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Etchegoyen

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(54) **PREDICTIVE DELIVERY OF INFORMATION BASED ON DEVICE HISTORY**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 135 days.

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Related U.S. Application Data

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(30) **Foreign Application Priority Data**

Jun. 7, 2013 (AU) 2013100804

(51) **Int. Cl.**

H04W 4/02	(2009.01)
H04W 4/14	(2009.01)
H04W 4/20	(2009.01)

(52) **U.S. Cl.**

CPC ***H04W 4/028*** (2013.01); *H04W 4/14* (2013.01); *H04W 4/206* (2013.01)

(58) **Field of Classification Search**

USPC 709/204, 217, 219, 223, 224

See application file for complete search history.

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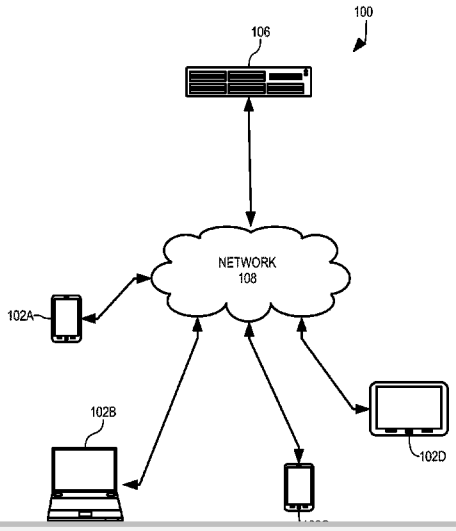
(57) **ABSTRACT**

A server sends information to user devices based on not only the current location of those devices but also predicted future locations of those devices. A number of actions are associated with one or more predetermined locations, a predetermined maximum amount of time, and a predetermined minimum likelihood. When the server determines that a given user device is likely to be in one of the predetermined locations within the predetermined maximum amount of time with at least the predetermined minimum likelihood, the server performs the associated acts with respect to the user device. An example of such an action is sending a promotion or advertisement to the user device, e.g., as an SMS message.

5 Claims, 6 Drawing Sheets



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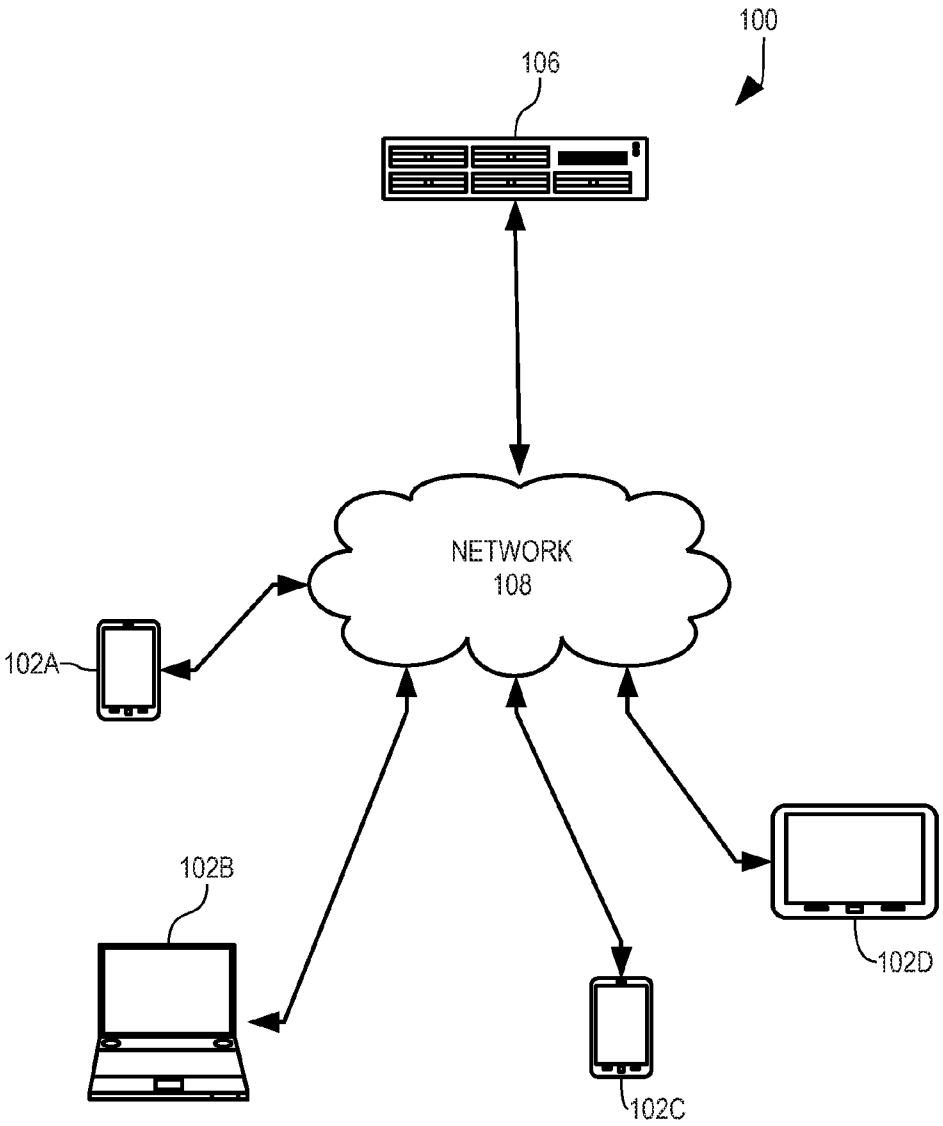

