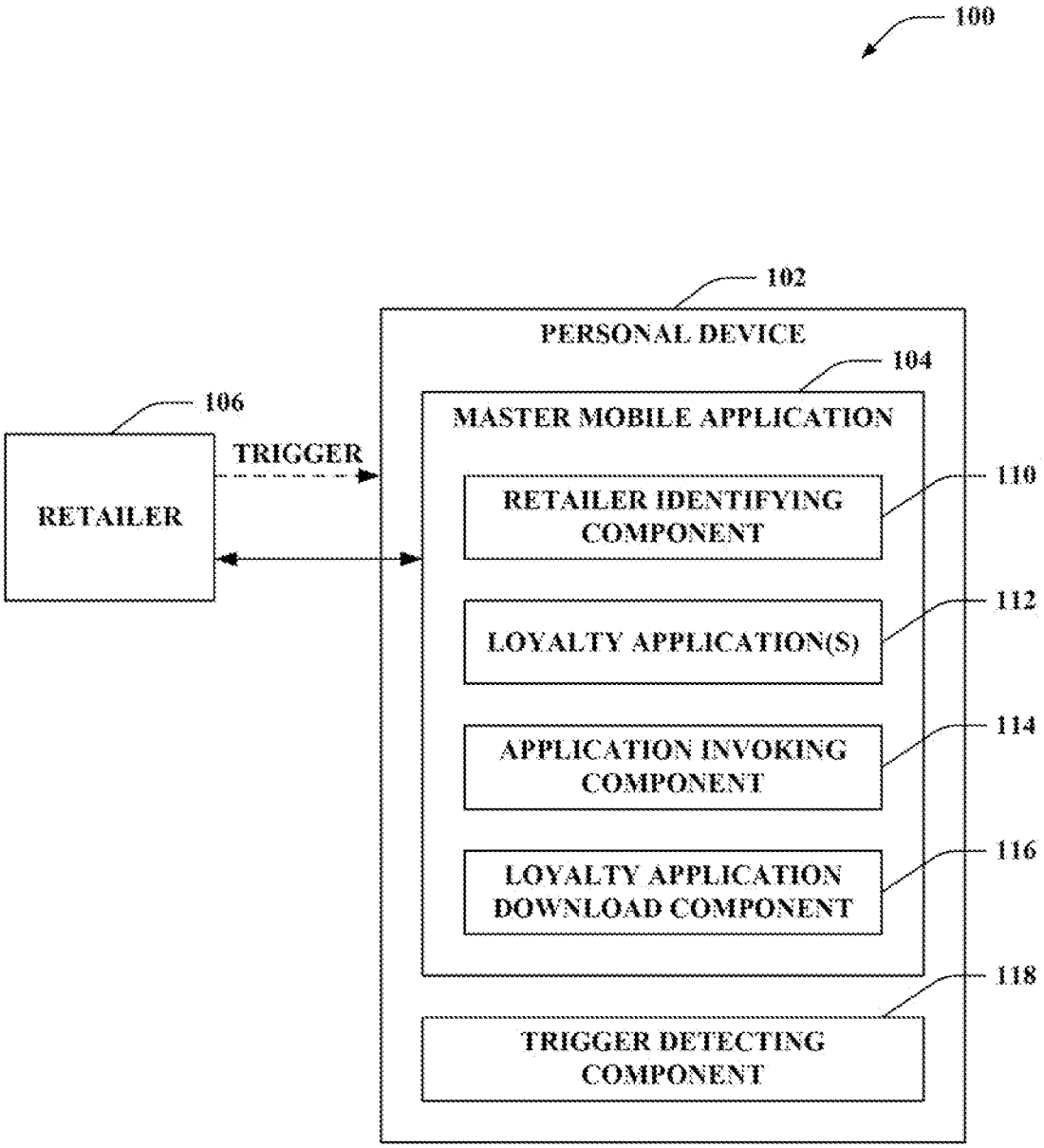

100
102
PERSONAL DEVICE
104
MASTER MOBILE APPLICATION
106
RETAILER
TRIGGER
RETAILER IDENTIFYING COMPONENT
110
LOYALTY APPLICATION(S)
112
APPLICATION INVOKING COMPONENT
114
LOYALTY APPLICATION DOWNLOAD COMPONENT
116
TRIGGER DETECTING COMPONENT
118

