

ABSTRACT**Mobile Device Method and System**

- 5 A system for delivering customer directed content to a user of a mobile device, the
system including: an originating medium having a target code positioned thereon; said
mobile device including a camera arranged to scan the target code and a processor
arranged to identify the target code and reading information therefrom; said processor
also arranged to communicate with a data source associated with said target code
10 information to retrieve the customer directed content; said processor further arranged to
display the customer directed content on a display of the mobile device.

Figure 1.