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(54) **TECHNIQUE FOR EFFECTIVE NAVIGATION
BASED ON USER PREFERENCES**

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(58) **Field of Classification Search** **701/200-202,**
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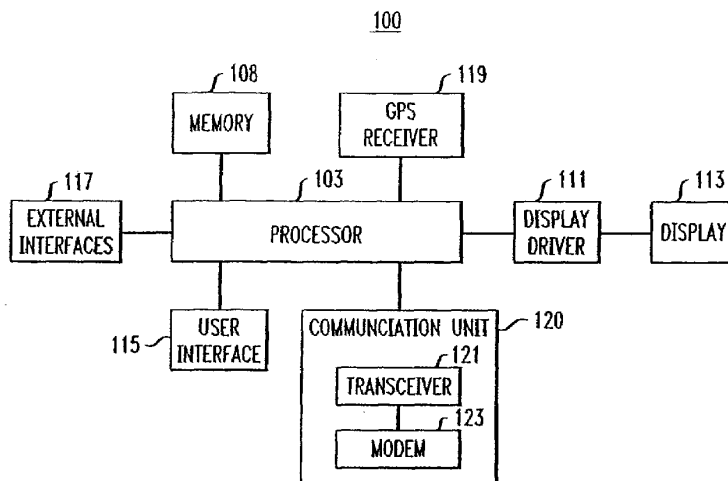
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(57) **ABSTRACT**

A navigation device utilizes stored user profiles to navigate a
user who may be driving in a vehicle, on foot, or in other mode
of transportation. Each user profile corresponds to one of the
user's personae. For example the user business profile corre-
sponding to the user's business persona may be different from
the user personal profile corresponding to the user's personal
persona. The navigation device provides the user with a naviga-
ted route, together with information concerning the favor-
ite facilities and events surrounding the navigated route,
which satisfy the preferences in a selected user profile. Block-
ages may also be established using the device to avoid
selected areas, or to block transmission of selected informa-
tion.

