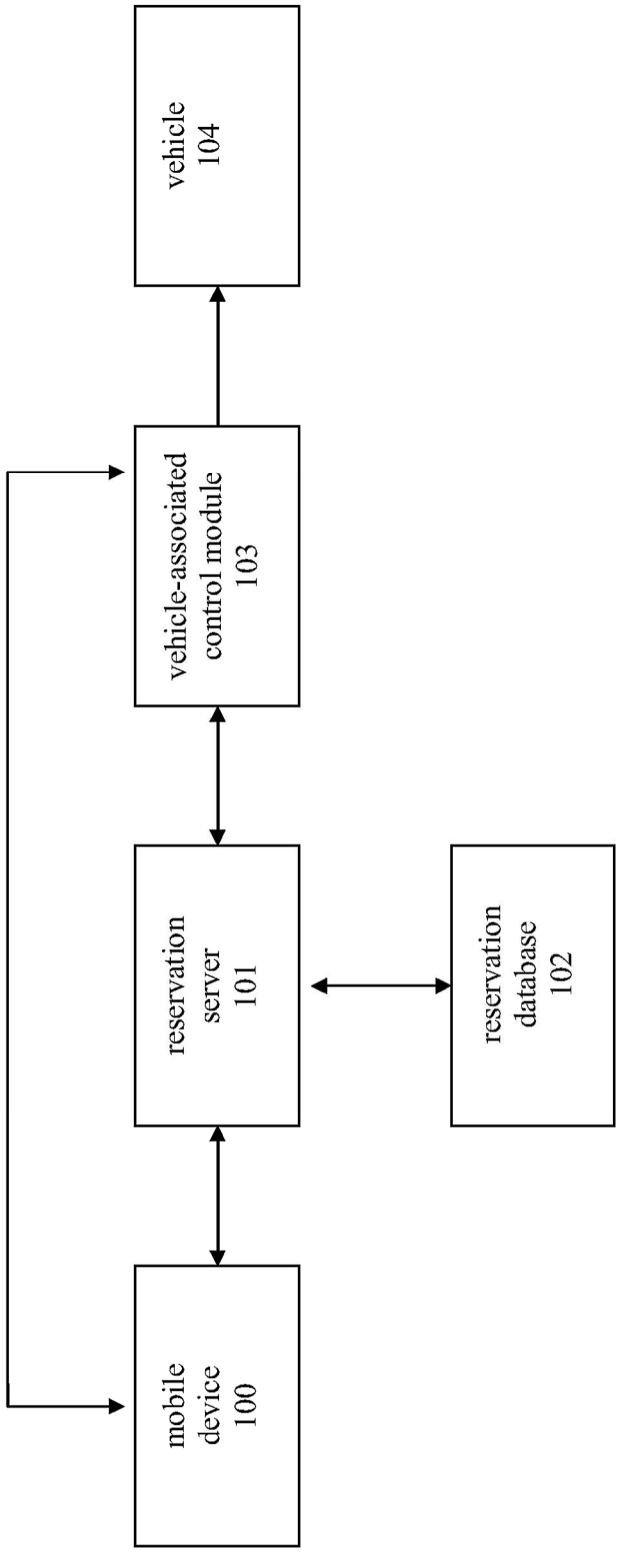

vehicle
104
vehicle-associated
control module
103
reservation
server
101
reservation
database
102
mobile
device
100

