

BK

TITLE OF THE INVENTION

MOBILE ADVERTISING DELIVERY SYSTEM

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] [Not Applicable][List Related Applications]

Examples:

[The present application is a continuation of Application No. XX/XXX,XXX, filed XXXXX, entitled "XXXXX".]

[The present application claims the benefit of U.S. Provisional Application No. 60/XXX,XXX, filed XXXXX, entitled "XXXXXX".]

- Fairly well written, but need more disclosure + better figures especially flowcharts
- Figure 4 is strongest, needs to be replaced
- claims need work

BACKGROUND OF THE INVENTION

[0002] The present invention generally relates to a [invention]. More particularly, the present invention relates to a [invention, more specifically].

[0003] [general background]

[0004] [describe prior art]

[0005] [explain what is lacking in prior art/drawbacks]

BRIEF SUMMARY OF THE INVENTION

[0006] One or more of the embodiments of the present invention provide
[describe invention as claimed]

BRIEF DESCRIPTION OF THE DRAWINGS

[0007] Figure 1 illustrates a [invention] according to an embodiment of the present invention.

[0008] Figure 2 illustrates a flow chart of an embodiment of the [invention process].

original integer #15
DETAILED DESCRIPTION OF THE INVENTION

[0009] Figure 1.0 illustrates an electronic display device 100 according to a preferred embodiment of the present invention. The electronic display device 100 includes a display screen 110, a positioning system 130, an input mechanism 120, a housing mechanism 140, and a battery 150. The housing mechanism 140 includes bearing members 145.

[0010] The positioning system 130, input mechanism 120 and battery 150 are attached to the display screen 110. The housing mechanism 140 surrounds and attaches to the back and sides of the display screen without. The bearing members 145 attach to the housing mechanism 140.

[0011] In operation, the input mechanism 120, typically a universal serial bus port, may be connected to an external device, typically a computer. Typically a connection is made to a computer through a universal serial bus connection, using standard universal serial bus cabling. While connected, the battery 150 charges and the input mechanism 120 may receive a display image and / or a display message from the external device. The display screen 110 is updated to display the display image / message on the display screen 110. All the power needed by the display screen 110 to update the image is drawn through the input mechanism 120, typically by using standard universal serial bus protocol as the data is transmitted through the input mechanism 120, which is typically a universal serial bus port.

[0012] The display screen 110 is typically made of flexible color electronic paper, about the size of a sheet of paper. The display screen 110 typically supports up to 4096 colors

*not shown
w/ a different
drawing*
*to further illustrate
follow up Fig. 1.0*

and has a diagonal measurement of about 14.1 inches. The display screen 110 is thin, light weight and may be bent a full one hundred and eighty degrees and still remain flexible. The display screen 110 is also very power efficient, allowing the display screen to maintain an image ^{an}message on its own without the use of any external power source. Once the display screen 110 has been updated to show the desired image ^{an}message, the input mechanism 120 may be unplugged and the operator may simply put on the electronic display device 100 and leave - no further power is required.

an

[0013] The housing mechanism 140 and bearing members 145 allow an operator to easily ^{an}and carry the electronic display device. Because the display screen 110 is light and flexible, it is very easy for a person to carry, which avoids some of the discomfort issues associated with other systems. In the preferred embodiment, the housing mechanism 140 is a hermetic sealing case. Typically the bearing members 145 that attach to the housing mechanism 140 are light weight nylon straps. The nylon straps use standard snap/squeeze connectors and extend over the shoulders of the operator. The positioning system 130 stores the position of the device at given points in time while it is being carried by the operator.

[0014] The input mechanism 120 may alternatively be a different type of input / output interface, such as a fire wire or PS/2 connection. The housing mechanism 140 may alternatively have lighting mechanisms, such as light emitting diodes, attached to its perimeter to backlight the display screen 110 so that the display screen 110 may be seen in low light conditions. Also, the bearing members 145 may be composed of alternative material, such as denim, cotton, leather, or any other appropriate material. The bearing

members may also be alternatively configured to extend over the head and neck or around the waist.

? do we just do this all?

[0015] Figure 2.0 illustrates the interoperable components 200 of an electronic display device 100 according to the preferred embodiment of the current invention. The interoperable components 200 include the display screen 110, input mechanism 120, positioning system 130 and battery 150 of figure 1.0. A unique identifier 240 is also included amongst the interoperable components 200. Figure 2.0 shows the interaction between interoperable components 200 by way of a component diagram.

are all connections both data + power?

[0016] Figure 2.0 shows data and power connections between interoperable components 200. The input mechanism 120 has a data connection with the display screen 110, the positioning system 130, and a unique identifier 240. The input mechanism 120 also has a power connection with the battery 150. The battery 150 has a power connection with both the input mechanism 120 and the positioning system 130. The components of the positioning system 300 have data and power connections as shown in figure 3.0.

Batter

[0017] In operation, the input mechanism 120, typically a universal serial bus port, may be connected to an external device, typically a computer. Typically the connection is made to the computer through a universal serial bus connection, using standard universal serial bus cabling. While connected, the battery 150 charges and the input mechanism 120 may receive a display image and / or a display message from the external device. The display screen 110 is updated to display the display image / message on the display screen 110. All the power needed by the display screen 110 to update the image is drawn through the input mechanism 120, typically by using standard universal serial bus

✓

protocol as the data is transmitted through the input mechanism 120, which is typically a universal serial bus port.

[0018] While the input mechanism 120 is connected to the external device, the input mechanism 120 charges the battery 150 with power drawn through the connection with the computer. Once charged, the battery 150 delivers power to the positioning system 230. The positioning system 130 uses the power to obtain and store in memory information regarding the position of the electronic display device 100, as well as the position of a user wearing the electronic display device 100, at a given point in time.

[0019] The unique identifier 240 is used while the input mechanism 120 is connected to the computer in order to identify a user's particular electronic display device 100. When a user first opens an account with the internet web service designed to support the current invention, the input mechanism 120 must be connected to their computer so that the internet web service designed to support the current invention may access the unique identifier 240. The unique identifier 240 is associated with a user by the internet web service designed to support the current invention during the account opening process.

as further described below with Fig. 4

[0020] In an alternative embodiment, the battery 150 has increased capacity and also powers the display screen 110. The display screen 110 uses the power to periodically alter the display image when the input mechanism 120 is not connected to a computer.

This device provides
~~This would not allow full video, but rather an image that changes every fifteen minutes or so, similar to rolling advertisements common at sporting events. The battery 150 would have increased storage capacity in order to support the periodic alteration of the display image on the display screen 110.~~

no limits

You have both the cell phone + the cell antenna in the figure, but they are not discussed

[0021] Figure 3.0 illustrates the components of the positioning system 300 according to the preferred embodiment of the current invention. The components of the positioning system 300 include a communication mechanism 310, a processing mechanism 320 and a memory storage mechanism 330. The components of the positioning system 300 operate within the electronic display device 100 to obtain and retain information describing the position of the electronic display device 100 at given points in time.

