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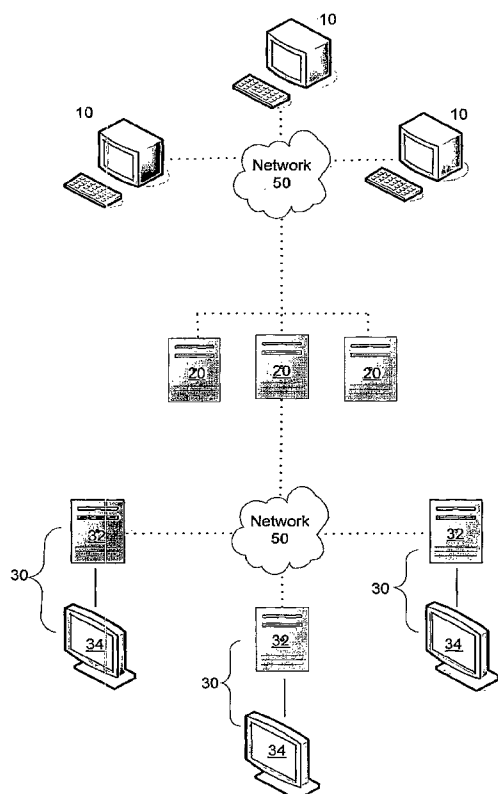
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(54) Title: DIGITAL SIGNAGE TRANSACTION AND DELIVERY METHODS



(57) Abstract: Methods for providing digital signage advertise-
ments for display in retail locations are described. In an embod-
iment, the method comprises facilitating an on-line transaction
for digital signage advertisement space in a retail location, re-
ceiving a digital signage advertisement responsive to the on-line
transaction, and providing over an electronic network the digital
signage advertisement for display in the retail location. Pricing
data on past digital signage advertisement transactions may be
provided for determining a price to be charged for the digital sig-
nage advertisement space. The advertisement may be provided
over a network to a satellite, simulcast, or narrowcast server to
be broadcast to a display system in the retail location.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 06/47440

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2007.01)

USPC - 705/14

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(8): G06Q 30/00 (2007.01)

USPC: 705/14

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

USPC: 705/14, 37, 400; 725/32

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

Electronic databases: USPTO WEST (PGPB, USPT, EPAB, JPAB); Dialog PRO

Search Terms Used: digital sign or signage ad or advertisement, retail location or outlet or space, calculating or determining cost or price, transaction or auction ad or advertisement or space or location, network or internet or server or web etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005/0004836 A1 (RUTTENBERG) 06 January 2005 (06.01.2005) (abstract, and para [0005]-[0009], [0027]-[0029], [0044]-[0057])	1-28
A	US 2005/0086695 A1 (KEELE et al.) 21 April 2005 (21.04.2005)	1-28
A	US 2005/0060362 A1 (WOLINSKY et al.) 17 March 2005 (17.03.2005)	1-28
A	US 2002/0124251 A1 (HUNTER et al.) 05 September 2002 (05.09.2002)	1-28

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