

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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