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(52) **U.S. Cl.** **455/414; 455/456**

(57) **ABSTRACT**

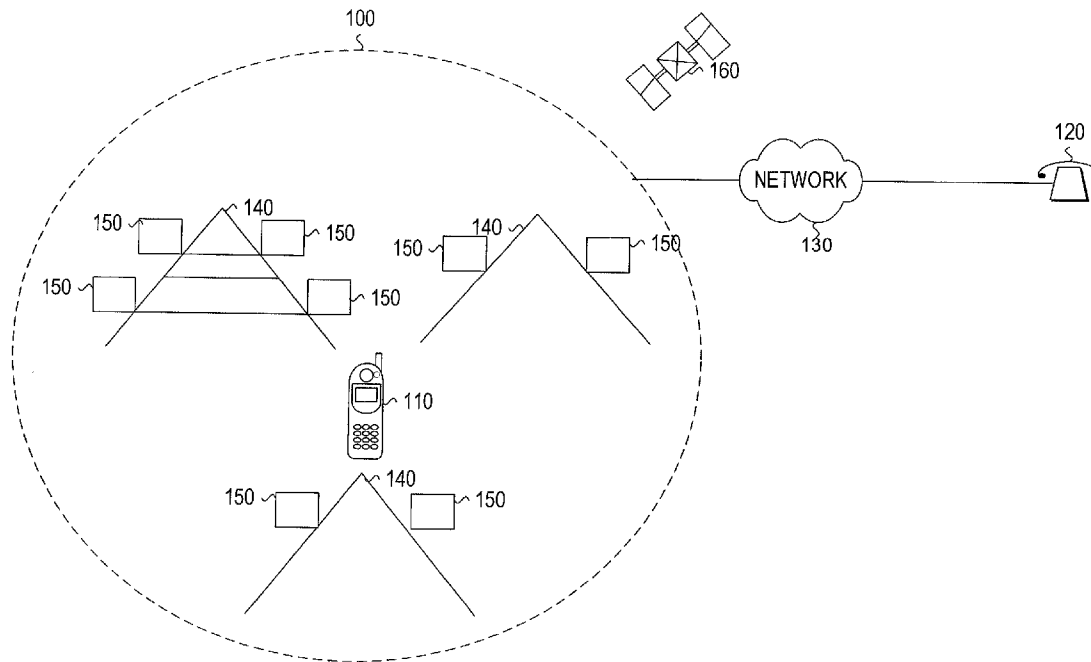
Matching data (advertisements, services, and information) to a subscriber based on a location of the subscriber and a profile of the subscriber. A wireless device that the subscriber is traveling with is used to determine the location of the subscriber. The data may be delivered to the subscriber via the wireless device, via other media, or a combination thereof. The data may also be matched and delivered to the subscriber based on predicted data (activity, route, or location) of the subscriber. The predicted data is generated by monitoring past actions of the subscriber.

