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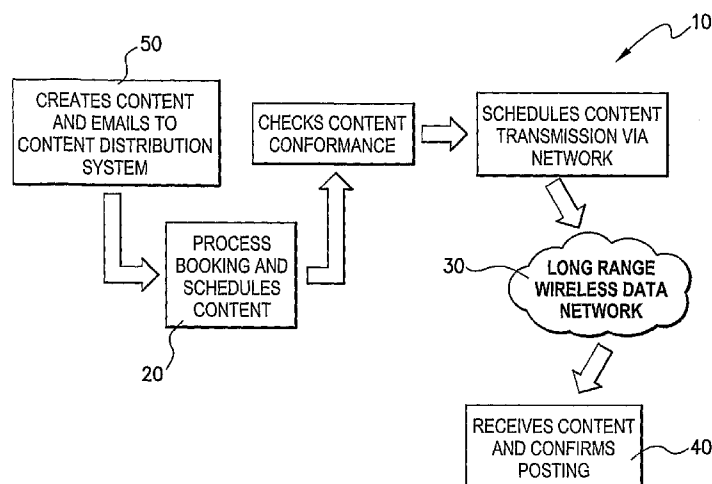
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(54) Title: ELECTRONIC ADVERTISING DISPLAY



(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.

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