OK

[0022] Figure 3.0 shows data and power connections between the components of the positioning system 300 as well as with other components of the electronic display device 100, such as the input mechanism 120 and battery 150. All the components of the positioning system 300, including the communication mechanism 310, processing mechanism 320 and memory storage mechanism 330, have a power connection with the battery 150. The processing mechanism 320 has a data connection with the input mechanism 120. The processing mechanism 320 also has a data connection with the communication mechanism 310 and the memory storage mechanism 330.

[0023] In operation, the communication mechanism 310 typically communicates using Bluetooth technology. A Bluetooth bonding process may be initiated between the communication mechanism 310 and a positioning device, typically a user's cell phone, in order for the two to communicate. Bluetooth technology is convenient because it allows for wireless communication with most cellular phones.

This should be the way to have the cell phone, not a

not shown

[0024] The communication mechanism 310 may obtain position data from a positioning device equipped with a global positioning system. Most cellular phones sold in the U.S. since 2001 are equipped with at least rudimentary global positioning systems. When the positioning device is a cellular phone, the communication mechanism 310 periodically

need a lot more descriptors here

sends a signal to the cellular phone and the cellular phone sends back position data describing the current global positioning system reading. The processing mechanism 320 processes the position data and stores it in the memory storage mechanism 330.

[0025] In an alternative embodiment of the current invention, positioning system 130 includes among the components of the positioning system 300 its own global positioning system. In this alternative embodiment, the communication mechanism 310 would be replaced by a global positioning system that may send position data describing the current global positioning system reading directly to the processing mechanism 320 for processing and storage in the memory storage mechanism 330. However, this alternative embodiment is significantly more expensive than the preferred embodiment of the current invention illustrated in figure 3.0.

[0026] Figure 4.0 illustrates the operation of the positioning system 400 according to the preferred embodiment of the current invention. The purpose of the positioning system is to confirm that the electronic display device is at the correct place at the correct time. The figure illustrates a five step positioning process including: an initial step, a final step, and three intermediate steps that may be repeated as necessary. Together, the steps in figure 4.0 illustrate the operation of the positioning system 400.

I don't really buy it. It's like you are trying to combine the PC + SO + GPS + IP. And of course & low. From a hardware perspective a bunch of a storage program.

[0027] In the initial step 410 a user initiates a bonding process between the communication mechanism 310 and a positioning device. In the preferred embodiment of the current invention the positioning device is the user's cellular phone, which is enabled with global positioning system technology as well as Bluetooth technology. In order to initiate the bonding process, the user connects the input mechanism 120 of the electronic display device 100 to an external device, which is typically a computer. The

*should be
FC*

user further uses the computer to get to the internet web service designed to support the current invention. After accessing the internet web service designed to support the current invention, the user selects to initiate bonding between the Bluetooth system on the user's cellular phone and the Bluetooth system in the communication mechanism 310 component of the positioning system 300.

[0028] The second, third and fourth steps are intermediate steps that may be repeated. In the second step 420 the communication mechanism 320 component of the positioning system 300 sends out a signal to the positioning device. In the third step 430 the positioning device obtains position data describing the position of the electronic display device 100, typically by sending and receiving signals through the global positioning system in the user's cellular phone. In the fourth step 440 the positioning device sends the position data it obtained, describing of the electronic display device 100, to the positioning system 120 of the electronic display device 100 where it is stored in memory. Steps 420, 430 and 440 may be repeated as necessary to obtain a plurality of position data.

*needs no
receptor
here*

[0029] The final step 450 takes place after all position data is obtained. In the final step 450 the electronic display device is again connected to a computer. The user opens a web browser and navigates to the internet web service designed to support the current invention. The internet web service designed to support the current invention retrieves the position data stored in the memory storage mechanism 330 component of the positioning system 300. The internet web service designed to support the current invention compares the position data it retrieves with position data describing the expected position of the electronic display device 100.

[0030] In an alternative embodiment the positioning system may operate by periodically pinging the positioning device. In this alternative embodiment, there is ~~no need~~ for the electronic display device 100 to have a positioning system 130, or the components of a positioning system 300. Instead of a positioning system 130 embodied in an electronic display device 130, the positioning system 130 ~~would be~~ embodied in an internet web service designed to support the current invention.

[0031] In the alternative embodiment an internet web service designed to support the current invention performs the function of the positioning system 130. A positioning device, typically a cellular phone, is still used to obtain position data. Initially, a user enters their cellular phone number into the internet web service designed to support the current invention. The user also click-signs their consent to a form allowing for periodic pinging of their cellular phone to obtain position data. Because a ping is used and not an actual telephone call, the user is not charged for a call. Before the user leaves, the internet web service designed to support the current invention instructs the user to take their cellular phone with them. The internet web service designed to support the current invention pings the user's cell phone repeatedly over a given time period to obtain position data describing the location of the user during the time period.

[0032] ~~This alternative embodiment is not the preferred embodiment because of a few~~ notable shortcomings. First, cellular phone pinging is ~~not~~ ^{less} precise. Pinging a cellular phone ~~will obtain~~ a cellular phone cell within which the user's cell phone is positioned. But a cellular phone cell is ~~not~~ a precise position; it may be as large as six kilometers. Second, while the alternative embodiment is sufficient to establish the position of the user's cellular phone, it does not necessarily establish the position of the electronic

do not recite this

display device 100 the user is supposed to be carrying. Consequently, this alternative embodiment is not preferred.

[0033] Figure 5.0 illustrates the operation of an internet web service designed to support the current invention 500 according to the preferred embodiment of the current invention.

The internet web service designed to support the current invention generally follows the E-bay revenue model, except it uses a reverse auction rather than E-bay's forward auction. The internet web service designed to support the current invention is the primary means by which revenue is generated in the preferred embodiment of the current invention.

what is this? a disclosure

[0034] At step 510, an advertiser creates an advertising offer using the internet web service designed to support the current invention. The advertising offer is a request for an advertising agent, or multiple advertising agents, to perform an advertising service at a given place during a given time. Typically, the advertising service involves having an advertising agent wear an electronic display device 100 displaying a display image / message advertisement to a particular place during a particular time. The internet web service designed to support the current invention charges a small flat fee for the establishment of an advertising offer, as well as a small flat fee for the establishment of a reserve price, if desired. In addition to a flat fee for establishing an advertising offer or establishing a reserve price, the internet web service designed to support the current invention may also collect a fee for upgrading an advertising offer.