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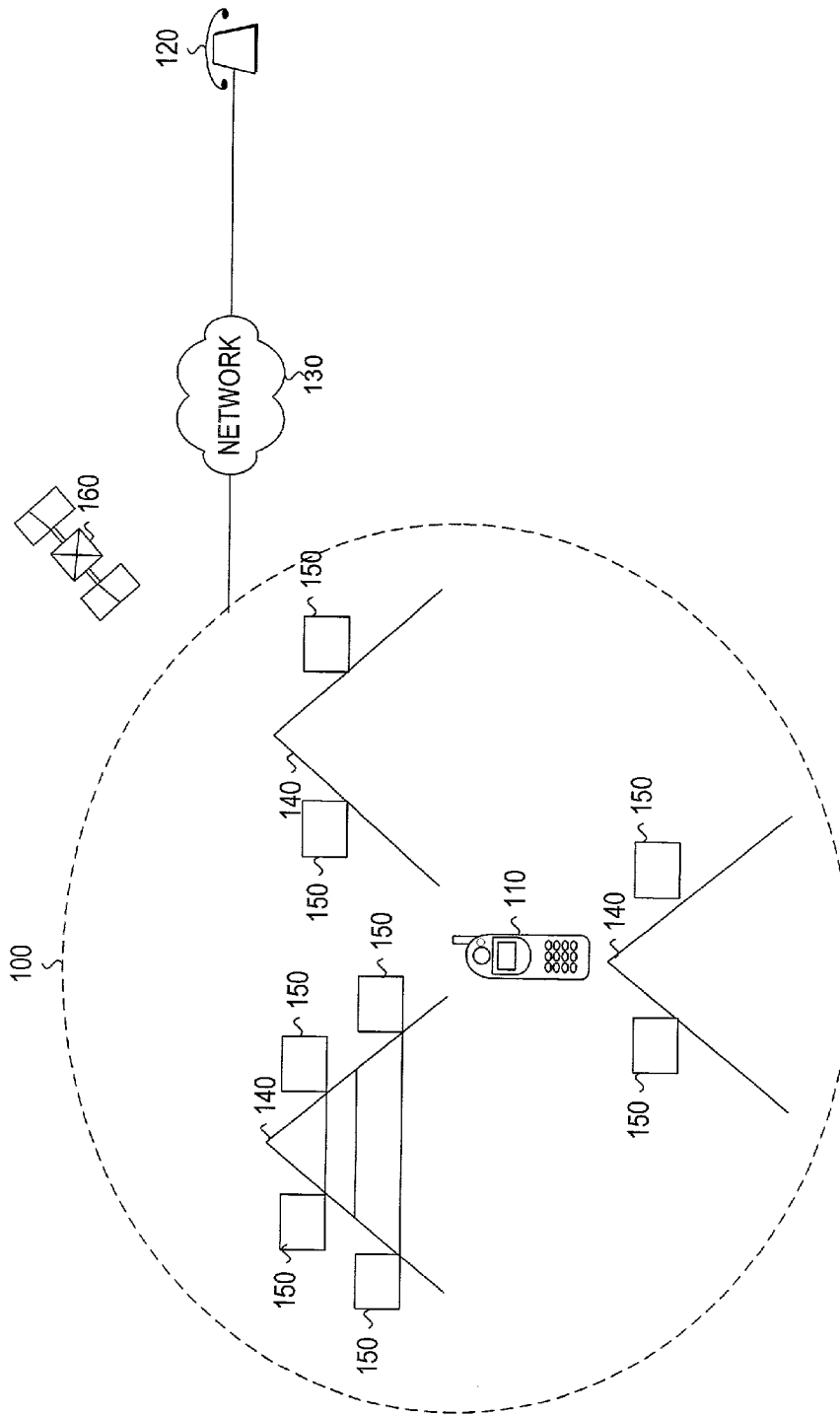