FIG. 1

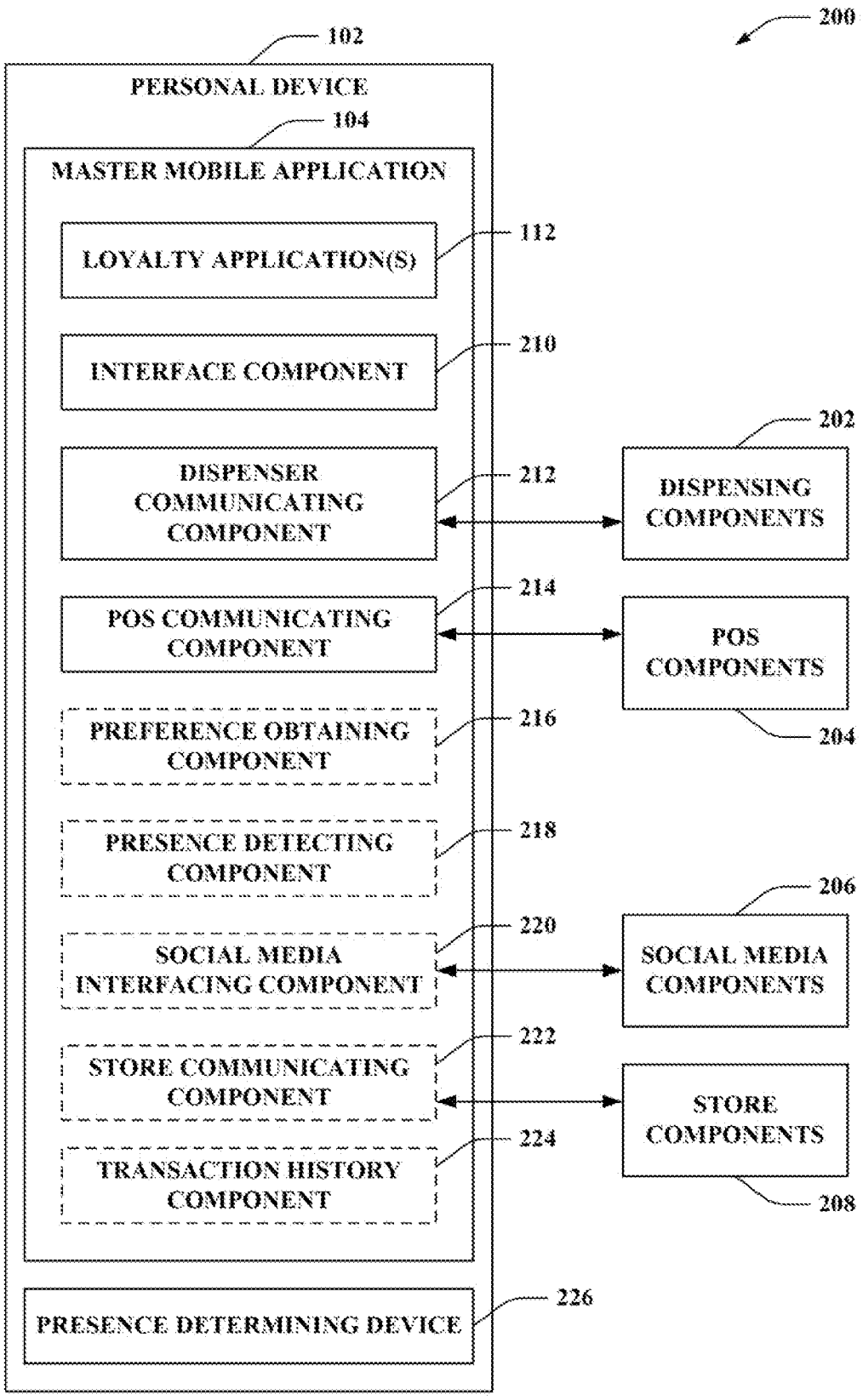

200
102
PERSONAL DEVICE
104
MASTER MOBILE APPLICATION
LOYALTY APPLICATION(S)
112
INTERFACE COMPONENT
210
DISPENSER COMMUNICATING COMPONENT
212
POS COMMUNICATING COMPONENT
214
PREFERENCE OBTAINING COMPONENT
216
PRESENCE DETECTING COMPONENT
218
SOCIAL MEDIA INTERFACING COMPONENT
220
STORE COMMUNICATING COMPONENT
222
TRANSACTION HISTORY COMPONENT
224
PRESENCE DETERMINING DEVICE
226
202
DISPENSING COMPONENTS
POS COMPONENTS
204
206
SOCIAL MEDIA COMPONENTS
STORE COMPONENTS
208

