US 20050239448A1

(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2005/0239448 A1**

Bayne (43) **Pub. Date: Oct. 27, 2005**

(54) **SYSTEM AND METHOD FOR THE DISTRIBUTION OF ADVERTISING AND ASSOCIATED COUPONS VIA MOBILE MEDIA PLATFORMS**

(76) Inventor: **Anthony J. Bayne**, Lomita, CA (US)

Correspondence Address:
KNOBBE MARTENS OLSON & BEAR LLP
2040 MAIN STREET
FOURTEENTH FLOOR
IRVINE, CA 92614 (US)

(21) Appl. No.: **11/105,171**

(22) Filed: **Apr. 12, 2005**

Related U.S. Application Data

(60) Provisional application No. 60/561,479, filed on Apr. 12, 2004. Provisional application No. 60/563,394, filed on Apr. 19, 2004. Provisional application No. 60/586,901, filed on Jul. 9, 2004. Provisional application No. 60/587,769, filed on Jul. 14, 2004. Provisional application No. 60/608,664, filed on Sep. 11, 2004. Provisional application No. 60/627,891, filed on Nov. 15, 2004.

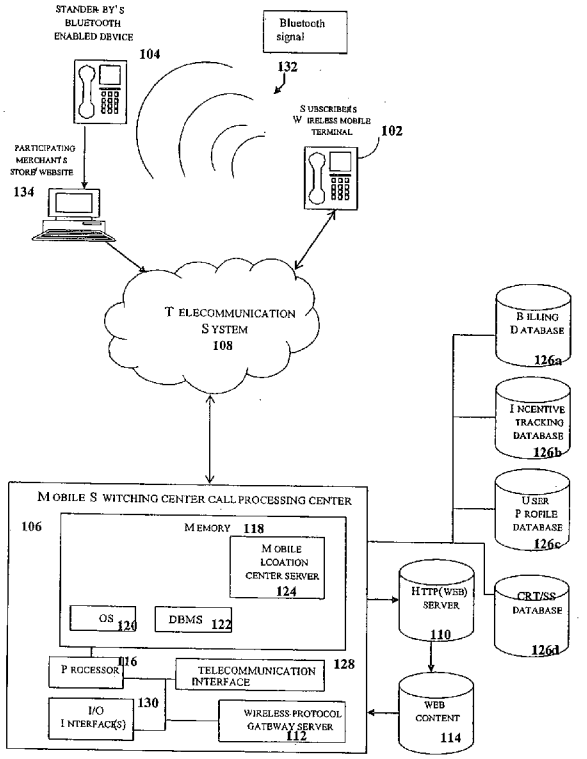
Publication Classification

(51) **Int. Cl.**[7] **H04Q 7/20**

(52) **U.S. Cl.** **455/414.3**; 455/403

(57) **ABSTRACT**

A mobile terminal apparatus, systems, and methods for a mobile service provider to deliver advertising content, via a wireless protocol, to a user's mobile terminal are provided. The user's mobile terminal may be both multimedia and Bluetooth enabled, and may be able to be located by the service provider when it is powered on, so that the advertising content presented may be relevant to the viewer's location. When the mobile terminal is presenting advertising content according to the invention, it may simultaneously transmit to other nearby Bluetooth enabled devices, digital coupons that can be used by the recipients for the advertiser's products or services. Some embodiments include a mobile terminal having a display that folds into a second orientation, above or alongside the mobile terminal's main profile to face outward, so that persons standing by can see the advertising being displayed, as hands-free functionality will be temporarily suspended requiring the user to hold the terminal at his ear to speak. The user may receive incentives (reduced/free minutes, free content, e.g., ring tones, etc.) to use the terminal. Service providers will receive advertising revenues and an effective means to monitor the effectiveness of a mobile advertising campaign. Nearby people may receive information and electronic coupons, and advertisers will receive brand recognition.



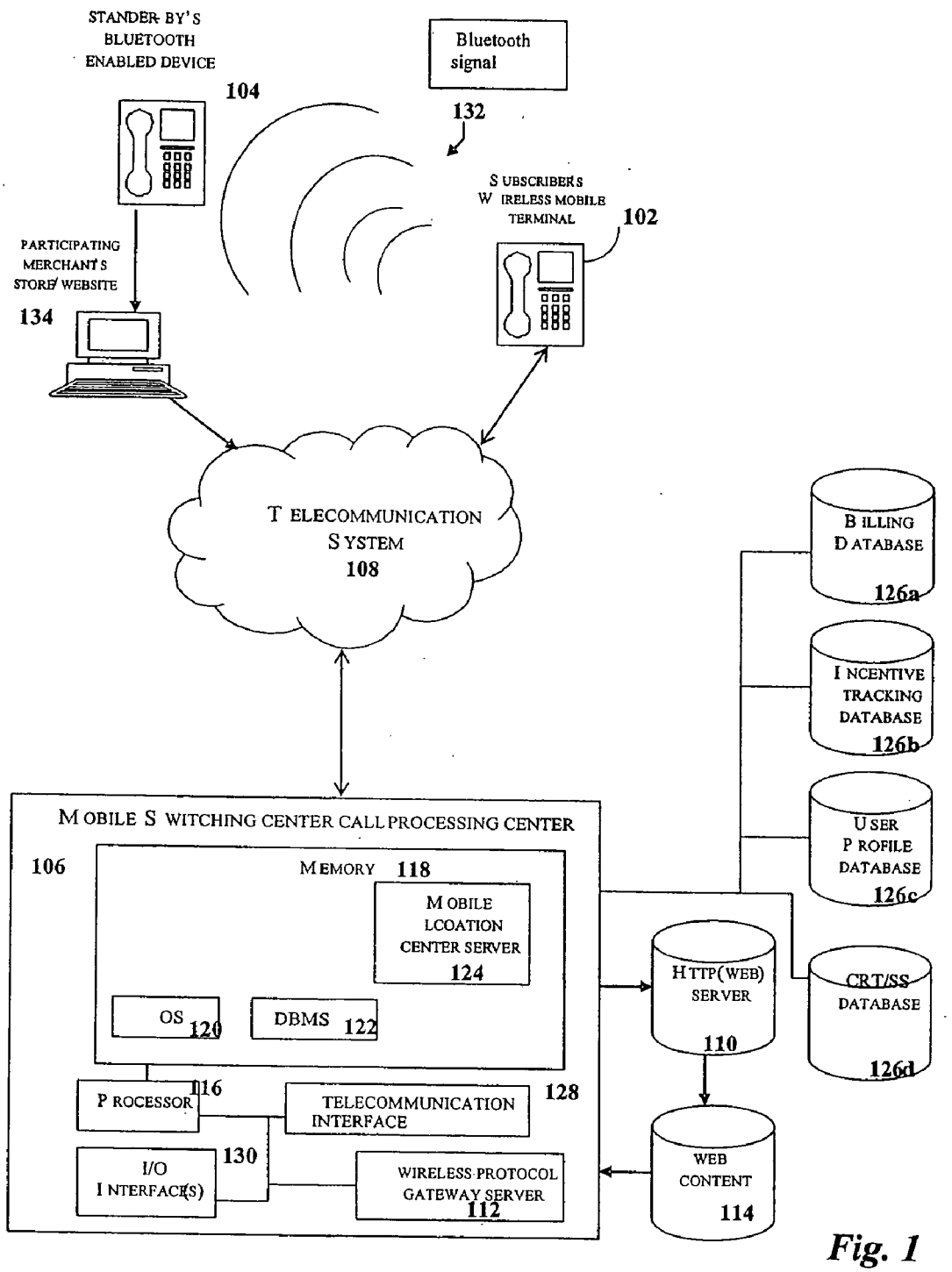

STANDER-BY'S BLUETOOTH ENABLED DEVICE
104
Bluetooth signal
132
SUBSCRIBER'S WIRELESS MOBILE TERMINAL
102
PARTICIPATING MERCHANT'S STORE/ WEBSITE
134
TELECOMMUNICATION SYSTEM
108
BILLING DATABASE
126a
INCENTIVE TRACKING DATABASE
126b
USER PROFILE DATABASE
126c
CRT/SS DATABASE
126d
MOBILE SWITCHING CENTER CALL PROCESSING CENTER
106
MEMORY 118
MOBILE LOCATION CENTER SERVER
124
OS 120
DBMS 122
PROCESSOR 116
TELECOMMUNICATION INTERFACE
128
I/O INTERFACE(S)
130
WIRELESS PROTOCOL GATEWAY SERVER
112
HTTP(WEB) SERVER
110
WEB CONTENT
114

Fig. 1

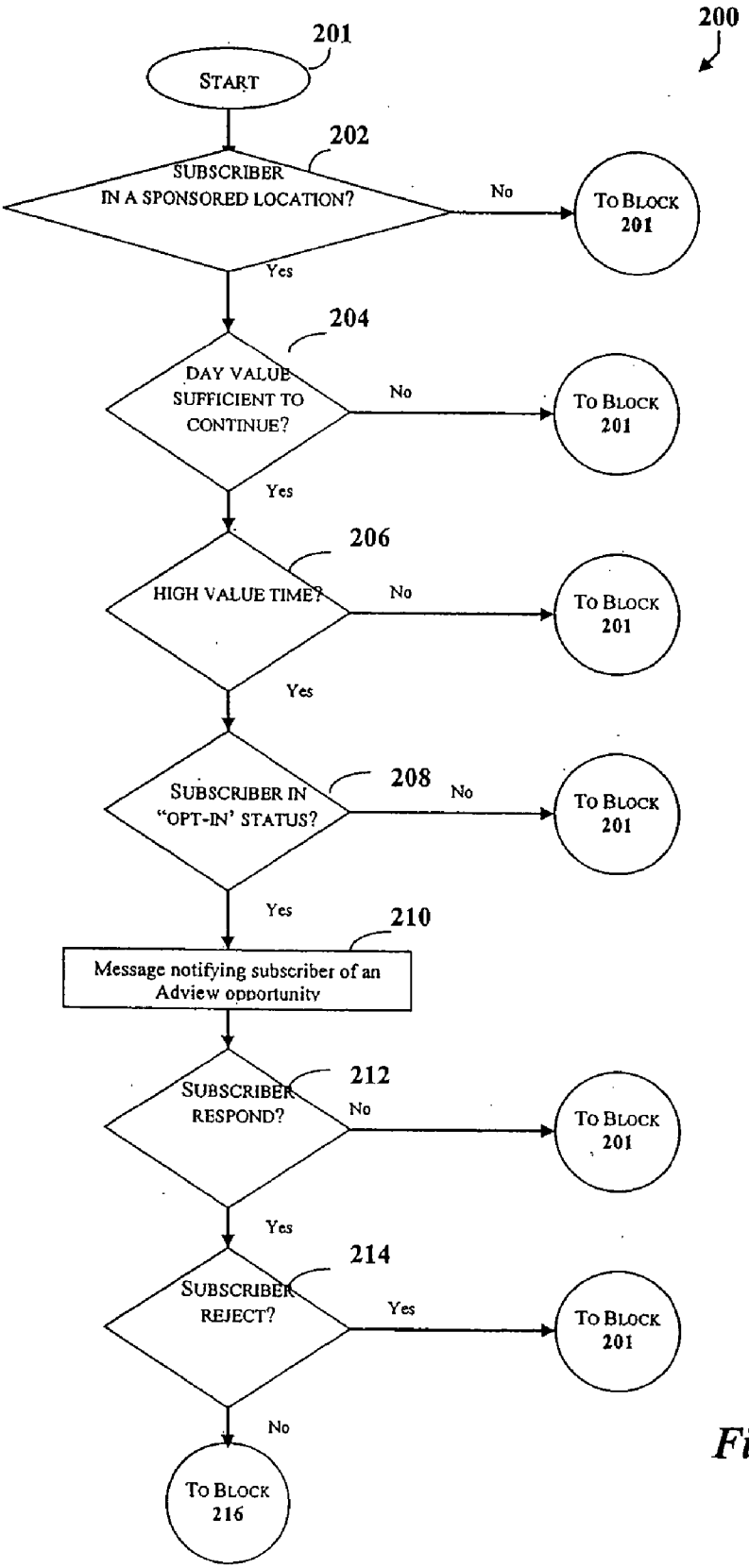

200
201
START
202
SUBSCRIBER IN A SPONSORED LOCATION?
No
To Block 201
Yes
204
DAY VALUE SUFFICIENT TO CONTINUE?
No
To Block 201
Yes
206
HIGH VALUE TIME?
No
To Block 201
Yes
208
SUBSCRIBER IN "OPT-IN' STATUS?
No
To Block 201
Yes
210
Message notifying subscriber of an Adview opportunity
212
SUBSCRIBER RESPOND?
No
To Block 201
Yes
214
SUBSCRIBER REJECT?
Yes
To Block 201
No
To Block 216