If I think what eBay is do first time you mention do real heart of the system - This should be mentioned report w/a better figure

[0035] At step 520, the advertising offer is auctioned off to the lowest bidder. Advertising agents registered with the internet web service designed to support the current invention may place bids on any advertising offer that is still being auctioned.

alors

Auctions for advertising offers typically continue to take bids until twenty-four to forty-eight hours before the beginning of the event for which the advertiser is requesting advertising service.

[0036] At step 530 the advertising offer is awarded to the advertising agent(s) with the lowest bid(s). Once the auction has closed, the internet web service designed to support the current invention knows the bids submitted by the advertising agent and consequently knows the total cost to the advertiser. The internet web service designed to support the current invention notifies the winning advertising agent(s), typically by email or phone. At this time, the advertiser pays the full cost for the advertising agents, plus a fifteen percent commission, which is held until internet web service designed to support the current invention confirms the advertising agent(s) successfully performed the advertising service.

[0037] At step 540 the advertising agent(s) awarded the advertising offer may download the display image / message advertisement to their electronic display device 100. When the electronic display device 100 is connected to a computer by way of its input mechanism 120 the internet web service designed to support the current invention may verify that the electronic display device 100 has a unique identifier 240 associated with an advertising agent authorized to download the display image / message advertisement. Once the internet web service designed to support the current invention verifies that the electronic display device 100 has a unique identifier 240 associated with an advertising agent authorized to download the display image / message advertisement, the display image / message advertisement may be downloaded to the electronic display device 100 through the input mechanism 120.

[0038] At step 550 the advertising agent(s) tenders performance of the requested advertising service at the given place during the given time. Typically, this involves wearing an electronic display device 100 displaying a display image / message advertisement. If an advertising agent performs the advertising service by wearing the electronic display device 100 displaying the display image / message advertisement at the given place during the given time, the advertising service is completed.

[0039] However, the advertiser may desire additional advertising service. For instance, the advertiser may offer a subsidy for lead generation by the advertising agent during the advertising service. In that case, the advertising agent may be given a number so that if someone sees the display image / message advertisement on the electronic display device 100 and asks about it, the advertising agent may have the interested person call on the spot using the advertising agent's cellular phone. When the interested person calls, the advertising agent's cellular phone is automatically recognized, and the advertising agent is credited with a call. If there is abuse of the system the advertising agent may be fined within a certain time span, otherwise the advertising agent may be compensated for the lead.

[0040] At step 560 performance of the advertising service is confirmed through a positioning system 130. In the preferred embodiment of the current invention, the positioning system 130 obtains position data from a positioning device, typically the advertising agent's global positioning system enabled cellular phone. The position data is obtained during the given time the advertising agent agrees to perform the advertising service and is stored in a memory storage mechanism 330 within the positioning system 130. The advertising agent may connect the input mechanism 120 of the electronic

display device 100 to an external device, typically a computer, when the advertising agent finishes performing the advertising service. While the input mechanism 120 is connected to the computer, the internet web service designed to support the current invention may retrieve the position data from the memory storage mechanism 330 of the positioning device 130.

[0041] There are several possible outcomes to the confirmation process of step 560. If the position data retrieved from the positioning system 130 corresponds to the given place of the advertising offer during the given time, then the advertising service is deemed performed, the advertising agent is credited their fee, and the advertiser is provided corresponding confirmation information. If the position data retrieved from the positioning system 130 corresponds to the given place of the advertising offer during most, but not all, of the given time, then the advertising service is still deemed performed, the advertising agent is credited their fee, and the advertiser is provided corresponding confirmation information. Alternatively, the advertising agent may be credited a percentage of their fee, based on the amount of time the position data corresponds to the given place of the advertising offer. However, if the position data retrieved from the positioning system 130 does not correspond to the given place of the advertising offer during most of the given time, then the advertising service is deemed unperformed, the advertising agent is not given their fee, and the funds that would have gone to the advertising agent are credited to the advertiser's next advertising offer.

[0042] In an alternative embodiment of the operation of an internet web service designed to support the current invention 500 according to the preferred embodiment of the current invention, the advertising offer may be made by an advertising agent, rather than an

advertiser. During such an operation, at step 510, an advertising agent may create an advertising offer; offering to display a display image / message advertisement at a given place during a given time. At step 520 the advertisers would bid on the advertising offer, and the advertising offer would be awarded to highest bidder at step 530. While steps 510, 520 and 530 are somewhat altered in this alternative embodiment of the operation of an internet web service designed to support the current invention 500, the rest of the steps remain substantially unchanged.

[0043] Figure 6.0 illustrates the operative interactions of an advertising agent with an internet web service designed to support the current invention 600 according to the preferred embodiment of the current invention. Advertising agent's perform advertising services for advertisers that make advertising offers using the internet web service designed to support the current invention. The internet web service designed to support the current invention provides a means through which an advertising agent may bid on and be awarded an advertising offer.

[0044] At initial step 610 an advertising agent accesses the internet web service designed to support the current invention. At step 610, the internet web service designed to support the current invention determines whether the advertising agent is registered with the internet web service designed to support the current invention, either through advertising agent input or an automated calculation. If the advertising agent is registered with the internet web service designed to support the current invention, they may proceed to login at step 612. If the advertising agent is not registered, they may go through the registration process beginning at step 601.

[0045] At step 601 an advertising agent enters their cellular phone number and credit card information into the internet web service designed to support the current invention. The internet web service designed to support the current invention takes credit card information from the advertising agent because they are paid by credit to their credit card. Additionally, taking credit card information verifies that an advertising agent is at least eighteen years of age. After obtaining the credit card information the internet web service designed to support the current invention verifies that payments / debits may be made to their credit card account.

[0046] At step 602 the advertising agent tells the internet web service designed to support the current invention whether they are in possession of an electronic display device 100. Since the advertising offers on the internet web service designed to support the current invention typically offer payment in return for advertising services in which a display image advertisement or display message advertisement is displayed on the electronic display device 100, it is important that an advertising agent be in possession of an electronic display device 100. If the advertising agent is in possession of an electronic display device 100, the advertising agent may configure the electronic display device according to the process beginning at step 604. If the advertising agent is not yet in possession of an electronic display device 100, they are offered the opportunity to obtain one at step 603.

[0047] Step 603 offers advertising agent's not yet in possession of an electronic display device 100 the opportunity to obtain an electronic display device 100 in one of several ways. First, the advertising agent may obtain an electronic display device 100 during electronic display device 100 giveaways that take place to drive local interest in desirable

markets. Second, a person desiring to obtain an electronic display device 100 may order one from the internet web service designed to support the current invention at step 603. This is most typically the case. The advertising agent can either pay an upfront fee or they can pay using a percentage of their earnings from advertising services, with the understanding that if they don't earn enough to pay for the electronic display device 100 in the first year, the remaining balance will be debited from their credit card.

