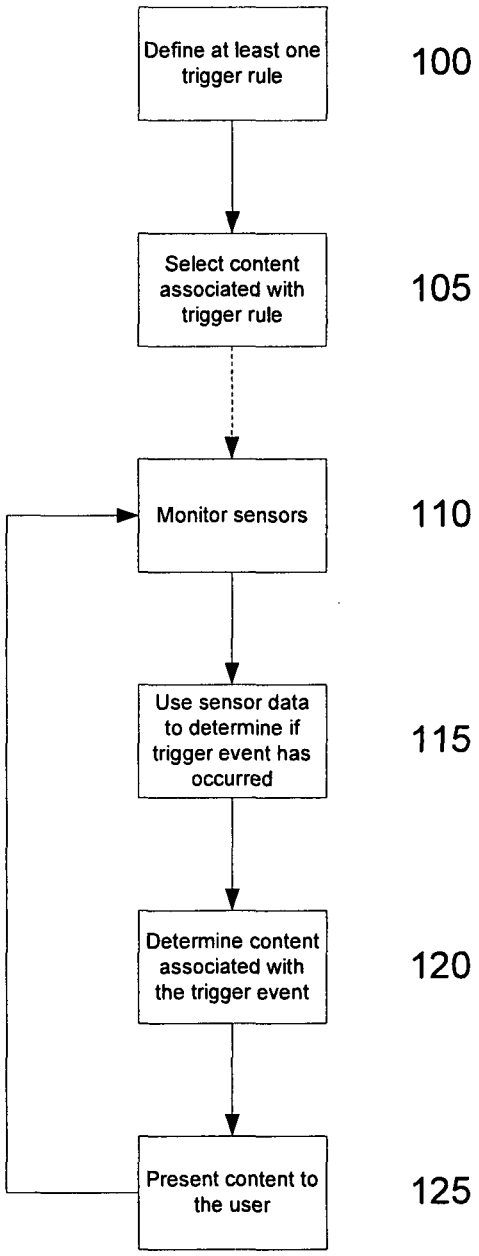

Define at least one trigger rule
100
Select content associated with trigger rule
105
Monitor sensors
110
Use sensor data to determine if trigger event has occurred
115
Determine content associated with the trigger event
120
Present content to the user
125

Fig. 1A

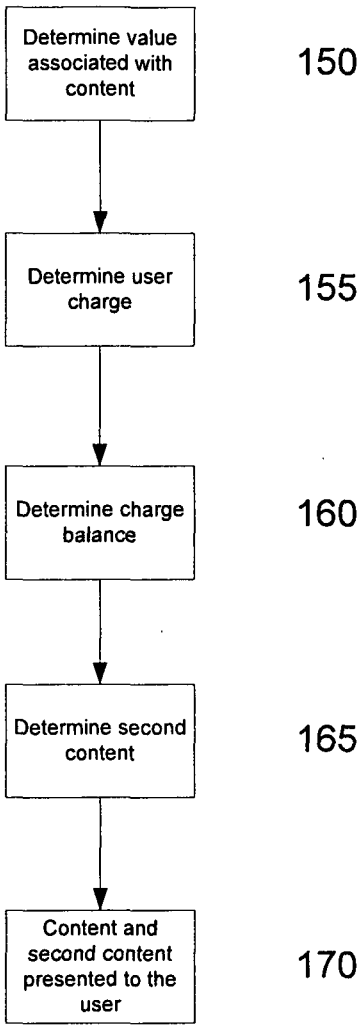

Determine value associated with content
150
Determine user charge
155
Determine charge balance
160
Determine second content
165
Content and second content presented to the user
170

