
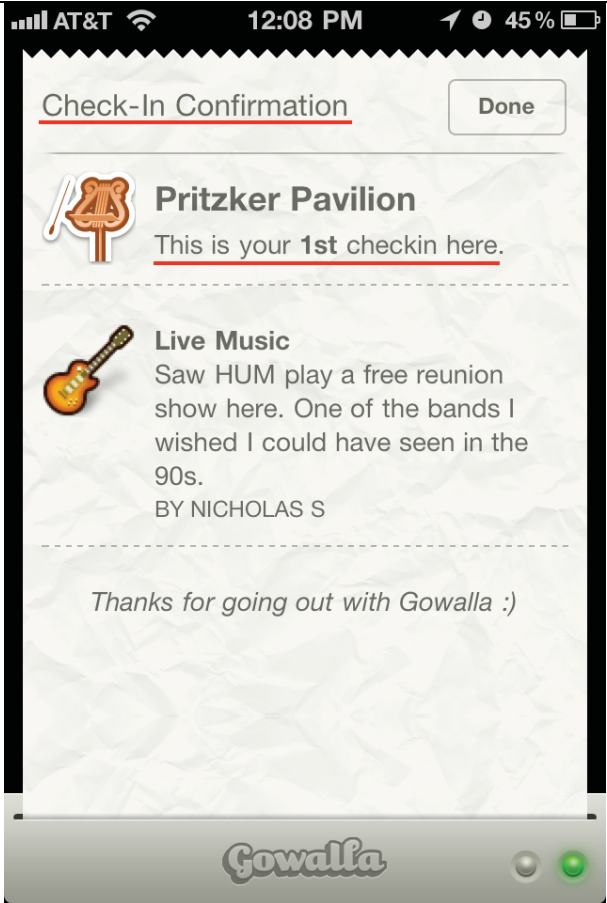



U.S. Patent No 7,860,523 Claim 14, 15, 16, 18, 24, 31 v. Gowalla

<p>Claim 30</p> <p>A method for enabling interactive audience participation at a live entertainment event at an expansive outdoor/indoor venue attended by a plurality of participating audience members employing a hand-held, wireless interactive device that includes a user interface, the method comprising the steps of:</p>	<p>Gowalla is a mobile platform designed to provide a method for interactive audience participation at a live entertainment event at an expansive indoor/outdoor venue (in this case, the Jay Pritzker Pavilion), such as an outdoor concert at a park, attended by a plurality of spectators, using an interactive device having a user interface, such as a smartphone.</p>	<div data-bbox="1031 331 1740 691"> <h3>On Your <u>Phone</u></h3> <p>Gowalla is most fun when you take it with you. Grab our app for your favorite <u>smartphone</u> so you can keep up on the go! Gowalla is currently available for iPhone, Android, Blackberry and Palm webOS phones.</p> <p>Hundreds of thousands of people are already going out with Gowalla. It's free and easy to get started. Sign up today.</p> </div> <div data-bbox="1031 721 1740 1097"> <h3>Explore the World</h3> <p>Enjoy trips created by National Geographic, USA TODAY, CNNMoney and others that guide you to restaurants, through <u>parks</u> and gardens, or on historic walking tours. Of course, you can create and share your own trips with your friends as well.</p> <p>Pins are added to your Passport to remind you of your achievements, like trips you've completed. We'll even keep track of the States, Provinces and Countries you've visited!</p> </div> <div data-bbox="1031 1127 1740 1471"> <h3>Photos, Rewards & More!</h3> <p>Gowalla does more than check in. You can <u>take photos, comment on places</u> friends go, and share highlights from your life.</p> <p>You may also find virtual items left around the world like digital souvenirs. Many items are redeemable for real-world rewards such as apparel, movie tickets, gadgets and more. We make discovering the world around you both fun and memorable.</p> </div> <p>http://gowalla.com/</p>
--	---	--

