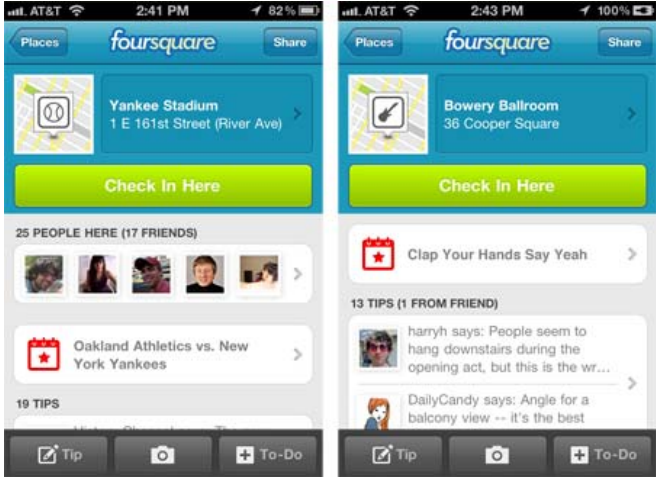
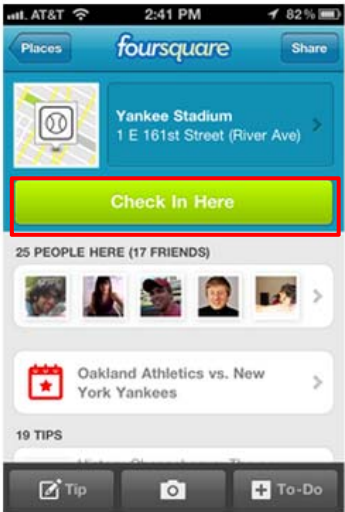
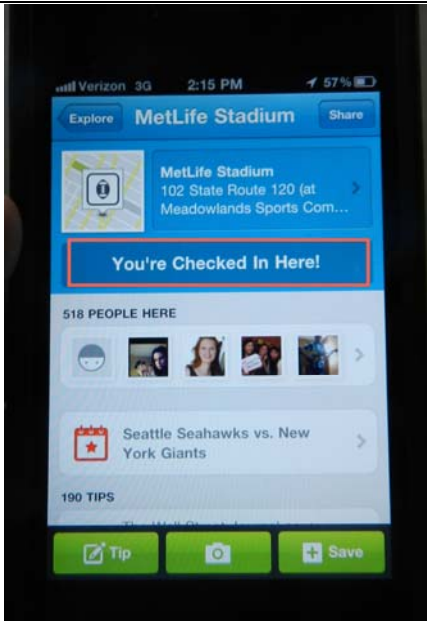
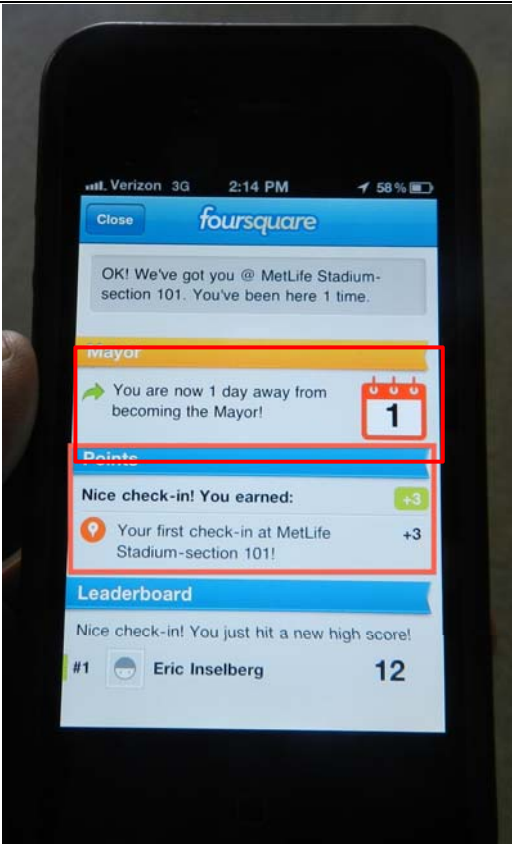
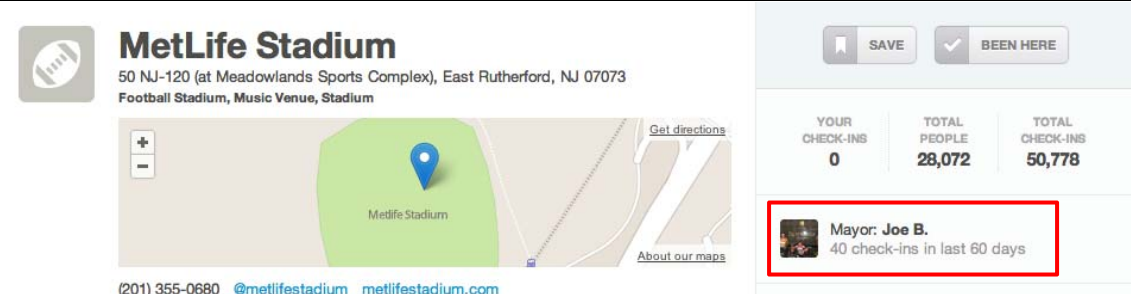
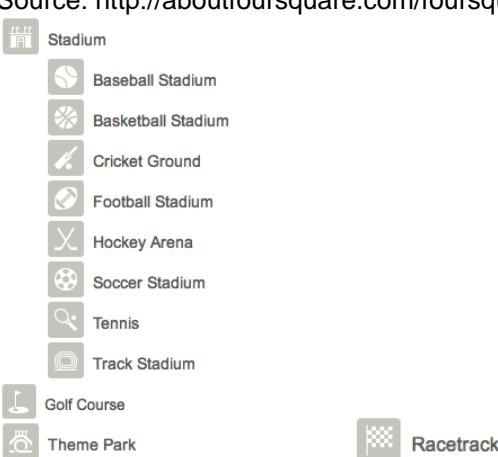