Fig. 1B

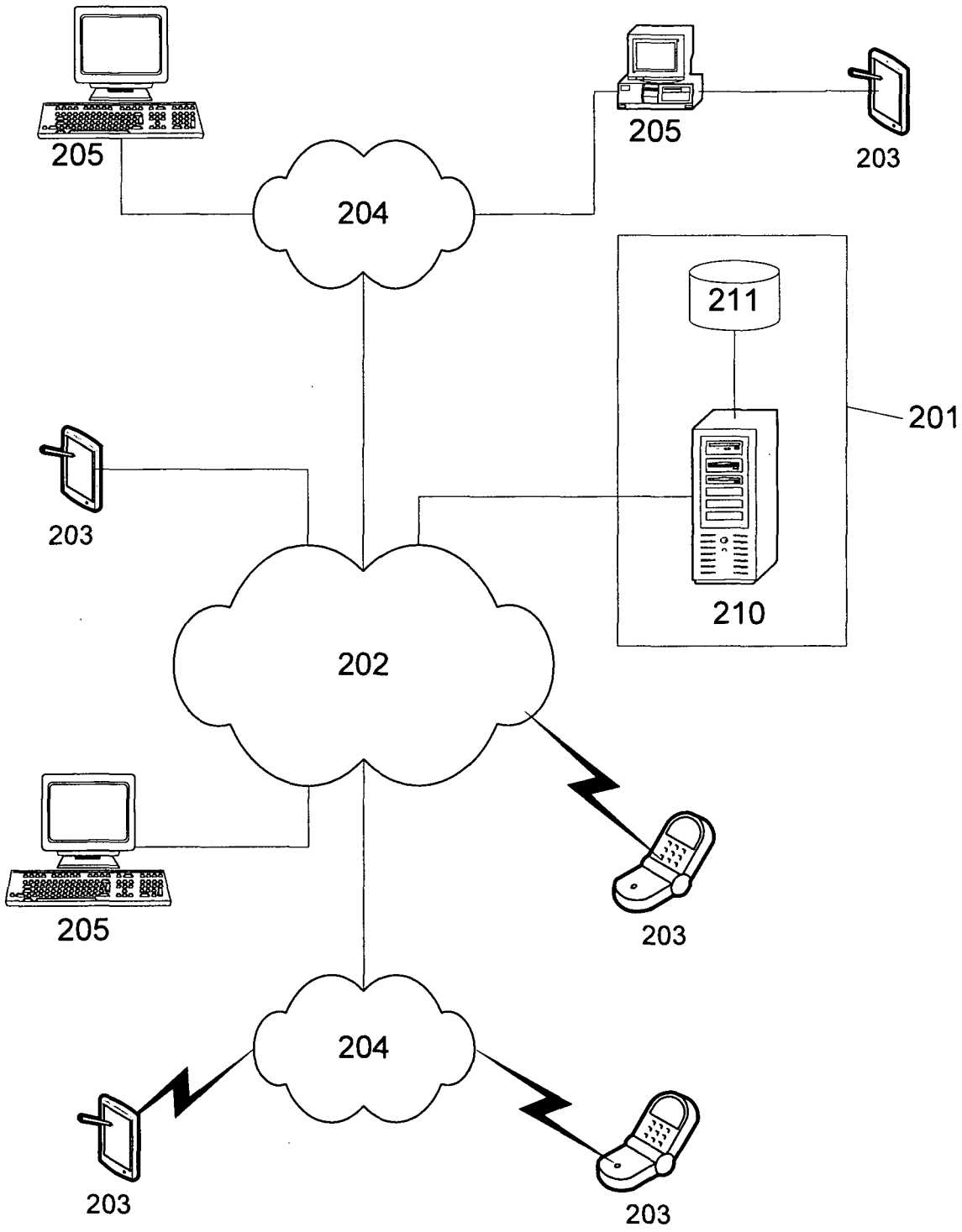


Fig. 2

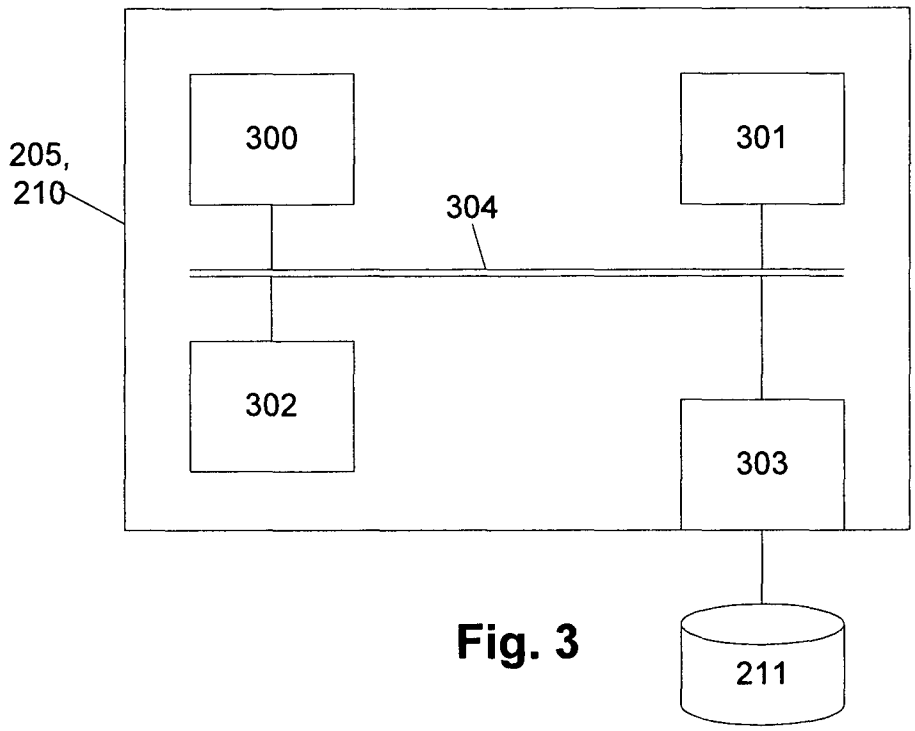

205,
210
300
301
304
302
303
211

Fig. 3

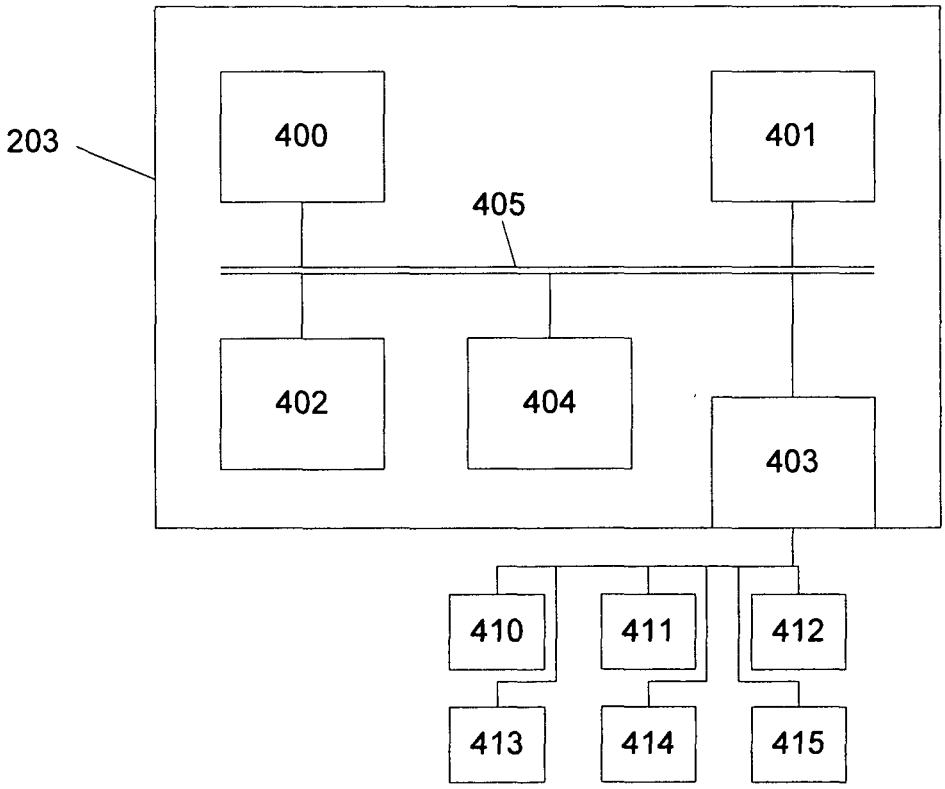

203
400
401
405
402
404
403
410
411
412
413
414
415

Fig. 4

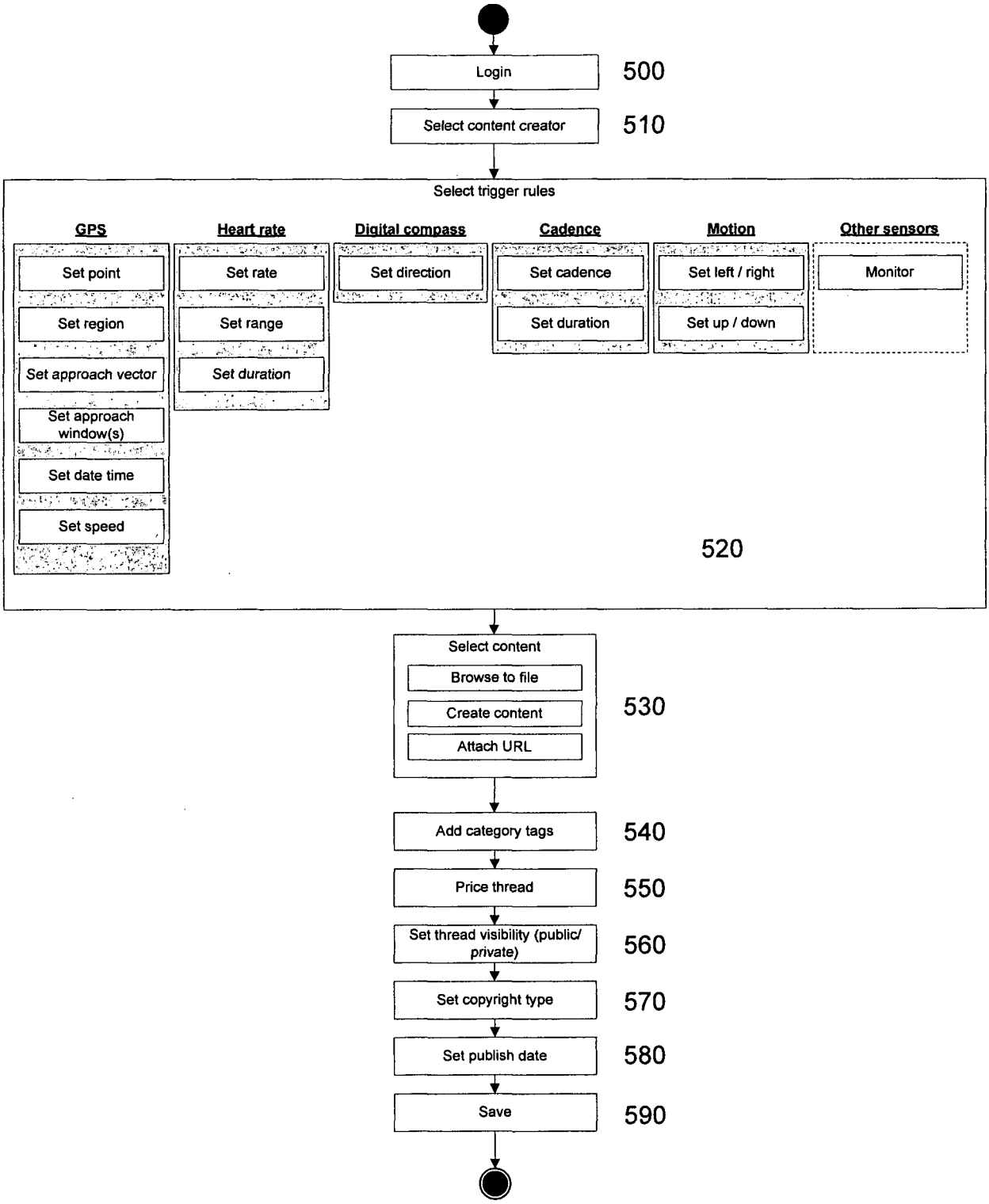

Login
500
Select content creator
510
Select trigger rules
GPS
Set point
Set region
Set approach vector
Set approach window(s)
Set date time
Set speed
Heart rate
Set rate
Set range
Set duration
Digital compass
Set direction
Cadence
Set cadence
Set duration
Motion
Set left / right
Set up / down
Other sensors
Monitor
520
Select content
Browse to file
Create content
Attach URL
530
Add category tags
540
Price thread
550
Set thread visibility (public/ private)
560
Set copyright type
570
Set publish date
580
Save
590

