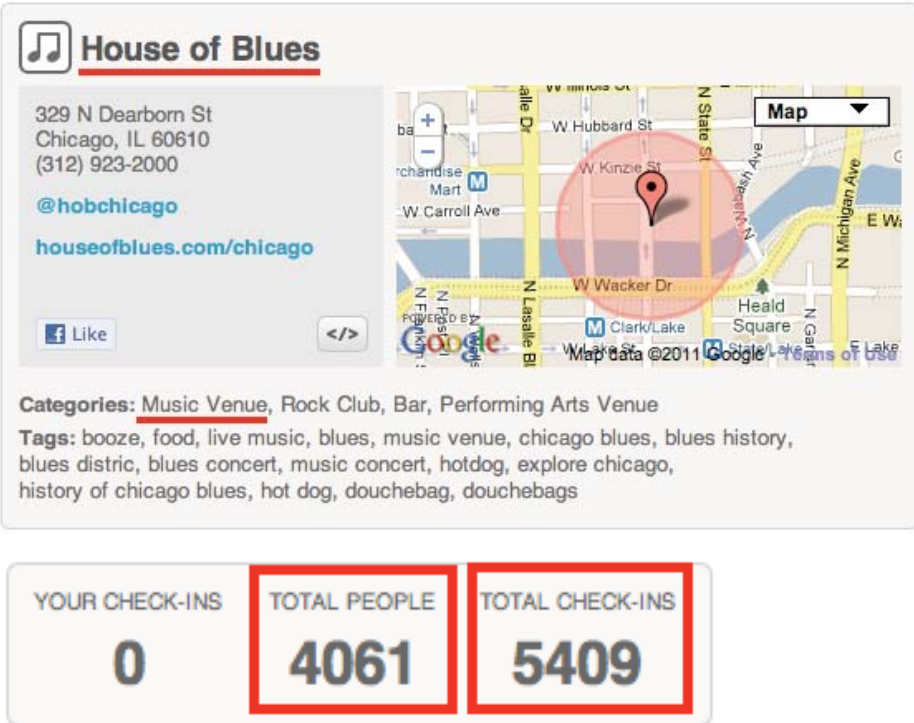


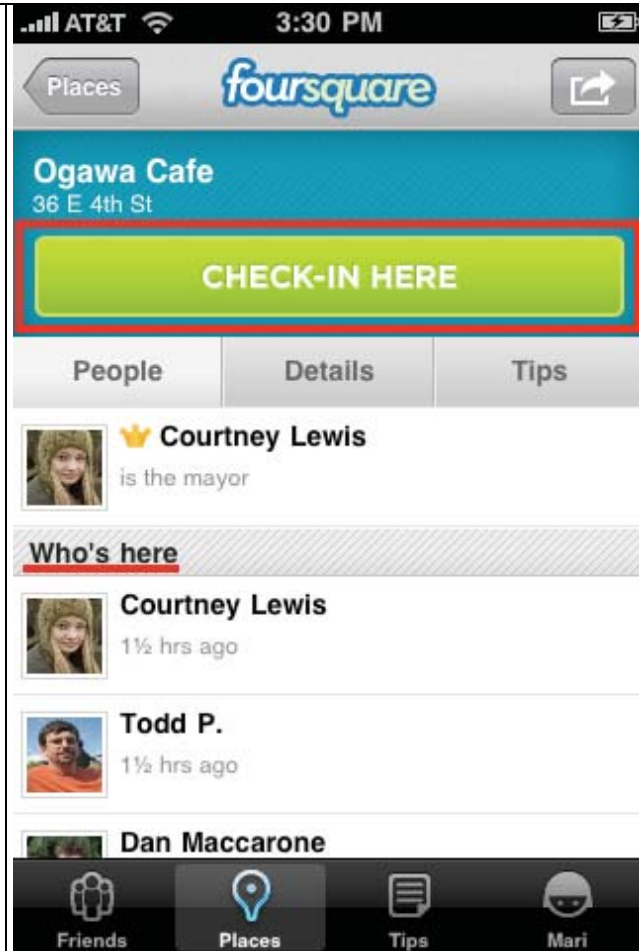
U.S. Patent No 6,975,878 Claim 14 v. Foursquare

<p>Claim 14</p> <p>A method for interactive audience participation at a live event attended by a plurality of spectators using interactive devices having a user interface, the method comprising the steps of:</p>	<p>Foursquare is a mobile platform designed to provide a method for interactive audience participation at a live event, such as a concert at a music venue, attended by a plurality of spectators, using an interactive device having a user interface, such as a smartphone.</p> <p>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 mobile device.</p>	<p>What is foursquare?</p> <p><u>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.</u> Merchants and brands leverage the foursquare platform by utilizing a wide set of tools to obtain, engage, and retain customers and audiences.</p> <p>https://foursquare.com/about</p>  <p>https://foursquare.com/venue/7618</p>
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<p>presenting promotional messages to the spectators using the interactive devices;</p>	<p>Foursquare presents promotional messages, provided by merchants, to users via the user's mobile device.</p>	<h3><u>Promoting Specials in your venue</u></h3> <p>You don't have to just rely on the foursquare application to motivate your customers to redeem Specials, though. Another great way to promote your foursquare Special is through all the ways you already speak to your customers, whether it's online, in ads, or in your establishment. We've seen businesses promote their involvement with foursquare via Twitter, signs at cash registers and sidewalk blackboards. Go for it, and be creative; Arby's reserves tables for Mayors, Petco put up loads of custom signs, and Walgreens posted foursquare stickers in all their entryways.</p> <p>Whether you're a national chain, a mom-and-pop shop, or anywhere in between, you can attract new customers or reward your most loyal ones by <u>offering foursquare Specials – mobile coupons, prizes or discounts</u> – which are presented to users when they check in at or near your venue. Specials create extra enticement to get customers to stop by – think 20% off a meal, a free dessert, or even a reserved parking spot for your most loyal customers. Specials can be tailored to fit your needs, whether it's a unique discount for first-time customers or rewards for the 10th visit (see our full menu of available Specials below)</p> <p>https://foursquare.com/business/venues</p>
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querying the spectators, wherein answers to the querying may be entered by spectators via the user interface of the interactive device;