Fig. 2A

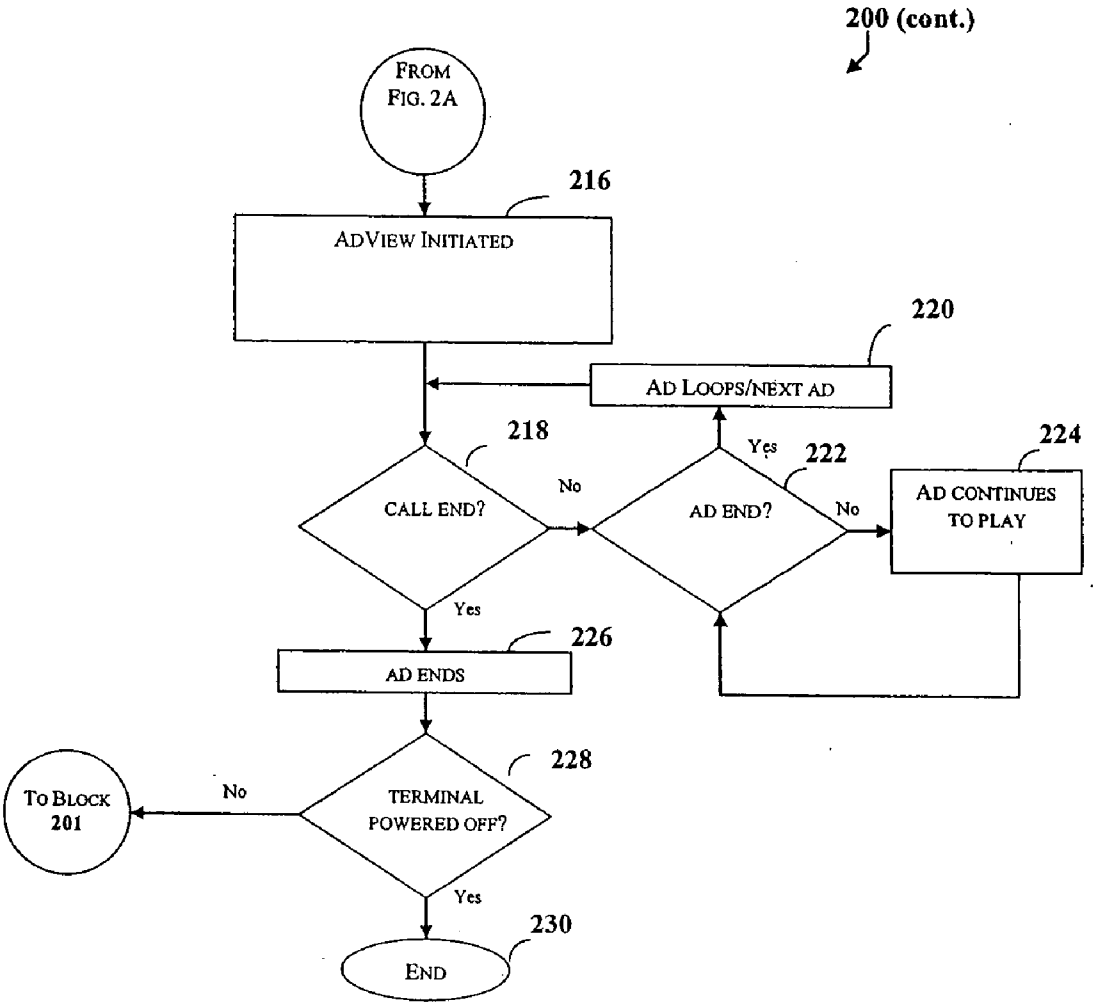

200 (cont.)
FROM FIG. 2A
216
ADVIEW INITIATED
220
AD LOOPS/NEXT AD
218
CALL END?
No
Yes
222
AD END?
Yes
No
224
AD CONTINUES TO PLAY
226
AD ENDS
228
TERMINAL POWERED OFF?
No
TO BLOCK 201
Yes
230
END

Fig. 2B

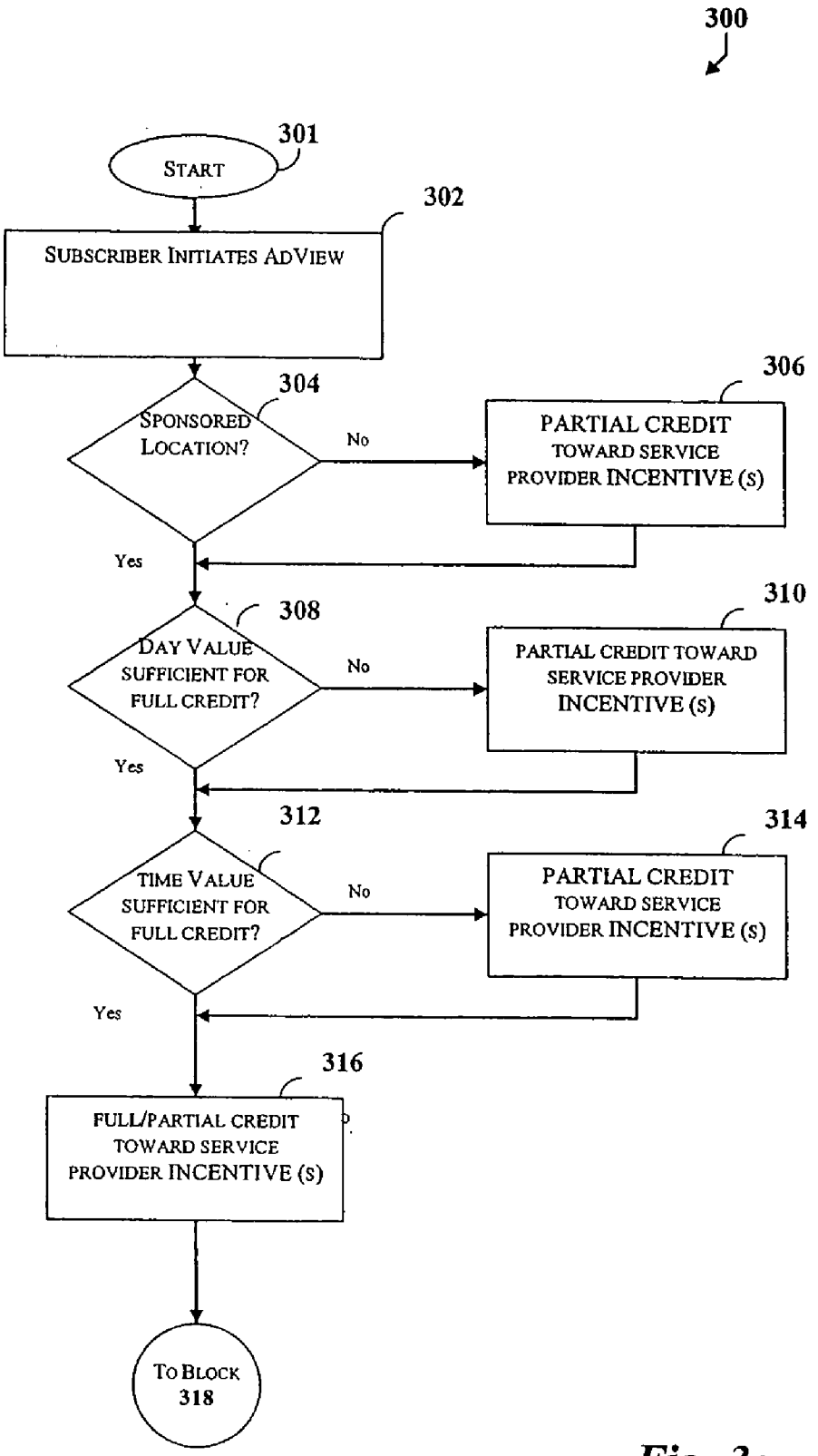

300
301
START
302
SUBSCRIBER INITIATES ADVIEW
304
SPONSORED LOCATION?
No
306
PARTIAL CREDIT TOWARD SERVICE PROVIDER INCENTIVE (S)
Yes
308
DAY VALUE SUFFICIENT FOR FULL CREDIT?
No
310
PARTIAL CREDIT TOWARD SERVICE PROVIDER INCENTIVE (S)
Yes
312
TIME VALUE SUFFICIENT FOR FULL CREDIT?
No
314
PARTIAL CREDIT TOWARD SERVICE PROVIDER INCENTIVE (S)
Yes
316
FULL/PARTIAL CREDIT TOWARD SERVICE PROVIDER INCENTIVE (S)
TO BLOCK 318

Fig. 3a

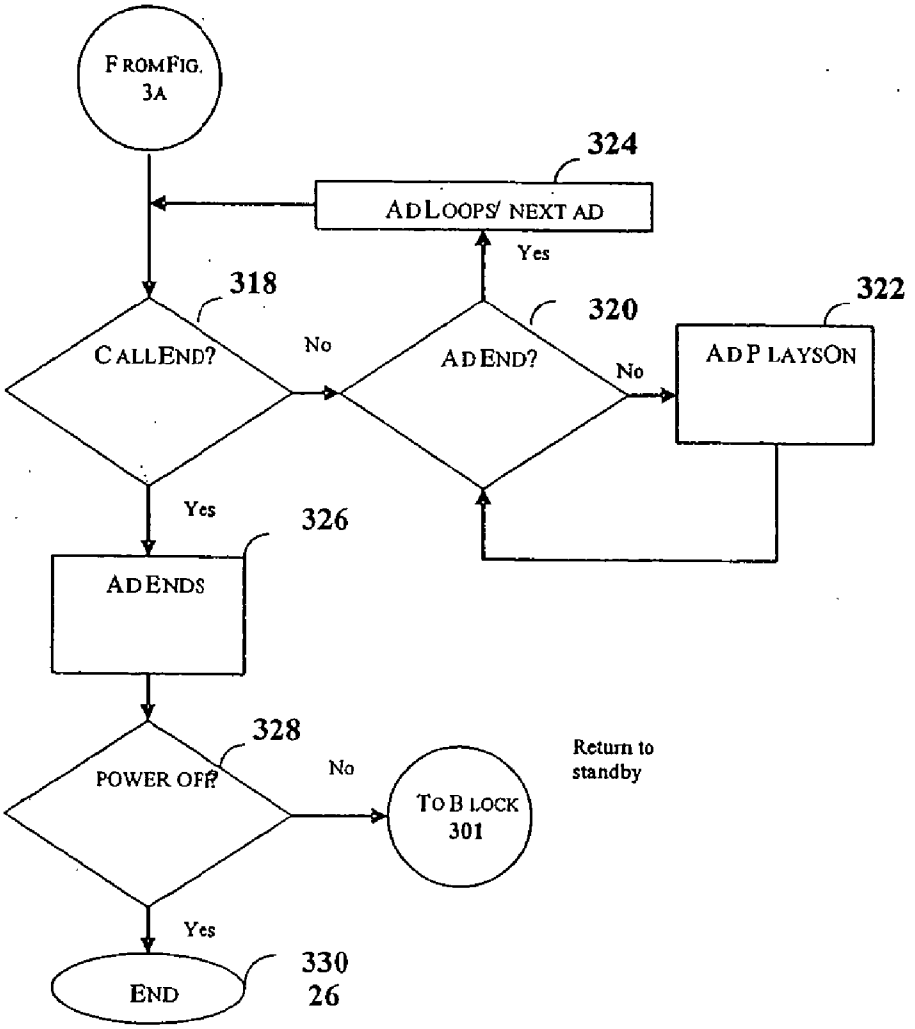

FROM FIG. 3A
324
AD LOOPS/ NEXT AD
Yes
318
CALL END?
No
320
AD END?
No
322
AD PLAYS ON
Yes
326
AD ENDS
328
POWER OFF?
No
TO BLOCK 301
Return to standby
Yes
330
END
26