FIGURE 1

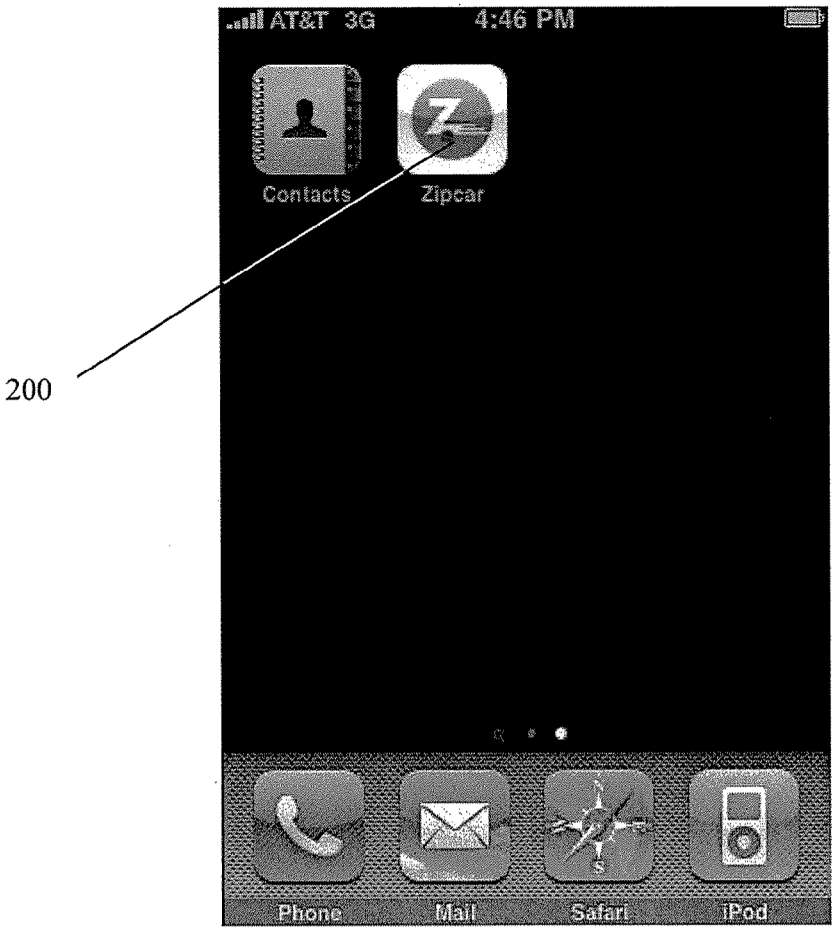


FIGURE 2


AT&T 3G
4:49 PM
San Francisco
Beale St/Howard St
7 vehicles available
Embarcadero BART
Google
Reserve
Unlock
Drive
Alerts
My Zipcar
301
300

FIGURE 3


AT&T 3G
4:51 PM
San Francisco
Beale St/Howard St
Bart (BMW 328)
Sedan ($96 daily/$13.5 hourly)
Clunes (Toyota Coro...
Sedan ($69 daily/$9.25 hourly)
Cronkite (Honda Civic)
Sedan ($69 daily/$9.25 hourly)
Mcdougald (Cooper...
Coupe ($80 daily/$11.5 hourly)
Milks (Toyota Matrix)
Wagon ($69 daily/$9.25 hourly)
Ooton (Honda Odyss...
Minivan ($80 daily/$11.5 hou...
Teteak (Toyota Taco...
Truck ($69 daily/$9.25 hourly)
Reserve
Unlock
Drive
Alerts
My Zipcar

