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Abstract of the Disclosure

A mobile display system comprises one or more vehicles, e.g. taxis, buses, tractor-trailers, etc., equipped with externally viewable display panels and an on-board controller. The controller determines the vehicle location and drives the display to generate a publicly viewable message selected for viewing within such location. The message is displayed pursuant to a schedule which includes date, time of day and display duration while the vehicle is within the zone or until the vehicle is located in another zone which is not included within the message schedule. A tiered system control network includes a plurality of fixed stations which transmit message content and scheduling data to the controller and which generate billing and other accounting records.