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(54) METHODS AND SYSTEMS FOR DETERMINING A GEOGRAPHIC USER PROFILE TO DETERMINE SUITABILITY OF TARGETED CONTENT MESSAGES BASED ON THE PROFILE

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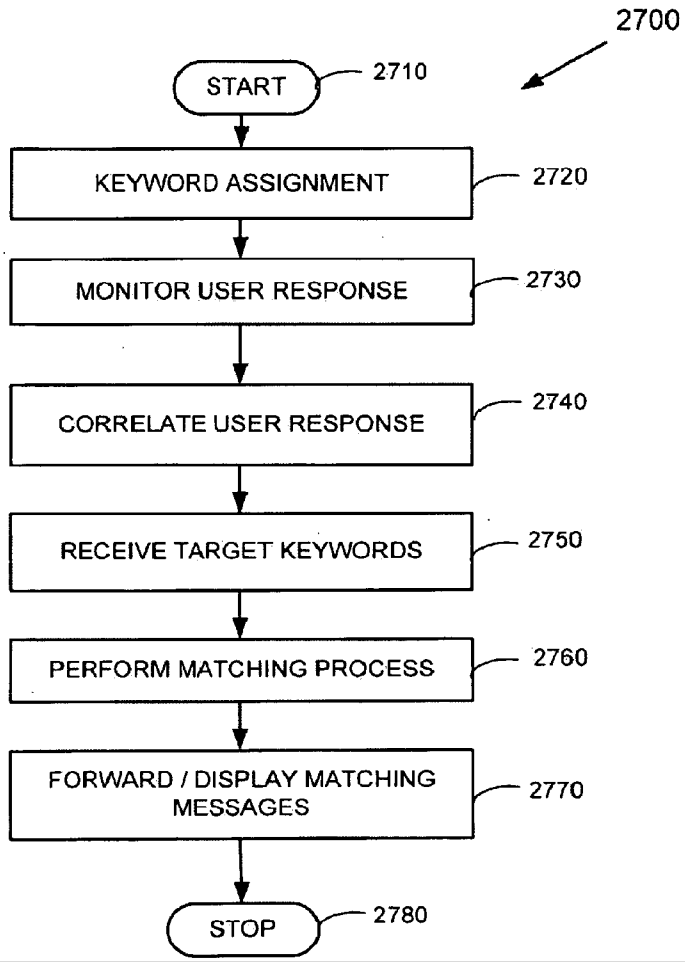
(57) **ABSTRACT**

Methods and systems for determining the suitability of information to be received by a mobile client are disclosed. For example, an exemplary method may includes identifying a set of location history information by the mobile client, updating a user profile by the mobile client based on the location history information, and displaying/storing target information on the mobile client based on the updated user profile.



