

Title (en)

METHOD AND DEVICE WITH FAVORITE AD LOCATIONS

Title (de)

VERFAHREN UND VORRICHTUNG MIT BEVORZUGTEN WERBEORTEN

Title (fr)

PROCÉDÉ ET DISPOSITIF AVEC DES EMPLACEMENTS DE PUBLICITÉ PRÉFÉRÉS

Publication

EP 2702779 A1 20140305 (EN)

Application

EP 12716895 A 20120410

Priority

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- US 2012032838 W 20120410

Abstract (en)

[origin: WO2012148657A1] A wireless communication device (200) and method (300). The method (300) can include: receiving (310) identified desirable advertisement associated with advertising content, the advertising content includes a designated location of an advertising entity, wherein the identified desirable advertisement includes being mined or selected as of interest and being included as a favorite location to visit; and providing (320) navigation information and the designated location of the identified desirable advertisement. Advantageously, the method allows a user to select identified desirable advertisement with a designated location. The user can use a wireless communication device to gain directions to a designated location while on the go.

IPC 8 full level

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CPC (source: EP)

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Citation (search report)

See references of WO 2012148657A1

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