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(54) **SYSTEM AND METHOD FOR PROVIDING DATA TO A PORTABLE COMMUNICATIONS DEVICE BASED ON REAL-TIME SUBSCRIBER BEHAVIOR**

(52) **U.S. Cl. . 705/14.58; 705/1.1; 707/769; 707/E17.014**

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(57) **ABSTRACT**

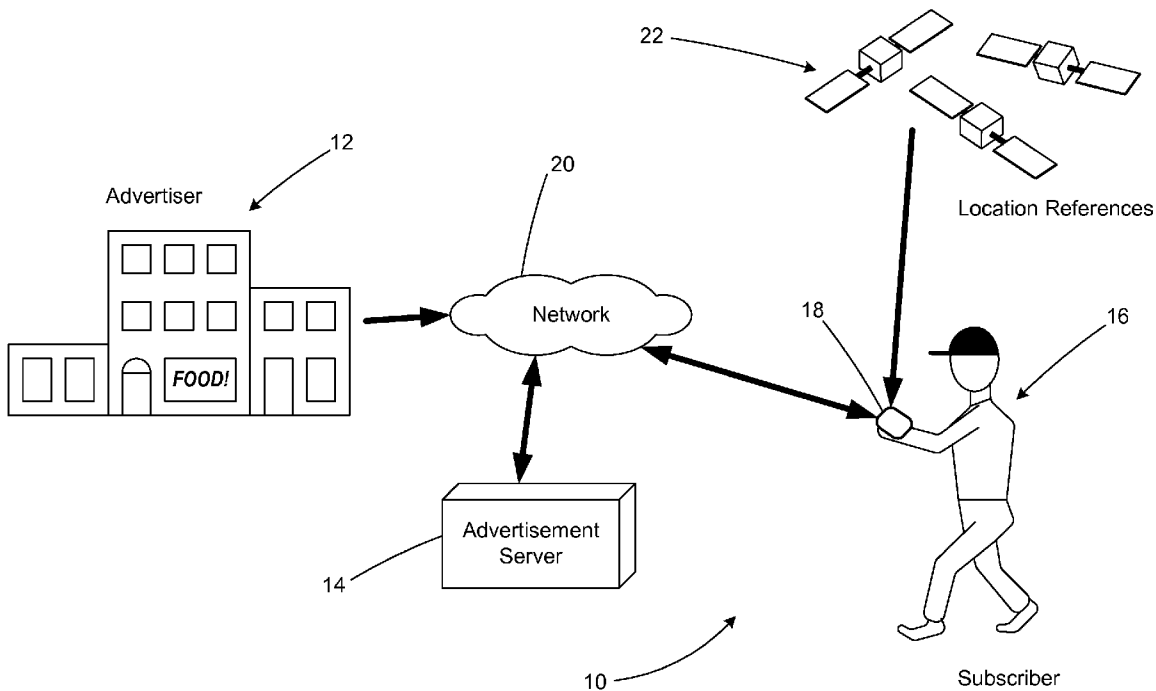
(21) Appl. No.: **13/037,595**

Timely and relevant advertisements and/or data that are tailored to a subscriber based on real-time behavior information compared to historical behavior information derived from location histories of the subscriber and other subscribers, subscriber-defined preferences, etc. are served to the subscriber. Location history and real-time behavior information are compiled using location information derived from a variety of methods including GPS, associations between the subscriber's mobile communication device and network access points, and other location services.

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G06Q 99/00 (2006.01)