Fig. 3b

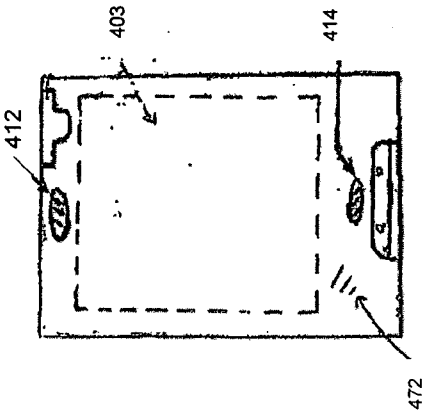


Fig. 4d

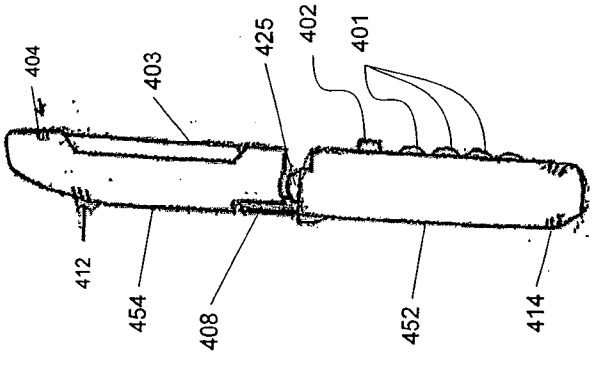


Fig. 4c

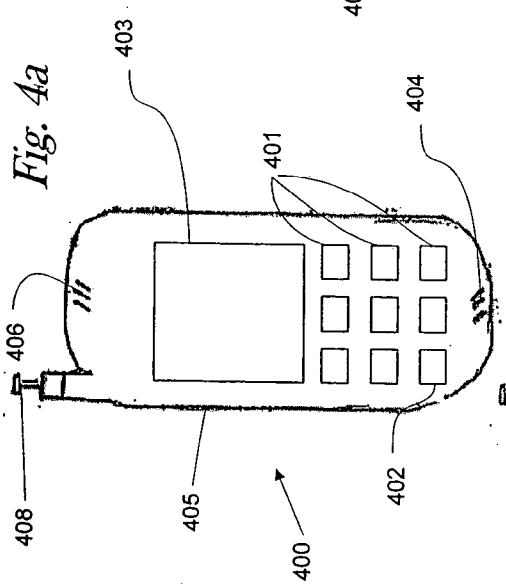


Fig. 4a

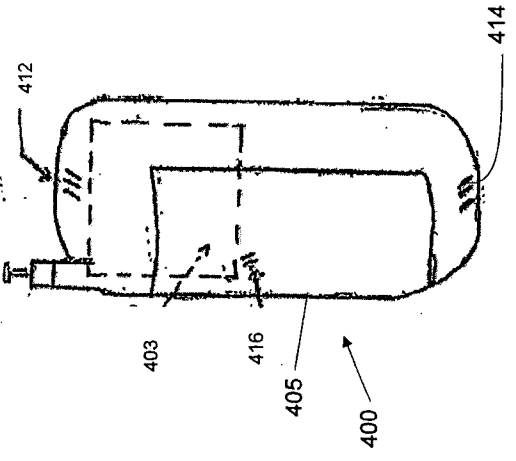


Fig. 4b

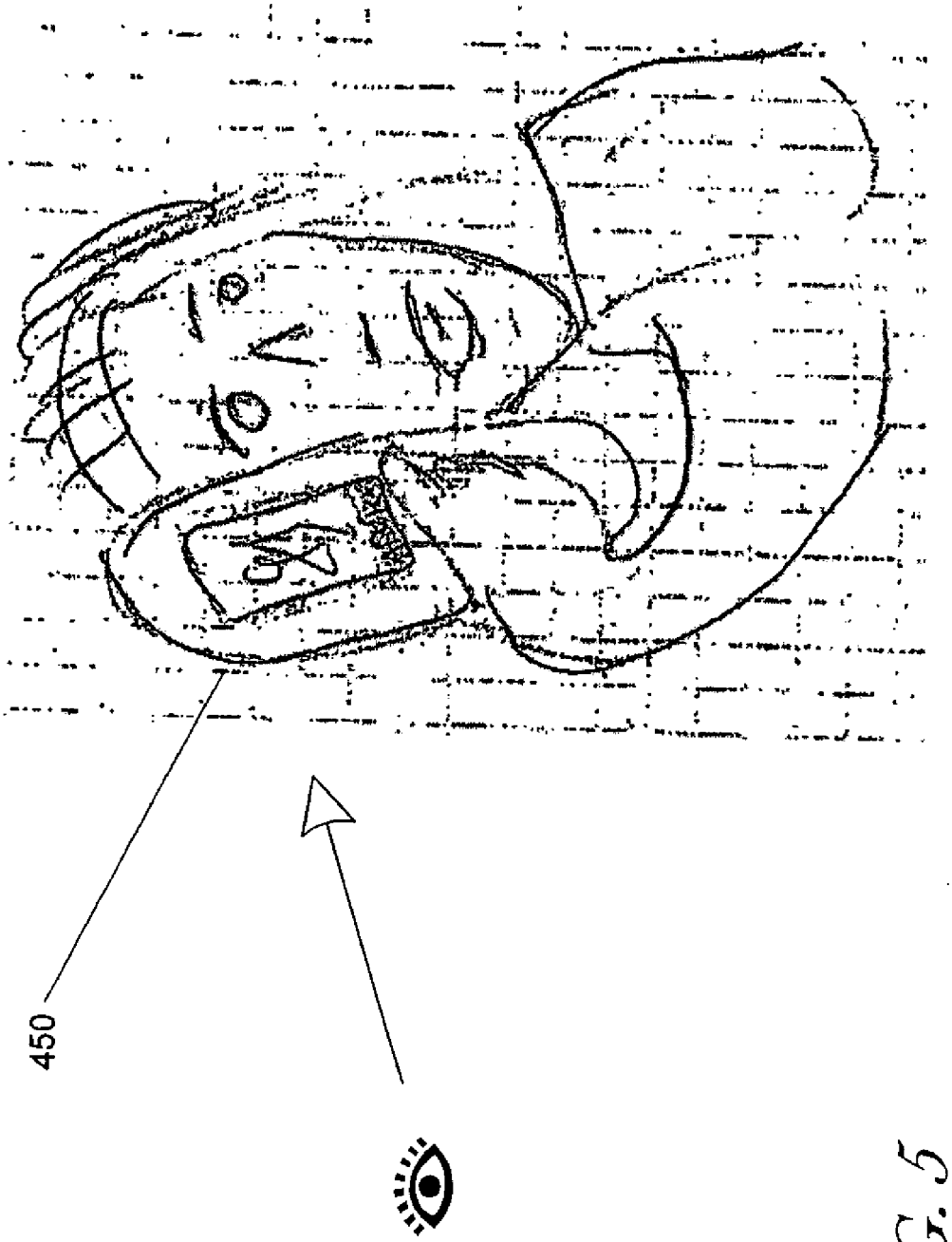


FIG. 5

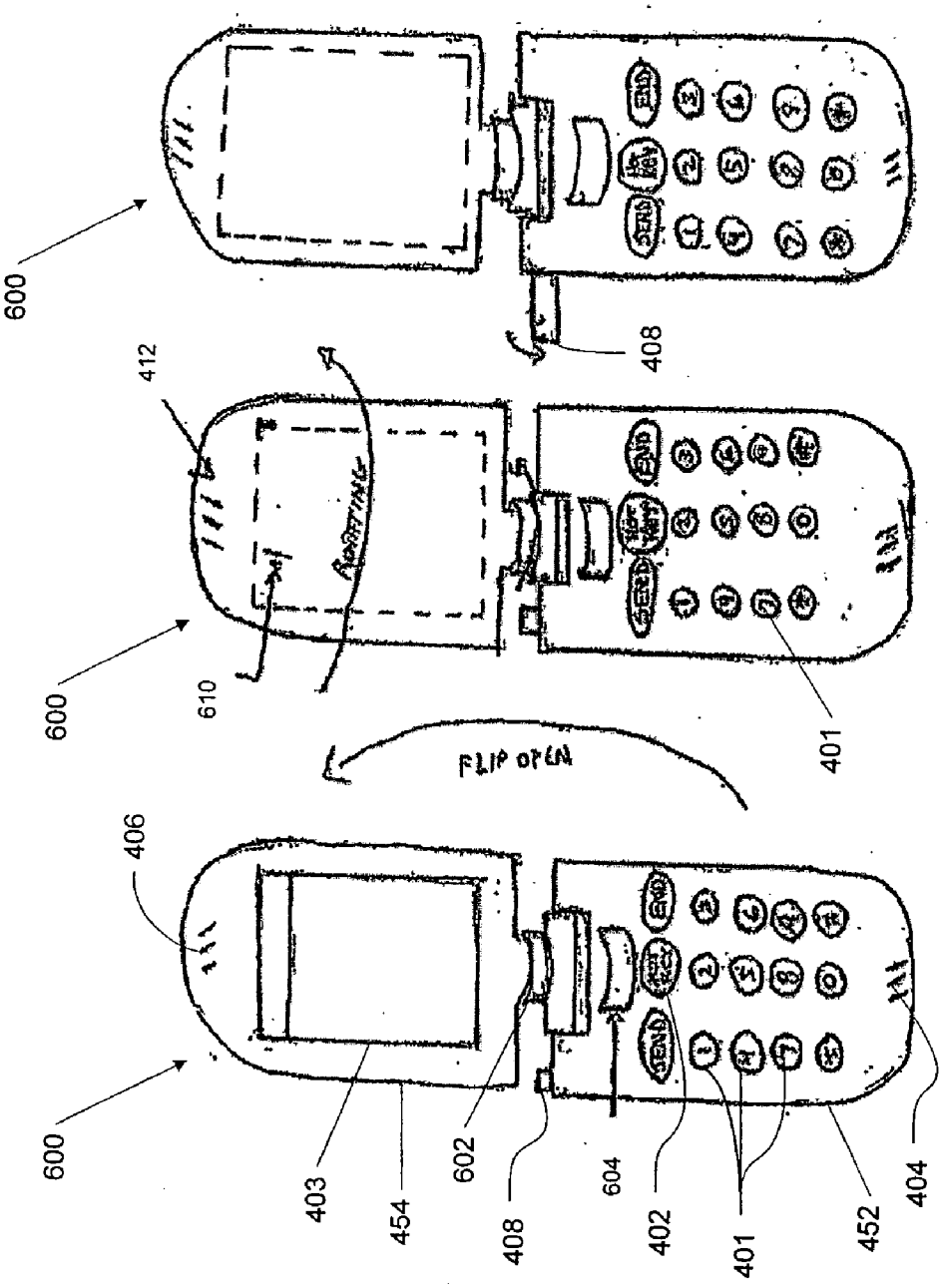
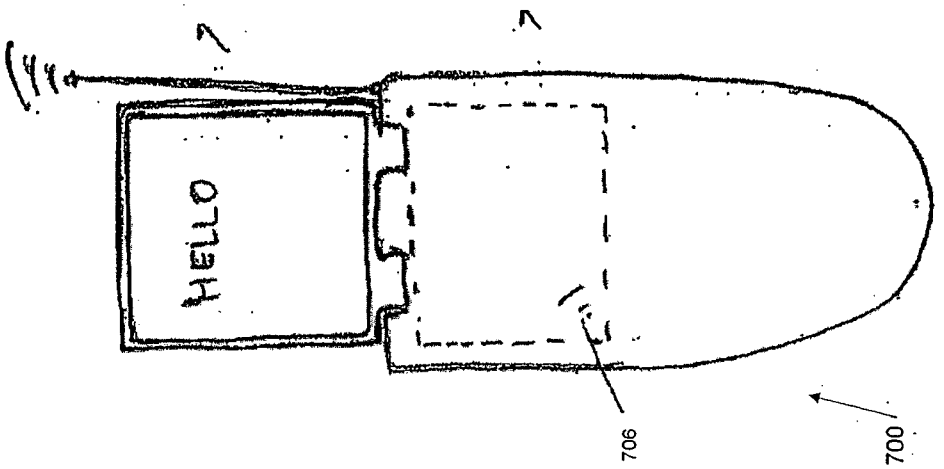