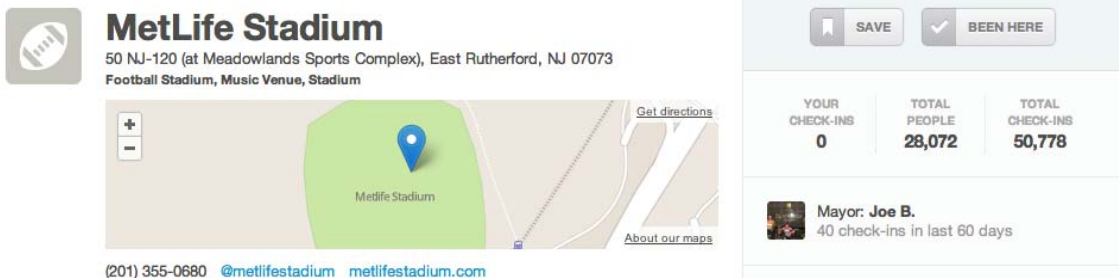
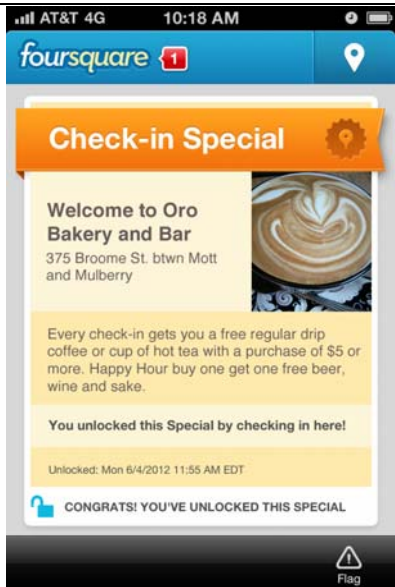
U.S. Patent No. 8,131,279: Foursquare

