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(54) **Title:** ADVERTISING ON AUTONOMOUS OR SEMI-AUTONOMOUS VEHICLE EXTERIOR

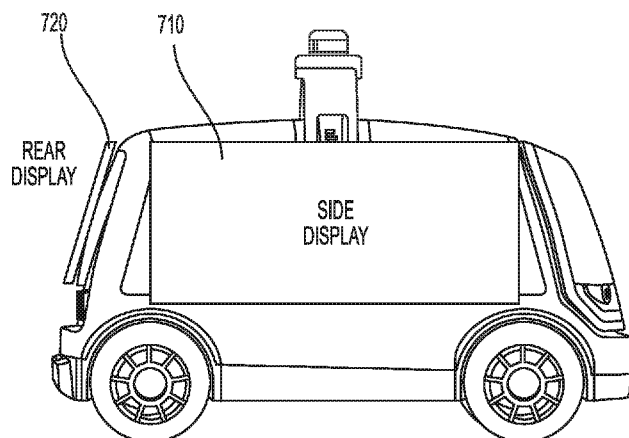


FIG. 17A

(57) **Abstract:** Provided herein is an autonomous or semi-autonomous vehicle fleet comprising a plurality of electric autonomous vehicle for apportioned display of a media, operating autonomously and a fleet management module for coordination of the autonomous vehicle fleet. Each autonomous or semi-autonomous vehicle comprising a screen configured to display the media. Activation, deactivation, brightness modification, in combination with specific media selection enables more efficient media display.



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**ADVERTISING ON AUTONOMOUS OR SEMI-AUTONOMOUS VEHICLE  
EXTERIOR**

**CROSS REFERENCE**

[0001] This application claims priority to U.S. Provisional Application No. 62/538,538, filed on July 28, 2017, the contents of which are incorporated herein by reference in its entirety.

**BACKGROUND OF THE INVENTION**

[0002] The field of autonomous and semi-autonomous vehicles is a growing field of innovation. Vehicles are being used for many purposes including warehouse inventory operations, household operations, hospital deliveries, sanitation, and military or defense applications.

**SUMMARY OF THE INVENTION**

[0003] This disclosure relates to an autonomous and/or semi-autonomous vehicle fleet comprising a plurality of vehicles, in particular vehicles for transporting or retrieving deliveries in either unstructured outdoor environment or closed environments. There are challenges unique to autonomous or semi-autonomous vehicles with respect to their display of media, including advertisements. Usually autonomous or semi-autonomous vehicles have limited energy storage capacity compared to their manned counterparts, whether to power their own travels or display media. Hence, a technological tool to assist autonomous and semi-autonomous to more effectively and efficiently display media, including advertisements, is needed.

[0004] One aspect provided herein is a system for apportioned display of a plurality of advertisements by an autonomous or semi-autonomous vehicle, the system comprising: an autonomous or semi-autonomous vehicle comprising: a display screen configured to display an advertisement; a self-driving sensor configured to measure an input data; and a display processor configured to provide a display application comprising an advertisement display comprising the advertisement; and the system further comprising an advertisement processor configured to provide an advertisement application comprising: an advertisement inventory database storing the plurality of advertisements, wherein each advertisement is associated with an advertisement display parameter; a current condition determination module, determining a current condition based on the input data; and an advertisement selection

module applying an advertisement selection algorithm to select one of the plurality of advertisements based on the advertisement display parameters.

**[0005]** In some embodiments, the advertisement display module further implements an inactive display mode, active display mode, and an active display brightness level. In further embodiments, the advertisement selection module applies the advertisement selection algorithm to select the inactive display mode or one of the plurality of advertisements based on the advertisement display parameters and the current condition. In even further embodiments, the display control module commands the advertisement display module to implement the inactive display mode based on the selection of the inactive display mode. In some embodiments, the advertisement application further comprises a display control module: (i) commanding the advertisement display module to implement the inactive display mode based on the selection of the inactive display mode; or (ii) determining the active display brightness level based on one or more of the advertisement display parameter, the current condition, and the selected advertisement, and commanding the advertisement display module to implement the active display mode and the determined brightness level. In other embodiments, the current condition comprises an object, a weather condition, or both. In other embodiments, the current condition comprises a vehicle location, a current date, an emergency warning, a time of day, a driving speed, a driving time, a stopping time, or any combination thereof. In further embodiments, the object comprises a pedestrian, a cyclist, a motorist, a vehicle, a debris, a road sign, a road, or any combination thereof. In some embodiments, the weather condition comprises a brightness, temperature, a rain status, a cloud status, a wind chill status, a snow status, a wind speed, a smog status, or any combination thereof. In some embodiments, the self-driving sensor comprises a clock, a GPS sensor, a speedometer, a radar, a LiDAR, Wi-Fi sensor, a camera, a video camera, a thermometer, a wind gauge, a rain gauge, a snow gauge, a light sensor, or any combination thereof. In some embodiments, the input data comprises a time of day, a vehicle location, a vehicle speed, a two-dimensional geometric data, a three-dimensional geometric data, or any combination thereof. In some embodiments, the advertisement display parameter comprises a customer demographic, a display time of day, a display period, a display location, a current vehicle speed, a current temperature, a current weather, a current brightness, or any combination thereof, wherein each display parameter is associated with an advertisement weight. In some embodiments, the customer demographic comprises a customer age, a customer gender, a customer height, a customer weight, or any combination thereof. In some embodiments, the object comprises a pedestrian, a cyclist, or a motorist, and wherein the

current condition determination module further determines the demographic of the object. In some embodiments, wherein the advertisement display module further implements an inactive display mode, active display mode, and an active display brightness level. and wherein the advertisement selection algorithm selects the inactive display mode when a total or average weight of the plurality of the advertisement parameters associated with the current condition is below a set value threshold. In some embodiments, the advertising processor comprises a server processor. In some embodiments, a portion of the advertisement inventory database resides aboard the autonomous or semi-autonomous vehicle. In some embodiments, the advertising processor is aboard the autonomous or semi-autonomous vehicle. In some embodiments, portion of the application is performed by a server processor, and wherein the remaining portion of the application is performed aboard the autonomous or semi-autonomous vehicle. In some embodiments, the autonomous or semi-autonomous vehicle further comprises an energy storage device configured to provide power to at least the display screen and wherein the advertisement display module further implements an inactive display mode, active display mode, and an active display brightness level. In some embodiments, the current condition further comprises a level of the power within the energy storage device. In some embodiments, the advertisement selection algorithm selects the inactive display mode when the power level is below a set power threshold. In some embodiments, the display control module further determines the active display brightness level based on the power level. In some embodiments, the display screen comprises a rear display screen, a side display screen, a top display screen, or any combination thereof. In some embodiments, the advertisement display module is configured to implement an inactive display mode or an active display mode comprising the advertisement and an active display brightness level for one or more of the rear display screen, the side display screen, and the top display screen, independently.

**[0006]** Another aspect provided herein is an electric autonomous vehicle for apportioned display of a media comprising: a screen configured to display the media; an energy storage device configured to provide a power to the screen and the autonomous vehicle, wherein the energy storage device comprises a power gauge configured to measure a quantity of energy stored in the energy storage device; a sensor configured to measure a sensed data corresponding to a surrounding of the autonomous vehicle; an autonomous propulsion system; a communication device; and a non-transitory computer-readable storage media encoded with a computer program including instructions executable by a processor to create an application comprising: a transmission module configured to receive an instruction from a

fleet management module via the communication device, the instruction comprising the media and a route; a detection module, configured to determine a current condition of the autonomous vehicle based on the sensed data; a command module configured to initiate a power conservation mode based on the quantity of energy, the sensed data, the current condition, or any combination thereof; a display module configured display the media based on the power conservation mode, the current condition, or both; and a navigation module configured to direct the autonomous propulsion system based on the route.

**[0007]** In some embodiments, the sensor comprises a GPS sensor, a Wi-Fi sensor, a camera, a thermometer, a wind gauge, a rain gauge, a snow gauge, a speedometer, a radar, a LiDAR, a light sensor, or any combination thereof. In some embodiments, the current condition comprises a location of the autonomous vehicle, a current temperature, a current rain status, a current cloud status, a current wind chill status, a current snow status, a current wind status, a smog status, a time of day, a date, an emergency warning, a time of day, a pedestrian proximity, a bicyclist proximity, a motorist proximity, a driving speed, a driving time, a stopping time, or any combination thereof. In some embodiments, the route comprises a location of the consumer. In some embodiments, the power conservation mode comprises a low power mode, a high power mode, a first location mode, a second location mode, a high temperature mode, a low temperature mode, a heavy rain mode, a light rain mode, a non-raining mode, a cloudy mode, a sunny mode, a heavy snow mode, a light snow mode, a no-snow mode, a high wind mode, a low wind mode, a no-wind mode, a high smog mode, a low smog mode, a no-smog mode, a first time of day mode, a second time of day mode, an emergency mode, a proximal pedestrian mode, a proximal bicyclist mode, a proximal motorist mode, a first speed mode, a second speed mode, a first driving time mode, a second driving time mode, a first stopping time mode, a second stopping time mode, or any combination thereof. In some embodiments, at least one of the low power mode, the first location mode, the second location mode, the high temperature mode, the sunny mode, the no-smog mode, the first time of day mode, the second time of day mode, the emergency mode, the proximal pedestrian mode, the proximal bicyclist mode, the proximal motorist mode, the first speed mode, the second speed mode, the first driving time mode, and the second driving time mode comprise reducing a brightness of the screen. In some embodiments, at least one of the low power mode, the first location mode, the second location mode, the high temperature mode, the low temperature mode, the heavy rain mode, the light rain mode, the non-raining mode, the cloudy mode, the sunny mode, the heavy snow mode, the light snow mode, the no-snow mode, the high wind mode, the low wind mode, the

no-wind mode, the high smog mode, the low smog mode, the no-smog mode, the first time of day mode, the second time of day mode, the proximal pedestrian mode, the proximal bicyclist mode, the proximal motorist mode, the first speed mode, the second speed mode, the first driving time mode, and the second driving time mode, comprise displaying a static media. In some embodiments, the application further comprises a dimming module configured to alter a brightness of the display based on the sensed data, the quantity of energy, the current condition, or any combination thereof. In some embodiments, the instruction further comprises a command condition. In some embodiments, the current condition is further based on the command condition. In some embodiments, the display module is further configured to display the media based on a content of the autonomous vehicle. In some embodiments, the communication device comprises a Wi-Fi router, a Bluetooth router, a cellular network, or any combination thereof. In some embodiments, the autonomous vehicle is capable of receiving the instruction comprising the media, and displaying the media in real-time.

**[0008]** Another aspect provided herein is a vehicle fleet comprising a plurality of autonomous vehicles operating autonomously and/or semi-autonomously and a fleet management module, associated with a central server for coordination of the autonomous vehicle fleet; the fleet management module configured to coordinate the activity and positioning of each autonomous vehicle in the fleet, wherein the fleet is configured for transporting, delivering or retrieving goods or services and capable of operating in an unstructured open or closed environments; each autonomous vehicle in the fleet comprising: a power system, a conveyance system; (e.g., a drive system with a propulsion engine, wheels, treads, wings, rotors, blowers, rockets, propellers, brakes, etc.); a navigation module for navigation in the unstructured open or closed environments; (e.g., digital maps, HD maps, GPS); a communication module configurable to receive, store and send data to the fleet management module, a user, and the autonomous vehicles in the fleet, related to at least; user interactions and the autonomous vehicle fleet interactions, comprising: scheduled requests or orders, on-demand requests or orders, or a need for self-positioning of the autonomous vehicle fleet based on anticipated demand within the unstructured open or closed environments; a sensor system, at least one securable compartment or a plurality of securable compartments to hold said goods or items associated with said services; and a controller configurable to associate each one of the at least one or plurality of securable compartments to an assignable customer, or customer group in a marketplace, or provider and provide entry when authorized; at least one processor configured to manage the conveyance system, the

navigation module, the sensor system, instructions from the fleet management module, the communication module, and the controller.

**[0009]** In some embodiments, the unstructured open environment is a non-confined geographic region accessible by navigable pathways comprising: public roads; private roads; bike paths; open fields; open public lands; open private lands; pedestrian walkways; lakes; rivers; streams; or open airspace.

**[0010]** In some embodiments, the closed environment is a confined, enclosed or semi-enclosed structure accessible by navigable pathways comprising: open areas or rooms within commercial architecture, with or without structures or obstacles therein; airspace within open areas or rooms within commercial architecture, with or without structures or obstacles therein; public or dedicated aisles; hallways; tunnels; ramps; elevators; conveyors; or pedestrian walkways.

**[0011]** In some embodiments, the navigation module controls routing of the conveyance system of the autonomous vehicles in the fleet in the unstructured open or closed environments.

**[0012]** In some embodiments, the communication to the user, to the autonomous vehicles in the fleet, between the autonomous vehicles of the fleet, and between the user and the autonomous vehicles in the fleet, occurs via wireless transmission.

**[0013]** In some embodiments, the user comprises a fleet manager; a sub-contracting vendor; a service provider; a customer; a business entity; an individual; or a third party.

**[0014]** In some embodiments, the user's wireless transmission interactions and the autonomous vehicle fleet wireless transmission interactions occur via mobile application transmitted by an electronic device and forwarded to the communication module via: a central server; a fleet management module; and/or a mesh network.

**[0015]** In some embodiments, the electronic device comprises: a phone; a personal mobile device; a personal digital assistant (PDA); a mainframe computer; a desktop computer; a laptop computer; a tablet computer; and/or wearable computing device comprising: a communication headset; smart glasses; a contact lens or lenses; a digital watch; a bracelet; a ring; jewelry; or a combination thereof.

**[0016]** In some embodiments, each autonomous vehicle fleet is configured with a maximum speed range from 1.0 mph to 90.0 mph.

**[0017]** In some embodiments, the plurality of securable compartments are humidity and temperature controlled for: hot goods, cold goods, wet goods, dry goods, or combinations or variants thereof.



**[0018]** In some embodiments, the plurality of securable compartments are configurable for a plurality of goods. Such configurations and goods comprise: bookshelves for books; thin drawers for documents; larger box-like drawers for packages, and sized compartments for vending machines, coffee makers, pizza ovens and dispensers.

**[0019]** In some embodiments, the plurality of securable compartments are variably configurable based on: anticipated demands; patterns of behaviors; area of service; or types of goods to be transported.

**[0020]** In some embodiments, the services comprise: subscription services; prescription services; marketing services; advertising services; notification services; a mobile marketplace; or requested, ordered or scheduled delivery services. In particular embodiments, the scheduled delivery services include, by way of example, special repeat deliveries such as groceries, prescriptions, drinks, mail, documents, etc.

**[0021]** In some embodiments, the services further comprise: the user receiving and returning the same or similar goods within the same interaction; (e.g., signed documents); the user receiving one set of goods and returning a different set of goods within the same interaction; (e.g., product replacement / returns, groceries, merchandise, books, recording, videos, movies, payment transactions, etc.); a third party user providing instruction and or authorization to a goods or service provider to prepare, transport, deliver and/or retrieve goods to a principle user in a different location.

**[0022]** In some embodiments, the services further comprise: general services, (e.g., picking up a user's dry cleaning, dropping off a user's dry cleaning, renting goods, (such as tools, DVDs, etc.), sharing/borrowing goods from other users or businesses, etc.). Further still, it may be a general pickup service for items to be shipped, returned, or sent to other users/businesses, etc.

**[0023]** In some embodiments, at least one autonomous vehicle in the fleet is further configured to process or manufacture goods.

**[0024]** In some embodiments, the processed or manufactured goods comprise: beverages, etc., with or without condiments; (e.g., coffee, tea, carbonated drinks, etc.); a plurality of fast foods; or microwavable foods.

**[0025]** In some embodiments, the autonomous vehicle fleet further comprises at least one autonomous vehicle having a digital display for curated content comprising: advertisements (i.e., for both specific user and general public), including; services provided, marketing / promotion, regional / location of areas served, customer details, local environment, lost, sought or detected people, public service announcements, date, time, or weather.

[0026] In some embodiments of the autonomous vehicle fleet, the positioning of autonomous vehicles can be customized based on: anticipated use, a pattern of historical behaviors, or specific goods being carried.

[0027] In some embodiments, the autonomous vehicle fleet is fully-autonomous.

[0028] In some embodiments, the autonomous vehicle fleet is semi-autonomous.

[0029] In some embodiments, the autonomous vehicle fleet is controlled directly by the user.

[0030] In some embodiments of the autonomous vehicle fleet, a plurality of said autonomous or semi-autonomous vehicles within the fleet is operated on behalf of third party vendor/service provider; (e.g., fleet managed by an owner, but providing a coffee service/experience for a third party vendor (i.e., Starbucks) with white label vehicles in the fleet).

