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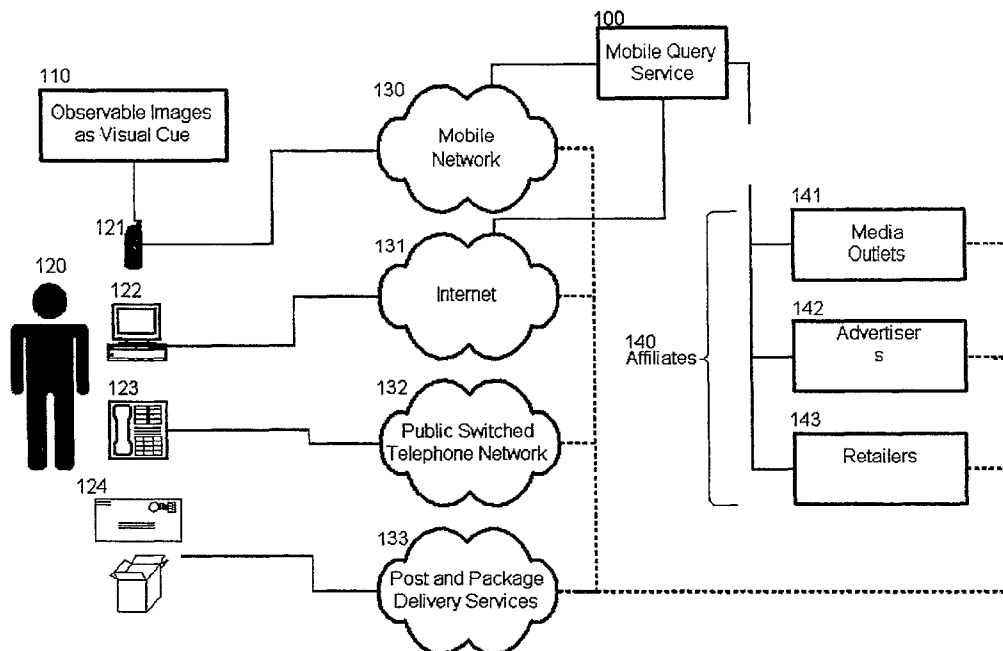
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[Continued on next page]

(54) Title: **MOBILE QUERY SYSTEM AND METHOD BASED ON VISUAL CUES**



(57) Abstract: A mobile query and response system and method that is based on visual cues, in which a user captures and transmits an image with a networked mobile device such as a cell phone or PDA with image capture and transmission capabilities. Searchable records that include stored image data and response information associated with such data are provided. The image transmitted by the user is used to perform a search of the records, to find in the records an image that matches the transmitted image. If a match is found, the response information associated with the stored image data for the matching image is retrieved, and that response information is used to send a reply to the user.

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