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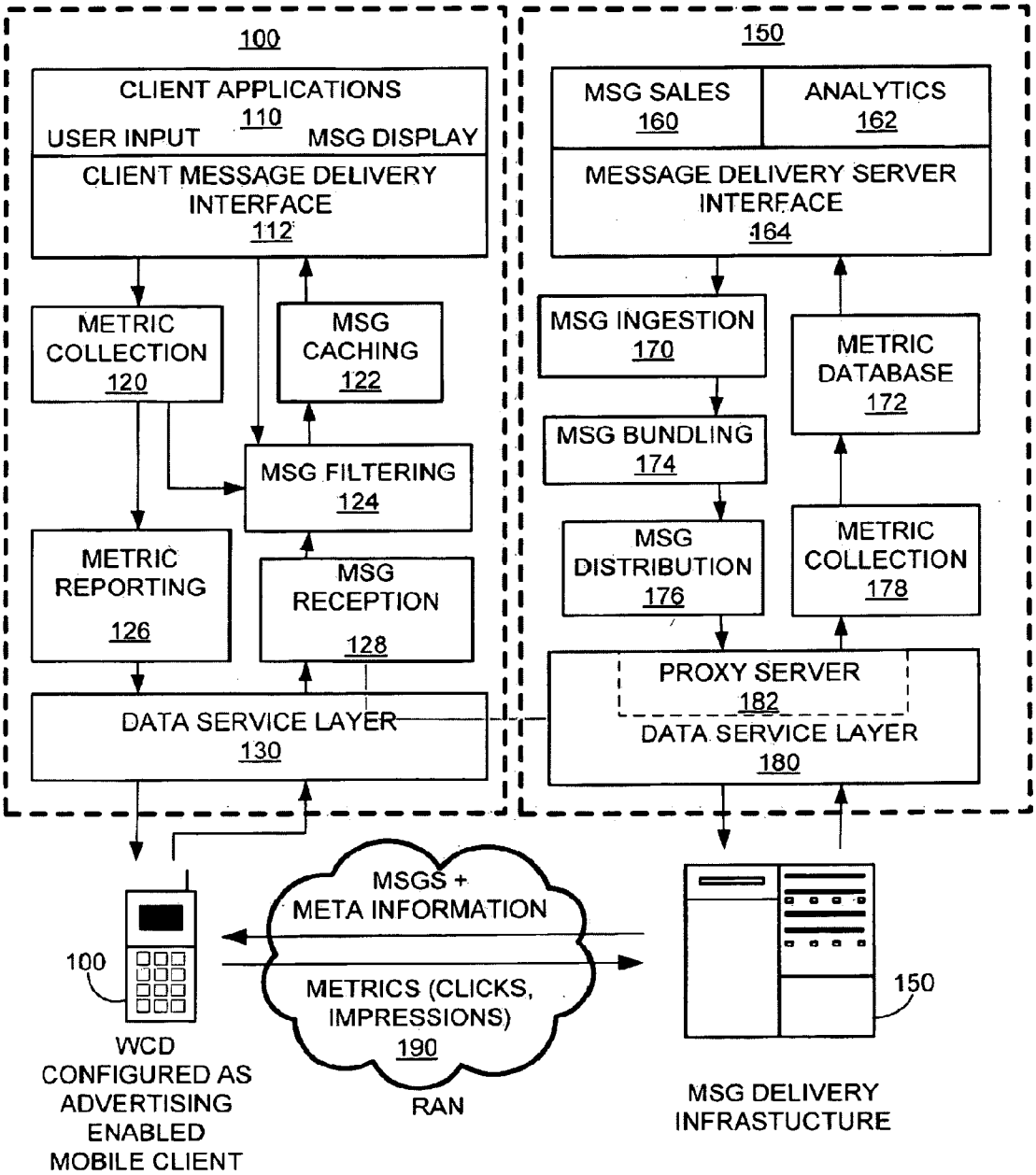

FIG. 1

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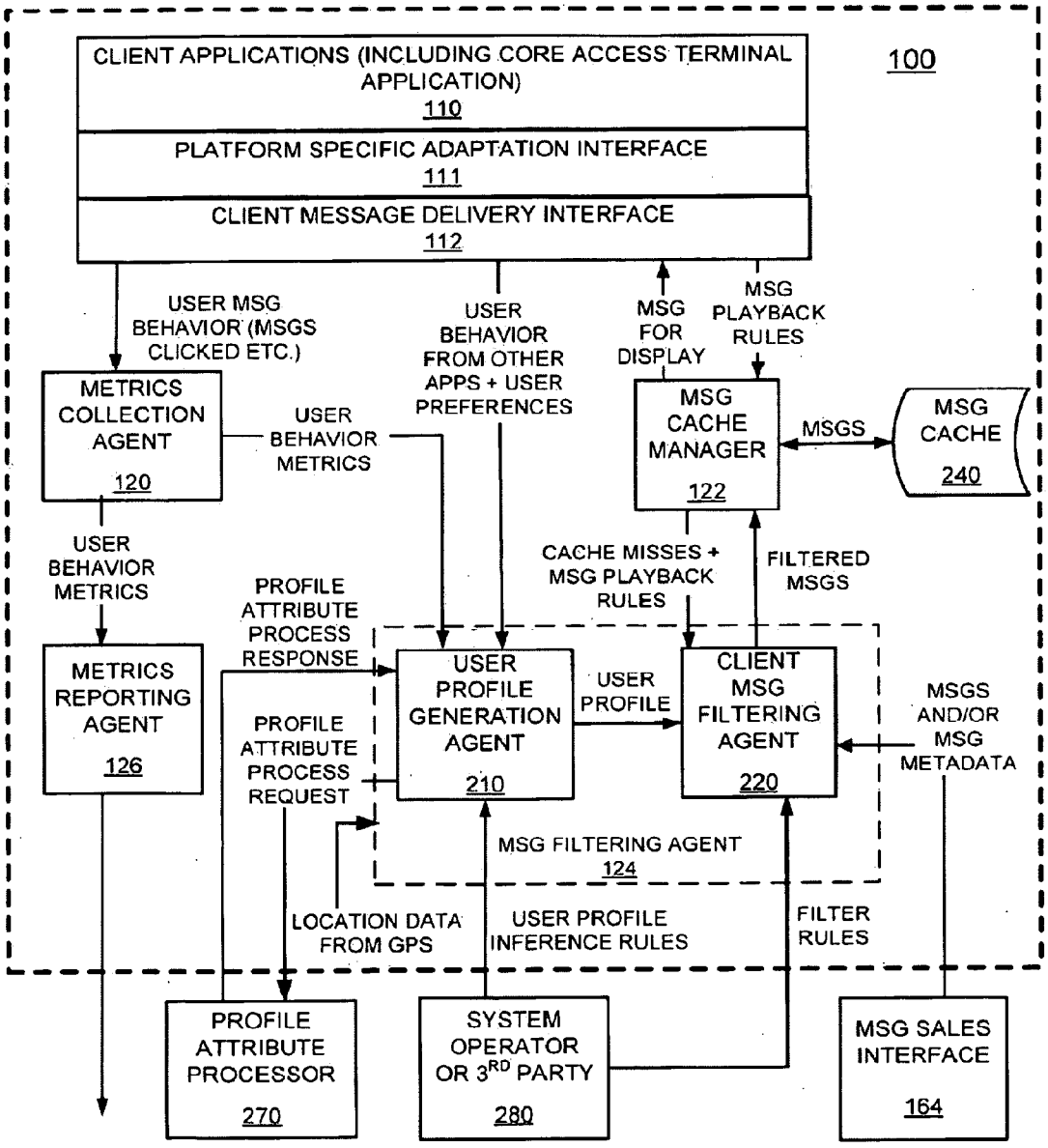