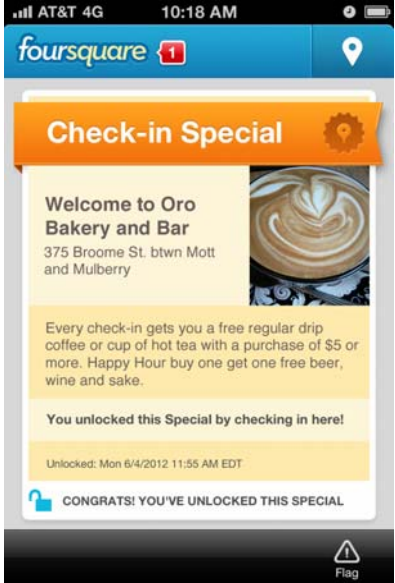
Claim 8	Analysis	Select Evidence
<p>A method for enabling interactive audience participation at a live entertainment event at an expansive outdoor/indoor venue attended by a plurality of participating audience members employing a hand-held, wireless interactive device that includes a user interface, the method comprising the steps of:</p>	<p>Foursquare is a location-based mobile service that provides a method for enabling audience participation at various venues. Foursquare allows users to “check-in” to expansive outdoor/indoor venues attended by a plurality of participating audience members, such as sporting arenas, stadiums, racetracks, and theatres using their mobile devices.</p>	<p>How do I check in on foursquare?</p> <p>Load up your foursquare app <u>on your device</u> (you can download it <u>here</u>), click “Check in” and then select the venue where you currently are. If you don’t see the venue listed, you can search for the venue by name.</p> <p>Once you find the right venue, click the big green button to check in. You can then decide whether you want to tell your friends where you are or keep your check in private (i.e. “off the grid”) You also have the option to add a “Shout,” (think: adding context to your check-in and letting your friends know what you’re doing) as well as to publish to Twitter and/or Facebook if you’ve linked those accounts in your settings.</p> <p>Source: http://support.foursquare.com/entries/188223-what-is-a-foursquare-check-in</p>  <p>It’s one of the most common check-ins on foursquare: you head off to a movie theater, check in, and type in ‘Harry Potter’ to tell people what you’re seeing. Or <u>check in to a stadium and shout ‘Patriots game’ or ‘Lady Gaga concert.’</u> Sometimes, people will even create a new venue, like ‘U2 at the Meadowlands,’ to make sure they share the concert with all their friends. In moments like this, a place is often more than just a place; so today, we’re starting to pull major events into our database.</p> <p>Source: http://blog.foursquare.com/2011/08/18/foursquare_events/</p>


Claim 8	Analysis	Select Evidence
<p>presenting an opportunity for interaction to the participating audience members;</p>	<p>Foursquare presents an opportunity for interaction to the participating audience members.</p> <p>As shown to the right, Foursquare presents audience members with the opportunity to “Check In.”</p>	 <p>Source: http://blog.foursquare.com/2011/08/18/foursquare_events/</p>
<p>receiving responses to the opportunity for interaction entered by the participating audience members via the user interface of the interactive device;</p>	<p>When users select “Check In Here” on their mobile device, the Foursquare application on the device receives this response.</p> <p>As shown to the right, Foursquare has received the user’s Check-In.</p>	 <p>Source: Screenshot of smartphone running Foursquare mobile application</p>

Claim 8	Analysis	Select Evidence
transmitting the responses to a central processor;	The Foursquare application on the device transmits the check-in to a central Foursquare processor to determine how many 'points' to award to a user, as well as to determine if the user is the new 'Mayor.'	 <p>Source: Screenshot of smartphone running Foursquare mobile application</p>
processing the responses into results; and	Foursquare processes user check-ins into results such as "Mayorships." Mayorships are awarded when Foursquare processes check-ins from all users and determines that one user has checked in at a venue more of then than the other users.	<p><u>What is a mayor?</u></p> <p>A mayor in foursquare is the user with the most number of "days" with check-ins at a specific place within the past 60 days. Only one check-in per day counts towards your mayorship tally. If you have a lot of check-ins that seem fake or consistently far away from where you are checking in, these check-ins will not count towards the mayorship total. Lots of businesses are now offering specials for the mayor of venues, so be sure to keep a look out for specials nearby when you're looking at the places tab in the app.</p> <p>Hint: Only users with a photo uploaded to their account (no faceless mayors!) will be eligible, so you should upload a photo from your settings page.</p> <p>If you're checking in off the grid, click here. If you're checking in via mobile web, click here.</p> <p>Source: http://support.foursquare.com/entries/231262-what-is-a-mayor</p>

Claim 8	Analysis	Select Evidence
broadcasting the results to the plurality of participating audience members attending the live entertainment event; and	Foursquare broadcasts the current Mayor (the results of processing user check-ins) to other audience members viewing the venue page.	 <p>Source: https://foursquare.com/v/metlife-stadium/4bd44b84a8b3a5937e7f6b5f</p>
wherein the expansive outdoor/indoor venue is selected from the group consisting of stadiums, arenas, race tracks, golf courses, and theme parks.	As shown to the right, Foursquare users can select a venue from every category listed in the claim.	<p>Each venue on Foursquare can be put into three different categories*. Navigating the hierarchy of categories to find the one you're looking for can be difficult sometimes. For instance, supermarkets can be found in Shops > Food > Grocery/Supermarket.</p> <p>CATEGORIES Add categories below or on your history page.</p> <ul style="list-style-type: none"> + Karaoke set as primary + Mall primary category <p>Add a category: <input type="text" value="Select a Category"/> <input type="button" value="add"/></p> <p>Source: http://aboutfoursquare.com/foursquare-categories-demystified/</p>  <p>Source: http://aboutfoursquare.com/foursquare-categories/arts-entertainment/ Source: http://aboutfoursquare.com/foursquare-categories/parks-outdoors/</p>

