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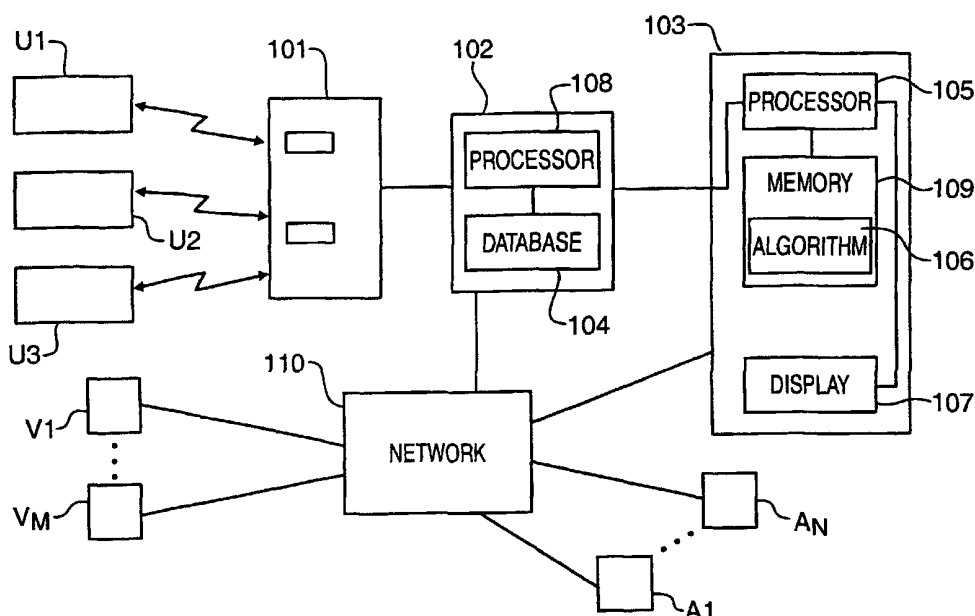
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(54) Title: LOCATION ENHANCED INFORMATION DELIVERY SYSTEM



(57) Abstract: The Location Enhanced Information Delivery System Architecture (LEIA) customizes the information that is displayed to an information recipient based on optimizing a match between information purveyors, such as advertisers, and the information recipients who are local to an information delivery system. The present location enhanced information delivery system presents the information most suited to the real current audience, as measured by location information systems, rather than to a static predicted audience. While the preferred embodiment discloses a beaconing-style wireless technology, the system concept is easily extensible both to other location-information systems, such as license-plate scanning with cameras, and to utilizing the location-information for private displays of information in addition to public displays of information.



For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 G06F17/30 G06F17/60

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)
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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 practical, search terms used)

EPO-Internal, IBM-TDB

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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Y	page 2, line 8 -page 6, line 7 ---	27-32
Y	US 5 855 008 A (GOLDHABER A NATHANIEL ET AL) 29 December 1998 (1998-12-29)	28,29, 31,32
A	abstract	27,30
Y	EP 0 700 226 A (MOTOROLA INC) 6 March 1996 (1996-03-06) abstract column 3, line 21 -column 4, line 7 --- -/--	27,30

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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