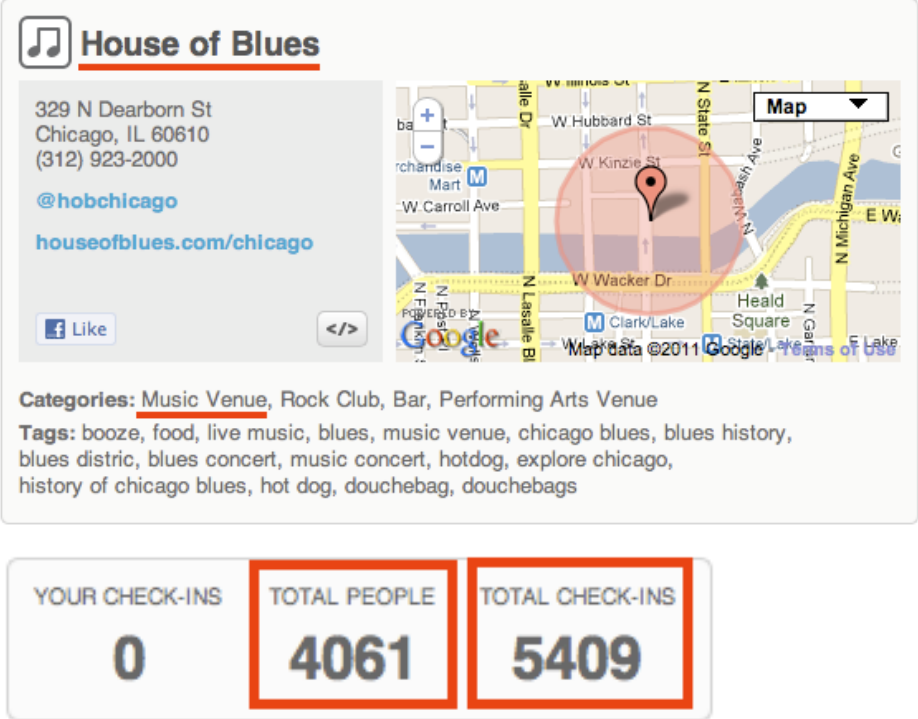
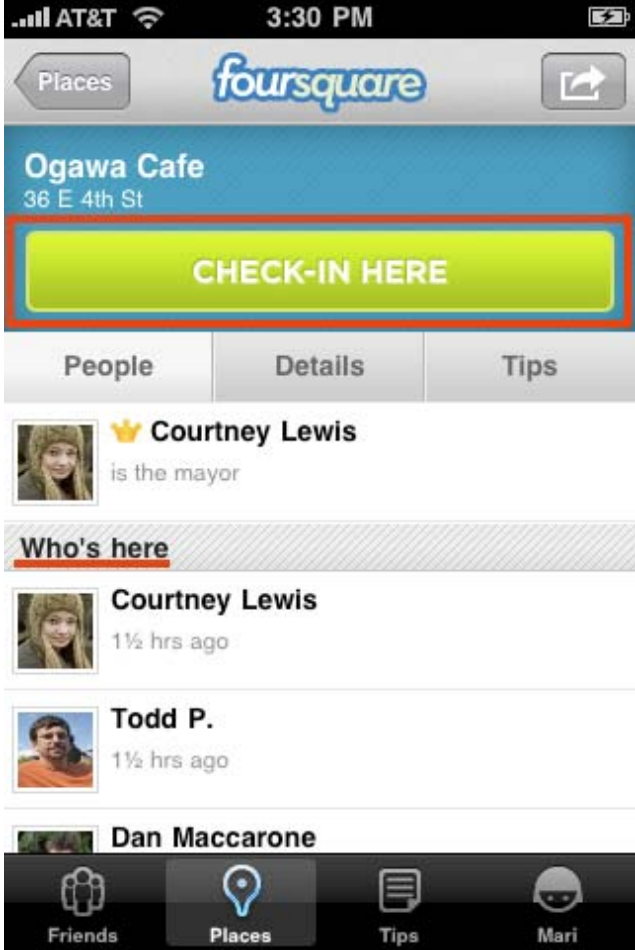
