Abstract: A system receives a request from a client and provides an aerial image to the client in response to the request. The aerial image includes an advertisement superimposed on the aerial image.
INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 07/65675

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G01 C 21/30; G01 C 21/32 (2008.04)
USPC - 701/211

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: 701/211

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 701/201, 212

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Electronic Databases Searched: pubWEST, USPTO, Google, Answers.com, Google Patents
Search Terms Used: map, aerial, image, overlay, business, place, location, name, retrieve, response, user, client, advertisement, predetermined, building, rooftop, trees, dialog box, computer, past, search, purchase, repository, database

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>X</td>
<td>US 2002/029226 A1 (Li et al.) 07 March 2002 (07.03.2002) para [0004], [0006]-[0008], [0010]-[0012], [0014]-[0018], [0033]-[0034], [0039], [0041], [0043] and [0062]</td>
<td>1, 3, 7, 10-22 and 25-34</td>
</tr>
<tr>
<td>Y</td>
<td>US 2005/0288859 A1 (GOLDING et al.) 29 December 2005 (29.12.2005) para [0004], [0034], [0045], [0047], [0056] and [0065]-[0066]</td>
<td>2, 4-6, 8-9 and 23-24</td>
</tr>
<tr>
<td>Y</td>
<td>US 2005/0270311 A1 (RASMUSSEN et al.) 08 December 2005 (08.12.2005) para [0007], [0016], [0080] and [0104]</td>
<td>2, 4-6, 8 and 23-24</td>
</tr>
</tbody>
</table>

I I Further documents are listed in the continuation of Box C [ ]

Further 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
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

Date of the actual completion of the international search

09 July 2008 (09.07.2008)

Date of mailing of the international search report

18 JUL 2008

Name and mailing address of the ISA/US

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PCTOSP 571-272-7774

Form PCT/ISA/210 (second sheet) (April 2007)