CLAIMS

What is claimed is:

1. A location based wireless consumer interactive system comprising:

a first gateway device stationed at a first location, the first gateway device further comprising:

a first antenna configured to generate a first wireless zone covering a preassigned area proximal to the first location;

a first network interface coupled to the first antenna, the first network interface configured to communicate with a client device that is connected to the first wireless zone;

a first memory configured to store a first content profile received from a server device via the first network interface, the first memory configured to store executable programming instructions to process preloaded consumer content of the first content profile; and

a first processor configured to execute the programming instructions which causes the first processor to generate a first interactive content site containing the consumer content of the first content profile and send the first interactive content site to the client device.

2. The interactive system of claim 1, further comprising: a second gateway device stationed at a second location proximal to the first location, the second gateway device further comprising:

a second gateway device stationed at a second location, the second gateway device further comprising:

a second antenna configured to generate a second wireless zone covering a preassigned area proximal to the second location;

a second network interface coupled to the second antenna, the second network interface configured to communicate with the client device when the client device is connected to the second wireless zone;

a second memory configured to store a second content profile received from a server device via the second network interface, the second memory configured to store executable programming instructions to process preloaded consumer content of the second content profile; and

a second processor configured to execute the programming instructions which causes the second processor to generate a second interactive content site containing the consumer content of the second content profile and send the second interactive content site to the client device.

3. The interactive system of claim 2, wherein the first and second zone gateway devices are located at a first zone site, the first and second zones configured to not geographically overlap.

4. The interactive system of claim 2, wherein the first content profile stored in the first memory of the first gateway device is different than the second content profile stored in the second memory of the second gateway device such that the first interactive content site accessed by the client device is different content than the second interactive content site accessed by the client device.

5. The interactive system of claim 2, wherein the first and second gateway devices are configured to automatically display the second interactive web enabled site upon the client device moving from the first wireless hotspot zone to the second wireless hotspot zone.

6. The interactive system of claim 1, wherein a first product is located within the first wireless zone, the first content profile including first consumer content relating to the first product such that the first consumer content is displayed on the client device while the client device is connected to the first wireless zone and the first product is physically located proximal to the client device.

7. The interactive system of claim 1, wherein the first gateway device is configured to restrict the client device from accessing web services other than the consumer content of the first content profile that is locally stored in the first memory.

8. The interactive system of claim 1, wherein the first gateway device is connected to a Point of Purchase (POP) station, the first content profile configured to allow a user to perform a purchase transaction using a pay service via the first web enabled interactive site, wherein the first gateway device communicates the purchase transaction with the POP station and the pay service.

9. The interactive system of claim 1, wherein the first gateway device is remotely configurable via a control system executed on a network device configured to communicate with the first gateway device via a zone stakeholder interface.

10. The interactive system of claim 9, wherein a first gain of the first antenna and a second gain of the second antenna is remotely adjustable via the zone stakeholder interface.

11. The interactive system of claim 9, wherein the first gateway device is configured to automatically receive an updated version of the first content profile from the control system via the network interface, wherein the first gateway device processes the updated version to be able to send updated consumer content for the updated first content profile to the client device for display.

12. The interactive system of claim 9, wherein the first gateway device is configured to execute a first application received from the control system and locally stored in the first memory, wherein the client device executes a first service associated with the first application via the first gateway device.

13. The interactive system of claim 1, wherein at least the first and second gateway devices are configured to collect user activity data when the client device, wherein the first and second gateway devices transmit the collected user activity data to a zone network database, wherein analyzed data associated with the collected user activity data can be viewed via the zone stakeholder interface.

14. The interactive system of claim 1, wherein the first gateway device further comprises a locator component configured to determine a location of the client device while at the zone site.

15. The interactive system of claim 1, wherein the first content profile further comprises a content template including one or more template components, wherein each template component is configured to have corresponding assigned consumer content portion, wherein each assigned consumer content portion for the first profile is stored in the first memory.

16. The interactive system of claim 15, wherein the first content profile includes deployment information identifying the first zone gateway device to receive the associated consumer content.