FIGURE 1

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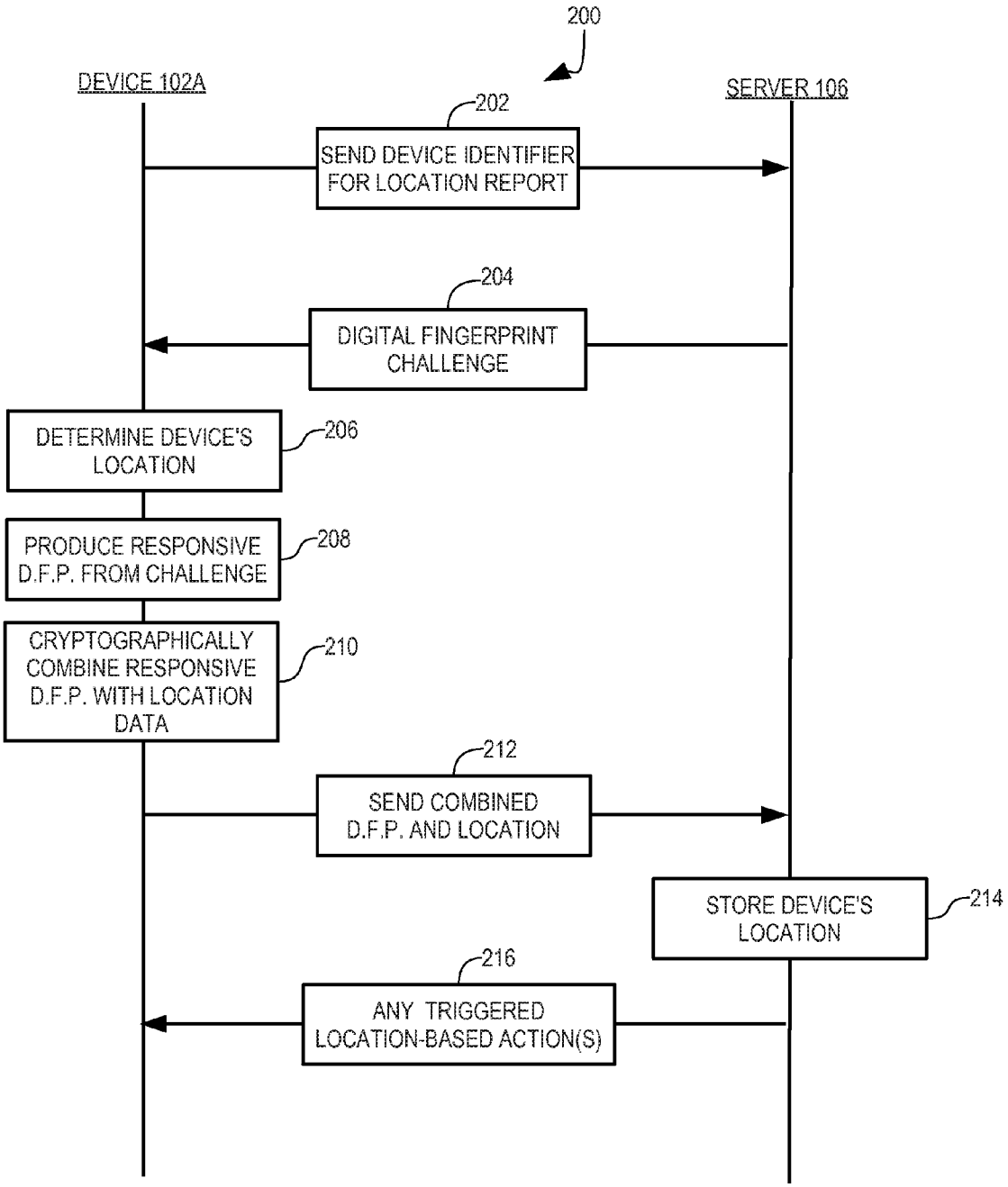

