: determining a location of one or more users, wherein the details of the bet are shared with other users in proximity to the first user.

6. The method of claim 1, comprising a wagering method, wherein the user preferences include a non-performance based preference, and the gambling opportunity comprises a wagering opportunity.

7. The method of claim 6, wherein the non-performance based preferences include one or more of a preferred colour, a preferred gender, a preferred location, a favourite number, a favourite letter and a name preference.

8. The method of claim 6, further including:
   providing to the user, a user interface including details of the selected wagering opportunity, wherein the user interface includes one or more icons, graphically illustrating the non-performance based user preference with reference to the wagering opportunity.

9. The method of claim 6, wherein a plurality of wagering opportunities are selected and provided to the user.

10. The method of claim 9, wherein the plurality of wagering opportunities are provided to the user in an ordered list, wherein the ordered list is ordered at least in part according to the user preferences.

11. The method of claim 6, wherein the user interface includes a plurality of wagering
options in relation to the wagering opportunity.

12. The method of claim 1, wherein the one or more user preferences define preferences relating to lottery numbers, and the gambling opportunity comprises a set of lottery numbers generated at least in part according to the user preferences.

13. The method of claim 12, wherein the preferences are indirectly associated with one or more numbers.

14. The method of claim 13, wherein the preferences include at least one of a shape preference, a colour preference, a date preference, a mathematical preference and a statistical preference.

15. The method of claim 12, wherein the set of numbers comprises a first set of numbers generated according to the user preferences, and a second set of numbers generated randomly, or pseudo-randomly.

16. The method of claim 12, wherein generating the set of lottery numbers comprises: assigning a probability to each of a plurality of numbers according to the user preferences; and generating the set of lottery numbers according to the probabilities.

17. The method of claim 12, further comprising generating a plurality of sets of numbers for the user, wherein each set of numbers is related to a different game in a lottery.

18. The method of claim 12, further including:
   receiving, from the user, a selection of a lottery from a plurality of lotteries;
   wherein the set of lottery numbers is generated in part according to the selected lottery.

19. The method of claim 12, further comprising: generating an alert relating to a lottery according to a threshold, and providing the alert to the user.

20. The method of claim 12, wherein the user preferences include: a shape preference, a numbers having sharp edges preference, a numbers with holes in their shape preference, a symmetrical numbers preference, a colour preference, a date preference, a size preference, a mathematical preference, a prime number preference, an odd or even number preference, a numbers divisible by 3 preference, a Fibonacci number preference, and a statistical preference.
ABSTRACT

Wagering and lottery methods and systems are provided. The wagering method includes receiving, from a user, one or more user preferences, the user preferences including a non-performance based preference; selecting a wagering opportunity based at least in part on the user preferences; and providing the selected wagering opportunity to the user. The lottery method includes receiving, from a user, one or more user preferences, the user preferences defining preferences relating lottery numbers and the user; generating a set of lottery numbers at least in part according to the user preferences; and providing the set of numbers to the user.
Sam has placed a bet on HORSE NAME. Share the excitement of the race with him!
RECEIVE, FROM A USER, ONE OR MORE USER PREFERENCES INCLUDING A NON-PERFORMANCE BASED PREFERENCE

SELECT A WAGERING OPPORTUNITY BASED AT LEAST IN PART ON THE USER PREFERENCES;

PROVIDE THE SELECTED WAGERING OPPORTUNITY TO THE USER

Figure 6
10/10

1600

1605
RECEIVE USER PREFERENCES RELATING LOTTERY NUMBERS

1610
GENERATE A SET OF LOTTERY NUMBERS ACCORDING TO USER PREFERENCES

1615
PROVIDE THE SET OF NUMBERS TO THE USER

Figure 16