Claim 9	Analysis	Select Evidence
<p>The method of claim 8, wherein the expansive outdoor/indoor venue is a venue where a purchase can be made.</p>	<p>Foursquare users can select venues where a purchase can be made.</p>	<div data-bbox="871 261 1982 537">  </div> <p>Source: https://foursquare.com/v/metlife-stadium/4bd44b84a8b3a5937e7f6b5f</p> <div data-bbox="856 607 1650 737"> <p>A: No longer will you have to fear missing any of the action when you leave your seat to get a bite with <u>over 800 points of sale</u>, which is triple what the previous stadium had, and numerous premium food options. For a complete list of food options please see the stadium map.</p> </div> <p>Source: http://www.metlifestadium.com/3_about_faqs03.php?q2</p>
Claim 10	Analysis	Select Evidence
<p>The method of claim 8, further comprising the step of presenting a promotional message to each participating audience member.</p>	<p>Foursquare allows businesses to create “Check-In Specials,” which are awarded when users check in to a venue.</p>	<div data-bbox="848 850 1239 1433">  </div> <p>Source: Official Foursquare mobile application screenshot</p>

Claim 11	Analysis	Select Evidence
<p>The method of claim 10, wherein the promotional message is transmitted wirelessly to the interactive device and is presented to the participating audience member either visually or aurally.</p>	<p>Foursquare “Check-In Specials” are transmitted to user devices using a wireless internet or cellular telephone signal. The offer is presented visually.</p>	 <p>Source: Official Foursquare mobile application screenshot</p>
Claim 12	Analysis	Select Evidence
<p>The method of claim 8, further comprising the step of awarding a prize to at least one selected audience member who has responded.</p>	<p>When a user has checked in the most during a 60 day period, Foursquare awards them with a “Mayorship.”</p>	<p><u>Foursquare mayorships are awarded to your customers with the most days checked into your venue over the last 60 days, and only users who have uploaded profile photos are eligible.</u></p> <p>Source: http://support.foursquare.com/entries/188303-what-is-a-foursquare-mayor</p>

Claim 13	Analysis	Select Evidence								
The method of claim 8, wherein the wireless device employs a form of wireless communications selected from the group consisting of radio transmissions, microwave transmissions, broadband wireless data transmissions, and satellite transmissions.	The Foursquare mobile application runs on smartphones that employ a number of different wireless communications that fall under the categories listed in the claim. Some examples are given below.	<ul style="list-style-type: none">• World phone• UMTS/HSDPA/HSUPA (850, 900, 1900, 2100 MHz); GSM/EDGE (850, 900, 1800, 1900 MHz)• CDMA EV-DO Rev. A (800, 1900 MHz)⁴• 802.11b/g/n Wi-Fi (802.11n 2.4GHz only)• Bluetooth 4.0 wireless technology <p>Source: http://www.apple.com/iphone/specs.html</p> <table><tr><th colspan="2">Connectivity</th></tr><tr><td>Network support</td><td>GSM/GPRS/EDGE 850/900/1800/1900 UTMS HSDPA 850/1900/2100</td></tr><tr><td>WiFi</td><td>802.11 a/b/g/n</td></tr><tr><td>Bluetooth</td><td>Bluetooth 3.0</td></tr></table> <p>Source: http://www.android.com/devices/detail/galaxy-nexus</p>	Connectivity		Network support	GSM/GPRS/EDGE 850/900/1800/1900 UTMS HSDPA 850/1900/2100	WiFi	802.11 a/b/g/n	Bluetooth	Bluetooth 3.0
	Connectivity									
	Network support	GSM/GPRS/EDGE 850/900/1800/1900 UTMS HSDPA 850/1900/2100								
WiFi	802.11 a/b/g/n									
Bluetooth	Bluetooth 3.0									
Apple iPhone 4S uses the wireless technologies listed to the right, which include radio and broadband wireless data transmissions.										
The Samsung Galaxy Nexus, an Android phone, uses the wireless technologies listed to the right.		<p>Boldly go anywhere</p>  <ul style="list-style-type: none">› Wi-Fi: 802.11 2.4 GHz b/g/n, 5GHz a/n› Wi-Fi® access to BlackBerry® Enterprise Server› Wi-Fi access to BlackBerry® Internet Bundle› Direct IP web browsing over Wi-Fi <p>Source: http://us.blackberry.com/smartphones/blackberry-bold-9900-9930.html#/h:/smartphones/blackberry-bold-9900-9930/phone-specifications.html</p>								
The Blackberry Bold 9900 uses the wireless technologies listed to the right.										