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[Continued on next page]

(54) Title: MERCHANDIZING, SOCIALIZING, AND/OR GAMING VIA A PERSONAL WELLNESS DEVICE AND/OR A PERSONAL WELLNESS PLATFORM

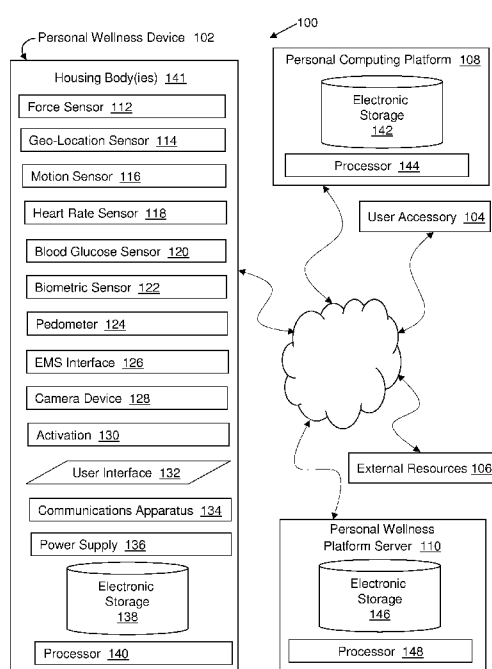


FIG. 1

(57) Abstract: A personal wellness system may facilitate merchandizing and/or socializing via personal wellness devices. The personal wellness devices may be portable, handheld devices configured to facilitate personal exercise as well as socializing and/or merchandizing using the devices. The personal wellness devices may be configured to facilitate electronic social networking interactions and/or gameplay with other users. This may enhance a user's personal wellness experience with a personal wellness device. The personal wellness devices may provide a portal to a virtual marketplace, where online services, virtual goods, third-party software, games, media, guru content, and/or other information may be obtained. Third-party content may be developed for the personal wellness devices, which may be obtained via the virtual marketplace. The personal wellness devices may be configured to present multimedia, present map information, and/or browse the Internet.

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