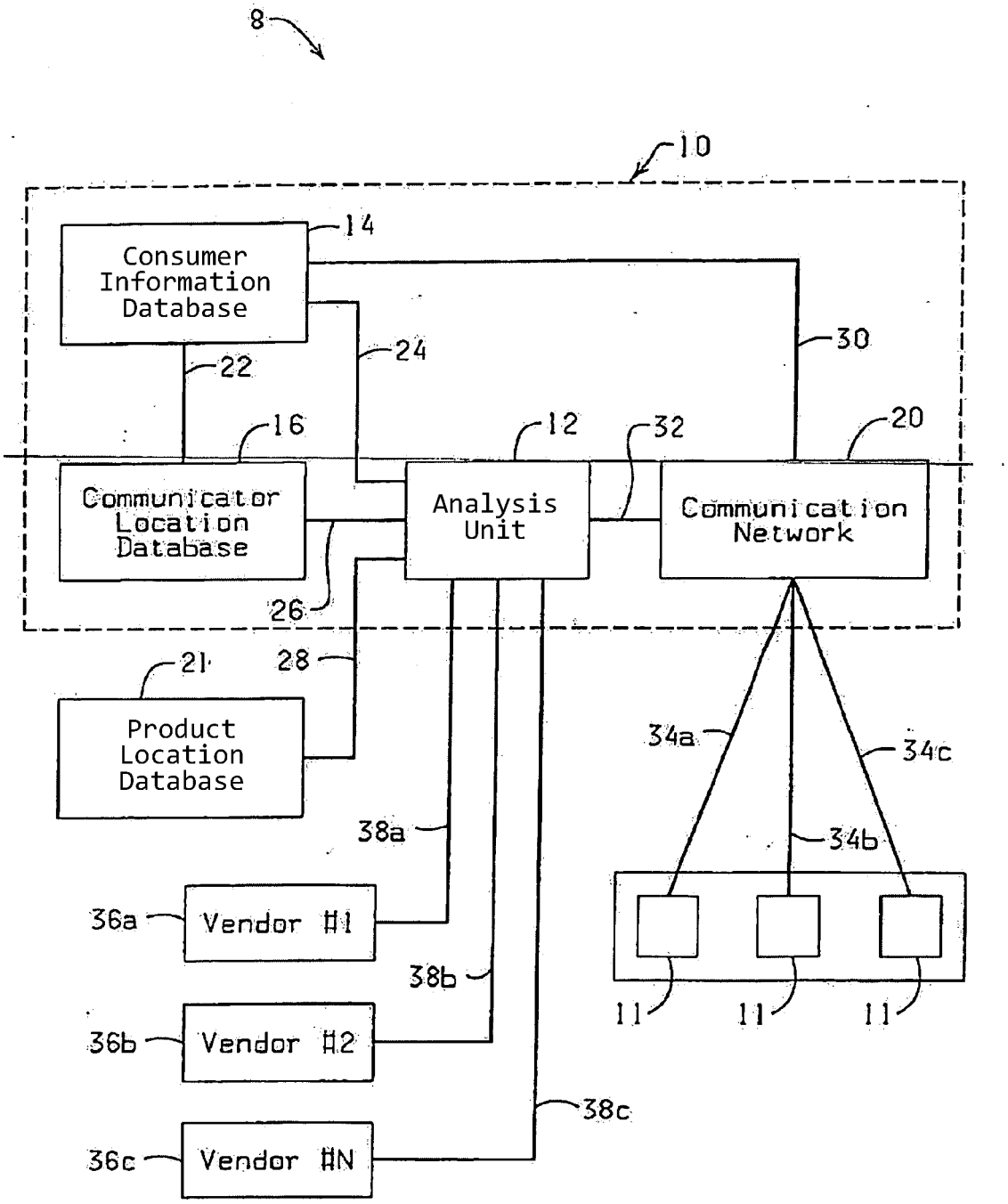

8
10
14
Consumer Information Database
22
24
30
16
12
32
20
Communicator Location Database
Analysis Unit
Communication Network
26
28
21
Product Location Database
34a
34c
34b
38a
36a
Vendor #1
38b
36b
Vendor #2
38c
36c
Vendor #N
11
11
11

