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(54) **ACTIVITY BASED MOBILE AD SYSTEM AND INTERNET BUSINESS MODEL**

(57) **ABSTRACT**

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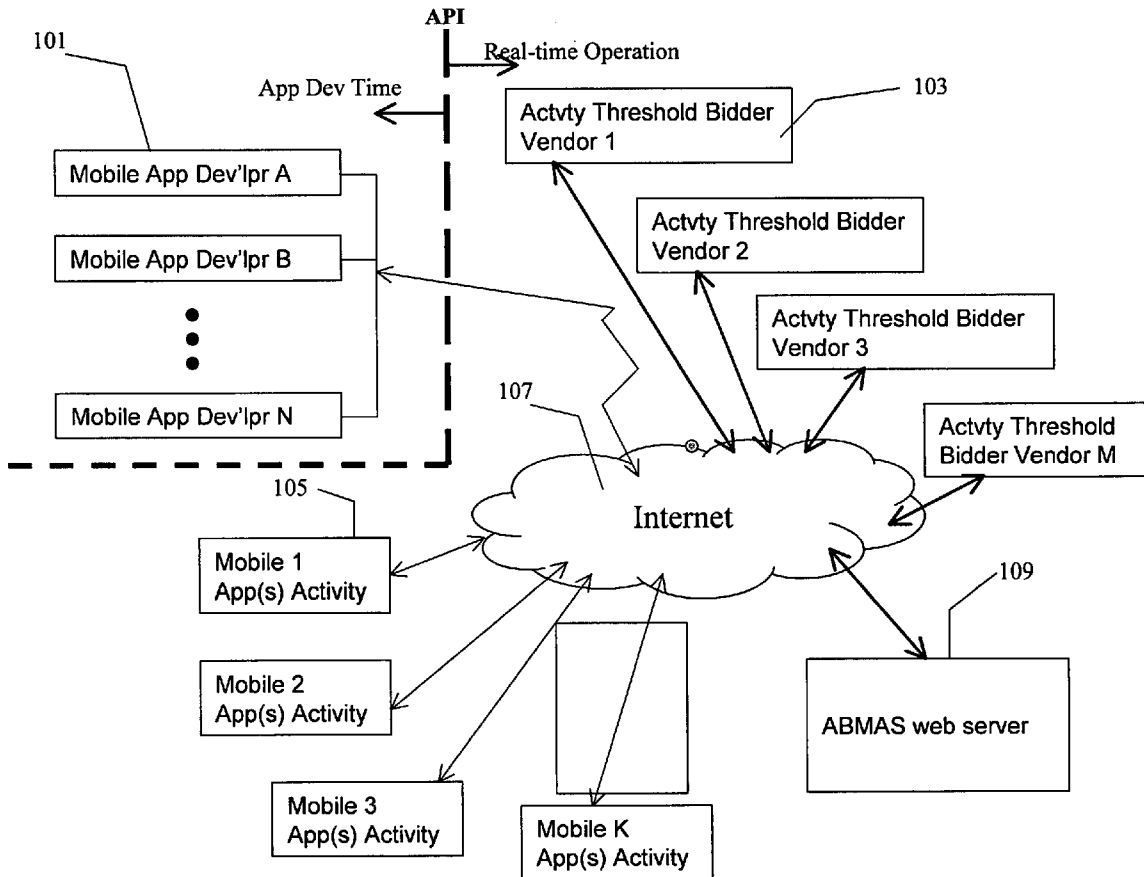
Publication Classification

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An activity based mobile application system and Internet business model is described. The ABMAS harnesses a diverse set of mobile device apps sensing mobile user activity with a sponsor ad auction engine. The disclosed mobile ad system allows sponsors to identify and bid on mobile ad placement to motivated buyers in need of sponsor products or services as perceived to exist from performance of specific activities. The bid winning ads are sent to mobile users located within a selected range from sponsor fulfillment station within an auction site region, whereby mobile app users in performance of some activity become motivated, triggering needs for vendor ad offerings while the user's need initiation and motivation is temporally and geographically proximate to the vendor for fulfillment of the mobile app user's needs.

