CLAIMS

1. A system for profiling a user comprising:

a. a server arranged to receive location data of a communication device associated with the user, the location data defining the detected position of the communication device at a number of different points in time, the server further arranged to receive sequence data associated with the location data indicative of the order in which the location data was determined, the server further arranged to compare the received location data with zone data defining a plurality of zones and to associate each detected position with one of the plurality of zones; and

b. path determining means for determining the user's path through a first sequence of zones;

wherein the server is further arranged to associate the user with one or more predetermined user types based on the determined path;

wherein the system further comprises a comparator for comparing the determined path of the user with one or more predetermined paths, each predetermined path defining a second sequence of zones, and for profiling the user based on the comparison.

2. A system according to claim 1 wherein the path determining means is configured to determine the path based on the zone data associated with the location data and the sequence data.

3. A system according to any one of claims 1 to 2 wherein the zones are associated with an indoor or outdoor location, in particular one or more of a hospital, a campus, an arena and an airport, and preferably wherein each zone is associated with one or more of a landside, airside, check-in, security, retail, baggage, immigration, duty free, food, retail and gate area zones.

4. A system according to any preceding claim further comprising an administration interface for defining each of the zones.

5. A system according to any preceding claim, wherein the server is arranged to associate the user with one or more predetermined user types comprising a departing passenger, an arriving passenger, a transfer passenger, airport staff or a welcoming agent type based on the determined first sequence of zones.

6. A system according to any preceding claim wherein the zone data is associated with a plurality of different terminals of an airport and preferably wherein the zone data associated with each terminal comprises a plurality of different zones on different levels.

7. A system according to any preceding claim wherein each zone is defined based on a polygonal shape and preferably wherein the data defining each zone comprises associated data defining the position of an access point within the polygon.

8. A system according to any preceding claim further comprising storing data defining the plurality of zones in a zone data component.

9. A system according to any preceding claim in which the server is configured to poll a further server to request location data associated with devices which have moved since a previous poll request, wherein the poll requests are preferably periodic and associated with location data received at irregular times.

10. A system according to any preceding claim in which the location data further comprises time stamp data and preferably wherein the user is associated with one or more predetermined user types based on the time stamp data.

11. A system according to claim 10 wherein the system is arranged to determine a period of time a user is within one or more zones and preferably wherein the system is to associate the user with one or more predetermined user types if the period of time is greater than a predetermined value and preferably wherein the one or more predetermined user types comprise an airport staff user type.

12. A system according to claim 10 or 11 wherein the server is further arranged to determine a dwell time associated with the one or more zones based on a difference in time stamp data between a first detection of a user within a zone and a last detection of a user within the zone.

13. A system according to claim 12 wherein the server is arranged to associate the user with one or more predetermined user types based on the dwell time.

14. A method for profiling a user comprising:

a. receiving location data of a communication device associated with the user, the location data defining the detected position of the communication device at a number of different points in time;

b. receiving sequence data associated with the location data indicative of the order in which the location data was determined;

c. comparing the received location data with zone data defining a plurality of zones;

d. associating each detected position with one of the plurality of zones;

e. determining the user's path through a first sequence of zones; and

f. associating the user with one or more predetermined user types based on the determined path;

wherein associating the user with one or more predetermined user types comprises comparing the determined path of the user with one or more predetermined paths, each predetermined path defining a second sequence of zones, and for profiling the user based on the comparison.