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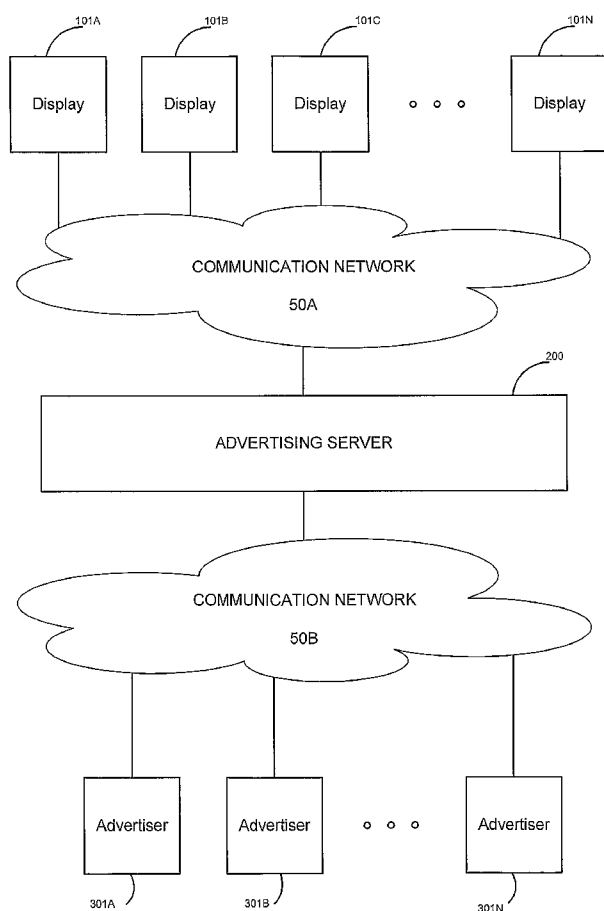
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[Continued on next page]

(54) Title: ALLOCATING ADVERTISING SPACE IN A NETWORK OF DISPLAYS



(57) Abstract: Systems and methods for allocating space for advertisements in a network of electronic display devices are provided. Attribute information indicating retailer and categories of products available for purchase in the vicinity of a display device is maintained for each device in a database. Advertisers may upload advertisement messages to a server specifying information such as budget, price per impression, preferred billboards and/or other constraints. One or more keywords or other descriptors are specified for each advertisement message. The system then generates an advertising campaign specifying where the advertisement message is to be output and send the messages to the specified displays. The output may consist of various forms including video, audio, printed incentive, interactive data transfers and/or combinations of these.

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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

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# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 06/23891

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 17/30 (2006.01)

USPC - 705/27

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, 725, 353/239, 707, 340/390

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

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

WEST: DB=PGPB,USPT,USOC,EPAB,JPAB; terms=network, advertise or distribute or publish, location, content, category

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/0055880 A1 (UNOLD et al) 9 May 2002 (09.05.2002), entire document	1-24
X	US 6,804,659 B1 (GRAHAM et al.) 12 October 2004 (12.10.2004), entire document	1, 21

☐ Further documents are listed in the continuation of Box C.

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"P" document published prior to the international filing date but later than the priority date claimed

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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

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