FIG. 6c

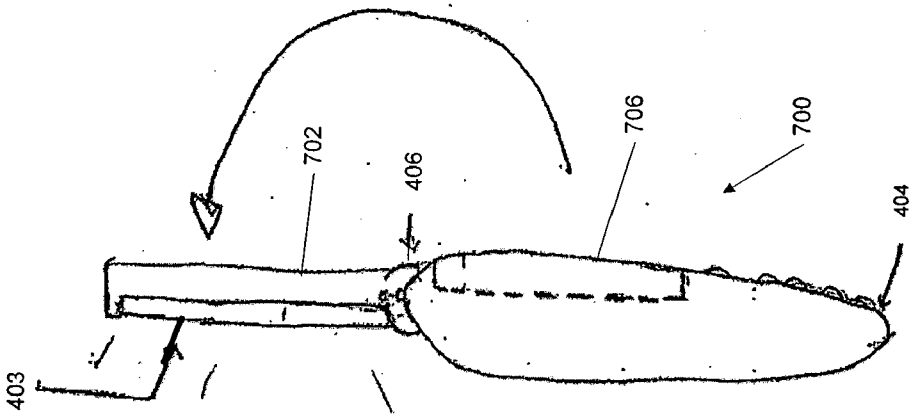
FIG. 6b

FIG. 6a



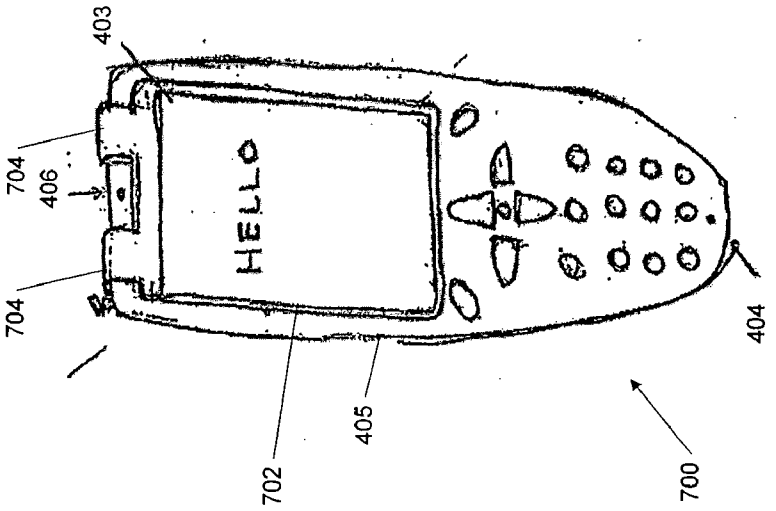
REAR VIEW

FIG. 7c



SIDE VIEW

FIG. 7b



FRONT VIEW

FIG. 7a

FIG. 8a

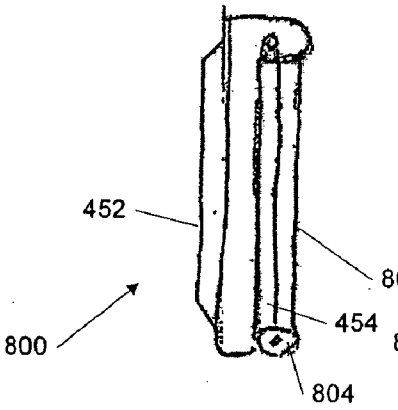


FIG. 8b

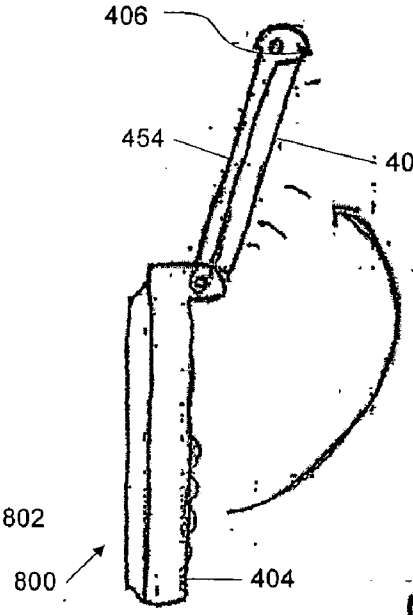
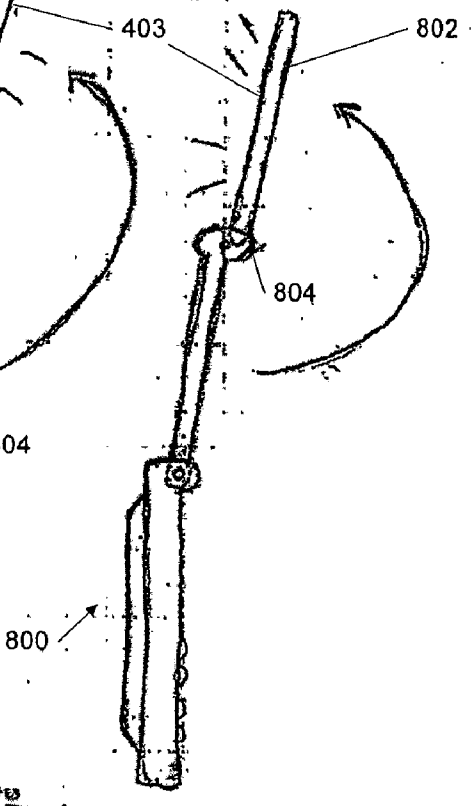


