Claim 31		
A system for enabling interactive participation by a plurality of spectators attending a live spectator event at a venue,	Google Latitude is a mobile platform designed to provide a system for interactive audience participation at a live event, such as a concert at an outdoor pavilion, attended by a plurality of spectators. Specifically, Google Latitude allows users to interactively participate by "checking-in" at live events, all via the user's wireless mobile device.	http://www.google.com/latitude/checkin/#quiznos

each participating spectator employing a wireless interactive device having capability	Google Latitude allows attendees to interactively participate on their interactive wireless mobile device, such as an iPhone.	
(i) to receive and transmit messages,	Smartphones, such as iPhones, have the capability to send messages, such as the location where the user is using the "Check in here" button, and receive messages, such as information about that location.	
(ii) accept input via a user input interface, and	These devices typically accept user input via the touchscreen user interface.	
(iii) output messages to a user output interface, the method comprising the steps of:	As shown to the right, a smartphone device's display screen acts as an output interface by displaying messages to its users.	Screenshot from personal iPhone

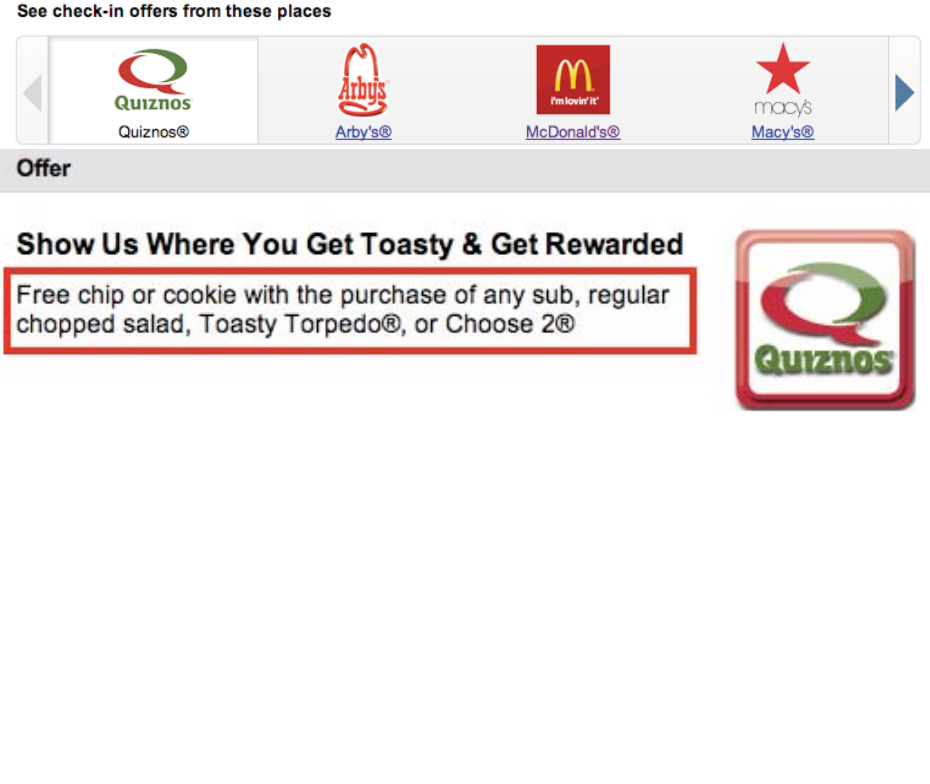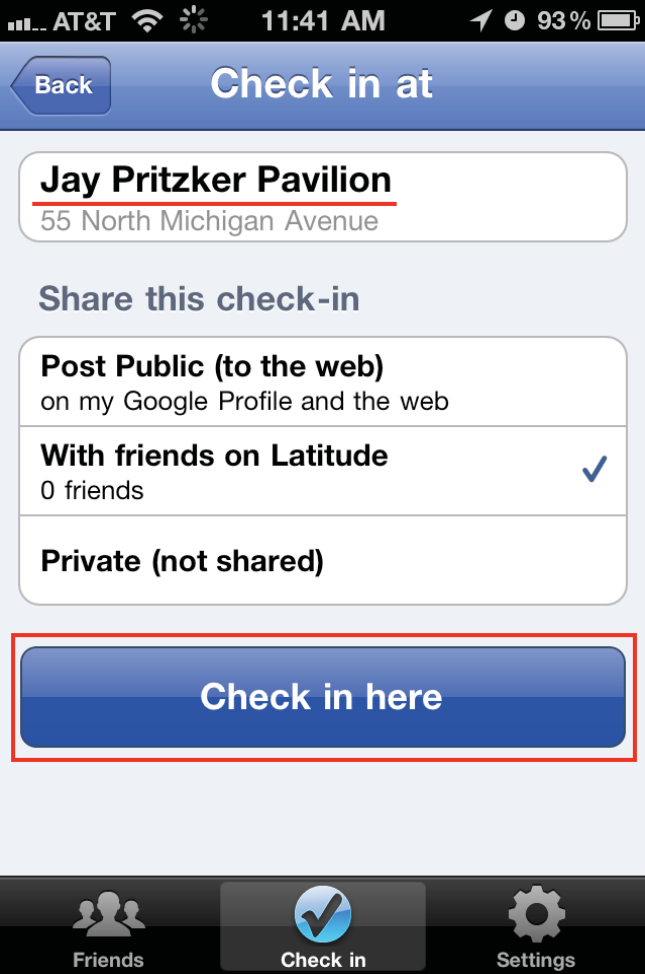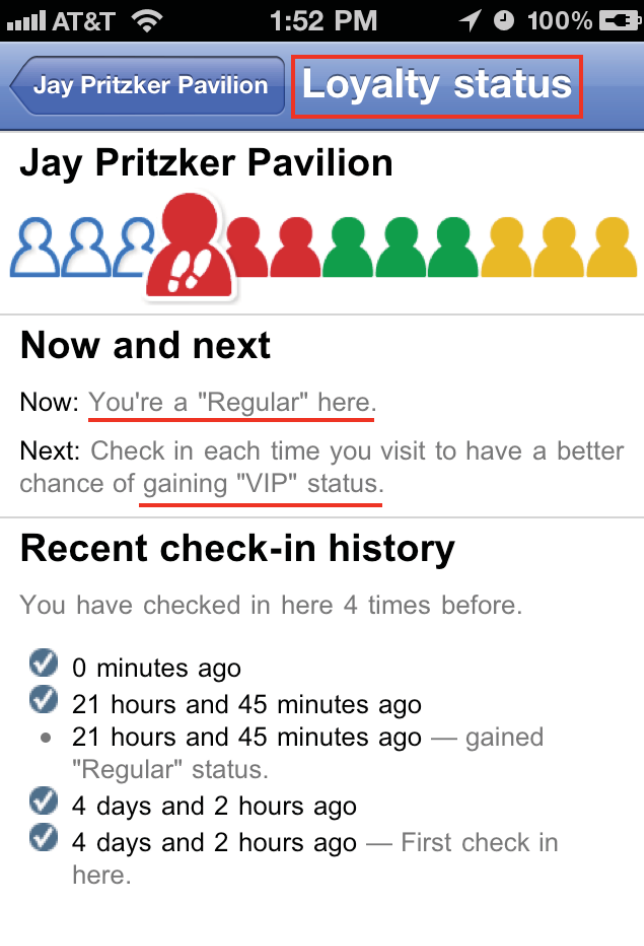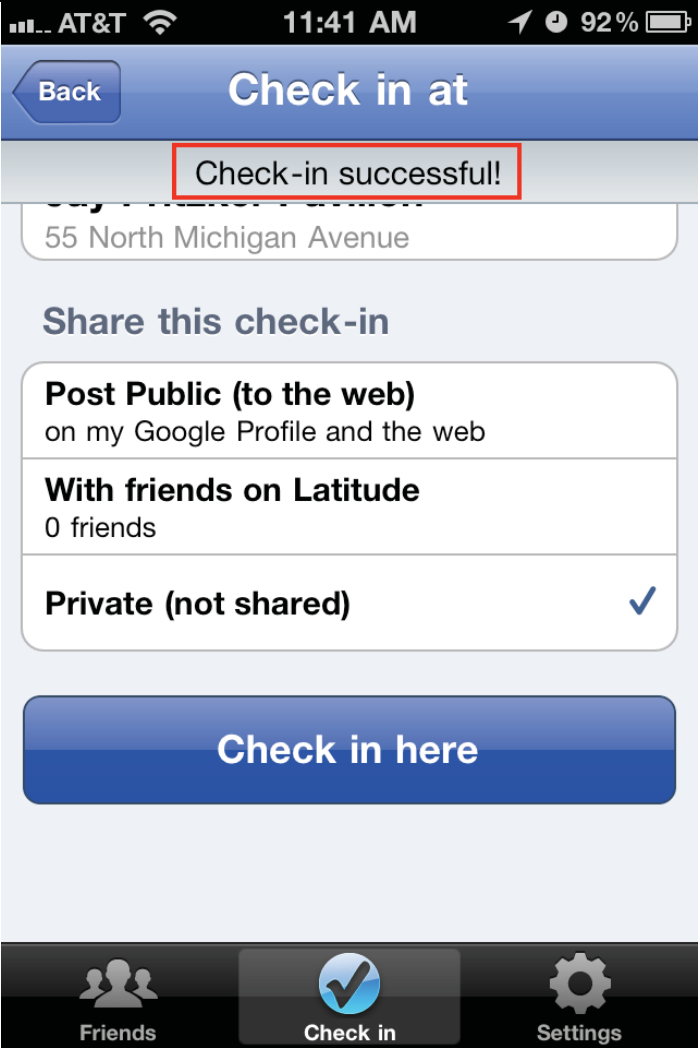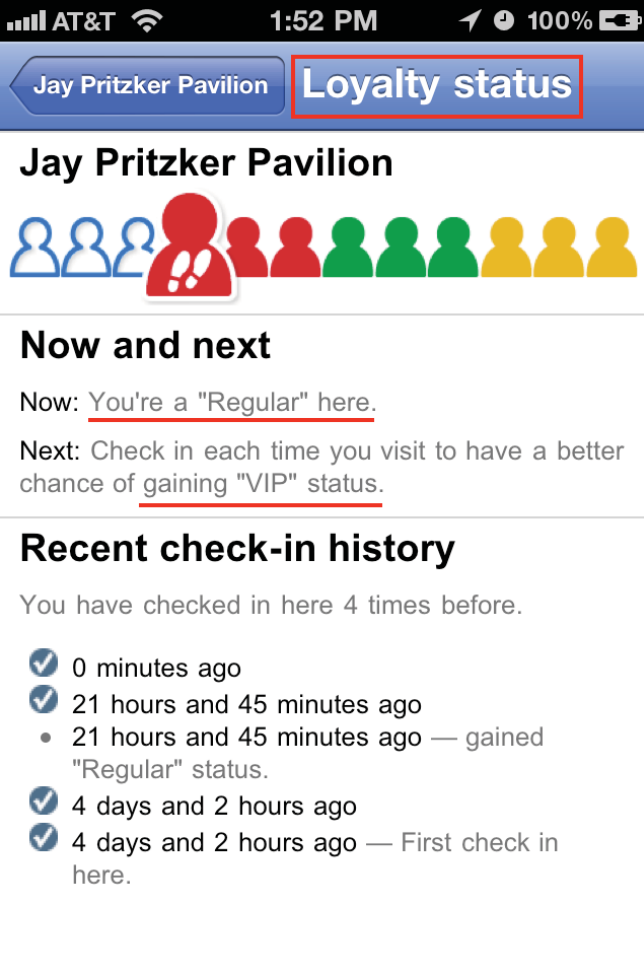|		
a wireless communication system adapted to transmit and receive messages with said interactive device;	Upon information and belief, Google Latitude has contractual agreements with various mobile service providers in order to provide a wireless communication system adapted to transmit to, and receive messages from, the user's mobile device when used in conjunction with the user's already existing mobile service network.	**Supported phones** Google Latitude is available on the following mobile devices: • Android-powered devices with Maps version 3.0+ • iOS devices (iPhone 3G, 3GS, iPhone 4, iPad, and 3rd/4th generation iPod touch) **Google Latitude** See where your friends are right now. ▷ Watch video Screenshot from personal iPhone

