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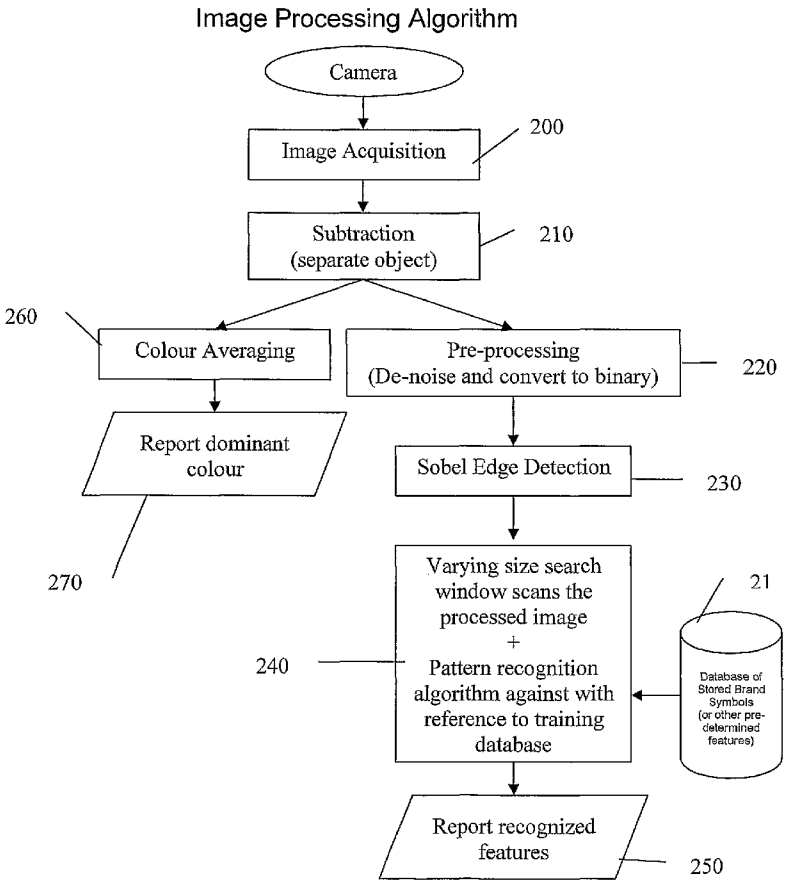
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(54) Title: TARGETED ADVERTISING SYSTEM



(57) Abstract: A system and method for providing advertising media to consumers is described. The system comprising image capture means, an image processing unit connected to the image capture means. In use, the image processing unit executing one or more pattern recognition algorithms on an image received from the image capture means to extract information from the image relating to consumers in the image. The system compiling a list of attributes associated with an individual consumer based on the extracted information. The system including an advertising media database, an advertising selection unit connected to the image processing unit and the advertising media database. In use the advertising selection unit selecting advertising media from the advertising media database based on the list of attributes. The system also including an advertising delivery unit connected to the advertising selection unit for delivering advertising media selected by the advertising selection unit.

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