FIG. 2

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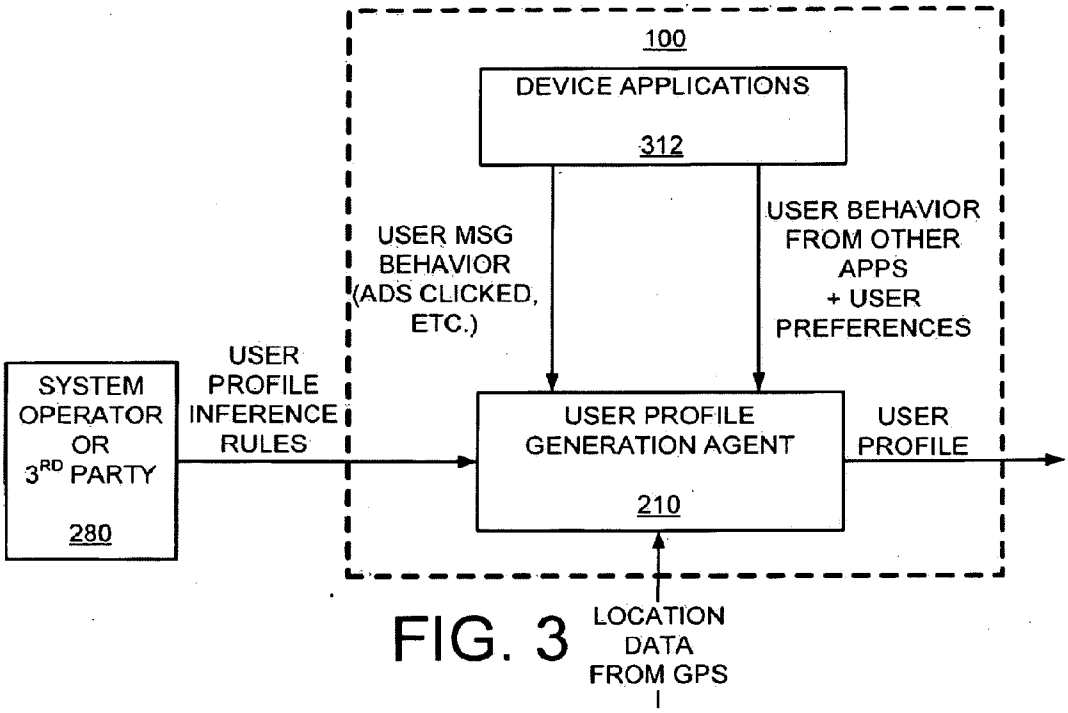