FIG. 1

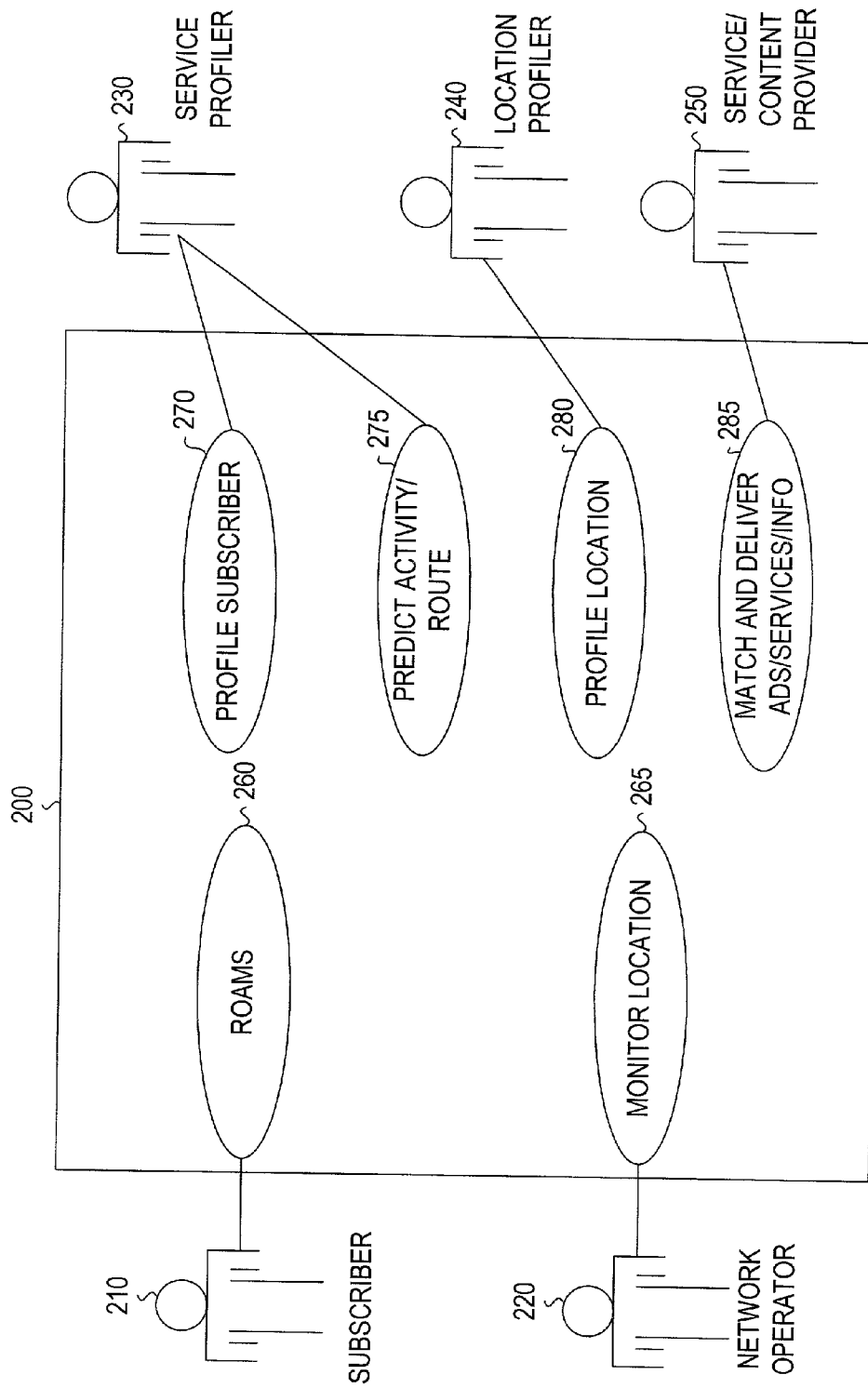


FIG. 2

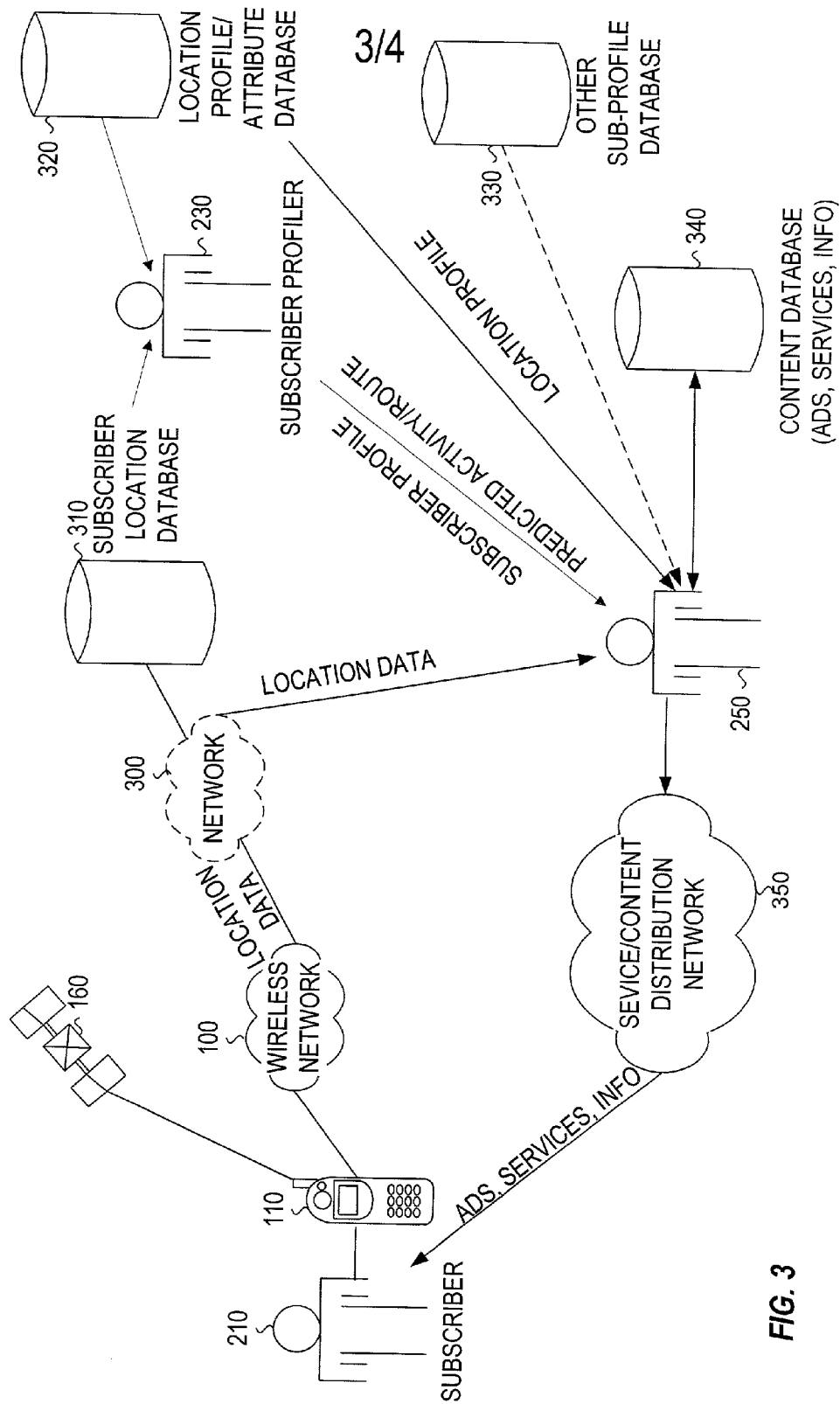


FIG. 3