[0031] In some embodiments of the autonomous vehicle fleet, a plurality of said autonomous vehicles within the fleet is further configured to be part of a sub-fleet comprising a sub-plurality of autonomous vehicles, wherein each sub-fleet is configured to operate independently or in tandem with multiple sub-fleets comprising two or more sub-fleets.

#### **INCORPORATION BY REFERENCE**

[0032] All publications, patents, and patent applications mentioned in this specification are herein incorporated by reference to the same extent as if each individual publication, patent, or patent application was specifically and individually indicated to be incorporated by reference.

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

[0033] The novel features of the invention are set forth with particularity in the appended claims. A better understanding of the features and advantages of the present invention will be obtained by reference to the following detailed description that sets forth illustrative embodiments, in which the principles of the invention are utilized, and the accompanying drawings of which:

[0034] **FIG. 1** is an illustration of an exemplary autonomous vehicle fleet, in accordance with some embodiments;

[0035] **FIG. 2** is a perspective view of an exemplary autonomous vehicle comprising a plurality of compartments, in accordance with some embodiments;

[0036] **FIG. 3** is a front view of an exemplary autonomous vehicle beside a walking person, in accordance with some embodiments;

[0037] **FIG. 4** is an right side view of an exemplary autonomous vehicle, in accordance with some embodiments;

[0038] **FIG. 5** is an left side view of an exemplary autonomous vehicle beside an average person, in accordance with some embodiments;

[0039] **FIG. 6** is an rear view of an exemplary autonomous vehicle in accordance with some embodiments;

[0040] **FIG. 7** is a perspective view of an exemplary food delivery autonomous vehicle, in accordance with some embodiments;

[0041] **FIG. 8** is a perspective view of an exemplary pizza delivery autonomous vehicle, in accordance with some embodiments;

[0042] **FIG. 9** is a perspective view of an exemplary coffee delivery autonomous vehicle, in accordance with some embodiments;

[0043] **FIG. 10** is a perspective view of an exemplary meal delivery autonomous vehicle comprising a lighted interior, in accordance with some embodiments;

[0044] **FIG. 11A** is a perspective view of an exemplary vending autonomous vehicle, in accordance with some embodiments;

[0045] **FIG. 11B** is a perspective view of another exemplary vending autonomous vehicle, in accordance with some embodiments;

[0046] **FIG. 12** is a flowchart of an exemplary fleet control system, in accordance with some embodiments;

[0047] **FIG. 13** is a flowchart of an exemplary fleet control module, in accordance with some embodiments;

[0048] **FIG. 14** shows a non-limiting schematic diagram of a digital processing device; in this case, a device with one or more CPUs, a memory, a communication interface, and a display;

[0049] **FIG. 15** shows a non-limiting schematic diagram of a web/mobile application provision system; in this case, a system providing browser-based and/or native mobile user interfaces;

[0050] **FIG. 16** shows a non-limiting schematic diagram of a cloud-based web/mobile application provision system; in this case, a system comprising an elastically load balanced, auto-scaling web server and application server resources as well synchronously replicated databases;

[0051] **FIG. 17A** is a side view of an exemplary autonomous vehicle comprising a side screen, in accordance with some embodiments;

[0052] FIG. 17B is a side view of an exemplary autonomous vehicle comprising a top screen, in accordance with some embodiments; and

[0053] FIG. 18 shows a non-limiting schematic diagram of a system for apportioned display of a plurality of advertisements by an autonomous or semi-autonomous vehicle.

### **DETAILED DESCRIPTION OF THE INVENTION**

[0054] This disclosure relates to an autonomous and/or semi-autonomous vehicle fleet comprising a plurality of autonomous vehicles, for transporting or retrieving deliveries in either open unstructured outdoor environments or closed environments.

[0055] Static media displays, such as, for example, road signs, billboards, and banners are only configured to display a single media at a time, and may require extensive work to alter and update such media. Although, dynamic media displays, such as electronic billboards, are configured to display a set of media, the large size required to reach a broad target audience by an immovable screens is prohibitively expensive. Further, such immovable dynamic displays are often underutilized, as they are unable to relocate based on the location of their audience. Additionally, to reach a larger captive audience, such displays are placed afar from its viewers, and are thus unable to sense environmental contextual data. Without contextual data, such display means are content and energy inefficient, and act as a light pollution eyesore, during periods of time without an audience. Further, contextual data enables greater advertising penetration and display efficiency. Finally, lack of contextual based selective display can serve as a dangerous distraction to, for instance, drivers and cyclists.

[0056] Provided herein is an electric autonomous vehicle for apportioned display of a media comprising a screen configured to display the media, an energy storage device configured to provide a power to the screen and the autonomous vehicle, and a sensor configured to measure a sensed data. In some embodiments, the media incorporates contextual data to provide information most relevant and pertinent to its location, environment, and surroundings based on the sensed data. Provided herein is an electric autonomous vehicle for apportioned display of a media is configured to travel to locations, or via routes, that are optimized for the specific media. The use of a contextual based selective display on the electric autonomous vehicle provided herein enables efficient, relevant, and safe display of media.

Autonomous and Semi-Autonomous Vehicles

[0057] As illustrated in FIGS. 1 – 11, the vehicle 101 may comprise an autonomous or semi-autonomous automobile configured for land travel. The vehicle 101 may have a width, a height, and a length, wherein the length may be about 2 feet to about 5 feet. The vehicle 101 may be lightweight and have a low center of gravity for increased stability. The vehicle 101 may be configurable for land, water, or air. The vehicle 101 may comprise a land vehicle such as, for example, a car, a wagon, a van, a tricycle, a truck, a trailer, a bus, a train, or a tram. The vehicle 101 may comprise a watercraft such as, for example, a ship, a boat, a ferry, a landing craft, a barge, a rafts, a hovercraft, or any combination thereof. Alternatively, the vehicle 101 may comprise an aircraft or a spacecraft.

[0058] Each vehicle 101 in the fleet may comprise an autonomous or semi-autonomous propulsion system 130 comprising a drive system, a propulsion engine, a wheel, a treads, a wing, a rotor, a blower, a rocket, a propeller, a brake, or any combination thereof.

[0059] In one exemplary embodiment, a vehicle 101 comprises a land vehicle configured with a traditional 4-wheeled automotive configuration comprising conventional steering and braking systems. In this embodiment, the drive train may be configurable for standard 2-wheel drive or 4-wheel all-terrain traction drive, and the propulsion system may be configurable as a gas engine, a turbine engine, an electric motor, and/or a hybrid gas/electric engine.

[0060] In some embodiments, the vehicle 101 is configured for water travel as a watercraft with a propulsion system comprising a gas engine, a turbine engine, an electric motor and/or a hybrid gas/electric engine, or any combination thereof. In some embodiments, the vehicle 101 is configured for hover travel as an over-land or over-water hovercraft or an air-cushion vehicle (ACV) and is configured with blowers to produce a large volume of air below the hull that is slightly above atmospheric pressure. In some embodiments, the vehicle 101 is configured for air travel as an aerial drone or aerial hovercraft and is configured with wings, rotors, blowers, rockets, and/or propellers and an appropriate brake system.

[0061] The vehicle 101 may further comprise an auxiliary solar power system to provide back-up emergency power or power for minor low-power sub-systems. In some embodiments, each vehicle of the vehicle fleet is configured with one or more power sources, such as battery, solar, gasoline, or propane. In some embodiments, the vehicle 101 further comprises a digital display for curated content comprising advertisements, marketing promotions, a public service notification, an emergency notification, or any combination thereof.

[0062] Each vehicle **101** in the fleet **100** may comprise a sensor system comprising a plurality of onboard sensors such as, for example, a camera, a video camera, a LiDAR, a radar, an ultrasonic sensor, and a microphone. Each vehicle **101** may further comprise an internal computer for real time navigation and obstacle avoidance, based on the data received by the sensors.

[0063] In some embodiments, the vehicles may further comprise an autonomous or semi-autonomous propulsion system sensor configured to monitor drive mechanism performance (e.g., the propulsion engine), power system levels (e.g., battery, solar, gasoline, propane, etc.), monitor drive train performance (e.g., transmission, tires, brakes, rotors, etc.), or any combination thereof.

[0064] In some embodiments, the vehicle is further configured to process or manufacture a good. In some embodiments, the vehicle is configured to process or manufacture the good in-transit. In some embodiments, the processed or manufactured good comprises: a beverage with or without condiments (such as coffee, tea, carbonated drinks, etc.), a fast food, a microwavable food, a reheatable food, or a rehydratable food. In some embodiments, the vehicle is equipped for financial transactions through debit or credit card readers.

[0065] In some embodiments, the vehicle **101** has a driving speed of about 1 mile per hour (mph) to about 90 mph, to accommodate inner-city, residential, and intrastate or interstate driving. In some embodiments, the vehicle **101** is configured for land travel. In some embodiments, each vehicle **101** in the fleet is configured with a working speed range from 13.0 mph to 45.0 mph. In some embodiments, the vehicle **101** is configured with a maximum speed range from 13.0 mph to about 90.0 mph. In some embodiments, vehicle **101** is configured for water travel as a watercraft and is configured with a working speed range from 1.0 mph to 45.0 mph. In some embodiments, the vehicle **101** is configured for hover travel as an over-land or over-water hovercraft and is configured with a working speed range from 1.0 mph to 60.0 mph. In some embodiments, the vehicle **101** is configured for air travel as an aerial drone or aerial hovercraft and is configured with a working speed range from 1.0 mph to 80.0 mph.

#### Fleet of Autonomous or semi-autonomous Vehicles

[0066] Provided herein, per **FIG. 1**, is a vehicle fleet **100**, comprising a plurality of autonomous or semi-autonomous vehicles **101**.

[0067] In some embodiments, one or more of the vehicles **101** in the vehicle fleet **100** are autonomous or semi-autonomous. In some embodiments, one or more of the vehicles **101** in

the vehicle fleet **100** are autonomous or semi-autonomous. In some embodiments the semi-autonomous vehicles **101** can be manually controlled by an operator. Manual override may be required to, for example, address navigation malfunctions, provider inventory issues, or unanticipated traffic, mechanical failure, electrical failure, traffic accident, and road conditions. In some embodiments of the plurality of autonomous or semi-autonomous vehicles **101** within the fleet **100** is operated on behalf of third party vendor or service provider. The third party vendor or service provider may comprise a food and beverage provider.

**[0068]** In some embodiments, one or more of the vehicles **101** within the vehicle fleet **100** are configured to be part of a sub-fleet **100a** that operates independently or in tandem with other sub-fleets **100a**. In one example, the sub-fleet **100a** of vehicles **101** may only provide a product, service, or level of service associated with a single vendor. Each of the vehicles **101** in the sub-fleet **100a** may display a logo of the vendor or an alternative indicator representing the specific product, service, or level of service associated with that vehicle **101**. Levels of service may include immediate dedicated rush service, guaranteed morning/afternoon delivery service, and general delivery service. Some sub-fleets **100a** may offer a faster or more prioritized service than other sub-fleets **100a**.

#### Fleet Management Module

**[0069]** Provided herein, per **FIG. 12**, is a system for fleet management comprising a fleet management module **1201**, a central server **1202**, a vehicle **1204**, a customer **1203**, and a service provider **1205**. In some embodiments, the fleet management module **1201** coordinates, assigns tasks, and monitors the position of each of the plurality of vehicles **1204** in the fleet. The fleet management module **1201** may coordinate the vehicles **1204** in the fleet to monitor and collect data regarding unstructured open or closed environments, and report to the service provider **1205**. As seen, the fleet management module **1201** may coordinate with a central server **1202**. The central server **1202** may be located in a central operating facility owned or managed by the fleet owner. The service provider **1205** may comprise a third party provider of a good or service. The service provider **1205** may comprise a vendor, a business, a restaurant, a delivery service, a retailer, or any combination thereof.

**[0070]** In some embodiments, the fleet management module **1201** is configured to receive, store and transmit data to and/or from the service provider **1205**. The fleet management module **1201** may receive and transmit data to and/or from the service provider **1205** via a service provider application. In some embodiments, the service provider application

comprises a computer application, an internet application, a tablet application, a phone application, or any combination thereof.

[0071] In some embodiments, the central server **1202** is configured to receive, store and transmit data to and/or from the customer **1203**. The central server **1202** may receive and transmit data to and/or from the customer **1203** via a customer application. In some embodiments, the customer application comprises a computer application, an internet application, a tablet application, a phone application, or any combination thereof.

[0072] In some embodiments, the vehicle **1204** comprises a memory device to store the data for future data transfer or manual download.

[0073] In one example, an order by a customer **1203** is transmitted to a central server **1202**, which then communicates with the fleet management module **1201**, which relays the order to the service provider **1205** associated with the order and a vehicle **1204**. The fleet management module **1201** may employ one or more vehicles **1204** or sub-fleet vehicles **1204** that are closest to the service provider **1205**, customer **1203**, or both. The assigned service provider then interacts with that vehicle **1204** through a service provider application to supply the vehicle **1204** with any goods, maps, or instructions associated with the order. The vehicle **1204** then travels to the customer **1203** and reports completion of the order to at least one of the customer **1203**, the service provider **1205**, the central server **1202**, and the fleet management module **1201**.

[0074] In some embodiments the vehicle **1204** may be operated on behalf of the service provider **1205**, wherein at least one of the central server **1202** and the fleet management module **1201** is operated by the service provider **1205**. In any one of the embodiments, the vehicle **1204** is controlled directly by the customer **1203**, the service provider **1205**, or both. In some embodiments, human interaction of the vehicle **1204** may be required to address maintenance issues such as mechanical failure, electrical failure or a traffic accident.

[0075] In one example, the fleet management module **1201** receives an instruction from the service provider **1205** to collect an item at a first location and deliver the item to a second location. Upon receipt of the instruction, the fleet management module **1201** may assign one or more of the vehicles **1204** to perform the instruction by navigating the one or more of the vehicles **1204** the first location. The one more of the vehicles **1204** may then confirm the receipt of the item and navigate to the second location. The one more of the vehicles **1204** may then deliver the item to the second location and confirm receipt of the delivery. In some embodiments, the one more of the vehicles **1204** may further receive an identification



associated with the first location, the second location, or both, to enable receipt and delivery of the item.

[0076] In one example, a request by the customer **1203** is sent to the central server **1202**, which then communicates with the fleet management module **1201** to relay the request to the service provider **1205**, which instructs the vehicles **1204**. The fleet management module **1201** may select one or more of the vehicles **1204** within the geographic region and/or proximity of the customer **1203**, the service provider **1205**, or both. The vehicles **1204** may be first directed to a location associated with the service provider **1205** to receive an item associated with the request. The vehicle **1204** may then travels to a location associated with the customer **1203**. The customer **1203** may then interacts with the one or more vehicle **1204** to retrieve the item. The customer **1203** may retrieve the item by opening a compartment within the vehicle **1204**. The customer **1203** may open the compartment within the vehicle **1204** through a customer application, or a customer interface comprising, for example, an RFID reader, a touchpad, a keypad, a voice command, or a vision-based recognition. Upon completion the vehicles **1204** may then report a completion of the request to the fleet management module **1201** and be reassigned to a subsequent request.

[0077] In some embodiments, the autonomous or semi-autonomous fleet may be strategically positioned throughout a geographic region in anticipation of a known demand. Demand for autonomous or semi-autonomous vehicle services may be predicted by storing historical demand data relating to the quantity, timing, and type of request received in each region. Such demand predictions may further be weighted by the cost or importance of the good or service and employ historical trends for higher efficiency and throughput. As such, the fleet management module may position the autonomous or semi-autonomous vehicles as close as possible to the expected source locations.

[0078] Per **FIG. 13**, the fleet management module **1301** instructs the processor **1303** of the autonomous or semi-autonomous vehicle via a communication module **1302**. The processor **1303** may be configured to send an instruction and receive a sensed data from the sensor system **1306**, and may further control at least one of the power system **1307**, the navigation module **1305**, and the conveyance system **1304**. The processor **1303** may additionally be configured to instruct a controller **1308** to open a securable compartment **1309** to release any contents associated with an order. The processor **1303** may allow manual override of the conveyance system **1304**, the navigational system **1305**, or both.

[0079] In some embodiments, the processor **1303** is in functional communication with the communication module **1302**. In some embodiments, the communication module **1302** is

adapted to receive, store, and/or transmit data to and from the customer and the fleet management module **1301**. In some embodiments, the data comprises a schedule, a request or order, a current location, a delivery location, a service provider location, a route, an estimated time of arrival (ETA), a repositioning instruction, a vehicle condition, a vehicle speed, or any combination thereof. In some embodiments, the processor **1303** is capable of both high-level computing for processing as well as low-level safety-critical computing capacity for controlling the hardware. The processor **1303** may be configured to direct the conveyance system **1304**, the navigation module **1305**, the sensor system **1306**, the power system **1307**, the controller **1308**, or any combination thereof. The processor **1303** may reside aboard the autonomous or semi-autonomous vehicle, or at a remote location.

