Title: SYSTEM AND METHOD TO USE SOCIAL NETWORK PROFILES FOR TARGETED DELIVERY OF DATA/CONTENT

Abstract: A system to use social network profiles for targeted delivery of data/content, the system comprising a telecommunication network having interactive means coupled with short range wireless network and world wide web, a mobile communication device having interactive means in a short range wireless zone, a telecom service provider server capable to send receive data/content, a smart - IB box capable of sending and receiving data/content, a central server capable of interpreting received data/content from Smart - IB and user's mobile communication device. A method to use social network profiles for targeted delivery of data/content, the method comprising the steps of identifying interaction of the application enabled user's device with system network, sending an alert of such interaction of the user's device to the system server, identifying the existence of user's profile in the system server, retrieving available information using social networks, determining the social profile category from a scheduled list, retrieving interactivity patterns and relevant information of the user's profile, forwarding targeted data/content based on the retrieved data.
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SYSTEM AND METHOD TO USE SOCIAL NETWORK PROFILES FOR TARGETED DELIVERY OF DATA/CONTENT

This invention is a divisional out of the original Indian Patent Application No. 2516/CHE/2007 dated November 4, 2007.

Field of the Invention

The present invention relates to a system and method to use social network profiles for targeted delivery of data/content. More particularly, the present invention relates to system and method for implementing a delivery of targeted data/content to a mobile communication device based on the mobile social networking and instant connections, updates among different users while on move.

Background of the invention

There is a need for a system and method that facilitates the delivery of "targeted data/content based on relevant parameters such as age, location, friends circle, wallet profile and the like information.

Summary of the Invention

A system and method to use social network profiles for targeted delivery of data/content are provided. Thus the present invention facilitate the delivery of targeted data/content based on relevant parameters such as age, location, friends circle, wallet profile and the like information.

Briefly, one exemplary embodiment relates to a system to use social network profiles for targeted delivery of data/content,
the system comprising a telecommunication network having interactive means coupled with short range wireless network and world wide web, a mobile communication device having interactive means in a short range wireless zone, a telecom service provider server capable to send receive data/content, a smart - IB box capable of sending and receiving data/content, a central server capable of interpreting received data/content from Smart - IB and user's mobile communication device.

Another exemplary embodiment relates to a method to use social network profiles for targeted delivery of data/content, the method comprising the steps of identifying interaction of the application enabled user's device with system network, sending an alert of such interaction of the user's device to the system server, identifying the existence of user's profile in the system server, retrieving available information using social networks, determining the social profile category from a scheduled list, retrieving interactivity patterns and relevant information of the user's profile, forwarding targeted data/content based on the retrieved data.

In another aspect there is provided a method to use social network profiles for targeted delivery of data/content comprising the steps of determining the location of the user's device through ID of Smart-IB, accessing the available data/content for targeted delivery, filtering the available data/content as per scheduled list, finalising the data/content for targeted delivery, forwarding the targeted data/content to identified Smart-IB, delivering targeted data/content to the user's device.

It is an object of the present invention to provide a system and method to use social network profiles having plurality of
targeted information for delivery of customized data/content based on social network profile.

Another object of the instant invention to detect an active user device in a service location serviced by the central server and deliver customized information to the user based on at least the information collected about a user from one or more social networks.

Yet another objective of the present invention is to determine the location of the user's device through ID of Smart-IB.

Yet another objective of the instant invention to provide a technology for mobile social networking and a tool for the same having a social networking provision implemented on a mobile handheld device.

Yet another objective of the instant invention to provide a technology for mobile social networking and instant connections, updates among different users while on move.

**Brief description of the accompanying drawings:**

Non-limiting and non-exhaustive embodiments of the present invention are described with reference of the accompanying drawings, like reference numerals refer to like elements throughout the various figures unless otherwise specified and wherein:

FIG. 1 illustrates a system diagram of an environment in which the present invention may be practiced according to an embodiment of the present invention.
FIGS. 2 and 3 illustrate a logical flow diagram showing a method to use social network profiles for targeted delivery of data/content according to preferred embodiments of the present invention.

Detailed description of the Invention

A system and method to use social network profiles for targeted delivery of data/content are provided.

