

Title (en)
METHODS AND APPARATUS FOR IMPROVING THE ACCURACY AND REACH OF ELECTRONIC MEDIA EXPOSURE MEASUREMENTS SYSTEMS

Title (de)
VERFAHREN UND VORRICHTUNGEN ZUM VERBESSERN DER GENAUIGKEIT UND REICHWEITE VON EXPONIERUNGSMESSSYSTEMEN FÜR ELEKTRONISCHE MEDIEN

Title (fr)
PROCEDES ET APPAREIL POUR L'AMELIORATION DE LA PRECISION ET DE LA PORTEE DE SYSTEMES DE MESURES ELECTRONIQUES D'EXPOSITION AUX MEDIAS

Publication
EP 1779125 A4 20091216 (EN)

Application
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Priority
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Abstract (en)
[origin: WO2006015188A2] Methods and apparatus for improving the accuracy and reach of electronic media exposure measurement systems are disclosed. A disclosed method includes processing data representative of locations recorded by an electronic device to enhance at least one of completeness or accuracy of the data, deriving position fixes from the processed data, and modifying at least one of the derived position fixes to align with a known course of travel.

IPC 8 full level
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CPC (source: EP KR)
G06Q 30/02 (2013.01 - EP KR); **G08G 1/20** (2013.01 - EP KR)

Citation (search report)
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• See references of WO 2006015188A2

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WO 2006015188 A2 20060209; WO 2006015188 A3 20080124; AU 2005267913 A1 20060209; CA 2581164 A1 20060209; CN 101124606 A 20080213; CN 101208582 A 20080625; EP 1779125 A2 20070502; EP 1779125 A4 20091216; JP 2008508529 A 20080321; KR 20070083528 A 20070824; MX 2007001250 A 20080118

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