Fig. 5

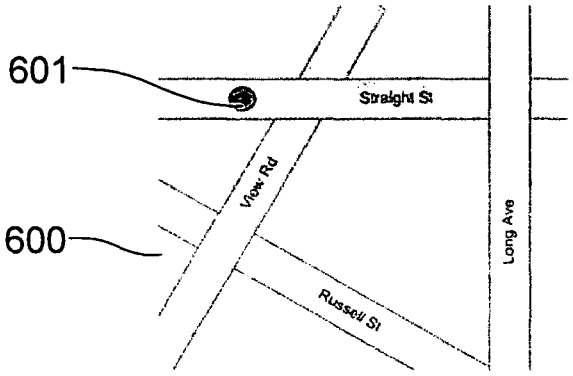


Fig. 6A

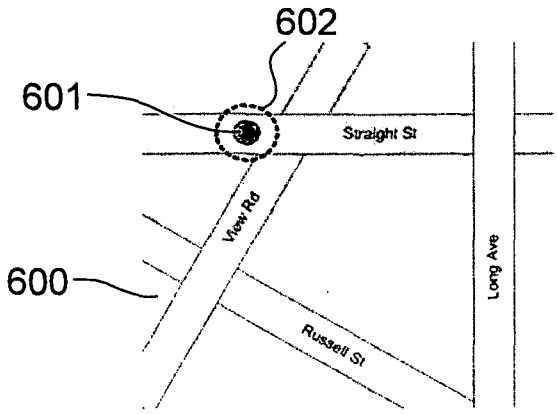


Fig. 6B

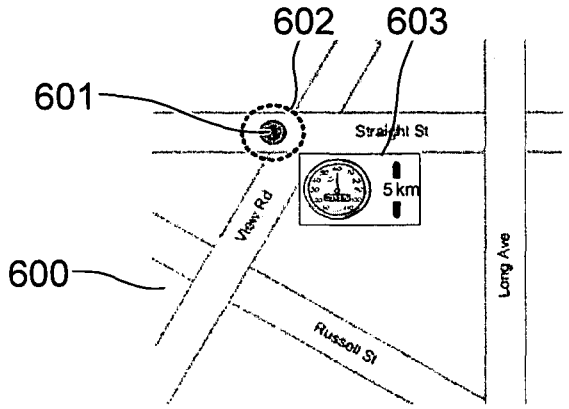


Fig. 6C

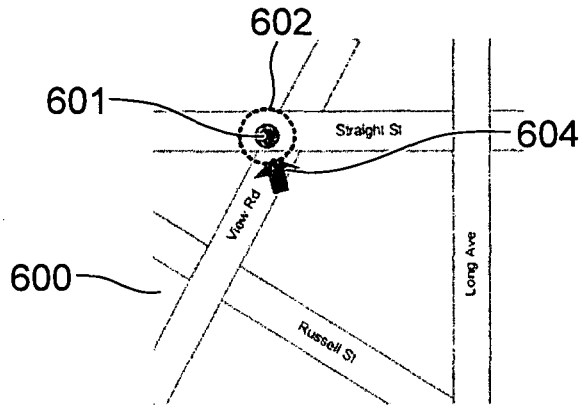


Fig. 6D

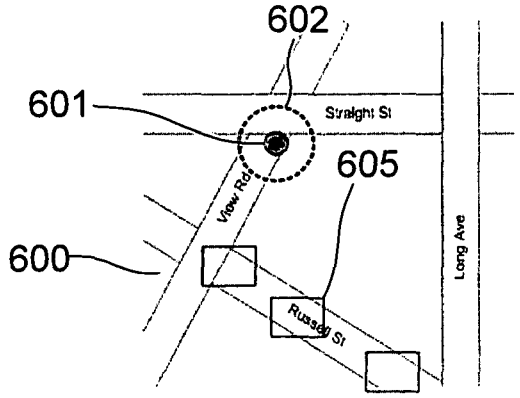


Fig. 6E

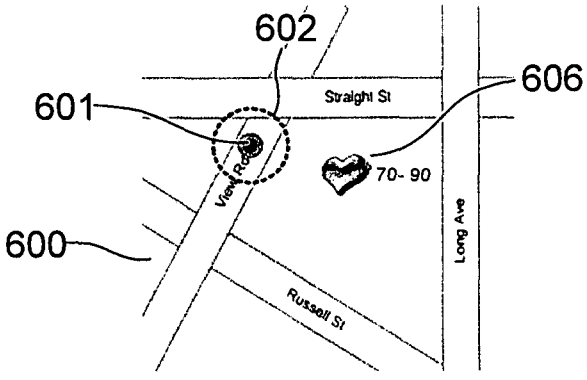


Fig. 6F

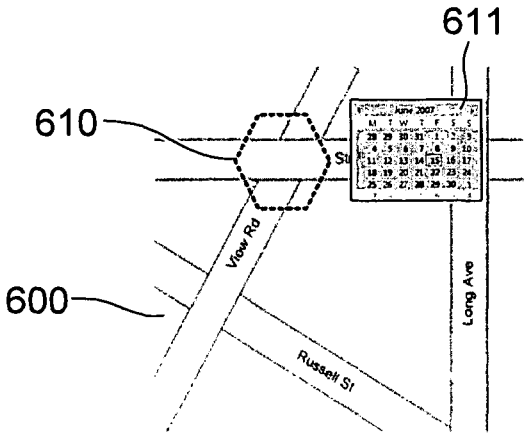


Fig. 6G

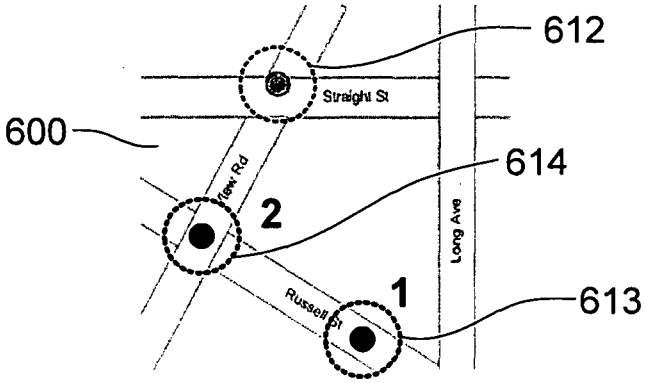


Fig. 6H

