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(54) Title: MOBILE ALERTING NETWORK

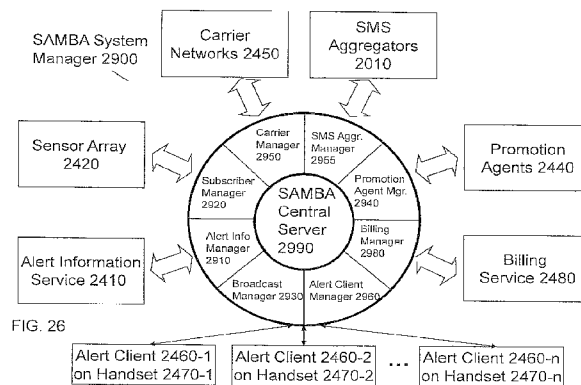


FIG. 26

(57) Abstract: A Mobile Alert Network service includes identifying an Alert Area related to an Event Location, identifying a group of subscribers in the Alert Area, and broadcasting an Alert Message to the identified subscribers in a push-to-Lalk-equivalent environment. The Alert Messages can alert the subscribers about the cause of the alert, offer message related choices, and offer event related choices, such as promotion information or offers. The MAN Service may include an Alert Information Service, a Subscriber Selector, and a Broadcast Module to generate an Alert Message. The event related choices may be generated based on campaigns by Promotional Agents. A wrapper can be downloaded to manage Alert Messages, a mailbox, and to update on board applications. A on-board logger can provide a detailed account of the operations of the handset and its user. A Sensor Array can be used to determine the location of users, based on the self-identification information, broadcast by the cell phones.



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| 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) IPC G08G 1/09 H04N 7/00 G08G 1/01 G01C 21/34 G01C21/00 G08G1/09 H04H1/00 H04H1/02 H04Q7/34 H04Q 7/20 | | |
| Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Korean Utility models and applications for Utility models since 1975 Japanese Utility models and applications for Utility models since 1975 | | |
| Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) KOMPASS (KIPO internal) & keyword : "media, content, traffic, mobile phone, cell phone, MAN, sensor array, alert, subscriber" | | |
| C. DOCUMENTS CONSIDERED TO BE RELEVANT | | |
| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
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| Y A | US 2003/0014187 A1 (KYUNG-JOON CHUN, NAK-KOO KIM) 16 January 2003 See the abstract; paragraphs [0026]-[0028],[0041]; figure 5. | 1-5,18 6-17,19-20 |
| A | US 2007/0149214 A1 (JOSEPH M. WALSH, RICHARD P. BIBY) 28 June 2007 See the abstract; claims 1-2,18; figures 1-3,5. | 1-20 |
| A | JP 2003-217088 A (TOYOTA MOTOR CORP) 31 July 2003 See the abstract; paragraphs [0014]-[0016]; figure 1. | 1-20 |
| <input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex. | | |
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Information on patent family members

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| US 2007/0149214 A1 | 28.06.2007 | None | |
| JP 2003-217088 A | 31.07.2003 | None | |