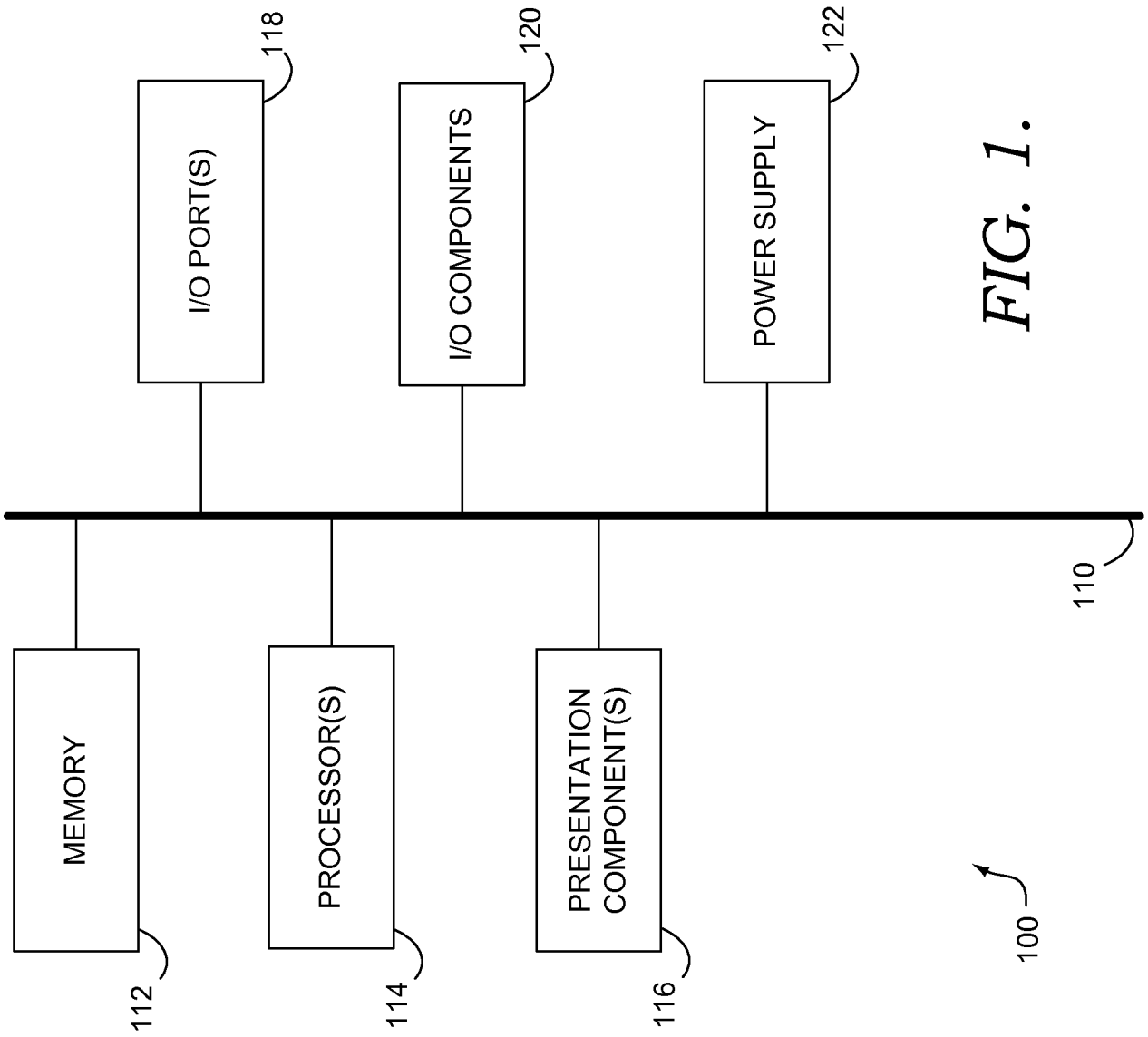

I/O PORT(S)
118
I/O COMPONENTS
120
POWER SUPPLY
122
110
MEMORY
112
PROCESSOR(S)
114
PRESENTATION COMPONENT(S)
116
100

FIG. 1.

