



(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2002/011172 A1**

DeWolf et al.

(43) **Pub. Date: Aug. 15, 2002**

(54) **LOCATION BASED PROFILING**

Publication Classification

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(51) **Int. Cl.⁷** **H04Q 7/20**
(52) **U.S. Cl.** **455/456; 455/414; 455/435;**
342/357.01

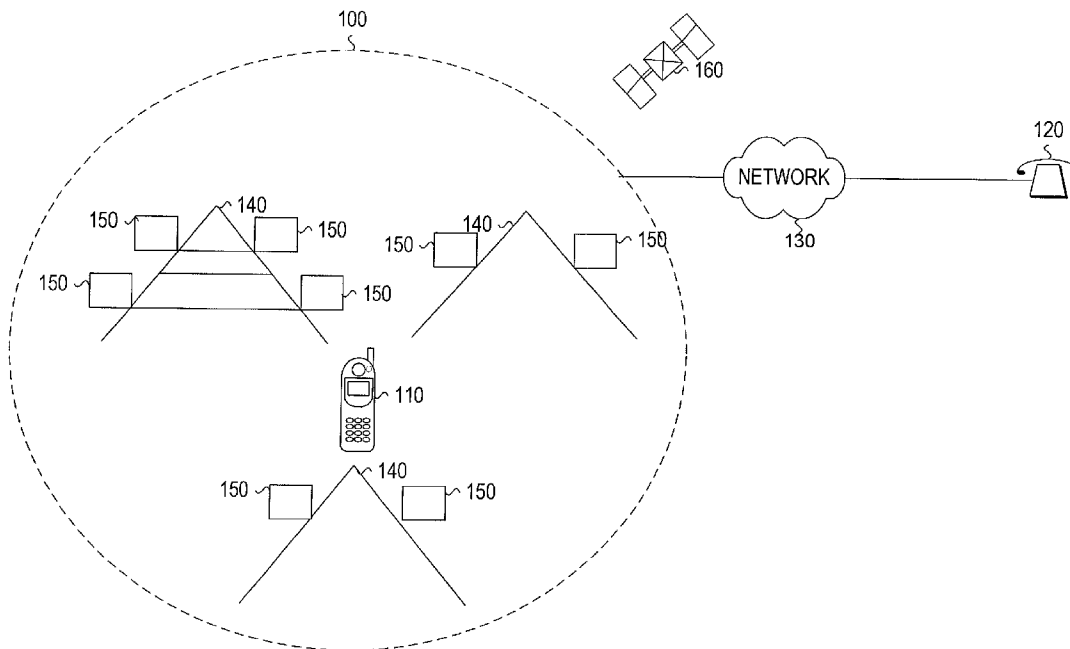
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(57) **ABSTRACT**

A method and system for profiling a subscriber based on location. A subscriber's daily activities and locations traveled while partaking in the activities are observed and a psychodemographic profile is developed from the subscriber's pattern of activities. The pattern of activities is associated with a time and a frequency component that is then used to predict a subscriber's activity.

