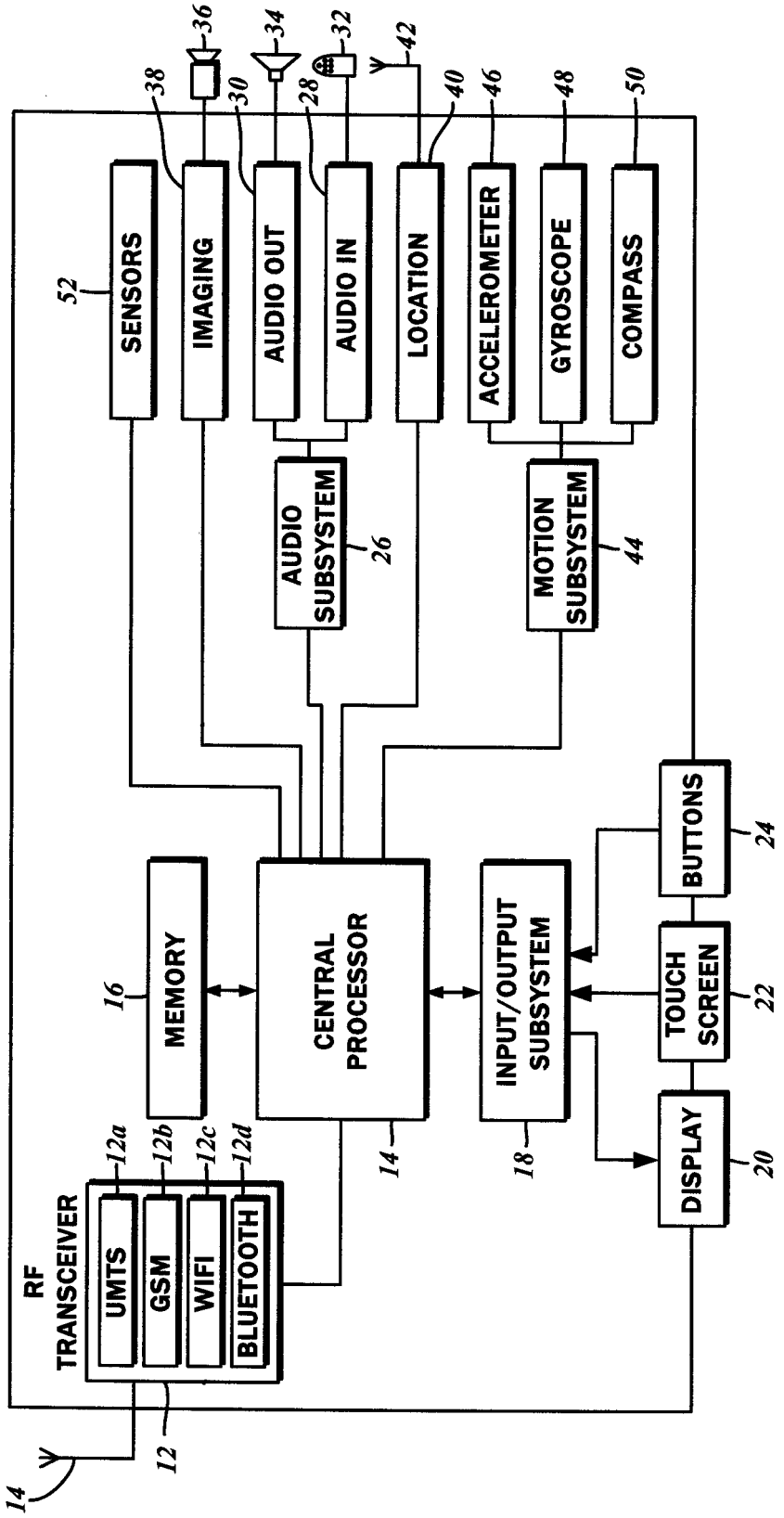

SENSORS
IMAGING
AUDIO OUT
AUDIO IN
LOCATION
ACCELEROMETER
GYROSCOPE
COMPASS
AUDIO SUBSYSTEM
MOTION SUBSYSTEM
MEMORY
CENTRAL PROCESSOR
INPUT/OUTPUT SUBSYSTEM
BUTTONS
TOUCH SCREEN
DISPLAY
RF TRANSCEIVER
UMTS
GSM
WIFI
BLUETOOTH
12a
12b
12c
12d
12
14
16
18
20
22
24
26
28
30
32
34
36
38
40
42
44
46
48
50
52

