

Intelligent Visitor Traffic Modeling

1 Patent Family with 4 Granted Patent Assets

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Executive Summary

- RZV has been exclusively retained to monetize a high-value portfolio owned by Hiroshi Kamata relevant to navigation and mapping platforms, traffic and demand analytics, and location-based retail or advertising services.
- The key claim of the US patent claims an information-processing system in which a processor uses map data and a destination to retrieve shortest routes from road locations as “visitor traffic lines,” calculates predicted visitor volumes on those lines, generates richer visitor-traffic information by combining the lines with derived visitor attributes, and uses a proposal unit to display and recommend commodities and/or services at specified positions on a graphical interface according to that visitor-traffic information.

US Patent:

US10914597B2

Non-US Counterparts:

1 CN, 2 JP

Priority:

June 2014

Encumbrances:

None

EOU:

Claim charts are available under NDA

Price Expectations:

Consistent with current market

Deal Structure:

We will consider all proposals

Deadlines:

Offers considered in the order received

Kamata Portfolio

| GEO | Application | Patent # | Filing Date | Grant Date | Est. Expiry |
|-----|-------------------|--------------|-------------|-------------|-------------|
| US | US15/869,937* | US10914597B2 | 12-Jan-2018 | 9-Feb-2021 | 7-Nov-2035 |
| CN | CN201580043967.0A | CN106605247B | 30-Jan-2015 | 3-Sep-2021 | 30-Jan-2035 |
| JP | JP2014126242A | JP5662614B1 | 19-Jun-2014 | 4-Feb-2015 | 19-Jun-2034 |
| JP | JP2015526824A | JP5892403B1 | 30-Jan-2015 | 30-Jan-2015 | 30-Jan-2035 |

*The application is a continuation of US15/304,709, filed Oct. 17, 2016, which is a national stage application of PCT/JP2015/052708, filed Jan. 30, 2015, which claims priority to JP2014-126242, filed Jun. 19, 2014.

US 10,914,597 B2, Claim 1

| | |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Title: | Information processing system, information processing method, information processing device, and information processing program |
| Priority: | 19 June 2014 |
| Est. Expiry: | 7 November 2035 |
| Independent Claims | 1, 11, 18 |

1. An information processing system comprising:
a processor configured to control the system to implement:
a visitor traffic line generator configured to retrieve a shortest route from a location on a road to a destination on a basis of road information included in map information and to generate a visitor traffic line indicating a line of visitor's traffic by setting the shortest route as the visitor traffic line;
a predicted traffic volume calculator configured to calculate predicted traffic volumes of visitors on the visitor traffic line on a basis of numbers of visitors traveling the visitor traffic line;
a visitor traffic generation unit configured to generate a visitor traffic based on the visitor traffic line, visitor attribute information computed from the visitor traffic line, and the predicted traffic volumes of visitors; and
a proposal unit configured to display and propose, on a graphical user interface, a commodity and/or service according to the visitor attribute information and the commodity and/or the service to be recommended, based on the visitor traffic, at a specified location on the visitor traffic line.

Thanks!

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