**[0080]** In some embodiments, the communication module **1302** is configured to receive, store and transmit data via wireless transmission (e.g., 4G, 5G, or satellite communications). In some embodiments, the wireless transmission occurs via: a central server, a fleet management module, a mesh network, or any combination thereof. In some embodiments, the customer application is configured to send and receive data via an electronic device comprising a phone, a personal mobile device, a personal digital assistant (PDA), a mainframe computer, a desktop computer, a laptop computer, a tablet computer, and/or wearable computing device comprising: a communication headset, smart glasses, or a combination thereof.

**[0081]** In some embodiments, the fleet management module **1301** directs each of the vehicles **1204** through a navigation module **1305**. In some embodiments, the navigation module **1305** controls the conveyance system **1304** to translate the autonomous or semi-autonomous vehicle through the unstructured open or closed environments. In some embodiments, the navigation module **1305** comprises an HD map, a weather condition, an elevation map, a digital map, a street view photograph, a GPS point, or any combination thereof. In some embodiments, the map is generated by a customer, a service provider, a fleet operator, an online repository, a public database, or any combination thereof. In some embodiments, the map is generated only for intended operational geography. The maps may be augmented or confirmed by data obtained by the sensor system **1306**. The navigation module **1305** may further implement data collected by the sensor system **1306** to determine the location and/or the surroundings of the autonomous or semi-autonomous vehicle. In some embodiments, the map further comprises a navigation marker comprising a lane, a road sign, an intersection, a grade, or any combination thereof. As such the navigation module **1305**, in

combination with processors and/or applications vehicles **1204** enable a safe, robust navigation trajectory.

**[0082]** In some embodiments, the fleet management module **1301** is configured to determine and predict a geographic demand for the autonomous or semi-autonomous vehicles for strategic placement throughout a geographic region in anticipation of a known demand. The fleet management module **1301** may determine and predict a geographic demand by storing data relating the location, quantity, time, price, item, item type, service, service type, service provider, or any combination thereof of placed orders and requests. Further, the service provider may provide independently measured trends to supplement or augment the measured trends. As such, the vehicles may be strategically placed to reduce transit and idle time and to increase sales volume and efficiency.

#### Communications Module

**[0083]** Each autonomous or semi-autonomous vehicle may comprise a communication module **160** configurable to receive and send data from the fleet management module and the user. In some embodiments the data is related user interactions and autonomous or semi-autonomous vehicle fleet interactions, comprising: scheduled requests or orders, on-demand requests or orders, or a self-positioning request. In some embodiments, the communication module receives and sends data via wireless transmission. In some embodiments, the wireless transmission occur via a mobile application on an electronic device via a central server, a fleet management module, a mesh network, cellular communication (e.g., 3G, 4G, and 5G), satellite communications, or any combination thereof. In some embodiments, the electronic device comprises a phone, a personal mobile device, a personal digital assistant (PDA), a mainframe computer, a desktop computer, a laptop computer, a tablet computer, and/or wearable computing device comprising: a communication headset, smart glasses, a contact lens or lenses, a digital watch, a bracelet, a ring, a jewelry, or a combination thereof.

**[0084]** In some embodiments, business and customers communicate with the fleet operator through their own app/interface. In some embodiments, each autonomous or semi-autonomous vehicle further comprises a memory device to store the data for future data transfer or manual download.

#### Securable Compartments

**[0085]** As illustrated in **FIGS. 7 – 11B**, in some embodiments, the plurality of compartments may be humidity and/or temperature controlled for: hot goods; cold goods; wet goods; dry

goods, or combinations thereof. In some embodiments, the plurality of securable compartments are configurable for a plurality of goods. Exemplary compartments and goods comprise: bookshelves for books; thin drawers for documents; larger box-like drawers for packages, sized compartments for vending machines, embedded coffee makers, pizza ovens, and dispensers. In some embodiments, the plurality of securable compartments can be configured and reconfigured based on: anticipated demands, patterns of behaviors, area of service, the types of goods to be transported, or any combination thereof. Alternately, the compartments may be configured to contain a set of goods to form a mobile marketplace (similar to a mini bar at a hotel). Further, as illustrated in **FIGS. 8 - 10**, the compartment may further comprise various additional amenities such as lights for night deliveries, condiment dispensers, and display screens.

**[0086]** At least one of the autonomous or semi-autonomous vehicle and the compartment may comprise a controller configured to associate each one of the plurality of securable compartments **102, 104** to an assigned customer or provider and provide entry to the securable compartments **102, 104** upon authorization. Each securable compartments **102, 104** may be secured separately to transport goods to separate sets of customers. As such, the autonomous or semi-autonomous vehicle may deliver a first good or service to a first assigned customer from within a first securable compartment **102, 104** and then deliver a second good or service to a second assigned customer from within the securable compartment **102, 104**.

**[0087]** Upon arrival of the autonomous or semi-autonomous vehicle to the customer destination, the customer may open their respective compartment(s) by verifying their identity. In one embodiment, the customer verifies their identity by providing a PIN (e.g., 4 digit number) via a touchscreen or a keypad within the autonomous or semi-autonomous vehicle, which they received upon initial request/order. The customer can verify themselves using their mobile phone and an RFID reader on the autonomous or semi-autonomous vehicle. Alternatively, the customer is verified through voice recognition of a keyword or key-phrase, wherein the autonomous or semi-autonomous vehicle comprises a microphone and a voice recognition application for recognition thereof. Further, in another embodiment, the customer is verified through facial or identification recognition, wherein the autonomous or semi-autonomous vehicle comprises a camera and a facial recognition application for recognition thereof. Additionally or alternatively, the customer is verified through a magnetic strip, RFID key or any other computer readable form of identification. Finally, in another embodiment, the customer is verified by entering a code or identification value on their

mobile device, wherein the autonomous or semi-autonomous vehicle receives a cellular signal comprising a confirmation of the user or data related to the code of identification of the user.

**[0088]** In some embodiments, the vehicle could be configured for water travel, providing at least one and preferably two large storage compartments, and more preferably, at least one large compartment is configured with a plurality of smaller internal secure compartments of variable configurations to carry individual items that are to be delivered to, or need to be retrieved from customers. Further still, in some embodiments, the vehicle could be configured for hover travel, providing at least one and preferably two large storage compartments, and more preferably, at least one large compartment is configured with a plurality of smaller internal secure compartments of variable configurations to carry individual items that are to be delivered to, or need to be retrieved from customers. Further still, in some embodiments, the vehicle could be configured for aerial drone or aerial hover travel, providing at least one and preferably two large storage compartments, and more preferably, at least one large compartment is configured with a plurality of smaller internal secure compartments of variable configurations to carry individual items that are to be delivered to, or need to be retrieved from customers.

#### Operating Environments

**[0089]** The autonomous or semi-autonomous vehicles **101** in the fleet **100** may be configured to operate within a variety of unstructured open operating environments to enable service to a broad range of locations.

**[0090]** In some embodiments, the unstructured open environment is a non-confined geographic region accessible by navigable pathways comprising: public roads; private roads; bike paths; open fields, open public lands, open private lands, pedestrian walkways, lakes, rivers, or streams.

**[0091]** In some embodiments, the closed environment is a confined, enclosed, or semi-enclosed structure accessible by navigable pathways comprising: open areas or rooms within commercial architecture, with or without structures or obstacles therein; airspace within open areas or rooms within commercial architecture, with or without structures or obstacles therein; public or dedicated aisles; hallways; tunnels; ramps; elevators; conveyors; or pedestrian walkways.

**[0092]** In some embodiments, the unstructured open environment is a non-confined airspace or even near-space environment which includes all main layers of the Earth's atmosphere

comprising the troposphere, the stratosphere, the mesosphere, the thermosphere and the exosphere. In some embodiments, the navigation module controls routing of the conveyance system of the vehicles in the fleet in the unstructured open or closed environments.

#### Goods and Services

**[0093]** In some embodiments, the user comprises a fleet manager, a sub-contracting vendor, a service provider, a customer, a business entity, an individual, or a third party.

**[0094]** In some embodiments, the services comprises a subscription service, a prescription service, a marketing service, an advertising service, a notification service, a requested service, an ordered service, a scheduled delivery service, or any combination thereof. For example, the scheduled delivery services may include special repeat deliveries such as groceries, prescriptions, drinks, mail, documents, or any combination thereof.

**[0095]** In some embodiments, the services alternatively or further comprise a return of a good (e.g., a signed document), receiving one set of goods and returning a different set of goods (e.g., product replacement / returns, groceries, merchandise, books, recording, videos, movies, payment transactions, etc.), or a third party user providing instruction and or authorization to a goods or service provider to prepare, transport, deliver and/or retrieve goods to a principle user in a different location. In some embodiments, the services further or alternatively comprise: advertising services, land survey services, patrol services, monitoring services, traffic survey services, signage and signal survey services, architectural building, or road infrastructure survey services.

**[0096]** In some embodiments, the service further or alternatively comprises processing or manufacturing a good. In some embodiments, the autonomous or semi-autonomous vehicle is configured to process or manufacture the good in-transit. In some embodiments, the processed or manufactured good comprises: a beverage with or without condiments (such as coffee, tea, carbonated drinks, etc.), a fast food, a microwavable food, a reheatable food, or a rehydratable food. In some embodiments, the service comprises a financial transaction.

**[0097]** In some embodiments, the service comprises advertising, marketing, public safety, public service, or any combination thereof.

#### Controller(s) and Processor(s)

**[0098]** In some embodiments, each autonomous or semi-autonomous vehicle in the autonomous or semi-autonomous vehicle fleet is equipped with one or more processors capable of both high-level computing for processing as well as low-level safety-critical

computing capacity for controlling the hardware. The at least one processor is configured to manage the conveyance system, the navigation module, the sensor system, instructions from the fleet management module, the communication module and the controller.

**[0099]** Further still, in some embodiments, each autonomous or semi-autonomous vehicle in the autonomous or semi-autonomous vehicle fleet is equipped with a controller configurable to associate each one of the plurality of securable compartments, to an assignable customer or provider and provide entry when authorized.

#### Digital processing device

**[0100]** In some embodiments, the platforms, systems, media, and methods described herein include a digital processing device, or use of the same. In further embodiments, the digital processing device includes one or more hardware central processing units (CPUs) or general purpose graphics processing units (GPGPUs) that carry out the device's functions. In still further embodiments, the digital processing device further comprises an operating system configured to perform executable instructions. In some embodiments, the digital processing device is optionally connected a computer network. In further embodiments, the digital processing device is optionally connected to the Internet such that it accesses the World Wide Web. In still further embodiments, the digital processing device is optionally connected to a cloud computing infrastructure. In other embodiments, the digital processing device is optionally connected to an intranet. In other embodiments, the digital processing device is optionally connected to a data storage device.

**[0101]** In accordance with the description herein, suitable digital processing devices include, by way of non-limiting examples, server computers, desktop computers, laptop computers, notebook computers, sub-notebook computers, netbook computers, netpad computers, set-top computers, and media streaming devices, handheld computers, Internet appliances, mobile smartphones, tablet computers, personal digital assistants, video game consoles, and vehicles. Those of skill in the art will recognize that many smartphones are suitable for use in the system described herein. Those of skill in the art will also recognize that select televisions, video players, and digital music players with optional computer network connectivity are suitable for use in the system described herein. Suitable tablet computers include those with booklet, slate, and convertible configurations, known to those of skill in the art.

**[0102]** In some embodiments, the digital processing device includes an operating system configured to perform executable instructions. The operating system is, for example, software, including programs and data, which manages the device's hardware and provides

services for execution of applications. Those of skill in the art will recognize that suitable server operating systems include, by way of non-limiting examples, FreeBSD, OpenBSD, NetBSD<sup>®</sup>, Linux, Apple<sup>®</sup> Mac OS X Server<sup>®</sup>, Oracle<sup>®</sup> Solaris<sup>®</sup>, Windows Server<sup>®</sup>, and Novell<sup>®</sup> NetWare<sup>®</sup>. Those of skill in the art will recognize that suitable personal computer operating systems include, by way of non-limiting examples, Microsoft<sup>®</sup> Windows<sup>®</sup>, Apple<sup>®</sup> Mac OS X<sup>®</sup>, UNIX<sup>®</sup>, and UNIX-like operating systems such as GNU/Linux<sup>®</sup>. In some embodiments, the operating system is provided by cloud computing. Those of skill in the art will also recognize that suitable mobile smart phone operating systems include, by way of non-limiting examples, Nokia<sup>®</sup> Symbian<sup>®</sup> OS, Apple<sup>®</sup> iOS<sup>®</sup>, Research In Motion<sup>®</sup> BlackBerry OS<sup>®</sup>, Google<sup>®</sup> Android<sup>®</sup>, Microsoft<sup>®</sup> Windows Phone<sup>®</sup> OS, Microsoft<sup>®</sup> Windows Mobile<sup>®</sup> OS, Linux<sup>®</sup>, and Palm<sup>®</sup> WebOS<sup>®</sup>. Those of skill in the art will also recognize that suitable media streaming device operating systems include, by way of non-limiting examples, Apple TV<sup>®</sup>, Roku<sup>®</sup>, Boxee<sup>®</sup>, Google TV<sup>®</sup>, Google Chromecast<sup>®</sup>, Amazon Fire<sup>®</sup>, and Samsung<sup>®</sup> HomeSync<sup>®</sup>. Those of skill in the art will also recognize that suitable video game console operating systems include, by way of non-limiting examples, Sony<sup>®</sup> PS3<sup>®</sup>, Sony<sup>®</sup> PS4<sup>®</sup>, Microsoft<sup>®</sup> Xbox 360<sup>®</sup>, Microsoft Xbox One, Nintendo<sup>®</sup> Wii<sup>®</sup>, Nintendo<sup>®</sup> Wii U<sup>®</sup>, and Ouya<sup>®</sup>.

**[0103]** In some embodiments, the device includes a storage and/or memory device. The storage and/or memory device is one or more physical apparatuses used to store data or programs on a temporary or permanent basis. In some embodiments, the device is volatile memory and requires power to maintain stored information. In some embodiments, the device is non-volatile memory and retains stored information when the digital processing device is not powered. In further embodiments, the non-volatile memory comprises flash memory. In some embodiments, the non-volatile memory comprises dynamic random-access memory (DRAM). In some embodiments, the non-volatile memory comprises ferroelectric random access memory (FRAM). In some embodiments, the non-volatile memory comprises phase-change random access memory (PRAM). In other embodiments, the device is a storage device including, by way of non-limiting examples, CD-ROMs, DVDs, flash memory devices, magnetic disk drives, magnetic tapes drives, optical disk drives, and cloud computing based storage. In further embodiments, the storage and/or memory device is a combination of devices such as those disclosed herein.

**[0104]** In some embodiments, the digital processing device includes a display to send visual information to a user. In some embodiments, the display is a liquid crystal display (LCD). In further embodiments, the display is a thin film transistor liquid crystal display (TFT-LCD). In



some embodiments, the display is an organic light emitting diode (OLED) display. In various further embodiments, on OLED display is a passive-matrix OLED (PMOLED) or active-matrix OLED (AMOLED) display. In some embodiments, the display is a plasma display. In other embodiments, the display is a video projector. In yet other embodiments, the display is a head-mounted display in communication with the digital processing device, such as a VR headset. In further embodiments, suitable VR headsets include, by way of non-limiting examples, HTC Vive, Oculus Rift, Samsung Gear VR, Microsoft HoloLens, Razer OSVR, FOVE VR, Zeiss VR One, Avegant Glyph, Freefly VR headset, and the like. In still further embodiments, the display is a combination of devices such as those disclosed herein.

**[0105]** In some embodiments, the digital processing device includes an input device to receive information from a user. In some embodiments, the input device is a keyboard. In some embodiments, the input device is a pointing device including, by way of non-limiting examples, a mouse, trackball, track pad, joystick, game controller, or stylus. In some embodiments, the input device is a touch screen or a multi-touch screen. In other embodiments, the input device is a microphone to capture voice or other sound input. In other embodiments, the input device is a video camera or other sensor to capture motion or visual input. In further embodiments, the input device is a Kinect, Leap Motion, or the like. In still further embodiments, the input device is a combination of devices such as those disclosed herein.