FIG. 2



FIG. 3

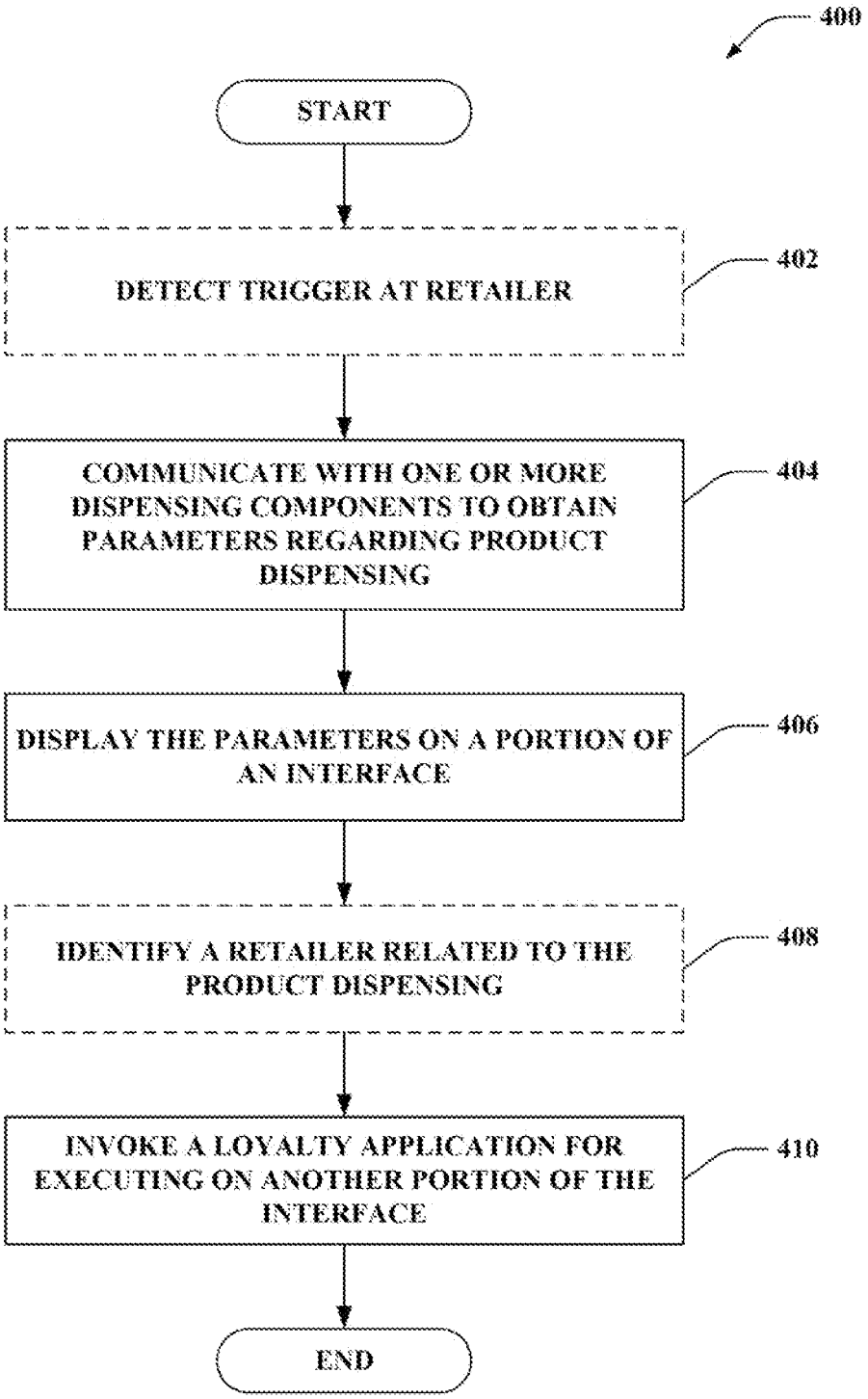

400
START
DETECT TRIGGER AT RETAILER
402
COMMUNICATE WITH ONE OR MORE DISPENSING COMPONENTS TO OBTAIN PARAMETERS REGARDING PRODUCT DISPENSING
404
DISPLAY THE PARAMETERS ON A PORTION OF AN INTERFACE
406
IDENTIFY A RETAILER RELATED TO THE PRODUCT DISPENSING
408
INVOKE A LOYALTY APPLICATION FOR EXECUTING ON ANOTHER PORTION OF THE INTERFACE
410
END

