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(54) Title: EVENT COMMUNICATION PLATFORM FOR MOBILE DEVICE USERS

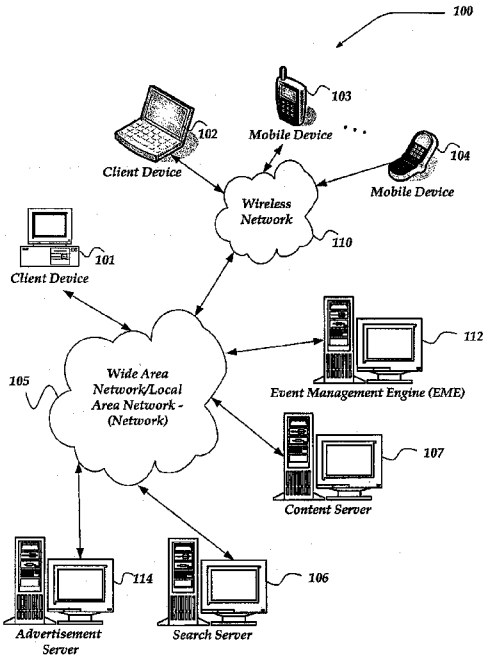


FIG. 1

(57) Abstract: A method, system, and apparatus are directed to communicating data over a network. Event attributes comprising at least two of a temporal, spatial, social, or topical information are received. An event structure comprising fields associated with a different one of a temporal, spatial, social, or topical dimension based on the received event attributes is generated. An advertising attributes about an advertisement is received. The advertising attributes may comprise at least two of another temporal, spatial, social, or topical information. If the event structure matches the advertising attributes, the advertisement may be provided co-located with the event structure. The advertisement may be configured to provide a value exchange if the advertisement is activated.

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