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United States Patent [19]
Dimitriadis et al.

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[45] **Date of Patent:** **Sep. 9, 1997**

- [54] **DELIVERY OF DATA INCLUDING PRELOADED ADVERTISING DATA**
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- [73] Assignee: **Seiko Communications Holding N.V.**, Netherlands Antilles
- [21] Appl. No.: **320,530**
- [22] Filed: **Oct. 11, 1994**

Related U.S. Application Data

- [63] Continuation-in-part of Ser. No. 282,893, Jul. 29, 1994, and a continuation-in-part of Ser. No. 283,276, Jul. 29, 1994.
- [51] Int. Cl.⁶ **G09B 5/00**; G01B 7/14; G08G 1/123; G01S 3/02
- [52] U.S. Cl. **434/307 R**; 324/207.26; 324/226; 324/260; 33/355 R; 340/989; 342/457; 342/458; 701/300
- [58] **Field of Search** 434/307 R

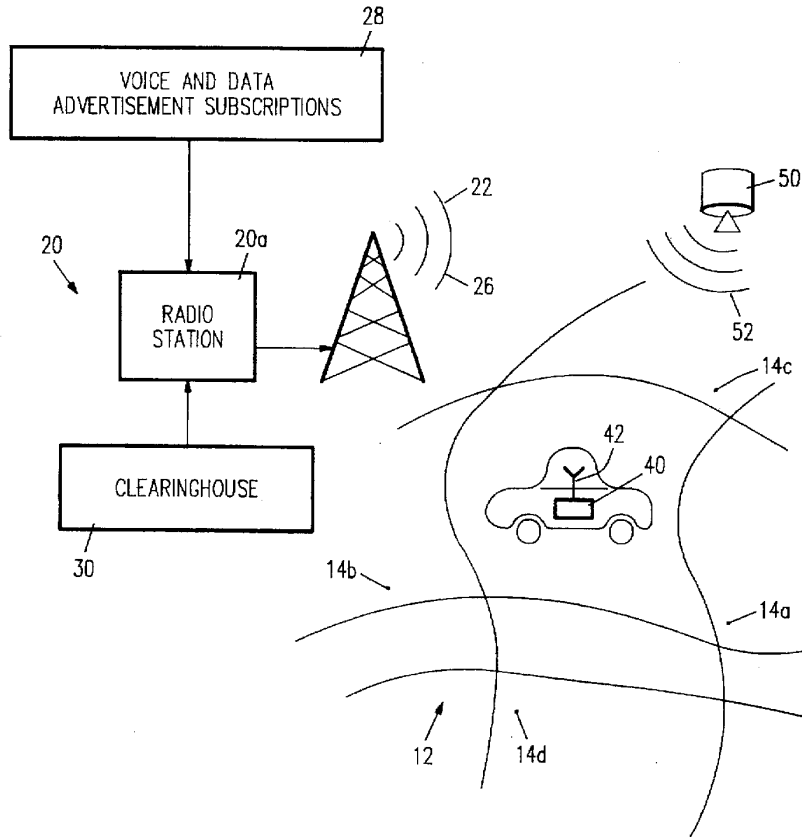
[56] **References Cited**
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- Primary Examiner*—Richard J. Apley
- Assistant Examiner*—John Edmund Rovnak
- Attorney, Agent, or Firm*—Elmer Galbi

[57] **ABSTRACT**

Advertising information is preloaded into a collection of remote receiving and presentation devices. A presentation command delivered to the device then causes presentation of the stored advertisement. Each stored advertisement is also associated with one or more presentation conditions causing, when detected, automatic presentation. Such presentation conditions include proximity to a given location, scheduled periodic presentation, time of day presentation, and a variety of other conditions detectable at the remote presentation device. The illustrated method and apparatus for advertising presentation requires but a single broadcast signal transmission of a given advertisement, but provides multiple presentations of such advertisement at the presenting devices. In this manner, the advertiser enjoys efficient use of broadcast signal transmission time.