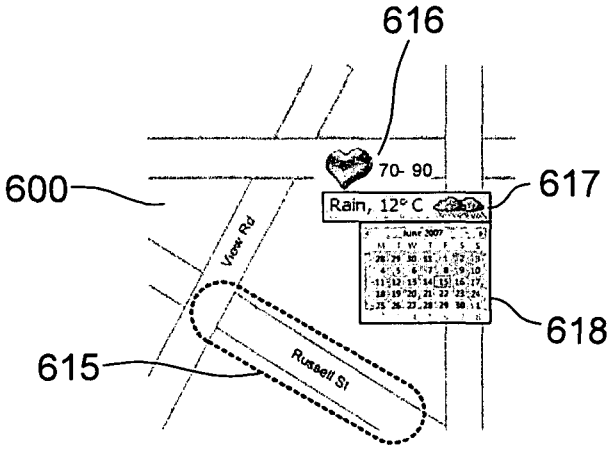


Fig. 6I

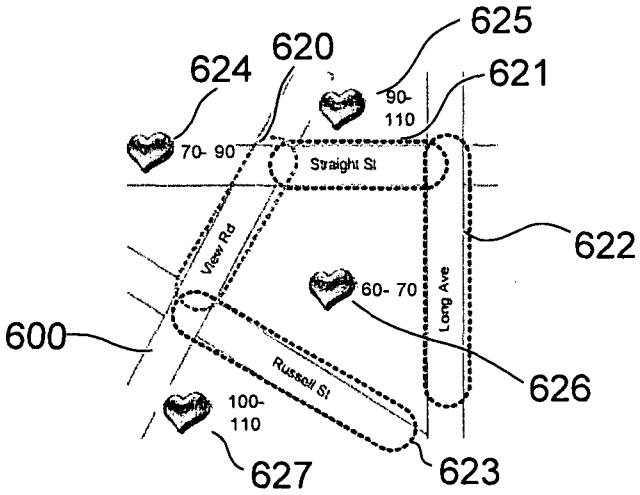


Fig. 6J

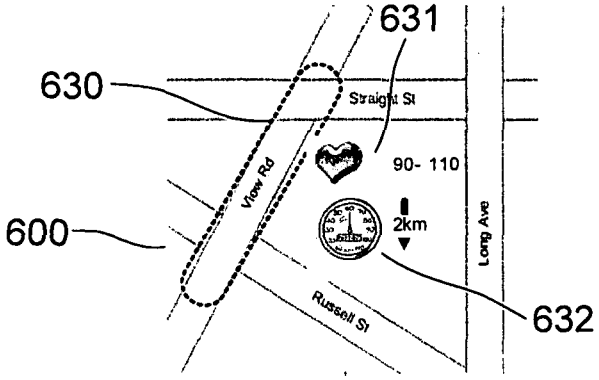


Fig. 6K

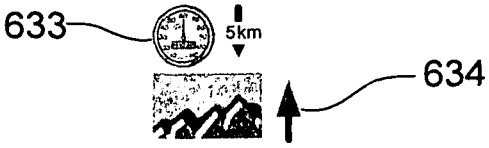


Fig. 6L

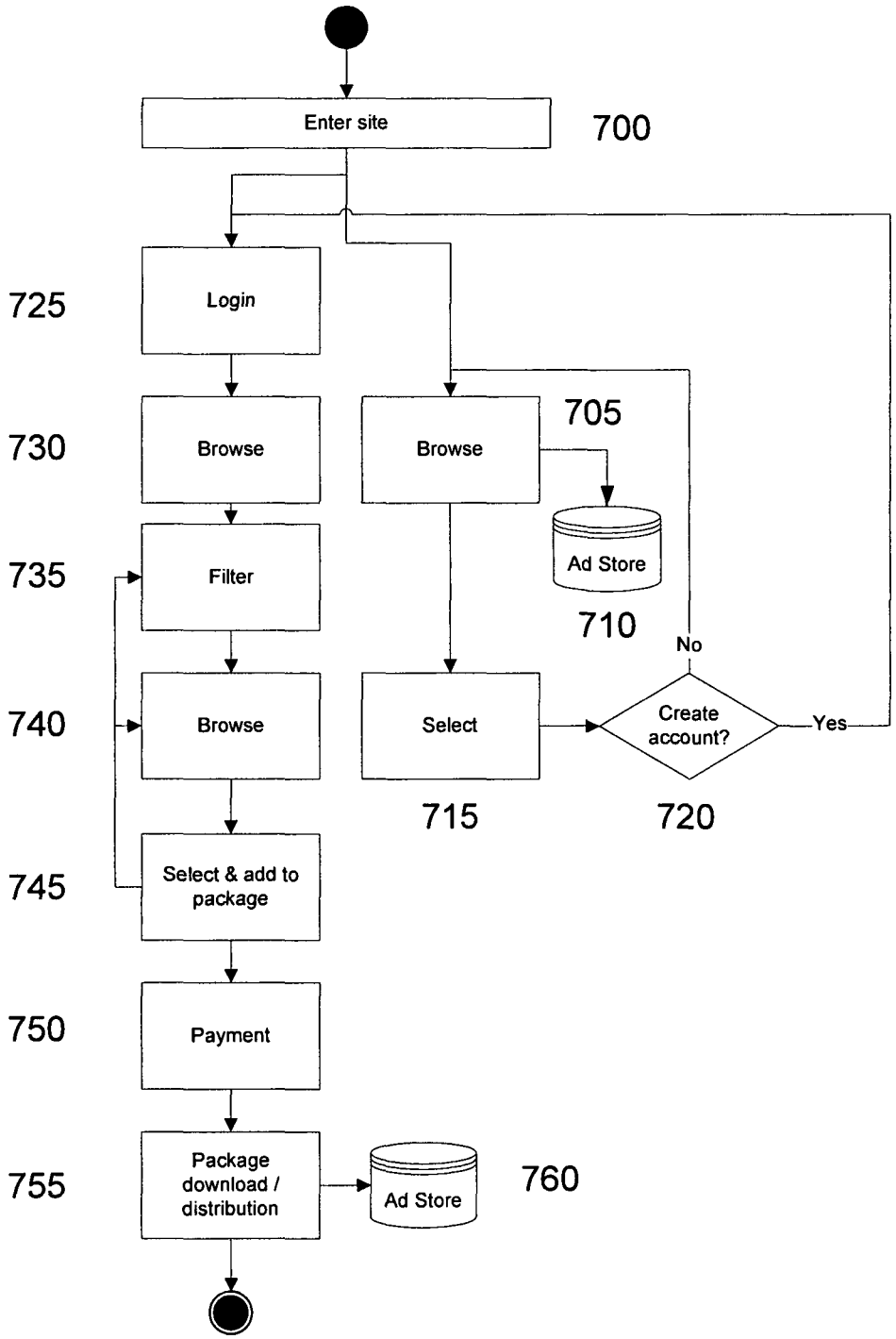

Enter site
700
Login
725
Browse
730
Filter
735
Browse
740
Select & add to package
745
Payment
750
Package download / distribution
755
Ad Store
760
Browse
705
Ad Store
710
Select
715
Create account?
720
No
Yes