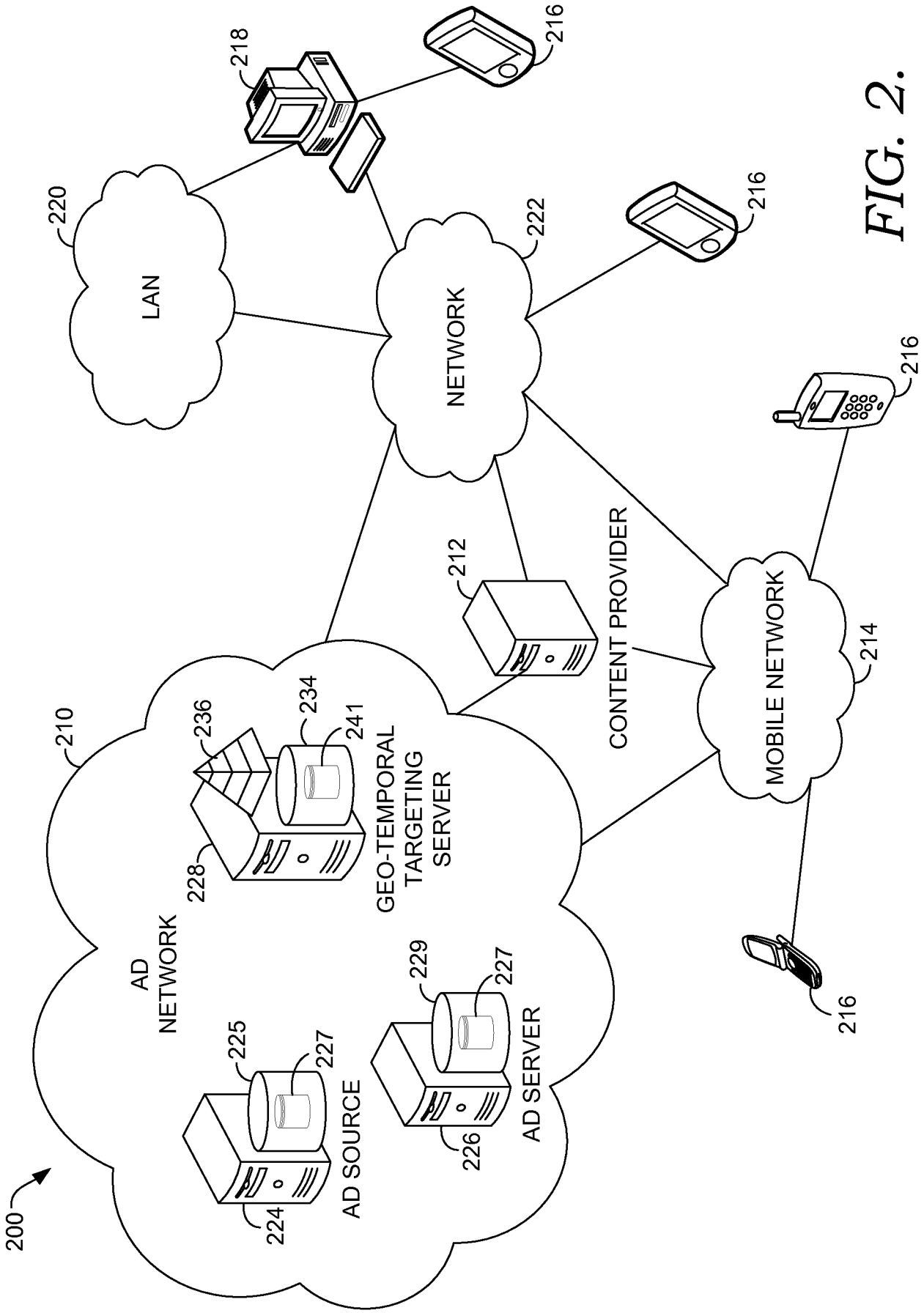

200
210
AD NETWORK
GEO-TEMPORAL TARGETING SERVER
228
236
234
241
AD SOURCE
224
225
227
AD SERVER
226
229
227
212
CONTENT PROVIDER
214
MOBILE NETWORK
216
216
216
216
218
220
LAN
222
NETWORK

FIG. 2.