17. The interactive system of claim 15, wherein the first content profile includes deployment information identifying a third zone gateway device to receive the associated consumer content the third zone gateway device located at a third location at a second zone site remote from the first zone site.

18. A method comprising:

accessing a content profile from a memory, the content profile having at least one template component associated with a zone stakeholder;

receiving a content portion from the zone stakeholder to be applied to the at least one template component;

receiving deployment instructions with regard to the received content portion, wherein the deployment instructions identify one or more zone gateway devices to receive the received content portion at the at least one template component;

updating the at least one template component with the received content portion; and

automatically deploying the updated template component to the identified one or more zone gateway devices using a network connection.

19. A processor readable medium having stored thereon instructions comprising machine executable code which when executed by at least one processor, causes the processor to perform a method comprising:

accessing a content profile having at least one template component associated with a zone stakeholder;

receiving a content portion from the zone stakeholder to be applied to the at least one template component;

receiving deployment instructions with regard to the received content portion, wherein the deployment instructions identify one or more zone gateway devices to receive the received content portion at the at least one template component;

updating the at least one template component with the received content portion; and

automatically deploying the updated template component to the identified one or more zone gateway devices.

CLAIMS

1. A location based wireless consumer interactive system comprising:

a first gateway device stationed at a first location, the first gateway device further comprising:

a first antenna configured to generate a first wireless zone covering a preassigned area proximal to the first location;

a first network interface coupled to the first antenna, the first network interface configured to communicate with a client device that is connected to the first wireless zone;

a first memory configured to store a first content profile received from a server device via the first network interface, the first memory configured to store executable programming instructions to process preloaded consumer content of the first content profile; and

a first processor configured to execute the programming instructions which causes the first processor to generate a first interactive content site containing the consumer content of the first content profile and send the first interactive content site to the client device;

wherein the first gateway device is configured to restrict the client device from accessing web services other than the consumer content of the first content profile that is locally stored in the first memory.

2. The interactive system of claim 1, further comprising: a second gateway device stationed at a second location proximal to the first location, the second gateway device further comprising:

a second gateway device stationed at a second location, the second gateway device further comprising:

a second antenna configured to generate a second wireless zone covering a preassigned area proximal to the second location;

a second network interface coupled to the second antenna, the second network interface configured to communicate with the client device when the client device is connected to the second wireless zone;

a second memory configured to store a second content profile received from a server device via the second network interface, the second memory configured to store executable programming instructions to process preloaded consumer content of the second content profile; and

a second processor configured to execute the programming instructions which causes the second processor to generate a second interactive content site containing the consumer content of the second content profile and send the second interactive content site to the client device.

3. The interactive system of claim 2, wherein the first and second zone gateway devices are located at a first zone site, the first and second zones configured to not geographically overlap.

4. The interactive system of claim 2, wherein the first content profile stored in the first memory of the first gateway device is different than the second content profile stored in the second memory of the second gateway device such that the first interactive content site accessed by the client device is different content than the second interactive content site accessed by the client device.

5. The interactive system of claim 2, wherein the first and second gateway devices are configured to automatically display the second interactive web enabled site upon the client device moving from the first wireless hotspot zone to the second wireless hotspot zone.

6. The interactive system of claim 1, wherein a first product is located within the first wireless zone, the first content profile including first consumer content relating to the first product such that the first consumer content is displayed on the client device while the client

device is connected to the first wireless zone and the first product is physically located proximal to the client device.

7. The interactive system of claim 1, wherein the first gateway device is connected to a Point of Purchase (POP) station, the first content profile configured to allow a user to perform a purchase transaction using a pay service via the first web enabled interactive site, wherein the first gateway device communicates the purchase transaction with the POP station and the pay service.

8. The interactive system of claim 1, wherein the first gateway device is remotely configurable via a control system executed on a network device configured to communicate with the first gateway device via a zone stakeholder interface.

