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Russell et al.

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(54) **METHOD AND APPARATUS FOR PRESENTING CONTENT**

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(73) Assignee: **Oso IP, LLC**, Longview, TX (US)

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

CPC **G06F 17/3087** (2013.01); **G06Q 30/02** (2013.01); **G06Q 30/06** (2013.01)

(58) **Field of Classification Search**

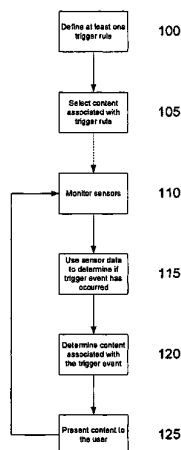
None

See application file for complete search history.

(57) **ABSTRACT**

A method and apparatus is disclosed for providing content to a user. The method includes using sensor data from multiple sensors associated with the user to determine a trigger event, determining content associated with the trigger event, and causing the content to be presented to the user. A trigger rule is created which defines the trigger event, representing when content is to be presented. A number of different types of event criteria may be defined, such as position event criteria, movement event criteria, timing or duration criteria, time and/or date criteria, heart rate criteria, or the like, allowing each of the event criteria to be associated with a respective type of sensor. Also disclosed is a method and apparatus for charging for providing content to a user.

95 Claims, 14 Drawing Sheets



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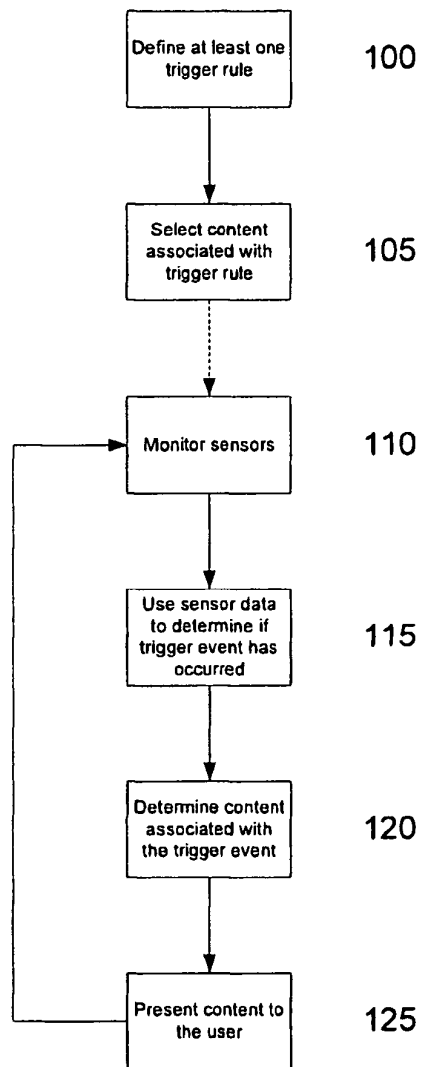