In the following description for purposes of explanation, specific details are set forth in order to provide a thorough understanding of the present invention. It will be evident, however, to one skilled in the art that the present invention may be practiced without these specific details. In other instances, well known methods, procedures, components and circuits have not been described in detail so as not to obscure the present invention.

The present invention now will be described more fully hereinafter with reference to the accompanying drawings, which form a part hereof, and which show, by way of illustration, specific exemplary preferred embodiments by which the invention may be practiced. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. The following detailed description is, therefore, not to be taken in a limiting sense.

Further, as used herein, the expressions "social network" and "social community" refer to a concept that an individual's
personal network of friends, family colleagues, co-workers, and the subsequent connections within those networks, can be utilized to find more relevant connections for a variety of activities, including, but not limited to dating, job-networking, service referrals, content sharing, like-minded individuals, activity partners, or the like.

Moreover, the expression "social networking information" includes vitality information. However, social networking information refers to both dynamic as well as less dynamic characteristics of a social network. Social networking information includes profile information about a member, including, but not limited to the member's identity, contact information, the member's preferences, degrees of separation between the member and another member and another member, a membership in an activity, group, or the like.

Social networking information further may include various information about communications between the members in the social network, including, but not limited to emails, SMS messages, IM messages, Multimedia Message (MMS) message, alerts, audio messages, phone calls, either received or sent by the member, or the like.

The required application can be downloaded on to the mobile handheld electronic device on alerting while interacting with the system's network.

A web-enabled mobile device may include a browser application that is configured to receive and to send web pages, web-based messages, and the like. The browser application may be configured to receive and display graphics, text, multimedia, and the like, employing virtually any web based language, including a wireless application protocol messages (WAP), and
the like. In one embodiment, the browser application is enabled to employ Handheld Device Markup Language (HDML), Wireless Markup Language (WML), WMLScript, JavaScript, Standard Generalized Markup Language (SMGL), Hyper Text Markup Language (HTML), extensible Markup Language (XML), and the like, to display and send a message.

Mobile devices also may include at least one other client application that is configured to receive content from another computing (client) device. The client application may include a capability to provide and receive textual content, graphical content, audio content, and the like. The client application may further provide information that identifies itself, including a type, capability, name, and the like.

Referring to FIG. 1, it illustrates a schematic diagram of a system to use social network profiles for targeted delivery of data/content wherein the system comprises a telecommunication network (1) having interactive means coupled with short range wireless network and world wide web (1), a mobile communication device (1) having interactive means in a short range wireless zone, a telecom service provider server (1) capable to send receive data/information, a smart - IB box (1) capable of sending and receiving data/information, a central server (1) capable of interpreting received messages from Smart - IB (1) and user's mobile communication device (1).

In an embodiment, user device is a wireless hand-held electronic device such as a mobile communication device having means to accurately determine its location. Said mobile communication device being able to connect and receive and transmit information over a short range communication network such as via Bluetooth and the like. Said mobile communication device may also have encoded instructions to enable a central
server connected to a service location to detect and authenticate the said phone. The central server can have pre-stored information such as user authentication details, user preferences, transaction history of the user and so on.

The central server may use this information along with the location and details regarding the user device to aggregate relevant location specific information from a plurality of sources to be delivered to the user over a short range communication network such as via Bluetooth and the like. The retrieval and delivery of location specific information is operator independent. Further, the access to information is realized over an inexpensive communication such as via Bluetooth and the like. The user device may be encoded with selectable menu options for authentication of the user and subsequently facilitate explicit information retrieval by a user.

After storing the result of the behavioral analysis, the control unit preferably re-analyzes the user's behavior by using command processing information additionally stored in the command processing information table, and updates the result of the behavioral analysis according to the result of the re-analysis.

FIG. 2 illustrates a block diagram illustrating the method to use social network profiles for targeted delivery of data/content, the method comprising the steps of identifying interaction 4601 of the application enabled user's device with system network, sending an alert 4602 of such interaction of the user's device to the system server, identifying 4603 the existence of user's profile in the system server, retrieving 4604 available information using social
networks, determining the social profile category 4605 from a scheduled list, retrieving interactivity patterns 4609 and relevant information 4606, 4607, 4607 of the user's profile, forwarding targeted data/content based on the retrieved data.