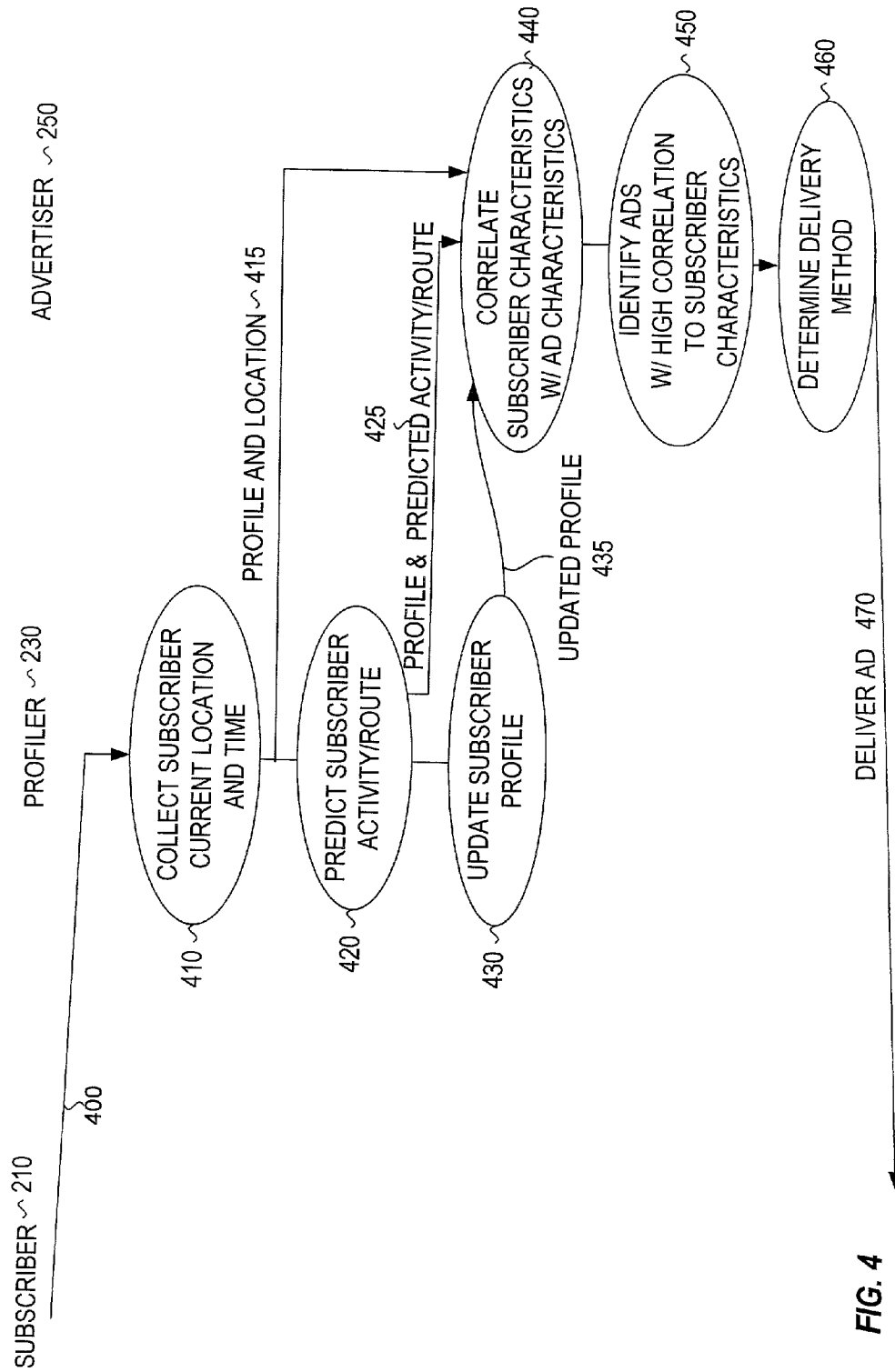


FIG. 4

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