Fig. 7

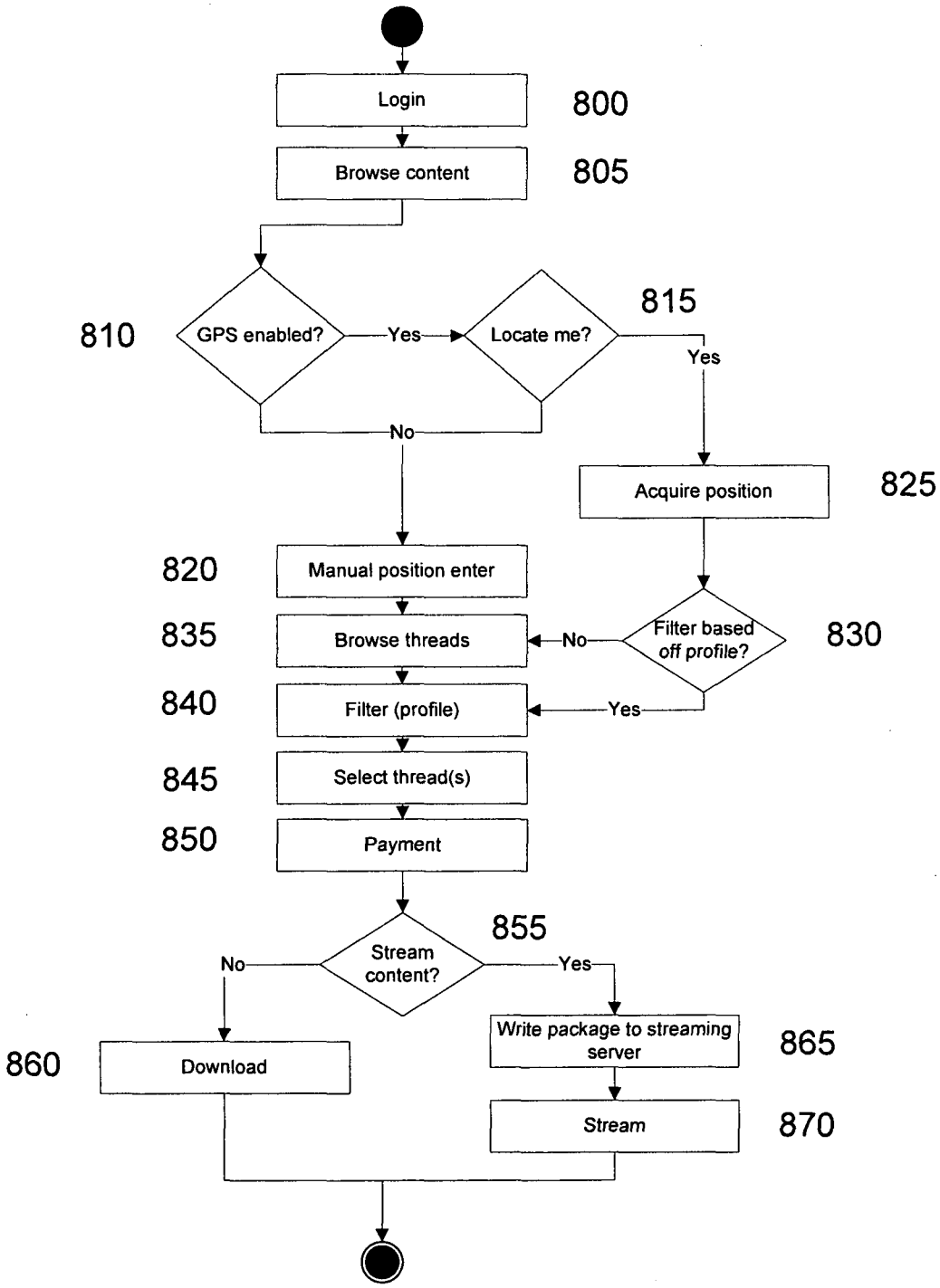

Login
800
Browse content
805
GPS enabled?
Yes
Locate me?
815
Yes
810
No
Acquire position
825
820
Manual position enter
835
Browse threads
No
Filter based off profile?
830
840
Filter (profile)
Yes
845
Select thread(s)
850
Payment
855
Stream content?
No
Yes
Write package to streaming server
865
860
Download
Stream
870

Fig. 8

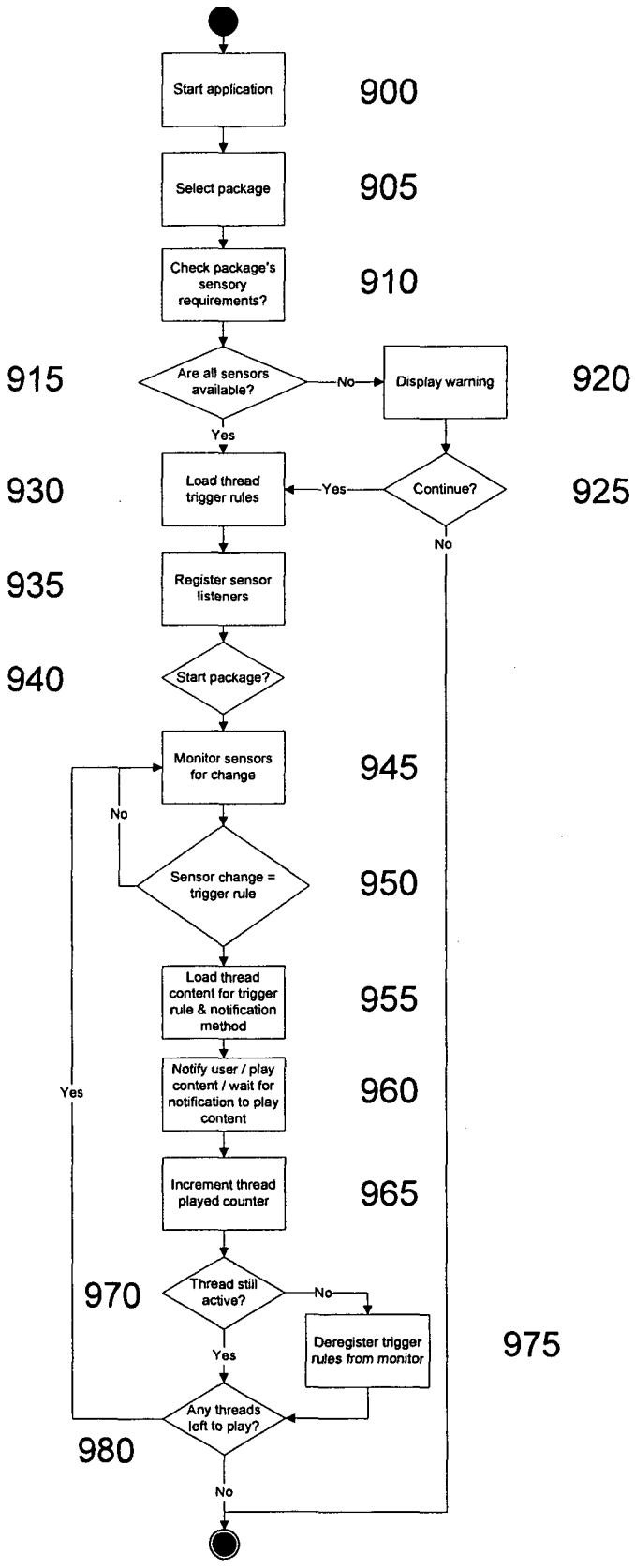

Start application
900
Select package
905
Check package's sensory requirements?
910
Are all sensors available?
915
No
Display warning
920
Yes
Continue?
925
Yes
Load thread trigger rules
930
No
Register sensor listeners
935
Start package?
940
Monitor sensors for change
945
No
Sensor change = trigger rule
950
Load thread content for trigger rule & notification method
955
Notify user / play content / wait for notification to play content
960
Yes
Increment thread played counter
965
Thread still active?
970
No
Deregister trigger rules from monitor
975
Yes
Any threads left to play?
980
No

