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(54) Title: METHOD AND APPARATUS FOR SERVING PROMOTIONS IN A LOW-POWER WIRELESS NETWORK

![Diagram](image)

(57) Abstract: A first electronic device may begin communicating with a second electronic device in response to detecting that the second electronic device is within communication range of a low-power wireless interface of the first electronic device. The first device may receive, via the low-power wireless interface, information about a status and/or profile of the second electronic device. The first device may generate a promotion customized based on the received information. The low-power wireless interface may communicate in conformance with ISO 18000-7. The first electronic device may send, via the low-power wireless interface information about a status and/or profile of the first electronic device to the second electronic device. The second electronic device may request a promotion based on the profile and/or status of the first electronic device.
### A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2012.01)
USPC - 705/14.64

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: 705/14.64

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

USPC: 705/14.1, 14.4, 14.64, 14.66 (keyword limited - see terms below)

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

PubWEST (PGPB, USPT, USOC, EPAB, JPAB); GOOGLE; Google Scholar

Search Terms: wireless, interface, customized, promotion, advertising, profile, search, query, URL, sensor, detection, transmit, presenting, display, XML, HTML, RF, radio, range

### C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 2009/0210898 A1 (Childress et al.) 20 August 2009 (20.08.2009), entire document, especially; abstract, para. [0011]-[0016], [0020], [0021], [0033], [0037], [0045]</td>
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<tr>
<td>Y</td>
<td>US 2010/0228617 A1 (Ransom et al.) 09 September 2010 (09.09.2010), entire document, especially; abstract, para. [0023], [0046], [0086]</td>
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<td>A</td>
<td>US 2010/0179877 A1 (Lam) 15 July 2010 (15.07.2010), entire document</td>
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<tr>
<td>X, P</td>
<td>US 201 1/01 12892 A1 (Tarantino) 12 May 2011 (12.05.2011), entire document</td>
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Further documents are listed in the continuation of Box C.

* Special categories of cited documents:
  - "A" document defining the general state of the art which is not considered to be of particular relevance
  - "E" earlier application or patent but published on or after the international filing date
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  - "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
  - "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

Date of the actual completion of the international search: 08 May 2012 (08.05.2012)

Date of mailing of the international search report: 25 May 2012

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