FIGURE 2

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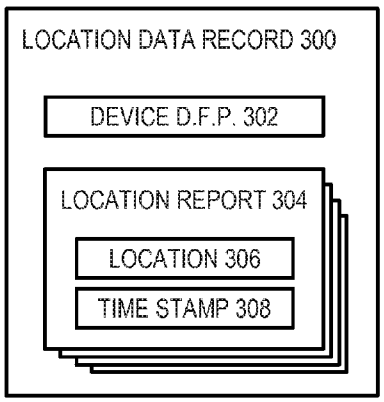

FIGURE 3

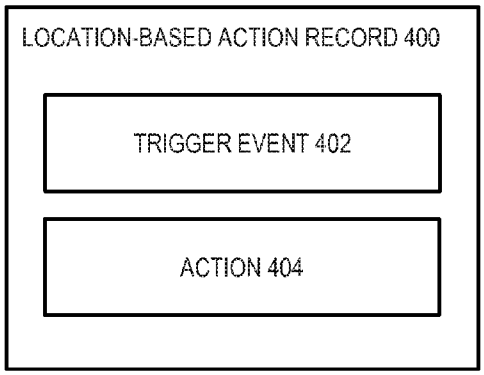

FIGURE 4

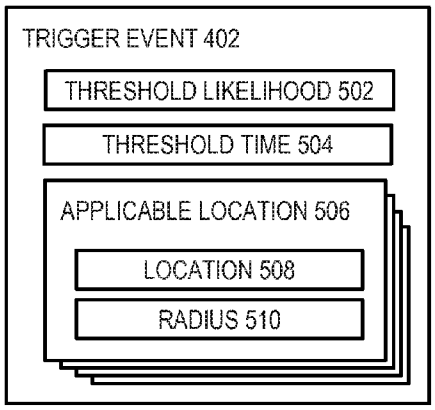

FIGURE 5

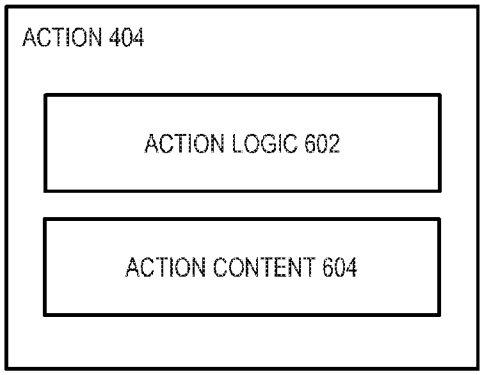

FIGURE 6

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