[0048] Finally, advertisers can offer a display as optional compensation for an advertising offer. In this situation, the advertisers would pay in advance for the electronic display device 100 before it is shipped to the advertising agent, and the advertiser would bear the risk that the advertising agent would not perform once they received the electronic display device. If the advertising agent does not perform, no re-collection of the electronic display device will typically be attempted.

[0049] In all cases, the risk of breakage or loss of function of the electronic display device 100 is born by the advertising agent. If the electronic display device 100 breaks, the advertising agent may obtain another one through the internet web service designed to support the current invention at step 603. Once an advertising agent has an electronic display device 100 they may proceed to configure the electronic display device at step 604.

[0050] Once the advertising agent has an electronic display device 100 they may begin the configuration process at step 604. At this point the advertising agent may connect the input mechanism 120 of the electronic display device 100 to an external device capable of accessing the internet web service designed to support the current invention in step 604. Such an external device is typically a computer, but may also be a cellular phone

that is internet ready or any other internet ready device able to access the internet web service designed to support the current invention. While the electronic display device 100 is connected to the external device 100, the internet web service designed to support the current invention may read in the unique identifier 240 from the electronic display device 100 and associate it with the advertising agent's registration.

[0051] The configuration process continues at step 605 with a ping of the advertising agent's cellular phone. The internet web service designed to support the current invention pings the cellular phone number previously entered by the advertising agent in step 601. This is necessary in order to confirm that the cellular phone has a working positioning device, which is typically a global positioning system.

[0052] The configuration process concludes at step 606 with the synchronization of the communication mechanism 130 within the electronic display device 100 with the advertising agent's cellular phone. Typically the synchronization is performed by way of a Bluetooth pairing between the Bluetooth system in the communication mechanism 130 and the Bluetooth system in the cellular phone. Once the synchronization is completed, the internet web service designed to support the current invention reads position data from the positioning system 130 to make sure all systems are working.

[0053] After completing the registration and configuration process, or immediately after logging into the internet web service designed to support the current invention at step 612, an advertising agent proceeds to step 613. At step 613 the advertising agent may perform a diagnostic check on their electronic display device 100 to ensure that all the systems are working properly. In order to perform this diagnostic the input mechanism 120 of the electronic display must be connected to an external device with access to the

internet web service designed to support the current invention, which typically means a computer, but may also include internet ready cellular phones with compatible input / output mechanisms, or other similar devices. If the step 613 diagnostic is unsuccessful, the advertising agent may proceed through a configuration process beginning at step 604. If the diagnostic is successful, the advertising agent may proceed to step 614.

[0054] At step 614 the internet web service designed to support the current invention determines whether the advertising agent was previously awarded an advertising offer at auction for which advertising service has not yet been confirmed. If so, the internet web service designed to support the current invention begins the advertising service confirmation process at step 619 to confirm that the advertising agent performed the advertising service according to the terms of the advertising offer. If the internet web service designed to support the current invention determines that the advertising agent was not previously awarded an advertising offer at auction for which advertising service has not yet been confirmed, then the advertising agent is given the opportunity to bid on available advertising offers at auction in step 615.

[0055] At step 615 advertising agents bid on advertising offers that are currently being auctioned. Auctions for advertising offers typically continue to take bids until twenty-four to forty-eight hours before the beginning of the event for which the advertiser is requesting advertising service. Once the auction has closed at step 616, the internet web service designed to support the current invention knows the bids submitted by the advertising agents and consequently knows the total cost to the advertiser. If the advertising agent was unsuccessful in getting an advertising offer awarded, they may logout from the internet web service designed to support the current invention at step

617, or go back to step 615 and bid on more advertising offers. If an advertising agent is awarded an advertising offer at auction the internet web service designed to support the current invention notifies the winning advertising agent(s), typically by email or phone, and the advertising agent proceeds to step 618.

[0056] In an alternative embodiment, advertisers may bid on an advertising offer that has been made by an advertising agent at step 615. Once the auction has closed at step 616, the internet web service designed to support the current invention knows the bids submitted by the advertisers and consequently knows the bid most profitable to the advertising agent. Assuming an advertiser has bid on the advertising offer, the offer is awarded to the advertiser with the highest bid at step 616, and the advertising agent proceeds to step 618.

[0057] At step 618 the advertising agent is directed to download a display image advertisement or display message advertisement to their electronic display device 100. Once that is done the advertising agent may logout from the internet web service designed to support the current invention at step 617. It is up to the advertising agent to then perform the advertising service at the given place during the given time. After the advertising agent performs the advertising service by displaying the display image advertisement or display message advertisement on their electronic display device 100 at the given place during the given time, the advertising agent may log back into the internet web service designed to support the current invention and proceed through the process of advertising service confirmation beginning at step 619.

[0058] If an advertising agent logs in at step 612, has a functional system at 613, and has a previously awarded advertising offer for which advertising service has not yet been

confirmed at step 614, the internet web service designed to support the current invention performs an advertising service confirmation procedure in step 619. Performance of the advertising service is confirmed through the positioning system 130 of the electronic display device 100. In the preferred embodiment of the current invention, the positioning system 130 obtains position data from a positioning device; typically the advertising agent's global positioning system enabled cellular phone. The position data is obtained during the given time the advertising agent agrees to perform the advertising service and is stored in a memory storage mechanism 330 within the positioning system 130. When the internet web service designed to support the current invention performs the advertising service confirmation procedure at step 619, it will retrieve the position data from the memory storage mechanism 330 of the positioning device 130 and compare the place the position data describes to the given place the advertising service was meant to take place.

[0059] There are several possible outcomes to the confirmation process of step 619. If position data retrieved from the positioning system 130 describes a place corresponding to the given place of the advertising offer, then the advertising service is deemed successfully performed. If the advertising service is successfully performed, the advertising agent is paid according to the terms of the advertising offer in step 620 and logs out in step 617. Meanwhile, the advertiser is provided corresponding confirmation information. Likewise, if most, but not all, of the position data retrieved from the positioning system 130 describes a place corresponding to the given place of the advertising offer, then the advertising service is still deemed performed. The advertising agent is paid in step 620 and logs out in step 617, while the advertiser is provided

corresponding confirmation information. Alternatively, the advertising agent may be credited a percentage of their fee, based on the amount position data that correctly describes the given place of the advertising offer. However, if a majority of the position data retrieved from the positioning system 130 does not describe the given place of the advertising offer, then the advertising service is deemed unperformed, the advertising agent is not given their fee, and the funds that would have gone to the advertising agent are credited to the advertiser's next advertising offer.

[0060] To the extent the internet web service designed to support the current invention deems the advertising service to be unperformed in step 619, step 21 gives the advertising agent an opportunity to dispute the findings of the internet web service designed to support the current invention. If the advertising agent does not wish to dispute the findings, they may logout in step 617. If the advertising agent wishes to dispute the findings, they are provided a means to go outside the internet web service designed to support the current invention in order to resolve their dispute; typically by contacting a live representative.