FIG. 4

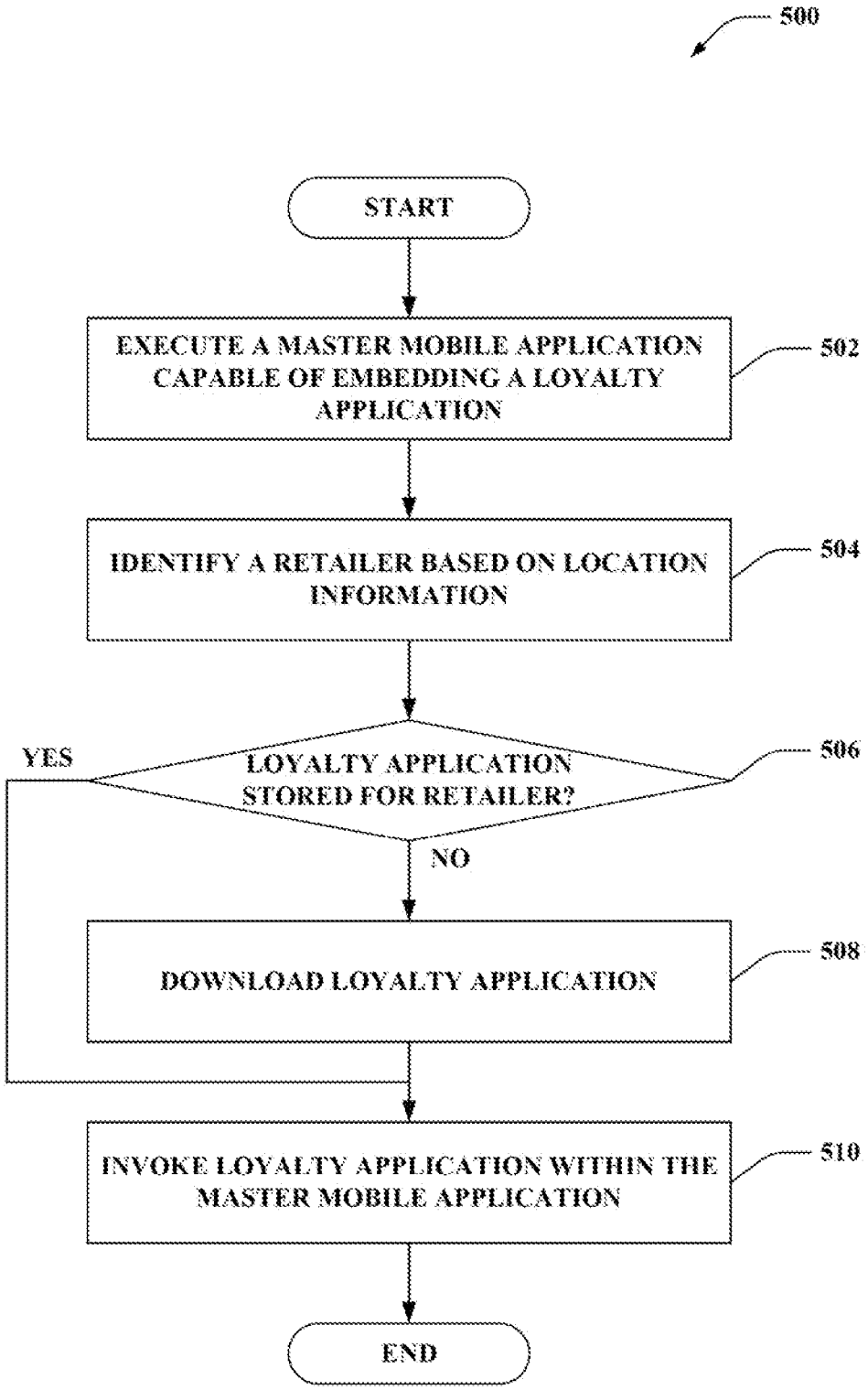

500
START
EXECUTE A MASTER MOBILE APPLICATION CAPABLE OF EMBEDDING A LOYALTY APPLICATION
502
IDENTIFY A RETAILER BASED ON LOCATION INFORMATION
504
LOYALTY APPLICATION STORED FOR RETAILER?
506
YES
NO
DOWNLOAD LOYALTY APPLICATION
508
INVOKE LOYALTY APPLICATION WITHIN THE MASTER MOBILE APPLICATION