Once a user arrives at a location, foursquare queries the user as to whether he or she wants to “check-in” at that venue (“CHECK-IN HERE” button). The user responds using the user interface on their mobile device.



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

<p>transmitting the answers to a central processor;</p>	<p>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 answers that he/she wants to "check-in," foursquare confirms the receipt of that answer and awards points for doing so. These responses demonstrate that the foursquare application program directed the user's device to transmit the user's answer to the foursquare servers.</p>	 <p>Close</p> <p>OK! We've got you @ Salseria. You've been here 2 times.</p> <p>Mayor</p> <p>➔ You are now 1 day away from becoming the Mayor!</p> <p>Points</p> <p>Nice check-in! You earned: +1</p> <p>📍 Every check-in counts! +1</p> <p>Leaderboard</p> <p>Nice check-in! You just hit a new high score!</p> <p>#1 [Profile Icon] [Redacted Name] 17</p> <p>Screenshot from personal iPhone</p>
<p>storing the answers as spectator data;</p>	<p>Foursquare stores user "check-ins" as user data. Users must register and create an account so all of their information and "check-ins" can be stored in their account. A user may look through his or her "Check-in History" and see a record of the information they have transmitted to foursquare in the form of a saved list.</p>	<h1>Check-in History</h1> <p>Here's a quick recap of all the places you've been.</p> <p>https://foursquare.com/user/9845620/history</p>

processing the spectator data into results;

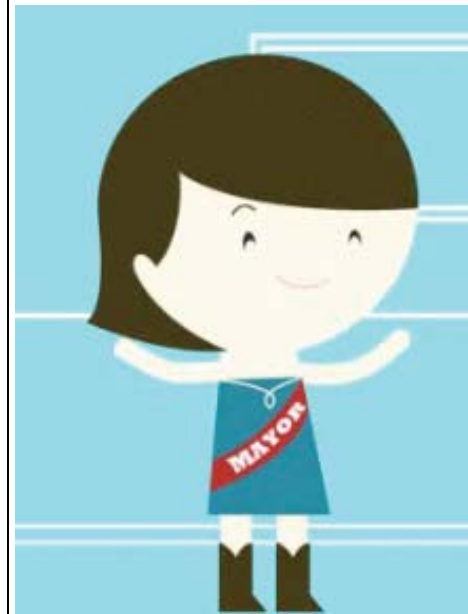
Foursquare processes user data, such as “check-ins,” into results. Depending on where and how often a user “checks-in” somewhere, users can unlock badges.

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

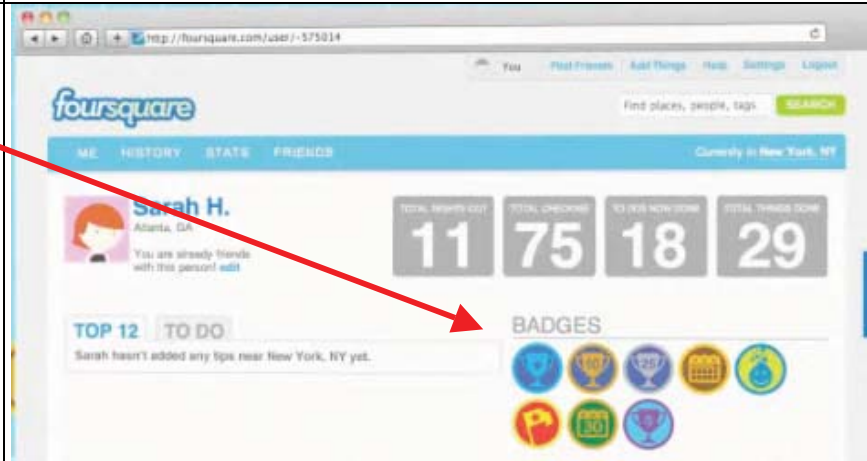


<https://foursquare.com/about> (Video Tutorial, 1:20)


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, 1:37)



<https://foursquare.com/about> (Video Tutorial, 1:26)

<p>broadcasting the results of the processing of the spectator data to said plurality of spectators attended the live event.</p>	<p>Foursquare broadcasts the results of the processed data to all users at that particular venue. As shown in the image to the right, any user at Ogawa Café will see that Courtney Lewis is the mayor of that location.</p>	<div data-bbox="1024 250 1499 951"></div> <p>https://foursquare.com/about (Mobile Screenshots)</p>
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