(21) Appl. No.: **09/782,962**

(22) Filed: **Feb. 14, 2001**



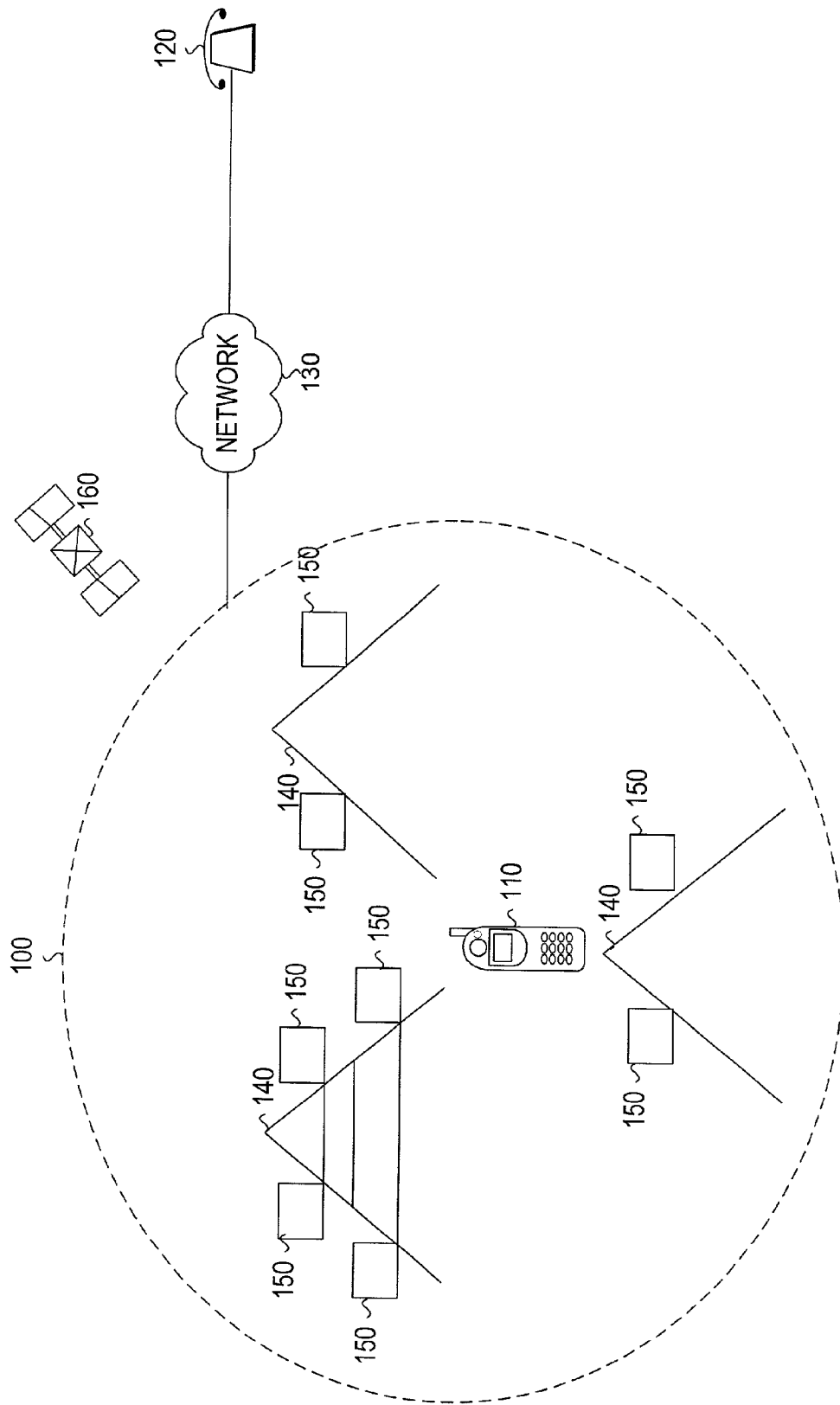