510
END

FIG. 5

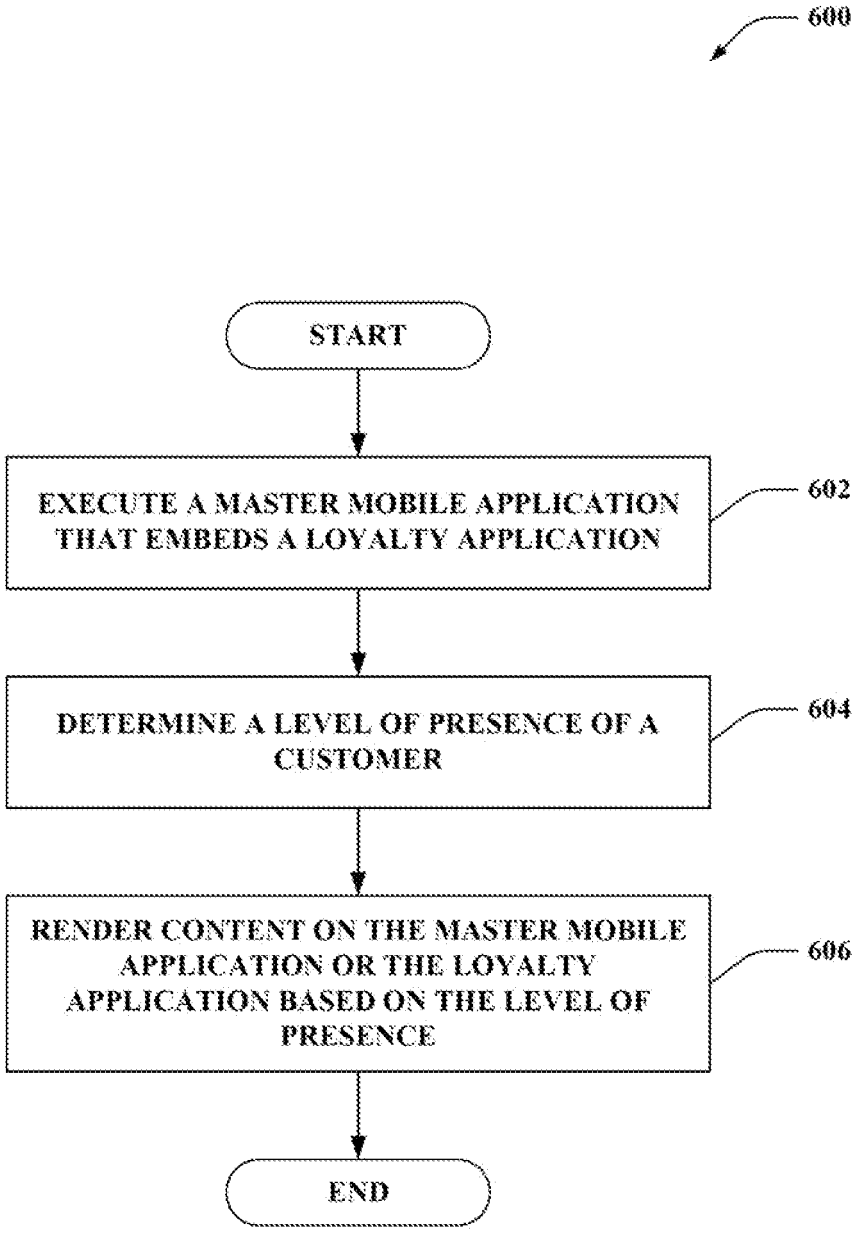

600
START
EXECUTE A MASTER MOBILE APPLICATION THAT EMBEDS A LOYALTY APPLICATION
602
DETERMINE A LEVEL OF PRESENCE OF A CUSTOMER
604
RENDER CONTENT ON THE MASTER MOBILE APPLICATION OR THE LOYALTY APPLICATION BASED ON THE LEVEL OF PRESENCE
606
END