FIG. 1

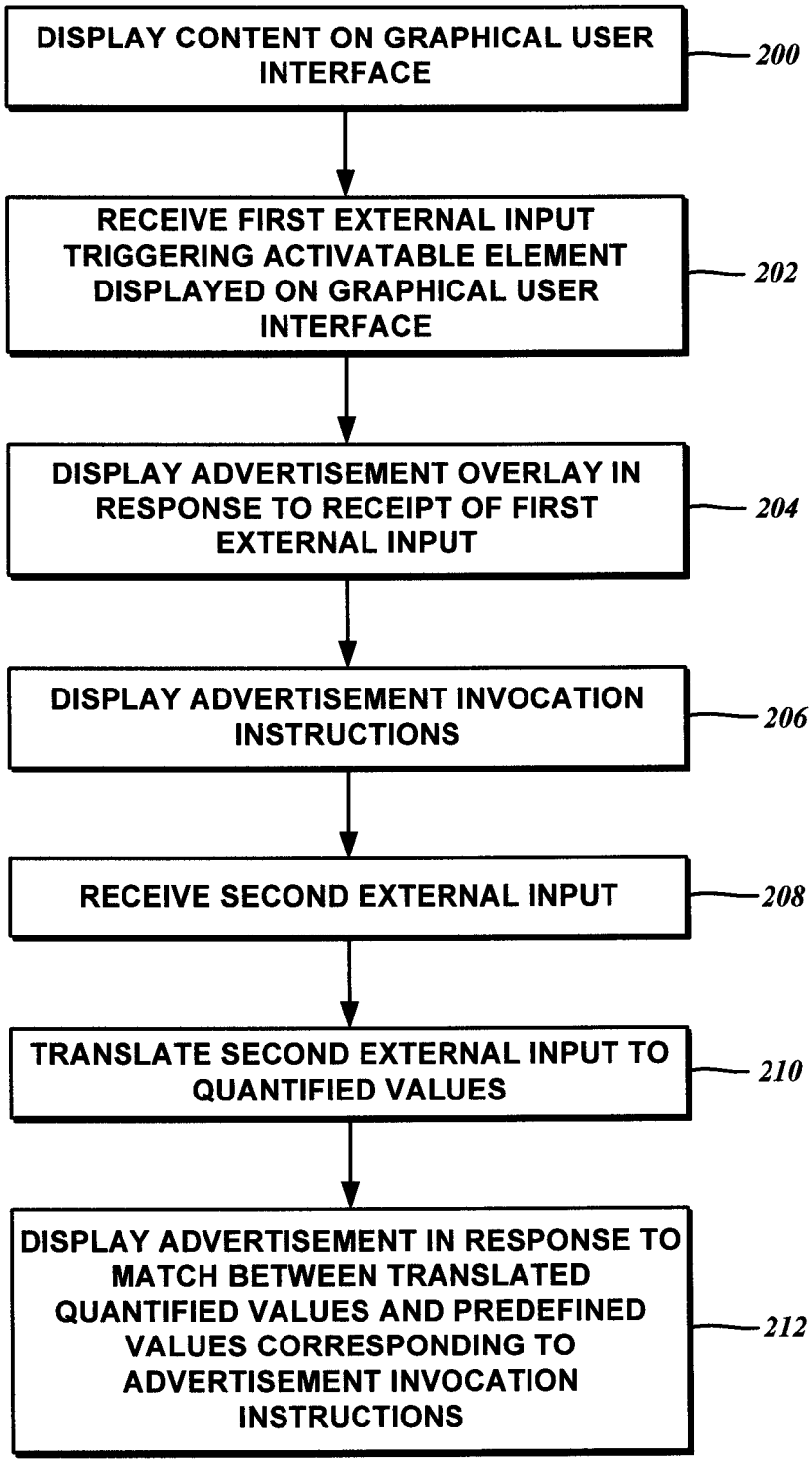

DISPLAY CONTENT ON GRAPHICAL USER INTERFACE
200
RECEIVE FIRST EXTERNAL INPUT TRIGGERING ACTIVATABLE ELEMENT DISPLAYED ON GRAPHICAL USER INTERFACE
202
DISPLAY ADVERTISEMENT OVERLAY IN RESPONSE TO RECEIPT OF FIRST EXTERNAL INPUT
204
DISPLAY ADVERTISEMENT INVOCATION INSTRUCTIONS
206
RECEIVE SECOND EXTERNAL INPUT
208
TRANSLATE SECOND EXTERNAL INPUT TO QUANTIFIED VALUES
210
DISPLAY ADVERTISEMENT IN RESPONSE TO MATCH BETWEEN TRANSLATED QUANTIFIED VALUES AND PREDEFINED VALUES CORRESPONDING TO ADVERTISEMENT INVOCATION INSTRUCTIONS
212