**[0106]** Referring to **FIG. 14**, in a particular embodiment, a digital processing device **1401** is programmed or otherwise configured to managing autonomous or semi-autonomous vehicles. The device **1401** is programmed or otherwise configured to manage autonomous or semi-autonomous vehicles. In this embodiment, the digital processing device **1401** includes a central processing unit (CPU, also “processor” and “computer processor” herein) **1405**, which is optionally a single core, a multi core processor, or a plurality of processors for parallel processing. The digital processing device **1401** also includes memory or memory location **1410** (e.g., random-access memory, read-only memory, flash memory), electronic storage unit **1415** (e.g., hard disk), communication interface **1420** (e.g., network adapter) for communicating with one or more other systems, and peripheral devices **1425**, such as cache, other memory, data storage and/or electronic display adapters. The memory **1410**, storage unit **1415**, interface **1420** and peripheral devices **1425** are in communication with the CPU **1405** through a communication bus (solid lines), such as a motherboard. The storage unit **1415** comprises a data storage unit (or data repository) for storing data. The digital processing device **1401** is optionally operatively coupled to a computer network (“network”) **1430** with

the aid of the communication interface **1420**. The network **1430**, in various cases, is the internet, an internet, and/or extranet, or an intranet and/or extranet that is in communication with the internet. The network **1430**, in some cases, is a telecommunication and/or data network. The network **1430** optionally includes one or more computer servers, which enable distributed computing, such as cloud computing. The network **1430**, in some cases, with the aid of the device **1401**, implements a peer-to-peer network, which enables devices coupled to the device **1401** to behave as a client or a server.

[0107] Continuing to refer to **FIG. 14**, the CPU **1405** is configured to execute a sequence of machine-readable instructions, embodied in a program, application, and/or software. The instructions are optionally stored in a memory location, such as the memory **1410**. The instructions are directed to the CPU **105**, which subsequently program or otherwise configure the CPU **1405** to implement methods of the present disclosure. Examples of operations performed by the CPU **1405** include fetch, decode, execute, and write back. The CPU **1405** is, in some cases, part of a circuit, such as an integrated circuit. One or more other components of the device **1401** are optionally included in the circuit. In some cases, the circuit is an application specific integrated circuit (ASIC) or a field programmable gate array (FPGA).

[0108] Continuing to refer to **FIG. 14**, the storage unit **1415** optionally stores files, such as drivers, libraries and saved programs. The storage unit **1415** optionally stores user data, e.g., user preferences and user programs. The digital processing device **1401**, in some cases, includes one or more additional data storage units that are external, such as located on a remote server that is in communication through an intranet or the internet.

[0109] Continuing to refer to **FIG. 14**, the digital processing device **1401** optionally communicates with one or more remote computer systems through the network **1430**. For instance, the device **1401** optionally communicates with a remote computer system of a user. Examples of remote computer systems include personal computers (e.g., portable PC), slate or tablet PCs (e.g., Apple<sup>®</sup> iPad, Samsung<sup>®</sup> Galaxy Tab, etc.), smartphones (e.g., Apple<sup>®</sup> iPhone, Android-enabled device, Blackberry<sup>®</sup>, etc.), or personal digital assistants.

[0110] Methods as described herein are optionally implemented by way of machine (e.g., computer processor) executable code stored on an electronic storage location of the digital processing device **101**, such as, for example, on the memory **1410** or electronic storage unit **1415**. The machine executable or machine readable code is optionally provided in the form of software. During use, the code is executed by the processor **1405**. In some cases, the code is retrieved from the storage unit **1415** and stored on the memory **1410** for ready access by the

processor **1405**. In some situations, the electronic storage unit **1415** is precluded, and machine-executable instructions are stored on the memory **1410**.

#### Non-transitory computer readable storage medium

[0111] In some embodiments, the platforms, systems, media, and methods disclosed herein include one or more non-transitory computer readable storage media encoded with a program including instructions executable by the operating system of an optionally networked digital processing device. In further embodiments, a computer readable storage medium is a tangible component of a digital processing device. In still further embodiments, a computer readable storage medium is optionally removable from a digital processing device. In some embodiments, a computer readable storage medium includes, by way of non-limiting examples, CD-ROMs, DVDs, flash memory devices, solid state memory, magnetic disk drives, magnetic tape drives, optical disk drives, cloud computing systems and services, and the like. In some cases, the program and instructions are permanently, substantially permanently, semi-permanently, or non-transitorily encoded on the media.

#### Computer program

[0112] In some embodiments, the platforms, systems, media, and methods disclosed herein include at least one computer program, or use of the same. A computer program includes a sequence of instructions, executable in the digital processing device's CPU, written to perform a specified task. Computer readable instructions may be implemented as program modules, such as functions, objects, Application Programming Interfaces (APIs), data structures, and the like, that perform particular tasks or implement particular abstract data types. In light of the disclosure provided herein, those of skill in the art will recognize that a computer program may be written in various versions of various languages.

[0113] The functionality of the computer readable instructions may be combined or distributed as desired in various environments. In some embodiments, a computer program comprises one sequence of instructions. In some embodiments, a computer program comprises a plurality of sequences of instructions. In some embodiments, a computer program is provided from one location. In other embodiments, a computer program is provided from a plurality of locations. In various embodiments, a computer program includes one or more software modules. In various embodiments, a computer program includes, in part or in whole, one or more web applications, one or more mobile applications, one or more

standalone applications, one or more web browser plug-ins, extensions, add-ins, or add-ons, or combinations thereof.

### Web application

[0114] In some embodiments, a computer program includes a web application. In light of the disclosure provided herein, those of skill in the art will recognize that a web application, in various embodiments, utilizes one or more software frameworks and one or more database systems. In some embodiments, a web application is created upon a software framework such as Microsoft<sup>®</sup> .NET or Ruby on Rails (RoR). In some embodiments, a web application utilizes one or more database systems including, by way of non-limiting examples, relational, non-relational, object oriented, associative, and XML database systems. In further embodiments, suitable relational database systems include, by way of non-limiting examples, Microsoft<sup>®</sup> SQL Server, MySQL<sup>™</sup>, and Oracle<sup>®</sup>. Those of skill in the art will also recognize that a web application, in various embodiments, is written in one or more versions of one or more languages. A web application may be written in one or more markup languages, presentation definition languages, client-side scripting languages, server-side coding languages, database query languages, or combinations thereof. In some embodiments, a web application is written to some extent in a markup language such as Hypertext Markup Language (HTML), Extensible Hypertext Markup Language (XHTML), or eXtensible Markup Language (XML). In some embodiments, a web application is written to some extent in a presentation definition language such as Cascading Style Sheets (CSS). In some embodiments, a web application is written to some extent in a client-side scripting language such as Asynchronous Javascript and XML (AJAX), Flash<sup>®</sup> ActionScript, JavaScript, or Silverlight<sup>®</sup>. In some embodiments, a web application is written to some extent in a server-side coding language such as Active Server Pages (ASP), ColdFusion<sup>®</sup>, Perl, Java<sup>™</sup>, JavaServer Pages (JSP), Hypertext Preprocessor (PHP), Python<sup>™</sup>, Ruby, Tcl, Smalltalk, WebDNA<sup>®</sup>, or Groovy. In some embodiments, a web application is written to some extent in a database query language such as Structured Query Language (SQL). In some embodiments, a web application integrates enterprise server products such as IBM<sup>®</sup> Lotus Domino<sup>®</sup>. In some embodiments, a web application includes a media player element. In various further embodiments, a media player element utilizes one or more of many suitable multimedia technologies including, by way of non-limiting examples, Adobe<sup>®</sup> Flash<sup>®</sup>, HTML 5, Apple<sup>®</sup> QuickTime<sup>®</sup>, Microsoft<sup>®</sup> Silverlight<sup>®</sup>, Java<sup>™</sup>, and Unity<sup>®</sup>.

[0115] Referring to **FIG. 15**, in a particular embodiment, an application provision system comprises one or more databases **1500** accessed by a relational database management system (RDBMS) **1510**. Suitable RDBMSs include Firebird, MySQL, PostgreSQL, SQLite, Oracle Database, Microsoft SQL Server, IBM DB2, IBM Informix, SAP Sybase, SAP Sybase, Teradata, and the like. In this embodiment, the application provision system further comprises one or more application servers **1520** (such as Java servers, .NET servers, PHP servers, and the like) and one or more web servers **1530** (such as Apache, IIS, GWS and the like). The web server(s) optionally expose one or more web services via application programming interfaces (APIs) **1540**. Via a network, such as the internet, the system provides browser-based and/or mobile native user interfaces.

[0116] Referring to **FIG. 16**, in a particular embodiment, an application provision system alternatively has a distributed, cloud-based architecture **1600** and comprises elastically load balanced, auto-scaling web server resources **1610**, and application server resources **1620** as well synchronously replicated databases **1630**.

#### Autonomous or Semi-Autonomous Vehicle for Apportioned Display of a Media

[0117] Provided herein, per **FIGS. 17A-B**, is an electric autonomous or semi-autonomous vehicle **701** for apportioned display of a media comprising a screen **710, 720, 730** configured to display the media, an energy storage device, a sensor **740**, an autonomous or semi-autonomous propulsion system, and a communication device.

[0118] In some embodiments, the screen **710, 720, 730** comprises a side screen **710**, a rear screen **720**, a top screen **730**, or any combination thereof.

[0119] In some embodiments, the side screen **710** enables display to drivers, passengers or pedestrians on the side of the vehicle. The rear screen **720** may enable display of the media to drivers, passengers or pedestrians behind the vehicle. The top screen **730** may enable the placement of the display closer to eye level of the pedestrian, cyclist or passenger. Due to the geometries of the vehicle, the side screen **710** may be larger than the rear screen **720**, the top screen **730**, or both.

[0120] In some embodiments, the display module is further configured to display the media based on a content of the autonomous or semi-autonomous vehicle. In some embodiments, the media comprises a curated content comprising an advertisement, marketing promotions, a public service notification, an emergency notification, or any combination thereof. In some embodiments, the media incorporates contextual data to provide information most relevant and pertinent to its location, environment, and surroundings based on the sensed data.

Provided herein is an electric autonomous or semi-autonomous vehicle for apportioned display of a media is configured to travel to locations, or via routes, that are optimized for the specific media. The use of a contextual based selective display on the electric autonomous or semi-autonomous vehicle provided herein enables efficient, relevant, and safe display of media. In some embodiments, the advertisement display module is configured to implement an inactive display mode or an active display mode comprising the advertisement and an active display brightness level for one or more of the side screen **710**, the rear screen **720**, and the top screen **730**, independently.

**[0121]** In some embodiments, the sensor **740** comprises a GPS sensor, a Wi-Fi sensor, a camera, a thermometer, a wind gauge, a rain gauge, a snow gauge, a speedometer, a radar, a LiDAR, a light sensor, or any combination thereof. In some embodiments, the sensor **740** is configured to measure a sensed data corresponding to a surrounding of the autonomous or semi-autonomous vehicle **701**. In some embodiments the current condition comprises a location of the autonomous or semi-autonomous vehicle, a current temperature, a current rain status, a current cloud status, a current wind chill status, a current snow status, a current wind status, a smog status, a time of day, a date, an emergency warning, a time of day, a pedestrian proximity, a bicyclist proximity, a motorist proximity, a driving speed, a driving time, a stopping time, or any combination thereof. In some embodiments, the route comprises a location of the consumer.

**[0122]** In some embodiments, the energy storage device is configured to provide a power to the screen **740** and the autonomous or semi-autonomous vehicle **701**. In some embodiments, the energy storage device comprises a power gauge configured to measure a quantity of energy stored in the energy storage device. In some embodiments, the communication device comprises a Wi-Fi router, a Bluetooth router, a cellular network, or any combination thereof. In some embodiments, the autonomous or semi-autonomous vehicle is capable of receiving the instruction comprising the media, and displaying the media in real-time.

**[0123]** In some embodiments, the electric autonomous or semi-autonomous vehicle **701** further comprises a non-transitory computer-readable storage media encoded with a computer program including instructions executable by a processor to create an application comprising: a transmission module configured to receive an instruction from a fleet management module via the communication device, the instruction comprising the media and a route; a detection module, configured to determine a current condition of the autonomous or semi-autonomous vehicle based on the sensed data; a command module configured to initiate a power conservation mode based on the quantity of energy, the sensed data, the current condition, or

any combination thereof; a display module configured display the media based on the power conservation mode, the current condition, or both; and a navigation module configured to direct the autonomous or semi-autonomous propulsion system based on the route.

**[0124]** In some embodiments, the power conservation mode comprises a low power mode, a high power mode, a first location mode, a second location mode, a high temperature mode, a low temperature mode, a heavy rain mode, a light rain mode, a non-raining mode, a cloudy mode, a sunny mode, a heavy snow mode, a light snow mode, a no-snow mode, a high wind mode, a low wind mode, a no-wind mode, a high smog mode, a low smog mode, a no-smog mode, a first time of day mode, a second time of day mode, an emergency mode, a proximal pedestrian mode, a proximal bicyclist mode, a proximal motorist mode, a first speed mode, a second speed mode, a first driving time mode, a second driving time mode, a first stopping time mode, a second stopping time mode, or any combination thereof. In some embodiments, at least one of the low power mode, the first location mode, the second location mode, the high temperature mode, the sunny mode, the no-smog mode, the first time of day mode, the second time of day mode, the emergency mode, the proximal pedestrian mode, the proximal bicyclist mode, the proximal motorist mode, the first speed mode, the second speed mode, the first driving time mode, and the second driving time mode comprise reducing a brightness of the screen. In some embodiments, at least one of the low power mode, the first location mode, the second location mode, the high temperature mode, the low temperature mode, the heavy rain mode, the light rain mode, the non-raining mode, the cloudy mode, the sunny mode, the heavy snow mode, the light snow mode, the no-snow mode, the high wind mode, the low wind mode, the no-wind mode, the high smog mode, the low smog mode, the no-smog mode, the first time of day mode, the second time of day mode, the proximal pedestrian mode, the proximal bicyclist mode, the proximal motorist mode, the first speed mode, the second speed mode, the first driving time mode, and the second driving time mode, comprise displaying a static media. The modes may ensure that the autonomous or semi-autonomous vehicle optimizes the use of its stored and/or garnered power. Such optimization may enable the autonomous or semi-autonomous vehicle to provide the media to the most relevant audience over a long span of time and/or travel distance. Such modes may account for the power required for the propulsion system of the autonomous or semi-autonomous vehicle during the operation in each mode.

**[0125]** In some embodiments, the application further comprises a dimming module configured to alter a brightness of the display based on the sensed data, the quantity of energy, the current condition, or any combination thereof. In some embodiments, the

instruction further comprises a command condition. In some embodiments, the current condition is further based on the command condition. Likewise, the dimming module may be configured to provide the media to the most relevant audience over a long span of time and/or travel distance, depending on the propulsion system requirements of the autonomous or semi-autonomous vehicle during the operation in each mode.

#### System for Apportioned Display of a Plurality of Advertisements

[0126] One aspect provided herein is a system for apportioned display of a plurality of advertisements by an autonomous or semi-autonomous vehicle **1810**, the system comprising an autonomous or semi-autonomous and a vehicle **1810** a processor configured to provide an advertisement application **1820**.

[0127] The autonomous or semi-autonomous vehicle **1810** may comprise a display screen **1811**, a self-driving sensor **1812**, and a processor configured to provide a display application. The display screen **1811** may be configured to display an advertisement. The self-driving sensor **1812** may be configured to measure an input data. The autonomous or semi-autonomous vehicle **1810** may comprise 1, 2, 3, 4, 5, 6, 8, 10, 15, 20, 30, 40, 50, 60, 80, or more self-driving sensors **1812**, including increments therein. In some embodiments, the self-driving sensor **1812** comprises a clock, a GPS sensor, a speedometer, a radar, a LiDAR, Wi-Fi sensor, a camera, a video camera, a thermometer, a wind gauge, a rain gauge, a snow gauge, a light sensor, or any combination thereof. In some embodiments, the input data comprises a time of day, a vehicle **1810** location, a vehicle **1810** speed, a two-dimensional geometric data, a three-dimensional geometric data, or any combination thereof.

[0128] The display application may comprise an advertisement display module **1813**. The advertisement display module **1813** may implement an inactive display mode or an active display mode. Enabling the inactive mode may comprise turning off the display screen **1811**. The active display mode may comprise the advertisement and an active display brightness level. Enabling the inactive mode may comprise turning on the display screen **1811**.

[0129] The advertisement application **1820** may comprise an advertisement inventory database **1821**, a current condition determination module **1822**, an advertisement selection module **1823**, and a display control module **1824**. In some embodiments, the advertising processor comprises a server processor. In some embodiments, the advertising processor is aboard the autonomous or semi-autonomous vehicle **1810**. In some embodiments, portion of the application is performed by a server processor, and wherein the remaining portion of the application is performed aboard the autonomous or semi-autonomous vehicle **1810**.