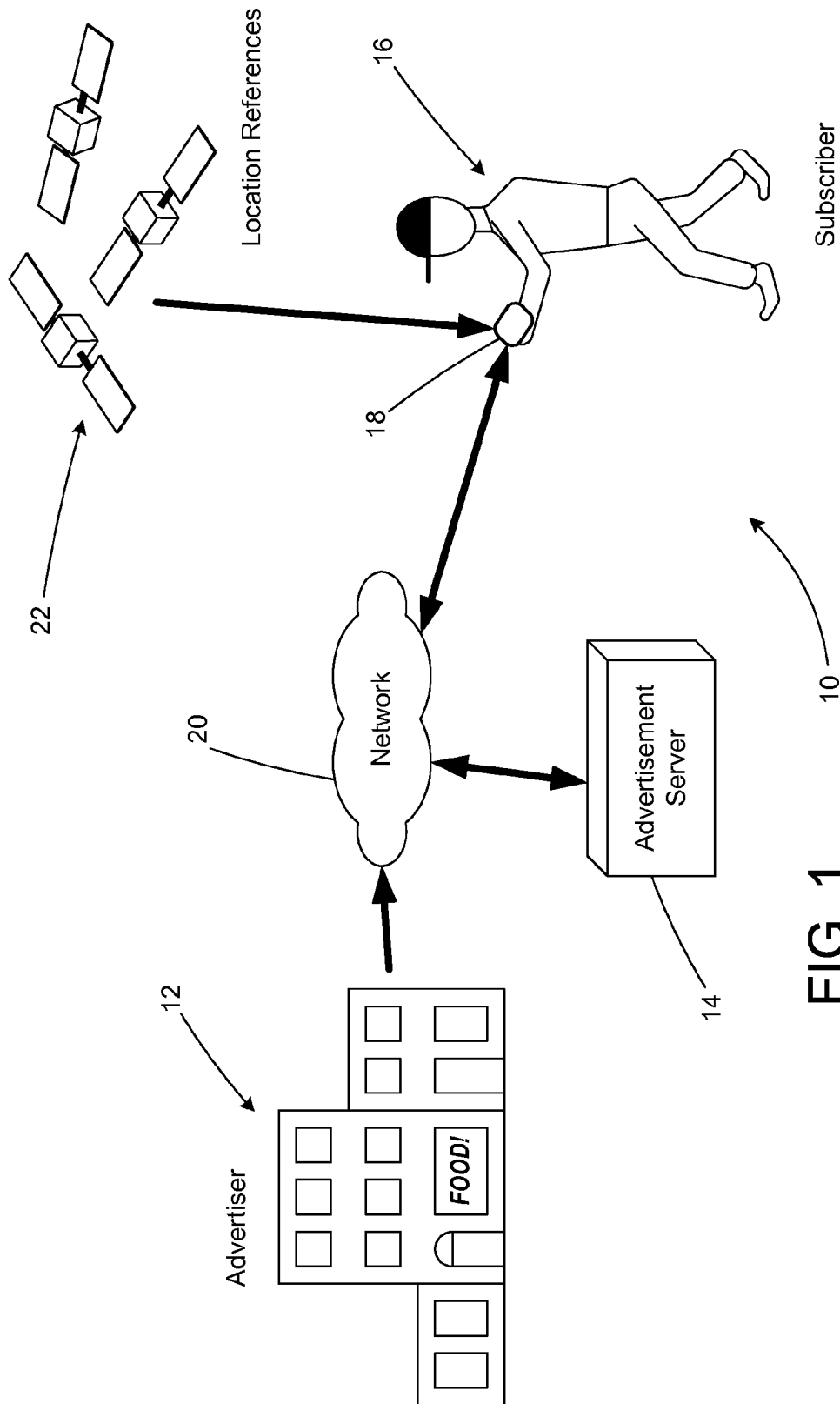


FIG. 1

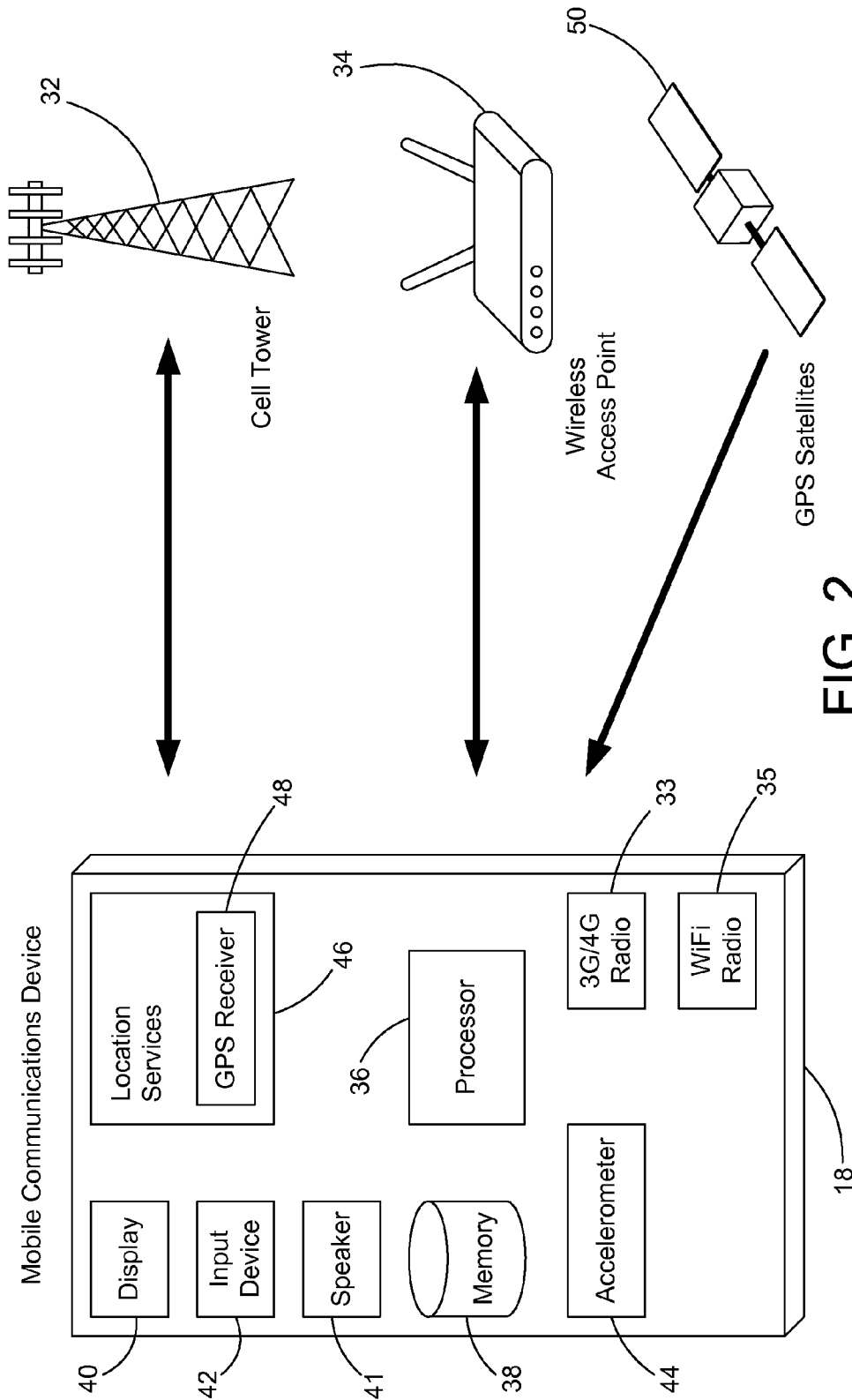