FIG. 1

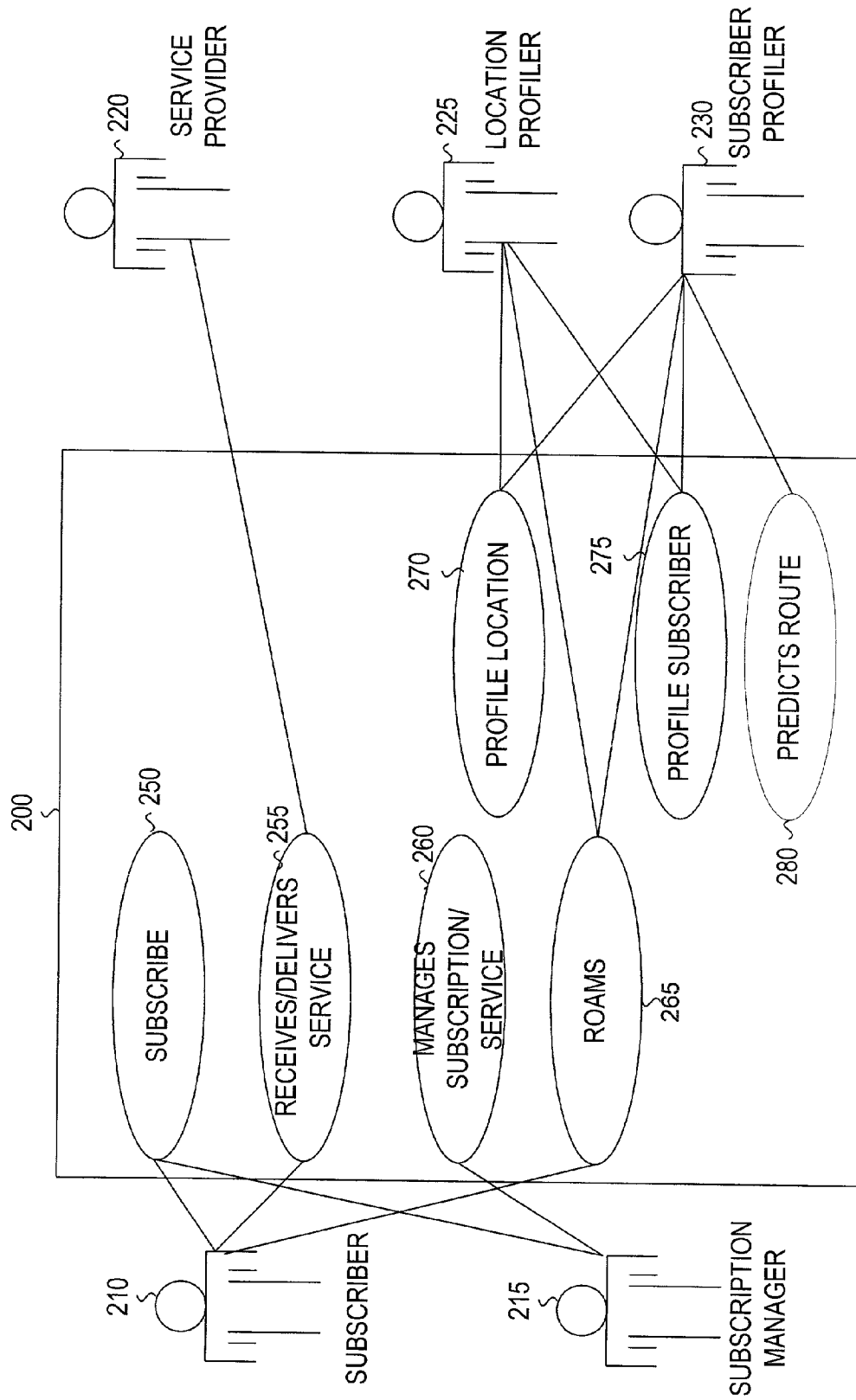


FIG. 2

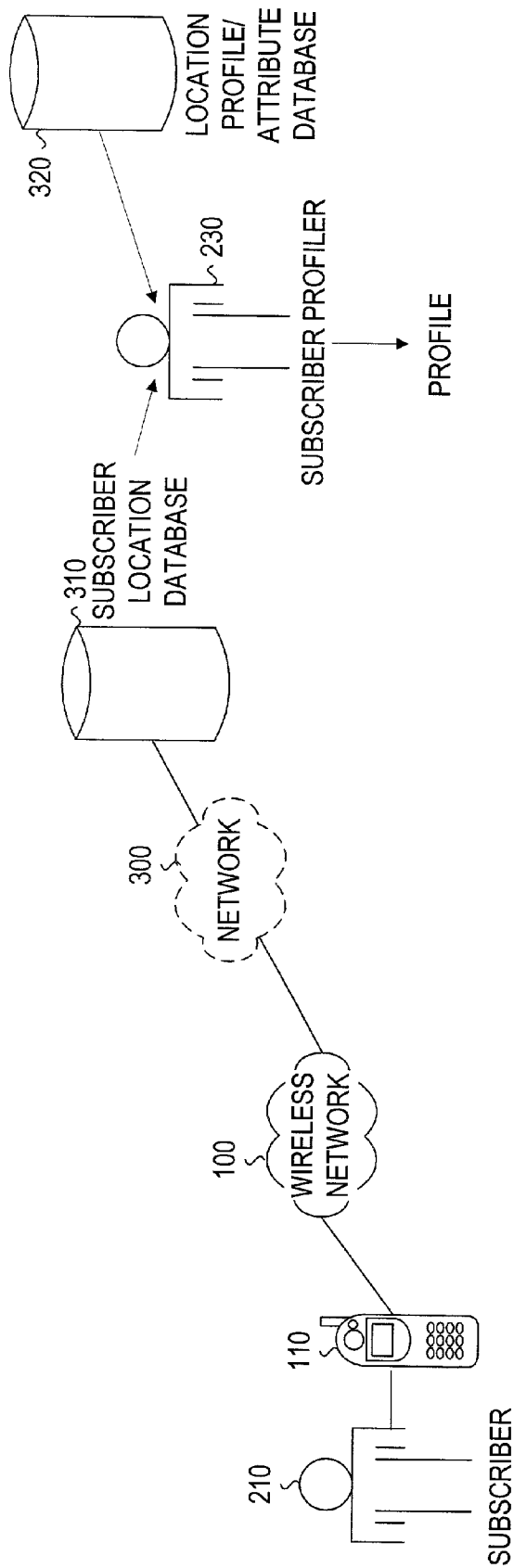


FIG. 3