**[0130]** The advertisement inventory database **1821** may store the plurality of advertisements. The plurality of advertisements may comprise 2, 5, 10, 20, 50, 100, 500, 1,000, 5,000, 10,000, 50,000, 100,000 advertisements or more, including increments therein. Each advertisement may be associated with an advertisement display parameter. Each advertisement may be associated with two or more advertisement display parameters. In some embodiments, the advertisement display parameter comprises a customer demographic, a display time of day, a display period, a display location, a current vehicle **1810** speed, a current temperature, a current weather, a current brightness, or any combination thereof. Each display parameter may be associated with an advertisement weight. The advertisement weight may be associated with an advertising fee, an advertising priority, a number of advertising display events, or any combination thereof. In some embodiments, a portion of the advertisement inventory database **1821** resides aboard the autonomous or semi-autonomous vehicle **1810**.

**[0131]** The current condition determination module **1822** may determine a current condition. The current condition determination module **1822** may determine a current condition based on the input data. The current condition may comprise an object, a weather condition, or both. In some embodiments, the object comprises a pedestrian, a cyclist, a motorist, a vehicle **1810**, a debris, a road sign, a road, or any combination thereof. In some embodiments, the weather condition comprises a brightness, temperature, a rain status, a cloud status, a wind chill status, a snow status, a wind speed, a smog status, or any combination thereof. In some embodiments, the current condition further comprises a vehicle **1810** location, a current date, an emergency warning, a time of day, a driving speed, a driving time, a stopping time, or any combination thereof. In some embodiments, the customer demographic comprises a customer age, a customer gender, a customer height, a customer weight, or any combination thereof. In some embodiments, the object comprises a pedestrian, a cyclist, or a motorist, and wherein the current condition determination module **1822** further determines the demographic of the object.

**[0132]** The advertisement selection module **1823** may apply an advertisement selection algorithm to select the inactive display mode or one of the plurality of advertisements. The advertisement selection algorithm may select the inactive display mode or one of the plurality of advertisements based on the advertisement display parameters and the current condition. The advertisement selection algorithm may select the inactive display mode or one of the plurality of advertisements based on the weights associated with each of the advertisement display parameters. In some embodiments, the advertisement selection algorithm selects the

inactive display mode when a total or average weight of the plurality of the advertisement parameters associated with the current condition is below a set value threshold. The set value threshold may be determined by a third party, a vendor, administrator, or any combination thereof. The set value threshold may comprise a variable threshold. The variable threshold may be based on an energy condition.

**[0133]** The display control module **1824** may command the advertisement display module **1813**. The display control module **1824** may command the advertisement display module **1813** to implement the inactive display mode. The display control module **1824** may command the advertisement display module **1813** to implement the inactive display mode based on the selection of the inactive display mode. The display control module **1824** may alternatively determine the active display brightness level. The display control module **1824** may alternatively determine the active display brightness level based on one or more of the advertisement display parameter, the current condition, and the selected advertisement. The display control module **1824** may command the advertisement display module **1813** to implement the active display mode and the determined brightness level. The active display brightness level may comprise a 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100% brightness level, or increments therein.

**[0134]** In some embodiments, the autonomous or semi-autonomous vehicle **1810** further comprises an energy storage device configured to provide power to at least the display screen **1811**. The energy storage device may comprise a battery, a capacitor, a supercapacitor, or any combination thereof. The vehicle **1810** may further comprise an energy collection device configured to garner renewable energy. The may provide the garnered renewable energy to the energy storage device. In some embodiments, the current condition further comprises a level of the power within the energy storage device. In some embodiments, the energy storage device is configured to provide power to at least the display screen and the autonomous or semi-autonomous vehicle. In some embodiments, the advertisement selection algorithm selects the inactive display mode when the power level is below a set power threshold. In some embodiments, the current condition comprises the power level. In some embodiments, the display control module **1824** further determines the active display brightness level based on the power level. In some embodiments, the current condition further comprises a level of the power within the energy storage device.

### Autonomous or Semi-Autonomous Vehicle

**[0135]** The autonomous or semi-autonomous vehicle may comprise a display screen, a self-driving sensor, and a processor configured to provide a display application. The display screen may be configured to display an advertisement. The self-driving sensor may be configured to measure an input data. The autonomous or semi-autonomous vehicle may comprise 1, 2, 3, 4, 5, 6, 8, 10, 15, 20, 30, 40, 50, 60, 80, or more self-driving sensors, including increments therein. In some embodiments, the self-driving sensor comprises a clock, a GPS sensor, a speedometer, a radar, a LiDAR, Wi-Fi sensor, a camera, a video camera, a thermometer, a wind gauge, a rain gauge, a snow gauge, a light sensor, or any combination thereof. In some embodiments, the input data comprises a time of day, a vehicle location, a vehicle speed, a two-dimensional geometric data, a three-dimensional geometric data, or any combination thereof.

**[0136]** In some embodiments, the autonomous or semi-autonomous vehicle further comprises an energy storage device configured to provide power to at least the display screen. The energy storage device may comprise a battery, a capacitor, a supercapacitor, or any combination thereof. The vehicle may further comprise an energy collection device configured to garner renewable energy. The may provide the garnered renewable energy to the energy storage device.

**[0137]** In some embodiments, the display is a liquid crystal display (LCD). In further embodiments, the display is a thin film transistor liquid crystal display (TFT-LCD). In some embodiments, the display is an organic light emitting diode (OLED) display. In various further embodiments, on OLED display is a passive-matrix OLED (PMOLED) or active-matrix OLED (AMOLED) display. In some embodiments, the display is a plasma display. In other embodiments, the display is a video projector. In yet other embodiments, the display is a head-mounted display in communication with the digital processing device, such as a VR headset. In further embodiments, suitable VR headsets include, by way of non-limiting examples, HTC Vive, Oculus Rift, Samsung Gear VR, Microsoft HoloLens, Razer OSVR, FOVE VR, Zeiss VR One, Avegant Glyph, Freefly VR headset, and the like. In still further embodiments, the display is a combination of devices such as those disclosed herein.

### Display Application

**[0138]** The display application may comprise an advertisement display module. The advertisement display module may implement an inactive display mode or an active display mode. Enabling the inactive mode may comprise turning off the display screen. The active

display mode may comprise the advertisement and an active display brightness level. Enabling the inactive mode may comprise turning on the display screen.

#### Advertisement Application

**[0139]** The advertisement application may comprise an advertisement inventory database, a current condition determination module, an advertisement selection module, and a display control module. In some embodiments, the advertising processor comprises a server processor. In some embodiments, the advertising processor is aboard the autonomous or semi-autonomous vehicle. In some embodiments, portion of the application is performed by a server processor, and wherein the remaining portion of the application is performed aboard the autonomous or semi-autonomous vehicle.

#### Advertisement Inventory Database

**[0140]** The advertisement inventory database may store the plurality of advertisements. The plurality of advertisements may comprise 2, 5, 10, 20, 50, 100, 500, 1,000, 5,000, 10,000, 50,000, 100,000 advertisements or more, including increments therein. Each advertisement may be associated with an advertisement display parameter. Each advertisement may be associated with two or more advertisement display parameters. In some embodiments, the advertisement display parameter comprises a customer demographic, a display time of day, a display period, a display location, a current vehicle speed, a current temperature, a current weather, a current brightness, or any combination thereof. Each display parameter may be associated with an advertisement weight. The advertisement weight may be associated with an advertising fee, an advertising priority, a number of advertising display events, or any combination thereof. In some embodiments, a portion of the advertisement inventory database resides aboard the autonomous or semi-autonomous vehicle.

#### Current Condition Determination Module

**[0141]** The current condition determination module may determine a current condition. The current condition determination module may determine a current condition based on the input data. The current condition may comprise an object, a weather condition, or both. In some embodiments, the object comprises a pedestrian, a cyclist, a motorist, a vehicle, a debris, a road sign, a road, or any combination thereof. In some embodiments, the weather condition comprises a brightness, temperature, a rain status, a cloud status, a wind chill status, a snow status, a wind speed, a smog status, or any combination thereof. In some embodiments, the current condition further comprises a vehicle location, a current date, an emergency warning,

a time of day, a driving speed, a driving time, a stopping time, or any combination thereof. In some embodiments, the customer demographic comprises a customer age, a customer gender, a customer height, a customer weight, or any combination thereof. In some embodiments, the object comprises a pedestrian, a cyclist, or a motorist, and wherein the current condition determination module further determines the demographic of the object.

#### Advertisement Selection Module

**[0142]** The advertisement selection module may apply an advertisement selection algorithm to select the inactive display mode or one of the plurality of advertisements. The advertisement selection algorithm may select the inactive display mode or one of the plurality of advertisements based on the advertisement display parameters and the current condition. The advertisement selection algorithm may select the inactive display mode or one of the plurality of advertisements based on the weights associated with each of the advertisement display parameters. In some embodiments, the advertisement selection algorithm selects the inactive display mode when a total or average weight of the plurality of the advertisement parameters associated with the current condition is below a set value threshold. The set value threshold may be determined by a third party, a vendor, administrator, or any combination thereof. The set value threshold may comprise a variable threshold. The variable threshold may be based on an energy condition. In some embodiments, the advertisement selection algorithm selects the inactive display mode when the power level is below a set power threshold. The advertisement selection algorithm may select the inactive display mode or one of the plurality of advertisements based on 2, 3, 4, 5, 6, 8, 10, 12, 15, 18, 20, 30, 40, 50 or more advertisement display parameters or increments therein, and 2, 3, 4, 5, 6, 8, 10, 12, 15, 18, 20, 30, 40, 50 or more current conditions, or increments therein.

**[0143]** For example, the advertisement display parameter may comprise a location or area, where a certain advertisement selection is determined to have greater value. As such, when the current condition comprising the location of the autonomous or semi-autonomous vehicle, the high weight of the certain advertisement selection at that location causes it to be selected by the advertisement selection module.

**[0144]** As another example, the advertisement may comprise a reactive media that displays an image, a value or both based on the driving speed, a driving time, a stopping time, or any combination thereof. Any combinations of linear variable weights, polynomial variable variables weights can be employed

### Display Control Module

**[0145]** The display control module may command the advertisement display module. The display control module may command the advertisement display module to implement the inactive display mode. The display control module may command the advertisement display module to implement the inactive display mode based on the selection of the inactive display mode. The display control module may alternatively determine the active display brightness level. The display control module may alternatively determine the active display brightness level based on one or more of the advertisement display parameter, the current condition, and the selected advertisement. The display control module may command the advertisement display module to implement the active display mode and the determined brightness level. The active display brightness level may comprise a 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100% brightness level, including increments therein.

In some embodiments, the display control module further determines the active display brightness level based on the power level.

### Mobile Application

**[0146]** In some embodiments, a computer program includes a mobile application provided to a mobile digital processing device. In some embodiments, the mobile application is provided to a mobile digital processing device at the time it is manufactured. In other embodiments, the mobile application is provided to a mobile digital processing device via the computer network described herein.

**[0147]** In view of the disclosure provided herein, a mobile application is created by techniques known to those of skill in the art using hardware, languages, and development environments known to the art. Those of skill in the art will recognize that mobile applications are written in several languages. Suitable programming languages include, by way of non-limiting examples, C, C++, C#, Objective-C, Java™, Javascript, Pascal, Object Pascal, Python™, Ruby, VB.NET, WML, and XHTML/HTML with or without CSS, or combinations thereof.

**[0148]** Suitable mobile application development environments are available from several sources. Commercially available development environments include, by way of non-limiting examples, AirplaySDK, alcheMo, Appcelerator®, Celsius, Bedrock, Flash Lite, .NET Compact Framework, Rhomobile, and WorkLight Mobile Platform. Other development environments are available without cost including, by way of non-limiting examples, Lazarus, MobiFlex, MoSync, and Phonegap. Also, mobile device manufacturers distribute

software developer kits including, by way of non-limiting examples, iPhone and iPad (iOS) SDK, Android™ SDK, BlackBerry® SDK, BREW SDK, Palm® OS SDK, Symbian SDK, webOS SDK, and Windows® Mobile SDK.

**[0149]** Those of skill in the art will recognize that several commercial forums are available for distribution of mobile applications including, by way of non-limiting examples, Apple® App Store, Google® Play, Chrome WebStore, BlackBerry® App World, App Store for Palm devices, App Catalog for webOS, Windows® Marketplace for Mobile, Ovi Store for Nokia® devices, Samsung® Apps, and Nintendo® DSi Shop.

#### Standalone Application

**[0150]** In some embodiments, a computer program includes a standalone application, which is a program that is run as an independent computer process, not an add-on to an existing process, e.g., not a plug-in. Those of skill in the art will recognize that standalone applications are often compiled. A compiler is a computer program(s) that transforms source code written in a programming language into binary object code such as assembly language or machine code. Suitable compiled programming languages include, by way of non-limiting examples, C, C++, Objective-C, COBOL, Delphi, Eiffel, Java™, Lisp, Python™, Visual Basic, and VB .NET, or combinations thereof. Compilation is often performed, at least in part, to create an executable program. In some embodiments, a computer program includes one or more executable compiled applications.

#### Web Browser Plug-in

**[0151]** In some embodiments, the computer program includes a web browser plug-in (e.g., extension, etc.). In computing, a plug-in is one or more software components that add specific functionality to a larger software application. Makers of software applications support plug-ins to enable third-party developers to create abilities which extend an application, to support easily adding new features, and to reduce the size of an application. When supported, plug-ins enable customizing the functionality of a software application. For example, plug-ins are commonly used in web browsers to play video, generate interactivity, scan for viruses, and display particular file types. Those of skill in the art will be familiar with several web browser plug-ins including, Adobe® Flash® Player, Microsoft® Silverlight®, and Apple® QuickTime®.

**[0152]** In view of the disclosure provided herein, those of skill in the art will recognize that several plug-in frameworks are available that enable development of plug-ins in various

programming languages, including, by way of non-limiting examples, C++, Delphi, Java™, PHP, Python™, and VB .NET, or combinations thereof.

**[0153]** Web browsers (also called Internet browsers) are software applications, designed for use with network-connected digital processing devices, for retrieving, presenting, and traversing information resources on the World Wide Web. Suitable web browsers include, by way of non-limiting examples, Microsoft® Internet Explorer®, Mozilla® Firefox®, Google® Chrome, Apple® Safari®, Opera Software® Opera®, and KDE Konqueror. In some embodiments, the web browser is a mobile web browser. Mobile web browsers (also called microbrowsers, mini-browsers, and wireless browsers) are designed for use on mobile digital processing devices including, by way of non-limiting examples, handheld computers, tablet computers, netbook computers, subnotebook computers, smartphones, music players, personal digital assistants (PDAs), and handheld video game systems. Suitable mobile web browsers include, by way of non-limiting examples, Google® Android® browser, RIM BlackBerry® Browser, Apple® Safari®, Palm® Blazer, Palm® WebOS® Browser, Mozilla® Firefox® for mobile, Microsoft® Internet Explorer® Mobile, Amazon® Kindle® Basic Web, Nokia® Browser, Opera Software® Opera® Mobile, and Sony® PSP™ browser.

#### Software Modules

**[0154]** In some embodiments, the platforms, systems, media, and methods disclosed herein include software, server, and/or database modules, or use of the same. In view of the disclosure provided herein, software modules are created by techniques known to those of skill in the art using machines, software, and languages known to the art. The software modules disclosed herein are implemented in a multitude of ways. In various embodiments, a software module comprises a file, a section of code, a programming object, a programming structure, or combinations thereof. In further various embodiments, a software module comprises a plurality of files, a plurality of sections of code, a plurality of programming objects, a plurality of programming structures, or combinations thereof. In various embodiments, the one or more software modules comprise, by way of non-limiting examples, a web application, a mobile application, and a standalone application. In some embodiments, software modules are in one computer program or application. In other embodiments, software modules are in more than one computer program or application. In some embodiments, software modules are hosted on one machine. In other embodiments, software modules are hosted on more than one machine. In further embodiments, software modules are hosted on cloud computing platforms. In some embodiments, software modules are hosted on



one or more machines in one location. In other embodiments, software modules are hosted on one or more machines in more than one location.

### Databases

**[0155]** In some embodiments, the platforms, systems, media, and methods disclosed herein include one or more databases, or use of the same. In view of the disclosure provided herein, those of skill in the art will recognize that many databases are suitable for autonomous or semi-autonomous vehicles. In various embodiments, suitable databases include, by way of non-limiting examples, relational databases, non-relational databases, object oriented databases, object databases, entity-relationship model databases, associative databases, and XML databases. Further non-limiting examples include SQL, PostgreSQL, MySQL, Oracle, DB2, and Sybase. In some embodiments, a database is internet-based. In further embodiments, a database is web-based. In still further embodiments, a database is cloud computing-based. In other embodiments, a database is based on one or more local computer storage devices.

### Terms and Definitions

**[0156]** As used herein, the phrases “at least one,” “one or more,” and “and/or” are open-ended expressions that are both conjunctive and disjunctive in operation. For example, each of the expressions “at least one of A, B and C”, “at least one of A, B, or C”, “one or more of A, B, and C”, “one or more of A, B, or C” and “A, B, and/or C” means A alone, B alone, C alone, A and B together, A and C together, B and C together, or A, B and C together.

