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Jakobson

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(54) **METHOD AND SYSTEM FOR DISPLAYING SOCIAL NETWORKING NAVIGATION INFORMATION**

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G01C 21/00 (2006.01)
G06F 17/30 (2006.01)

(52) **U.S. Cl.** ... **701/202**; 701/208; 701/212; 340/995.21; 715/764

(58) **Field of Classification Search** 701/202, 701/211, 208, 212, 213; 340/995.14, 995.21, 340/995.27; 715/785, 764
See application file for complete search history.

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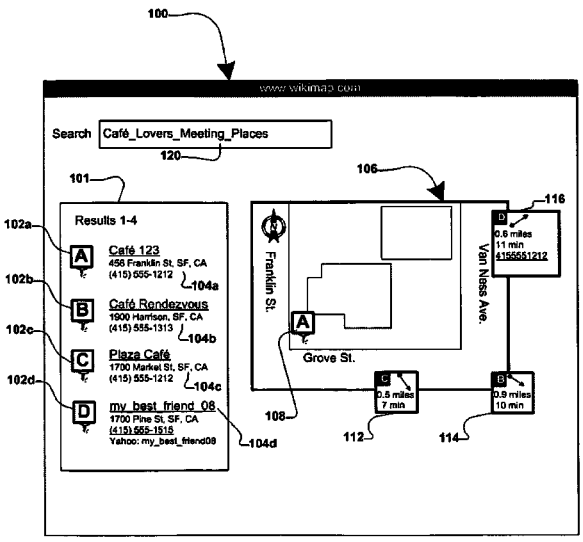
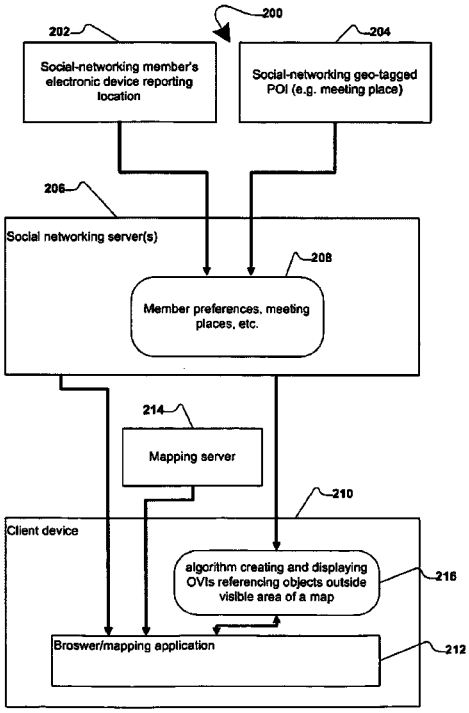
(57) **ABSTRACT**

A mapping system associated with a social network includes determining that a social networking map object ("MO") is outside a visible area of a map displayed; calculating the direction, distance and travel-time to the MO (e.g. a social network member, a location, a meeting place, etc.), creating an object vector indicator ("OVI") and displaying the OVI on a map-display application. The OVI may be displayed on the periphery of the displayed map and may be positioned in the general direction of the MO. The position of the electronic device, as well as a current position of the MO, are factored into the calculations and placement of the OVI. The OVI may include a graphical representation, obtained from the social network, of the MO it references.

26 Claims, 21 Drawing Sheets