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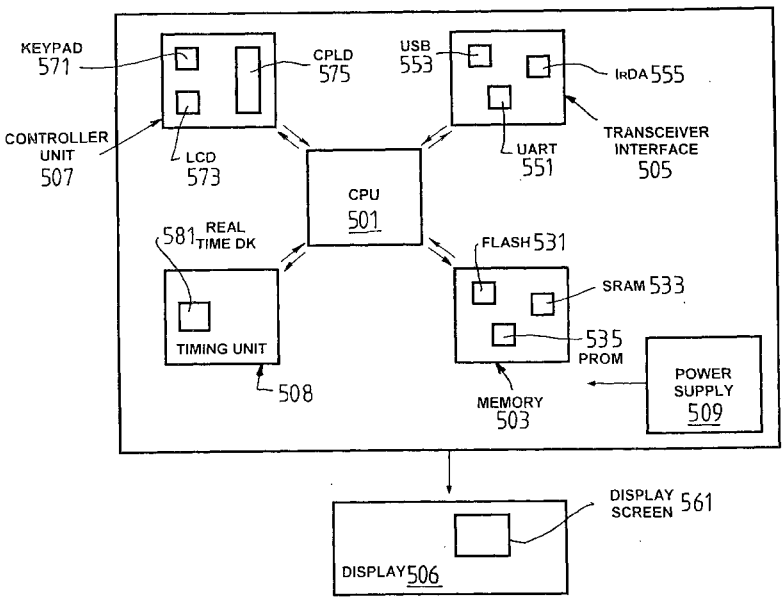

(57) Abstract: A smart interactive billboard for allowing or other devices implemented with the smart billboard to display electronic/computer-based information and become interactive includes a transceiver adapted to communicate interactively with a server and at least one or more client devices to allow users to be interactive with the implemented billboards or other devices. A CPU including software controls the implemented billboards or other devices. A memory stores information received or uploaded to the implemented billboards or other devices from the server and client devices, and a display unit displays the information on the implemented billboards or other devices.

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