Method of Using Location Information for Advertising System Based on 3-Dimensional Shapes

Abstract

A method of delivering an advertisement to an electronic communications device via an electronic communications network includes obtaining, via the electronic communications network, a location of an electronic communications device, the location of the device corresponding to a longitude, a latitude, and an altitude of the communications device, accessing a database of advertisements, each advertisement in the database having an associated three-dimensional geographic region, identifying at least one advertisement in the database such that the location of the electronic communications device is within the associated three-dimensional geographic region of the advertisement, and delivering the advertisement to the electronic communications device via the electronic communications network.

FIG. 1