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Parker

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(54) **METHOD AND SYSTEM FOR INTEGRATING LOCATION BASED SERVICES INTO RETAIL APPLICATIONS**

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(51) **Int. Cl.**
H04W 24/00 (2009.01)
H04M 3/42 (2006.01)

(52) **U.S. Cl.**
USPC **455/456.3**; 455/414.2

(58) **Field of Classification Search**
USPC 455/456.3, 422.1, 440, 456.1, 456.2, 455/456.5, 456.6, 403, 414.1–414.4; 705/14.1–14.73

See application file for complete search history.

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(57) **ABSTRACT**

A method and system for integrating location based services into retail applications. Correlation-data and request-trigger logic are stored in data storage of a portable device. The correlation-data defines geographic locations and corresponding network addresses. The portable device determines its geographic location (i.e. by using a GPS receiver device). In response to determining its location, the portable device uses the request-trigger logic to determine if its present location is within a geographic area defined in the correlation-data. When the request-trigger logic finds that the location is within a defined area, the portable device responsively sends an information-request to a network address pre-correlated with the given location. In response to the information-request, the portable device receives merchant-information (i.e. coupons, special offers, etc.) from a merchant-server. The portable device displays the merchant information for viewing by a user. Advantageously, the invention can help avoid having merchants "spam" the device with unwanted information.