FIG. 6

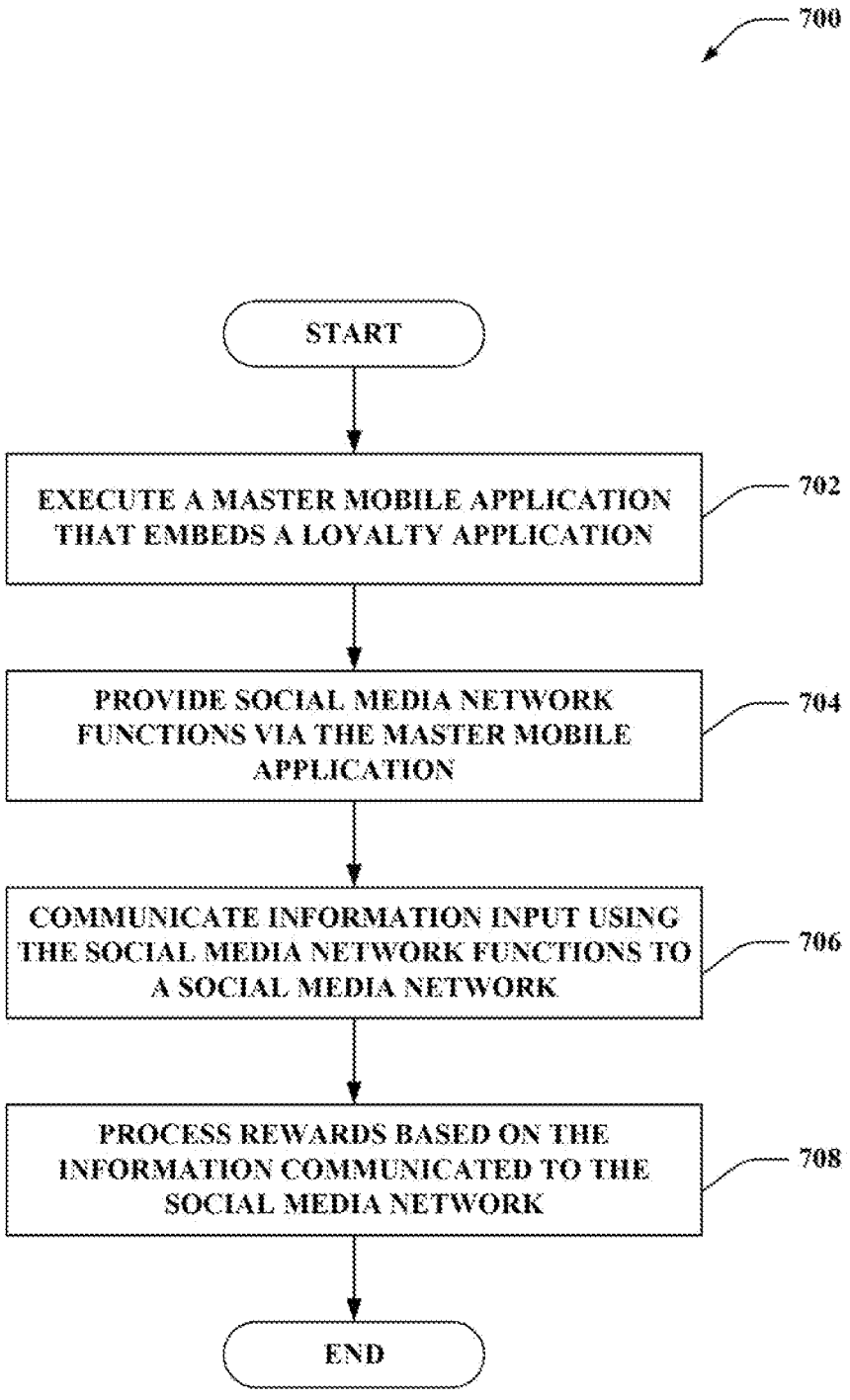

700
START
EXECUTE A MASTER MOBILE APPLICATION THAT EMBEDS A LOYALTY APPLICATION
702
PROVIDE SOCIAL MEDIA NETWORK FUNCTIONS VIA THE MASTER MOBILE APPLICATION
704
COMMUNICATE INFORMATION INPUT USING THE SOCIAL MEDIA NETWORK FUNCTIONS TO A SOCIAL MEDIA NETWORK
706
PROCESS REWARDS BASED ON THE INFORMATION COMMUNICATED TO THE SOCIAL MEDIA NETWORK
708
END