5 Claims, 6 Drawing Sheets



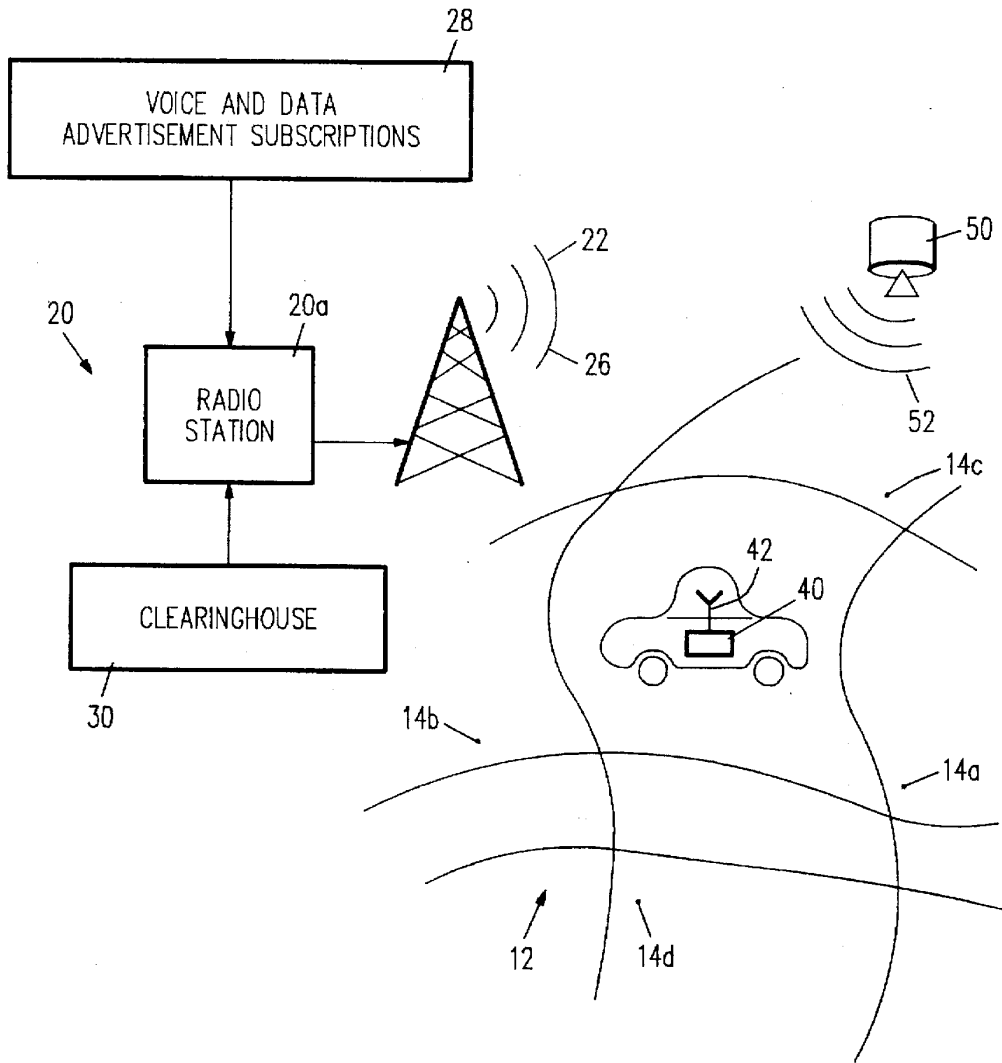


FIG. 1

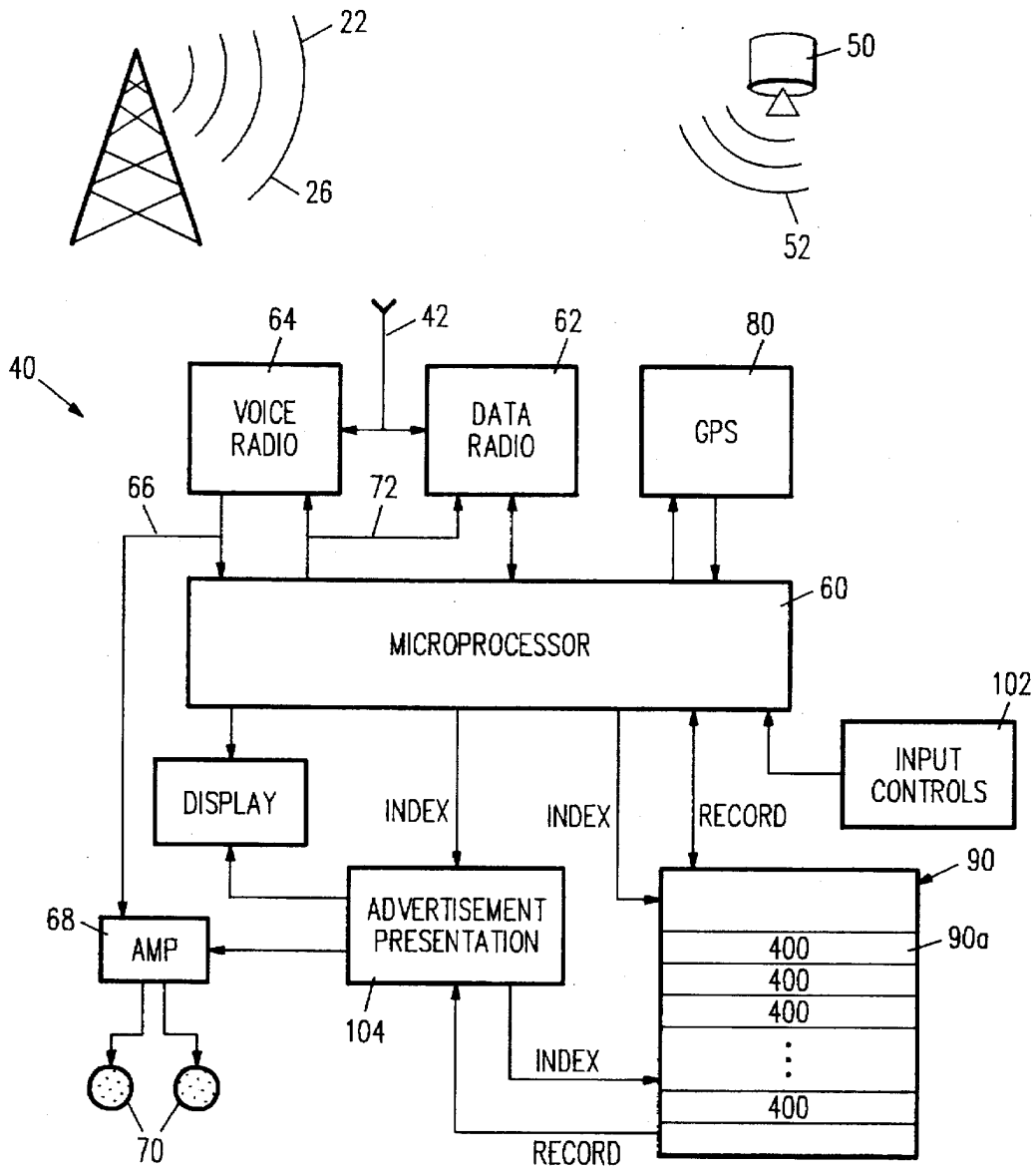


FIG. 2