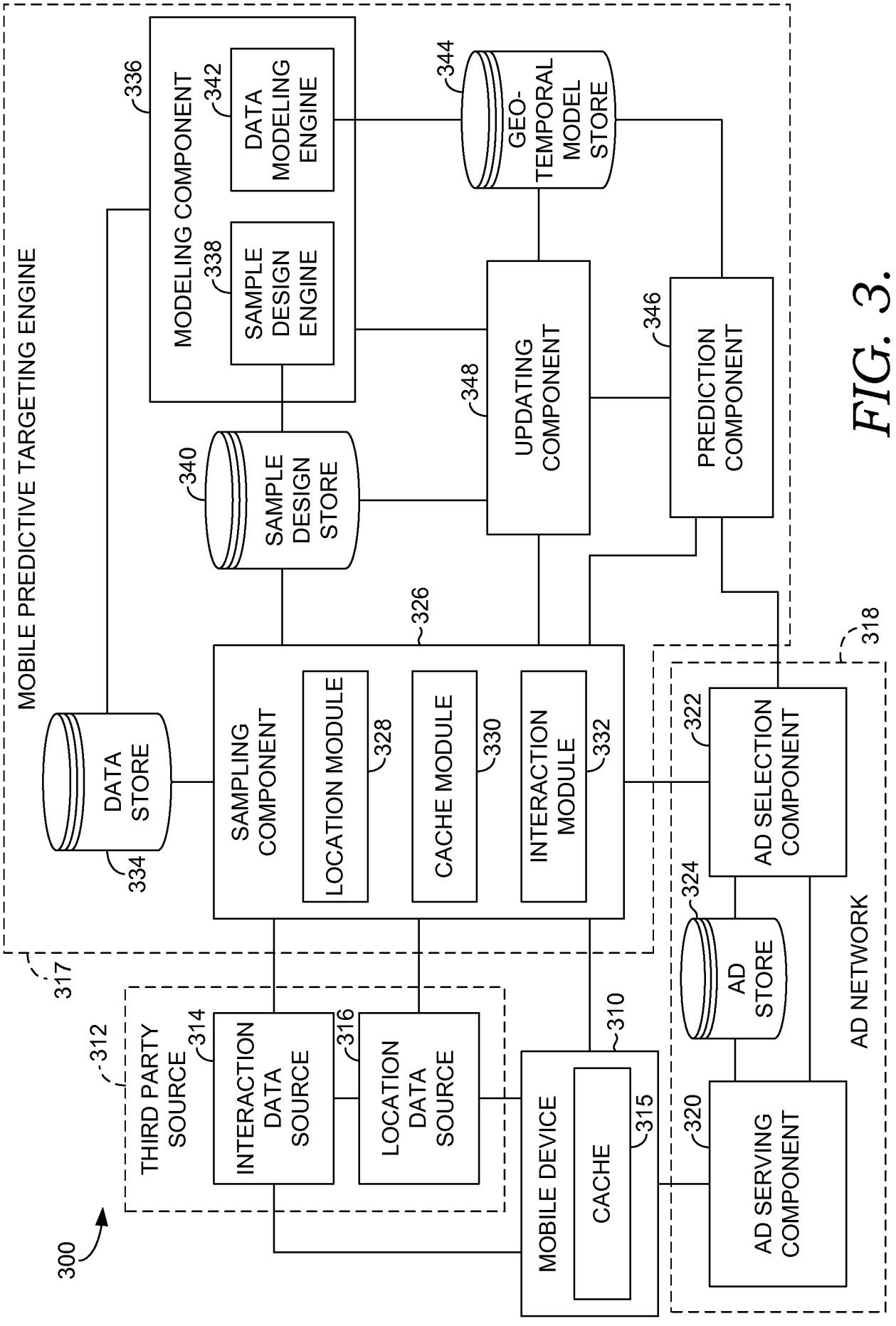

MOBILE PREDICTIVE TARGETING ENGINE
317
MODELING COMPONENT
336
DATA MODELING ENGINE
342
SAMPLE DESIGN ENGINE
338
GEO-TEMPORAL MODEL STORE
344
SAMPLE DESIGN STORE
340
UPDATING COMPONENT
348
PREDICTION COMPONENT
346
DATA STORE
334
SAMPLING COMPONENT
326
LOCATION MODULE
328
CACHE MODULE
330
INTERACTION MODULE
332
AD SELECTION COMPONENT
322
318
AD STORE
324
AD NETWORK
AD SERVING COMPONENT
320
THIRD PARTY SOURCE
312
INTERACTION DATA SOURCE
314
LOCATION DATA SOURCE
316
MOBILE DEVICE
310
CACHE
315
300

FIG. 3.