FIG. 1

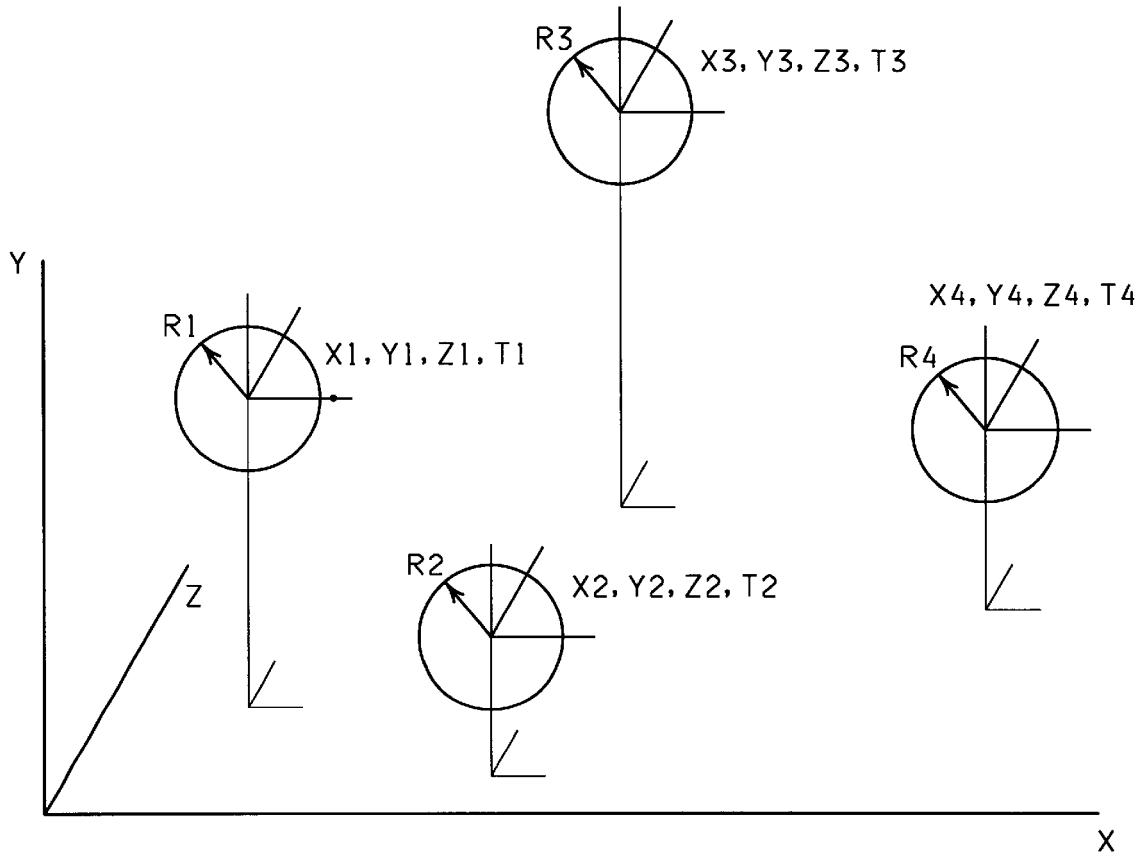


FIG. 2

8b

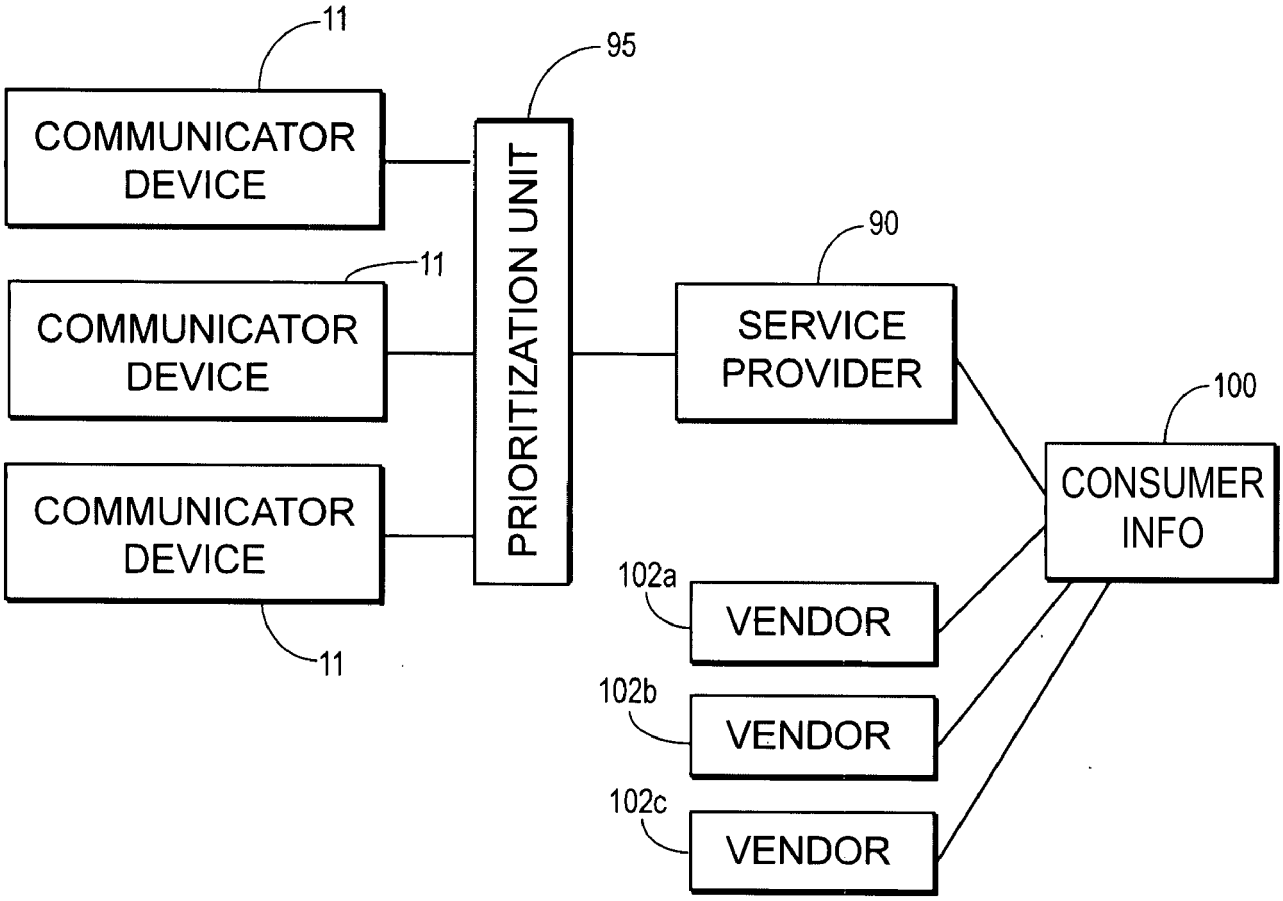

11
COMMUNICATOR DEVICE
11
COMMUNICATOR DEVICE
COMMUNICATOR DEVICE
11
95
PRIORITIZATION UNIT
90
SERVICE PROVIDER
100
CONSUMER INFO
102a
VENDOR
102b
VENDOR
102c
VENDOR