FIG. 2

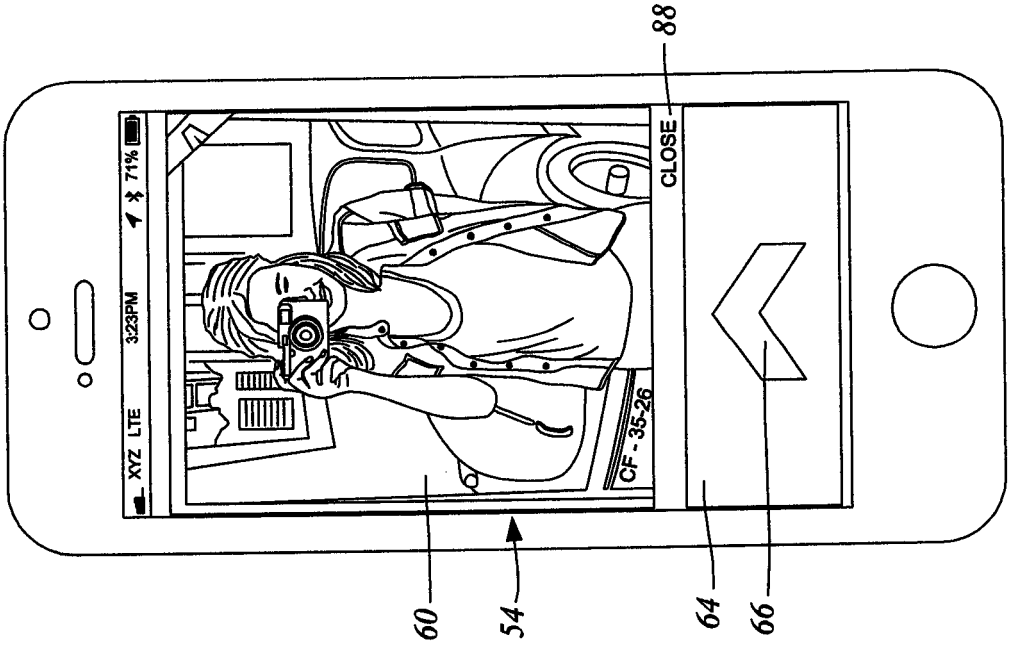

88
CLOSE
XYZ LTE
3:23PM
71%
CF - 35-26
60
54
64
66

FIG. 4

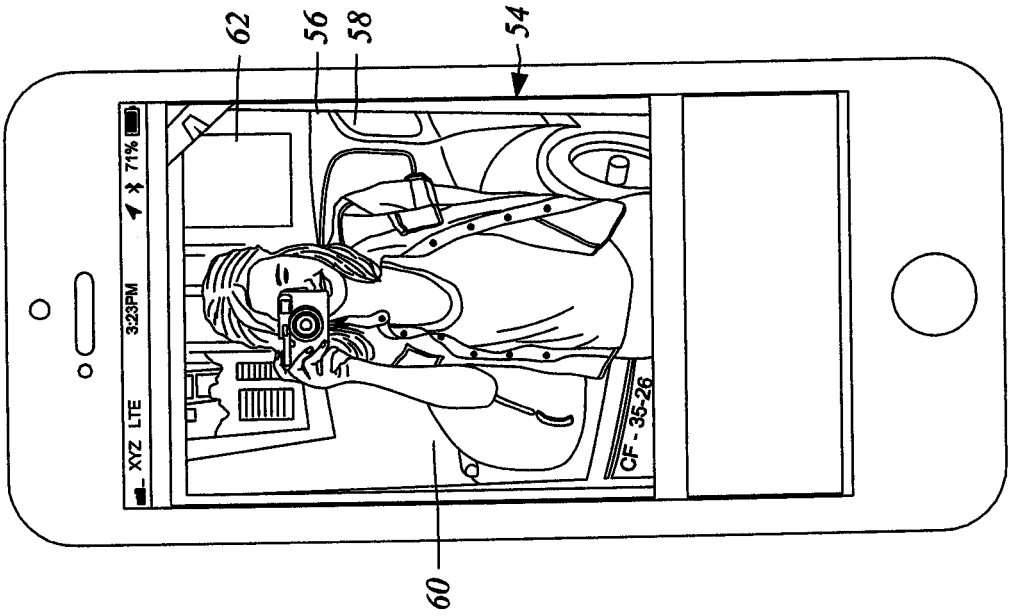

62
56
58
54
XYZ LTE
3:23PM
71%
CF - 35-26
60

FIG. 3

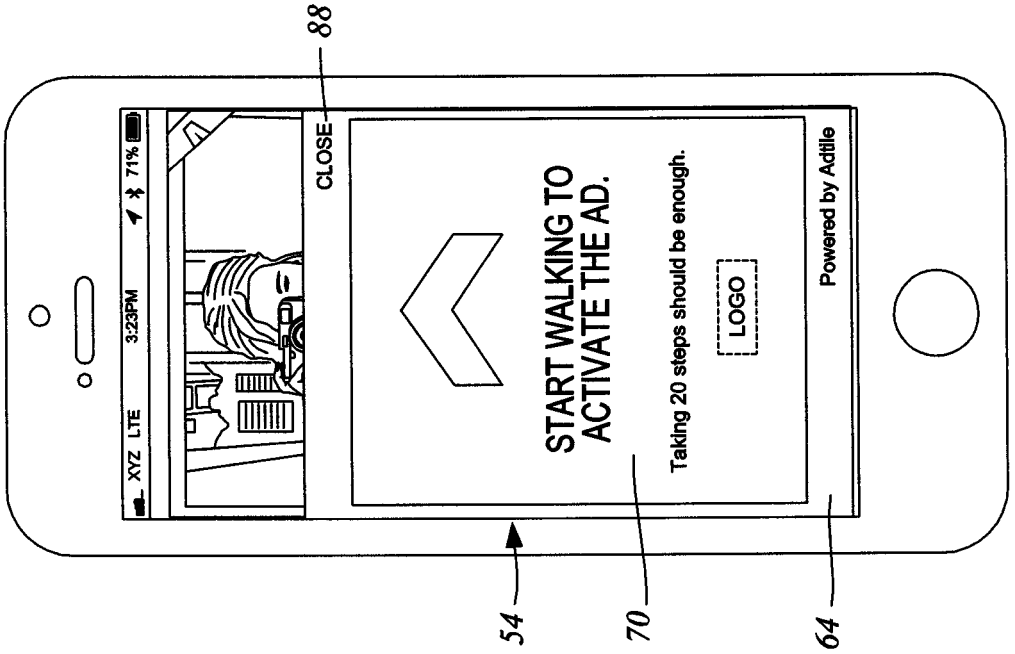

88
CLOSE
START WALKING TO ACTIVATE THE AD.
