





U.S. Patent No 7,792,539 Claim 1 v. Gowalla

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| <p>Claim 1</p> <p>A method for enabling interactive participation by enrolled participants during activity occurring at a college campus venue attended by a plurality of persons,</p> | <p>Gowalla is a mobile platform designed to provide a method for interactive audience participation by enrolled participants during activity at a college campus, such as studying on campus. Specifically, Gowalla allows users to “check-in” at a college campus, like Chicago-Kent College of Law, and interactively participate in the event via the user’s wireless mobile device.</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 1065"> <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> <div data-bbox="1031 1105 1932 1438"> <div>  <div> <h3>Chicago-Kent College of Law</h3> <p>Chicago / Law School</p> <div> <div>11 People</div> <div>25 Check-ins</div> <div>1 Photo</div> <div>1 Highlight</div> </div> </div> </div> <div>   <div> <p>Uthman Alamoudi checked in at <u>Chicago-Kent College of Law.</u></p> <p><u>“Studying..”</u></p> <p>✓ 20 days ago · Chicago, IL</p> </div> </div> <p>http://gowalla.com/spots/1147989</p> </div> |
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| said enrolled participants employing a wireless interactive device having a unique signature associated therewith and capability to: | Gowalla allows enrolled attendees to interactively participate on their interactive wireless mobile device, such as an iPhone. Mobile devices have a unique signature embedded within their SIM cards, which are used to identify the device. |  <p>Screenshot from personal iPhone</p> |
| (i) receive and transmit messages; | Smartphones that Gowalla’s service is designed for, such as iPhones, have the capability to send messages, such as the location where the user is using the “Check In” button, and receive messages, such as highlights at that location through the “Highlights” tab. | |
| (ii) accept input via a user input interface; | These devices typically accept user input via the touchscreen user interface. | |
| (iii) output messages to a user output interface; and | As shown to the right, a smartphone device’s display screen acts as an output interface by displaying messages to its users. | |
| (iv) transmit said unique signature, the method comprising the steps of: | Gowalla’s mobile app is configured so that users can automatically access their Gowalla accounts through their wireless devices. Log in is automatic because the device transmits its “identity,” or unique signature, wirelessly. | |

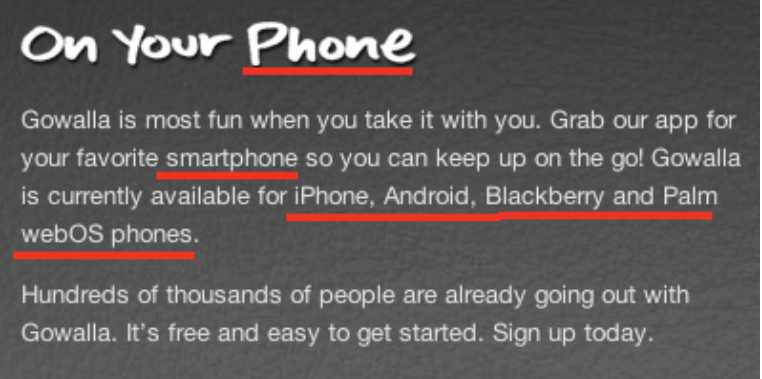
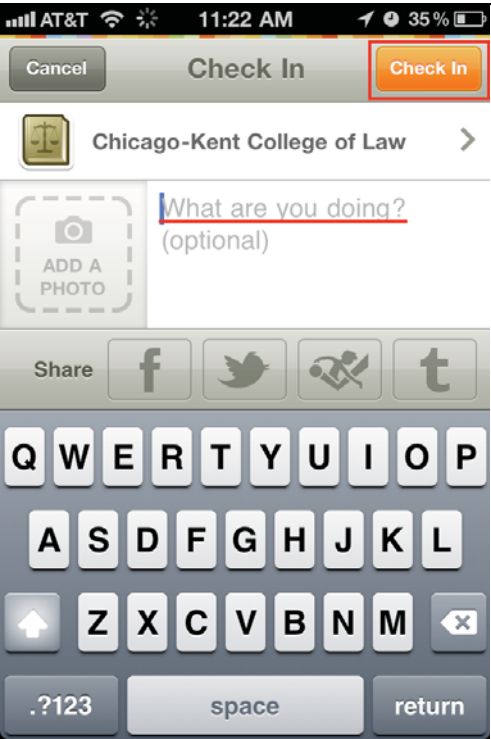
enrolling at least some of said persons as enrolled participants, each being equipped with one of said wireless interactive devices;

Gowalla enrolls attendees as participants by obtaining and accepting their transmitted location from their wireless interactive device. The compass arrow shaped icon indicates that the wireless device is transmitting its location. Once enrolled, participants are able to access and participate in Gowalla's location-specific activities via their wireless device.

As seen in the image to the right, once a participant's location is obtained and accepted by Gowalla, the participant can see what location-specific activities are available to them.



Screenshot from personal iPhone

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| <p>providing a wireless communication system appointed to transmit and receive messages with said interactive device;</p> | <p>Upon information and belief, Gowalla has contractual agreements with various mobile service providers in order to provide a wireless communication system 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>As shown in the image to the right, the system can receive wireless messages from handsets running Gowalla's mobile app. The system can also send information to the same wireless handset running Gowalla's mobile app.</p> |  <p>On Your Phone</p> <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 <u>iPhone, Android, Blackberry and Palm webOS phones</u>.</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> <p>http://gowalla.com/</p> |
| <p>querying said enrolled participants to respond to at least one query with an answer entered through said user input interface and transmitted by said interactive device; and</p> | <p>Gowalla provides a system for querying participating users to respond to at least one query, using the mobile device's input interface to enter and transmit the user's response.</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. The user responds using the user interface on their mobile device.</p> |  <p>The screenshot shows the Gowalla mobile app interface on an iPhone. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, location services, the time '11:22 AM', and battery level '35%'. The app interface includes a 'Cancel' button, a 'Check In' button (highlighted with a red box), and a location field showing 'Chicago-Kent College of Law' with a right arrow. Below this is a text input field with the placeholder 'What are you doing? (optional)' and a camera icon with 'ADD A PHOTO' text. A 'Share' button is followed by social media icons for Facebook, Twitter, and Tumblr. A QWERTY keyboard is visible at the bottom.</p> <p>Screenshot from personal iPhone</p> |

receiving answers entered by said enrolled participants;

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, as well as awarding a pin for participating. This response demonstrates that the wireless communication system receives the answer.



Screenshot from personal iPhone

wherein said wireless interactive device further comprises localization circuitry appointed to transmit a location signal indicative of a physical location of said device, said method further comprises the step of detecting said transmitted location signal;

A user's wireless interactive device includes localization circuitry that transmits the physical location of the user to Gowalla.

This symbol indicates that the localization circuitry in the wireless device is in use.



Screenshot from personal iPhone

and wherein said enrolling step is effected automatically for persons attending said college campus venue and possessing a said wireless interactive device, upon detection of said transmitted location signal indicative of a physical location within said college campus venue.

Enrollment is automatic for devices that have localization circuitry. When a participant's mobile device transmits its physical location within the activity area of a college campus, that participant is automatically enrolled, allowing the participant access to the location-specific activities.

As shown in the image to the right, with the Gowalla app activated, the device automatically transmits the location of Chicago-Kent College of Law to Gowalla, which automatically enrolls the user, giving access to Gowalla's activities.



Screenshot from personal iPhone