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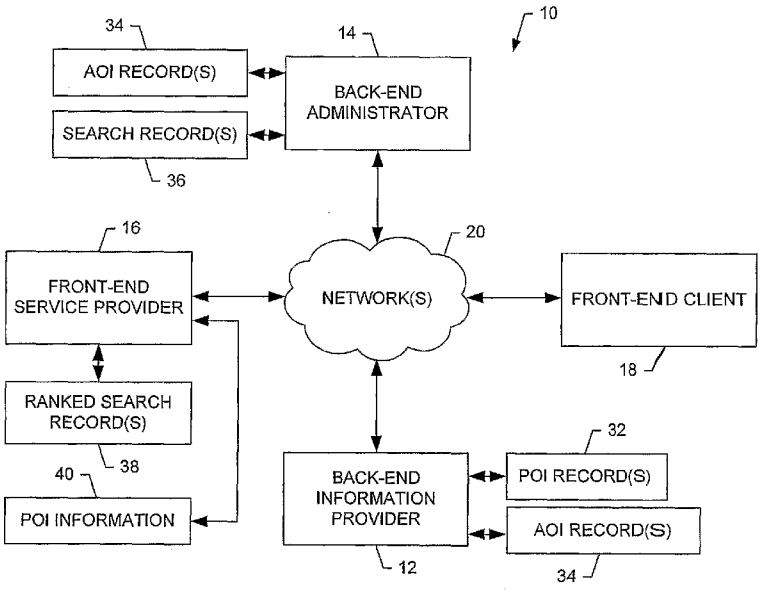
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(54) Title: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR SEARCHING AMD RETRIEVING RANKED POINTS OF INTEREST WITHIN A POLYGONAL AREA OF INTEREST



(57) Abstract: A method of searching and retrieving ranked points of interest (POIs) within a polygonal area of interest (AOI) includes defining an AOI. The AOI has a polygon shape and includes a plurality of points. The method also includes identifying at least one POI within the defined AOI, and organizing the identified POIs in an order of rankings associated with the identified POIs. Then, information related to the identified POIs is requested, and presented in the order of the rankings associated with the respective POIs.

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