**[0157]** As used herein, the terms “fleet,” “sub-fleet,” and like terms are used to indicate a number of land vehicles, watercraft, or aircraft operating together or under the same ownership. In some embodiments the fleet or sub-fleet is engaged in the same activity. In some embodiments, the fleet or sub-fleet are engaged in similar activities. In some embodiments, the fleet, or sub-fleet are engaged in different activities.

**[0158]** As used herein, the terms “autonomous or semi-autonomous vehicle,” “autonomous or semi-autonomous vehicle fleet,” “vehicle,” “all-terrain vehicle,” and like terms are used to indicate a mobile machine that transports cargo. Typical vehicles include cars, wagons, vans, unmanned motor vehicles (e.g., tricycles, trucks, trailers, buses, etc.), unmanned railed vehicles (e.g., trains, trams, etc.), unmanned watercraft (e.g., ships, boats, ferries, landing craft, barges, rafts, etc.), aerial drones, unmanned hovercraft (air, land and water types) , unmanned aircraft, and even including unmanned spacecraft.

[0159] As used herein, the terms “user,” “operator,” “fleet operator,” and like terms are used to indicate the entity that owns or is responsible for managing and operating the autonomous or semi-autonomous vehicle fleet.

[0160] As used herein, the term “customer” and like terms are used to indicate the entity that requests the services provided the autonomous or semi-autonomous vehicle fleet.

[0161] As used herein, the terms “provider,” “business,” “vendor,” “third party vendor,” and like terms are used to indicate an entity that works in concert with the fleet owner or operator to utilize the services of the autonomous or semi-autonomous vehicle fleet to deliver the provider’s product from and or return the provider’s product to the provider’s place of business or staging location.

[0162] As used herein, the terms “server,” “computer server,” “central server,” “main server,” and like terms are used to indicate a computer or device on a network that manages the fleet resources, namely the autonomous or semi-autonomous vehicles.

[0163] As used herein, the term “controller” and like terms are used to indicate a device that controls the transfer of data from a computer to a peripheral device and vice versa. For example, disk drives, display screens, keyboards, and printers all require controllers. In personal computers, the controllers are often single chips. As used herein the controller is commonly used for managing access to components of the autonomous or semi-autonomous vehicle such as the securable compartments.

[0164] As used herein a “mesh network” is a network topology in which each node relays data for the network. All mesh nodes cooperate in the distribution of data in the network. It can be applied to both wired and wireless networks. Wireless mesh networks can be considered a type of “Wireless *ad hoc*” network. Thus, wireless mesh networks are closely related to Mobile ad hoc networks (MANETs). Although MANETs are not restricted to a specific mesh network topology, Wireless ad hoc networks or MANETs can take any form of network topology. Mesh networks can relay messages using either a flooding technique or a routing technique. With routing, the message is propagated along a path by hopping from node to node until it reaches its destination. To ensure that all its paths are available, the network must allow for continuous connections and must reconfigure itself around broken paths, using self-healing algorithms such as Shortest Path Bridging. Self-healing allows a routing-based network to operate when a node breaks down or when a connection becomes unreliable. As a result, the network is typically quite reliable, as there is often more than one path between a source and a destination in the network. This concept can also apply to wired

networks and to software interaction. A mesh network whose nodes are all connected to each other is a fully connected network.

**[0165]** As used herein, the term “module” and like terms are used to indicate a self-contained hardware component of the central server, which in turn comprises software modules. In software, a module is a part of a program. Programs are composed of one or more independently developed modules that are not combined until the program is linked. A single module can contain one or several routines, or sections of programs that perform a particular task. As used herein the fleet management module comprises software modules for managing various aspects and functions of the autonomous or semi-autonomous vehicle fleet.

**[0166]** As used herein, the terms “processor,” “digital processing device” and like terms are used to indicate a microprocessor or central processing unit (CPU). The CPU is the electronic circuitry within a computer that carries out the instructions of a computer program by performing the basic arithmetic, logical, control and input/output (I/O) operations specified by the instructions.

**[0167]** In accordance with the description herein, suitable digital processing devices include, by way of non-limiting examples, server computers, desktop computers, laptop computers, notebook computers, sub-notebook computers, netbook computers, netpad computers, set-top computers, handheld computers, Internet appliances, mobile smartphones, tablet computers, personal digital assistants, video game consoles, and vehicles. Those of skill in the art will recognize that many smartphones are suitable for use in the system described herein. Suitable tablet computers include those with booklet, slate, and convertible configurations, known to those of skill in the art.

**[0168]** In some embodiments, the digital processing device includes an operating system configured to perform executable instructions. The operating system is, for example, software, including programs and data, which manages the device’s hardware and provides services for execution of applications. Those of skill in the art will recognize that suitable server operating systems include, by way of non-limiting examples, FreeBSD, OpenBSD, NetBSD<sup>®</sup>, Linux, Apple<sup>®</sup> Mac OS X Server<sup>®</sup>, Oracle<sup>®</sup> Solaris<sup>®</sup>, Windows Server<sup>®</sup>, and Novell<sup>®</sup> NetWare<sup>®</sup>. Those of skill in the art will recognize that suitable personal computer operating systems include, by way of non-limiting examples, Microsoft<sup>®</sup> Windows<sup>®</sup>, Apple<sup>®</sup> Mac OS X<sup>®</sup>, UNIX<sup>®</sup>, and UNIX-like operating systems such as GNU/Linux<sup>®</sup>. In some embodiments, the operating system is provided by cloud computing. Those of skill in the art will also recognize that suitable mobile smart phone operating systems include, by way of non-limiting examples, Nokia<sup>®</sup> Symbian<sup>®</sup> OS, Apple<sup>®</sup> iOS<sup>®</sup>, Research In Motion<sup>®</sup>

BlackBerry OS<sup>®</sup>, Google<sup>®</sup> Android<sup>®</sup>, Microsoft<sup>®</sup> Windows Phone<sup>®</sup> OS, Microsoft<sup>®</sup> Windows Mobile<sup>®</sup> OS, Linux<sup>®</sup>, and Palm<sup>®</sup> WebOS<sup>®</sup>.

**[0169]** In some embodiments, the device includes a storage and/or memory device. The storage and/or memory device is one or more physical apparatus used to store data or programs on a temporary or permanent basis. In some embodiments, the device is volatile memory and requires power to maintain stored information. In some embodiments, the device is non-volatile memory and retains stored information when the digital processing device is not powered. In some embodiments, the non-volatile memory comprises flash memory. In some embodiments, the non-volatile memory comprises dynamic random-access memory (DRAM). In some embodiments, the non-volatile memory comprises ferroelectric random access memory (FRAM). In some embodiments, the non-volatile memory comprises phase-change random access memory (PRAM). In some embodiments, the device is a storage device including, by way of non-limiting examples, CD-ROMs, DVDs, flash memory devices, magnetic disk drives, magnetic tapes drives, optical disk drives, and cloud computing based storage. In some embodiments, the storage and/or memory device is a combination of devices such as those disclosed herein.

**[0170]** In some embodiments, the digital processing device includes a display to send visual information to a user. In some embodiments, the display is a cathode ray tube (CRT). In some embodiments, the display is a liquid crystal display (LCD). In some embodiments, the display is a thin film transistor liquid crystal display (TFT-LCD). In some embodiments, the display is an organic light emitting diode (OLED) display. In various some embodiments, on OLED display is a passive-matrix OLED (PMOLED) or active-matrix OLED (AMOLED) display. In some embodiments, the display is a plasma display. In some embodiments, the display is a video projector. In some embodiments, the display is interactive (e.g., having a touch screen or a sensor such as a camera, a 3D sensor, a LiDAR, a radar, etc.) that can detect user interactions/gestures/responses and the like. In still some embodiments, the display is a combination of devices such as those disclosed herein.

## **EXAMPLES**

### **Example 1 – Active Display Module**

**[0171]** In one example an autonomous or semi-autonomous vehicle is driving from point A to point B. During the route, the current condition determination module determines that the current condition, based on the input data, is associated with clear sunny skies and that the

vehicle is currently traveling at a speed of about 10 miles per hour. Based on the current condition, the advertisement selection module applies the advertisement selection algorithm to select the active display mode and one of the plurality of advertisements. The display module then determines that as the current condition comprises a sunny day, the brightness level should be about 20 percent to reduce glare. The display module then commands the advertisement display module to implement the brightness level and to display the selected advertisement.

#### Example 2 – Inactive Display Module

**[0172]** In another example an autonomous or semi-autonomous vehicle is driving from point A to point B. During the route, the current condition determination module determines that the current condition, based on the input data, is associated with rain, that there are no pedestrians or bicyclists nearby, and that the battery level of the vehicle is low. Based on the current condition, the advertisement selection module applies the advertisement selection algorithm to select the inactive display mode to conserve power.

## CLAIMS

### WHAT IS CLAIMED IS:

1. A system for apportioned display of a plurality of advertisements by an autonomous or semi-autonomous vehicle, the system comprising:
  - a) an autonomous or semi-autonomous vehicle comprising:
    - (i) a display screen configured to display an advertisement;
    - (ii) a self-driving sensor configured to measure an input data; and
    - (iii) a display processor configured to provide a display application comprising an advertisement display comprising the advertisement;and
  - b) the system further comprising an advertisement processor configured to provide an advertisement application comprising:
    - (i) an advertisement inventory database storing the plurality of advertisements, wherein each advertisement is associated with an advertisement display parameter;
    - (ii) a current condition determination module, determining a current condition based on the input data; and
    - (iii) an advertisement selection module applying an advertisement selection algorithm to select one of the plurality of advertisements based on the advertisement display parameters and the current condition.
2. The system of claim 1, wherein the advertisement display module further implements an inactive display mode, active display mode, and an active display brightness level.
3. The system of claim 2, wherein the advertisement selection module applies the advertisement selection algorithm to select the inactive display mode or one of the plurality of advertisements based on the advertisement display parameters and the current condition.
4. The system of claim 3, wherein the display control module commands the advertisement display module to implement the inactive display mode based on the selection of the inactive display mode.

5. The system of claim 2, wherein the advertisement application further comprises a display control module:
  - (i) commanding the advertisement display module to implement the inactive display mode based on the selection of the inactive display mode; or
  - (ii) determining the active display brightness level based on one or more of the advertisement display parameter, the current condition, and the selected advertisement, and commanding the advertisement display module to implement the active display mode and the determined brightness level.
6. The system of claim 1, wherein the current condition comprises an object, a weather condition, or both.
7. The system of claim 1, wherein the current condition comprises a vehicle location, a current date, an emergency warning, a time of day, a driving speed, a driving time, a stopping time, or any combination thereof.
8. The system of claim 6, wherein the object comprises a pedestrian, a cyclist, a motorist, a vehicle, a debris, a road sign, a road, or any combination thereof.
9. The system of claim 6, wherein the weather condition comprises a brightness, temperature, a rain status, a cloud status, a wind chill status, a snow status, a wind speed, a smog status, or any combination thereof.
10. The system of claim 1, wherein the self-driving sensor comprises a clock, a GPS sensor, a speedometer, a radar, a LiDAR, Wi-Fi sensor, a camera, a video camera, a thermometer, a wind gauge, a rain gauge, a snow gauge, a light sensor, or any combination thereof.
11. The system of claim 1, wherein the input data comprises a time of day, a vehicle location, a vehicle speed, a two-dimensional geometric data, a three-dimensional geometric data, or any combination thereof.

12. The system of claim 1, wherein the advertisement display parameter comprises a customer demographic, a display time of day, a display period, a display location, a current vehicle speed, a current temperature, a current weather, a current brightness, or any combination thereof, wherein each display parameter is associated with an advertisement weight.
13. The system of claim 12, wherein the customer demographic comprises a customer age, a customer gender, a customer height, a customer weight, or any combination thereof.
14. The system of claim 12, wherein the object comprises a pedestrian, a cyclist, or a motorist, and wherein the current condition determination module further determines the demographic of the object.
15. The system of claim 14, wherein the advertisement display module further implements an inactive display mode, active display mode, and an active display brightness level, and wherein the advertisement selection algorithm selects the inactive display mode when a total or average weight of the plurality of the advertisement parameters associated with the current condition is below a set value threshold.
16. The system of claim 1, wherein the advertising processor comprises a server processor.
17. The system of claim 16, wherein a portion of the advertisement inventory database resides aboard the autonomous or semi-autonomous vehicle.
18. The system of claim 1, wherein the advertising processor is aboard the autonomous or semi-autonomous vehicle.
19. The system of claim 1, wherein portion of the advertisement application is performed by a server processor, and wherein the remaining portion of the advertisement application is performed aboard the autonomous or semi-autonomous vehicle.
20. The system of claim 1, wherein the autonomous or semi-autonomous vehicle further comprises an energy storage device configured to provide power to at least the display screen and wherein the advertisement display module further implements an inactive display mode, active display mode, and an active display brightness level.



21. The system of claim 20, wherein the current condition further comprises a level of the power within the energy storage device.
22. The system of claim 21, wherein the advertisement selection algorithm selects the inactive display mode when the power level is below a set power threshold.
23. The system of claim 21, wherein the display control module further determines the active display brightness level based on the power level.
24. The system of claim 1, wherein the display screen comprises a rear display screen, a side display screen, a top display screen, or any combination thereof.

