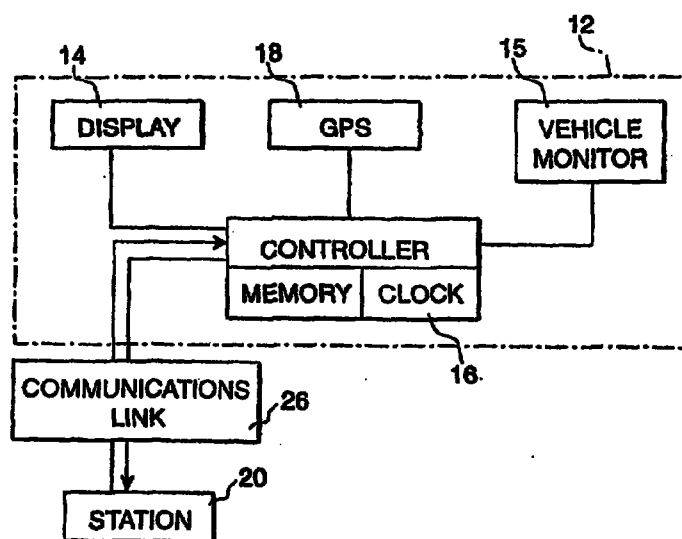




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(54) Title: **MOBILE DISPLAY SYSTEM**

(57) Abstract

A mobile display system comprises one or more vehicles (12), e.g. taxis, buses, tractor-trailers, etc., equipped with externally viewable display panels (14) and an on-board controller (16) that determines the vehicle location (18) and drives the display to generate a publicly viewable message elected for viewing within such location. The message is displayed pursuant to a schedule which includes date, time of day and display duration while the vehicle is within the zone or until the vehicle is located in another zone which is not included within the message schedule. A tiered system control network includes a plurality of fixed stations (20) which transmit message content and scheduling data to the controller and which generate billing and other accounting records.