

# Real-Time Commercialization of In-Video Content

First Principles AI • Automated Product Identification • Customized Viewer Commerce

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**PROPRIETARY INTELLECTUAL PROPERTY**

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2026-03-10

# The Opportunity

*Every video contains noteworthy items that viewers may want to know about and potentially acquire.*



## Automated Identification

A neural network pre-analyzes video content and identifies every noteworthy item — products, locations, cultural references.



## Complete Item Coverage

Both intentional product placements and unintentional items are linked to information and purchase resources.



## Personalized Commerce

Item information and commercial options are real-time matched to each viewer's interest profile and economic receptivity.

# First Principles: The System's Intelligence

*First principles, such as human perception, narrative comprehension, and consumer behavior, derived independently, not learned from data.*



**Noteworthy Item  
Identification  
and Resource Linkages**



**Real-Time  
Viewer Profiling**



**Icon Surfacing  
Customization**



**Response To Viewer-  
Initiated Request**



**Information  
Delivery Sequencing**



**End-Viewing  
Subject Presentations**

*U.S. patent pending first principles AI systems and methods.*

# The Video Item Map

*Before viewing begins, a neural network analyzes the video and generates a complete map identifying noteworthy items, their location, salience characteristics, and linked resources.*



## Derived from the Video

- Spatial and temporal item locations
- Salience characteristics
- Typed classifications
- Inferred placement designations



## Acquired from External Sources

- Real-world item identification
- Commercial acquisition pathways
- Informational resource linkages
- Availability and pricing metadata

# Two Pathways: Proactive & Reactive



## Proactive Pathway

Icons surface from the predefined map at optimized moments, matched to viewer interest profile and economic receptivity.



## Reactive Pathway

The viewer requests information about any on-screen item at any moment. The system checks the map first; if unmapped, performs a real-time search.

*Together, the two pathways ensure full item coverage and real-time adaptation to individual viewer interaction preferences.*

# Viewer Commerce Intelligence

*The system's treatment of the depiction of the Algerian Love Knot necklace — a design rooted in ancient Mediterranean knot symbolism, created by Sophie Harley for the 2006 film — illustrates viewer and item specific capabilities from identification through commercial engagement.*

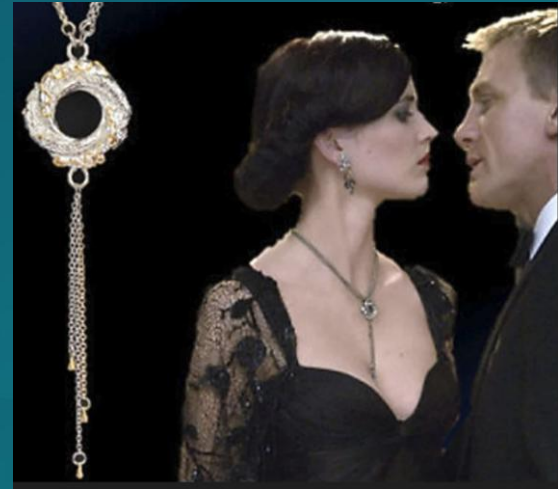
**Optimized Viewer Item Notification**

**Adaptive Information and Commerce Delivery**

**Viewer-Calibrated Economic Receptivity**

**Shared Multi-Viewer Presentation Calibration**

**Post-Viewing Commercial Continuity**



# One Screen & Second Screen



## One Screen

Video and information delivered on the same display device. Playback pauses during information delivery and resumes responsive to viewer engagement.



## Second Screen

Information delivered on a companion device while video optionally continues uninterrupted on the primary display. Individually calibrated in shared viewing. Independence from video delivery.

*Applicable across feature-length motion pictures, episodic streaming content, short-form video, and interactive video games.*

# Market Readiness

**Consumer AI Behavioral Readiness**

**Content Revenue Subsidization Imperative**

**Competitive Market Differentiation**

**AI-Enabled Video Item Map Production Feasibility**

**Transformative First Principles AI Architecture**

**Untapped Video Content Inventory**

**Shoppable Video Market Momentum**

# Intellectual Property Portfolio Acquisition



## First Principles Video Item Map System

Neural network identification of noteworthy items through first principles analysis. Video item map generation, quality assurance, and self-correcting feedback loops.



## Integrated Video Information Delivery System

Viewer interest profiles, item suitability determination, customized delivery through proactive and reactive pathways, and post-viewing commercial continuity.



## Operational Assets

First-screen and second-screen software applications.  
200 exemplary video maps and data.  
Mapping specifications.

# Max Abecassis — Initial Implementation Consultation

## Intellectual Foundation

Philosophical origins (1970) → [AI thesis](#) (nissim.com)

## Patent Innovation

[51 issued U.S. patents](#). [Successful DVD portfolio licensing](#) demonstrating [divisional filing strategy](#). Foundational patents in content maps (1998), item information during video playing (2015), second screen shopping (2017), synchronization methodologies (2017).

## Operational Proof

Founder, [CustomPlay, LLC](#) — [one-screen](#) and [second-screen](#) video information delivery.

## Current IP

Five foundational pending patent applications in domain-agnostic first principles optimization. Two pending patent applications in first principles video information delivery systems.

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