

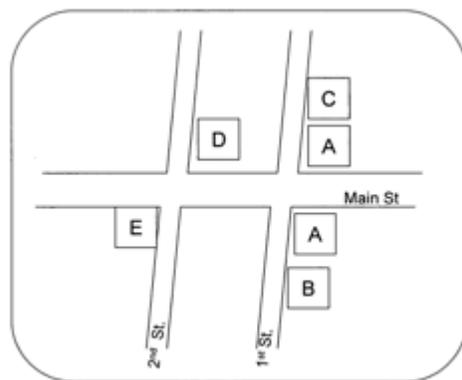
# SMART NAVIGATION: CONTEXT-SENSITIVE GPS NAVIGATION SYSTEM

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## Initial Bidding Guidance: Mid to High 6 Figures

Conventional navigation and map systems do not include important context, such as the fuel level of a car, when the next oil change is needed, a user’s bank or ATM location, or a user’s most frequented restaurant. This patented technology includes a navigational aid including an intelligent display mode and a communication system that communicates with a vehicle’s sensor system and/or historical- or time-based information to reduce the number of businesses that are displayed on the map by filtering out unneeded or less preferred services. When the vehicle’s fuel level sensor detects that the fuel tank is almost empty, a message can be sent from the sensor system to the navigational aid such that the navigational aid can then begin showing a visual indication (e.g., text or graphical information such as an icon) of the location of fuel stations on the screen. Additionally, the location receiver indicates to the filter when the navigational aid is close to the programmed destination. At that point, the filter can be informed that it should start showing garages or areas where the vehicle can be parked without having cluttered the screen with parking garages that were not close to the destination. Similarly, when in need of other services (e.g., hotel, restaurant, ATM/Banking services), the navigational aid can display preferred brands (while omitting non-preferred brands) and make reservations when a communication system is included which is capable of communicating with the service provider. Additionally, prices or relative prices for the services may also be indicated.

Representative Image: Fig. 2



**Sample Forward Citing Companies:** Millennial Media, Lenovo, Mitsubishi Electric Corporation, Sony Corporation, Intelligent Technologies International

**Earliest Priority Date:** 4-22-2008

**Representative Claim:** US 8,755,968 - Claim #28

A navigational aid comprising: a location receiver for detecting a current location; a database of locations of businesses of interest; a screen for selectively displaying on a map at least one of the businesses of interest of a service type selected by a user; and a context-sensitive filter

### TECHNOLOGY

SMART NAVIGATIONAL AID TO FILTER THE DISPLAY OF BUSINESSES ON NAVIGATIONAL SCREEN BASED ON CONTEXT-SENSITIVE INFORMATION

### NOVELTY

SHOWS USERS THE DISTANCE AND LOCATION OF THE NEXT MOST RELEVANT OR NEEDED BUSINESS

### IMPORTANCE

IMPORTANT PORTFOLIO FOR COMPANIES INVOLVED IN VEHICLE OR GPS NAVIGATION, MAPPING SOFTWARE AND APPS, AND ONLINE AND BUSINESS ADVERTISING

### NUMBER OF ASSETS

2

### US PATENTS (1)

8,755,968

### US APPLICATIONS (1)

14/289,951

selectively displaying on the map businesses of the selected service type stored in the database and located in locations shown on the map, wherein the context sensitive filter receives a distance to at least one preferred brand of business of the selected service type and displays the distance to the at least one preferred brand of business of the selected service type in addition to the businesses of the selected service type located in locations shown on the map, even though the at least one preferred brand of business of the selected service type is not shown on the map.

**Contact:**

For more information on the assets available for sale in this portfolio, contact Michelle Tyler.

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