FIG. 8c



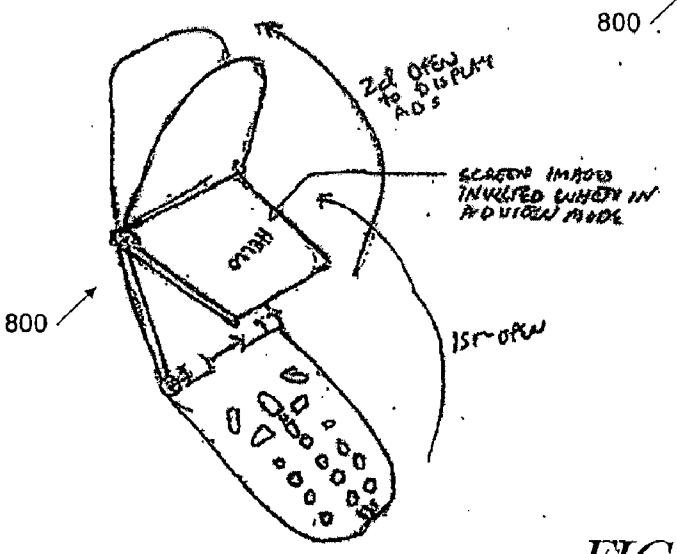


FIG. 8d

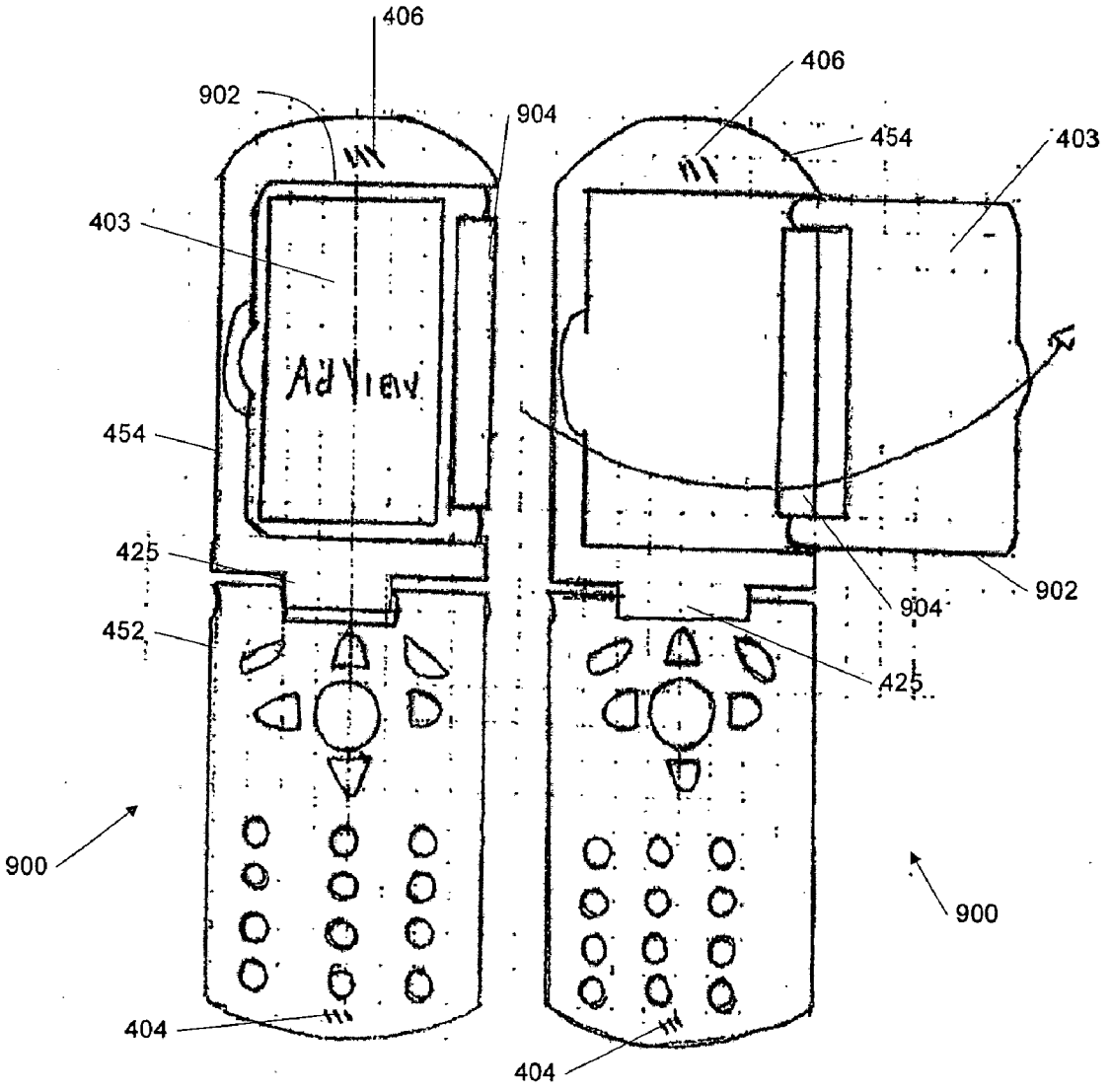

406
902
904
403
454
425
452
900
404
406
454
403
902
904
425
900
404

FIG. 9a

FIG. 9b

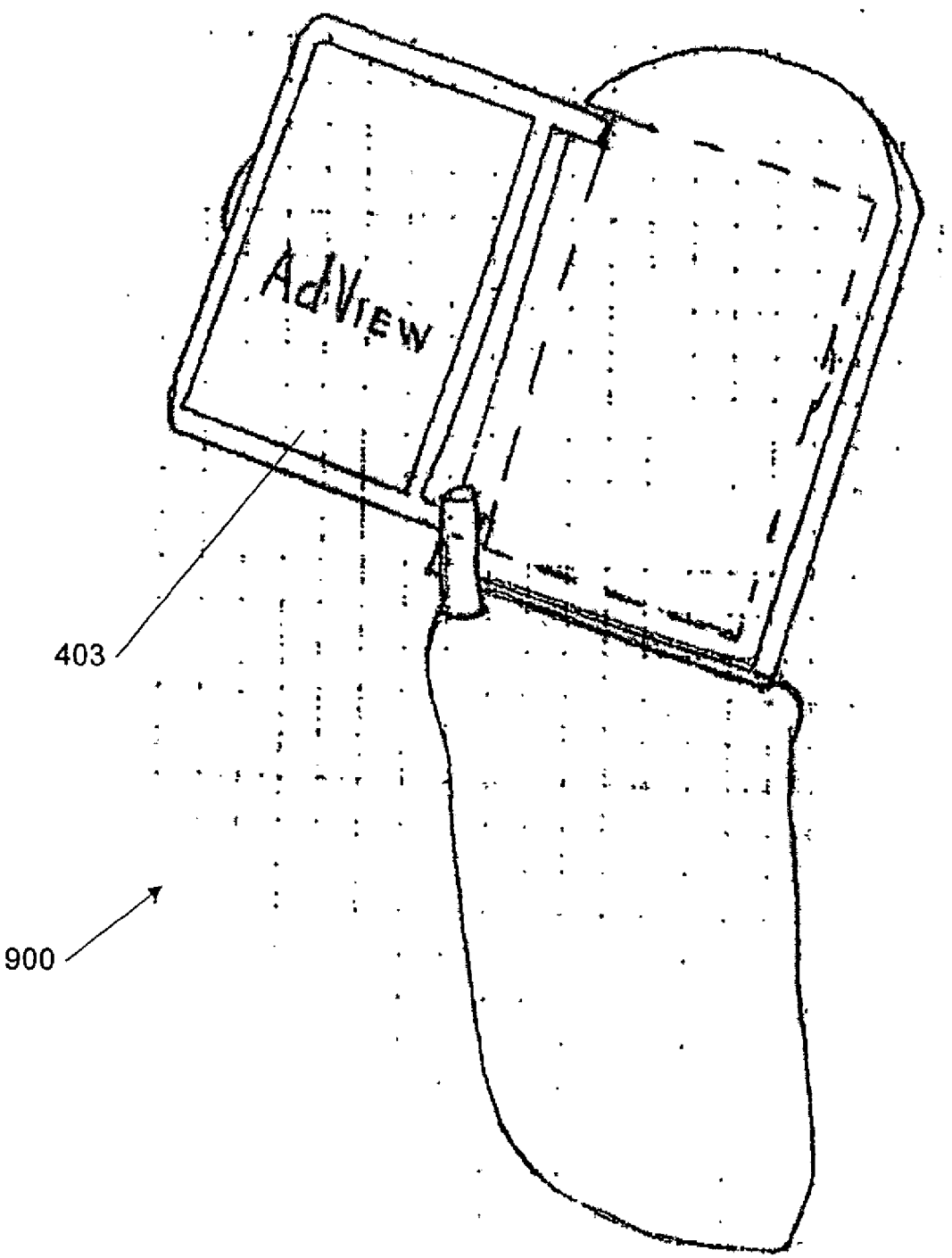


FIG. 9c

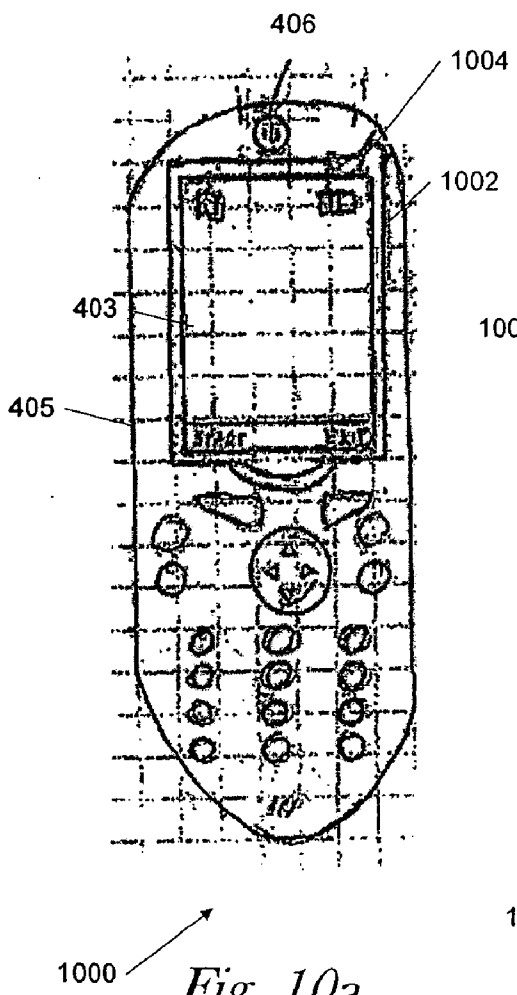


Fig. 10a

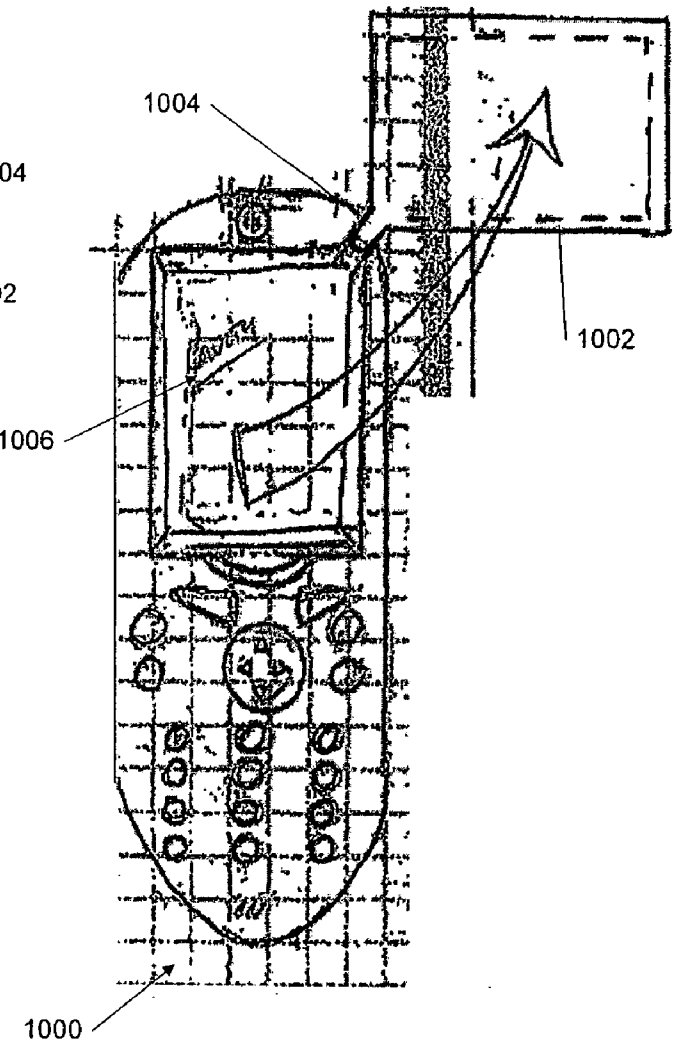


Fig. 10b

SYSTEM AND METHOD FOR THE DISTRIBUTION OF ADVERTISING AND ASSOCIATED COUPONS VIA MOBILE MEDIA PLATFORMS

RELATED APPLICATIONS

[0001] This application claims the benefit of priority to U.S. Provisional Applications Ser. No. 60/561,479 filed Apr. 12, 2004, Ser. No. 60/563,394 filed Apr. 19, 2004, Ser. No. 60/586,901 filed Jul. 9, 2004, Ser. No. 60/587,769 filed Jul. 14, 2004, Ser. No. 60/608,664 filed Sep. 11, 2004, and Ser. No. 60/627,891 filed Nov. 15, 2004. Each of the foregoing applications is hereby incorporated by reference in its entirety.

BACKGROUND OF THE INVENTION

[0002] 1. Field of the Invention

[0003] The present invention relates to mobile terminals systems, and more particularly to transmission and presentation of information on display of mobile terminals.

[0004] 2. Description of the Related Technology

[0005] There are presently over one billion global mobile subscribers and over 100 million mobile data subscribers. Subscribers having multimedia messaging services (MMS) equipped mobile terminals such as smart phones, phone enabled PDA's, and phone enabled pocket PC's (mobile terminal) can access the Internet via various wireless protocols (e.g. wireless access protocol (WAP), i-Mode, etc.) to download data ("content") from websites. Content includes text, audio and still and video images. MMS is an extension to short message service (SMS) protocol, and it defines a way to send and receive wireless content.

[0006] Many of these terminals are able to download and display streaming video over various "third generation" (3G) GSM (global system for mobile communications) based high speed data networks (e.g. "EDGE"—Enhanced Data Rates for GSM Evolution, "EV-DO"—Evolution Data Optimized, "UMTS"/"W-CDMA"—Universal Mobile Telecommunications System/Wideband Code Division Multiple Access) Subscribers are charged for the quantity of content downloaded, the time spent downloading the content, or a flat monthly fee.

[0007] Bluetooth is a standard wireless (short range radio link) technology that operates in the unlicensed 2.4 GHz ISM band and which allows users to make connections between like enabled mobile terminals and computers. It is a global standard that is supported by leaders in telecommunications and consumer electronics. According to Bluetooth Special Interest Group (SIG) over 1 million enabled devices ship each week, and by 2007 it is estimated that nearly 50% of all mobile phones in the United States will be Bluetooth enabled.

[0008] Competition between wireless service providers is fierce. Service providers compete on points of differentiation, including terminal variety, applications, "coverage" (the cellular geographic service area—CGSA) and price, both of the terminal itself and calling plans. Since many of the offerings are very similar, service providers are forced to compete on service plan price per minute charges. The result is downward pressure on the price per minute of a call. So, while subscribers continue to use more minutes, the cost to speak continues to fall, resulting in a drop in the monthly average revenue per user (ARPU). Therefore, there remains a need for a system better serve the users, increase efficiency, etc.

[0009] Service providers enter into agreements with Internet service providers to enhance the subscriber's mobile Internet experience. Service providers and Internet service providers can earn money for advertising presented during a wireless Internet session, and advertisers may motivate someone to buy their product/service, build brand awareness, etc. On the other hand, subscribers are often annoyed by unwanted e-mail and Internet advertising (SPAM), especially if they are charged for the time spent deleting the SPAM. Therefore there remains a need to provide value to the subscriber for advertising to be displayed on his or her handset.

[0010] Advertisers seek to attract consumers to their product, build brand identity, and make sales. For example, persons in malls are often there to spend money, but may not be aware of a sale in a particular department store. Visual advertising, at eye level, promoting a sale at a store in the mall may catch the eye of a shopper while standing in line waiting to make a purchase. Sandwich board advertising was the location-based advertising of yesteryear. Today, service providers using various location-based technologies, handset centric (e.g. global positioning system (GPS), cell of origin (COO)) and network technologies (e.g. time of arrival (TOA)) to deliver information (i.e. advertising) to mobile terminal users that is relevant to the user's location (e.g. nearest ATM to subscriber). The newly informed person may go to the store advertised and make a purchase. However, privacy remains a concern, as many people do not like the idea of being "tracked". Therefore, there remains a need to respect a subscriber's privacy while still providing advertising that is both easily viewed and location based.

[0011] Many advertisers have coupons printed in newspapers to build brand awareness. Because it takes time to purchase a paper, find the coupon, cut the coupon, and transport the coupon to a store to redeem it. While consumers can save money-using coupons, many do not think the effort is worth it. Therefore, a need remains for a better way to distribute advertiser's coupons.

[0012] Many service providers already deliver free informational messages (i.e. advertising) to their customers at no charge. There is usually no immediate benefit to the receiver of this free information, and so there remains a need for the subscriber to get some benefit for having his terminal display it.

[0013] Mobile service providers who present advertising on mobile terminals, generally present advertising to only one person at a time, the subscriber. This is true even if the subscriber is in a crowded public area. Therefore there remains a need to present advertising to a larger audience.

SUMMARY OF CERTAIN INCENTIVE ASPECTS

[0014] The system, method, and devices of the invention each have several aspects, no single one of which is solely responsible for its desirable attributes. Without limiting the scope of this invention as expressed by the claims which

follow, its more prominent features will now be discussed briefly. After considering this discussion, and particularly after reading the section entitled "Detailed Description of Certain Embodiments" one will understand how the features of this invention provide advantages that include providing a way of improving the efficiency of mobile telephony, providing a way of displaying advertising in locations likely to be useful for both the advertiser and the viewer, and for tracking the effectiveness of such advertising.

[0015] One embodiment is a mobile communication terminal including a housing adapted to be held by a user. The terminal further includes a transceiver disposed within the housing and configured to transmit and receive voice data, the transceiver further configured to receive multi media content. The terminal further includes a first earpiece disposed within the housing and configured to output the voice data. The terminal further includes a display disposed in the housing and configured to display the multimedia content. The housing is configured such that the display is positionable so that the multimedia content displayed on the display is viewable by at least one other person when the first earpiece is positioned in proximity to an ear of the user.

[0016] Another embodiment is a method of measuring the effectiveness of a mobile advertising campaign using a first mobile terminal having a display configured to display data to at least one other person other than a user when the terminal is positioned proximate to the ear of the user. The method includes presenting an advertisement on the display so as to be visible to at least one viewer other than the user, identifying a second mobile terminal of the at least one viewer, communicating a coupon to the second mobile terminal, and storing data indicative of whether the at least one viewer redeems the coupon.

[0017] Another embodiment is a mobile communication terminal. The terminal includes means for communicating voice data and multi media content, means for outputting the voice data to the ear of a user, means for displaying the multimedia content, and means for positioning the means for displaying so that the multimedia content is viewable by at least one other person when means for outputting voice data is positioned at the ear of the user.

[0018] Another embodiment is a system for measuring the effectiveness of a mobile advertising campaign using a first mobile terminal having a display configured to display data when positioned proximately to the ear of a user. The system includes a server configured to communicate an advertisement to the first mobile terminal for display on the display so as to be visible to at least one viewer other than the user, communicate a coupon to the first mobile terminal for transmission to a second mobile terminal, and receive data indicative of whether the at least one viewer redeems the coupon. The system further includes a database configured to store data indicative of whether the at least one viewer redeems the coupon.

[0019] Another embodiment is a method of measuring the effectiveness of a mobile advertising campaign using a first mobile terminal having a display configured to display data when positioned proximately to the ear of a user. The method includes communicating an advertisement to the first mobile terminal for display on the display so as to be visible to at least one viewer other than the user. The method further includes communicating a coupon to the first mobile terminal for transmission to a second mobile terminal. The method further includes receiving data indicative of whether the at least one viewer redeems the coupon. The method further includes storing data indicative of whether the at least one viewer redeems the coupon.

[0020] Another embodiment is a method of providing incentives to a user of a mobile terminal. The method includes providing at least one advertisement for display on the mobile terminal, providing at least one coupon associated with the advertisement to the mobile terminal for communication to other mobile terminals, storing data indicative of redemption of the at least one coupon, and providing incentives to the user of the mobile terminal based on the data indicative of redemption.

[0021] Another embodiment is a system for providing incentives to a user of a mobile terminal. The system includes means for providing at least one advertisement for display on the mobile terminal, means for providing at least one coupon associated with the advertisement to the mobile terminal for communication to other mobile terminals, means for storing data indicative of redemption of the at least one coupon, and means for providing incentives to the user of the mobile terminal based on the data indicative of redemption.

BRIEF DESCRIPTION OF THE DRAWINGS

[0022] **FIG. 1** is a block diagram illustrating an exemplary system for provding an "AdView" mode in which a mobile terminal displays advertising to nearby viewers.

[0023] **FIG. 2***a* and **FIG. 2***b* are flowcharts illustrating an exemplary method for conducting a system-initiated session of the "AdView" mode of **FIG. 1**.

[0024] **FIG. 3***a* and **FIG. 3***b*are a flowcharts illustrating an exemplary method for conducting a subscriber-initiated session of an "AdView" mode in accordance with certain embodiments.

[0025] **FIGS. 4***a* and **4***d* are diagrams that illustrate views of exemplary handsets having a "candy bar" style mobile terminal, clam shell style mobile terminal and phone enabled PDA, each having a second rear ear phone and microphone, which may be included in the exemplary system of **FIG. 1**.

[0026] **FIG. 5** is a diagram illustrating an exemplary handset, such as that of **FIG. 4***a* in use.

[0027] **FIGS. 6***a*-**6***c* are diagrams that illustrate several views of an example of external construction of a clam shell style mobile terminal, which includes an upper section that rotates to face away from a user which may be included in the exemplary system of **FIG. 1**.

[0028] **FIGS. 7***a*-**7***c* are diagrams illustrating several views of an example of external construction of a "candy bar" style mobile terminal, clam shell style mobile terminal and phone enabled "PDA" type mobile terminal unfolding its flat panel display into its second orientation, above the housing of the flat panel display.

[0029] **FIGS. 8***a*-**8***d* are diagrams that illustrate several views of another example of external construction of a clam shell style mobile terminal having a housing that allow the display to unfold and face away from the user during a call.

[0030] **FIGS. 9*a*-9*c*** are diagrams that illustrate several views of an example of external construction of a clam shell style mobile terminal having a display that is hinged to unfold perpendicularly to the clam shell hinge.