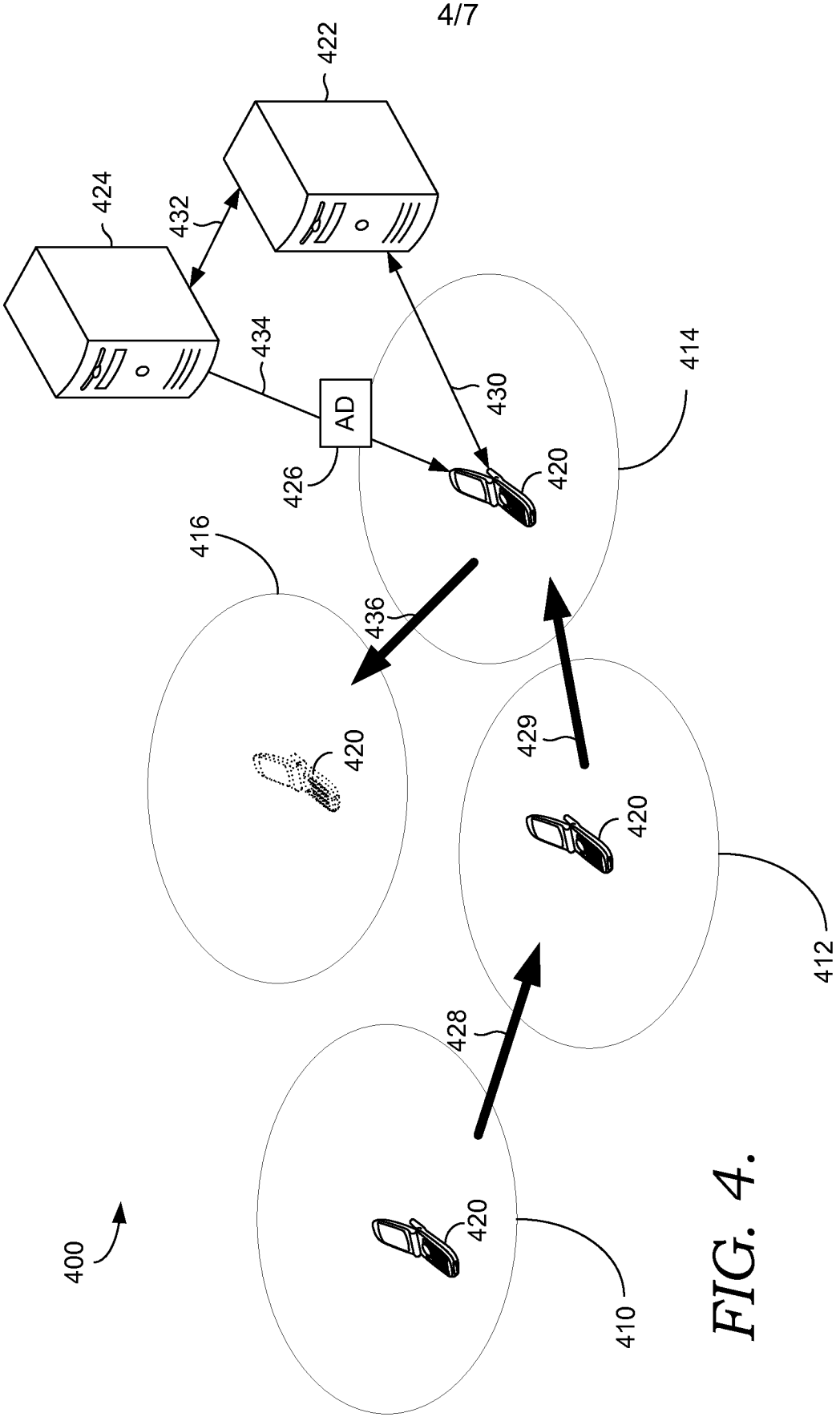


FIG. 4.

