New 410 idea.

Context – aware advertising. Using networked (wireless?) low-cost low-energy displays to provide custom advertising to passers-by. The user has already installed an app onto their smartphone device, which will respond by pairing to any authenticated sign near it. This connection will allow the sign to read a file generated by the app and pull the appropriate ad for the user based on tags. These tags will identify the target consumer by age, race, gender,

Companies want to more effectively target the consumer, but this is difficult because they cannot be aware of consumers walking near their advertisements