Activity Based Mobile Ad System



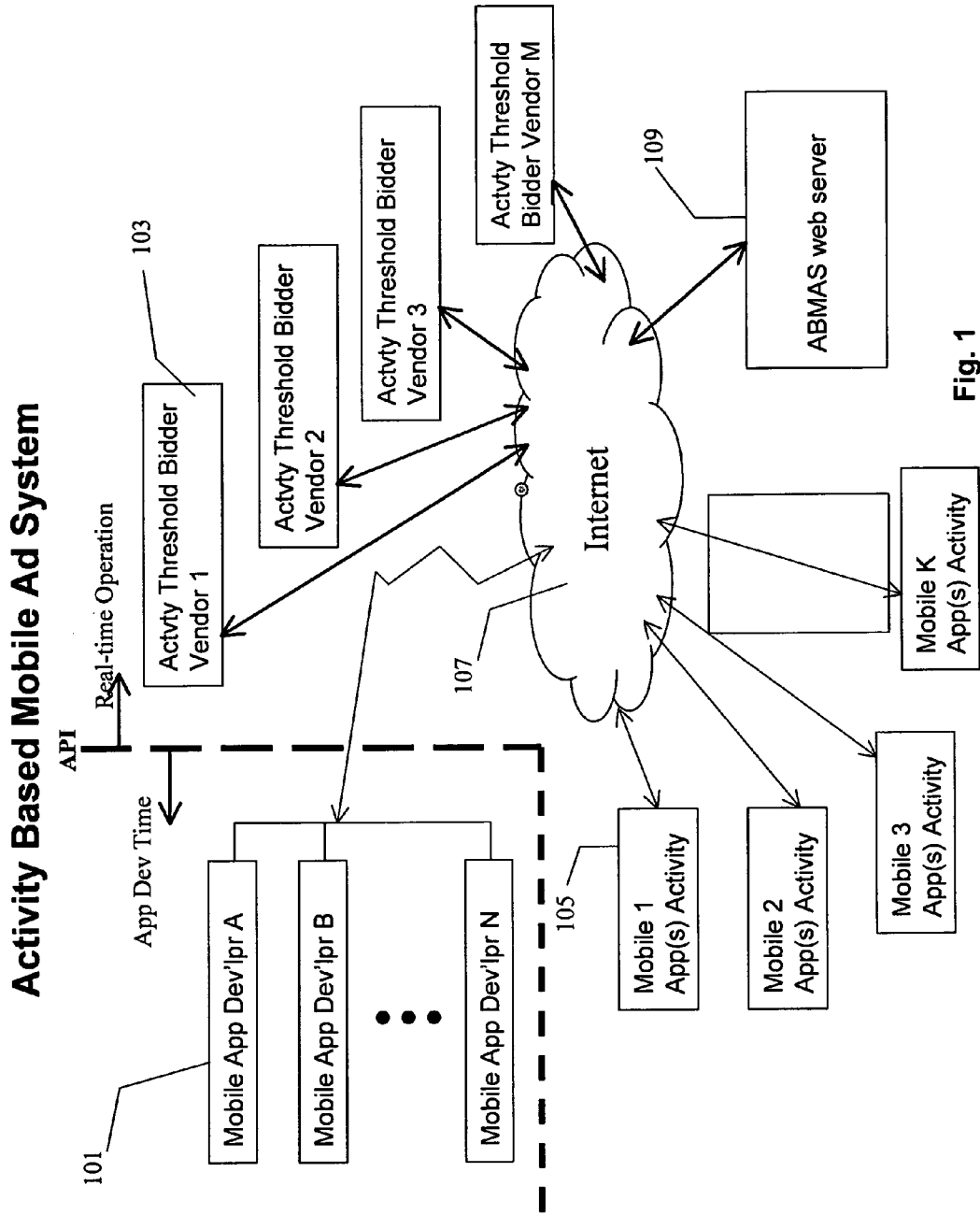


Fig. 1

Activity Based Mobile Ad System

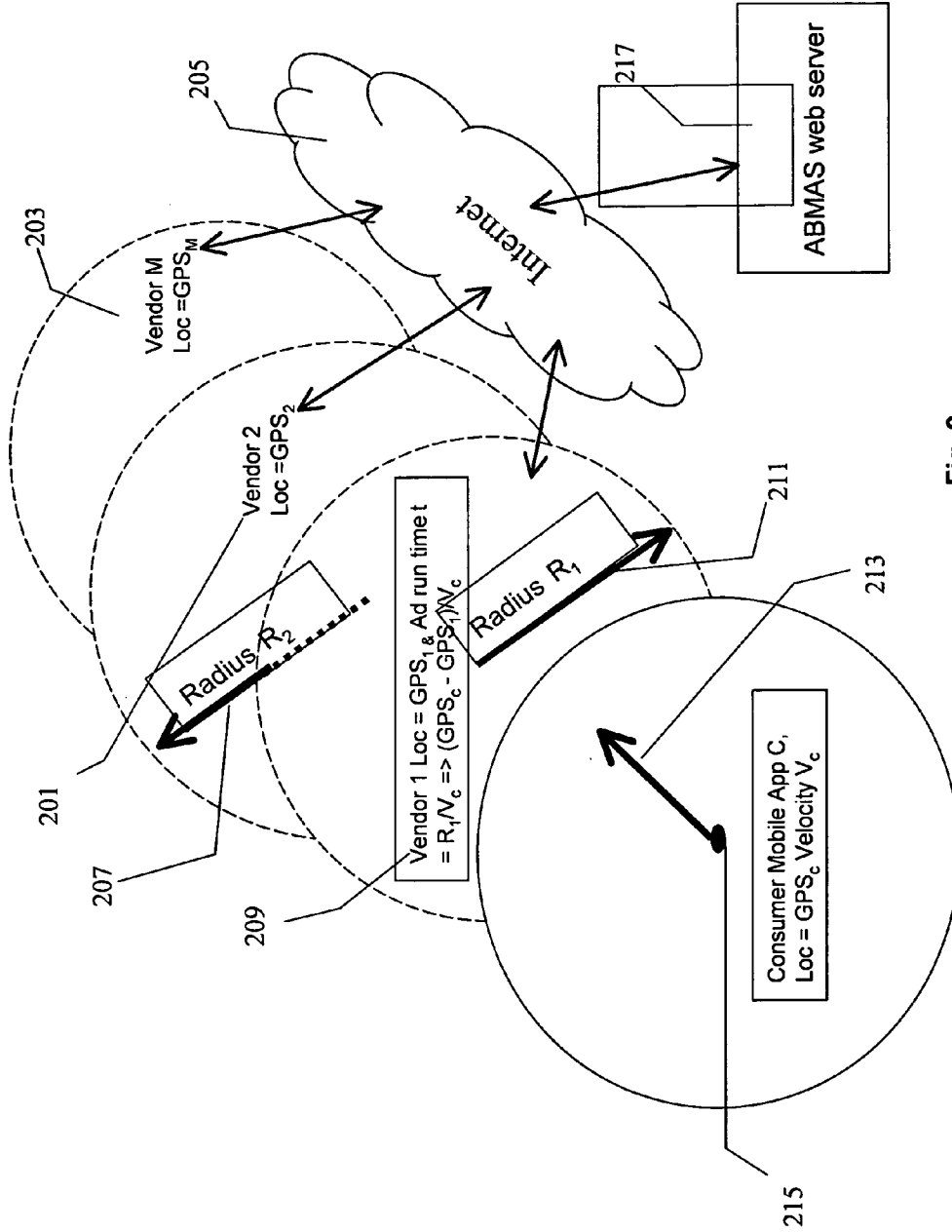


Fig. 2

High Level Flow
Chart of Activity
Based Service Mobile
Ad System

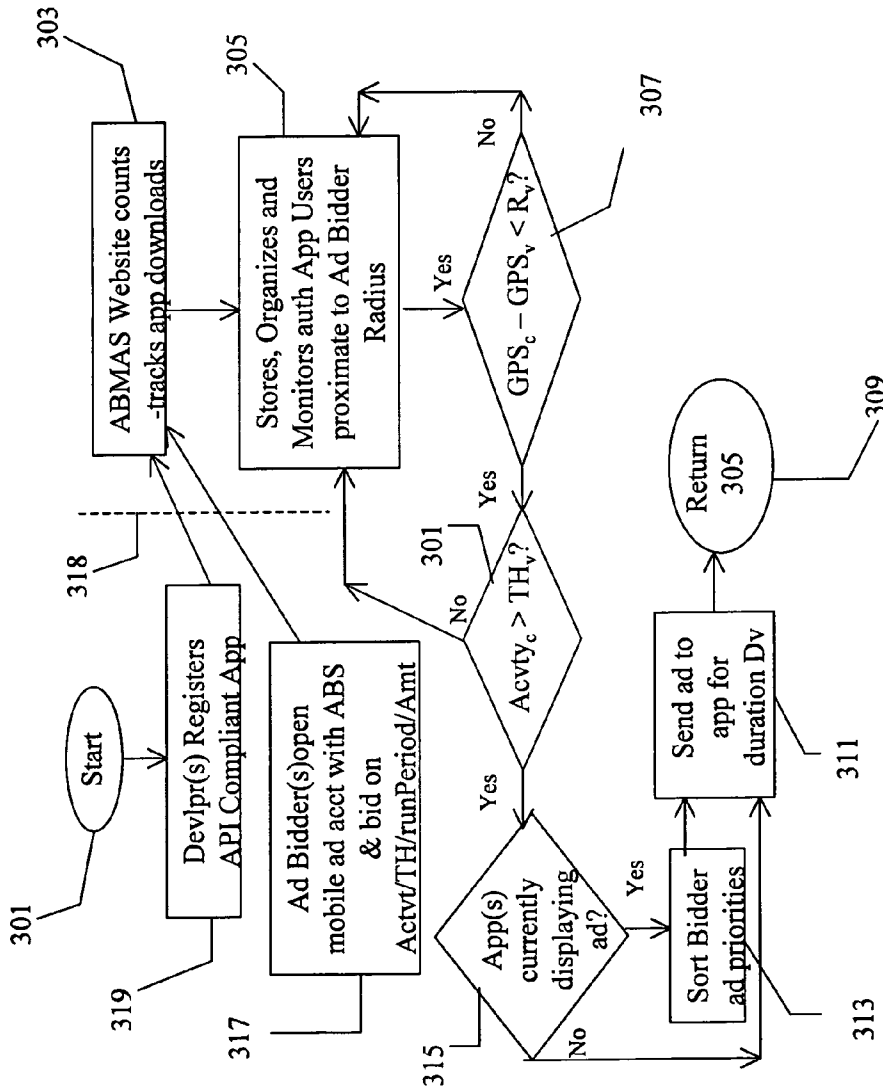
