

Claim 1	Claim 1 27	Claim 27 28	Claim 28 30
1. Computerized apparatus comprising:	1. 27. Computerized apparatus comprising:	27. 28. Computerized apparatus comprising:	28. 30. Computerized apparatus comprising:
a wireless interface;	a wireless interface;	a wireless interface;	a wireless interface;
data processing apparatus;	data processing apparatus;	data processing apparatus;	<u>means for</u> data processing apparatus;
a touch-screen input and display device;	a touch-screen input and display device;	a touch-screen input and display device;	a touch-screen input and display device <u>means</u> ;
a speech recognition apparatus in data communication with the data processing apparatus; and	a speech recognition apparatus in data communication with the data processing apparatus; and	a speech recognition apparatus in data communication with the data processing apparatus; and	a speech recognition apparatus in data communication with the <u>means for</u> data processing apparatus; and
a storage apparatus in data communication with the data processing apparatus, said storage apparatus comprising at least one computer program, said at least one program being configured to:	a storage apparatus in data communication with the data processing apparatus, said storage apparatus comprising at least one computer program, said at least one program being configured to:	a storage apparatus in data communication with the data processing apparatus, said storage apparatus comprising at least one computer program, said at least one program being configured to:	a storage apparatus in data communication with the <u>means for</u> data processing apparatus, said storage apparatus comprising at least one computer program, said at least one program being configured to:
receive a digitized speech input via the speech recognition apparatus, the input relating to an organization or entity which a user wishes to	receive a digitized speech input via the speech recognition apparatus, the input relating to an organization or entity which a user wishes to	receive a digitized speech input via the speech recognition apparatus, the input relating to an organization or entity <u>to</u> which a user wishes to	receive a digitized speech input via the speech recognition apparatus, the input relating to an organization or entity to which a user wishes to

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locate; based at least in part on the input, cause identification of a location associated with the organization or entity; and	locate; based at least in part on the input, cause identification of a location associated with the organization or entity; and	locate <u>obtain directions;</u> based at least in part on the input, cause identification of receive form a remote network entity a location associated with the organization or entity, <u>the location having been determined based at least in part on the input;</u> and	obtain directions; receive form a remote network entity a location associated with the organization or entity, the location having been determined based at least in part on the input;
		<u>display said directions from the user's current location to the organization or entity on the touch screen input and display device; and</u>	display said directions from the user's current location to the organization or entity on the touch screen input and display device <u>means</u> ; and
provide a graphical or visual representation of the location on the touch screen input and display device in order to aid a user in finding the organization or entity, the graphical or visual representation of the location also comprising a graphical or visual	provide a graphical or visual representation of the location on the touch screen input and display device in order to aid a user in finding the organization or entity, the graphical or visual representation of the location also comprising a graphical or visual	provide a graphical or visual representation of the location <u>of the organization or entity</u> on the touch screen input and display device in order to aid a user in finding the organization or entity, the graphical or visual representation of the location <u>also</u> comprising a	provide a graphical or visual representation of the location of the organization or entity on the touch screen input and display device <u>means</u> in order to aid a user in finding the organization or entity, the graphical or visual representation of the location also comprising a

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

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

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