FIGURE 4

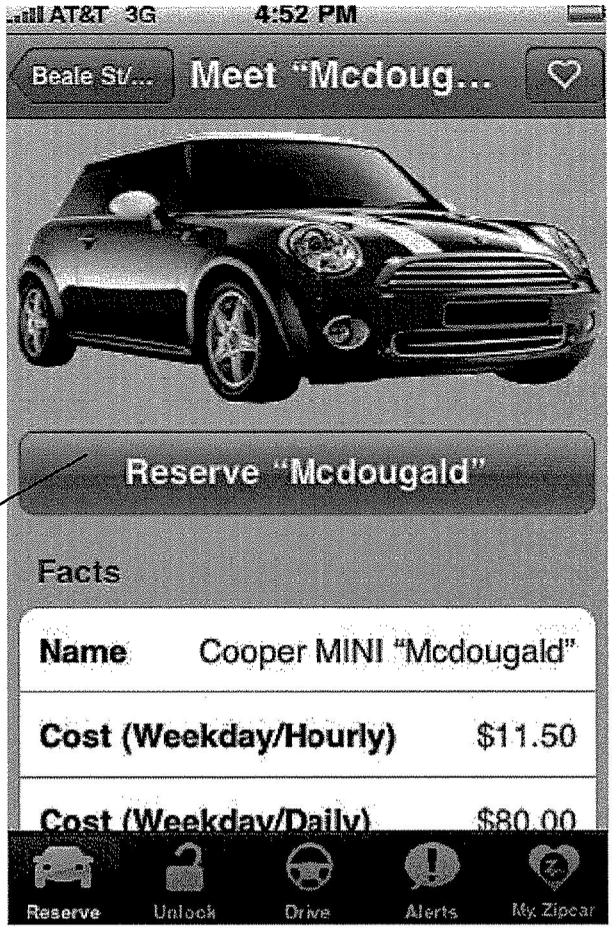

AT&T 3G
4:52 PM
Beale St/...
Meet "Mcdoug...
Reserve "Mcdougald"
Facts
Name
Cooper MINI "Mcdougald"
Cost (Weekday/Hourly)
$11.50
Cost (Weekday/Daily)
$80.00
Reserve
Unlock
Drive
Alerts
My Zipcar
500

FIGURE 5


AT&T 3G
4:54 PM
Beale St/...
Meet "Mcdoug...
"Mcdougald" is now a favorite
Reserve "Mcdougald"
Facts
Name
Cooper MINI "Mcdougald"
Cost (Weekday/Hourly)
$11.50
Cost (Weekday/Daily)
$80.00
Reserve
Unlock
Drive
Alerts
My Zipcar
600
601

FIGURE 6


AT&T 3G
4:56 PM
Meet "Mcdo...
Reserve "Mcdoug...
Cooper MINI "Mcdougald"
Starts
Wed May 27 4:55 PM
Done
Mon May 25
Tue May 26
Today
Thu May 28
Fri May 29
2
3
5
6
30
00
00
30
AM
PM
Reserve
Unlock
Drive
Alerts
My Zipcar
700
701
702
703