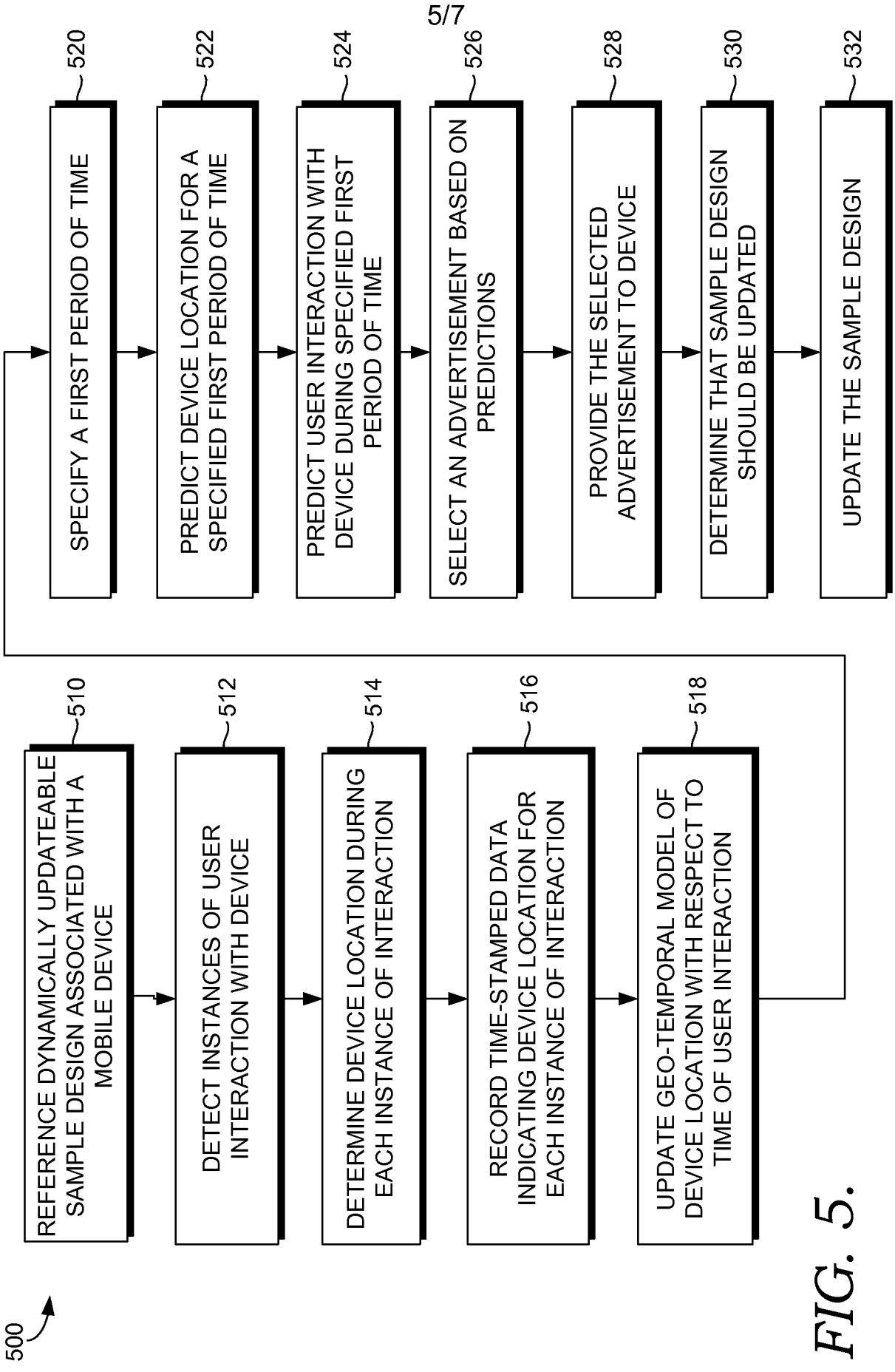

500
510
REFERENCE DYNAMICALLY UPDATEABLE SAMPLE DESIGN ASSOCIATED WITH A MOBILE DEVICE
512
DETECT INSTANCES OF USER INTERACTION WITH DEVICE
514
DETERMINE DEVICE LOCATION DURING EACH INSTANCE OF INTERACTION
516
RECORD TIME-STAMPED DATA INDICATING DEVICE LOCATION FOR EACH INSTANCE OF INTERACTION
518
UPDATE GEO-TEMPORAL MODEL OF DEVICE LOCATION WITH RESPECT TO TIME OF USER INTERACTION
520
SPECIFY A FIRST PERIOD OF TIME
522
PREDICT DEVICE LOCATION FOR A SPECIFIED FIRST PERIOD OF TIME
524
PREDICT USER INTERACTION WITH DEVICE DURING SPECIFIED FIRST PERIOD OF TIME
526
SELECT AN ADVERTISEMENT BASED ON PREDICTIONS
528
PROVIDE THE SELECTED ADVERTISEMENT TO DEVICE
530
DETERMINE THAT SAMPLE DESIGN SHOULD BE UPDATED
532
UPDATE THE SAMPLE DESIGN

FIG. 5.