Taking 20 steps should be enough.
LOGO
Powered by Adtile
54
70
64

FIG. 6

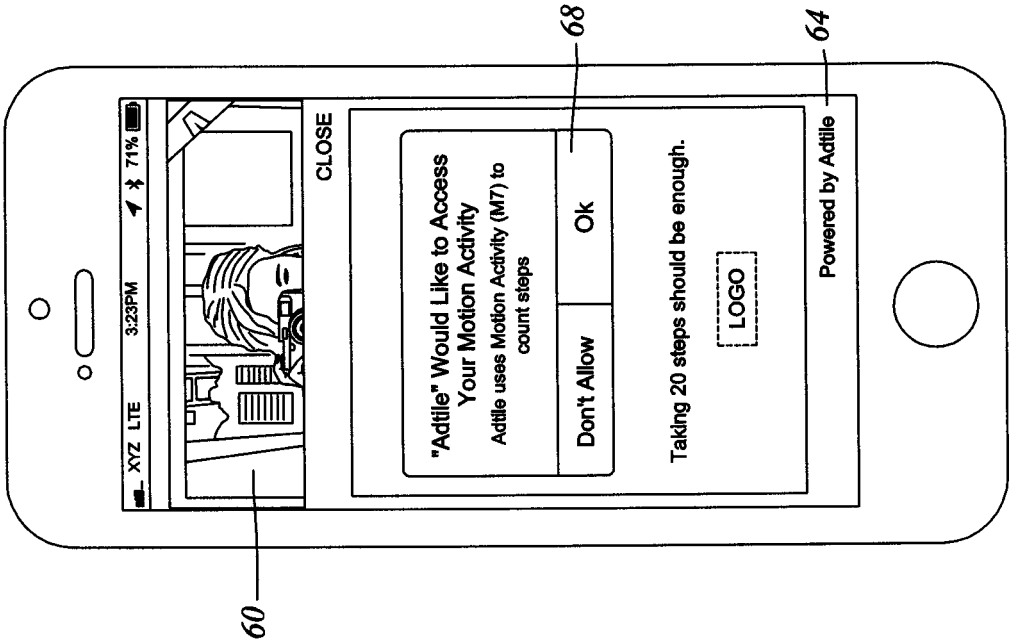

68
64
CLOSE
"Adtile" Would Like to Access Your Motion Activity
Adtile uses Motion Activity (M7) to count steps
Don't Allow
Ok
Taking 20 steps should be enough.
LOGO
Powered by Adtile
60

