(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
10 September 2010 (10.09.2010)

PCT

(10) International Publication Number
WO 2010/101979 A3

(51) **International Patent Classification**:
H04W 72/10 (2009.01) *H04W 4/02* (2009.01)

(21) **International Application Number**:
PCT/US2010/026017

(22) **International Filing Date**:
3 March 2010 (03.03.2010)

(25) **Filing Language**: English

(26) **Publication Language**: English

(30) **Priority Data**:
61/157,224 4 March 2009 (04.03.2009) US
61/173,264 28 April 2009 (28.04.2009) US

(71) **Applicant** *(for all designated States except US)*: **MOASIS GLOBAL INC.** [US/US]; 112 Monte Carlo Drive, Palm Beach Gardens, FL 33418 (US).

(72) **Inventors; and**

(75) **Inventors/Applicants** *(for US only)*: **GOLDEN, Steven** [US/US]; 112 Monte Carlo Drive, Palm Beach Gardens, FL 33418 (US). **GOLDEN, Ryan** [US/US]; 400 North Mcclurg Court, Chicago, IL 60611 (US). **MULLEN, Jason** [US/US]; 123 Bradman, Rockford, MI 49341 (US).

(74) **Agent**: **KIM, Stanley, A.**; Cuenot, Forsythe & Kim, LLC, 3319 State Road 7, Suite 301, Wellington, FL 33449 (US).

(81) **Designated States** *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) **Designated States** *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ,

[Continued on next page]

(54) **Title**: CELL-ALLOCATION IN LOCATION-SELECTIVE INFORMATION PROVISION SYSTEMS

(57) **Abstract**: Systems and methods for allocating cells within a virtual grid to content providers according to various priority and selection schemes are used to target content delivery to information playback devices in a geographically and/or application selective manner. The priority schemes, geographical selectivity, and application selectivity of the system and methods of the invention allow a content provider to specifically target a desired demographic with high cost efficiency and flexibility.

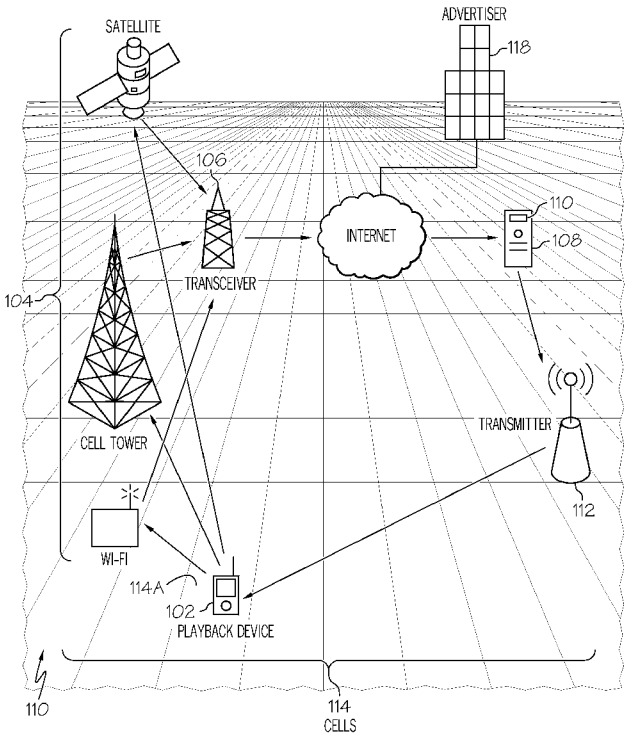


FIG. 1

WO 2010/101979 A3

TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

(88) Date of publication of the international search report:
6 January 2011