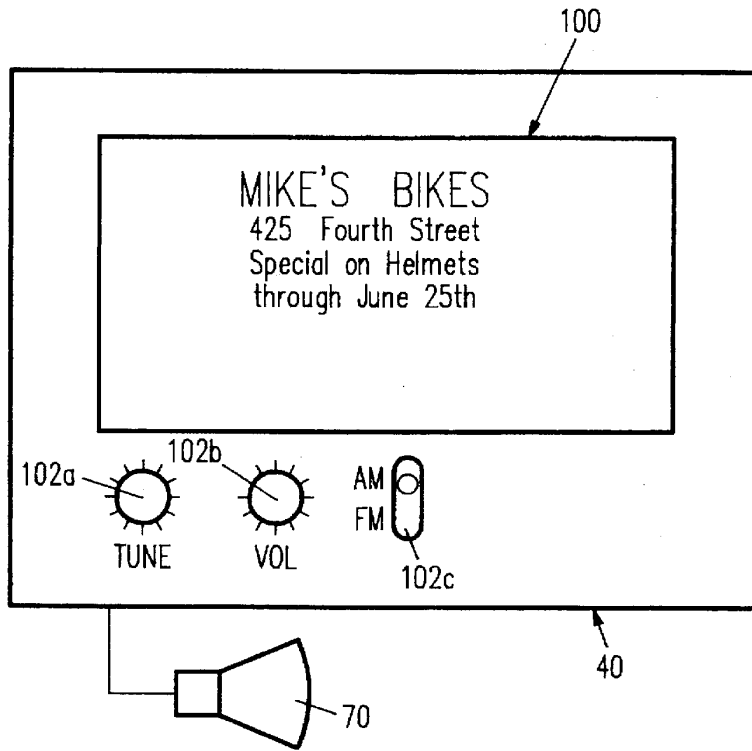


FIG. 3

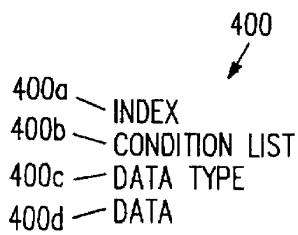


FIG. 4

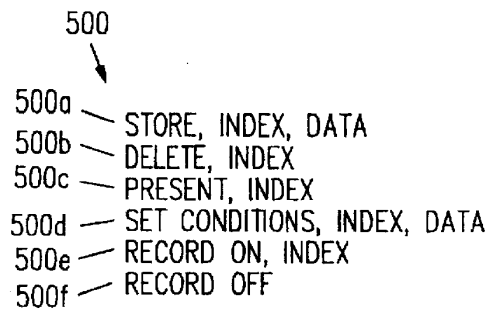


