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(54) **Title:** GUIDING USERS IN AN AREA

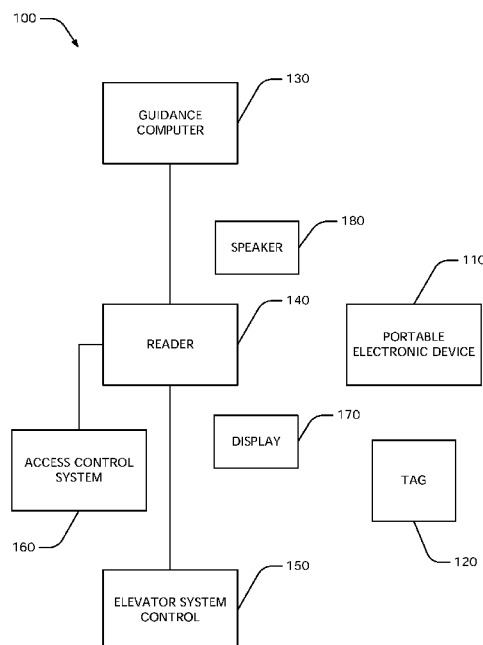


FIG. 1

(57) **Abstract:** A user can use a portable electronic device (110) to read destination information at a starting location (202). The portable electronic device (110) can be, for example, a smartphone (900). The destination information can be read from a tag (120) located at the starting location (202). The user can then present the portable electronic (110) device to a reader (140), which reads the destination information from the device (110). In response to reading the destination information from the device (110), various actions can be performed to aid the user. For example, an elevator call can be placed, trip information can be provided to the user, and/or another action can be performed.