Fig. 9

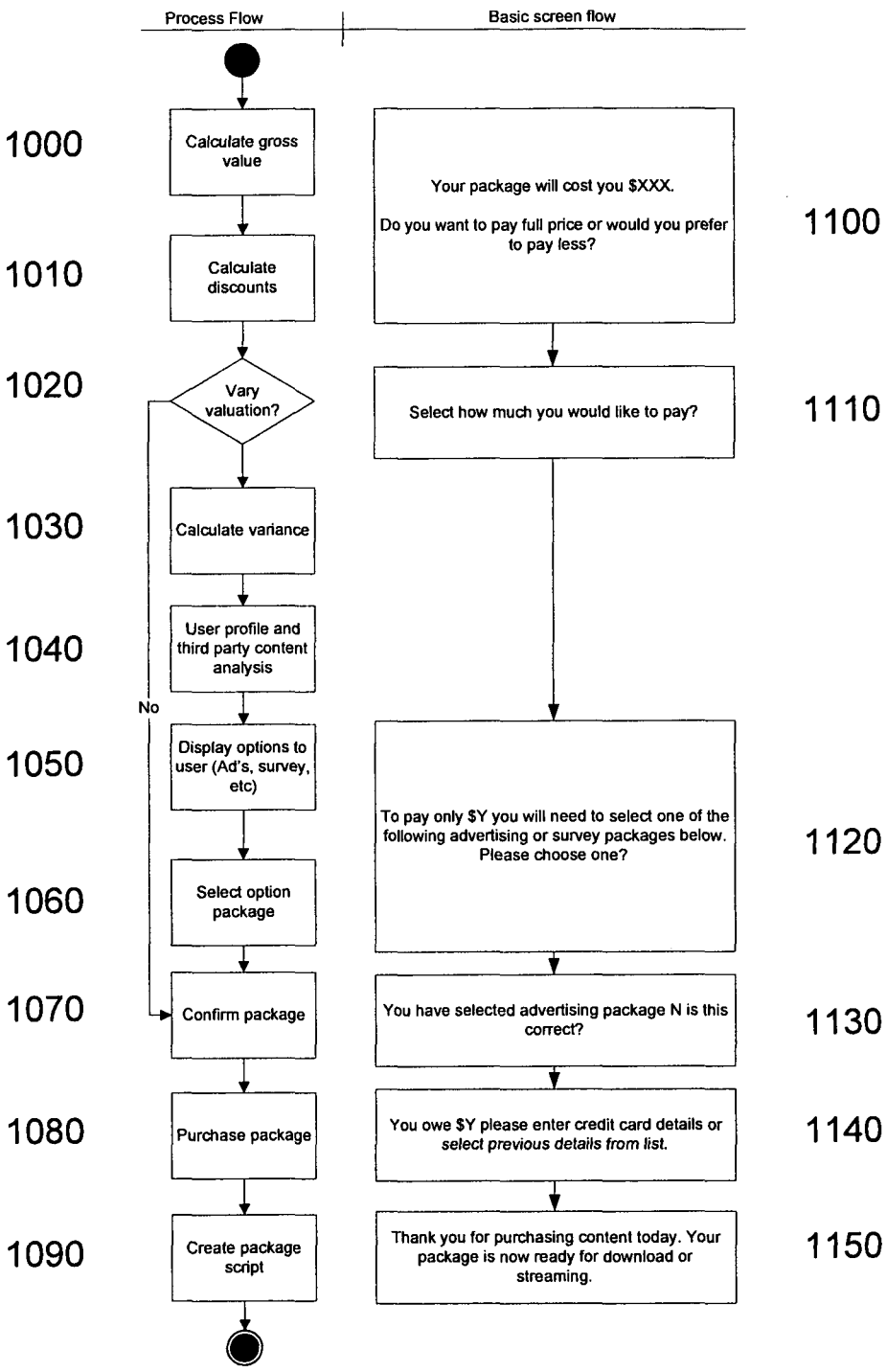

Process Flow
Basic screen flow
1000
Calculate gross value
1010
Calculate discounts
1020
Vary valuation?
No
1030
Calculate variance
1040
User profile and third party content analysis
1050
Display options to user (Ad's, survey, etc)
1060
Select option package
1070
Confirm package
1080
Purchase package
1090
Create package script
Your package will cost you $XXX.
Do you want to pay full price or would you prefer to pay less?
1100
Select how much you would like to pay?
1110
To pay only $Y you will need to select one of the following advertising or survey packages below. Please choose one?
1120
You have selected advertising package N is this correct?
1130
You owe $Y please enter credit card details or select previous details from list.
1140
Thank you for purchasing content today. Your package is now ready for download or streaming.
1150