FIG. 5

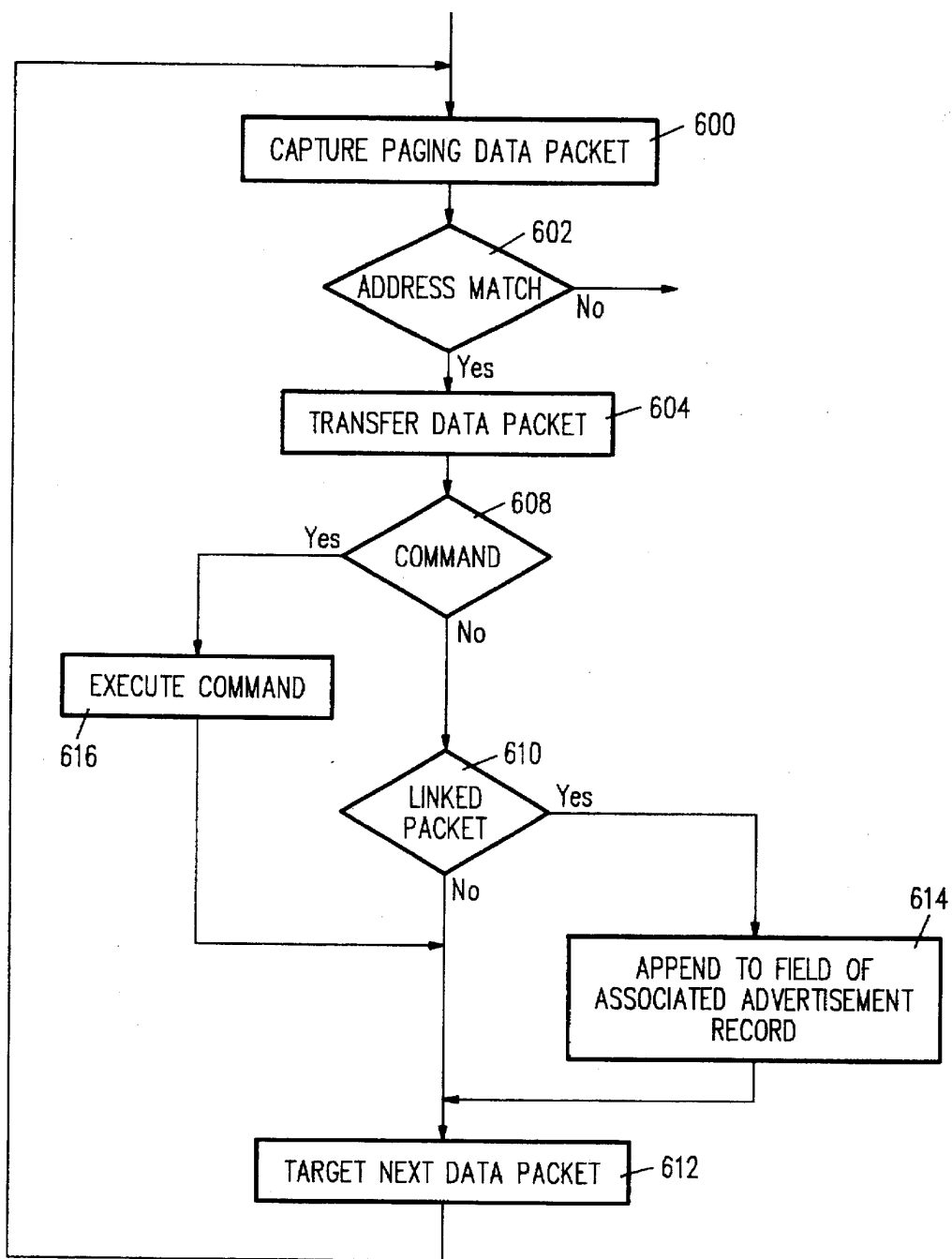


FIG. 6

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