9. A location based wireless consumer interactive system comprising:

a first gateway device stationed at a first location, wherein the first gateway device is remotely configurable via a control system executed on a network device configured to communicate with the first gateway device via a zone stakeholder interface, the first gateway device further comprising:

a first antenna configured to generate a first wireless zone covering a preassigned area proximal to the first location, wherein a first gain of the first antenna is remotely adjustable via the zone stakeholder interface;

a first network interface coupled to the first antenna, the first network interface configured to communicate with a client device that is connected to the first wireless zone;

a first memory configured to store a first content profile received from a server device via the first network interface, the first memory configured to store executable programming instructions to process preloaded consumer content of the first content profile; and

a first processor configured to execute the programming instructions which causes the first processor to generate a first interactive content site containing the

consumer content of the first content profile and send the first interactive content site to the client device.

10. The interactive system of claim 8, wherein the first gateway device is configured to automatically receive an updated version of the first content profile from the control system via the network interface, wherein the first gateway device processes the updated version to be able to send updated consumer content for the updated first content profile to the client device for display.

11. A location based wireless consumer interactive system comprising:

a first gateway device stationed at a first location, wherein the first gateway device is remotely configurable via a control system executed on a network device configured to communicate with the first gateway device via a zone stakeholder interface, the first gateway device is configured to execute a first application received from the control system and locally stored in a first memory to enable a client device to execute a first service associated with the first application via the first gateway device, the first gateway device further comprising:

a first antenna configured to generate a first wireless zone covering a preassigned area proximal to the first location;

a first network interface coupled to the first antenna, the first network interface configured to communicate with the client device that is connected to the first wireless zone;

a first memory configured to store a first content profile received from a server device via the first network interface, the first memory configured to store executable programming instructions to process preloaded consumer content of the first content profile; and

a first processor configured to execute the programming instructions which causes the first processor to generate a first interactive content site containing the consumer content of the first content profile and send the first interactive content site to the client device.

12. The interactive system of claim 1, wherein at least the first and second gateway devices are configured to collect user activity data when the client device, wherein the first and second gateway devices transmit the collected user activity data to a zone network database, wherein analyzed data associated with the collected user activity data can be viewed via the zone stakeholder interface.

13. The interactive system of claim 1, wherein the first gateway device further comprises a locator component configured to determine a location of the client device while at the zone site.

14. A location based wireless consumer interactive system comprising:

a first gateway device stationed at a first location, the first gateway device further comprising:

a first antenna configured to generate a first wireless zone covering a preassigned area proximal to the first location;

a first network interface coupled to the first antenna, the first network interface configured to communicate with the client device that is connected to the first wireless zone;

a first memory configured to store a first content profile received from a server device via the first network interface, the first memory configured to store executable programming instructions to process preloaded consumer content of the first content profile; and

a first processor configured to execute the programming instructions which causes the first processor to generate a first interactive content site containing the consumer content of the first content profile and send the first interactive content site to the client device;

wherein the first content profile further comprises a content template including one or more template components, wherein each template component is configured to have corresponding assigned consumer content portion, wherein each assigned consumer content portion for the first profile is stored in the first memory.

15. The interactive system of claim 14, wherein the first content profile includes deployment information identifying the first zone gateway device to receive the associated consumer content.

16. The interactive system of claim 14, wherein the first content profile includes deployment information identifying a third zone gateway device to receive the associated consumer content the third zone gateway device located at a third location at a second zone site remote from the first zone site.

17. A method comprising:

accessing a content profile from a memory, the content profile having at least one template component associated with a zone stakeholder;

receiving a content portion from the zone stakeholder to be applied to the at least one template component;

receiving deployment instructions with regard to the received content portion, wherein the deployment instructions identify one or more zone gateway devices to receive the received content portion at the at least one template component;

updating the at least one template component with the received content portion; and

automatically deploying the updated template component to the identified one or more zone gateway devices using a network connection.

18. A processor readable medium having stored thereon instructions comprising machine executable code which when executed by at least one processor, causes the processor to perform a method comprising:

accessing a content profile having at least one template component associated with a zone stakeholder;

receiving a content portion from the zone stakeholder to be applied to the at least one template component;

receiving deployment instructions with regard to the received content portion, wherein the deployment instructions identify one or more zone gateway devices to receive the received content portion at the at least one template component;

updating the at least one template component with the received content portion; and

automatically deploying the updated template component to the identified one or more zone gateway devices.