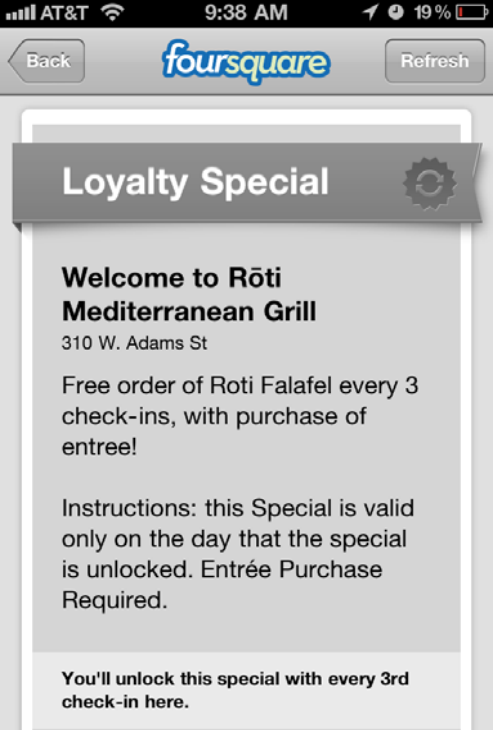
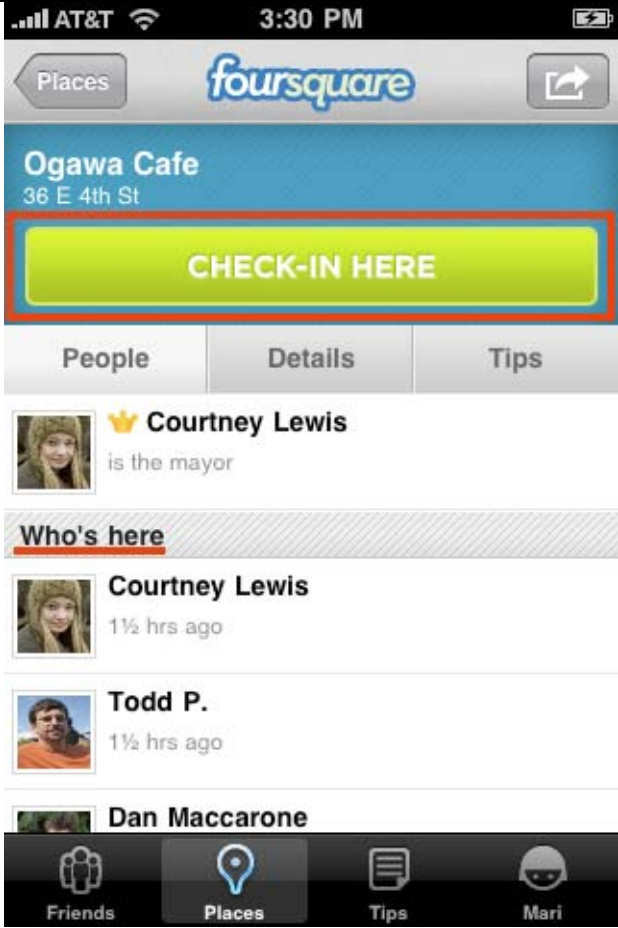


