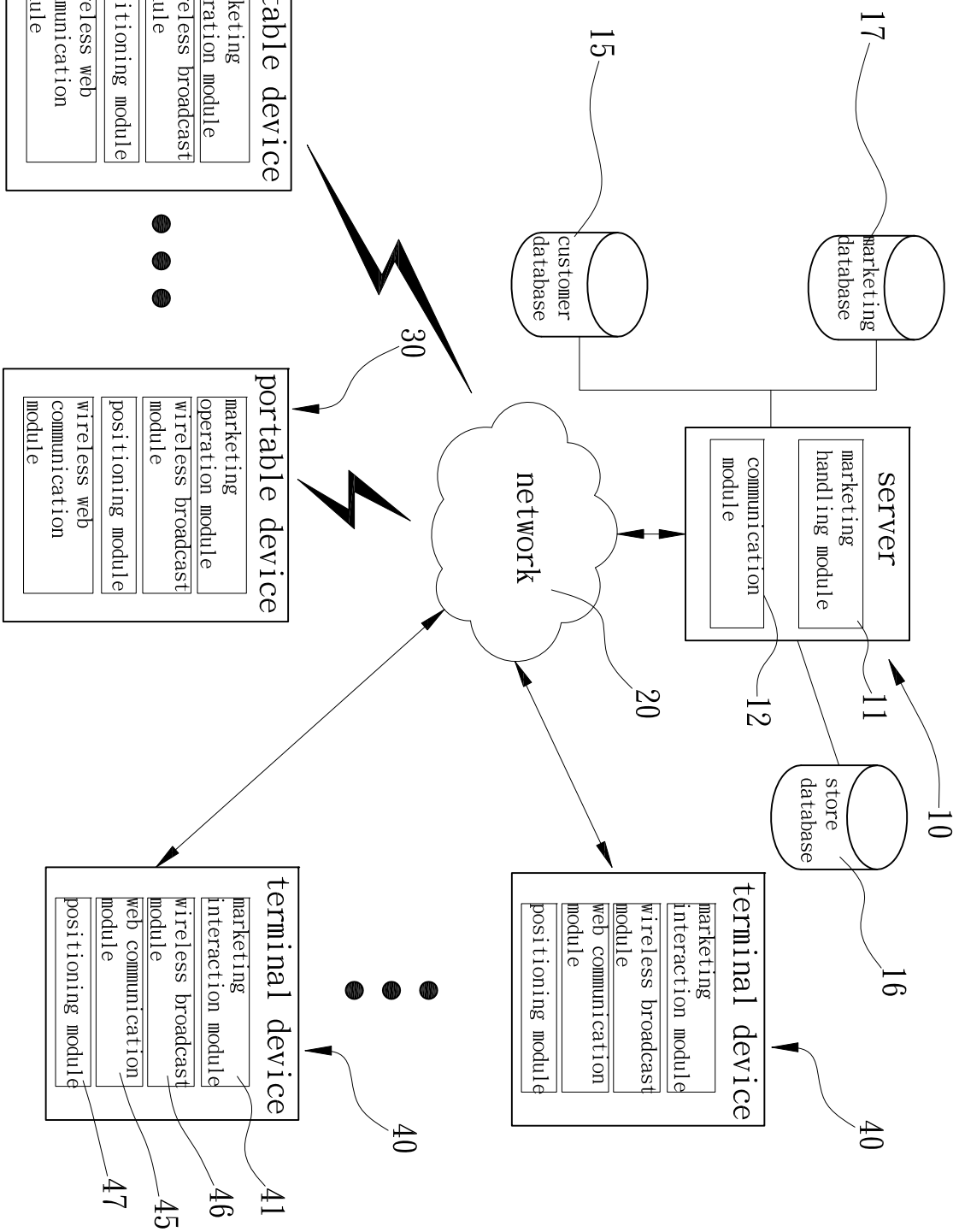

server
marketing handling module
communication module
marketing database
customer database
store database
network
portable device
marketing operation module
wireless broadcast module
positioning module
wireless web communication module
terminal device
marketing interaction module
wireless broadcast module
web communication module
positioning module
10
11
12
15
16
17
20
30
31
35
36
37
40
41
45
46
47