FIG. 5

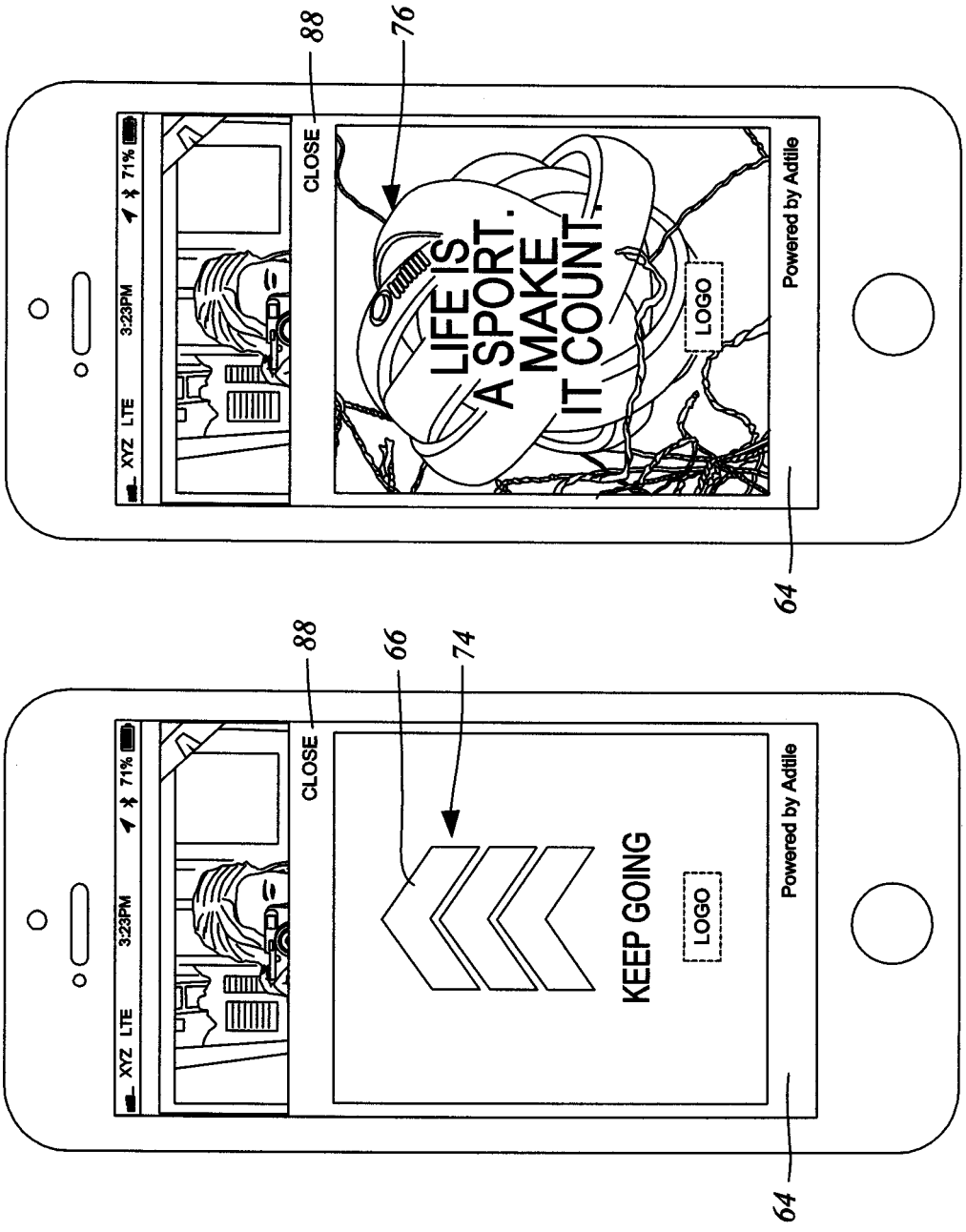


FIG. 9

FIG. 8

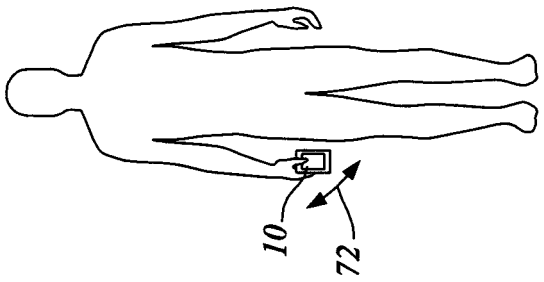


FIG. 7

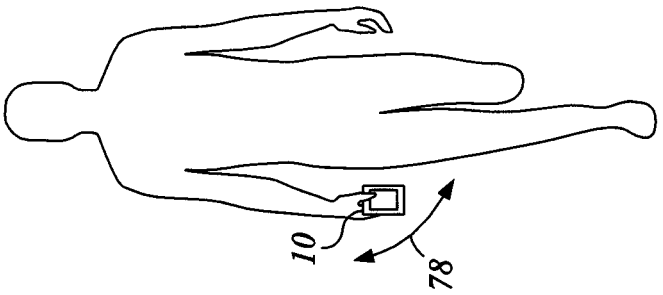

10
78

FIG. 11