## U.S. Patent No 6,760,595 Claim 31 v. Foursquare

<p><b>Claim 31</b></p> <p>A system for enabling interactive participation by a plurality of spectators attending a live spectator event at a venue,</p>	<p>Foursquare is a mobile platform designed to provide a system for interactive audience participation at a live event, such as a concert at a music venue, attended by a plurality of spectators. Specifically, foursquare allows users to “check-in” at live events and interactively participate in the live event by sharing tips, photos, and other information, all via the user’s wireless mobile device.</p>	<p><b>What is foursquare?</b></p> <p>Foursquare is a location-based mobile platform that makes cities easier to use and more interesting to explore. By “checking in” via a smartphone app or SMS, users share their location with friends while collecting points and virtual badges. Foursquare guides real-world experiences by allowing users to bookmark information about venues that they want to visit and surfacing relevant suggestions about nearby venues. Merchants and brands leverage the foursquare platform by utilizing a wide set of tools to obtain, engage, and retain customers and audiences.</p> <p><a href="https://foursquare.com/about">https://foursquare.com/about</a></p>  <p><a href="https://foursquare.com/venue/7618">https://foursquare.com/venue/7618</a></p>
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each participating spectator employing a wireless interactive device having capability	Foursquare allows attendees to interactively participate on their interactive wireless mobile device, such as an iPhone.	 <p><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Mobile Screenshots)</p>
(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 who else is at that location through the “Who’s here” live feed.	
(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.	

<p>a wireless communication system adapted to transmit and receive messages with said interactive device;</p>	<p>Upon information and belief, foursquare 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 or SMS messages from handsets running foursquare's mobile app. The system can also send information to the same wireless handset running foursquare's mobile app.</p>	<h2>What is foursquare?</h2> <p>Foursquare is a location-based <u>mobile platform</u> that makes cities easier to use and more interesting to explore. By <u>"checking in" via a smartphone app or SMS</u>, users <u>share their location</u> with friends while collecting points and virtual badges. Foursquare guides real-world experiences by allowing users to bookmark information about venues that they want to visit and surfacing relevant suggestions about nearby venues. Merchants and brands leverage the foursquare platform by utilizing a wide set of tools to obtain, engage, and retain customers and audiences.</p> <p><a href="https://foursquare.com/about">https://foursquare.com/about</a></p>
<p>means for disseminating least one promotional message to said spectators through said user output interface of said interactive device;</p>	<p>Foursquare's servers provide promotional messages that foursquare transmits through a wireless communication system to the handset for display on the screen. The foursquare-programmed handset then accepts and disseminates the promotional messages by displaying the promotional message on the handset's display screen.</p> <p>As shown in the image to the right, foursquare's mobile app is configured to display promotional messages, such as free food from Roti Grill for loyal customers.</p>	 <p>Screenshot from personal iPhone</p>

<p>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;</p>	<p>Foursquare's servers provide queries that foursquare transmits through a wireless communication system to the handset for display on the screen. The foursquare-coded handset then accepts and transmits the user's answers entered on the handset.</p> <p>For example, once users arrive at a location, foursquare 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.</p>	 <p>The screenshot shows the Foursquare mobile app interface. At the top, the status bar displays 'AT&amp;T', signal strength, Wi-Fi, and the time '3:30 PM'. The app header includes a 'Places' button, the 'foursquare' logo, and a share icon. The main content area displays 'Ogawa Cafe' at '36 E 4th St'. A large yellow button with the text 'CHECK-IN HERE' is prominently displayed and highlighted with a red rectangular border. Below this, there are three tabs: 'People', 'Details', and 'Tips'. The 'People' tab is selected, showing a list of users who have checked in. The first user is Courtney Lewis, marked as 'is the mayor'. Below her, a section titled 'Who's here' lists other users: Courtney Lewis (1 1/2 hrs ago), Todd P. (1 1/2 hrs ago), and Dan Maccarone. At the bottom, there is a navigation bar with four icons: 'Friends', 'Places' (which is highlighted), 'Tips', and 'Mari'.</p> <p><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Mobile Screenshots)</p>
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a central processor adapted into process into results said answers entered by said spectators,

