We claim:

1. A method for marketing ~~and advertising to a consumer (user) who is using~~ to a user of a mobile communication device, the method comprising:

receiving information regarding consumer preferences from one or more vendors and/or one or more third parties;

storing the information regarding consumer preferences of the user in a consumer preferences database;

~~(a) automatically determining a location of the mobile communication device near or within a place of business;~~

receiving information indicative of a real-time spatial location of the mobile communication device;

determining whether the real-time location of the mobile device is near or within a retail store or marketing area;

~~(b) automatically determining interests of the user in accordance with a user profile; and~~

selecting a product or service available at the retail store or marketing area based on the consumer preferences of the user; and

~~(c) automatically sending the user promotional information in accordance with the location and the interests, the promotional information including a specific location of a product within the place of business~~

outputting promotional information that includes a location of the product or service within the retail store or marketing area by the analysis unit for transmittal to the mobile communication device in response to a determination that the mobile communication device is near or within the retail store or marketing area.

2. The method of claim 1, wherein the promotional information comprises a buying incentive for the product or service.

3. The method of claim 2, wherein the buying incentive comprises a coupon.

4. The method of claim 1, wherein the mobile communication device comprises a camera, ~~and~~ the method further comprising:

~~(d)~~ receiving image information relating to the product or service taken with the camera; and

~~(e)~~ ~~sending~~ outputting additional information relating to the product or service for transmittal to the mobile communication device in accordance with the image information.

5. The method of claim 4, wherein the product or service is a product and the image information comprises an image of a code on the product.

6. The method of claim 4, wherein the additional information comprises an instruction manual.

7. The method of claim 4, wherein the additional information comprises text.

8. The method of claim 4, wherein the additional information comprises streaming audio or video material.

9. The method of claim 1, further comprising determining whether the user buys the product or service.

10. The method of claim 9, further comprising accumulating sales data for at least one of inventory replenishment and evaluation of marketing campaigns.

11. A system for marketing ~~and advertising to a consumer (user) who is using~~ to a user of a mobile communication device, the system comprising:

~~a communication device for automatically determining a location of the mobile communication device near or within a place of business; and~~

~~a processing device, in communication with the communication device, for:~~

~~automatically determining interests of the user in accordance with a user profile; and~~

~~automatically sending the user promotional information in accordance with the location and the interests, the promotional information including a specific location of a product within the place of business~~

a communicator location database that stores information indicative of a real-time spatial location of the mobile communication device;

a consumer preferences database that stores information regarding consumer preferences associated with the user, wherein at least some of the information regarding consumer preferences is received from one or more vendors and/or one or more third parties;

a product location database that stores information regarding the location of products or services within a retail store or marketing area; and

an analysis unit that:

determines whether the real-time location of the mobile communication device is near or within the retail store or marketing area;

selects a product or service within the retail store or marketing area based on the consumer preferences associated with the user; and

outputs promotional information that includes a location of the product or service within the retail store or marketing area for transmittal to the mobile communication device in response to a determination that the mobile communication device is near or within the retail store or marketing area.

12. The system of claim 11, wherein ~~the processing device is configured such that~~ the promotional information comprises a buying incentive for the product.

13. The system of claim 12, wherein ~~the processing device is configured such that~~ the buying incentive comprises a coupon.

14. The system of claim 11, wherein ~~the processing device is configured to operate with the mobile communication device when~~ the mobile communication device comprises a camera and the analysis unit is further configured for:

~~(d)~~ receiving image information relating to the product or service taken with the camera; and

~~(e) sending~~ outputting additional information relating to the product or service to the mobile communication device in accordance with the image information.

15. The system of claim 14, wherein ~~the processing device is configured such that~~ the product or service is a product and the image information comprises an image of a code on the product.

16. The system of claim 14, wherein ~~the processing device is configured such that~~ the additional information comprises an instruction manual.

17. The system of claim 14, wherein ~~the processing device is configured such that~~ the additional information comprises text.

18. The system of claim 14, wherein ~~the processing device is configured such that~~ the additional information comprises streaming audio or video material.

19. The system of claim 11, wherein the ~~processing device~~ analysis unit is further configured for determining whether the user buys the product.

20. The system of claim 19, wherein the ~~processing device~~ analysis unit is further configured for accumulating sales data for at least one of inventory replenishment and evaluation of marketing campaigns.