FIG. 3

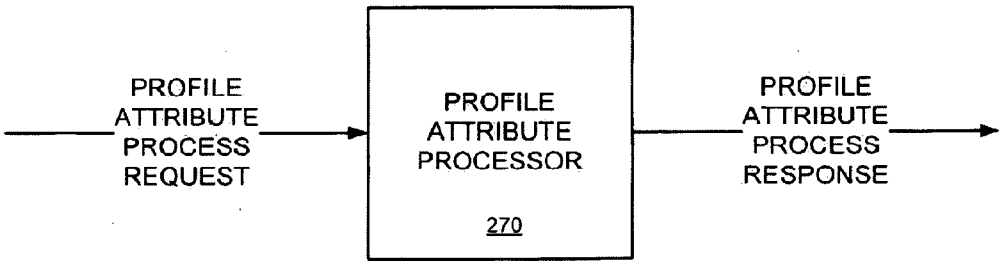

FIG. 4

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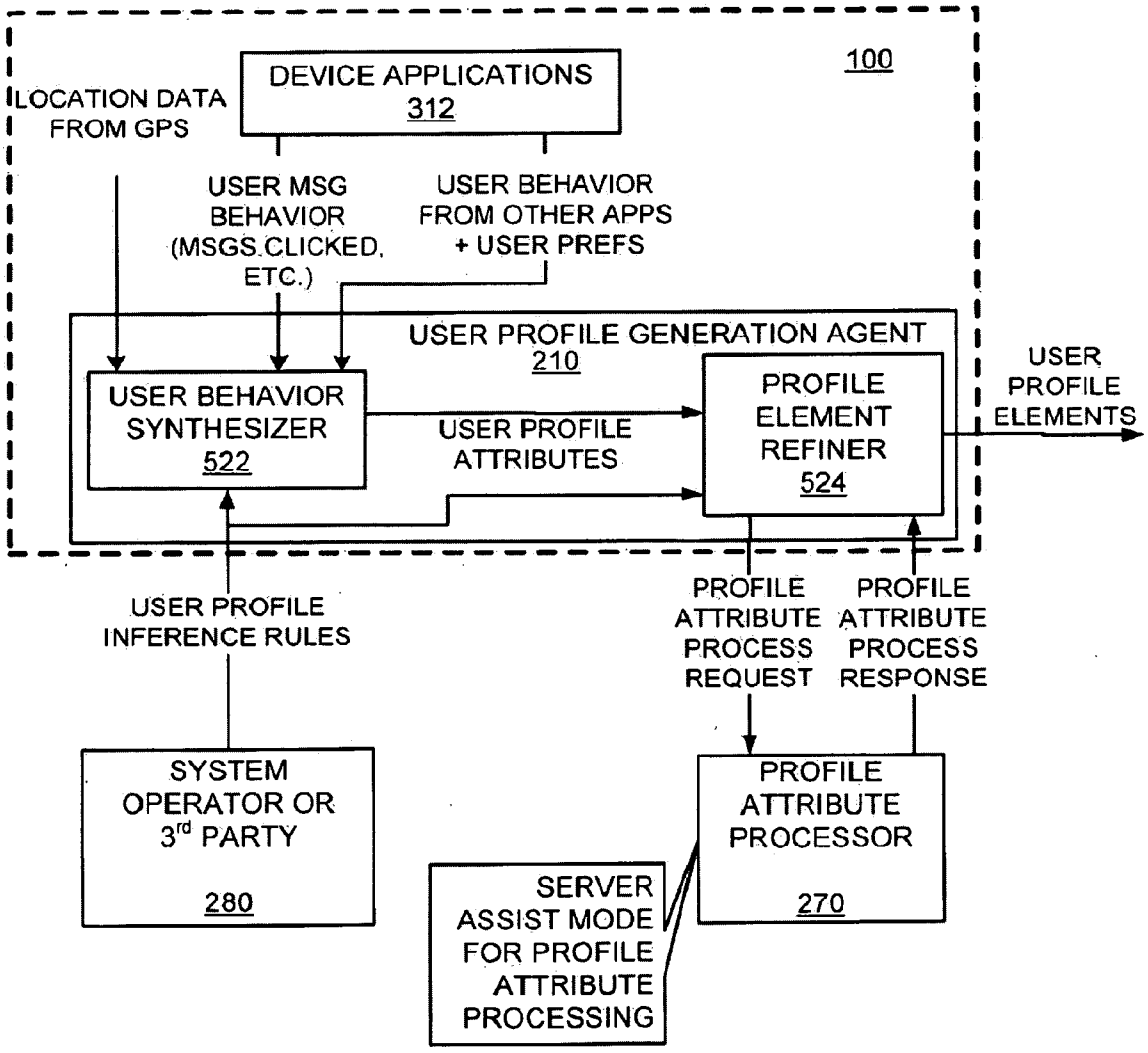

FIG. 5

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