Fig. 1A

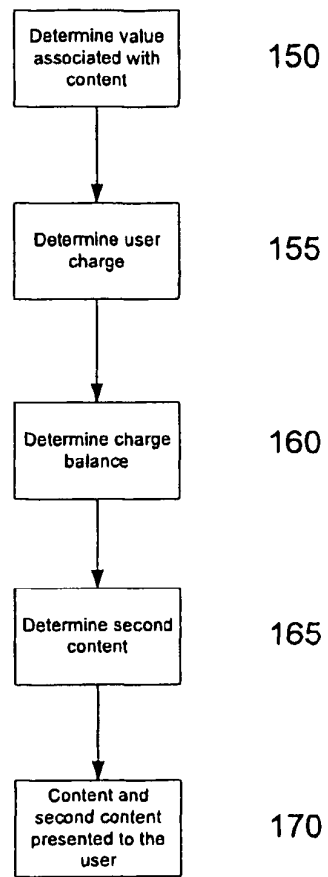
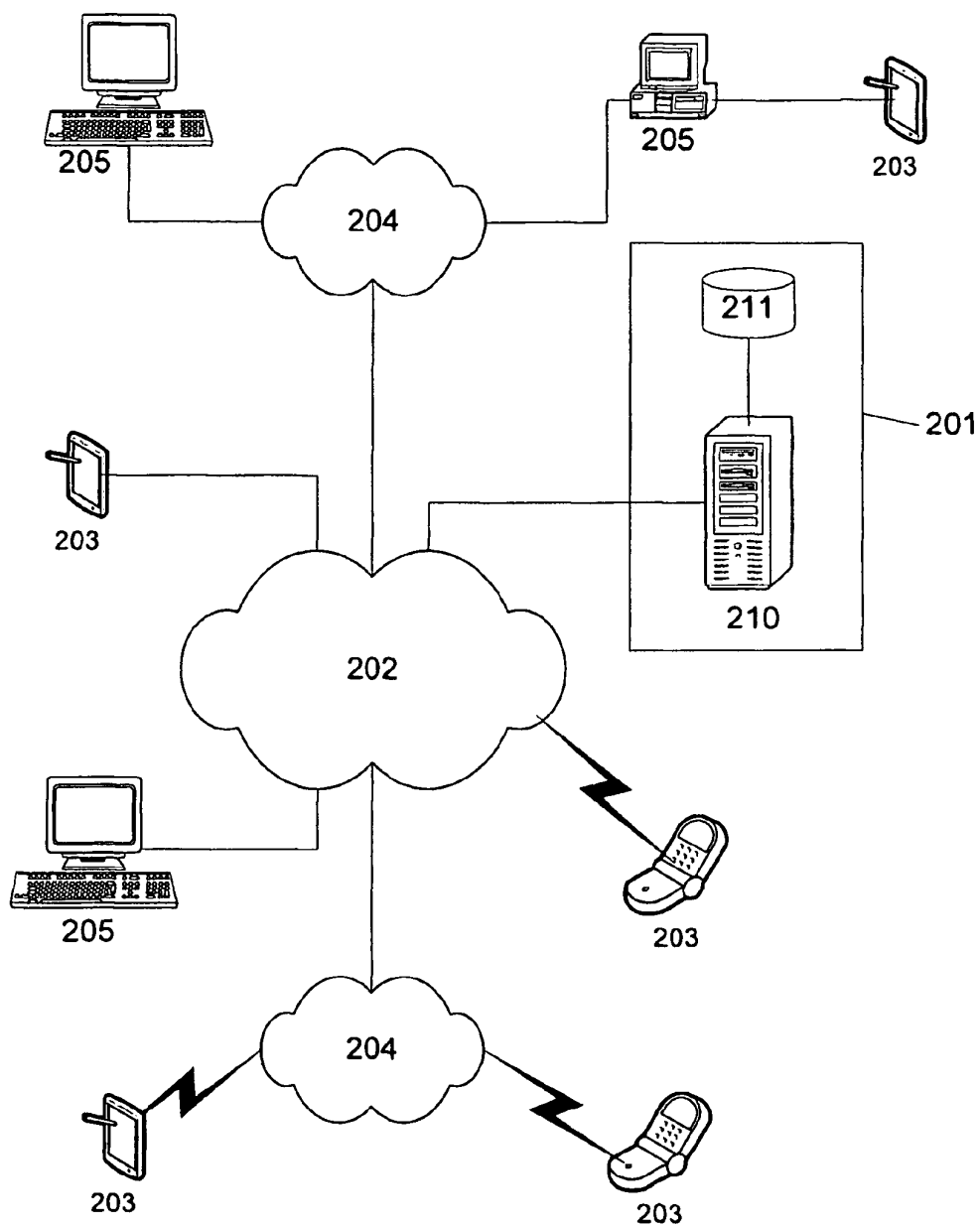
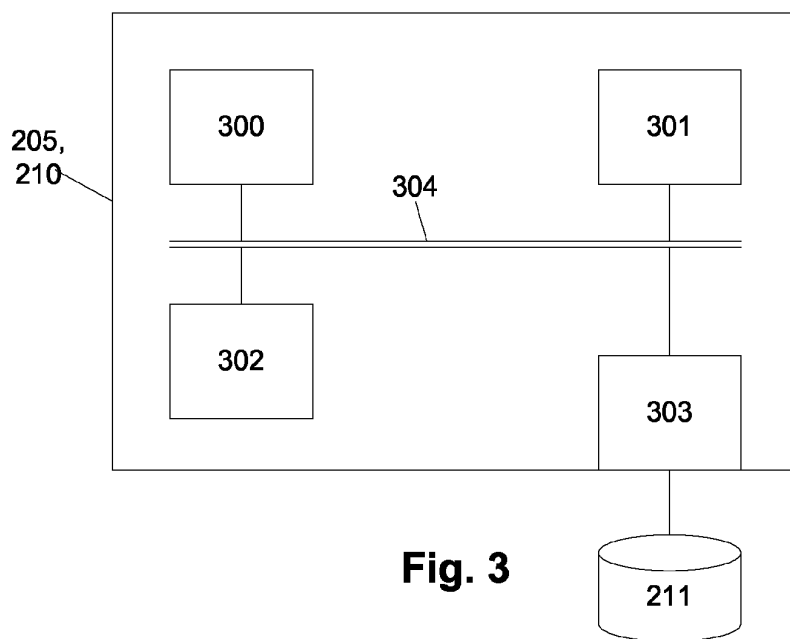
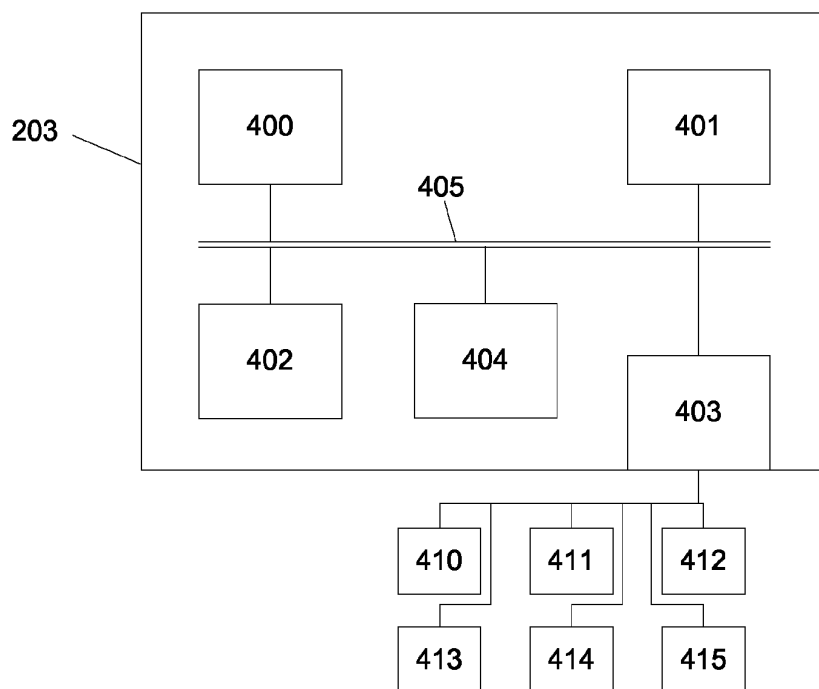


Fig. 1B

**Fig. 2**

**Fig. 3****Fig. 4**

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