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(54) Title: METHODS AND APPARATUS FOR GENERATING USER PROFILE BASED ON PERIODIC LOCATION FIXES

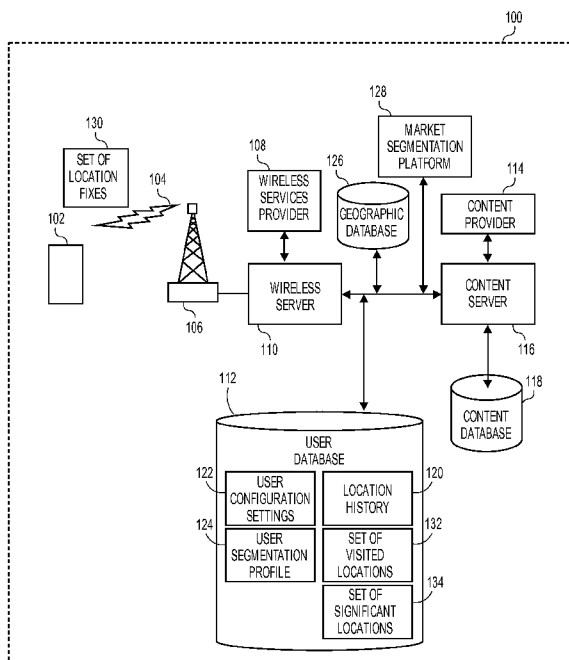
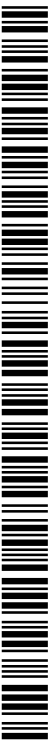


FIG. 1

(57) Abstract: Implementations relate to systems and methods for generating a user profile (124) based on periodic location fixes (130). A cellular telephone or other mobile device (102) captures location information via GPS or other capability. A location history- (120) can be generated from accumulated location fixes. The location history is then analyzed to detect the user's travel and dwell patterns. That information can be combined with business classification (e.g., SIC, etc.) or Point of Interest (POI) databases to identify a user's likely home, work, or other locations (134) based on dwell-times, time of day, and other parameters. The user's age and gender can potentially be inferred based on types of locations visited (132), such as school locations. The user profile can be correlated with market segmentation databases (128) to generate a marketing rating, such as a Nielsen or Claritas rating. Advertising, media, or other content (118) can then be tailored to the user's individual location and demographic profiles.



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Minimum documentation searched (classification system followed by classification symbols)
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Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data, INSPEC, COMPENDEX

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/111172 A1 (DEWOLF FREDERIK M [US] ET AL) 15 August 2002 (2002-08-15) * abstract paragraphs [0019] - [0021] paragraphs [0035] - [0057]; figures 1-3 paragraphs [0067] - [0103]; figures 5-8B ----- -/--	1-57

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C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

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X	CHANSOPHEA CHUON SUMANTA GUHA A K M MAHTAB HOSSAIN: "Individual Profile Graphs for Location Management in PCS Networks" WIRELESS NETWORKS, COMMUNICATIONS AND MOBILE COMPUTING, 2005 INTERNATIONAL CONFERENCE ON MAUI, HI, USA 13-16 JUNE 2005, PISCATAWAY, NJ, USA, IEEE, vol. 1, 13 June 2005 (2005-06-13), pages 187-192, XP010887957 ISBN: 978-0-7803-9305-9 * abstract section II.	1-57
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Information on patent family members

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