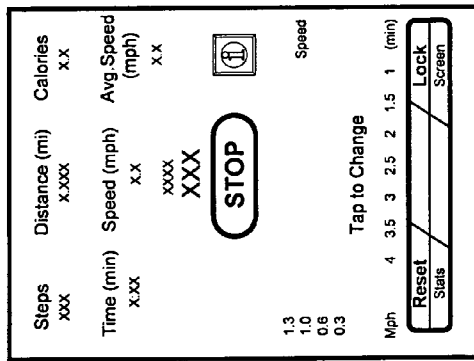
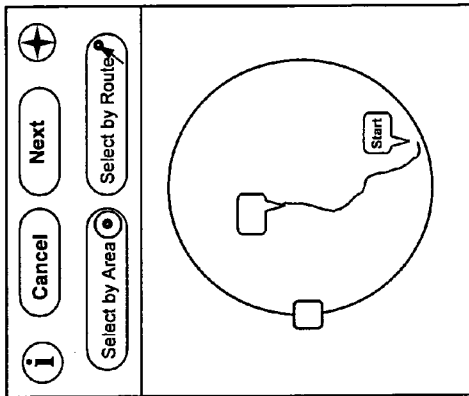


Fig. 3

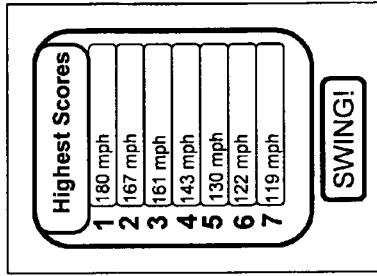
Pedometer – walking 401



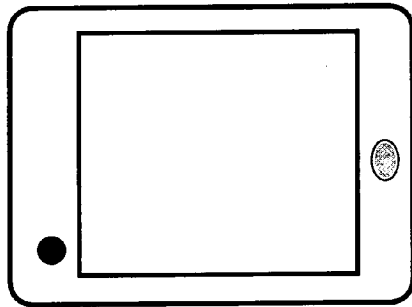
GPS tracking – hiking 403



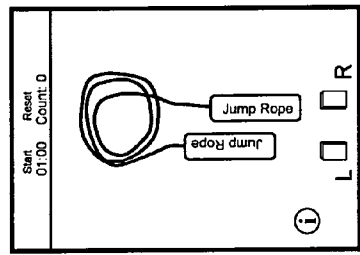
Golf, Baseball, Cricket – sports/practice 405



Mirror – utility 407



JumpRope – exercise 409



Finder and Scheduler 411

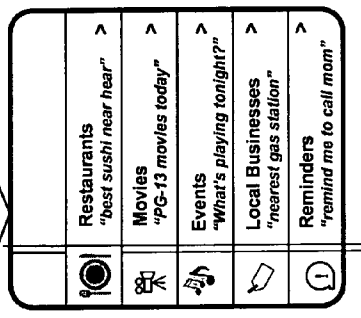


Fig. 4

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