means for disseminating least one promotional message to said spectators through said user output interface of said interactive device;	Google Latitude's servers provide promotional messages that Google Latitutde transmits through a wireless communication system to the handset for display on the screen. The Google Latitude programmed handset then accepts and disseminates the promotional messages by displaying the promotional message on the handset's display screen. As shown in the image to the right, Google Latitude's mobile app is configured to display promotional messages, such as free food from Quiznos.	See check-in offers from these places Quiznos — Quiznos® Arby's — Arby's® McDonald's — McDonald's® macy's — Macy's® Offer **Show Us Where You Get Toasty & Get Rewarded** Free chip or cookie with the purchase of any sub, regular chopped salad, Toasty Torpedo®, or Choose 2®

means for querying said spectators to respond to at least one query with an answer entered through said user input interface and transmitted by said interactive device;	Google Latitude's servers provide queries that transmits through a wireless communication system to the handset for display on the screen. The Google Latitude-coded handset then accepts and transmits the user's answers entered on the handset.	
	For example, once users arrive at a location, Google Latitude queries them as to whether they want to "check-in" at that venue ("Check in here" button). The users respond using the user interface on their mobile devices.	Screenshot from personal iPhone

a central processor adapted into process into results said answers entered by said spectators,	At its central server, Google Latitude processes user data, such as "check-ins," into results. Depending on where and how often a user "checks-in" somewhere, users can "gain status." For example, users who "checks-in" somewhere at a high frequency can upgrade their "Loyalty status." As seen on the right, the user has obtained "Regular" status, and with more check-ins, may obtain "VIP" status.	**⦁⦁⦁⦁ AT&T 🛜 1:52 PM ⌖ ⏱ 100% 🔋** ◀ Jay Pritzker Pavilion **Loyalty status** ## Jay Pritzker Pavilion ## Now and next Now: You're a "Regular" here. Next: Check in each time you visit to have a better chance of gaining "VIP" status. ## Recent check-in history You have checked in here 4 times before. ✔ 0 minutes ago ✔ 21 hours and 45 minutes ago • 21 hours and 45 minutes ago — gained "Regular" status. ✔ 4 days and 2 hours ago ✔ 4 days and 2 hours ago — First check in here. Screenshot from personal iPhone

received by said wireless communications system, and	Shown to the right is Google Latitude'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," Google Latitude confirms that the information has been received, as well as awarding "status" for participating. This response demonstrates that the wireless communication system receives the answer and transfers it to the Google Latitude servers.	
transferred to said central processor;		
		Screenshot from personal iPhone

means for announcing said results.	Google Latitude announces the results of the processed data through its specially-programmed servers networked to a wireless communication system. As shown in the image to the right, users at Jay Pritzker Pavilion can see their "Loyalty status."

Screenshot from personal iPhone |