FIGURE 7

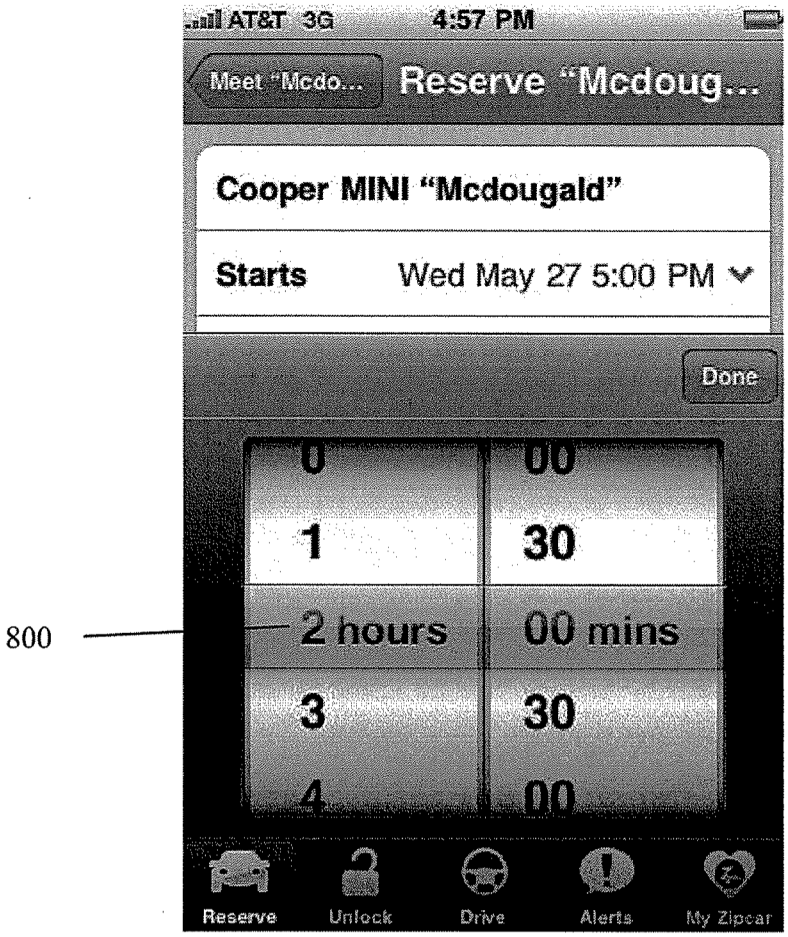

AT&T 3G
4:57 PM
Meet "Mcdo...
Reserve "Mcdoug...
Cooper MINI "Mcdougald"
Starts
Wed May 27 5:00 PM
Done
0
1
2 hours
3
4
00
30
00 mins
30
00
Reserve
Unlock
Drive
Alerts
My Zipcar
800

FIGURE 8

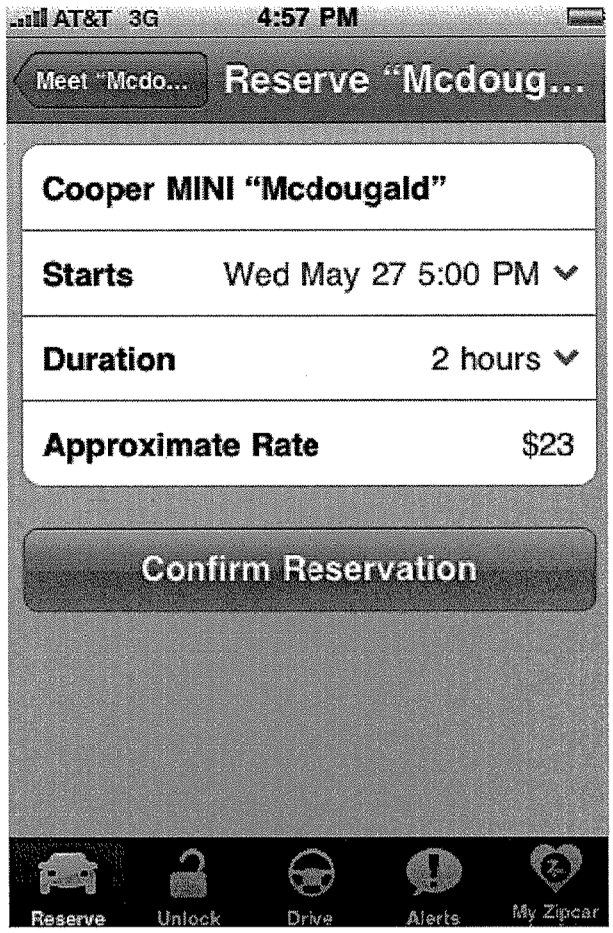

AT&T 3G
4:57 PM
Meet "Mcdo...
Reserve "Mcdoug...
Cooper MINI "Mcdougald"
Starts
Wed May 27 5:00 PM
Duration
2 hours
Approximate Rate
$23
Confirm Reservation
Reserve
Unlock
Drive
Alerts
My Zipcar

FIGURE 9


AT&T 3G
4:57 PM
Meet "Mcdo...
Reserve "Mcdoug...
Cooper MINI "Mcdougald"
Starts
Wed May 27 5:00 PM
Are you sure you want to reserve "Mcdougald"? (You can always cancel later!)
Cancel
OK
Reserve
My Zipcar