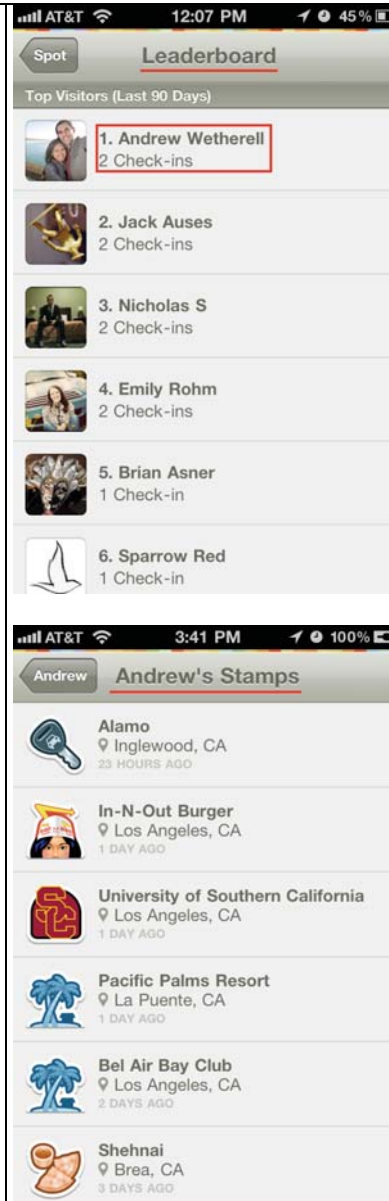
<p>querying the participating audience members;</p>	<p>Once a user arrives at a location, Gowalla queries the user as to whether he or she wants to check in at that venue.</p>	 <p>Screenshot from personal iPhone</p>
---	---	---

<p>receiving answers to the querying entered by the participating audience members via the user interface of the interactive device;</p>	<p>Shown to the right is Gowalla's response to the user's query answer "checking-in." As shown in the image to the right, once a user submits a "check-in," Gowalla confirms that the information has been received. Users respond to queries using the user interface of their interactive device.</p>	 <p>Screenshot from personal iPhone</p>
<p>transmitting the answers to a central processor;</p>	<p>As shown in the image directly above, once a user answers that he/she wants to "check-in," Gowalla confirms the receipt of that answer and awards passport stamps for doing so. These responses demonstrate that the Gowalla application program directed the user's device to transmit the user's answer to the Gowalla servers.</p>	

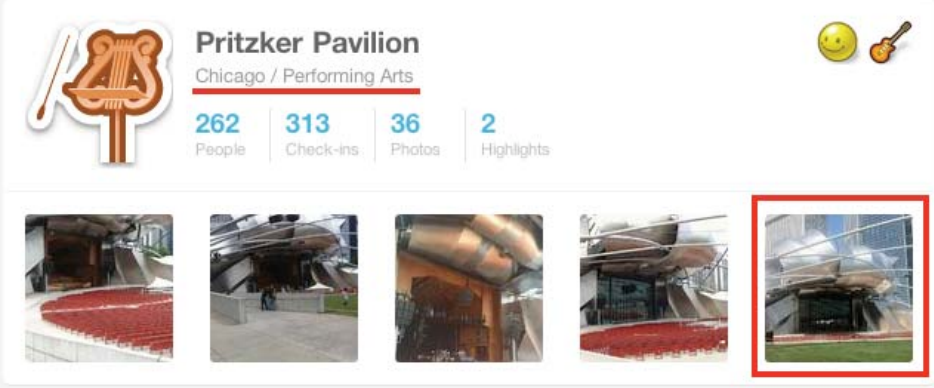
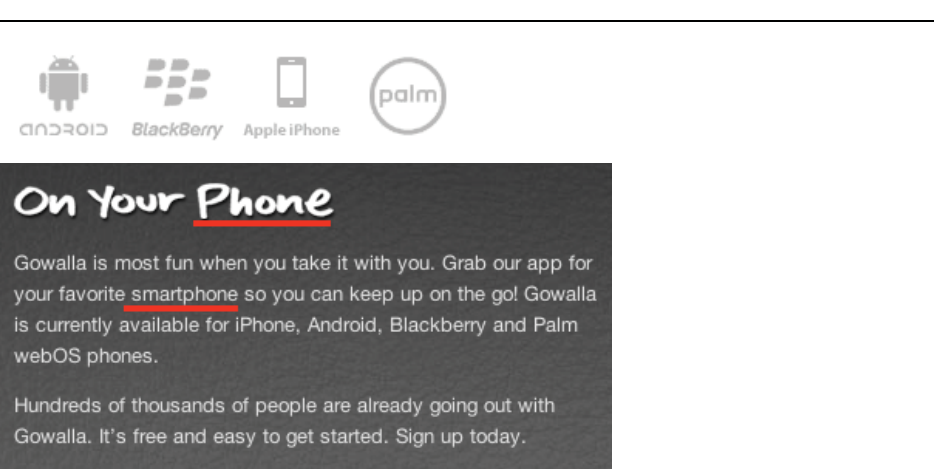
<p>processing the answers into results;</p>	<p>Gowalla processes user data, such as “check-ins,” into results. Depending on where and how often a user “checks-in” somewhere, users can unlock pins.</p> <p>For example, if a user “checks-in” at the Pritzker Pavilion in Illinois, he or she will earn an Illinois pin.</p>	 <p>Screenshot from personal iPhone</p> <p><u>Pins</u></p> <p><u>Pins are special rewards</u> you receive for doing things like finishing a Trip, visiting a given number of places, or taking photos. Earn the Cup o' Joe Pin by checking in at 10 unique coffeeshops or the Discover Pin when you add the 50th Stamp to your Passport. There's always a surprise waiting for you!</p> <p>http://help.gowalla.com/customer/portal/articles/72410-getting-started-how-things-work</p>
---	---	---