FIG. 2

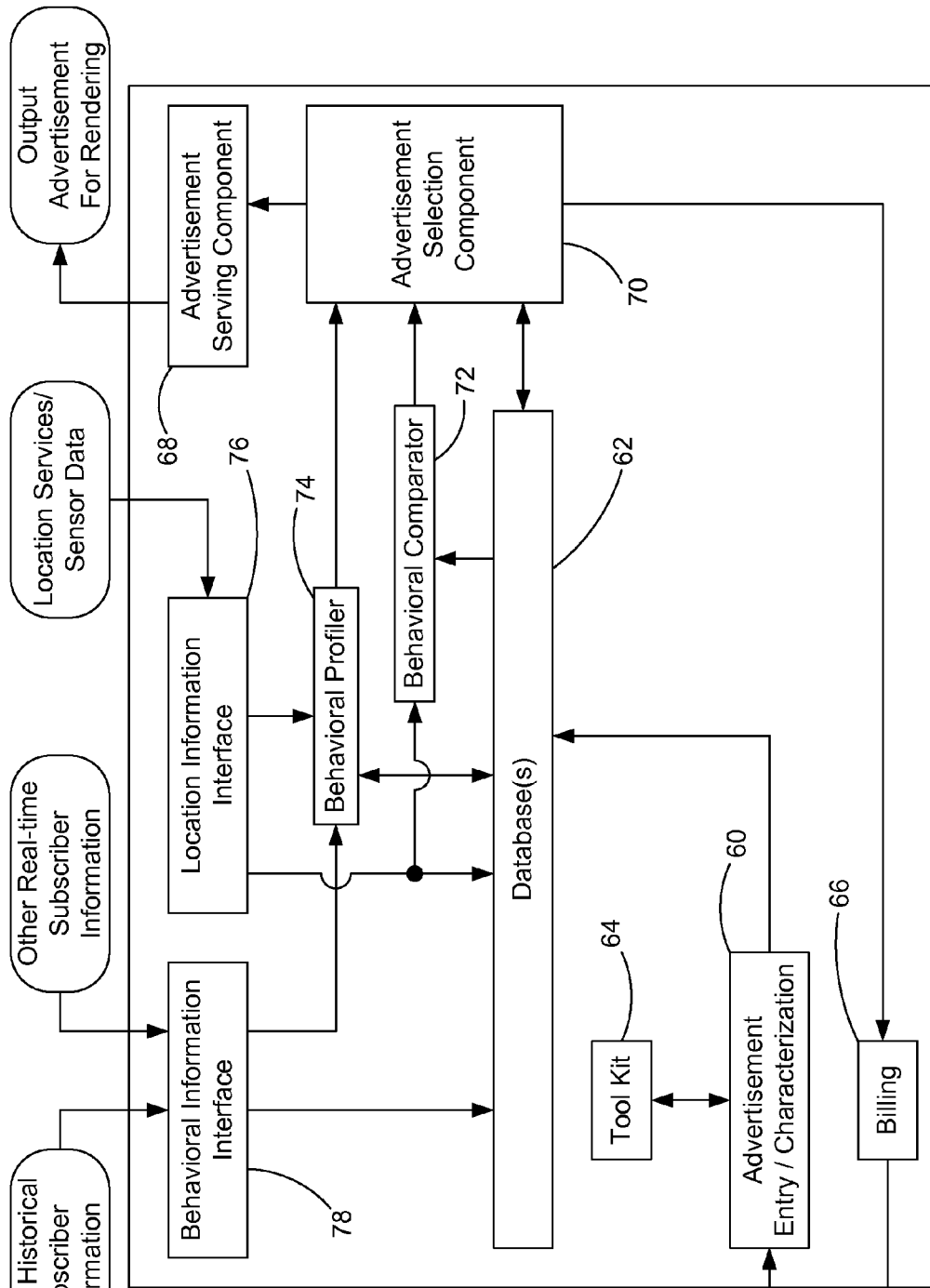


FIG. 3

