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(54) **GPS DRIVEN ARCHITECTURE FOR  
DELIVERY OF LOCATION BASED  
MULTIMEDIA AND METHOD OF USE**

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See application file for complete search history.

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(57) **ABSTRACT**

An architecture, system and method of use sends location  
based multimedia to participants of a geo-tour or other appli-  
cation using geo-boundaries and/or other location informa-  
tion. The method includes detecting when a user has crossed  
within a geo-boundary. The method further includes deter-  
mining a content type to be sent to a mobile device based on  
preferences provided by the user. Additionally, the method  
includes sending user location specific content of the deter-  
mined content type to the mobile device when the user has  
crossed within the geo-boundary.

**26 Claims, 4 Drawing Sheets**