FIG. 3

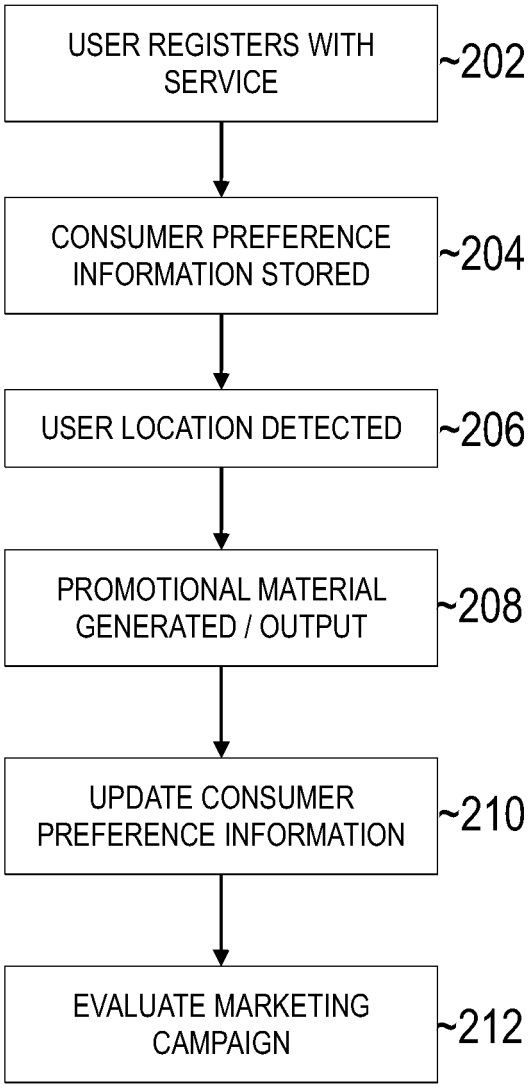
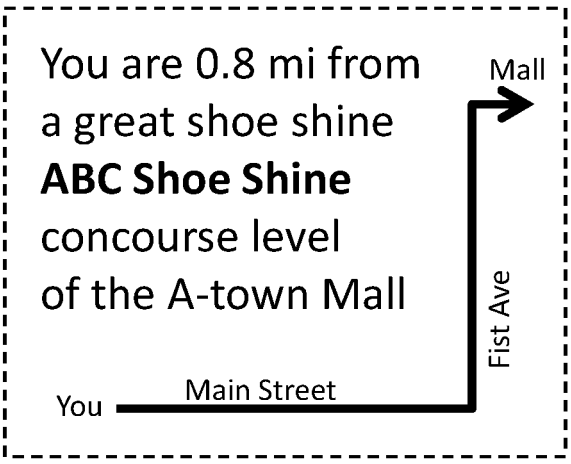
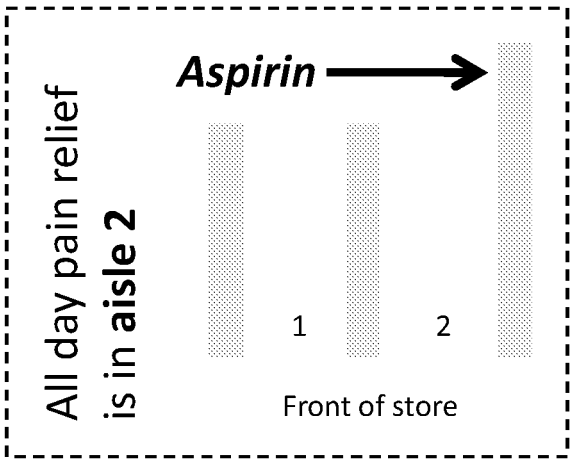

USER REGISTERS WITH SERVICE
~202
CONSUMER PREFERENCE INFORMATION STORED
~204
USER LOCATION DETECTED
~206
PROMOTIONAL MATERIAL GENERATED / OUTPUT
~208
UPDATE CONSUMER PREFERENCE INFORMATION
~210
EVALUATE MARKETING CAMPAIGN
~212

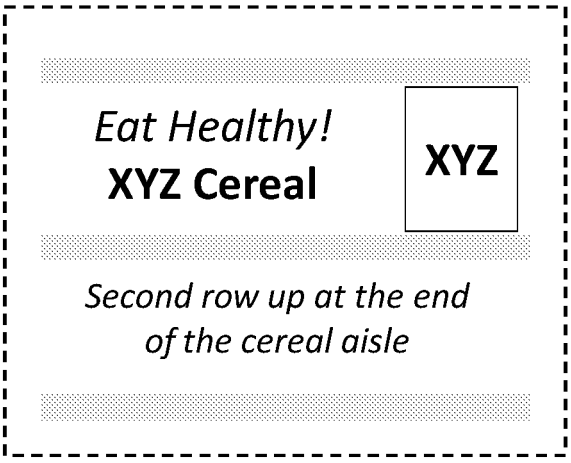
FIG. 4


You are 0.8 mi from
a great shoe shine
ABC Shoe Shine
concourse level
of the A-town Mall
Mall
Fist Ave
You
Main Street

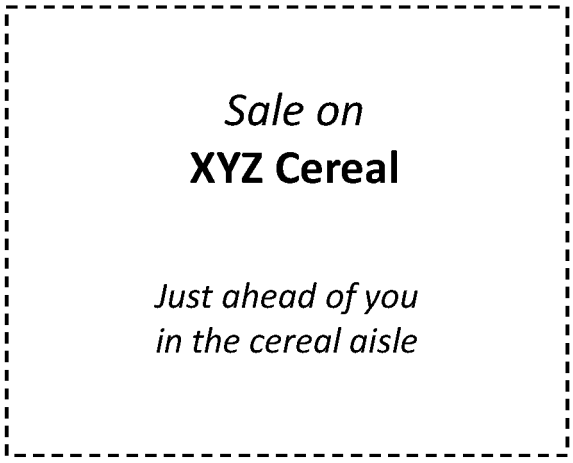
(a)