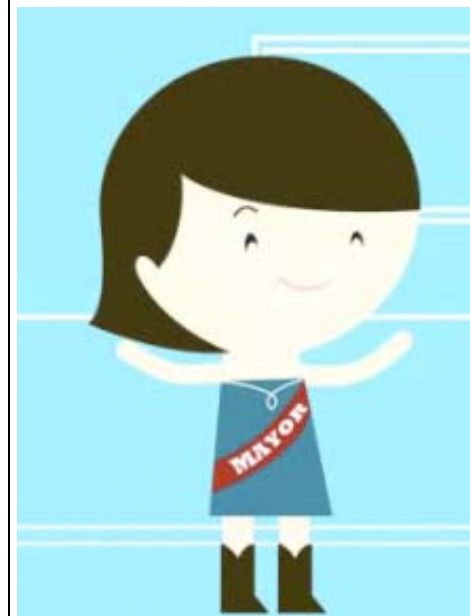
At its central server, foursquare processes user data, such as “check-ins,” into results. Depending on where and how often a user “checks-in” somewhere, users can unlock badges.

For example, if a user “checks-in” somewhere particularly far away in distance, he or she can earn a “Far Far Away” badge.

If a user “checks-in” at a venue more frequently than any other user, he or she is made the “mayor” of that venue.



<https://foursquare.com/about> (Video Tutorial, 1:20)



<https://foursquare.com/about> (Video Tutorial, 1:37)

received by said wireless communications system, and

transferred to said central processor;

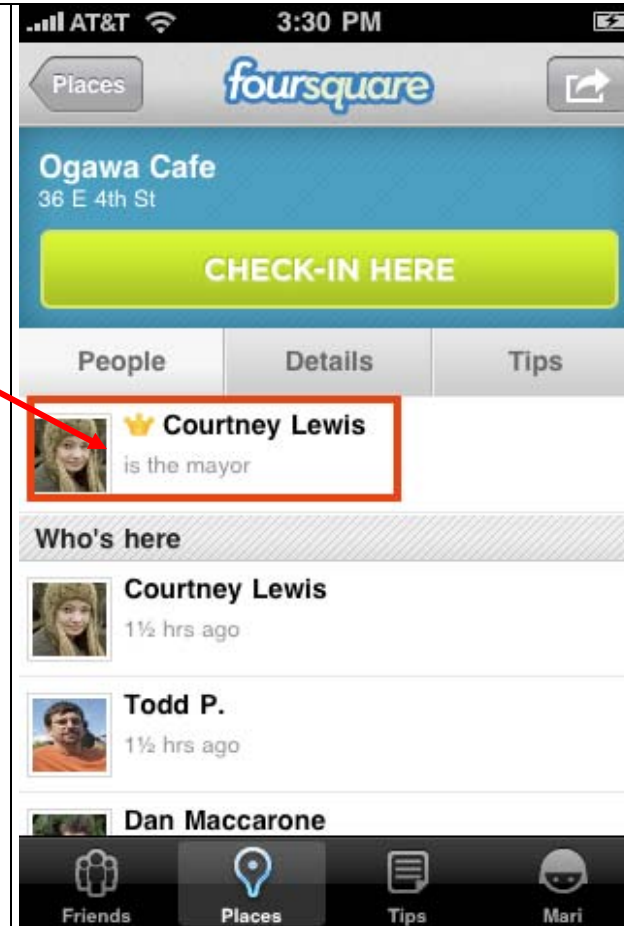
Shown to the right is foursquare's response to the user's query answer "checking-in." As shown in the image to the right, once a user submits a "check-in," foursquare confirms that the information has been received, as well as awarding points for participating. This response demonstrates that the wireless communication system receives the answer and transfers it to the foursquare servers.



Screenshot from personal iPhone

means for announcing said results.

Foursquare announces the results of the processed data to all users at the venue through its specially-programmed servers networked to a wireless communication system. As shown in the image to the right, any user at Ogawa Café will see that Courtney Lewis is the mayor of that location.



<https://foursquare.com/about> (Mobile Screenshots)