32 Claims, 7 Drawing Sheets

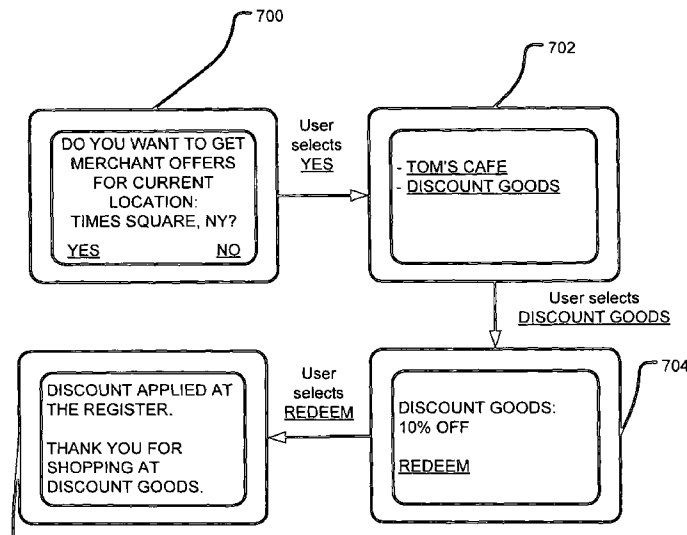


FIG. 1

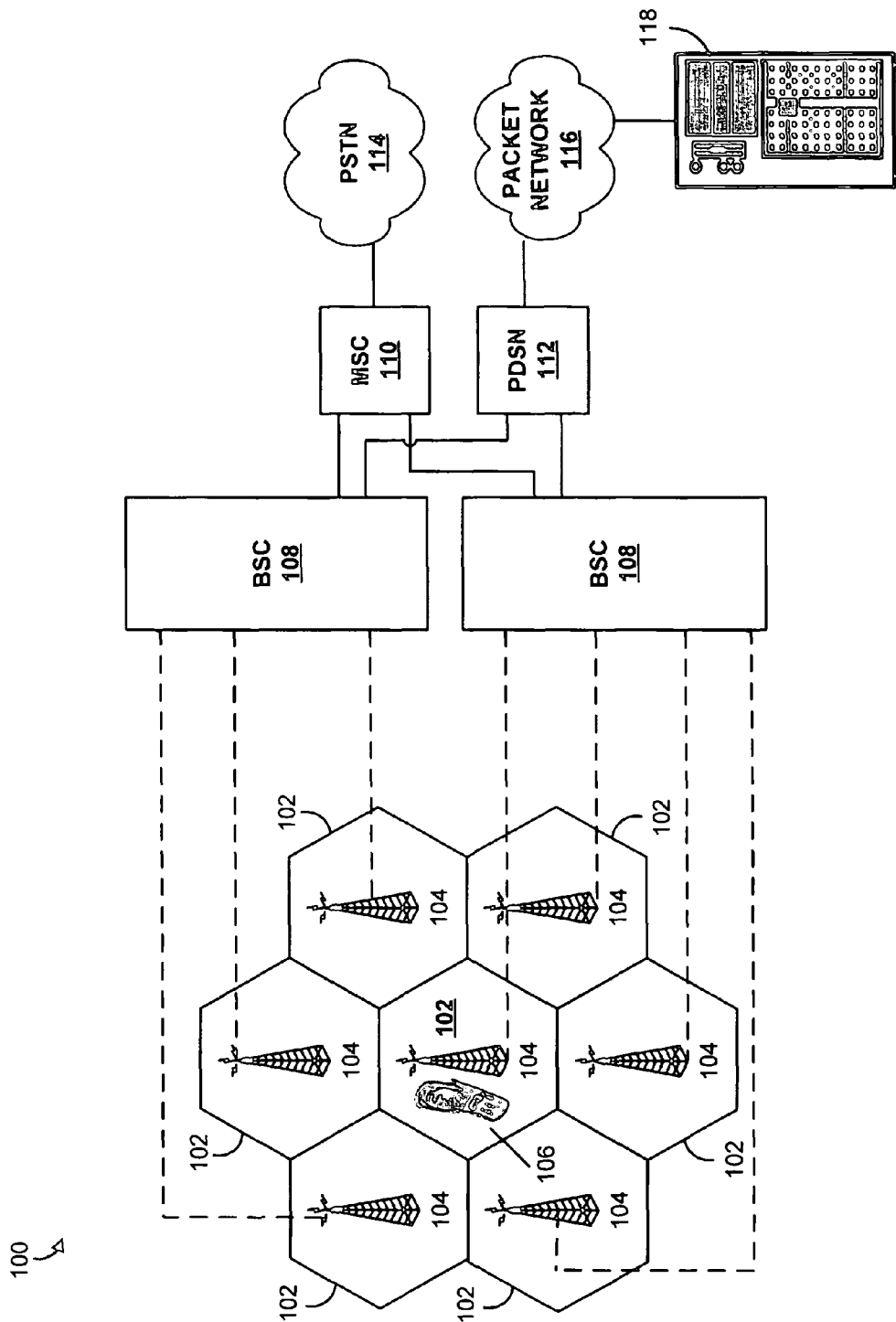