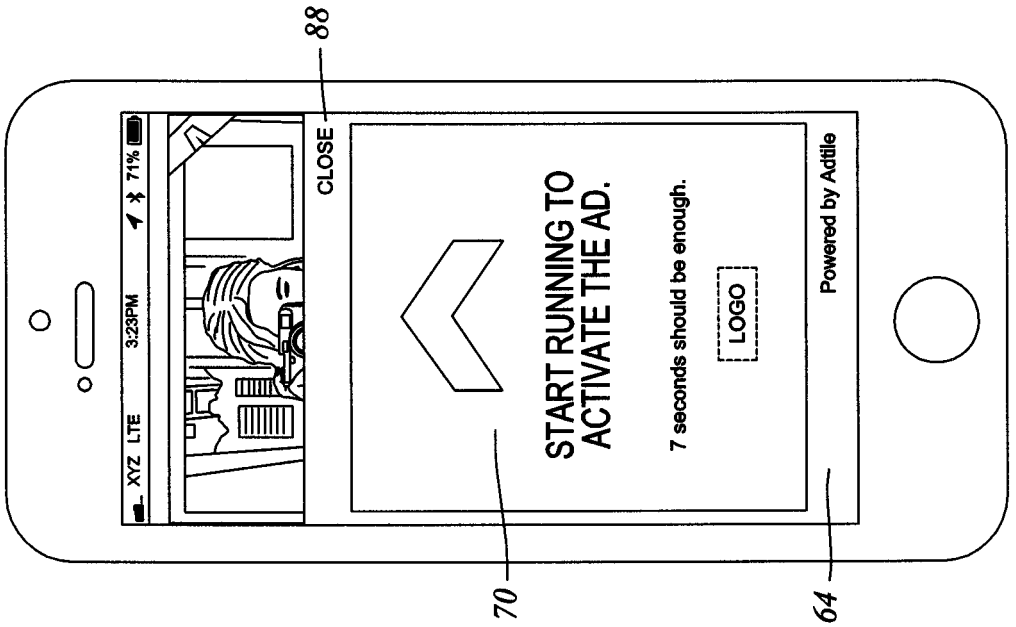

88
XYZ LTE
3:23PM
71%
CLOSE
START RUNNING TO ACTIVATE THE AD.
7 seconds should be enough.
LOGO
Powered by Adtile
70
64

FIG. 10

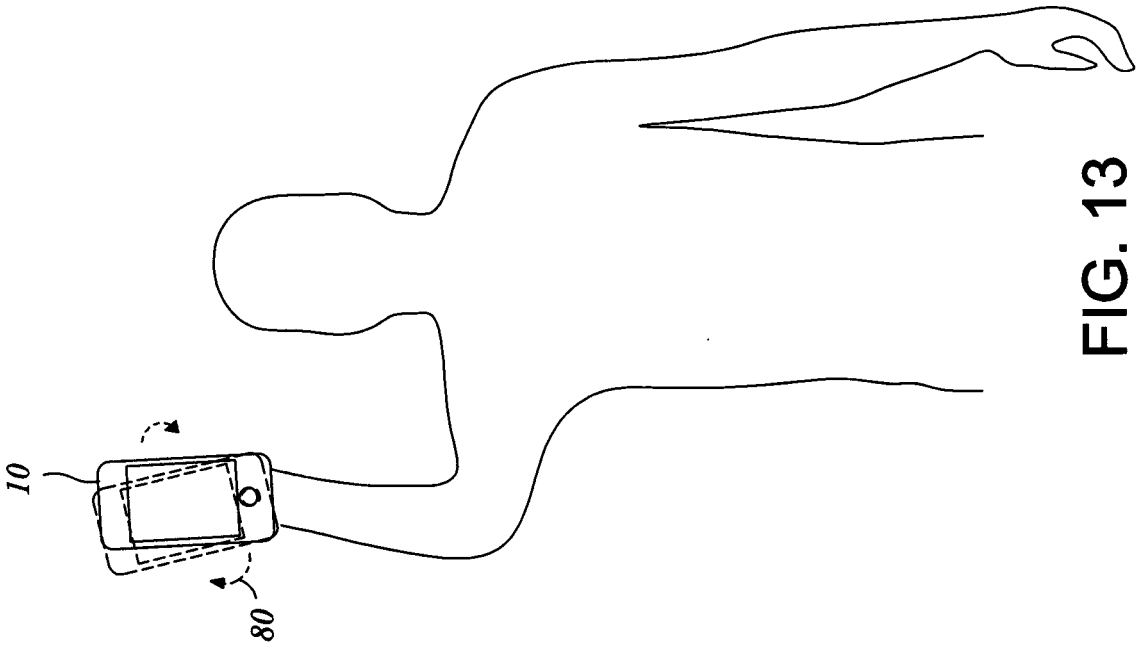