Thus the present method delivers the targeted data/content based on the social network's profile. The method also delivers the advertisement content by way other than using the Smart-IB, for example through SMS and the like.

FIG. 3 illustrates a block diagram depicting the method to use social network profiles for targeted delivery of data/content comprising the steps of determining the location 4701 of the user's device through ID of Smart-IB, accessing 4702 the available data/content for targeted delivery, filtering 4703 the available data/content as per scheduled list, finalising 4704 the data/content for targeted delivery, forwarding 4705 the targeted data/content to identified Smart-IB, delivering targeted 4706 data/content to the user's device.

There may be other means too to capture the duration a user interacts, content to which he interacts etc. All this information is saved in a database preferably at a central server.

This data along with other data like user profile etc. is also saved. These data entries are then selectively called by analyzing means (queries) that determine the best possible information that should be sent to the user's including the present users. It also helps in determining the best possible schedules i.e. the series of information that is being displayed on the digital screen.
Although, the invention has been described with reference to specific examples, it would be appreciated by those skilled in the art that the invention may be embodied in many forms without departing from the broader spirit and scope of the invention as set forth in the invention. Preferred embodiments of this invention have been described herein, including the best mode known to the inventor for carrying out the invention. Variations of those preferred embodiments may become apparent to those of ordinary skill in the art upon reading the foregoing description.

Accordingly, this invention includes all modifications and equivalents of the subject matter recited in the claims appended hereto as permitted by applicable law. Moreover, any combination of the above-described elements in all possible variations thereof is encompassed by the invention unless otherwise indicated herein or otherwise clearly contradicted by context. Accordingly, the specification and drawings are to be regarded in an illustrative rather than a restrictive sense without departing from the spirit and scope of the invention, the invention resides in the claims hereinafter appended.
CLAIMS:

1. A method to use social network profiles for targeted delivery of data/content, the method comprising the steps of:
   identifying interaction of the application enabled user's device with system network;
   sending an alert of such interaction of the user's device to the system server;
   identifying the existence of user's profile in the system server;
   retrieving available information using social networks;
   determining the social profile category from a scheduled list;
   retrieving interactivity patterns and relevant information of the user's profile;
   forwarding targeted data/content based on the retrieved data.

2. The method as claimed in claim 1, further comprising the steps of:
   determining the location of the user's device through ID of Smart-IB;
   accessing the available data/content for targeted delivery;
   filtering the available data/content as per scheduled list;
   finalising the data/content for targeted delivery;
   forwarding the targeted data/content to identified Suiart-IB;
   delivering targeted data/content to the user's device.

3. The method as claimed in claim 1, wherein application enablement includes the step of sending a request to the
user's device to download said application, if said application non-existed in said mobile communication device.

4. A system to use social network profiles for targeted delivery of data/content, the system comprising:
   a telecommunication network having interactive means coupled with short range wireless network and world wide web;
   a mobile communication device having interactive means in a short range wireless zone;
   a telecom service provider server capable to send receive data/content;
   a smart - IB box capable of sending and receiving data/content;
   a central server capable of interpreting received data/content from Smart - IB and user's mobile communication device.

5. The system as claimed in claim 4, wherein said smart - IB further includes:
   connecting means to connect to the systems network;
   transmitting means to transmit data/content;
   interpreting means to interpret data/content;
   data capturing means;
   storage means to store data/content.

6. The system as claimed in claim 4, wherein said central server further includes:
   data/content capturing means;
   storage means to store data/content;
   connecting means to connect to the systems network;
   analyzing means to analyze data/content;
   interactivity means;
   scheduling means to schedule data/content;
   transmitting means to transmit data/content.
7. The system substantially as hereinbefore described with reference to and/or as shown in the accompanying drawings

8. The method substantially as hereinbefore described with reference to and/or as shown in the accompanying drawings.
User with the application enters system network area

An alert of user's presence is sent to the system

System server queries if a social enterprise network profile exists

System server retrieves information available through social networks

Determines social category (sec A, Sec B etc)

Determine wallet capacity

Determine possible areas of interest

Retrieves past moving pattern (frequency etc of going to malls)

Retrieves interactivity patterns

A

FIG. 2
FIG. 3