FIG. 2

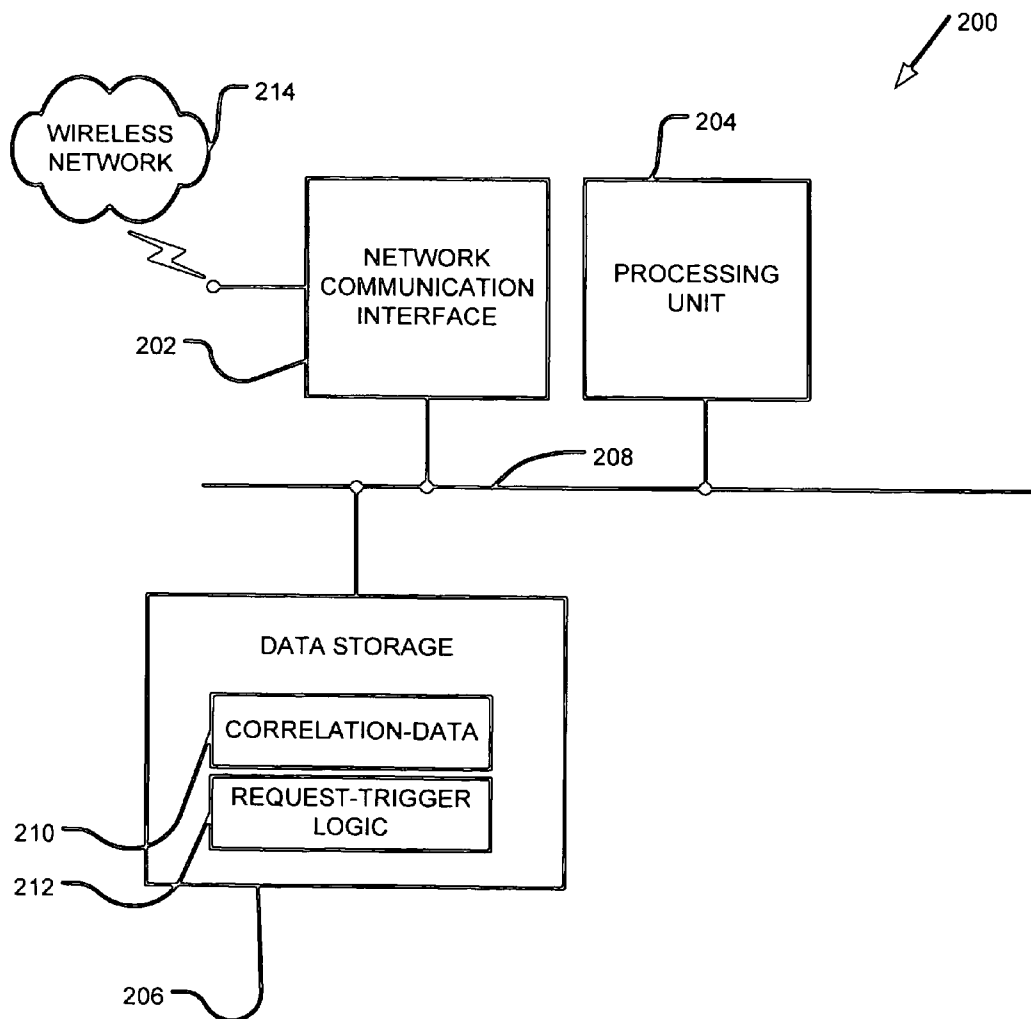


FIG. 3

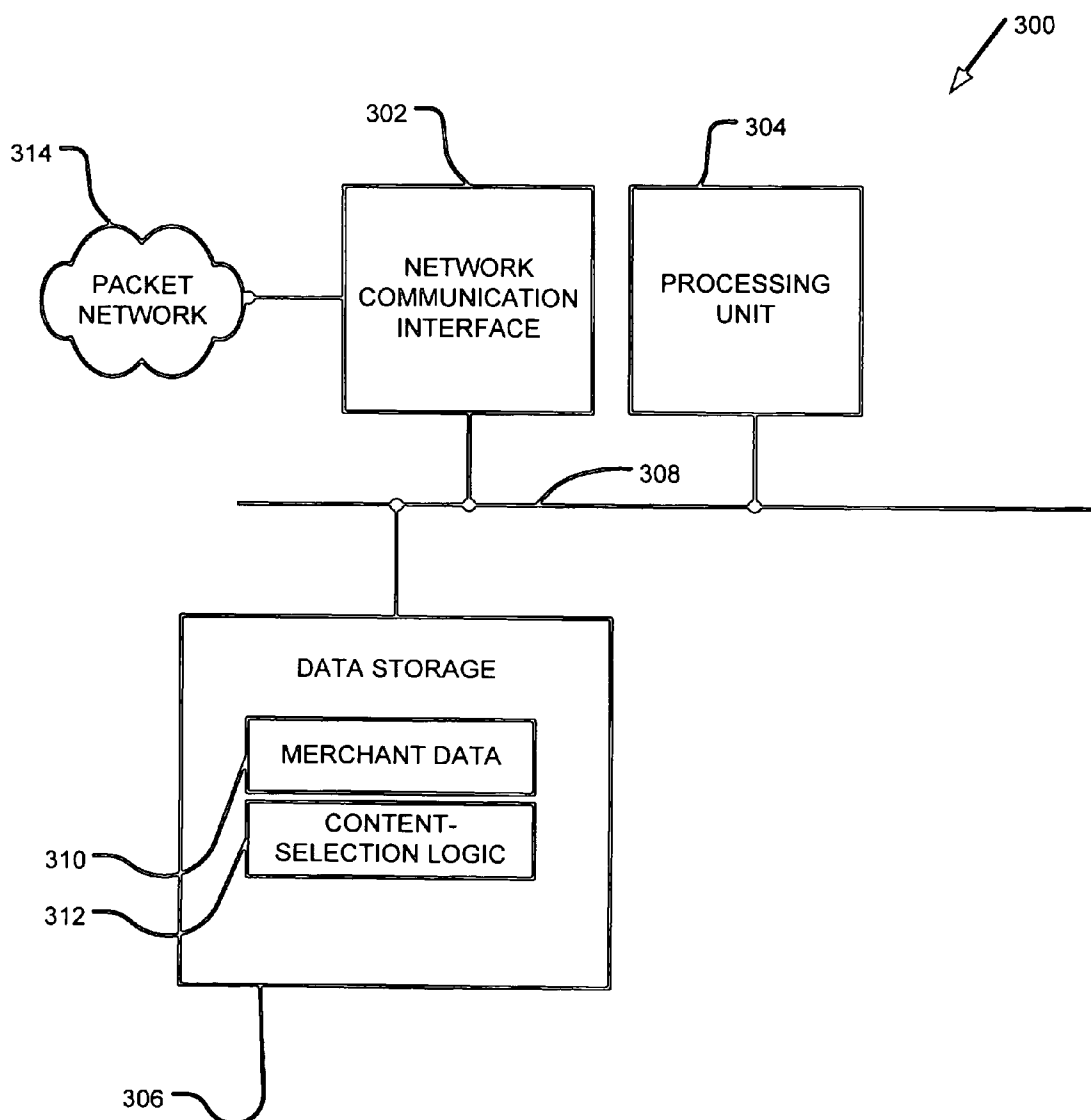
