

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
18 May 2007 (18.05.2007)

PCT

(10) International Publication Number
WO 2007/053909 A1

(51) International Patent Classification:
G09F 27/00 (2006.01) **G06Q 30/00** (2006.01)

(21) International Application Number:
PCT/AU2006/001692

(22) International Filing Date:
14 November 2006 (14.11.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/736,884 14 November 2005 (14.11.2005) US

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

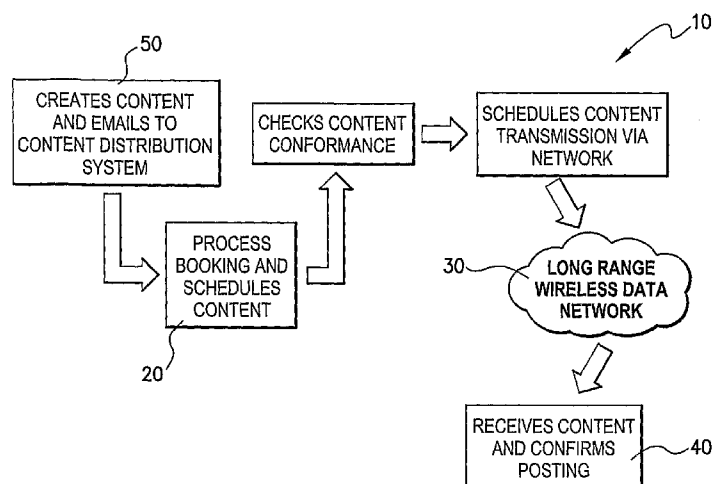
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: ELECTRONIC ADVERTISING DISPLAY



(57) Abstract: The present invention provides a method for causing a new advertising image to be displayed on a plurality of advertising display units, said plurality of advertising display units being accessible to a content distribution system through a long range wireless data network, said method comprising the steps of transmitting data representing said new advertising image from said content distribution system to said plurality of advertising display units using said long range wireless data network, whereby said data is made available to each of said plurality of advertising display units for display of the new advertising image; and subsequently displaying said new advertising image at said plurality of advertising display units; wherein said data is of sufficiently small size such that said data is received at each of said plurality of advertising display units shortly after transmission.