

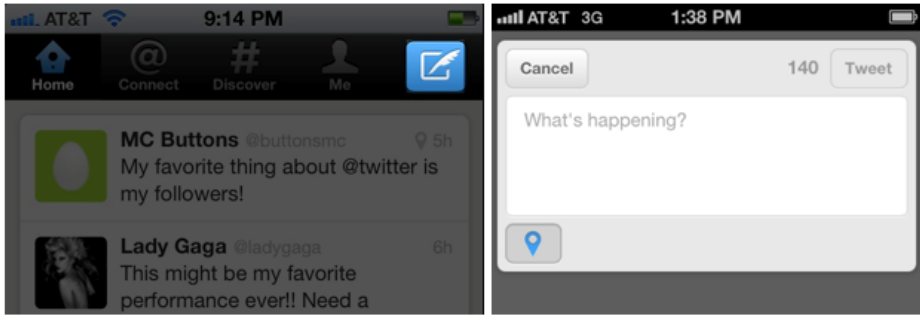
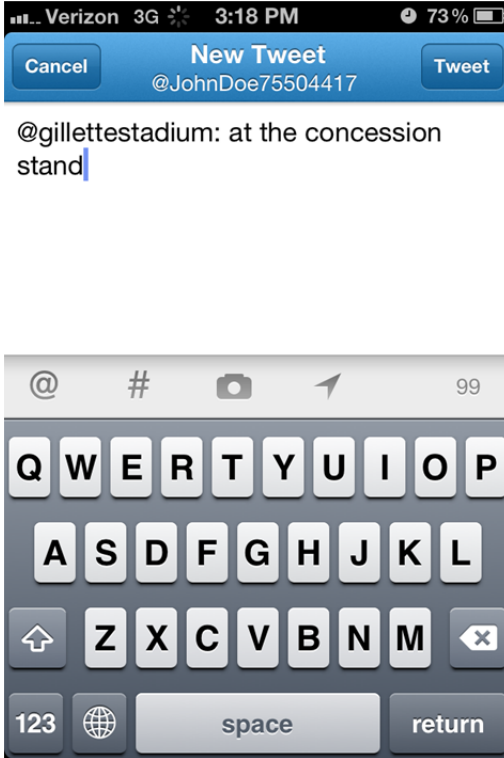
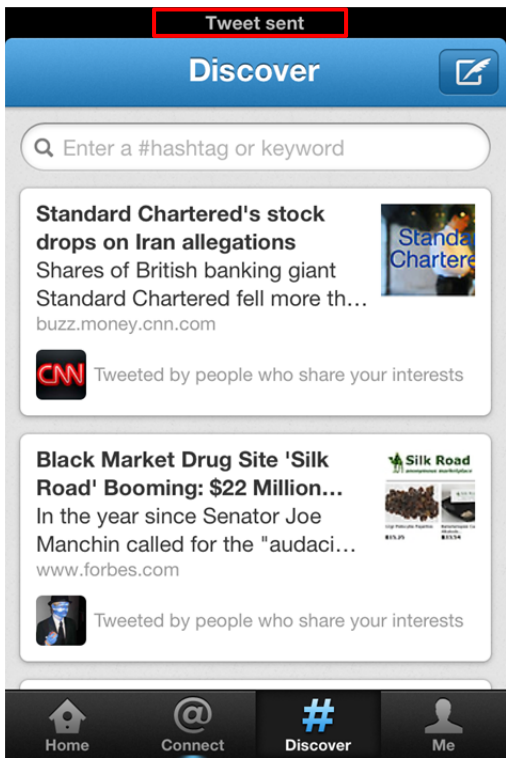




