Title: DIGITAL WIRELESS ADVERTISING

Abstract: The present invention relates to a direct digital wireless marketing system and method. With the invention businesses can contract for advertisements to be transmitted from a radio data link covering the area surrounding the business and reaching multipurpose computers inside the cars as they travel within the area. The ads are in a digital format for display on the in-car computer. The in-car computer filters the ads transmitted from the businesses for only preselected items needed by the user. The businesses pay for the ads through the service provider that also setups the hardware and software. The businesses upload data regarding the ads they are transmitting to the service provider, so that the filtered advertisements are easily selected by the user via the service provider. Ads that appeal to the user can be stored for later use as needed in the multipurpose computer.
INTERNATIONAL SEARCH REPORT

International application No.
PCT/US07/73726

A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06F 17/30( 2006.01)

USPC: 705/9
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. : 705/9

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)

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>
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</table>

Further documents are listed in the continuation of Box C.

See patent family annex.

Date of the actual completion of the international search
22 December 2007 (22.12.2007)

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