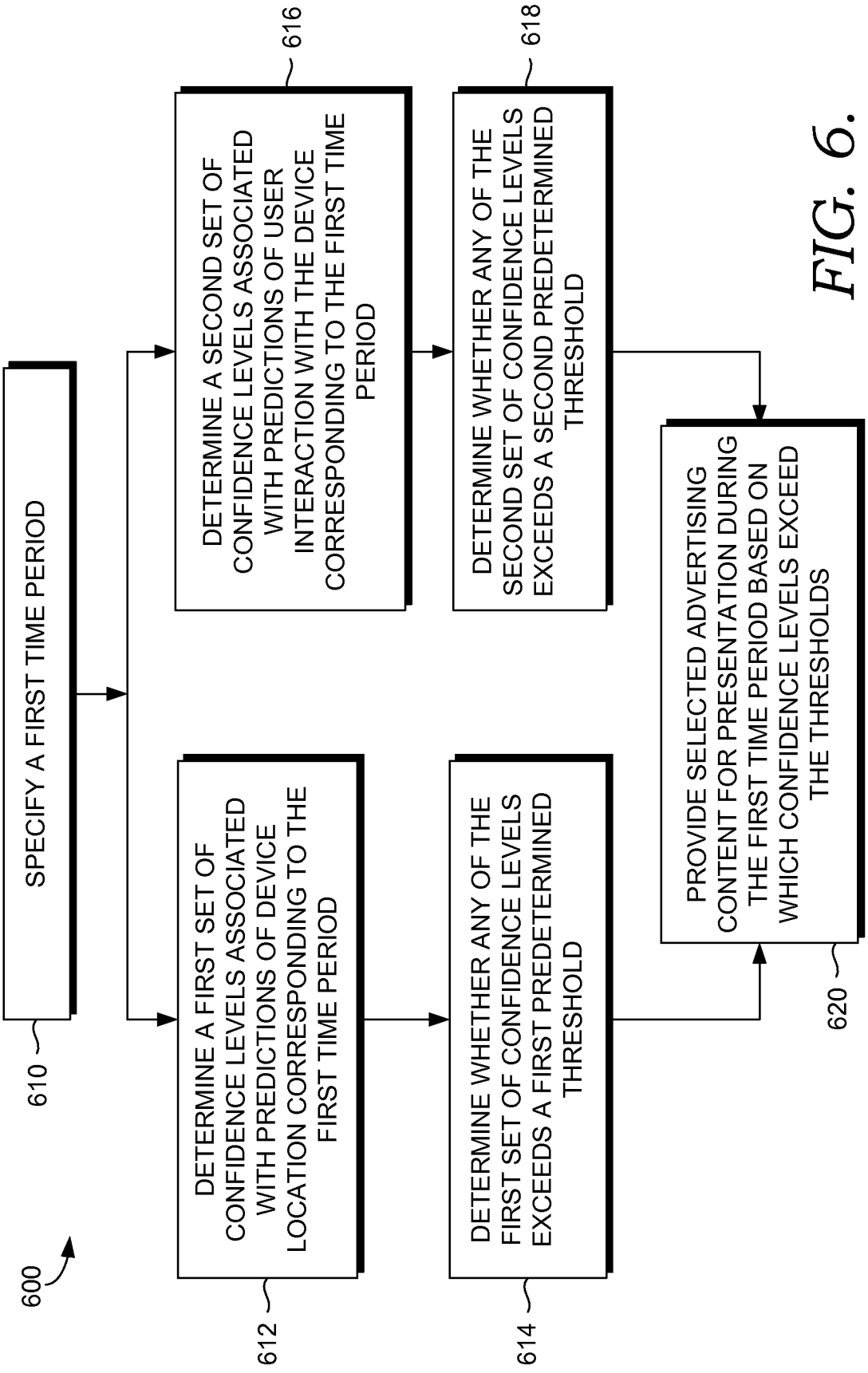

600
610
SPECIFY A FIRST TIME PERIOD
612
DETERMINE A FIRST SET OF CONFIDENCE LEVELS ASSOCIATED WITH PREDICTIONS OF DEVICE LOCATION CORRESPONDING TO THE FIRST TIME PERIOD
614
DETERMINE WHETHER ANY OF THE FIRST SET OF CONFIDENCE LEVELS EXCEEDS A FIRST PREDETERMINED THRESHOLD
616
DETERMINE A SECOND SET OF CONFIDENCE LEVELS ASSOCIATED WITH PREDICTIONS OF USER INTERACTION WITH THE DEVICE CORRESPONDING TO THE FIRST TIME PERIOD
618
DETERMINE WHETHER ANY OF THE SECOND SET OF CONFIDENCE LEVELS EXCEEDS A SECOND PREDETERMINED THRESHOLD
620
PROVIDE SELECTED ADVERTISING CONTENT FOR PRESENTATION DURING THE FIRST TIME PERIOD BASED ON WHICH CONFIDENCE LEVELS EXCEED THE THRESHOLDS

FIG. 6.