FIGURE 10

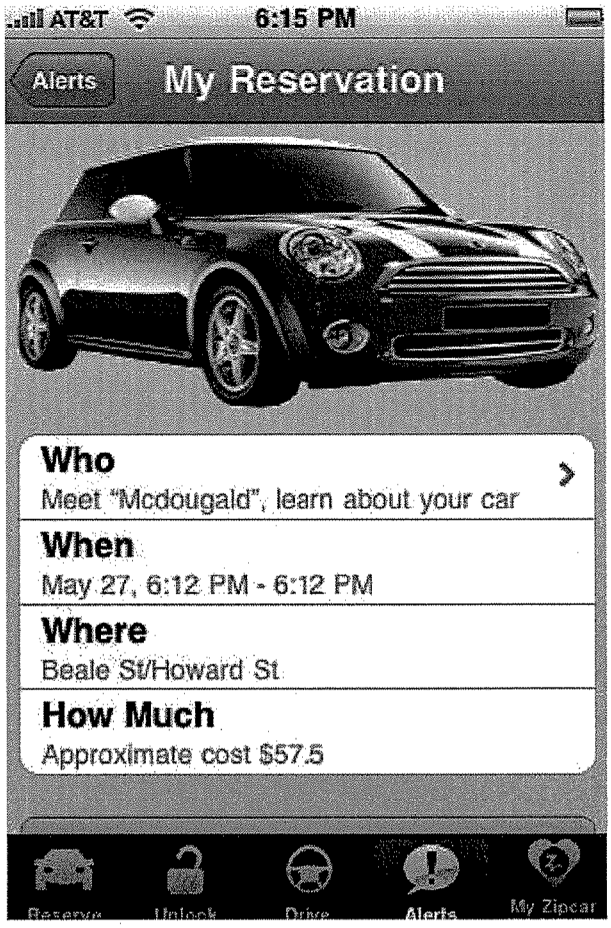

AT&T
6:15 PM
Alerts
My Reservation
Who
Meet "Mcdougald", learn about your car
When
May 27, 6:12 PM - 6:12 PM
Where
Beale St/Howard St
How Much
Approximate cost $57.5
Reserve
Unlock
Drive
Alerts
My Zipcar

