
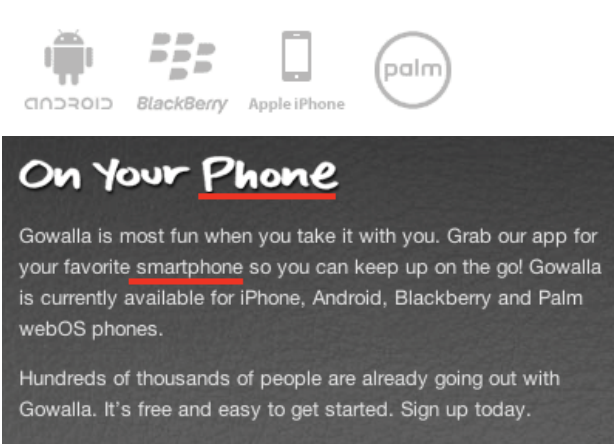



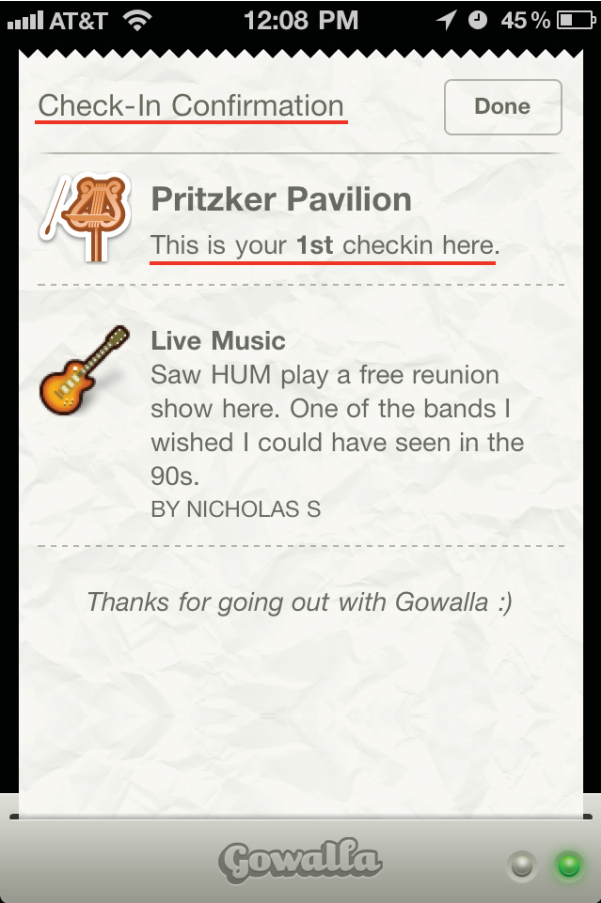
U.S. Patent No 7,248,888 Claim 1 v. Gowalla


<p>Claim 1</p> <p>A method for enabling interactive participation at a live entertainment event held at a live event venue and attended by a plurality of persons at said venue,</p>	<p>Gowalla is a mobile platform designed to provide a method for interactive audience participation at a live entertainment event venue, such as an outdoor venue at a park, attended by a plurality of spectators, using an interactive device having a user interface, such as a smartphone.</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 1096"><h3>Explore the World</h3><p>Enjoy trips created by National Geographic, USA TODAY, CNNMoney and others that guide you to restaurants, through <u>parks</u> and gardens, or on historic walking tours. Of course, you can create and share your own trips with your friends as well.</p><p>Pins are added to your Passport to remind you of your achievements, like trips you've completed. We'll even keep track of the States, Provinces and Countries you've visited!</p></div> <div data-bbox="1031 1125 1740 1471"><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>
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<p>at least a portion of said persons being participants employing a wireless interactive device having capability</p>	<p>Gowalla allows at least a portion of attendees to interactively participate on their interactive wireless mobile device, such as an iPhone.</p>	 <p>Screenshot from personal iPhone</p>
<p>(i) to receive and transmit messages,</p>	<p>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.</p>	
<p>(ii) accept input via a user input interface, and</p>	<p>These devices typically accept user input via the touchscreen user interface.</p>	
<p>(iii) output messages to a user output interface, the method comprising the steps of:</p>	<p>As shown to the right, a smartphone device's display screen acts as an output interface by displaying messages to its users.</p>	

<p>providing a wireless communication system for transmitting and receiving 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 or SMS 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>http://gowalla.com/</p>
<p>enrolling a plurality of said persons as said participants;</p>	<p>Gowalla enrolls attendees as participants by obtaining and accepting their transmitted location from their wireless interactive device. The compass-arrow icon indicates that the device's localization circuitry is on and transmitting a physical location. Once enrolled, participants are able to access and participate in Gowalla's location-specific activities via their wireless device.</p> <p>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.</p>	 <p>Screenshot from personal iPhone</p>

<p>querying said participants to respond to at least one query with an answer entered through said user input interface and transmitted by said interactive device;</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.</p>	 <p>Screenshot from personal iPhone</p>
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<p>receiving answers entered by said participants;</p>	<p>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 awards passport stamps for doing so. This response demonstrates that the wireless communication system receives the answer and transfers it to the Gowalla servers.</p>	 <p>Screenshot from personal iPhone</p>
<p>transferring said answers to a central processor; and</p>		

<p>processing said answers into results using said central processor; and</p>	<p>At its central server, Gowalla processes user data, such as “check-ins,” into results. Depending on where and how often a user “checks-in” somewhere, users can unlock pins.</p> <p>For example, if a user “checks-in” at the Pritzker Pavillion in Illinois, he or she will earn an Illinois pin.</p>	 <p>Screenshot from personal iPhone</p> <p>Pins</p> <p><u>Pins are special rewards</u> you receive for doing things like finishing a Trip, visiting a given number of places, or taking photos. Earn the Cup o' Joe Pin by checking in at 10 unique coffeeshops or the Discover Pin when you add the 50th Stamp to your Passport. There's always a surprise waiting for you!</p> <p>http://help.gowalla.com/customer/portal/articles/72410-getting-started-how-things-work</p>
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wherein said wireless interactive device further comprises localization circuitry for transmitting a physical location thereof, said method further comprises the step of detecting said transmitted location

A user's wireless interactive device that Gowalla is designed to work with 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 said enrolling step is effected automatically for devices wherein said transmitted location is within said live event venue.

Enrollment is automatic for devices that have localization circuitry. This symbol indicates that the localization circuitry in the wireless device is in use. When a participant's mobile device transmits its physical location within the area of access of the live event venue, 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 to Gowalla, which automatically enrolls the user, giving access to Gowalla's activities.



Screenshot from personal iPhone