Fig. 1

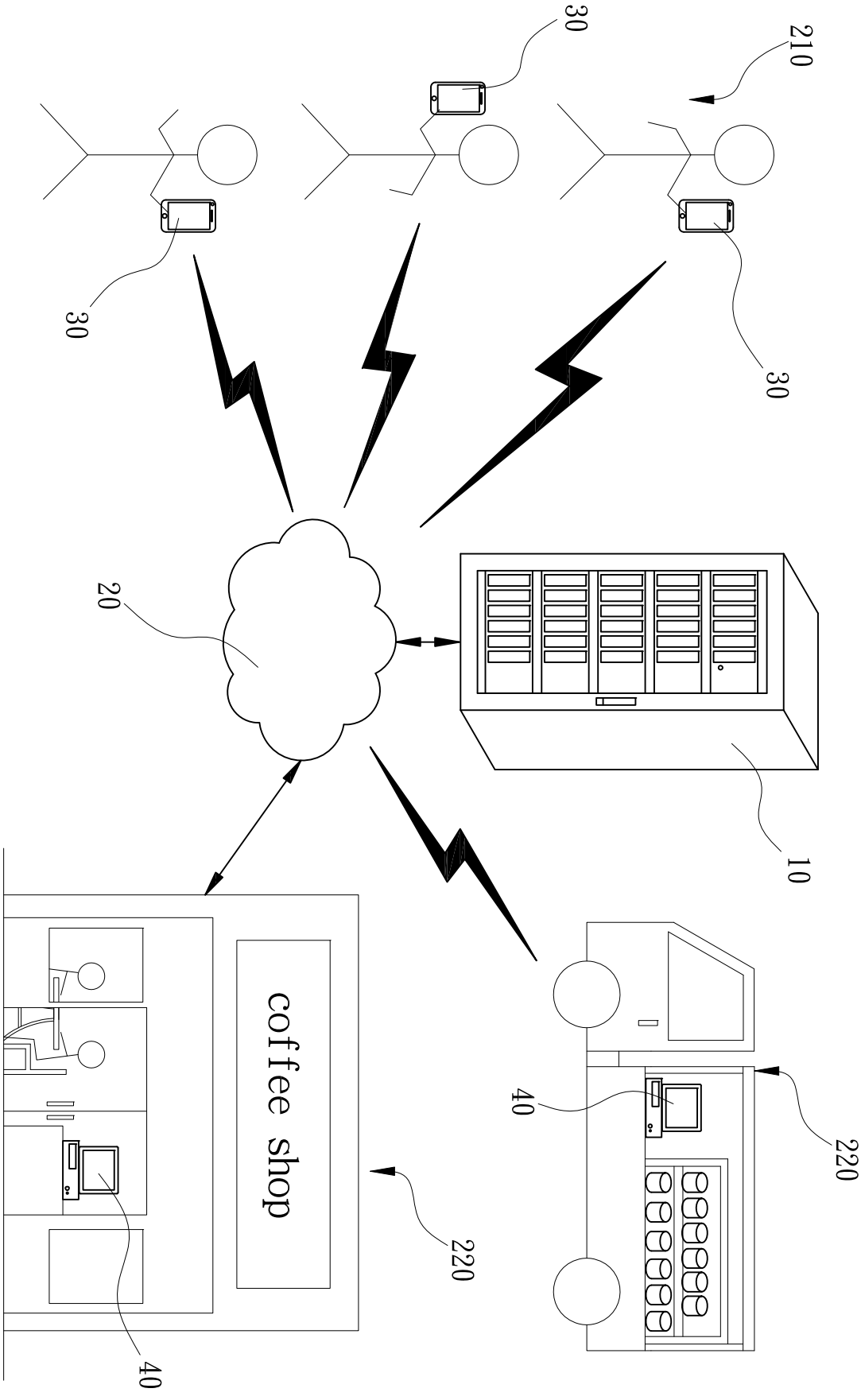


Fig. 2

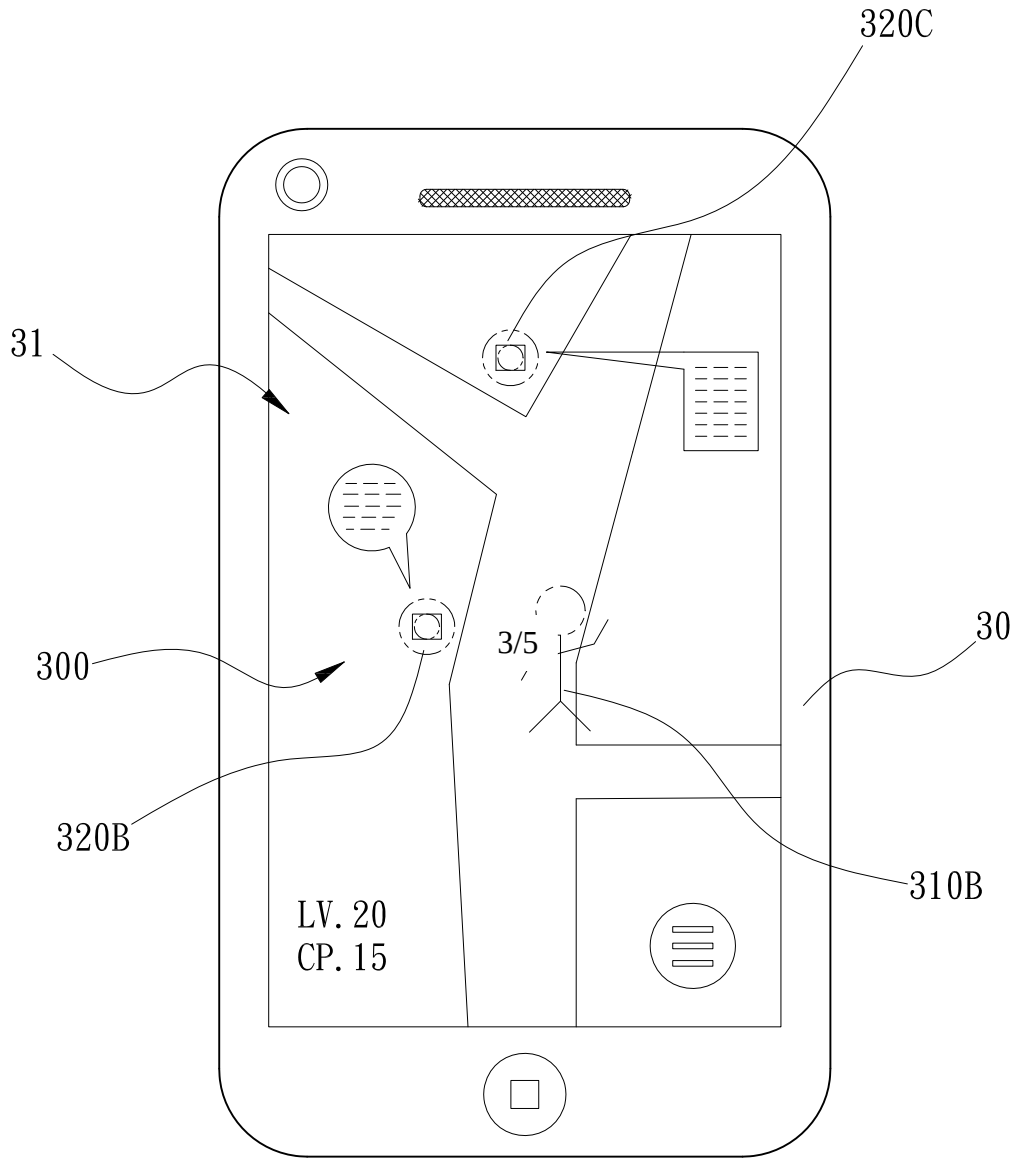


Fig. 3

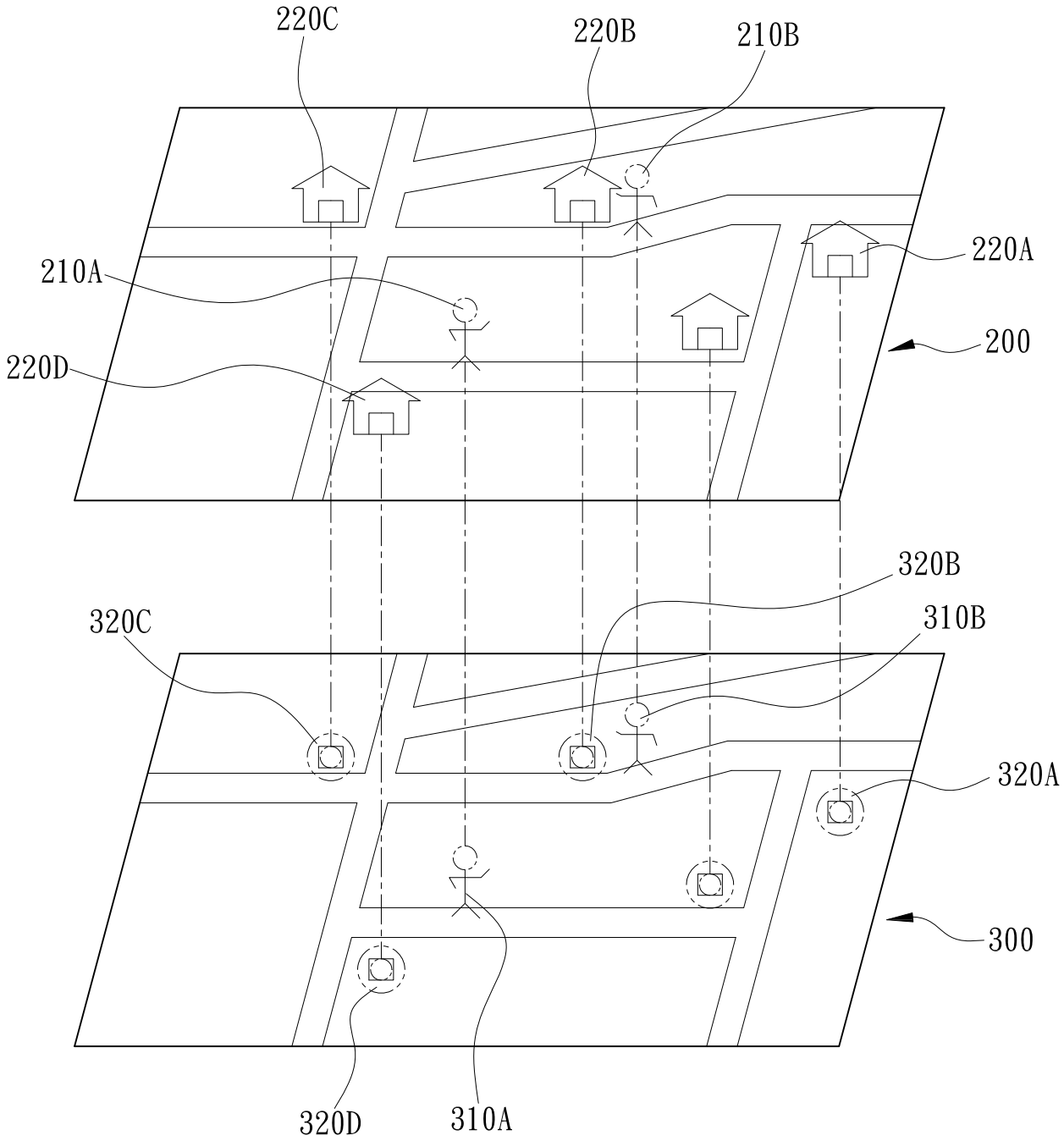