[0061] There are several other mobile, human – based advertising systems available that suffer from shortcomings the current invention corrects. For instance, many human – based advertising systems suffer from heavy advertising equipment and awkward equipment configurations, with bulky battery components and cumbersome displays. In contrast, the electronic display device 100 in the preferred embodiment of the current invention uses power efficiently enough such that no bulky battery is necessary. The electronic display device 100 in the preferred embodiment of the current invention is also quite comfortable; partly because there is no bulky battery, but also

need a little more info to tell about shortcomings

because the display screen 110 is lightweight and flexible. Additionally, while some of the other human based advertising systems currently available use advertising agents hired directly by the inventor, the advertising agents in the preferred embodiment of the current invention operate independently, allowing for beneficial free market effects.

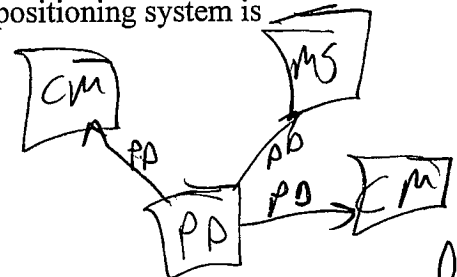
[0062] While particular elements, embodiments, and applications of the present invention have been shown and described, it is understood that the invention is not limited thereto because modifications may be made by those skilled in the art, particularly in light of the foregoing teaching. It is therefore contemplated by the appended claims to cover such modifications and incorporate those features which come within the spirit and scope of the invention.

CLAIMS

1. An apparatus for display, said apparatus comprising:
an input mechanism receiving a display image, wherein said input mechanism receives said display image from an external device; and
an electronic display device, wherein said electronic display device displays said display image, wherein said electronic display device uses power only to alter said display image.
2. The apparatus as claimed in claim 1, further comprising a housing mechanism, wherein said housing mechanism houses said electronic display device and said input mechanism.
3. The apparatus as claimed in claim 2, wherein said housing mechanism has an attached bearing member.
4. The apparatus as claimed in claim 3, wherein said wherein said bearing member extends over the shoulder.
5. The apparatus as claimed in claim 2, wherein a lighting apparatus is attached to said housing mechanism
6. The apparatus as claimed in claim 1 wherein said electronic display device is flexible and recovers its original shape after being flexed.

*input & display
e-paper display?*

7. The apparatus as claimed in claim 1, wherein said electronic display device alters said display image periodically.
8. The apparatus as claimed in claim 6, further comprising a power source powering the periodic alteration of said display image.
9. The apparatus as claimed in claim 1, wherein said input mechanism is a USB port.
10. The apparatus as claimed in claim 1, wherein said positioning device is a global positioning system.
11. The apparatus as claimed in claim 13, wherein said global positioning system is embodied in a cellular phone.



12. A positioning system comprising:

- a communication mechanism receiving a communication from a positioning device, wherein said communication includes position data, wherein said position data describes a position;
- a memory storage mechanism, wherein said memory storage mechanism stores said position data received from said positioning device in memory; and
- a comparison mechanism, wherein said comparison mechanism performs a

need lots of connectors

comparison between the position said position data describes and a predetermined position.

13. The positioning system as described in claim 12, further comprising a power source, wherein said power source delivers power to said communication mechanism and memory storage mechanism.

14. The positioning system as described in claim 13, wherein said power source recharges when connected to a computer's USB port.

15. The positioning system as described in claim 12, wherein said positioning device is a global positioning system.

16. The positioning system as described in claim 15, wherein said global positioning system is embodied in a cellular phone.

17. The positioning system as described in claim 12, wherein said communication mechanism periodically receives a communication from said positioning device.

18. The positioning system as described in claim 12, wherein said communication device receives said communication after sending a signal to said positioning device.

19. The positioning system as described in claim 18, wherein said signal is a radio frequency signal.

20. The positioning system as described in claim 12, wherein said communication mechanism receives said communication using Bluetooth technology

21. The positioning system as described in claim 12, wherein said memory storage mechanism is electronic.

22. A method for comparing position, said method comprising:

obtaining predetermined position data, wherein said predetermined position data describes a predetermined position;

obtaining position data from a positioning device, wherein said position data describes a position; and

comparing said position to said predetermined position.



*that is comparing
a current position to
a desired position*

23. The method for comparing position described in claim 22, wherein said predetermined position is predetermined to correspond to a position of a device at a particular time.

24. The method for comparing position described in claim 22, wherein said positioning device is a global positioning system.

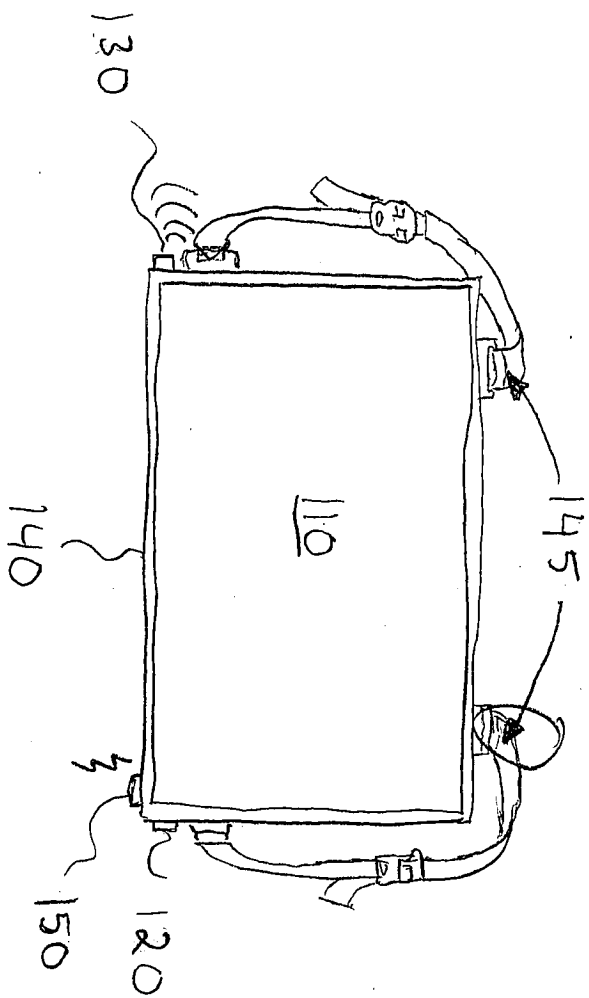
25. The method for comparing position described in claim 22, wherein said positioning device is a global positioning system is enabled in a cellular phone.
26. The method for comparing position described in claim 22, wherein said position data is obtained using radio frequency signals.
27. The method for comparing position described in claim 22, wherein said position data is obtained using Bluetooth technology.
28. A method for advertising, said method comprising:
- reception of an advertising offer, wherein said advertising offer offers payment in return for performing advertising services at a given place during a given time, wherein performance of said advertising services includes display of a display image advertisement or display message advertisement on an electronic display device at said given place during said given time;
 - selection of an advertising agent, wherein said advertising agent agrees to perform said advertising services at said given place during said given time;
 - delivery of said electronic display device to said advertising agent;
 - delivery of said display image advertisement or display message advertisement to said electronic display device;
 - monitoring of position of said advertising agent during said given time, wherein said advertising agent is given a portion of said payment if said position of

said advertising agent during said given time corresponds to said given place.