Aspirin
All day pain relief
is in aisle 2
1
2
Front of store

(b)


Eat Healthy!
XYZ Cereal
XYZ
Second row up at the end
of the cereal aisle

(c)


Sale on
XYZ Cereal
Just ahead of you
in the cereal aisle

(d)

FIG. 5

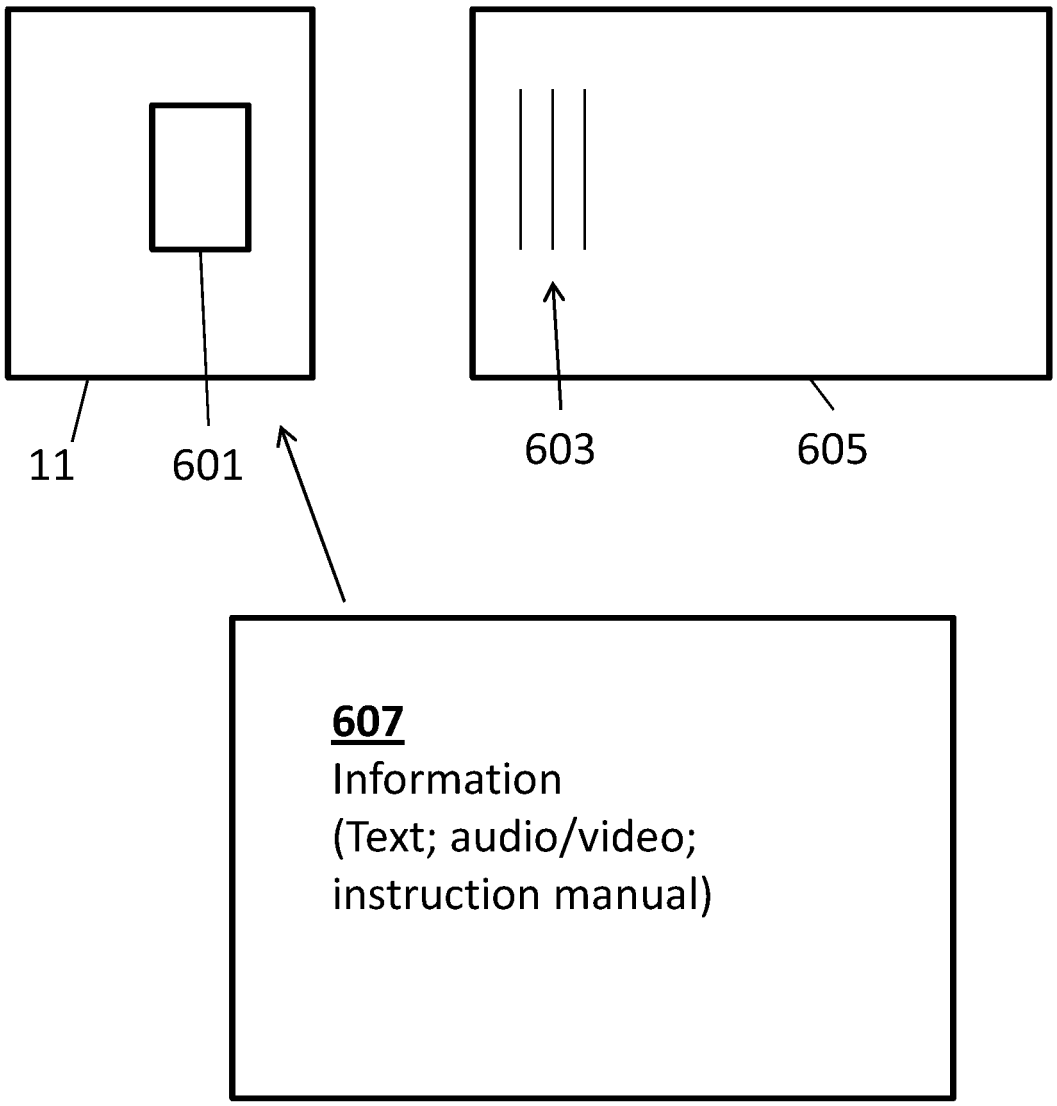

11
601
603
605
607
Information
(Text; audio/video;
instruction manual)

FIG. 6