[0031] **FIG. 10*a*** to **10*b*** are diagrams that illustrate several views of an example of external construction of a mobile terminal having a display that is hinged to unfold at an angle away from the main housing of the mobile terminal.

DETAILED DESCRIPTION OF CERTAIN EMBODIMENTS

[0032] The following detailed description is directed to certain specific embodiments of the invention. However, the invention can be embodied in a multitude of different ways as defined and covered by the claims. In this description, reference is made to the drawings wherein like parts are designated with like numerals throughout.

[0033] Embodiments include an apparatus, system and method for providing a new wireless multimedia mobile terminal (terminal) that includes a Bluetooth tranaciever, and has a display device such as a liquid crystal digital (LCD) screen that can be unfolded or rotated into a second orientation to face away from a user thereof, such as a subscriber, in the opposite direction of a first orientation, to display advertising while the user holds the phone to his ear to speak. While the terminal is in this second orientation displaying advertising, the terminals Bluetooth functionality may locate and transmit digital coupons related to the displayed advertising to nearby Bluetooth enabled devices.

[0034] In addition to transmitting a digital coupons, the users terminal may also transmit a unique user identifier (e.g. the user's mobile identity number "MIN") that is re-transmitted or otherwise presented by the receiving person, when the receiving person redeems the coupon at an advertisers website, or participating merchant's store/website, so that the transmitting user may earn incentives, and so that the advertiser/service provider can measure the effectiveness of any advertising campaign using this invention.

[0035] In a preferred embodiment of the system, the 3G mobile network operator will track the location of the terminal. When it is determined that the terminal is in an area that is likely to be densely populated (e.g. a Pico cell area inside a mall). The system will message the user (MMS message, ring tone, etc.) that the user may earn incentives (discounted usage, credits toward earning free content, etc.) if he chooses to use the terminal in "AdView" now

[0036] In one embodiment, AdView occurs when the user or user places the flat panel display of the terminal into a second orientation, so that flat panel display faces outward to display advertising. To help ensure that the ad is visible, in one embodiment, speakerphone functionality of the terminal and other "hands free" modes of operation are disabled. Rather the phone is held at the ear of the user, so as to be at the eye level of any person standing or sitting near the user. The flat panel display thus orientated can display MMS video advertising that was previously downloaded by the user, or automatically delivered from the service provider. Other use criteria can be factored in as well, such as the date and time of day. The system can give full or partial credits toward incentives based on criteria established by the service provider.

[0037] In another embodiment of the system, a user can take the initiative to go into AdView. The user can enter the phone number as he normally would, but then places the flat panel display in its second orientation instead of pressing a "Send" key or other call button to make a call. The placing of the flat panel display can simultaneously initiate an AdView session and dial the number entered. The system can track a start/stop time to record the overlapping time the call is made and AdView use. In this way the system credits the user with any available incentive. The phone in AdView temporarily suspends the functionality of the speaker and hands free functions of the terminal to insure that the handset is held to the ear of the user to talk, so others will see the screen.

[0038] Embodiments include systems and methods for sending advertising content, via a transport protocol (e.g. WAP), to mobile users having MMS enabled terminals. For example, in one embodiment, the terminal is held at the ear of the user to speak while advertising is being displayed on a flat panel display that folds upward or alongside the main profile of the mobile terminal to face outward in its second orientation, or that rotates 180 degrees to face outward in the case of a clam shell style mobile terminal. In this second orientation persons standing within a few feet of the user will see the advertisement being displayed. While the screen is in this position, handsfree functionality (earpiece and speaker phone) will be suspended to insure that the user has the terminal at his ear to talk, thereby positioning the flat panel display at approximately eye-level of persons standing nearby. The terminal may invert or otherwise rotate the image so that it appears right side up to persons standing by the user, to thereby accommodate the flat panel display in its second orientation.

[0039] Although the following description of exemplary embodiments of a wireless handset device will be presented in the context of a "terminal", it should be understood that the description may also be applicable to other embodiments such as Smart phones, phone enabled PDAs and Pocket PC's, as well as other mobile devices that have access to the internet and MMS capabilities. Thus, the term "terminal" as used herein should be broadly construed as to encompass any type of mobile device that is capable of downloading multi media content and displaying that content as described herein.

[0040] Embodiments may be used to establish a new revenue stream for participating mobile phone service providers and to also provide a benefit to the user. Presently, mobile phone companies send advertising to user's terminals, to be viewed by the user on the terminal's flat panel display. So, even if the person looks at the screen, the service provider has made one presentation to one (1) person. The user gets no immediate benefit of being the recipient of the advertising. The disclosed invention utilizes the factors of the user's estimated location, date and time to determine the probability that many persons may be near the user to view a sent advertisement if the user goes into AdView. In this way many persons may be able to see the advertisement. Likewise, the user may receive incentives, such as the benefit of using the phone for free/discounted minutes, earning credits to get free ring tones, or other downloads for speaking on the terminal in AdView.

[0041] Embodiments also provide benefits to persons within Bluetooth transmission range of the user while the

terminal is displaying in AdView. The terminal may have a Bluetooth profile stack (software) to support applications such as "Inquiry," to locate Bluetooth enabled devices within a range that might encompass persons who can potentially see the flat panel display in its second orientation, or "Object Push Profile" (OPP), to automatically locate and transmit a digital coupon associated with the advertising being displayed by the terminal. The coupon may be downloaded along with the advertising content. For example "Coke" is flashing the well-known "Coke" logo from the screen in AdView. Nearby persons having a Bluetooth enabled device in "discoverable/visible" mode can accept a coupon transmitted by the device to print and redeem later at the advertising sponsor's store or website. In this way advertisers build brand awareness, and persons nearby may save money by using the coupon. AdView would make the terminal a wireless piñataAdditionally, a unique user identifier may also be transmitted with the coupon, so that when the receiving person retransmits the coupon for redemption, the user may earn incentives, and advertisers/service providers can monitor the effectiveness of an ad campaign using the disclosed apparatus and methods.

[**0042**] **FIG. 1** is a block diagram illustrating an exemplary operating environment for implementation of certain embodiments of the present invention. The exemplary operating environment includes at least two (2) wireless handset terminals **102** and **104** that are Bluetooth enabled. The user's terminal **102** is MMS and AdView enabled. The user's terminal **102** includes a transceiver for an over the air interface such as GSM or CDMA to communicate with a Mobile Switching Center (MSC) call processing system **106**. A 3G telecommunication system **108** connects the user's phone **102** and the MSC **106**, and the MSC **106** connects the user's terminal **102** to an HTTP (internet web) server **110** via a wireless protocol gateway server **112** in the MSC **106**. The HTTP server **110** connects the user's terminal **102** to at least one website **114** containing downloadable advertising content. For purpose of illustration the wireless protocol gateway server **112** will be discussed in terms a of a "WAP gateway", as it is the most common standard, but it is only meant to be an illustration and not meant to be a limitation, as the gateway can be any wireless protocol compatible with the phone service provider's network platform.

[**0043**] The telecommunication system **108** may be any public and/or private communication network. In certain embodiments, the telecommunication system **108** is the Public Switched Telephone Network (PSTN). The telecommunication system **108** may include wired and/or wireless segments and may carry digital and/or analog signals. In alternate embodiments, the telecommunication system **108** may take other forms, such as a voice over IP network or other types of data networks. The various components and functionality of typical telecommunication systems **108** are well known in the art and are therefore not reiterated herein.

[**0044**] The user's terminal **102** may be any wireless communication device that is configured to access web content **114** and interact with a telecommunication system **108**. For example, the user's terminal **102** can be replaced or supplemented by other communication devices, such as wireless hand-held phone enabled computers ("Pocket PC"), wireless phone enabled personal digital assistants ("PDA"), digital phones, smart phones, etc., as may be appropriate. A person standing by the user ("standers by") phone **104** may have a Bluetooth enabled device **104**, which may or may not be wireless.

[**0045**] In one embodiment, the MSC call processing system **106** is a processor-driven device or collection of devices that is configured for receiving and processing wireless terminal communications from, and initiating and transmitting wireless communications to, the user's wireless terminal **102**. Further, the MSC call processing system **106** will link the user's terminal **102** through a WAP gateway **112** to an internet HTTP server **110** hosting a web page **114** having downloadable content. The MSC call processing system **106** may further be configured for accessing and reading associated computer-readable media having stored thereon data and/or computer-executable instructions for implementing the various methods of the present invention. In particular, a processor **116** for processing data and executing computer-executable instructions may drive the MSC call processing system **106**. The MSC call processing system **106** also includes a memory **118**, which may take the form of any computer-readable medium. The memory **118** may be logically and/or physically divided into multiple units.

[**0046**] The memory **118** stores data and program modules, such as, for example, an operating system ("OS") **120**, a database management system ("DBMS") **122**, Mobile Location Center Server (MLCS) **124**. These and/or other programs may be executed by the MSC call processing system **106** to perform the various methods of the present invention. By way of example, the MLCS **124** may provide functionality for calculating the location of the user's terminal **102** by any location finding scheme, such as COO, TOA, GPS and select and transmit location specific information to the user's terminal **102** (e.g. advertising).

[**0047**] Portions of the system such as the MSC call processing systems, MLCS, wireless protocols to access the internet from mobile devices, and Bluetooth functionality are well known in the art and are therefore not explained in detail herein. Those skilled in the art will appreciate that such functionality may be combined into fewer program modules or distributed among a greater number of modules than are illustrated in **FIG. 1**. In addition, such functionality may be distributed across multiple processor-driven devices, such as dedicated network servers, that collectively form the MSC call processing system **106**.

[**0048**] The MSC call processing system **106** may include or be in communication with one or more databases. By way of illustration only, the MSC call processing system **106** may be in communication with a billing database **126***a* for storing payment information, an incentive tracking database **126***b* for calculating and storing the amount of credits the user has earned toward incentives using the disclosed invention, during a billing cycle, and a User Profile database **126***c* for storing the capabilities and settings of the users mobile terminal **102** as well as recording an user preferences (e.g. the types of advertisements the user may prefer or not want transmitted to the terminal), and a coupon redemption tracking/user source (CRT/SS) database **126***d* for the determining of which user to credit for the distribution of the coupon and for the measuring of the effectiveness of a mobile advertising campaign.

[**0049**] These and/or other databases may also store any other data used or generated by the MSC call processing

system **106**. Those skilled in the art will appreciate that the illustrated databases **126***a-c* may be physically and/or logically separate from one another. For security, the MSC call processing system **106** may have a dedicated connection to the databases **126***a-c*, as shown. However, the MSC call processing system **106** may also communicate with one or more of the databases **126***a-c* via the telecommunication system **108** or other network.

[**0050**] The MSC call processing system **106** may communicate periodically with the HTTP server **110** to determine if there is any new advertising content available. If new web page advertising content **114** is found, the MSC call processing system **106** may query the User Profile **126***c* to compare the category of the new content to any preferences in the User Profile **126***c*. If a match is found, the MSC call processing system may then determine if there is any parameter to the content (e.g. Advertiser requires that it be shown only in a certain area). If so, the MLCS **124** determines the location of the user's terminal **102** and compares this information with the parameter. If the user's terminal **102** is found to be within the advertiser's parameters, the MSC call processing system **106** initiates a "PUSH" (the sending of information to a mobile terminal user without a specific request for it) transmission to the user's terminal **102** notifying him of the opportunity to earn credits toward incentives for using the disclosed invention in AdView. If the there is no new advertising content, or if new, the advertising content category does not match a preference in a user's User Profile **126***c*, or if the user's terminal **102** is not in the advertiser's parameters, the MSC call processing system **106** may not PUSH. Any wireless message communication type may notify the user of a PUSH session. Wireless messaging is well known in the art and not explained in detail herein.

[**0051**] Wireless communications calls may be received at the MSC call processing system **106** through a telecommunication interface **128**. The telecommunication interface **128** may take the form of a telephony line card or other suitable hardware and/or software for connecting the MSC call processing system **106** to the telecommunication system **108** and providing the logical connection between the MSC call processing system **106** and a user's wireless terminal **102**. The telecommunication interface **128** thus allows the user to interact with the MSC call processing system **106** by providing request commands (e.g. menu selection to access the internet) that can be interpreted by the MSC call-processing system **106**. The MSC call-processing system **106** may be configured with additional and/or other communication interfaces for providing logical connections to other types of communication devices and networks.

[**0052**] The MSC call processing system **106** may also include input/output ("I/O") interface(s) **130** for providing logical connections to various I/O devices, such as a keyboard, a mouse, a microphone, a printer, a scanner, speakers, a display, etc. A system administrator may utilize these and other I/O devices to interact with the MSC call processing system **106**. For example, a system administrator may interact with the MSC call processing center **106** to populate and edit the User Profile database **126***c*, download billing information from the billing database **126***a*, alter the parameters for the MLCS **124**, etc. Those skilled in the art will appreciate that the MSC call processing system **106** may include alternate and/or additional components, hardware or software.

