Claim 1	<b>Claim <u>127</u></b>	Claim <u>2728</u>	Claim <u>2830</u>
1. Computerized apparatus	1.27. Computerized	27.28. Computerized	28.30. Computerized
comprising:	apparatus comprising:	apparatus comprising:	apparatus comprising:
a wireless interface;	a wireless interface;	a wireless interface;	a wireless interface;
data processing apparatus;	data processing apparatus;	data processing apparatus;	means for data processing
			<del>apparatus</del> ;
a touch-screen input and			
display device;	display device;	display device;	display devicemeans;
a speech recognition	a speech recognition	a speech recognition	a speech recognition
apparatus in data	apparatus in data	apparatus in data	apparatus in data
communication with the	communication with the	communication with the	communication with the
data processing apparatus;	data processing apparatus;	data processing apparatus;	means for data processing
and	and	and	<del>apparatus</del> ; and
a storage apparatus in data			
communication with the	communication with the	communication with the	communication with the
data processing apparatus,	data processing apparatus,	data processing apparatus,	means for data processing
said storage apparatus	said storage apparatus	said storage apparatus	apparatus, said storage
comprising at least one	comprising at least one	comprising at least one	apparatus comprising at
computer program, said at	computer program, said at	computer program, said at	least one computer
least one program being	least one program being	least one program being	program, said at least one
configured to:	configured to:	configured to:	program being configured
			to:
receive a digitized speech			
input via the speech			
recognition apparatus, the	recognition apparatus, the	recognition apparatus, the	recognition apparatus, the
input relating to an			
organization or entity	organization or entity	organization or entity to	organization or entity to
which a user wishes to			

Claim 1	Claim <u><b>1</b>27</u>	Claim <u>2728</u>	Claim <u>2830</u>
locate;	locate;	locateobtain directions;	obtain directions;
based at least in part on the	based at least in part on the	based at least in part on the	receive form a remote
input, cause identification	input, cause identification	input, cause identification	network entity a location
of a location associated	of a location associated	of receive form a remote	associated with the
with the organization or	with the organization or	network entity a location	organization or entity, the
entity; and	entity; and	associated with the	location having been
		organization or entity, the	determined based at least
		<u>location having been</u>	in part on the input;
		determined based at least	
		in part on the input; and	
		display said directions	display said directions
		from the user's current	from the user's current
		<u>location to the organization</u>	location to the organization
		or entity on the touch	or entity on the touch
		screen input and display	screen input and display
		device; and	devicemeans; and
provide a graphical or	provide a graphical or	provide a graphical or	provide a graphical or
visual representation of the	visual representation of the	visual representation of the	visual representation of the
location on the touch		location of the	location of the
screen input and display	screen input and display	organization or entity on	<del>organization or entity</del> on
device in order to aid a		the touch screen input and	the touch screen input and
user in finding the	user in finding the	display device in order to	display devicemeans in
organization or entity, the	organization or entity, the	aid a user in finding the	order to aid a user in
graphical or visual	$\mathcal{C}$	organization or entity, the	finding the organization or
representation of the	*	graphical or visual	entity, the graphical or
location also comprising a	1	representation of the	visual representation of the
graphical or visual	graphical or visual	location <u>also</u> comprising a	location also comprising a

Claim 1		Claim <b>1<u>27</u></b>	Claim <u>2728</u>	Claim <b>28</b> <u>30</u>
representation of	the	representation of the	map graphic showing the	graphical or visual
surroundings of	the	surroundingsmap graphic	location graphical or visual	representation of the
organization or entity.		showing the location of the	representation of the	surroundings of the
		organization or entity-	<u>surroundings</u> of the	organization or entity.
		<u>relative to other</u>	organization or entity	
		organizations or entities	relative to other	
		proximate thereto;	organizations or entities	
			proximate thereto;	
		wherein:	wherein:	
		the digitized speech is	the digitized speech is	
		received via a microphone	received via a microphone	
		associated with the speech	associated with the speech	
		recognition apparatus, the	recognition apparatus, the	
		microphone being	microphone being	
		mounted within the	mounted within the	
		computerized apparatus	computerized apparatus	
		<u>proximate the touch-screen</u>	proximate the touch-screen	
		input and display device so	input and display device so	
		that the user can speak into	that the user can speak into	
		the microphone while	the microphone while	
		viewing the touch-screen	viewing the touch-screen	
		input and display device;	input and display device;	
		the at least one program is	the at least one program is	
		<u>further configured to cause</u>	further configured to cause	
		display of advertising	display of advertising	
		selected by one or more	selected by one or more	
		remote servers accessed	remote servers accessed	

Claim 1	Claim <b>1</b> <u>27</u>	Claim <u>2728</u>	Claim <b>28<u>30</u></b>
	via a network in data	via a network in data	
	communication with the	communication with the	
	computerized apparatus via	computerized apparatus via	
	the wireless interface, the	the wireless interface, the	
	advertising being selected	advertising being selected	
	based at least in part on an	based at least in part on an	
	attribute or aspect of the	attribute or aspect of the	
	organization or entity;	organization or entity;	
	the identification of the	the identification of the	
	<u>location comprises</u>	<del>location comprises</del>	
	accessing a remote server	accessing a remote server	
	via a network in data	<del>via a network in data</del>	
	communication with the	communication with the	
	computerized apparatus via	computerized apparatus via	
	the wireless interface;	the wireless interface;	
	the at least one computer	the at least one computer	
	program is further	<del>program is further</del>	
	configured to receive and	configured to receive and	
	utilize inputs in an iterative	utilize inputs in an iterative	
	or hierarchical fashion to	or hierarchical fashion to	
	progress through a menu	<del>progress through a menu</del>	
	structure comprising	structure comprising	
	multiple possible matching	multiple possible matching	
	organizations or entities;	organizations or entities;	
	and wherein the	and wherein the	
	computerized apparatus:	computerized apparatus:	
	is further configured to	is further configured to	

Claim 1	Claim 1 <u>27</u>	Claim <u>2728</u>	Claim 2830
	provide a user a graphical	provide a user a graphical	
	representation of directions	representation of directions	
	from their current location	from their current location	
	to a business or	to a business or	
	organization, the graphical	organization, the graphical	
	representation of directions	representation of directions	
	comprising the map	comprising the map	
	graphic displayed on the	graphic displayed on the	
	touch-screen input and	touch-screen input and	
	display device having at	display device having at	
	least one arrow showing	least one arrow showing	
	the path for the user to	the path for the user to	
	follow; and	follow; and	
	comprises an interface	comprises an interface	
	compliant with an IEEE	compliant with an IEEE	
	802.11 standard.	802.11 standard.	