FIG. 7

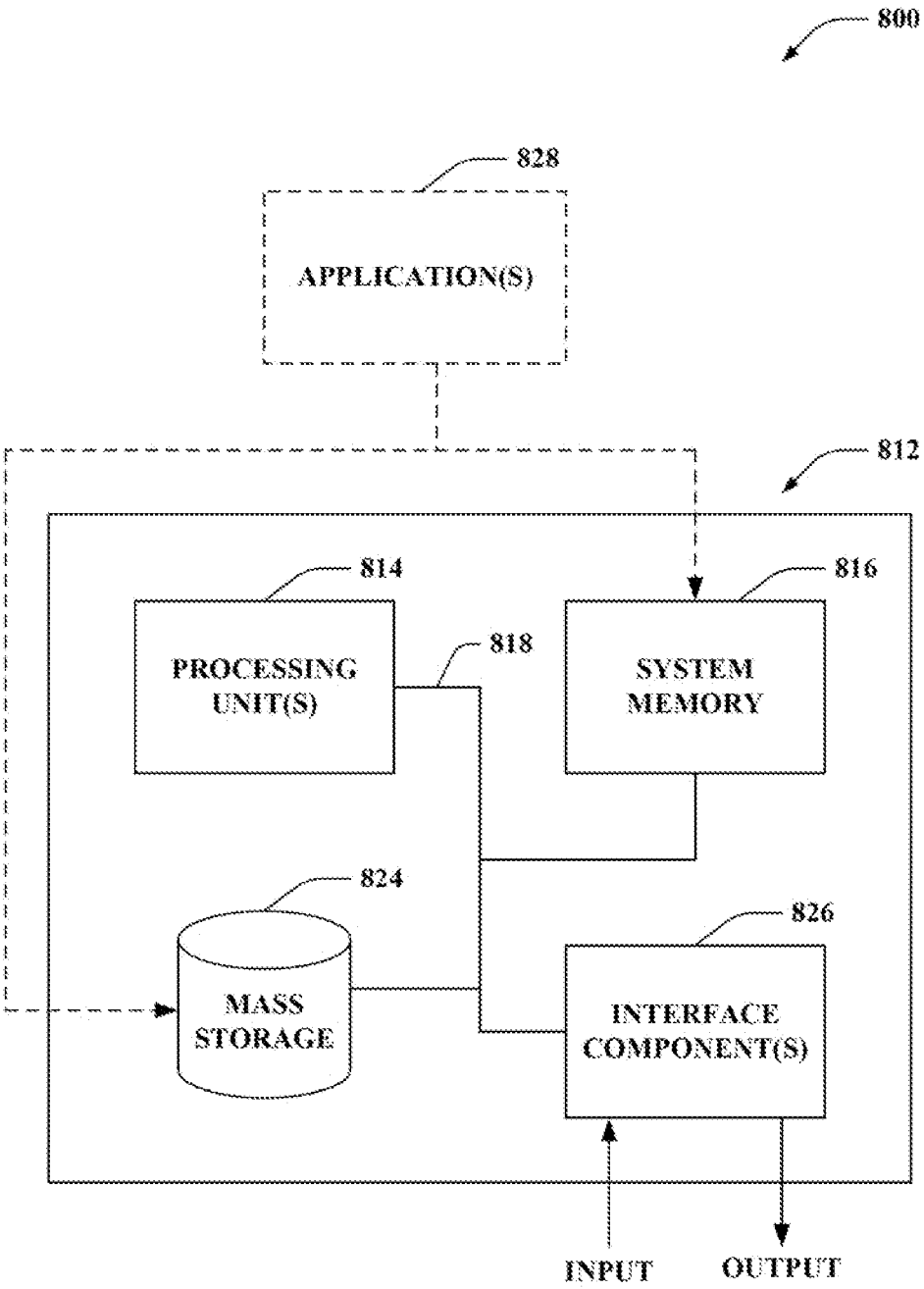

800
828
APPLICATION(S)
812
814
PROCESSING UNIT(S)
818
816
SYSTEM MEMORY
824
MASS STORAGE
826
INTERFACE COMPONENT(S)
INPUT
OUTPUT