[**0053**] Thus configured or similarly configured, the MSC call processing system **106** may provide the hardware and software to support the creation and maintenance of an interactive, location enabled, advertising, incentive based system associated with a user's account. In one embodiment the user may only download advertising content **114** from a website controlled by the service provider. The user having a WAP enabled terminal **102** types the address of a web site **114** he wishes to access by using the keypad. The micro browser then sends the request over the airwaves as a digital signal to a cell phone transmission tower, that relays it by landline to the MSC call processing center **106**, having a wireless protocol gateway server "a WAP gateway"**112**, whose software finds the HTTP server **110** and retrieves the specific web page content **114**. The wireless protocol gateway server's **112** software encodes the HTTP data, from HTML (the common language of the Internet) to a wireless markup language (WML). The WML encoded data is sent to the user's terminal **102** to be displayed via AdView. Simultaneously, while the encoded data (e.g. advertising) is being displayed, the user's terminal **102** may transmit, via a Bluetooth signal **132**, digital coupons to Standers-by having a Bluetooth enabled device **104**.

[**0054**] A terminal **104** of a person standing nearby, having received the user's transmission **132**, including a coupon in digital form along with the user's wireless mobile terminal's **102** unique identifier, may redeem the coupon at a participating merchant's store or website **134**. The store or website **134** will then communicate this information to the MSC **106** via the telephone system or other network **108** to update the coupon redemption tracking/user source (CRT/SS) database **126***d* for the measuring of the effectiveness of a mobile advertising campaign. Additionally, this information may be communicated to the incentive tracking database **126***b* for crediting the user for transmitting the coupon.

[**0055**] In certain embodiments, all content retrieval, encoding, tracking, and transmission and verification services involving the user are handled by the telecommunication system **108**, for example, by a participating wireless service provider phone company.

[**0056**] The call processing system **106** may track the user's terminal **102** while it is powered on, and periodically communicate with the Mobile Location Center Server (MLCS) **124** to determine if the user is in a "Sponsored Location". A Sponsored Location is a population dense cell (or Pico cell) that the Service Provider has contracted with the advertiser to present advertising in, via the described invention. A location-based application located on the MLCS **124**, may further analyze the value of making any advertising presentation by date and time. For example sending an advertisement to a terminal in a Sponsored Location (e.g. a commuter train path) during the normal workweek, during rush hour, would be valuable as many persons might see it. However the same location, on a date or time when the commuter train is thinly used (e.g. Sunday at 3:00 AM) might not be worth sending. Once it is determined that user's terminal **102** is in a Sponsored Location, and he is qualified to receive credits for using the terminal in AdView mode, the service provider initiates PUSH in an

attempt to notifying the user. The user may respond by rejecting the message by depressing "end" or other key on the user's terminal **102**, ignore the notification, or accepting the invitation by moving the flat panel display into its second orientation, which results in Auto Receive of the MMS advertisement which will be displayed on the flat panel display. The user's mobile terminal **102** may have AdView "opt-in" and "opt-out" buttons, or similar keys, on it to avoid unwanted PUSH solicitations by the service provider, and comply with any applicable privacy law or regulation.

[**0057**] Those skilled in the art will appreciate that the operating environment shown in and described with respect to **FIG. 1** is provided by way of example only. Numerous other operating environments, system architectures and device configurations are possible. For example, the MSC call processing center **106** may in certain embodiments be implemented at or within an existing telecommunications system. In other embodiments, various components of the PSTN may be adapted for performing the functionally described with respect to the present invention. Accordingly, the invention should not be construed as being limited to any particular operating environment, system architecture or device configuration.

[**0058**] **FIG. 2** is a flow diagram illustrating an exemplary method for a service provider initiated AdView session with a user in accordance with certain embodiments of the invention. The method begins at starting block **201**, which represents the normal operating state of a user's wireless mobile terminal **102** that is powered on, with good signal strength. The method progresses to block **202**, where the MSC call processing system **106** queries the MLCS **124** to determine whether or not the user's mobile wireless terminal **102** is in sponsored location. If it is determined that the user's mobile wireless terminal **102** is not in a sponsored location the method returns to starting block **201**, and the system continues normal operation.

[**0059**] If the MSC call processing system **106** determines that the user's mobile wireless terminal **102** is in sponsored location, the method proceeds to block **204** where a query is made of the MLCS **124** to determine if the day is of "high value". That is a day of the week/day of the year that corresponds to a particular likelihood that the sponsored location has a suitable number of people in it. If it is determined that it is unlikely that many (e.g. 50+) people are present, then the method returns to starting block **201**, and the system continues normal operation. If it is determined that there is a likelihood that many people are present at the sponsored location, then the method progresses to block **206**.

[**0060**] Having determined that the user's mobile wireless terminal **102** is in sponsored location, and it is a day that there is likely a sufficient number of people to be in that location, the method then progresses to block **206** where the MLCS **124** is queried to determine if the time is a "High Value Time". If it is determined that the time of day lends itself to few (e.g. <50) people being at the sponsored location, then the method returns to starting block **201**, and the system continues normal operation. If it is determined that it is likely that based on the time (e.g. 0800 hours-2400 hours) there is a likelihood many persons are at the sponsored location, then the method progresses to block **208**.

[**0061**] Having confirmed that the user's mobile wireless terminal **102** is in a sponsored location, that the day is a day that there are likely many people at that location, and the time is such that many persons are likely to be at that location, the method at block **208** determines if the user is in "Opt-In" status. "Opt-In" status is that state where the user has notified the service provider that he is amenable to receiving PUSH notices or advertising downloaded to the user's terminal to present to others, in exchange for credits toward incentives offered by the service provider. If the user is not in "Opt-In" status, the method returns to **201**. If the user is in "Opt-In" status, the method proceeds to block **210**. In some embodiments, the user might be required to accept notification that he is eligible for credits whenever the system determines he is eligible for them. In other embodiments, the system may require that the user "Opt-In" periodically to remain in "Opt-In" status. Yet in another embodiment, the user may have to "Opt-Out" periodically (not receive notification) to avoid receiving messages notifying him to earn credits.

[**0062**] At block **210** the MSC call processing center **106** transmits a message via a telecommunication system **108**, to the user's wireless mobile terminal **102** notifying the user is able to earn credits for displaying advertising in accordance with the embodiments of the disclosed invention. Wireless messaging is well known to those in the art and is not described herein. The method then progresses to block **212** to determine if the user responds to the notification. If the user does not respond, the method returns to block **201**. If the user responds, the method progresses to block **214**.

[**0063**] At block **214** it is determined if the user accepts or rejects the service provider's offer. If the user rejects the offer, the method returns to block **201**. In some embodiments rejection may be effected by the user pressing the same key that is used to terminate phone calls, an "opt-out" button if the terminal is so equipped, any other designated key, soft key, or by simply ignoring the solicitation. If it is determined the user accepts the service provider's solicitation then the method progresses to block **216**.

[**0064**] At block **216**, in an exemplary example of the system the user may accept and simultaneously initiate AdView by simply flipping the flat panel display screen into its second orientation to face outward and begin to display the advertising. In other embodiments the user may press an "opt-in" key to download content, enter the phone number of someone he wishes to call, and then place the call and initiate AdView, by moving the flat panel display into its second orientation. By synchronizing AdView and the dialing of a phone number entered by the user the Incentive Tracking System **126***b* may more easily determine the total time advertising is displayed, as the start time will coincide with the phone call. Further, while the flat panel display is displaying advertisements, the user will need to hold the terminal to his ear to carry on a conversation, as the speakerphone and "hands free" functionality will be temporarily suspended as long as an advertisement is playing. This is to insure that the terminal is at a sufficient height for persons standing by the user to see the advertisements on the flat panel display.

[**0065**] In one embodiment the flat panel display folds upward above the main profile of a terminal Yet in another embodiment the flat panel folds out alongside (parallel) or up into a landscape (perpendicular) position from the main profile of a terminal. In these ways, the user's hand is less

likely to interfere with the advertising presented on flat panel display while the terminal is held to his ear.

[0066] At block **218** the MSC call processing center **106** will monitor the call status to determine if it has ended. If it has not ended, the method proceeds to block **222** to determine if the advertisement being displayed has ended. If it has not the method progresses to block **224** and the advertisement continues to play until it ends. At block **222** if it is determined that the advertisement has ended, the method progresses to block **220** where the advertisement "loops" (is replayed) or moves on to a new advertisement. In some embodiments the MSC call processing center **106** may query a User Profile Database **126***c* to determine if the user has selected any advertising preferences.

[0067] In an exemplary embodiment of the invention, user's wireless mobile terminal **102** will be Bluetooth enabled and will transmit a Bluetooth radio signal **130** containing digital coupons to Standers-by's Bluetooth enabled devices **104** that can be used for the advertiser's goods and services. The Bluetooth signal will be sent contemporaneously with the advertisement(s) being displayed on the flat panel display. Standers-by who have Bluetooth enabled devices **104** that are visible to the transmission may choose to accept and later redeem (by printing out the coupons (from home or office printer), beam, or use other over the air transmission/near field radio transmission).

[0068] Once the MSC call processing center **106** determines the call has ended at block **218**, the method progresses to block **226** to end the playing of the advertisement. In an exemplary example of the system the advertising may continue to be displayed until the user folds the flat panel display down into its first orientation, presses the key that ends the phone call, or presses an "opt-out" button if the terminal is so equipped.

[0069] Once advertising is ended the MSC call processing center **106** queries the MLCS **124** to determine if the user has powered off his wireless terminal. If not the method returns to step **201**, if so, the method ends at **230**.

[0070] **FIG. 3** is a flow diagram illustrating an exemplary method for processing a user-initiated communication to the MSC call processing system **106**, in accordance with certain embodiments of the invention. The method begins at starting block **301** and progresses to block **302**, where the user initiates a wireless message to the service provider, requesting to go into AdView, so that he may earn credits toward whatever incentive(s) the service provider is offering. In an exemplary embodiment of the disclosed invention, the user would fold the screen into its second orientation at any time to send a message to the service provider requesting AdView and to begin downloading web (advertising) content **114**. In an another embodiment, the user's wireless mobile terminal may display advertising that has been previously downloaded into the memory of the terminal by the user. The downloading, storage, and retrieval, disabling and removing of web content from a MMS enabled mobile terminals is well known in the art and not described herein

[0071] Next at block **304**, the MSC call processing system **106** receives the incoming message requesting AdView and queries the MLCS **124** to determine if the User's wireless mobile terminal **102** is in a sponsored location. If it is not, the method proceeds to block **306310** to assign some lesser credit to AdView use and transmits this information to the Billing Database **126***a* and Incentive Tracking Database **126***b* and then proceeds to block **308**. If it is determined that it is a sponsored location (i.e. possible full credit toward incentive(s)) the method proceeds to block **308**.

[0072] At block **308** the MSC call processing system **106** queries the MLCS **124** to determine if the day value is sufficient to credit the user full credit toward any incentive for the presentation of advertising according to the disclosed invention. If it is not, the method proceeds to block **310** to transmit this information to the Billing Database **126***a* and Incentive Tracking Database **126***b* and assign some lesser credit to AdView use and then proceeds to block **312**. If it is determined that the day value is sufficient to fully credit the user toward any incentive the method proceeds to block **308**.

[0073] At block **308** the MSC call processing system **106** receives the queries the MLCS **124** to determine if the time value is sufficient to credit the user full credit toward any incentive for the presentation of advertising according to the disclosed invention. If it is not, the method proceeds to block **314** to assign some lesser value to AdView use and transmits this information to the Billing Database **126***a* and Incentive Tracking Database **126***b* and then proceeds to block **316**. If it is determined that the day value is sufficient to fully credit the user toward any incentive the method proceeds to block **316**. At **316** the amount of credit to be assigned (full/partial) for the presentation of advertising according to the disclosed invention is determined and the method proceeds to block **318**.

[0074] At block **318** the MSC call processing center **106** will monitor the call status to determine if it has ended. If it has not ended, the method proceeds to block **320** to determine if the advertisement being displayed has ended. If it has not the method progresses to block **322** and the advertisement continues to play until it ends. At block **320** if it is determined that the advertisement has ended, the method progresses to block **324** where the advertisement "loops" (is replayed) or moves on to a new advertisement. In some embodiments the MSC call processing center **106** may query a User Profile Database **126***c* to determine if the user has entered any advertising preferences.

[0075] In an exemplary embodiment of the invention, user's wireless mobile terminal **102** will be Bluetooth enabled and will transmit a Bluetooth radio signal **130** containing digital coupons to Standers by's Bluetooth enabled devices **104** that can be used for the advertiser's goods and services that are being advertised on the flat panel display. Stander-bys who have Bluetooth enabled devices **104** that are visible to the transmission may choose to accept and later print out the coupons (from home or office printer) to redeem in store, or in the case of a alpha-numeric coupon code, redeem the same at an advertiser's website.

[0076] In another embodiment the Bluetooth signal **132** may transmit a unique identifier of the user's mobile terminal with the transmitted coupon, so that the transmitting user **102** may earn incentives and the advertiser/service provider can measure the effectiveness of the mobile advertising campaign, by the number of coupons redeemed and the location/time transmitted with this information.

[0077] Once the MSC call processing center **106** determines the call has ended at block **318**, the method progresses

to block **326** to end the playing of the advertisement. In an exemplary example of the system the advertising may continue to be displayed until the user folds the screen down to it original position, presses the key that normally ends a phone call, or presses an "opt-out" button if the terminal is so equipped.