220C
220B
210B
210A
220A
220D
200
320B
320C
310B
320A
300
320D
310A

Fig. 4

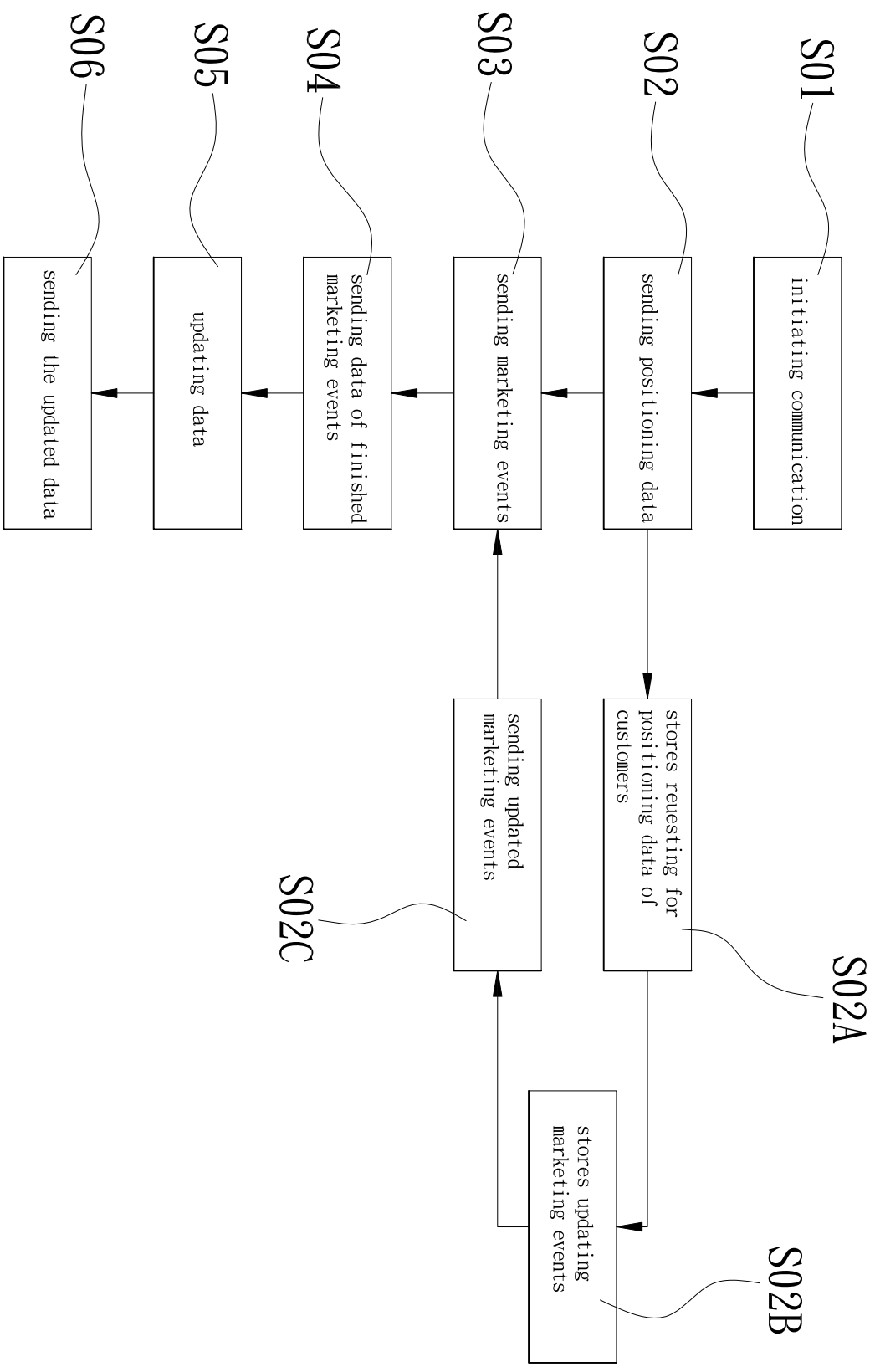

S01
initiating communication
S02
sending positioning data
S02A
stores reuesting for positioning data of customers
S02B
stores updating marketing events
S02C
sending updated marketing events
S03
sending marketing events
S04
sending data of finished marketing events
S05
updating data
S06
sending the updated data

Fig. 5