and broadcasting the results to the plurality of participating audience members attending the live entertainment event; and


Gowalla broadcasts the results of the processed data to all users at that particular venue. As shown in the image to the right, any user at Jay Pritzker Pavilion will see that Andrew Wetherell has checked into the venue most frequently and recently than any other user, as well as the stamps that he has earned.



Screenshot from personal iPhone

<p>wherein the expansive outdoor/indoor venue is selected from the group consisting of stadiums, arenas, race tracks, golf courses, and theme parks.</p>	<p>The image to the right shows that Jay Pritzker Pavilion is an expansive outdoor arena that is available on Gowalla for audience participation.</p>	 <p>http://gowalla.com/spots/832058</p>
<p>Claim 15</p> <p>The method of claim 14, wherein the wireless interactive device employs a form of wireless communications selected from the group consisting of radio transmissions, microwave transmissions, broadband wireless data transmissions, and satellite transmissions.</p>	<p>Upon information and belief, Gowalla has contractual agreements with various mobile service providers in order to provide a wireless communication system using broadband wireless data transmission (e.g., 3G networks) adapted to transmit to, and receive messages from, the user's mobile device when used in conjunction with the user's already existing mobile service network.</p>	 <p>http://gowalla.com/</p>

<p>Claim 16</p> <p>The method of claim 14, further comprising the step of presenting a promotional message to each participating audience member.</p>	<p>Gowalla presents promotional messages, provided by merchants, to each participating user via the user's mobile device. Promotional messages include rewards, such as discounts on shoe purchases, and entries into contests.</p>	<div data-bbox="1045 305 1948 1133"> </div> <p>Everyone who finds a TOMS Shoes item on Gowalla will receive an email with a <u>code for \$5 off the purchase of a pair of shoes</u> at http://TOMS.com! Additionally, TOMS has put together a great Gowalla Trip which we're featuring: take the TOMS History Trip to learn about a few of the spots that have been integral in the company's growth over the past four years and gain insight into TOMS Shoes culture (taco shops and surf spots included).</p> <p>http://blog.gowalla.com/post/977724488/gowalla-goes-out-with-toms-shoes-and-at-t-to-celebrate</p>
--	---	--

Claim 18		
The method of claim 16, wherein the promotional message is transmitted wirelessly to the interactive device and is presented to the participating audience member either visually or aurally.	Promotional messages are transmitted wirelessly from Gowalla's servers through the mobile device's wireless network. Promotional messages are presented visually on the interactive device's display.	
Claim 24		
The method of claim 14, wherein each interactive device has a unique address programmed therein.	Gowalla's mobile app is configured so that users can automatically access their Gowalla account through their wireless device. Log in is automatic because each interactive device has a unique address, or "identity," programmed therein.	
Claim 31		
The method of claim 14, wherein the step of querying comprises use of the interactive device.	Gowalla's querying is achieved using the user interface on the interactive mobile devices. Gowalla's querying and the user's response is transmitted and received, respectively, via the user's mobile device.	 <p>Screenshot from personal iPhone</p>