30 Claims, 8 Drawing Sheets



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FIG. 1

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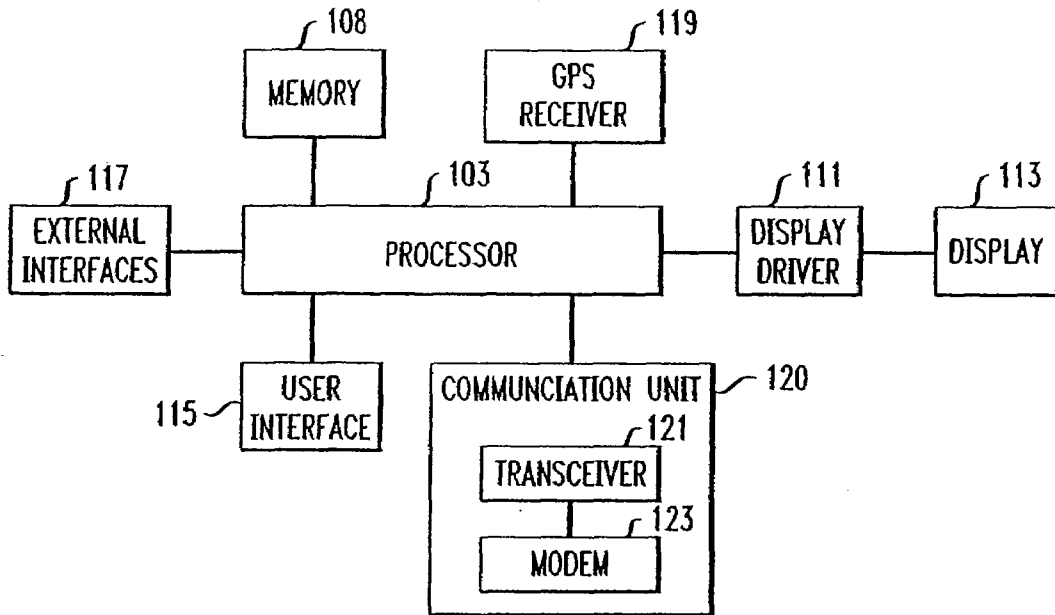
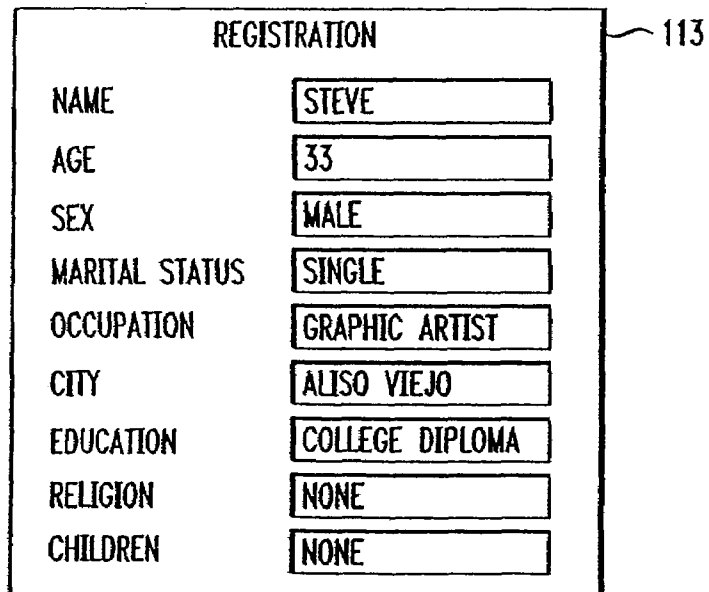
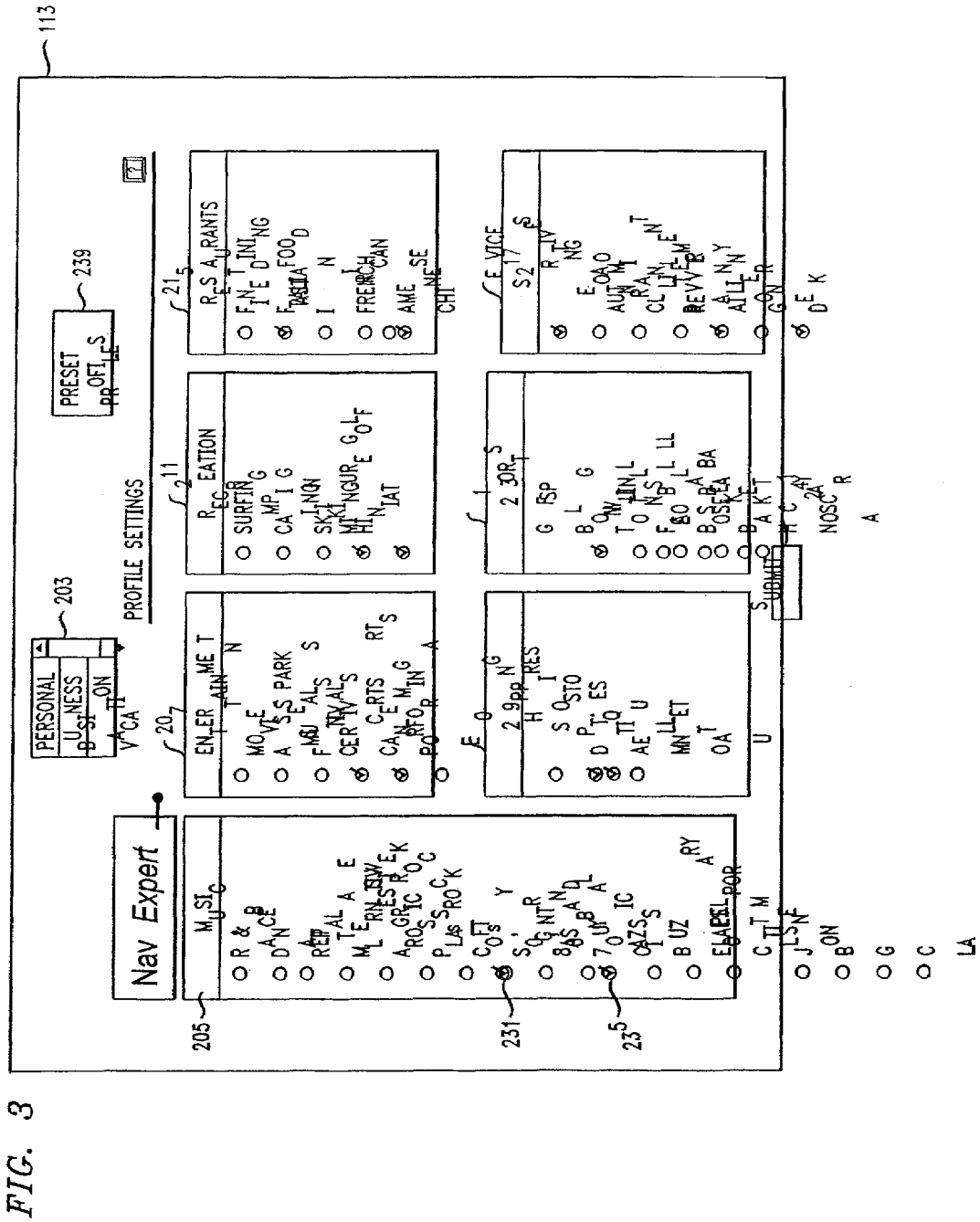


FIG. 2





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