FIG. 8

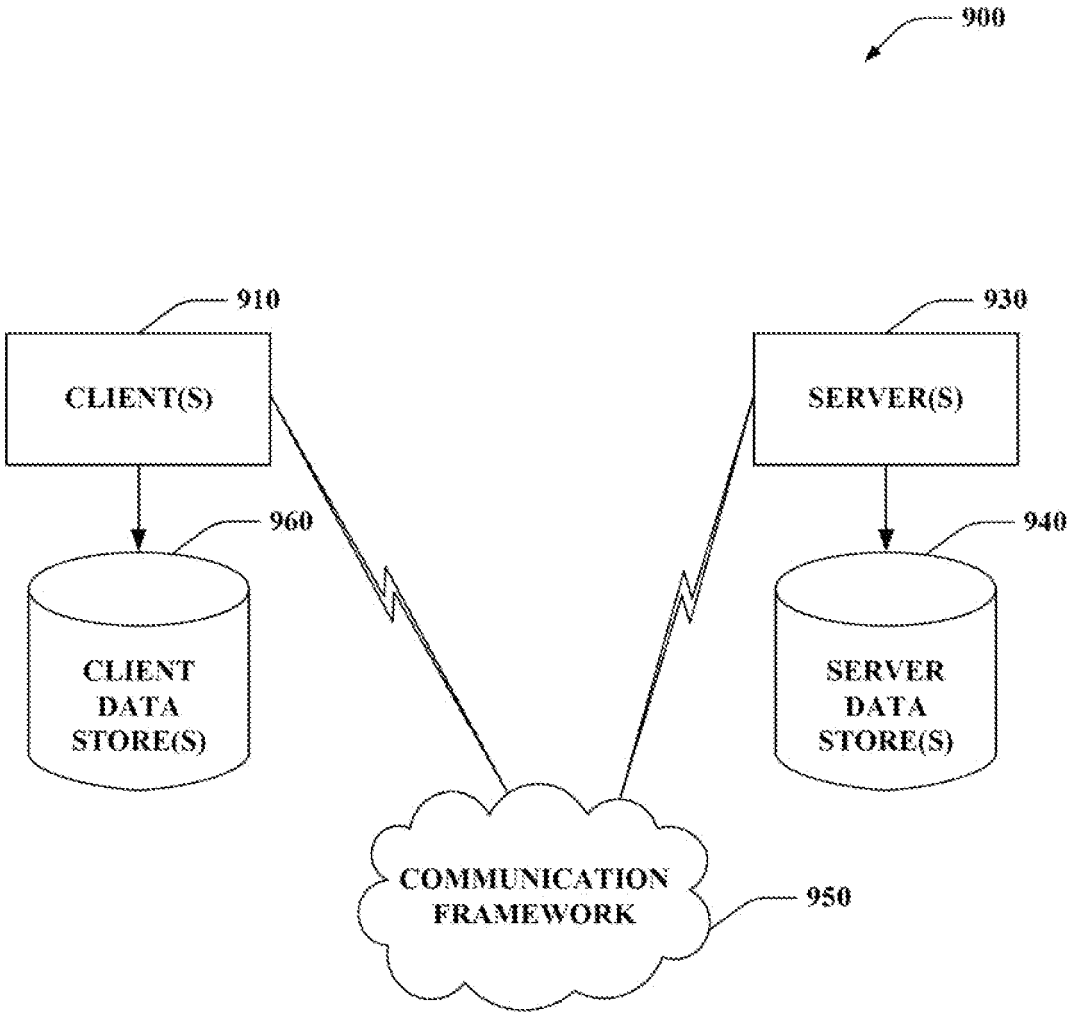

900
910
CLIENT(S)
930
SERVER(S)
960
CLIENT DATA STORE(S)
940
SERVER DATA STORE(S)
COMMUNICATION FRAMEWORK
950

FIG. 9