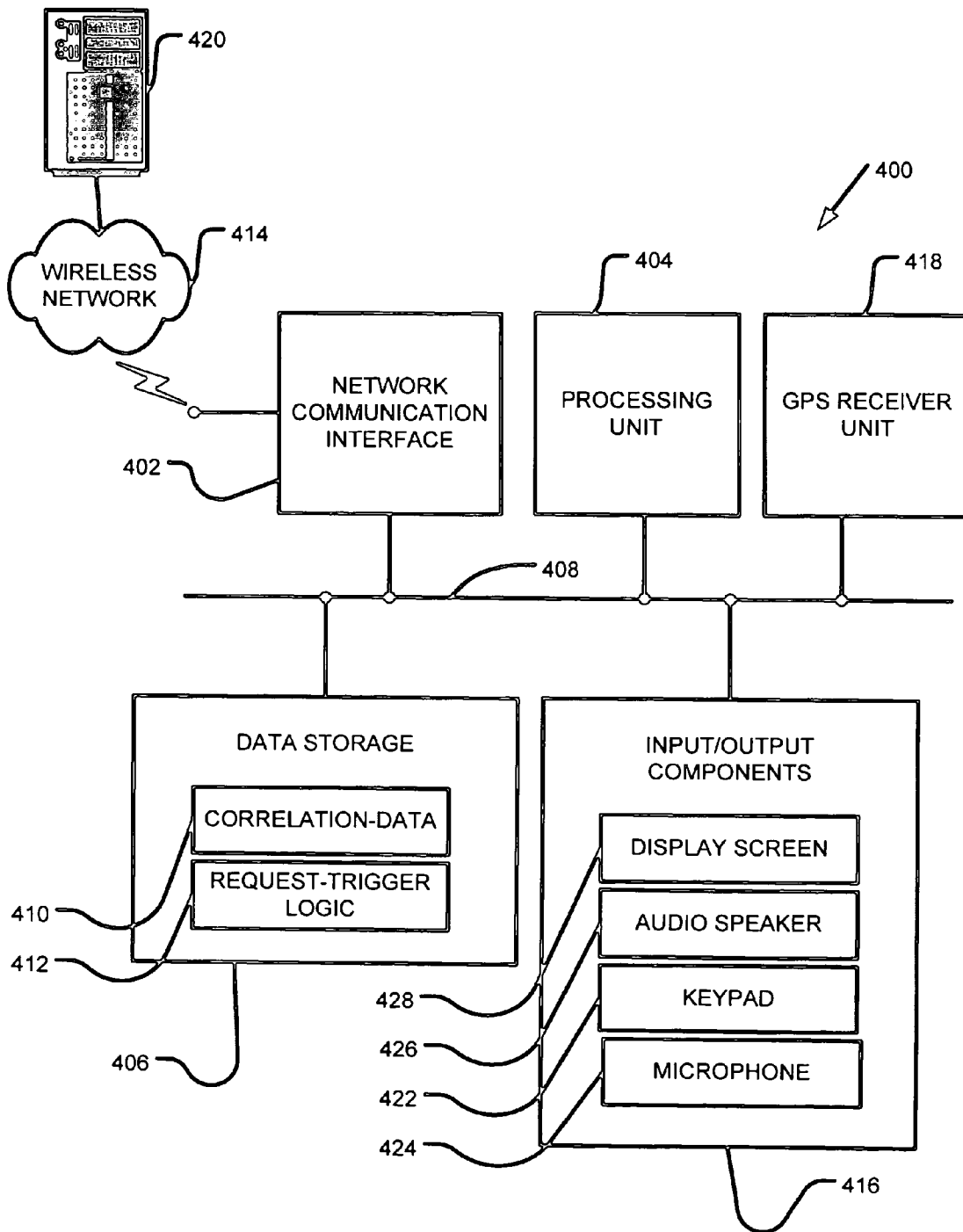


FIG. 4



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