FIGURE 11

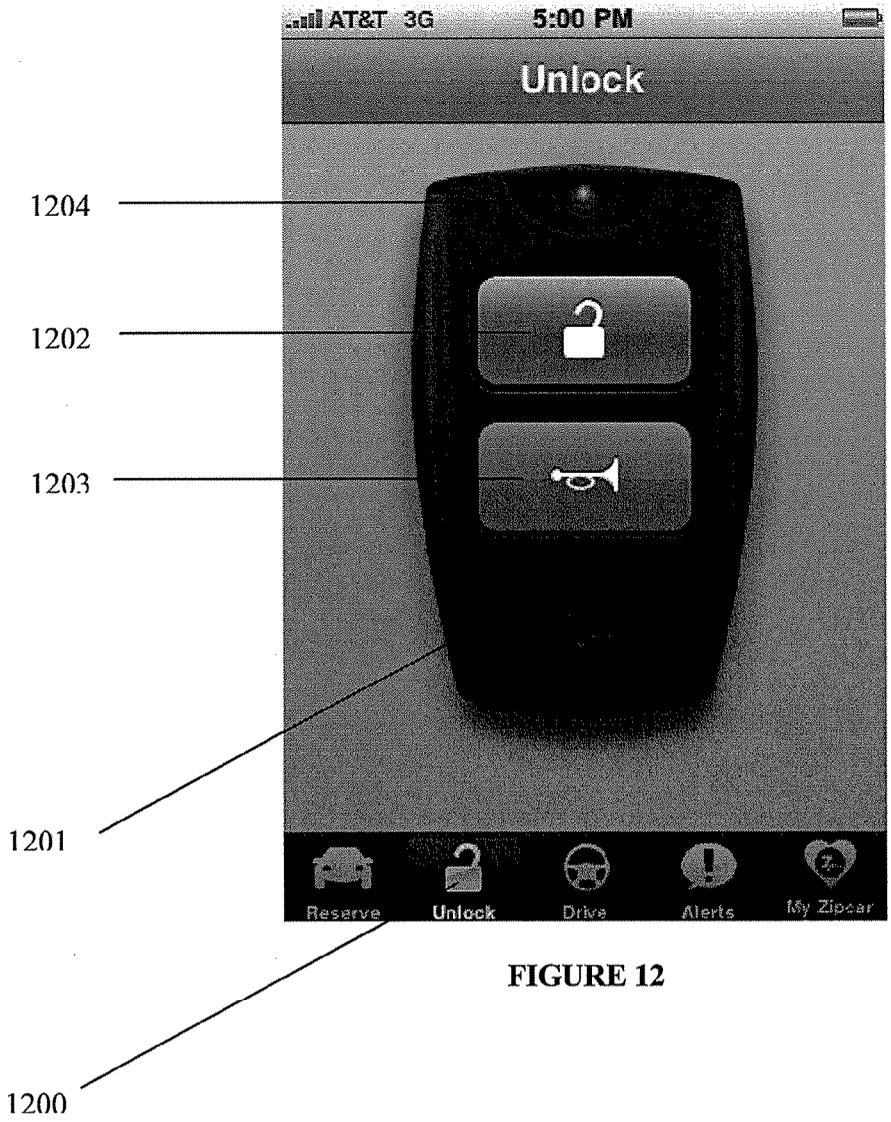

AT&T 3G
5:00 PM
Unlock
1204
1202
1203
1201
Reserve
Unlock
Drive
Alerts
My Zipcar
1200

FIGURE 12

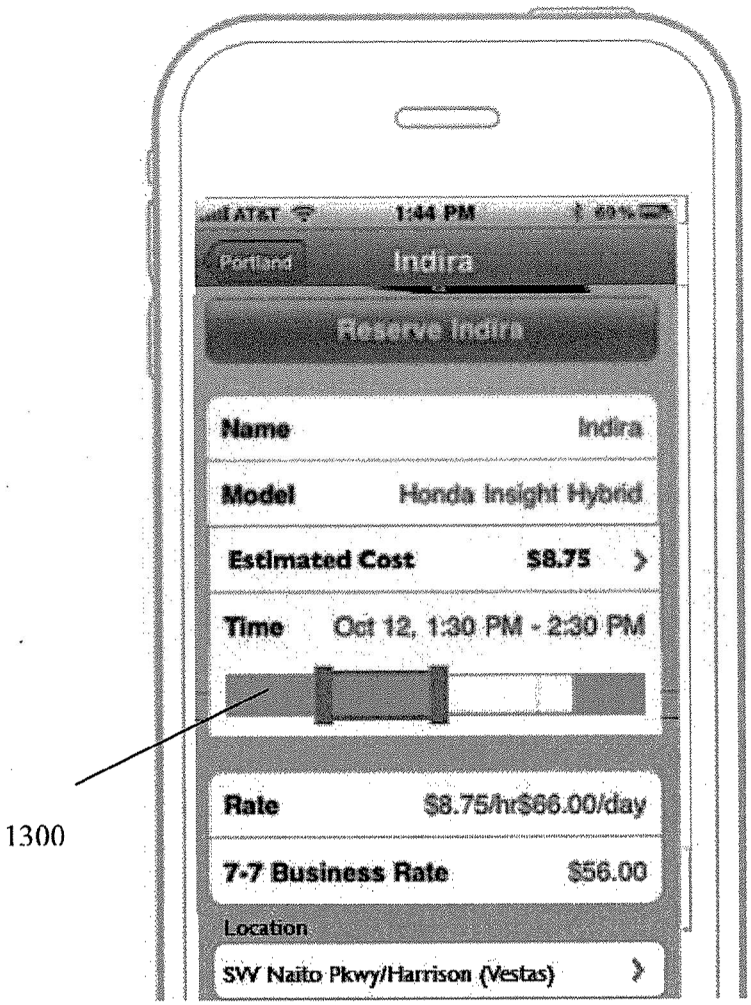

AT&T
1:44 PM
Portland
Indira
Reserve Indira
Name
Indira
Model
Honda Insight Hybrid
Estimated Cost
$8.75
Time
Oct 12, 1:30 PM - 2:30 PM
Rate
$8.75/hr$66.00/day
7-7 Business Rate
$56.00
Location
SW Naito Pkwy/Harrison (Vestas)
1300

FIGURE 13