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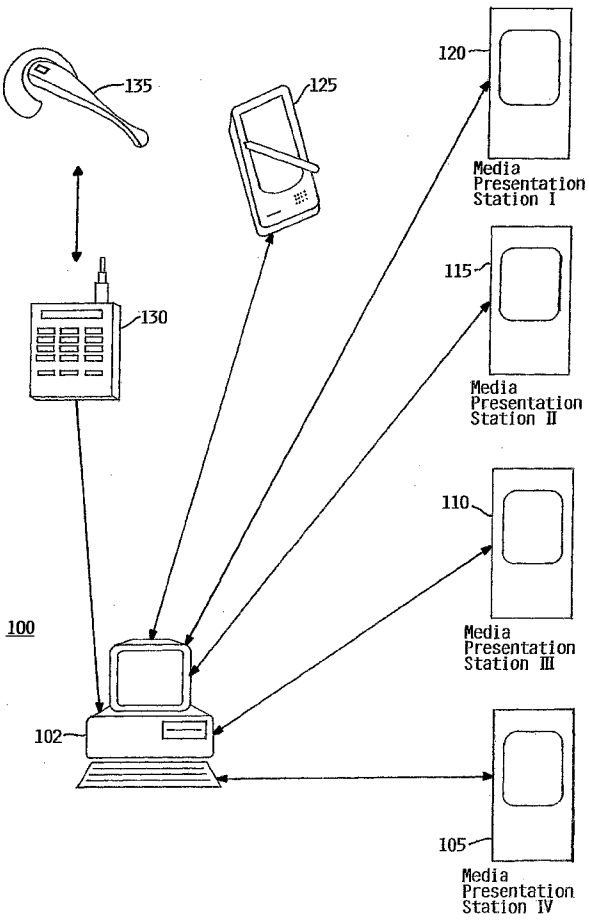
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(54) Title: AD-HOC MEDIA DELIVERY SYSTEM



(57) Abstract: Disclosed is an apparatus, method, and program product for performing ad hoc media delivery. Enhanced handheld devices are used in combination with the other components to route media and control its presentation. Enhanced media presentation stations detect the presence of one or more of the handheld devices. Information regarding the presence of a handheld device is then communicated from the media presentation stations to an enhanced server. The server uses this information to maintain a record of the location of each handheld device. The recorded location information is used to route the media to the media presentation station that is closest to the location of the handheld device. Control information, such as media selection and fidelity control (when appropriate), is forwarded from the handheld device to the server, so that the server can take appropriate action relative to transmission of the media to the media presentation station at issue. If a phone call is received, an enhanced phone interacts with the server to suspend presentation of the media until the phone call has ended.

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