SYSTEMS AND METHODS FOR CONTENT DELIVERY AND MANAGEMENT

TECHNICAL FIELD

[0001] This application generally relates to systems and methods for delivering content from a remote content provider to a mobile device based on one or more inaudible signals received by the device.

SUMMARY OF THE INVENTION

[0002] According to an aspect of the present invention, there is provided a method of content delivery and management, comprising: detecting a human-inaudible acoustic signal at a content delivery device, supplying an indication of receipt of the inaudible signal from the content delivery device to a content management system, responding to the indication of receipt of the inaudible signal by providing content to the content delivery device for presentation to a user of the content delivery device.

[0002a] Various non-limiting embodiments of the present disclosure will now be described to provide an overall understanding of the principles of the structure, function, and use of the content delivery and management systems and processes disclosed herein. One or more examples of these non-limiting embodiments are illustrated in the accompanying drawings. Those of ordinary skill in the art will understand that systems and methods specifically described herein and illustrated in the accompanying drawings are non-limiting embodiments. The features illustrated or described in connection with one non-limiting embodiment may be combined with the features of other non-limiting embodiments. Such modifications and variations are intended to be included within the scope of the present disclosure.

[0003] Reference throughout the specification to "various embodiments," "some embodiments," "one embodiment," "some example embodiments," "one example embodiment," or "an embodiment" means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment. Thus, appearances of the phrases "in various embodiments," "in some embodiments," "in one embodiment," "some example embodiments," "one example embodiment, or "in an embodiment" in places throughout the specification are not necessarily all referring to the same embodiment. Furthermore, the particular features, structures or characteristics may be combined in any suitable manner in one or more embodiments.