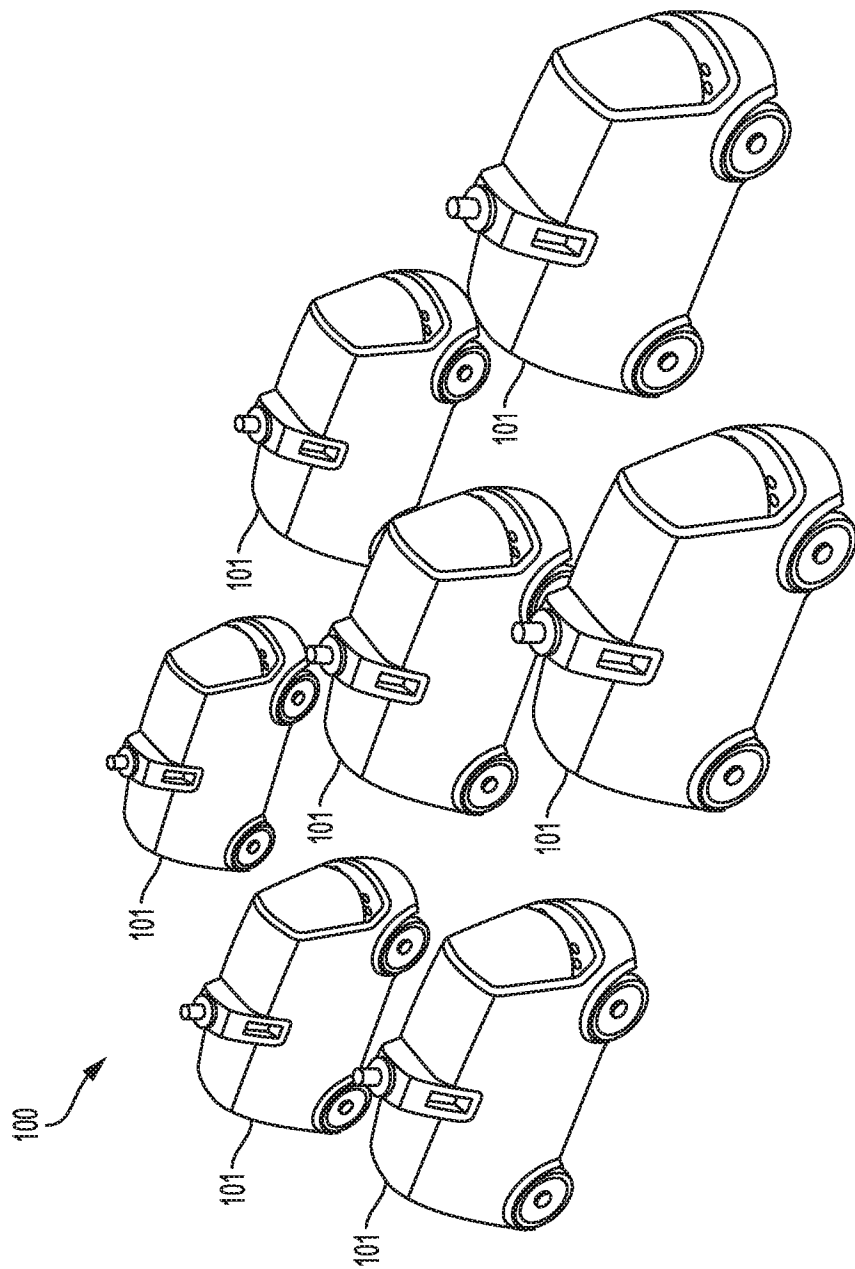


FIG. 1

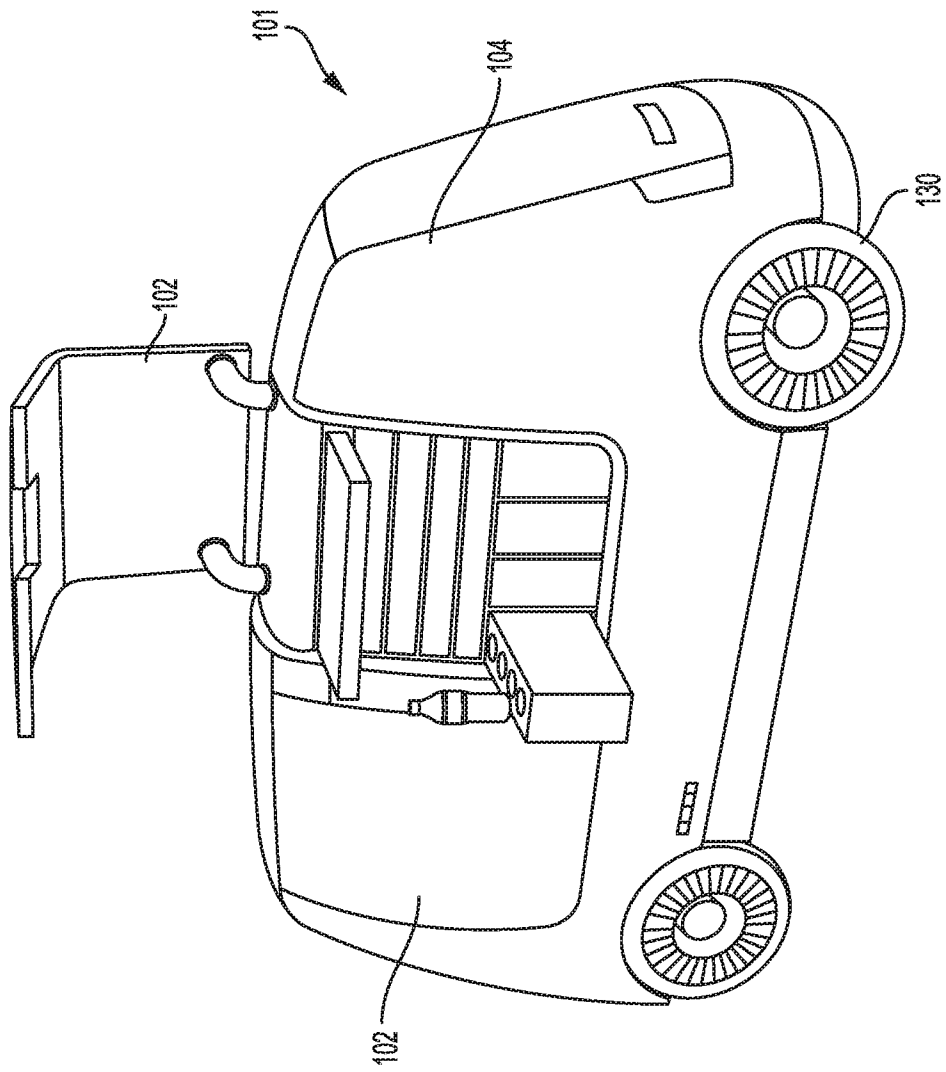


FIG. 2

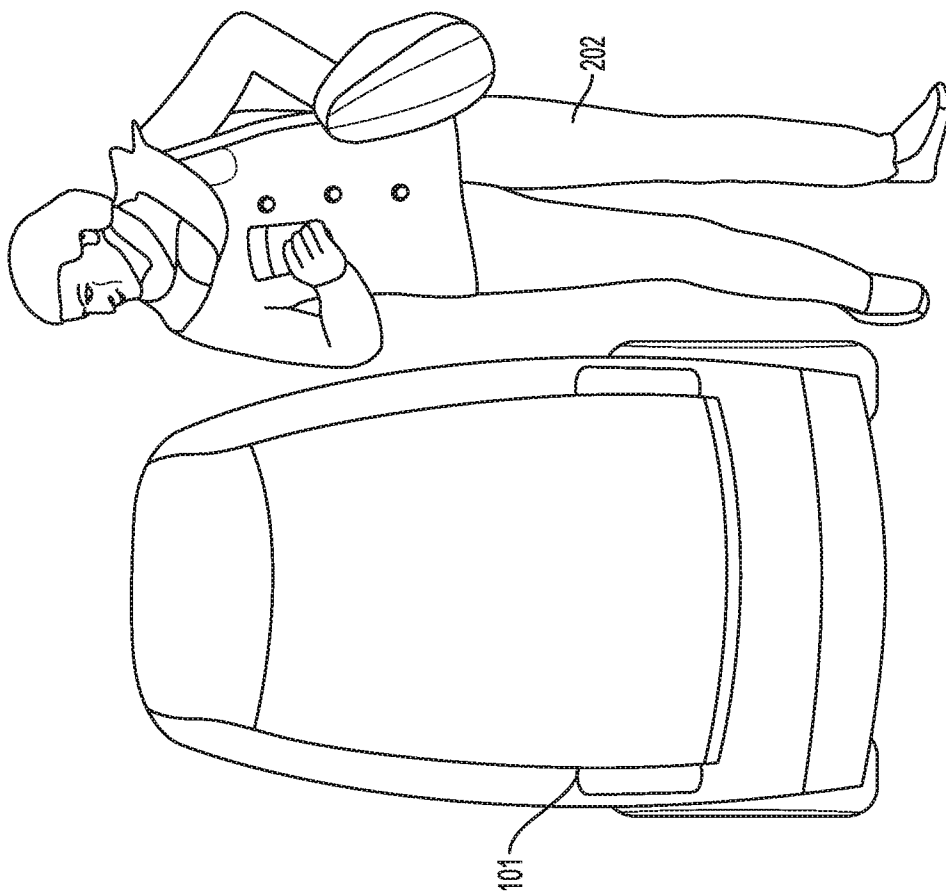


FIG. 3

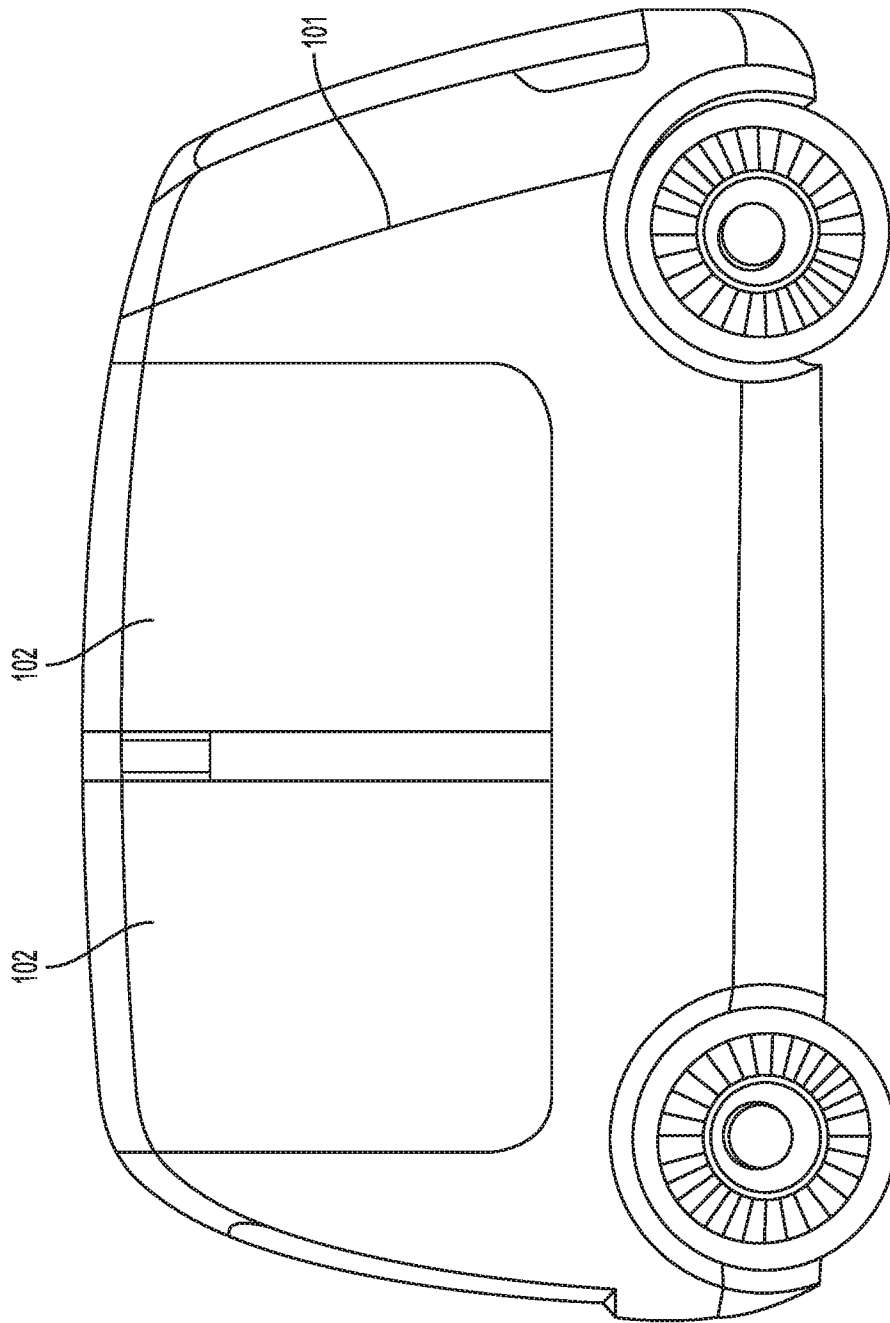


FIG. 4

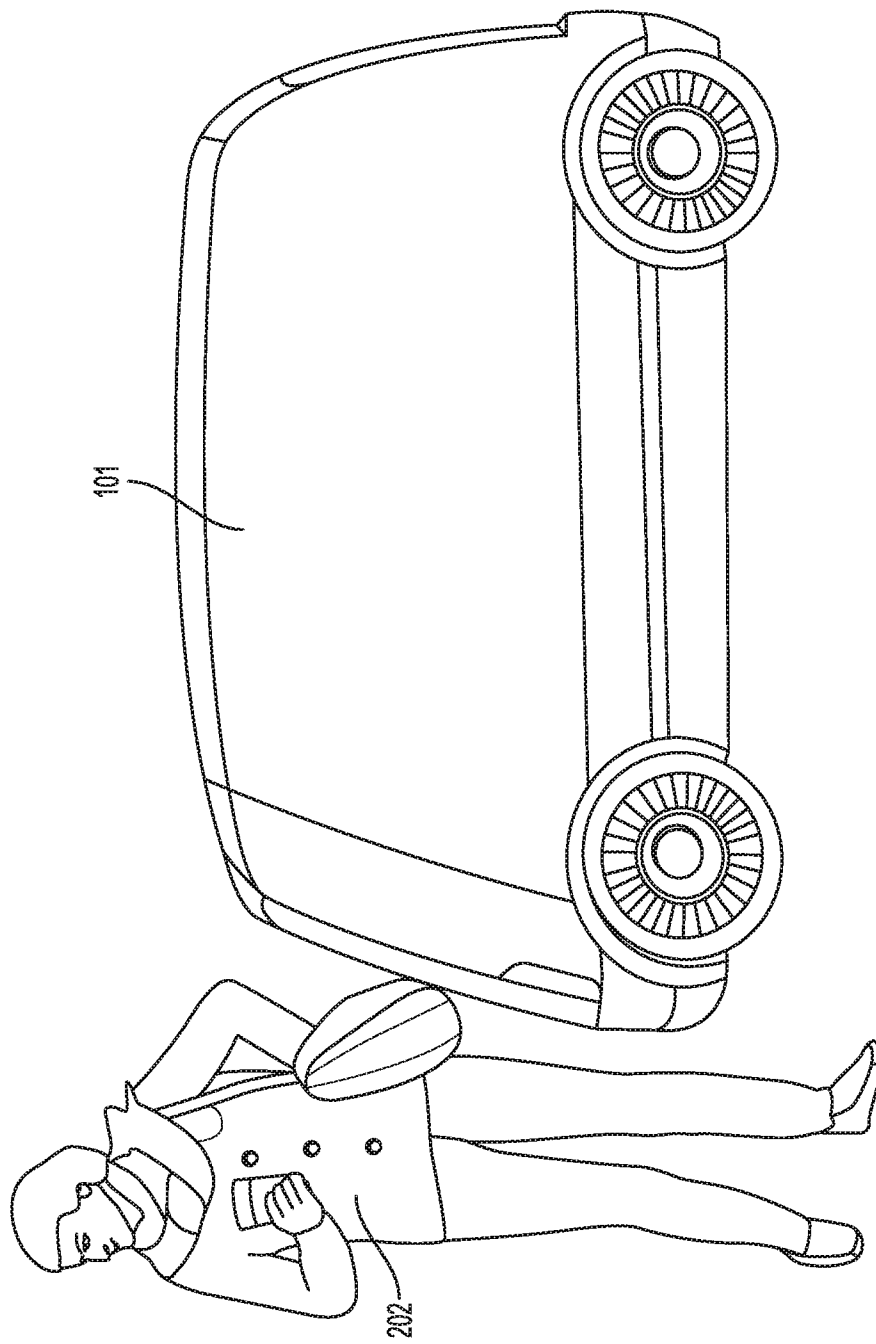


FIG. 5

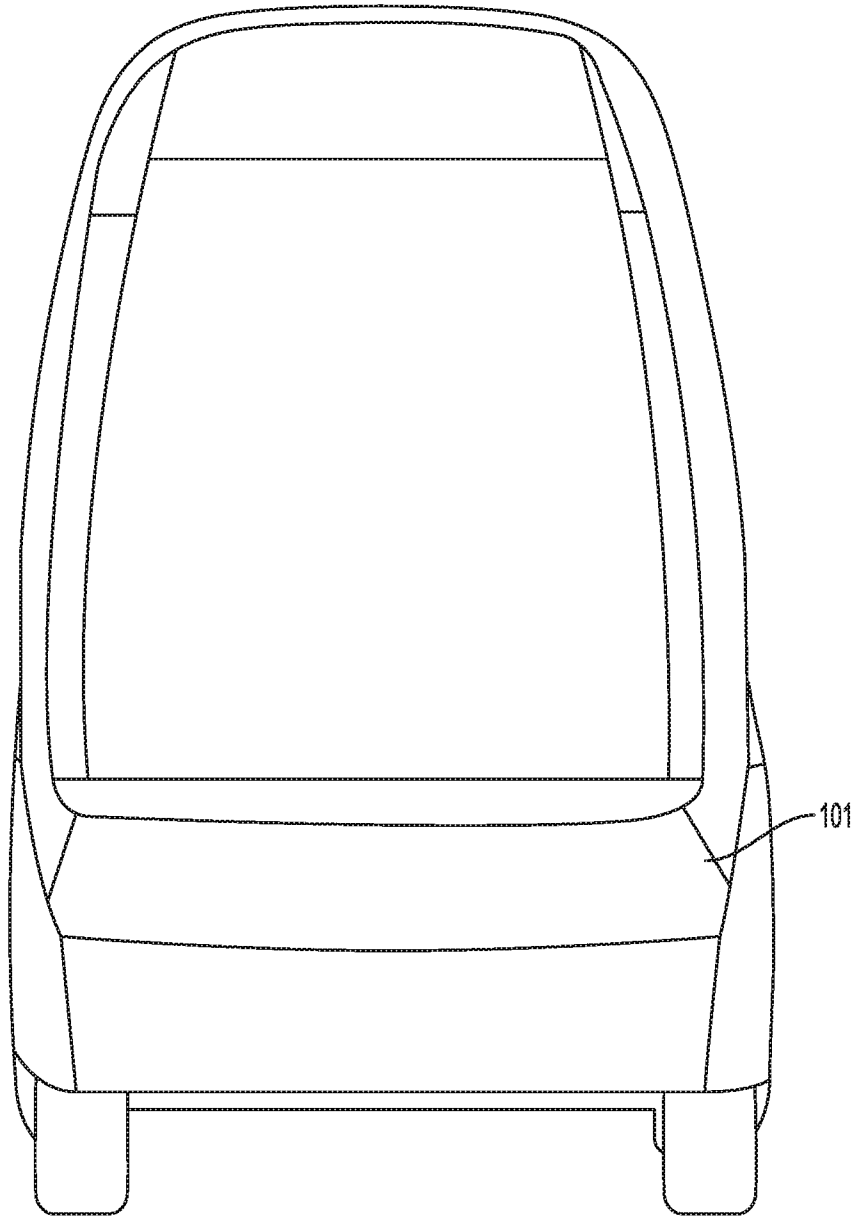


FIG. 6