10
80

FIG. 13

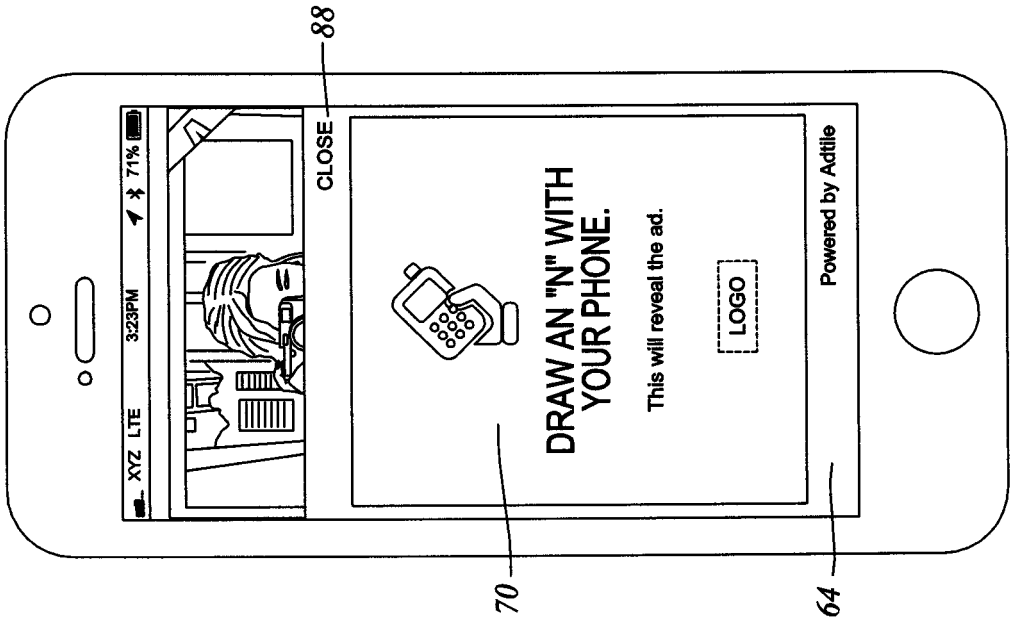

88
XYZ LTE
3:23PM
71%
CLOSE
DRAW AN "N" WITH YOUR PHONE.
This will reveal the ad.
LOGO
Powered by Adtile
70
64

FIG. 12

