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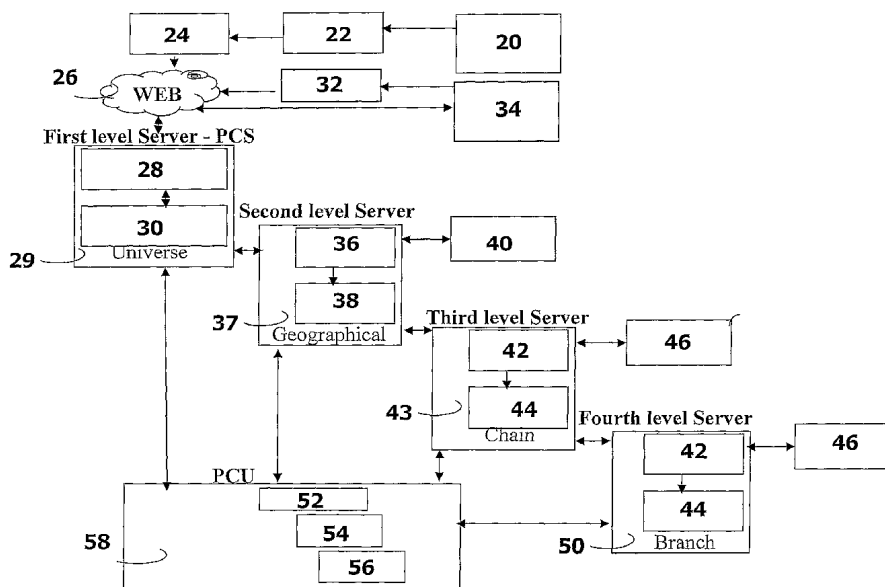
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(54) Title: INTERACTIVE AND ADAPTIVE MESSAGING SYSTEMS



(57) Abstract: The present invention provides a new interactive and adaptive messaging system and method adapted to allow effective communication and relationship between customers, owners of a confined predetermined area and advertisers. The system comprises at least one server adapted to receive content from the customers, the owners, the advertisers, and the predetermined area and to create relevant information and adapted to distribute the information to the customers. A part of the information is distributed when the customer is identified by the messaging system to enter the predetermined area and another part of the information is distributed to the customer according to content received by the server from the customer or the predetermined area. The customers are exposed to the information regularly as they are traveling within the predetermined area as well as at specific locations and times within the predetermined area.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL05/01328

A. CLASSIFICATION OF SUBJECT MATTER

IPC: G01S 3/02(2006.01)

USPC: 342/457

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)

U.S. : 342/457

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)

EAST

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,414,635 B1 (STEWART et al) 2 July 2002 (02.07.2002), abstract, column 3, lines 6-15, column 4, lines 35 to column 5, lines 27, column 12, lines 33-40, column 13, lines 24-54, column 16, lines 56 to column 17, lines 4, column 21, lines 35-46, column 24, lines 21-54, column 25, lines 17-45, column 26, lines 1-31, column 28, lines 40-60, and Figures 7A, 7B, 10A, and 12.	1-27

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

☐ See patent family annex.

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