

# INVENTION DISCLOSURE

**Invention Title:** Method for delivering local advertisements for connected car and mobile applications.

**Invention Summary:** In the near future, wireless networks will be even more ubiquitous, particularly along major roads and highways, and travelers will have increased connectivity through mobile devices and network enabled vehicles with dashboard displays. Using location and heading information obtained through any number of ways, local advertisements or “digital interactive billboards” can be displayed to travelers on their vehicle’s display or personal mobile device.

**Invention Description:** The widespread deployment of wireless network connectivity along major roads and the proliferation of mobile devices and connected cars presents an opportunity for advertisers to reach consumers in a more personalized and accessible manner.

Consider the case of driving down the highway and seeing billboards advertising local gas stations, restaurants, and other various shopping outlets. These billboards typically guide the traveler to a certain exit from the highway or provide other directional information.

Given wireless network and mobile device ubiquity, in addition to driving by the physical billboard next to the highway, additional information can be delivered from the network to the vehicle display or traveler’s mobile device. Location and heading information can be supplied by the vehicle/mobile device, or the network can be used to determine this information (via tracking the access points to which the device has connected or other means). Now, the restaurant or gas station that has purchased a billboard can purchase an additional digital advertisement that will be delivered to the vehicle/mobile device as the traveler passes by. These digital advertisements can be interactive, allowing the user to set their navigation device to guide them directly to the location or providing additional information to the user.

This concept can be combined with personalization to improve the relevancy and targeting of the advertising. For example, if the traveler is a member of a certain gas station’s “rewards club”, then advertisements for that gas station can be prioritized for delivery to that person. The personalization profile information can be obtained through a number of ways such as social networks or customer opt-in.

This invention is intended to take advantage of wireless network and mobile device/connected vehicle ubiquity. Many MSOs have widespread deployments of wireless networks and already sell local advertising. They are in a great position to be able to provide this kind of digital advertising.

When passing a billboard next to the highway, the traveler has a very limited time to absorb the content. By delivering information to the vehicle or mobile device, the information can be retained for a much longer duration than the typical time of driving by a billboard. Address and phone number information can be retained, additional information such as operating hours or menu/product information can be delivered, and integrated navigation software can be used to guide the traveler directly to the location.

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By combining the idea of personalization and prioritization of advertisements, not only can the consumer benefit by receiving more relevant information, but also the typical experience of every traveler in every vehicle seeing the same billboard can be transformed into an experience where each person sees the billboard advertisement that is most relevant to them.

**Invention Commercial value/customers:** This invention can give consumers a longer lasting, more compelling experience than typical roadside advertising. The customers of this invention would be local advertisers, which may already be using billboards to advertise. Businesses that already used cable for local advertising could also potentially be upsold for this directed advertising that can give them visibility and lead customers to their door.

**Invention differences:** Perhaps the closest thing to this invention besides physical billboards might be social networking or mobile applications that use the device location to present the user with information about local shops.