

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
28 December 2006 (28.12.2006)

PCT

(10) International Publication Number
WO 2006/136109 A1

(51) International Patent Classification:
B60R 13/00 (2006.01)

(21) International Application Number:
PCT/CN2006/001420

(22) International Filing Date: 22 June 2006 (22.06.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
05105237.7 23 June 2005 (23.06.2005) HK

(71) Applicant (for all designated States except US): **PROUDIDEA LIMITED**; P.O.Box 957, Offshore Incorporations Centre Road Town, Tortola (VG).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **CHEN, Robert, Tsu Teh** [CN/CN]; 2802 Harbour Center, 25 Harbour Road, Wan Chai, Hong Kong (CN).

(74) Agent: **CHINA SCIENCE PATENT & TRADEMARK AGENT LTD**; 25/F., Bldg. B, Tsinghua Tongfang Hi-Tech Plaza, No.1, Wangzhuang Rd., Haidian District, Beijing 100083 (CN).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

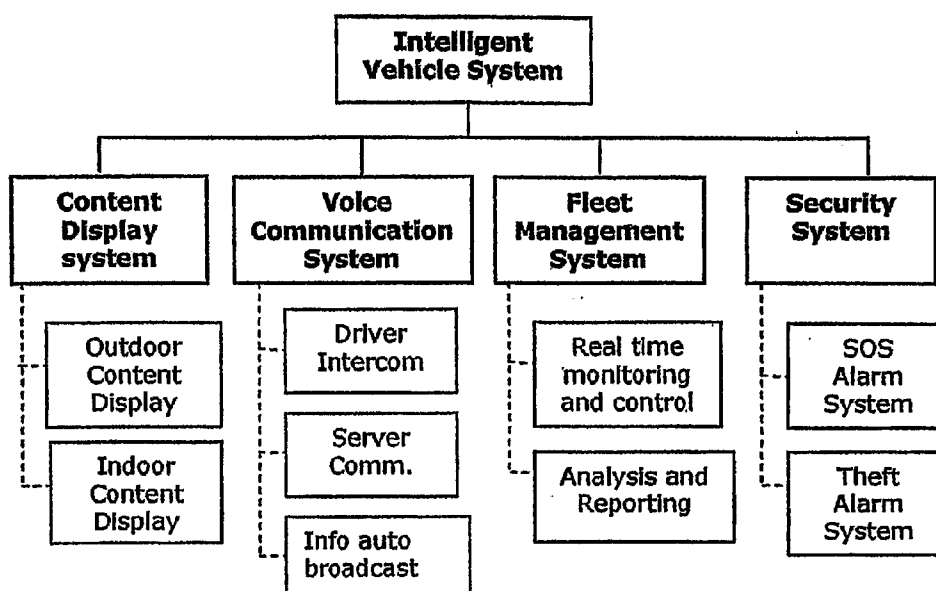
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: VEHICLE COMMUNICATIONS SYSTEM



(57) Abstract: A vehicle based content display system implemented in a broad area comprising subsets of local areas cells has a plurality of vehicles randomly mobile throughout the broad area and having an outdoor content display panel for displaying location-based advertisements and instant information. There is a processing means located in the vehicles for controlling content including advertising on the display panel based on the vehicle's location. A control centre receives and processes instant information including data identifying target vehicles in a particular cell, and a processing/transmission means wirelessly transmits the instant information to only those said vehicles in said particular cell for display on the display panel immediately.

WO 2006/136109 A1