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(54) Title: SYSTEMS AND METHODS FOR NEXT GENERATION ENHANCED ATTRACTION ACCESS

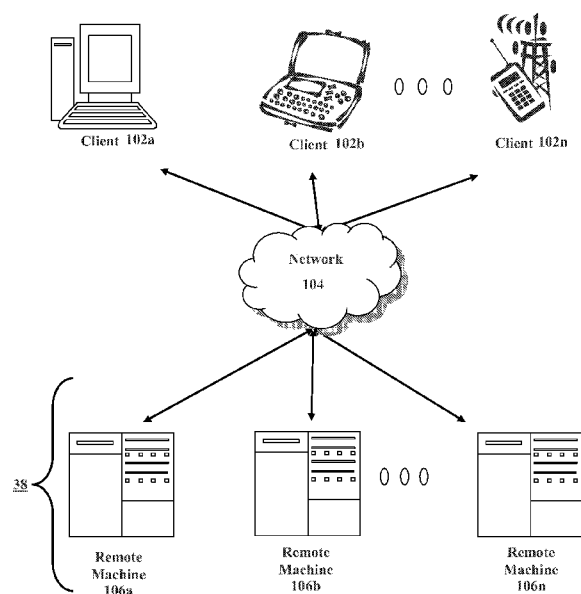


Fig. 1A

(57) Abstract: The present invention is directed towards systems and methods for providing ticketing and access to attractions, and enhanced analysis and reporting of customer actions. In one aspect, the present application is directed toward systems and methods for providing enhanced location-based customer tracking, pathing, and reporting for targeted advertising and upselling opportunities, and improved marketing. In another aspect, the present application is directed towards systems and methods for providing a rewards-based attraction access purchase model. In still another aspect, the present application is directed towards a "virtual" ticket purchase and access system that utilizes customers' and attraction operators' own computing devices, reducing the need for system infrastructure.





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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 12/42488

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2012.01)

USPC - 705/14.58

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

USPC: 705/14.58

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

USPC: 705/14.58, 14.4, 14.43, 14.63 (keyword limited - see search terms below)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PatBase (FullText); Google; Google Scholar

Terms: marketing, location, position, gps, geographic, track, monitor, reward, discount, coupon, offer, promotion, advertisement, pricing, path, route, travel, ticket, voucher, admission, code, bar, qr, time, period, expire, scan, image, camera, threshold, limit, attraction, event.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2011/0040655 A1 (Hendrickson) 17 February 2011 (17.02.2011), entire document, especially abstract, para [0002], [0012], [0016], [0019], [0021], [0024], [0028], [0030], [0032], [0034], [0089], [0094], [0100], [0112], [0114], [0139], [0156], [0159].	1-38
A	US 2010/0211431 A1 (Lutnick et al.) 19 August 2010 (19.08.2010), entire document, especially abstract, para [0085], [0091], [0093], [0115], [0182].	1-38
A	US 2009/0292599 A1 (Rampell et al.) 26 November 2009 (26.11.2009), entire document, especially abstract, para [0087], [0097], [0098], [0101], [0128], [0132], [0211], [0228].	1-38

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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

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