## U.S. Patent No. 8,131,279: Twitter

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>Twitter provides a mobile application that performs a method for enabling audience participation at various venues. Twitter allows users to “tweet” at expansive outdoor/indoor venues.</p>	<p>An information network</p> <p>Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find <a href="#">interesting</a>. Simply find the accounts you find most compelling and follow the conversations.</p> <p>At the heart of Twitter are small bursts of information called <a href="#">Tweets</a>. Each Tweet is 140 characters long, but don't let the small size fool you—you can discover a lot in a little space. You can see photos, videos and conversations directly in Tweets to get the whole story at a glance, and all in one place. <a href="#">See it in action</a>.</p> <p>Source: <a href="https://twitter.com/about">https://twitter.com/about</a></p> <p style="text-align: center;"><b>Take Twitter with you. Get the app.</b></p> <div style="text-align: center;">  <p>iPhone      Android      iPad      BlackBerry      Windows Phone 7      Nokia s40</p> </div> <p>Source: <a href="https://twitter.com/download">https://twitter.com/download</a></p> <div style="text-align: center;">  <p><b>Gillette Stadium</b>  @GilletteStadium  <i>The official Twitter account for Gillette Stadium concerts and events.</i>  Foxborough, MA · <a href="http://www.gillettstadium.com">http://www.gillettstadium.com</a></p> </div> <p>Source: <a href="https://twitter.com/GilletteStadium">https://twitter.com/GilletteStadium</a></p>

Claim 8	Analysis	Select Evidence
<p>presenting an opportunity for interaction to the participating audience members;</p>	<p>SCVNGR presents an opportunity for interaction to the participating audience members.</p> <p>As shown to the right, Twitter presents audience members with the opportunity to Tweet. Twitter users may also include their location, such as at the outdoor/indoor venue.</p>	<h3 data-bbox="867 256 1157 284">How to post a Tweet</h3> <ol data-bbox="867 305 1808 475" style="list-style-type: none"> <li>1. Tap on the <b>compose Tweet icon</b> (looks like a feather quill) on the top right of the scree. This will bring up the Tweet composer (pictured below).</li> <li>2. Enter your 140-character message and then tap <b>Tweet</b>. The message will be posted to your Twitter profile and in the Home Timeline of your followers.</li> <li>3. You also have the option to <b>add your location</b> to your Tweet by tapping the blue geo-location button at the bottom of the Tweet composer box.</li> </ol> <div data-bbox="867 529 1780 841">  </div> <p data-bbox="852 857 1470 885">Source: <a href="https://support.twitter.com/articles/20113771">https://support.twitter.com/articles/20113771</a></p>


Claim 8	Analysis	Select Evidence	
<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 “Tweet” on their mobile device, the Twitter application on the device receives this response.</p> <p>As shown to the right, Twitter indicates it has received the response by displaying “Tweet Sent.”</p>	 <p>Source: Twitter application screenshot</p>	
<p>transmitting the responses to a central processor;</p>	<p>The Twitter application transmits the user’s Tweet to Twitter’s central processor to calculate what topics are “Trending,” or are the most popular.</p>	<p><b>Trending Topic</b></p> <p>A subject algorithmically determined to be one of the most popular on Twitter at the moment. <a href="#">Find out more about trending topics.</a></p> <p>Source <a href="https://support.twitter.com/articles/166337-the-twitter-glossary#">https://support.twitter.com/articles/166337-the-twitter-glossary#</a></p>	


Claim 8	Analysis	Select Evidence
<p>processing the responses into results; and</p>	<p>Twitter processes user Tweets into “Trending Topics,” which are topics that are algorithmically determined to be the most popular.</p> <p>As shown to the right, Twitter has processed user Tweets and determined that the topics listed are the most popular.</p>	 <p>Source: Twitter application screenshot</p>

Claim 8	Analysis	Select Evidence
broadcasting the results to the plurality of participating audience members attending the live entertainment event; and	Twitter broadcasts the results to the plurality of Twitter users under the “Discover” tab of the Twitter mobile application.	 <p>Source: Twitter application screenshot</p>