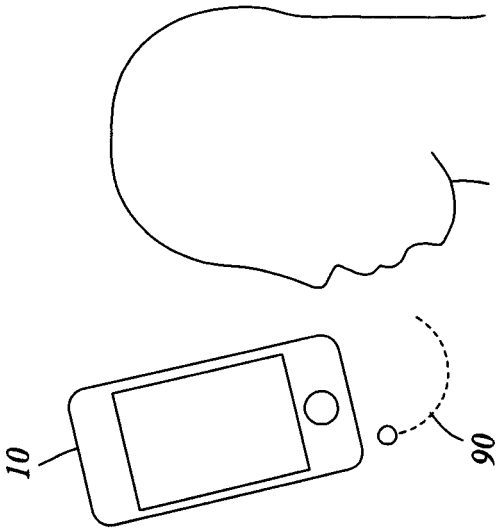

10
90

FIG. 15

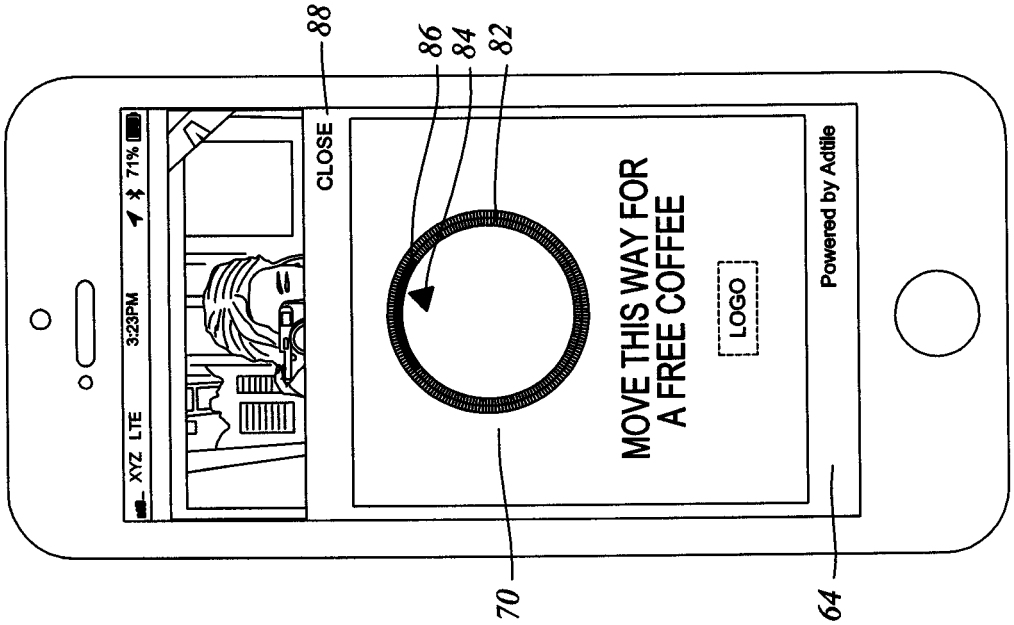

XYZ LTE
3:23PM
71%
CLOSE
MOVE THIS WAY FOR A FREE COFFEE
LOGO
Powered by Adtile
88
86
84
82
70
64

FIG. 14