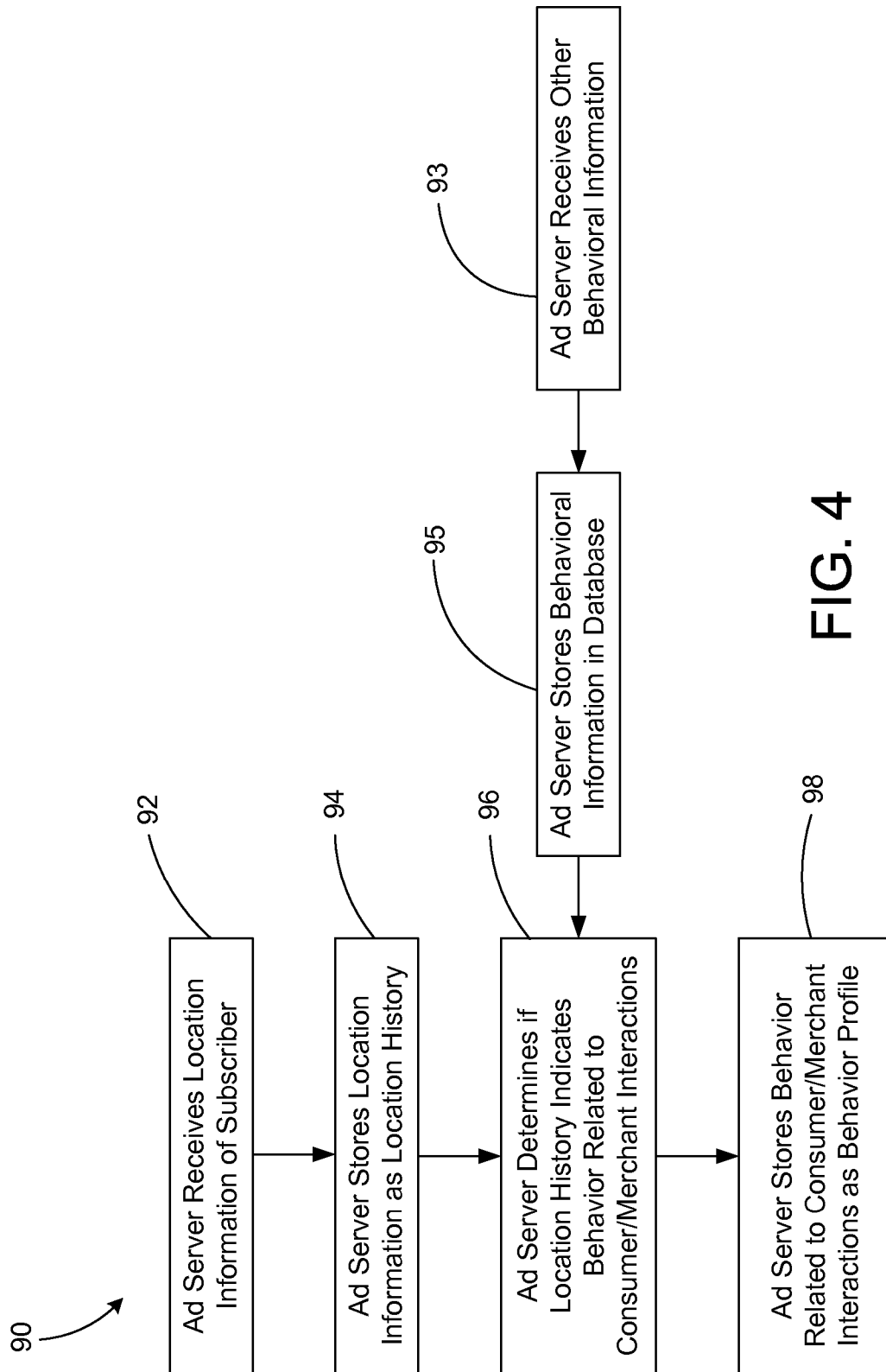


FIG. 4

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