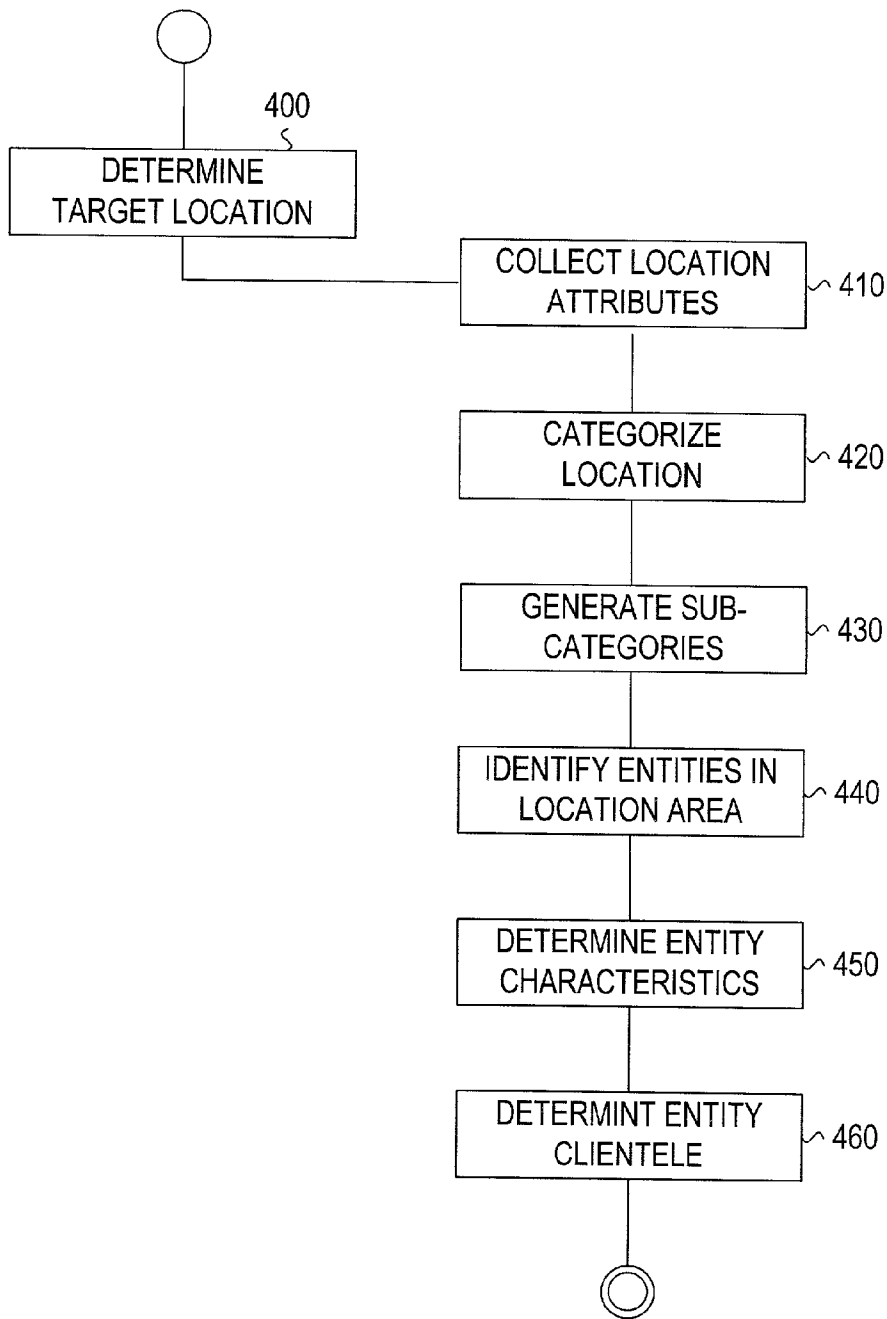


FIG. 4A

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