

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
13 March 2008 (13.03.2008)

PCT

(10) International Publication Number
WO 2008/030516 A3

(51) International Patent Classification:

G06Q 20/00 (2006.01) *G06F 7/00* (2006.01)
G01S 1/00 (2006.01)

LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(21) International Application Number:

PCT/US2007/019440

(22) International Filing Date:

6 September 2007 (06.09.2007)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

60/842,629 5 September 2006 (05.09.2006) US

Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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Published:

- *with international search report*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*
- *the filing date of the international application is within two months from the date of expiration of the priority period*

(81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK,

(88) Date of publication of the international search report:
23 October 2008

(54) Title: SYSTEM, METHOD AND SOFTWARE FOR PROXIMITY POINT OF SALE MULTIMEDIA ADVERTISING WHERE DISPLAY OF ADVERTISING CAN BE MANAGED FROM A DISTRIBUTED NETWORK SERVER

(57) Abstract: The present invention provides a computer system and software implemented methods associated with a private network of multimedia display devices for proximity point of sale multimedia advertising where display or playing of advertising multimedia contents can be managed from a distributed network server. This permits - advertisers to upload or create multimedia advertising events to be displayed or played at network locations that are located in close proximity to a product or service having at least one marketing factor in common with a product or service being network advertised. In one aspect the invention provides a system that can detect the presence of a customer and access their expansive marketing profile based upon a communications device carried by the customer, such as a cell phone or other wireless communication device, and the local system can tailor the immediate multimedia advertising events to be displayed based upon the marketing profile of the end user associated with the detected communication device. Advertising revenue is shared by the advertising multimedia player location owner and the network providing the multimedia advertising content.

WO 2008/030516 A3

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/19440

A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06Q 20/00(2006.01);G01S 1/00(2006.01);G06F 7/00(2006.01)

USPC: 705/16;342/357.09,357.12;707/3

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. : 705/16; 342/357.09, 357.12; 707/3

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 2, lines 63 to column 3, lines 15, column 12, lines 33 to column 13, lines 54, column 25, lines 7 to column 27, lines 55, column 30, lines 22 to column 32, lines 35, and Figures 1, 10A, and 10B.	1-19
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Y		20
Y	US 6,269,361 B1 (DAVIS et al) 31 July 2001 (31.07.2001), column 4, lines 65 to column 6 lines 35, column 9, lines 28-45, column 18, lines 4 to column 19 lines 58, and Figure 9.	20
Y	US 5,918,211 B1 (SLOANE) 29 June 1999 (29.06.1999), abstract, column 2, lines 59 to column 4, lines 13, and Figures 1 and 10.	20



Further documents are listed in the continuation of Box C.



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document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

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document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&"

document member of the same patent family

Date of the actual completion of the international search

08 June 2008 (08.06.2008)

Date of mailing of the international search report

25 AUG 2008

Name and mailing address of the ISA/US

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Alexandria, Virginia 22313-1450

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Telephone No. 571-272-8105

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US07/19440

Continuation of Item 4 of the first sheet:

System, Method and Software for Point of Sale Advertising Managed from a Distributed Network Server