ABSTRACT

LOCATION-SPECIFIC DELIVERY OF PROMOTIONAL CONTENT TO MOBILE CONSUMER DEVICE

A device for presenting content to a user comprises a connection for receiving content over a wireless communications network associated with a content provider and a display or other user interface means for presenting the content to the user. The wireless communications network can be an 802.11 -based communications network. The content provider determines that the device is within a range of the wireless communications network and authenticates the device for the receipt of content. If the device is authenticated, the content provider transmits the content to the device. In one embodiment, the content provider comprises a merchant and the content comprises an electronic coupon that the device user can redeem at a locale of the merchant.

Fig. 1