Fig. 10 Fig. 11

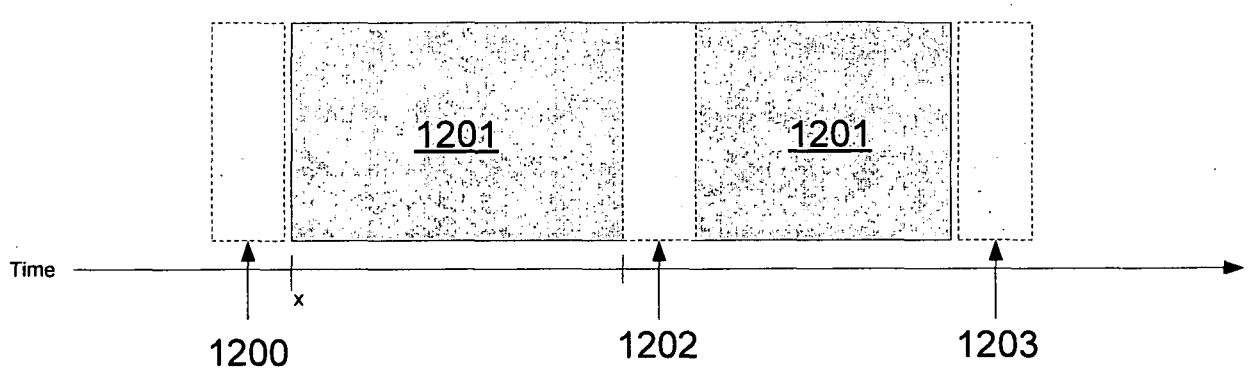

1201
1201
Time
x
1200
1202
1203

Fig. 12

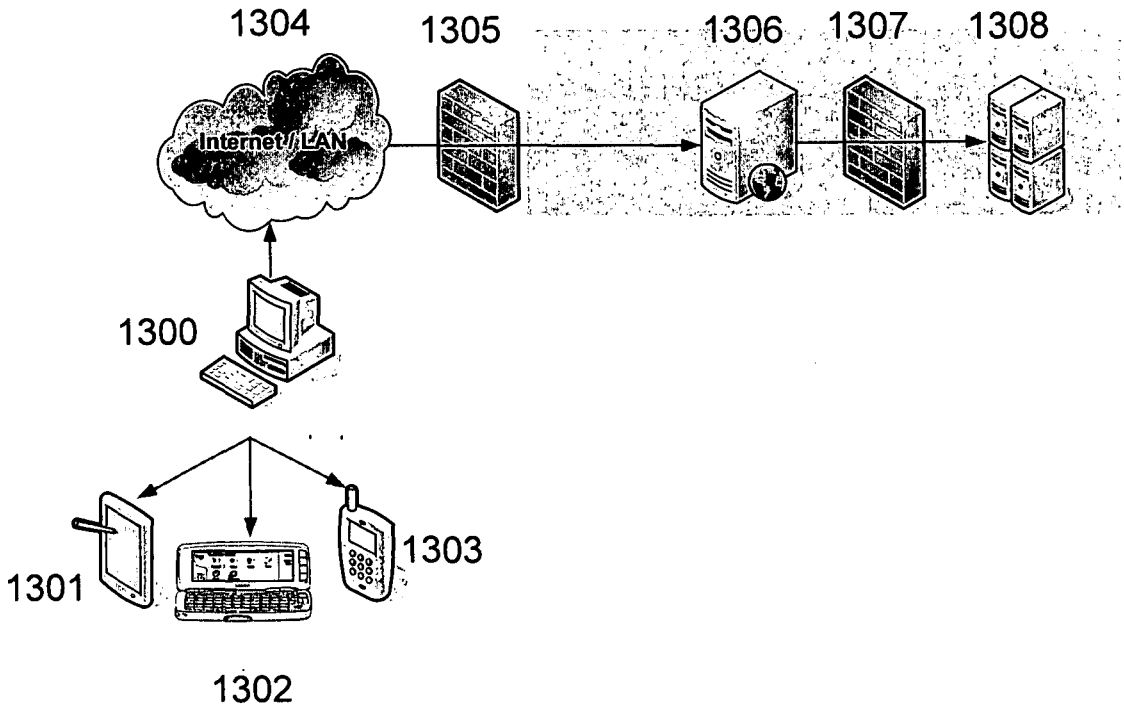

1304
1305
1306
1307
1308
Internet / LAN
1300
1301
1303
1302

Fig. 13

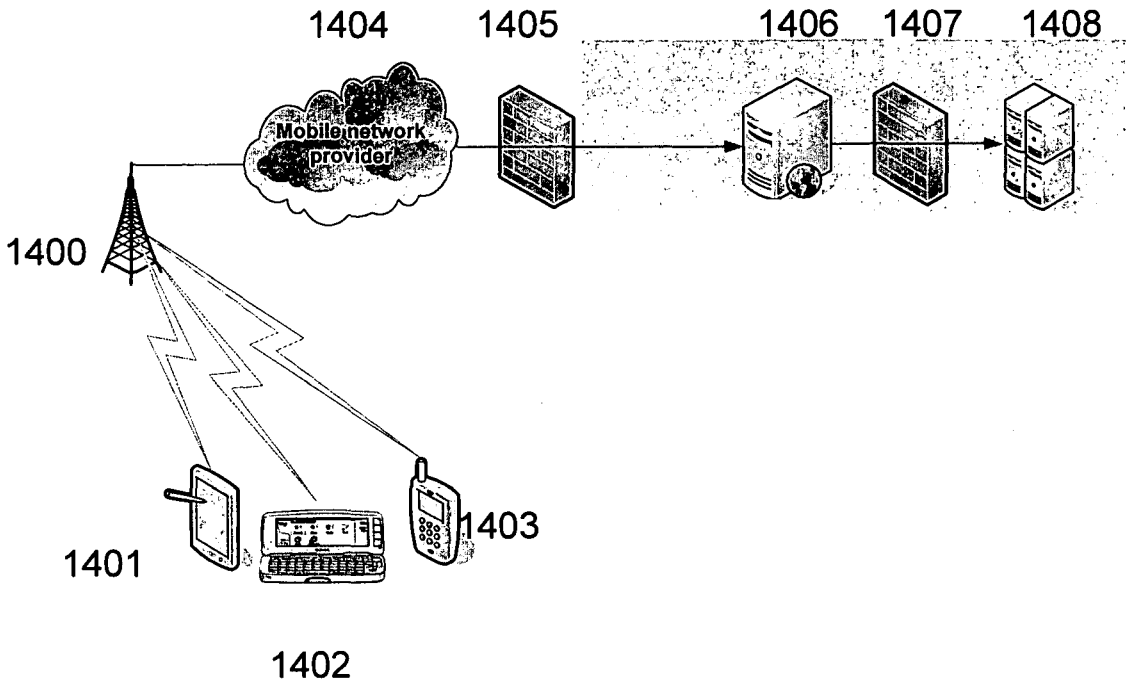

1404
1405
1406
1407
1408
Mobile network provider
1400
1403
1401
1402

Fig. 14

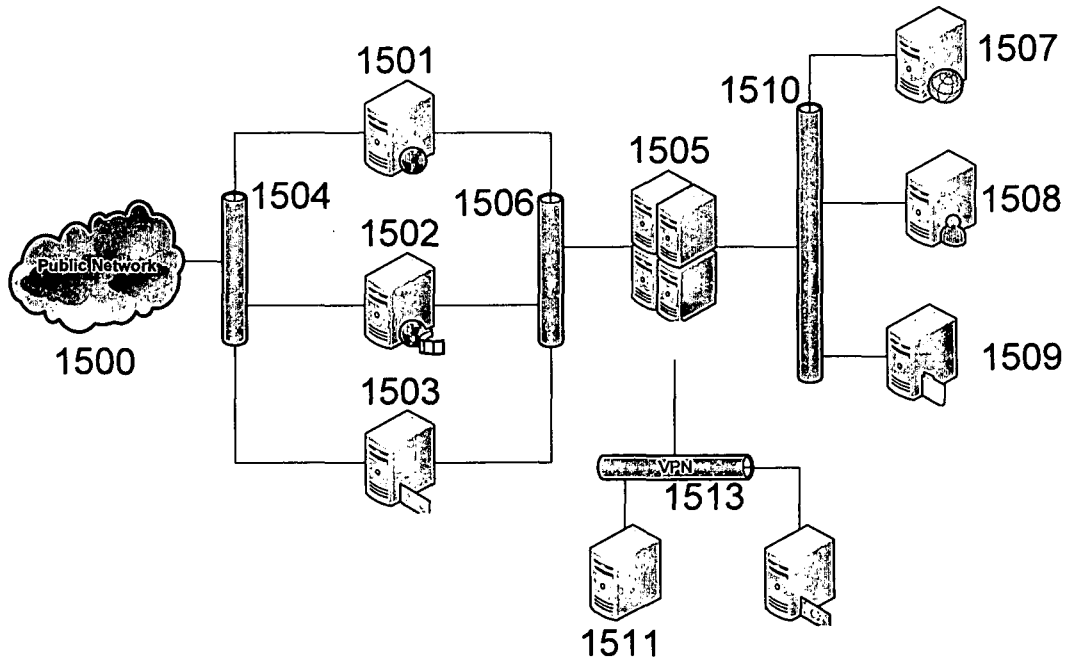

1501
1507
1510
1505
1504
1506
1508
Public Network
1502
1500
1503
1509
VPN
1513
1511