Claim 8	Analysis	Select Evidence
<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>Twitter allows users to “tweet” from outdoor/indoor venues. Some photographs taken at exemplary tweet locations are shown to the right.</p>	 <p>The top photograph shows a large green billboard at the Indianapolis Motor Speedway. The billboard features the text "CHECK IN at the Indianapolis Motor Speedway" and logos for "foursquare", "facebook", and "twitter". The "twitter" logo is highlighted with a red rectangular box.</p> <p>The bottom photograph shows a stadium scoreboard during a game. The scoreboard displays the "pepsi" logo and a Twitter advertisement that reads "JOIN THE CONVERSATION ON TWITTER #GIANTSGAME". The advertisement is highlighted with a red rectangular box.</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>Twitter users can tweet at outdoor/indoor venues where a purchase can be made, for example, at MetLife Stadium, as shown to the right.</p>	 <p>The image is a detailed stadium map of MetLife Stadium, specifically focusing on the concessions area. It is divided into several sections:</p> <ul style="list-style-type: none"> <li><b>PORTABLE STANDS:</b> This section lists various food vendors and their locations. Vendors include Mrs. Fields Cookies and Brownies, Sausage and Peppers, Planter's Peanuts, Cheesesteaks, Pretzels, Welsh Farms Ice Cream, Food Network, and Soy Kitchen. Each vendor lists specific sections where they are located.</li> <li><b>OTHER IMPORTANT PLACES:</b> This section includes Retail Locations (Main Store: West Hall), Guest Services Booths, and ATMs (CHASE).</li> <li><b>CONCESSIONS STANDS:</b> This section provides more detailed information about specific concession stands, including Brooklyn Custom Grind Burgers, Papa John's Pizza, New York Delicatessen, Franks, Boardwalk Fryer, Nathan's, and Cheesesteaks. Each stand lists its menu items and the sections it occupies.</li> </ul> <p>At the bottom of the map, there is a note about Tork being the official supplier of napkins, hand towels, bath tissue, soap, sanitizer, and dispensers for MetLife Stadium. The Ticketmaster logo is also present.</p> <p>Source: <a href="http://www.metlifestadium.com/data/stadium-map/stadium-map.pdf">http://www.metlifestadium.com/data/stadium-map/stadium-map.pdf</a></p>

Claim 13	Analysis	Select Evidence								
<p>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.</p>	<p>The Twitter 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.</p> <p>Apple iPhone 4S uses the wireless technologies listed to the right, which include radio and broadband wireless dadta transmissions.</p> <p>The Samsung Galaxy Nexus, an Android phone, uses the wireless technologies listed to the right.</p> <p>The Blackberry Bold 9900 uses the wireless technologies listed to the right.</p>	<ul style="list-style-type: none"><li>• World phone</li><li>• UMTS/HSDPA/HSUPA (850, 900, 1900, 2100 MHz); GSM/EDGE (850, 900, 1800, 1900 MHz)</li><li>• CDMA EV-DO Rev. A (800, 1900 MHz)<sup>4</sup></li><li>• 802.11b/g/n Wi-Fi (802.11n 2.4GHz only)</li><li>• Bluetooth 4.0 wireless technology</li></ul> <p>Source: <a href="http://www.apple.com/iphone/specs.html">http://www.apple.com/iphone/specs.html</a></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: <a href="http://www.android.com/devices/detail/galaxy-nexus">http://www.android.com/devices/detail/galaxy-nexus</a></p> <p><b>Boldly go anywhere</b> </p> <ul style="list-style-type: none"><li>› <b>Wi-Fi:</b> 802.11 2.4 GHz b/g/n, 5GHz a/n</li><li>› Wi-Fi® access to BlackBerry® Enterprise Server</li><li>› Wi-Fi access to BlackBerry® Internet Bundle</li><li>› Direct IP web browsing over Wi-Fi</li></ul> <p>Source: <a href="http://us.blackberry.com/smartphones/blackberry-bold-9900-9930.html#/h/smartphones/blackberry-bold-9900-9930/phone-specifications.html">http://us.blackberry.com/smartphones/blackberry-bold-9900-9930.html#/h/smartphones/blackberry-bold-9900-9930/phone-specifications.html</a></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									



NOTE:

Additional Patent and claims that could be charted (independent claims in **bold**):

Patent	Claims
8,131,279	<b>1</b> , 2, <b>8</b> , 9, 13
7,860,523	<b>1</b> , 2, 10, 11, 12, <b>14</b> , 15, 23, 24, 27, 28, 31
6,975,878	<b>1</b> , 3, 4, 6, <b>27</b>
7,123,930	<b>1</b> , 6, 7, 8, <b>10</b> , 11, 20, 21, 24, 27, <b>30</b> , 33, 35, 38, 39
7,424,304	<b>1</b> , 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 17, 23, 24, 25, 27, <b>28</b> +most dep, <b>62</b> +most dep