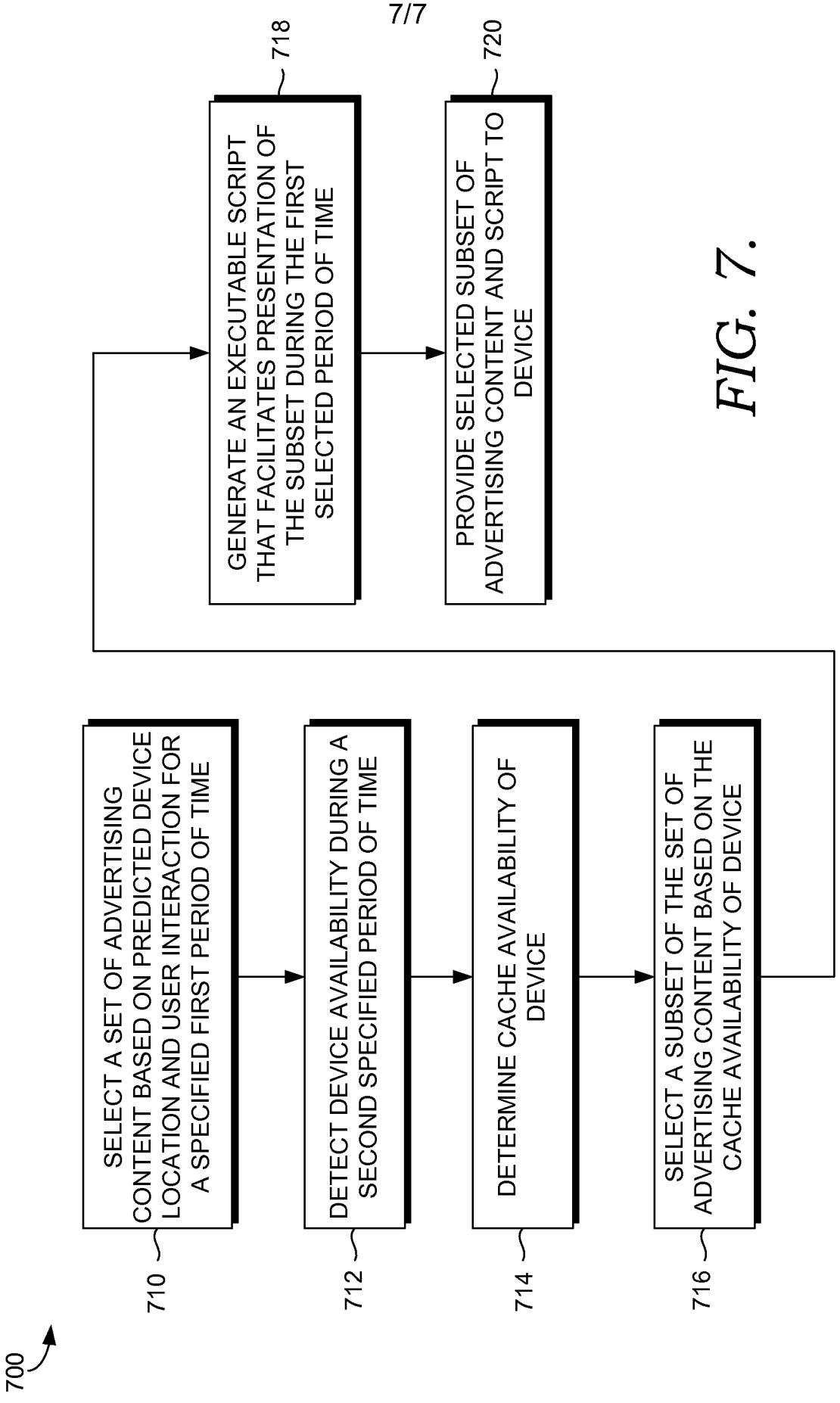

700
710
SELECT A SET OF ADVERTISING CONTENT BASED ON PREDICTED DEVICE LOCATION AND USER INTERACTION FOR A SPECIFIED FIRST PERIOD OF TIME
712
DETECT DEVICE AVAILABILITY DURING A SECOND SPECIFIED PERIOD OF TIME
714
DETERMINE CACHE AVAILABILITY OF DEVICE
716
SELECT A SUBSET OF THE SET OF ADVERTISING CONTENT BASED ON THE CACHE AVAILABILITY OF DEVICE
718
GENERATE AN EXECUTABLE SCRIPT THAT FACILITATES PRESENTATION OF THE SUBSET DURING THE FIRST SELECTED PERIOD OF TIME
720
PROVIDE SELECTED SUBSET OF ADVERTISING CONTENT AND SCRIPT TO DEVICE

FIG. 7.