CLAIMS

1. A control and presentation system capable of providing data, wherein the data is at least one of source data or additional data, to a user of a mobile device and for controlling the mobile device, the mobile device having a processor, memory, one or more wireless communication mechanisms including at least a near field communication mechanism, and a user interface mechanism, the system comprising;

a data store for storing the data and for making the data available using a wireless communication mechanism;

a near field data communication device for transmitting at least part of, or identification of the data which includes at least one trigger condition to the mobile device within near field communication distance when a user brings the mobile into near field communication proximity of the near field data communication device; and

wherein the system is configured to control the mobile device, using one or more wireless communication mechanisms:

to store, in the memory of the mobile device, the data transmitted from the near field data communication device,

to determine, using the processor of the mobile device and independent of user interaction, when the at least one trigger condition is true, and

if the at least one trigger condition is true, to control the user interface mechanism of the mobile device to present at least a portion of the data stored in the memory to the user of the mobile device.

2. A control and presentation system according to claim 1 wherein when the mobile device is in near field communication distance with a terminal, a trigger condition is true causing

one or more of the data or a related message to be presented to the user of the mobile device by the user interface.

3. A control and presentation system according to claim 2 wherein the trigger condition are formed from logical or algorithmic combinations of events.

4. A control and presentation system according to claim 2 wherein the trigger condition includes one or more of the group of conditions of: time; location of the mobile device; user input; frequency modulation (FM) radio data system (RDS) signal; radio frequency identification (RFID) signal; detection of a wireless network; digital broadcast signal; wireless network signal; proximity to a near field communication (NFC) device.

5. A control and presentation system according to claim 4 configured for the NFC device to be installed in the proximity of a precinct.

6. A control and presentation system according to claim 4 further comprising:

at least one broadcast medium device for broadcasting one or more of the group of broadcast mediums; an FM RDS signal; an RFID signal; a digital broadcast signal wherein the signal includes data or triggers or both.

7. A control and presentation system according to claim 6 configured for the data to include one or more of the group of data representative of catalogues; coupons; vouchers; media streams; specials relating to a retail sales environment.

8. A control and presentation system according to claim 6 configured for the data to be stored in the memory of the digital device to be searchable.

9. A control and presentation system according to claim 6 configured for the data to represent a financial transaction.

10. A control and presentation system according to claim 6 configured for the data to represent a multi-media data.

11. A control and presentation system according to claim 6 further including: at least one NFC device associated with a point of sale terminal.

12. A control and presentation system according to claim 6 further including: at least one NFC device associated with a kiosk terminal.

13. A control and presentation system according to claim 1, configured for the trigger condition to be based on a location of the mobile device.

14. A control and presentation system according to claim 1, configured for the trigger condition to be based on an elapsed time between the transmission of the data from the near field communication device and the determination of whether the at least one trigger condition is true.

15. A method of control and presentation for providing data, wherein the data is at least one of source data or additional data, to a user of a mobile device and for controlling the mobile device, the mobile device having a processor, memory, one or more wireless communication mechanisms including at least a near field communication (NFC) mechanism, and a user interface mechanism, the method comprising the steps;

storing data in a data store and for making the data available using a wireless communication mechanism;

transmitting, from a NFC device, at least part of, or identification of data including at least one trigger condition to the mobile device within near field communication distance when a user brings the mobile into near field communication proximity of the near field data communication device,

the system controlling the mobile device, using one or more wireless communication mechanisms:

to store, in the memory of the mobile device, the data transmitted from the near field data communication device,

to determine, using the processor of the mobile device and independent of user interaction, when the at least one trigger condition is true, and

if the at least one trigger condition is true, to control the user interface mechanism of the mobile device to present at least a portion of the data stored in the memory to the user of the mobile device.

16. The method of claim 15 including the further step of:

setting a trigger condition to be one or more of the group of: time; location of the mobile device; user input; frequency modulation (FM) radio data system (RDS) signal; radio frequency identification (RFID) signal; detection of a wireless network; digital broadcast signal; wireless network signal; proximity to a near field communication (NFC) device.

17. The method of claim 15 including the further step of:

setting a trigger condition to be the proximity of the mobile device within near field communication distance of a POS terminal.