29. The method for advertising described in claim 28, wherein said electronic display device uses power only during delivery of said display image advertisement or display message advertisement.
30. The method of advertising described in claim 28, wherein the position of said electronic display device is monitored during said given time, rather than the position of said advertising agent, wherein said advertising agent is given a portion of said payment if said position of said electronic display device during said given time corresponds to said given place.
31. The method of advertising described in claim 28, wherein the advertising offer offers advertising services at a given place during a given time in return for payment, rather than the advertising offer offering payment in return for advertising services at a given place during a given time, wherein performance of said advertising services includes display of a display image advertisement or display message advertisement on an electronic display device at said given place during said given time.
32. The method of advertising described in claim 28, wherein said advertising agent is selected using a reverse auction scheme.

ABSTRACT

A [method and/or system] is provided which [describe invention as claimed]



2. arrow pointing South



FIGURE

1.0

surf station

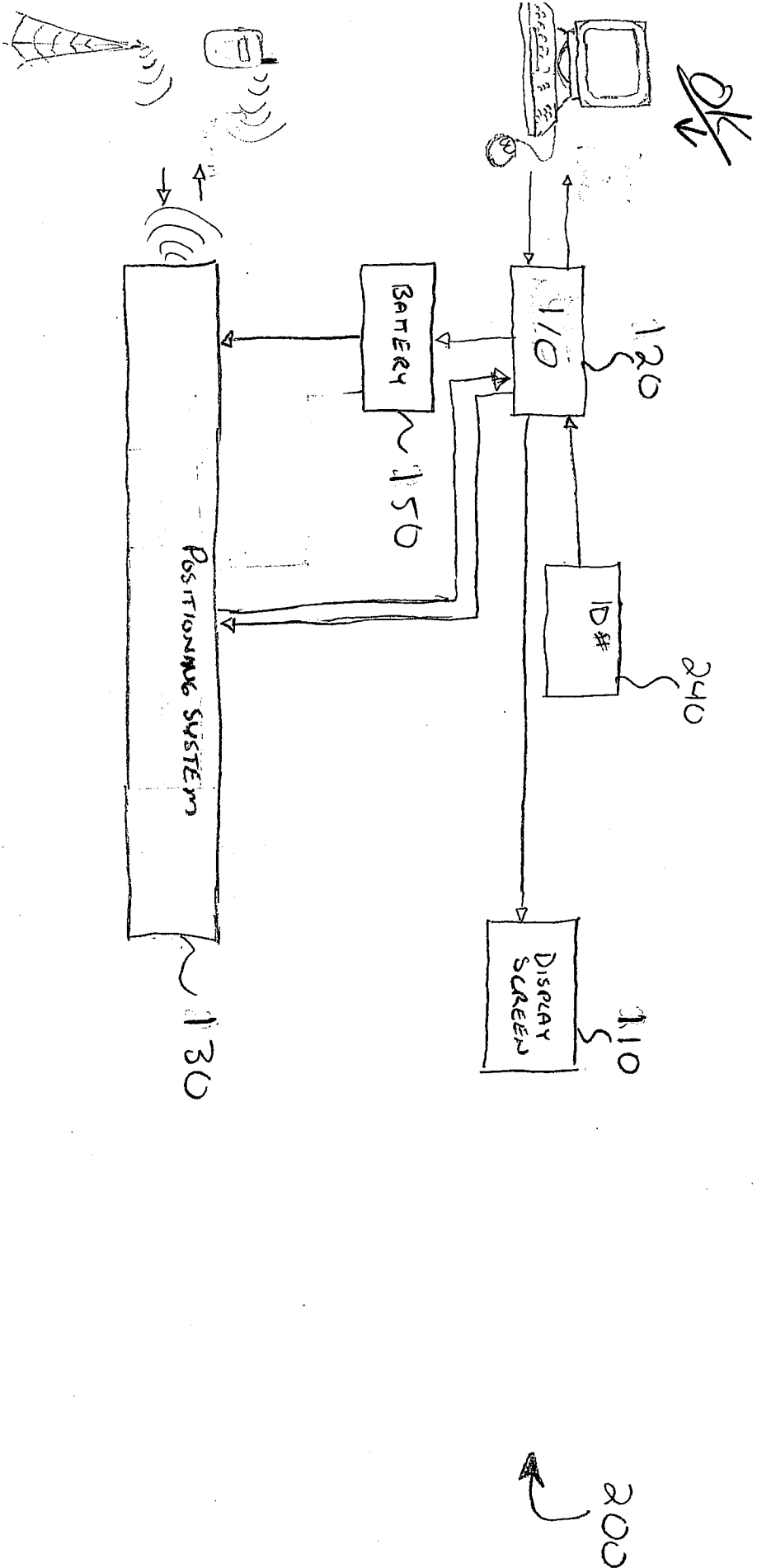


FIGURE 2.0

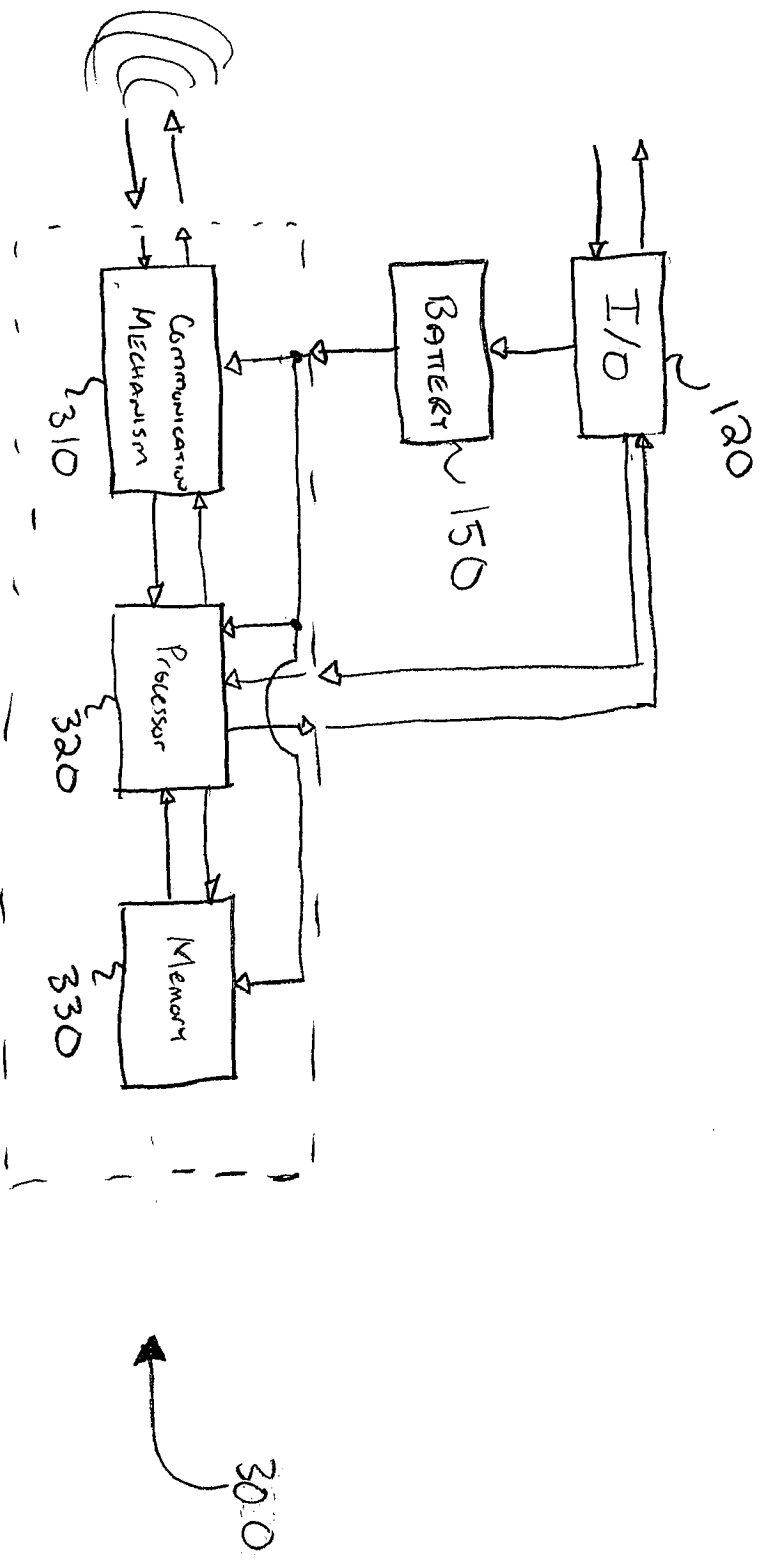


FIGURE 3.0

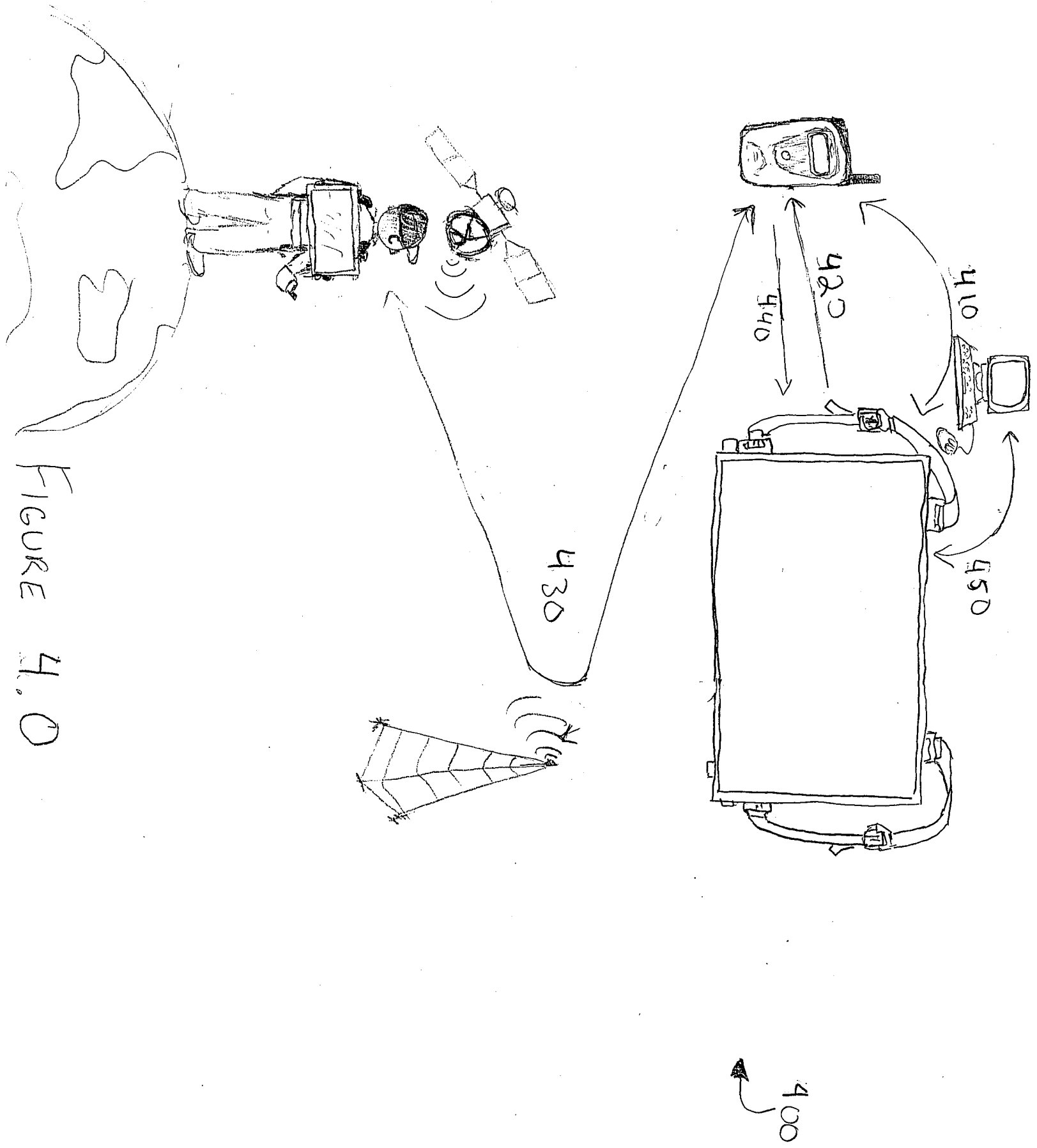


FIGURE 4.0

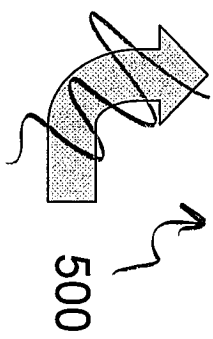
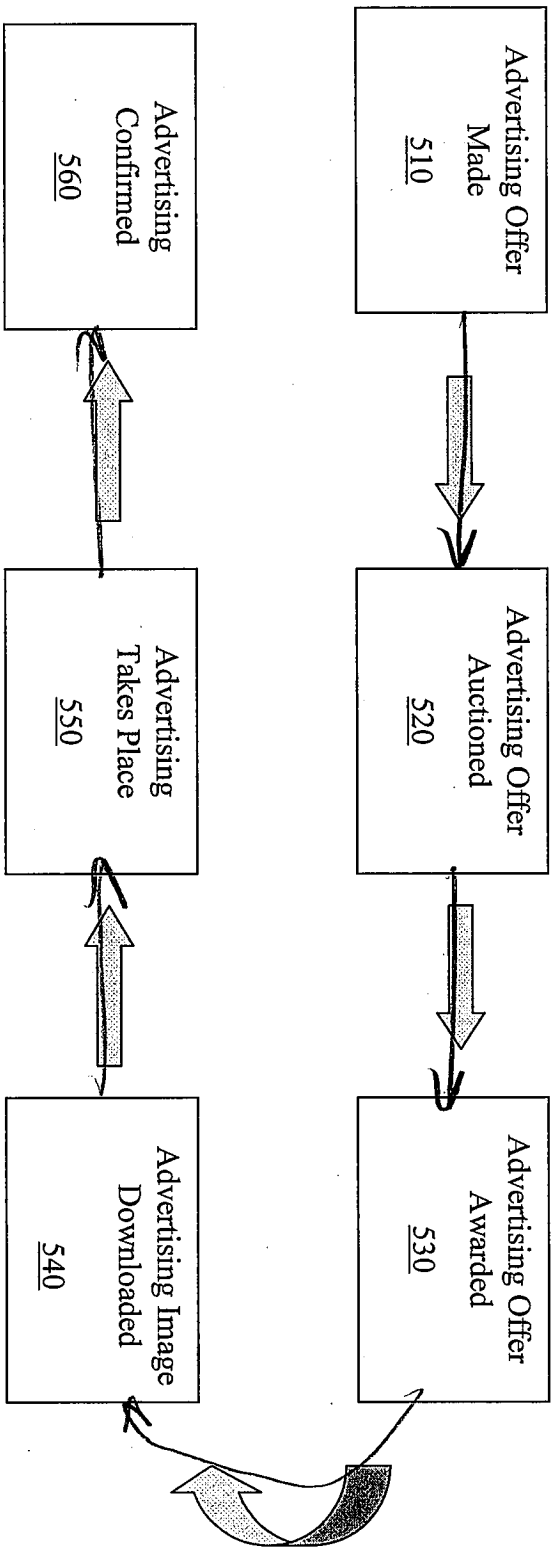


FIGURE 5.0

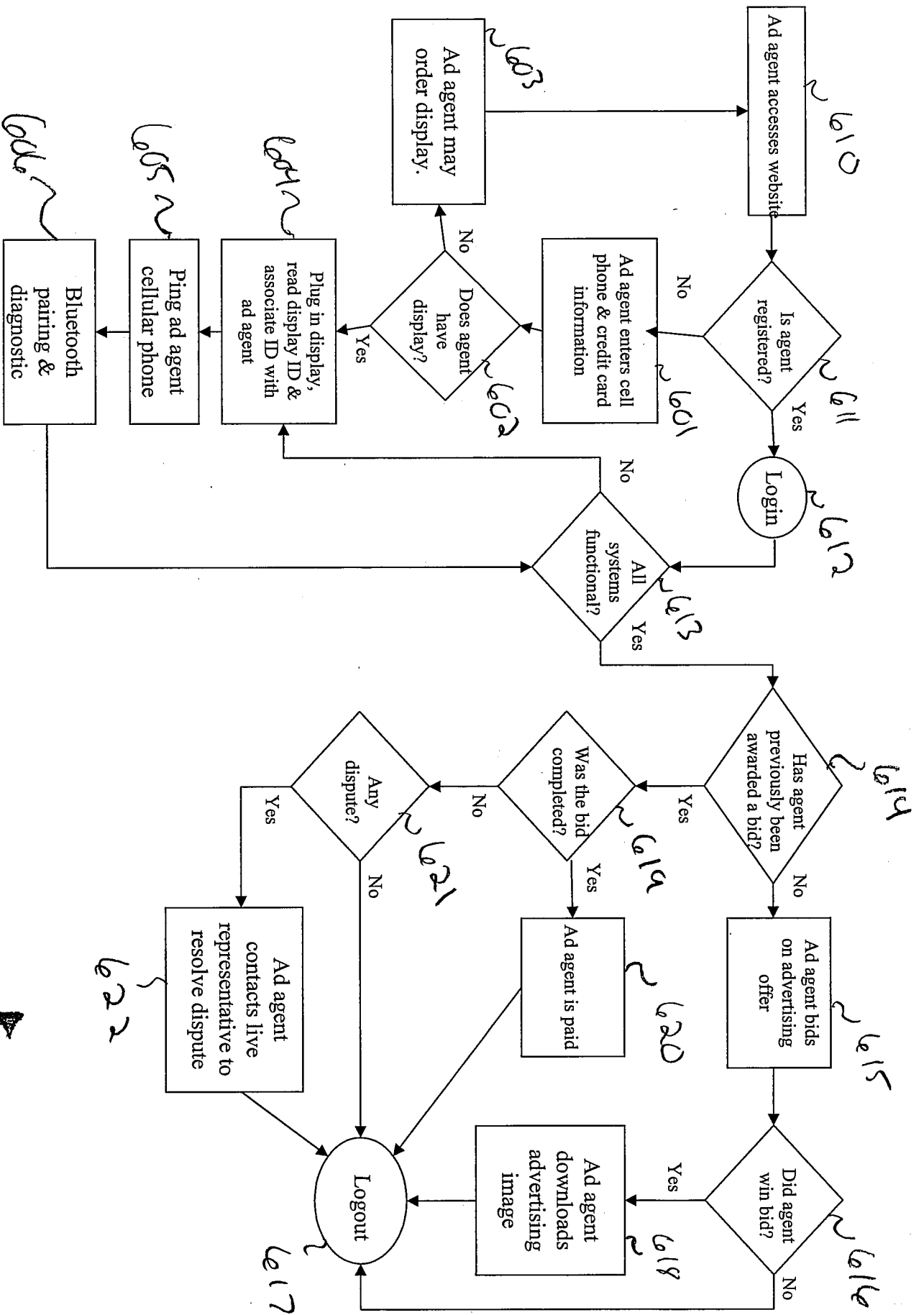


Figure 6.0