[**0078**] Once advertising is ended the MSC call processing center **106** queries the MLCS **124** to determine if the user has powered off his wireless terminal at block **328**. If the user's wireless mobile terminal is not powered off the method returns to step **301**, if so, the method ends at **330**.

[**0079**] **FIG. 4***a* is a front view of an exemplary mobile terminal **400** or handset having a "candy bar" form factor. The mobile terminal **400** includes one or more keys **401**. In the exemplary mobile terminal **400**, one of the keys **401** is a hot key **402** that is provided to quickly switch the mobile terminal **400** into the "AdView" mode. A display **403**, e.g., an LCD display, is configured to provide the advertising data as discussed above. A front microphone **404** and earpiece or loudspeaker **406** a positioned on the mobile terminal **400** so as to span the distance between a user's mouth and ear for convenient use. An antenna **408** may also extend at least partially from the main body of the mobile terminal **400**. A housing **405** secures and protects the components of the mobile terminal **400**. In another embodiment, the antenna may be completely enclosed within the housing **405** without any substantial extension or projection.

[**0080**] **FIG. 4***b* is a review view of the exemplary mobile terminal **400** of **FIG. 4***a*. The rear side of the housing **405** encloses a rear earpiece or loudspeaker **412** and a rear microphone **414**. The rear of the housing **405** may also include a battery access panel **416**. When in "AdView" mode, the user holds the rear side of the handset to their face so that they listen to the call through the rear earpiece **412** to allow surrounding standers-by to view messages on the display **403**.

[**0081**] In other embodiments, the mobile terminal **400** includes a second display on the rear of the housing **405** rather than a rear earpiece **412** and a rear microphone **414**. In such embodiments, the terminal **400** is always used with the display **403** facing away from the head of the user. In one embodiment, the mobile terminal **400** does not includes the front earpiece **406** or front microphone **404**. Instead the mobile terminal **400** of such an embodiment is always used with the display **403** facing away from the user.

[**0082**] **FIG. 4***c* is a side view of an exemplary mobile terminal **450**, or handset, having a "clam shell" form factor. The housing of the mobile terminal **450** thus includes a lower portion **452** that includes the keys **401** and an upper portion **454** that includes the display **403**. The terminal **450** opens and closes along a hinge **425** that connects the upper and lower portions **452** and **454** of the housing. The exemplary mobile terminal **450** also includes the rear earpiece **412** and the rear microphone **414**. When in "AdView" mode, the user holds the rear sideof the handset to their face to allow surrounding standers-by to view messages on the display **403**.

[**0083**] **FIG. 4***d* is a rear view of a an exemplary mobile terminal **470** that is in the form of a personal digital assistant "PDA" that is similar to the exemplary mobile terminal **400** of **FIG. 4***a* except having fewer, or no, keys, and having a larger display **403** (the location of which is shown in outline in **FIG. 4***d*). The mobile terminal **470** also includes the rear earpiece **412** and rear microphone **414**. In one embodiment, the mobile terminal **470** also includes a battery door **472**. The mobile terminal **470** may also include a front microphone **404** and front loudspeaker **406** (not shown) for use as a telephone when not in "AdView" mode.

[**0084**] **FIG. 5** is a diagram illustrating a user having a conversation in "AdView" mode using the exemplary mobile terminal **450** of **FIG. 4***a*. As discussed above, the display is positioned so that standers-by may view the messages displayed on the display.

[**0085**] **FIG. 6***a* illustrates the front view another exemplary mobile terminal **600** that is similar to the mobile terminal **450** of **FIG. 4***b*. The mobile terminal **600** includes a rotatable hinge **602** that is configured to allow the display **403** to be rotated to face away from the user's head during a call. The lower portion **452** of the housing includes a recessed area **604** that is configured to receive rotatable hinge **602** when the terminal **600** is in the closed position. In one embodiment, the keys **401** includes a hot key **402** for switching the mobile terminal **600** to "AdView" mode.

[**0086**] **FIG. 6***b* illustrates a view of the mobile terminal **600** when the upper portion **454** of the housing is rotated around the hinge **602**. A rear face **610** of the upper portion **454** of the housing includes the rear earpiece **412**. The mobile terminal **600** is configured to switch voice input from the front earpiece **406** to the rear earpiece **412** when the upper portion **454** of the housing is rotated around the hinge **602** in "AdView" mode. The location of the display **403** is shown in outline. In "AdView" mode, after opening the display by moving the upper portion **454** of the housing away from the lower portion **452** of the housing, the user rotates the upper portion **452** so that the rear face **610** is on the same side of the terminal **600** as the keys **401**.

[**0087**] **FIG. 6***c* illustrates another view of the terminal **600**. In one embodiment, the mobile terminal **600** includes a rotatable antenna **608** that can be rotated 90° from a position extending parallel to a long axis of the mobile terminal **600** to a position perpendicular to the long axis of the mobile terminal **600**.

[**0088**] **FIG. 7***a* illustrates a front view of another exemplary "candy bar" style mobile phone terminal **700** having a display **403** that unfolds above the housing **405** into a rear facing second orientation. In one embodiment, the front earpiece **406** is placed between hinges **704** that extend from an upper housing **702** to rotatably couple the upper housing **702** to the main housing **405** of the mobile terminal **700**.

[**0089**] **FIG. 7***b* illustrates a side view of the exemplary mobile terminal **700** of **FIG. 7***a* in which the upper housing **702** is extended so that the display **403** faces rear, and away from a user in "AdView" mode. The mobile terminal **700** thus includes only a single front microphone **404** and front earpiece **406** that are used in both "AdView" and other modes of operation. In one embodiment, the housing **405** includes a recessed area **706** that receives the upper housing **702** when the upper housing is not extended.

[**0090**] **FIG. 7***c* illustrates a rear view of the exemplary mobile terminal **700** of **FIG. 7***a* in which the upper housing **702** is extended so that the display **403** faces rear, and away

from a user in "AdView" mode. The projection of the recessed area **706** is displayed in outline.

[0091] **FIG. 8***a* illustrates a side view of another exemplary mobile terminal **800** with a "clam shell" form factor that includes a lower housing portion **452**, an upper housing portion **454**, and a display housing **802**. A hinge **804** rotatably connects the upper housing **454** with the display housing **802**. **FIG. 8***b* illustrates another side view of the mobile terminal **800** in which the upper portion **454** of the housing is extended. In one embodiment, the earpiece **406** is on the upper portion **454** of the housing so that it is available for use as shown in **FIG. 8***b* for non-"AdView" mode use. **FIG. 8***c* illustrates another side view of the mobile terminal **800** in which the display housing **802** is extended so that the display **403** faces away from the user when used in "AdView" mode. **FIG. 8***d* is an isometric perspective view of the mobile terminal **800** at several points in time as the display portion **802** is fully extended.

[0092] **FIG. 9***a* illustrates a front view of another exemplary mobile terminal **900** having a "clam shell" form factor that includes a lower housing portion **452**, an upper housing portion **454**, and a display housing **902**. A hinge **904** rotatably connects the upper housing **454** with the display housing **902**. In operation, the hinge **904** rotates the display housing **902** perpendicularly to the direction of rotation of the hinge **425**. **FIG. 9***b* illustrates another front view of the mobile terminal **900** in which the display housing **902** is extended by rotating the display housing **902** around the hinge **904**. In one embodiment, the earpiece **406** is on the upper portion **454** of the housing so that it is available for use as shown in **FIG. 8***b* for non-"AdView" mode use. **FIG. 9***c* illustrates a rear perspective view of the mobile terminal **900** in which the display housing **902** is extended so that the display **403** faces away from the user when used in "AdView" mode.

[0093] **FIG. 10***a* illustrates a front view of another exemplary mobile terminal **1000** having a "candy bar" form factor that includes a hinged display housing **1002**. The display housing **1002** is rotatably coupled to the housing **405** via a hinge **1004** that allows the display to be flipped out at a 45° to the housing **405**. The display **403** is thus moved away to face away from the user's head in "AdView" mode to be visible to standers-by.

[0094] **FIG. 10***b* illustrates another front view of the exemplary mobile terminal **1000** in which the display housing **1002** is extended. In one embodiment, the housing **405** includes a recessed area **1006** that receives the display housing **1002** when closed.

[0095] In view of the above, one will appreciate that embodiments of the invention overcome many of the long-standing problems in the art by providing a way of improving the efficiency of mobile telephony, providing a way of displaying advertising in locations likely to be useful for both the advertiser and the viewer, and for tracking the effectiveness of such advertising.

[0096] While the above detailed description has shown, described, and pointed out novel features of the invention as applied to various embodiments, it will be understood that various omissions, substitutions, and changes in the form and details of the device or process illustrated may be made by those skilled in the art without departing from the spirit of the invention. As will be recognized, the present invention may be embodied within a form that does not provide all of the features and benefits set forth herein, as some features may be used or practiced separately from others. The scope of the invention is indicated by the appended claims rather than by the foregoing description. All changes which come within the meaning and range of equivalency of the claims are to be embraced within their scope.

What is claimed is:

1. A system for measuring the effectiveness of a mobile advertising campaign using a first mobile terminal having a display configured to display data when positioned proximately at the ear of a user, comprising:

a server configured to:

communicate an advertisement to the first mobile terminal for presentation on the display so as to be visible to at least one viewer other than the user;

communicate a coupon to the first mobile terminal for transmission to a second mobile terminal; and

receive data indicative of whether the at least one viewer redeems the coupon; and

a database configured to store data indicative of whether the at least one viewer redeems the coupon.

2. The system of claim 1, wherein the coupon comprises data identifying the user of the first mobile terminal.

3. The system of claim 2, the stored data comprises the data identifying the user.

4. The system of claim 3, wherein storing data indicative of whether the at least one viewer redeems the coupon comprises the data identifying the user.

5. The system of claim 4, wherein storing data indicative of whether the at least one viewer redeems the coupon comprises storing the data identifying the user.

6. The system of claim 1, wherein communicating an advertisement to the first mobile terminal comprises identifying the advertisement based at least in part on the location of the first mobile terminal.

7. The system of claim 1, wherein the server is further configured to:

determine a value for providing the advertisement based at least in part on the location of the mobile terminal;

provide the advertisement based at least in part on the value.

8. The system of claim 7, wherein the value is based in part on the local time at the first mobile terminal.

9. The method of claim 1, wherein providing the advertisement comprises selecting the advertisement.

10. The method of claim 9, wherein the advertisement is selected at least in part based on the location of the mobile terminal.

11. The method of claim 9, wherein the advertisement is selected at least in part based on the day of the week at the location of the mobile terminal.

12. A method of measuring the effectiveness of a mobile advertising campaign using a first mobile terminal having a display configured to display data when positioned proximately to the ear of a user, comprising:

communicating an advertisement to the first mobile terminal for presentation on the display so as to be visible to at least one viewer other than the user;

communicating a coupon to the first mobile terminal for transmission to a second mobile terminal;

receiving an indication of whether the at least one viewer redeems the coupon; and

storing an indication of whether the at least one viewer redeems the coupon.

13. The method of claim 12, wherein the coupon comprises data identifying the user of the first mobile terminal.

14. The method of claim 13, the stored indication comprises the data identifying the user.

15. The method of claim 14, wherein storing an indication of whether the at least one viewer redeems the coupon comprises storing the data identifying the user.

16. The method of claim 12, wherein communicating an advertisement to the first mobile terminal comprises identifying the advertisement based at least in part on the location of the first mobile terminal.

17. The method of claim 12, wherein communicating an advertisement to the first mobile terminal comprises:

determining a value for providing the advertisement based at least in part on the location of the mobile terminal;

providing the advertisement based at least in part on the value.

18. The method of claim 17, wherein the value is based in part on the local time at the first mobile terminal.

19. The method of claim 17, wherein providing the advertisement comprises selecting the advertisement.

20. The method of claim 19, wherein the advertisement is selected at least in part based on the location of the mobile terminal.

21. The method of claim 19, wherein the advertisement is selected at least in part based on the day of the week at the location of the mobile terminal.

22. A method of providing incentives to a user of a mobile terminal, the method comprising:

providing at least one advertisement for display on the mobile terminal;

providing at least one coupon associated with the advertisement to the mobile terminal for communication to other mobile terminals;

storing data indicative of redemption of the at least one coupon; and

providing incentives to the user of the mobile terminal based on the data indicative of redemption.

23. The method of claim 22, further comprising:

determining a value for providing the at least one advertisement based at least in part on the location of the mobile terminal;

providing the at least one advertisement based at least in part on the value.

24. A system for providing incentives to a user of a mobile terminal, the method comprising:

means for providing at least one advertisement for display on the mobile terminal;

means for providing at least one coupon associated with the advertisement to the mobile terminal for communication to other mobile terminals;

means for storing data indicative of redemption of the at least one coupon; and

means for providing incentives to the user of the mobile terminal based on the data indicative of redemption.

25. The system of claim 24, further comprising:

means for determining a value for providing the at least one advertisement based at least in part on the location of the mobile terminal;

means for providing the at least one advertisement based at least in part on the value.

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