Fig. 15

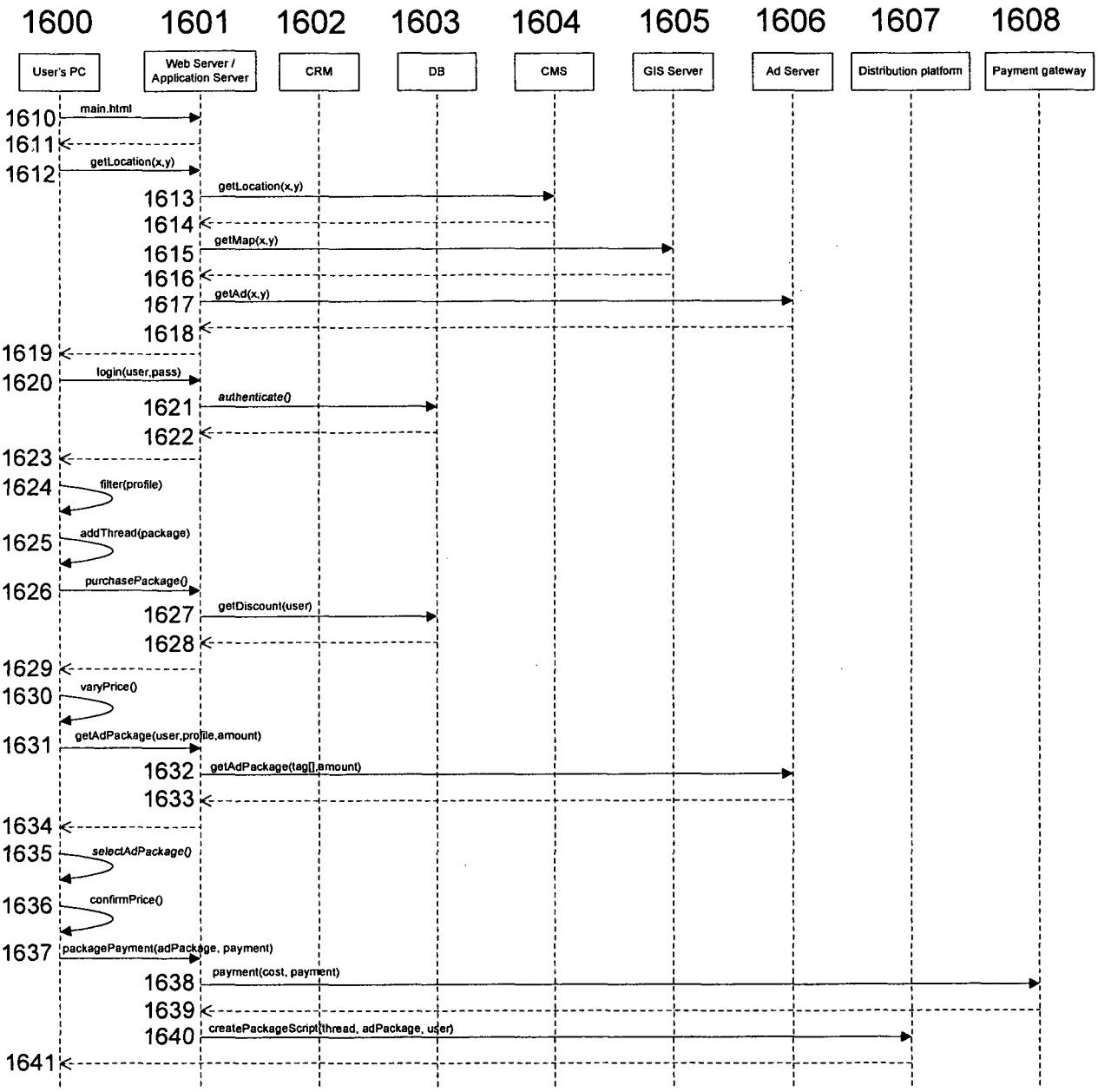

1600
1601
1602
1603
1604
1605
1606
1607
1608
User's PC
Web Server / Application Server
CRM
DB
CMS
GIS Server
Ad Server
Distribution platform
Payment gateway
1610 main.html
1611
1612 getLocation(x,y)
1613 getLocation(x,y)
1614
1615 getMap(x,y)
1616
1617 getAd(x,y)
1618
1619
1620 login(user,pass)
1621 authenticate()
1622
1623
1624 filter(profile)
1625 addThread(package)
1626 purchasePackage()
1627 getDiscount(user)
1628
1629
1630 varyPrice()
1631 getAdPackage(user,profile,amount)
1632 getAdPackage(tag[],amount)
1633
1634
1635 selectAdPackage()
1636 confirmPrice()
1637 packagePayment(adPackage, payment)
1638 payment(cost, payment)
1639
1640 createPackageScript(thread, adPackage, user)
1641

Fig. 16

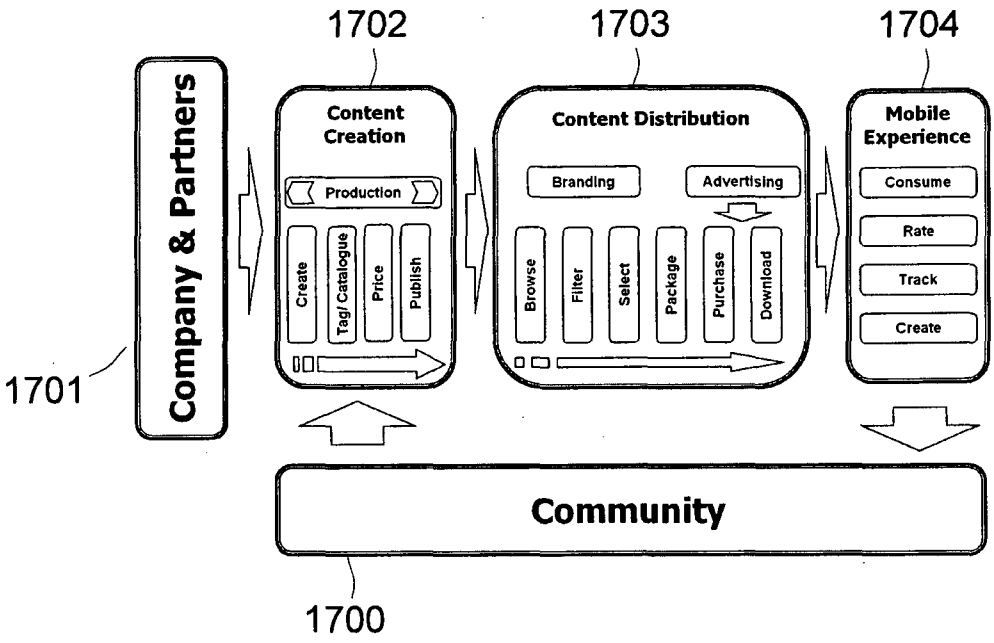

1702
1703
1704
Company & Partners
Content Creation
Production
Create
Tag/ Catalogue
Price
Publish
Content Distribution
Branding
Advertising
Browse
Filter
Select
Package
Purchase
Download
Mobile Experience
Consume
Rate
Track
Create
1701
Community
1700

Fig. 17