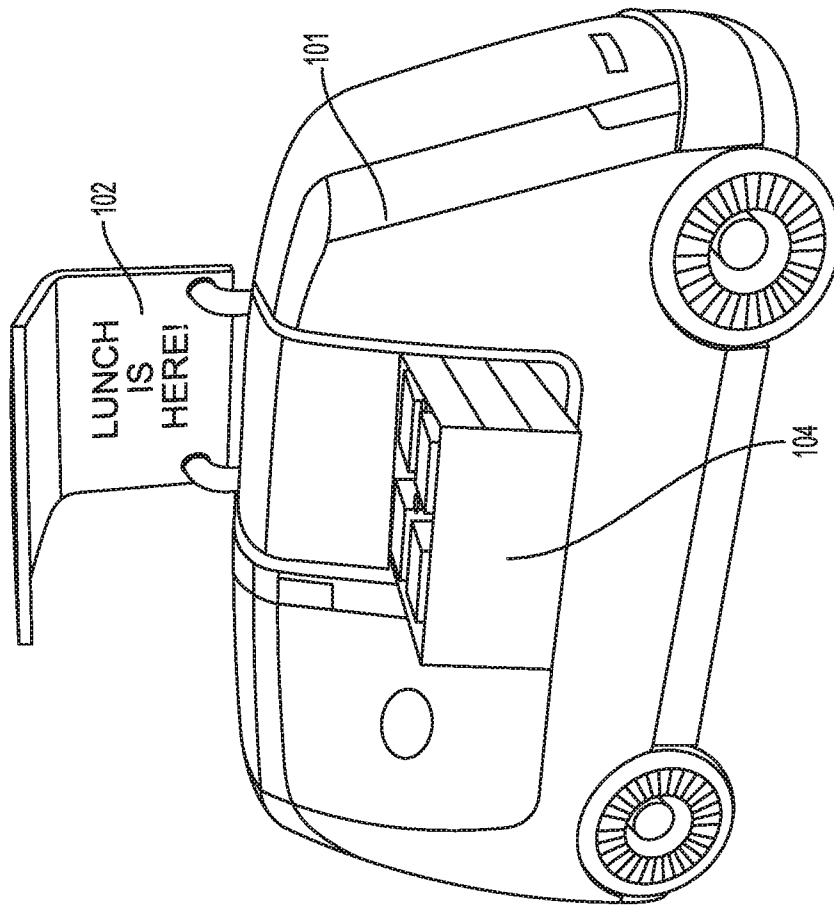


FIG. 7



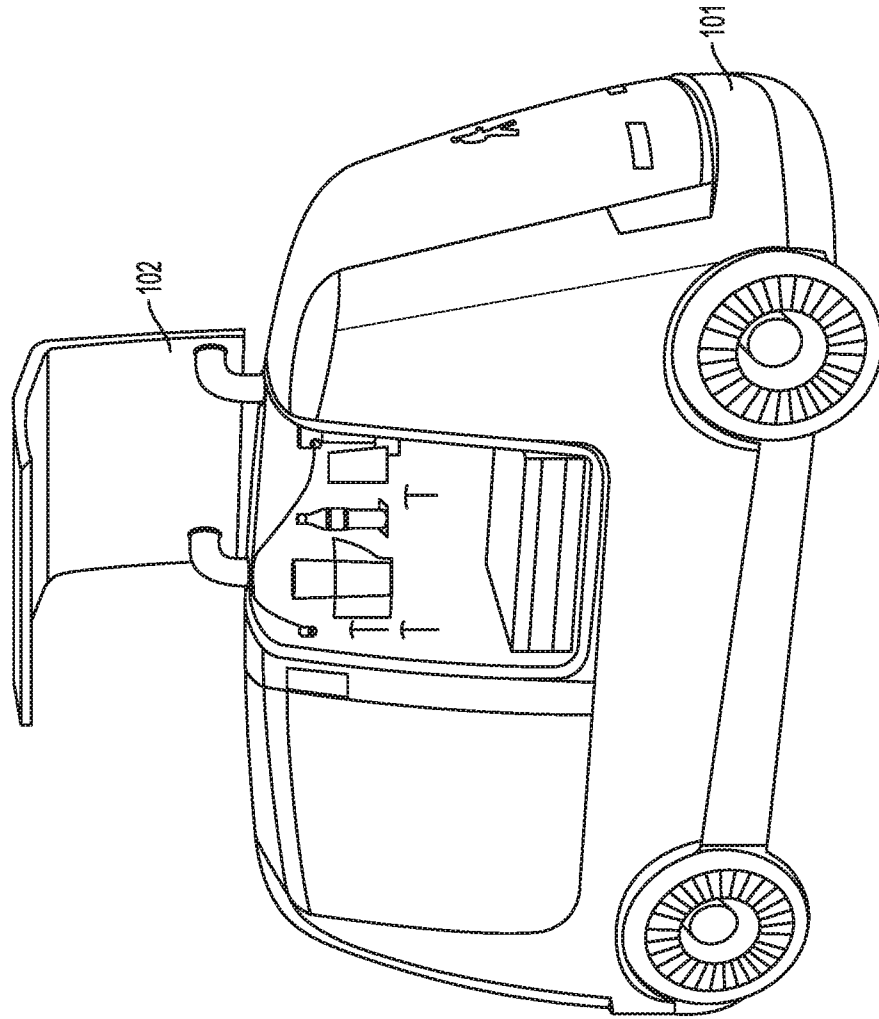


FIG. 8

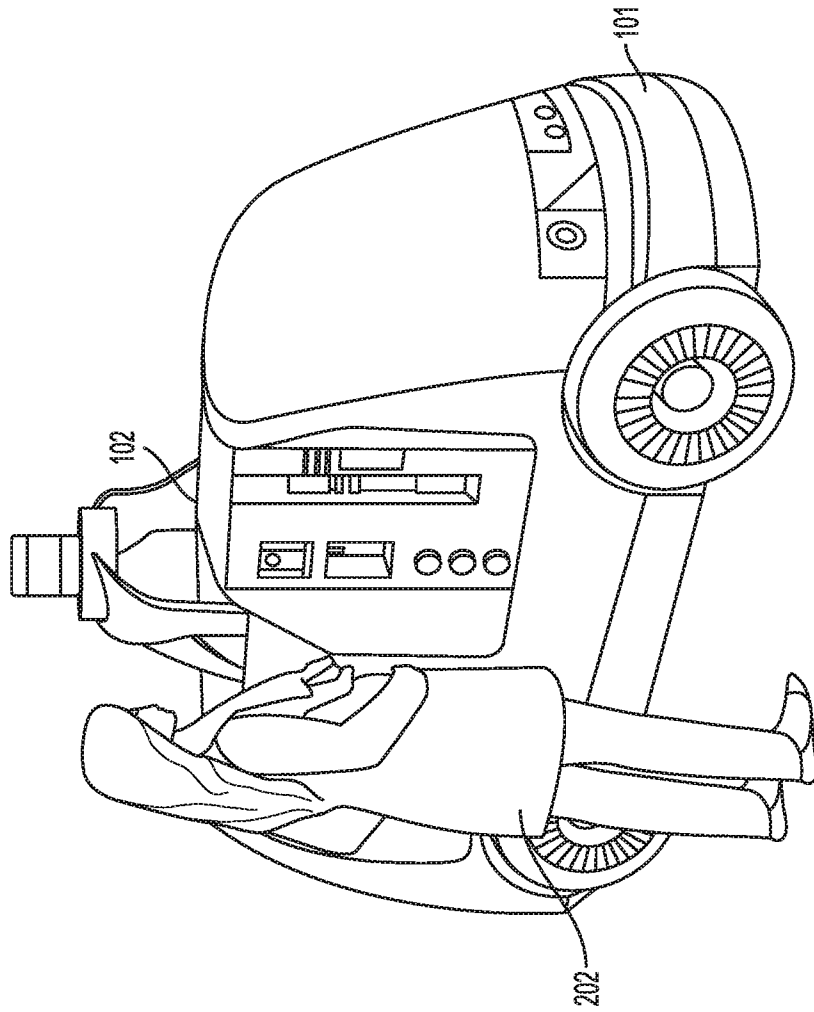


FIG. 9

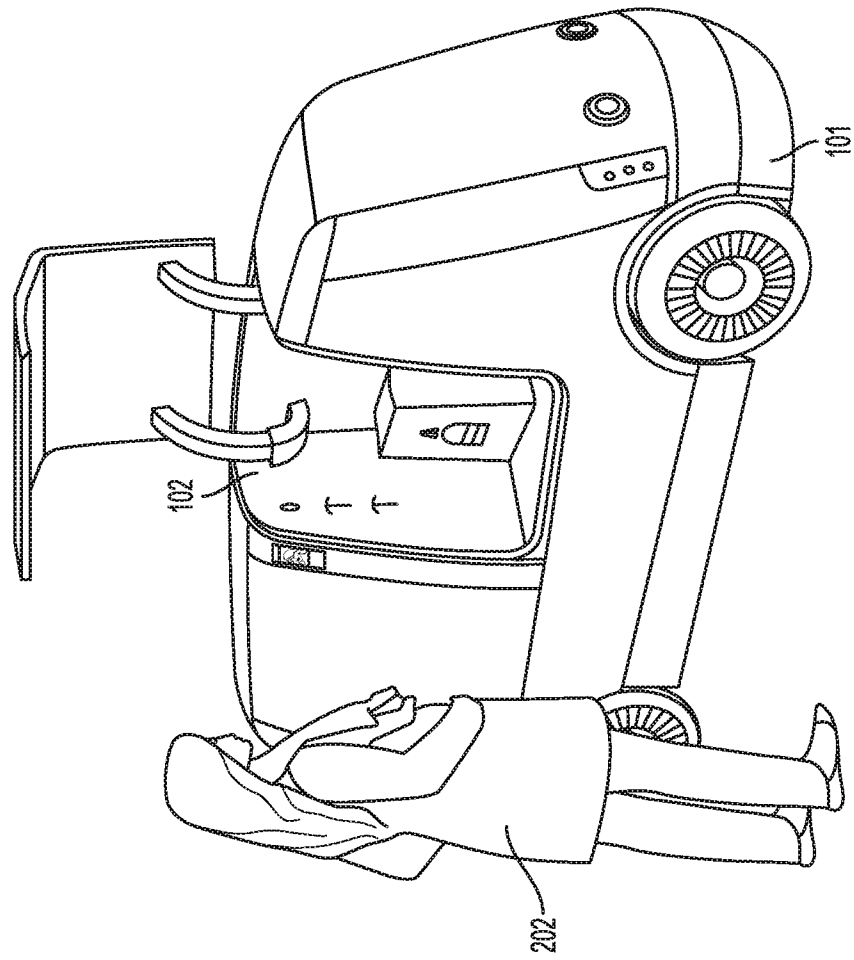


FIG. 10



FIG. 11A

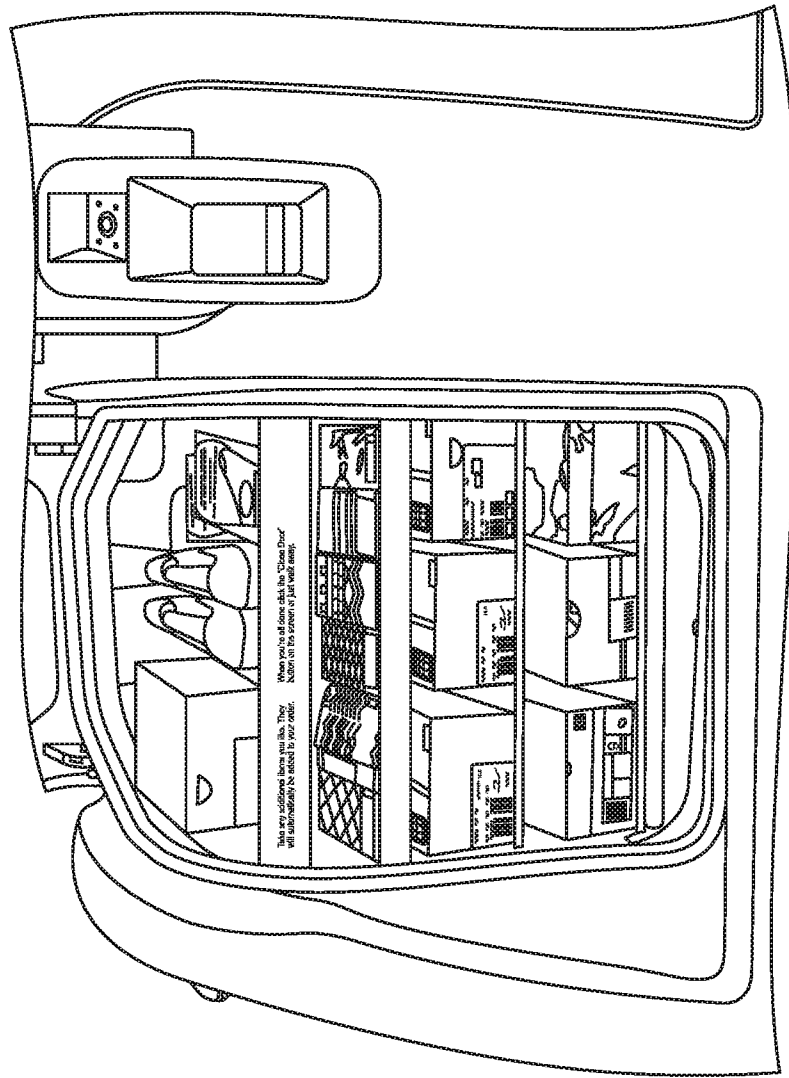


FIG. 11B

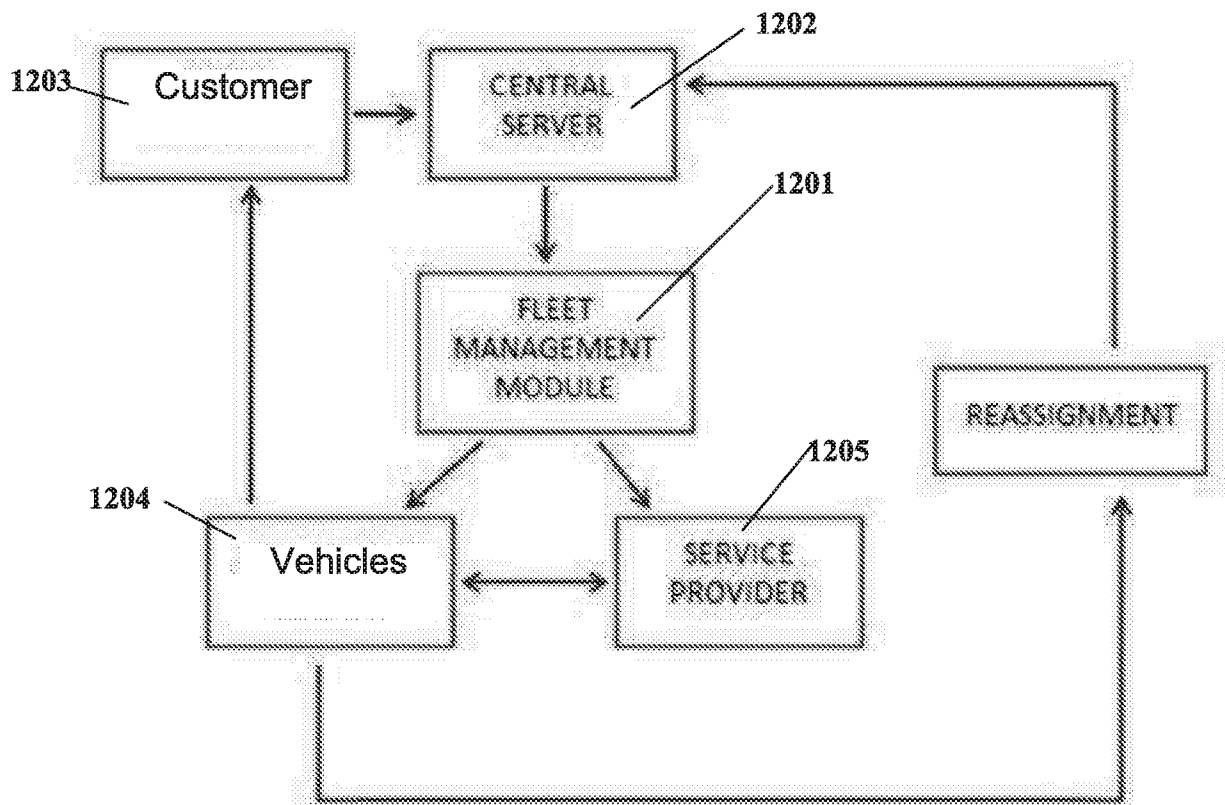


FIG. 12

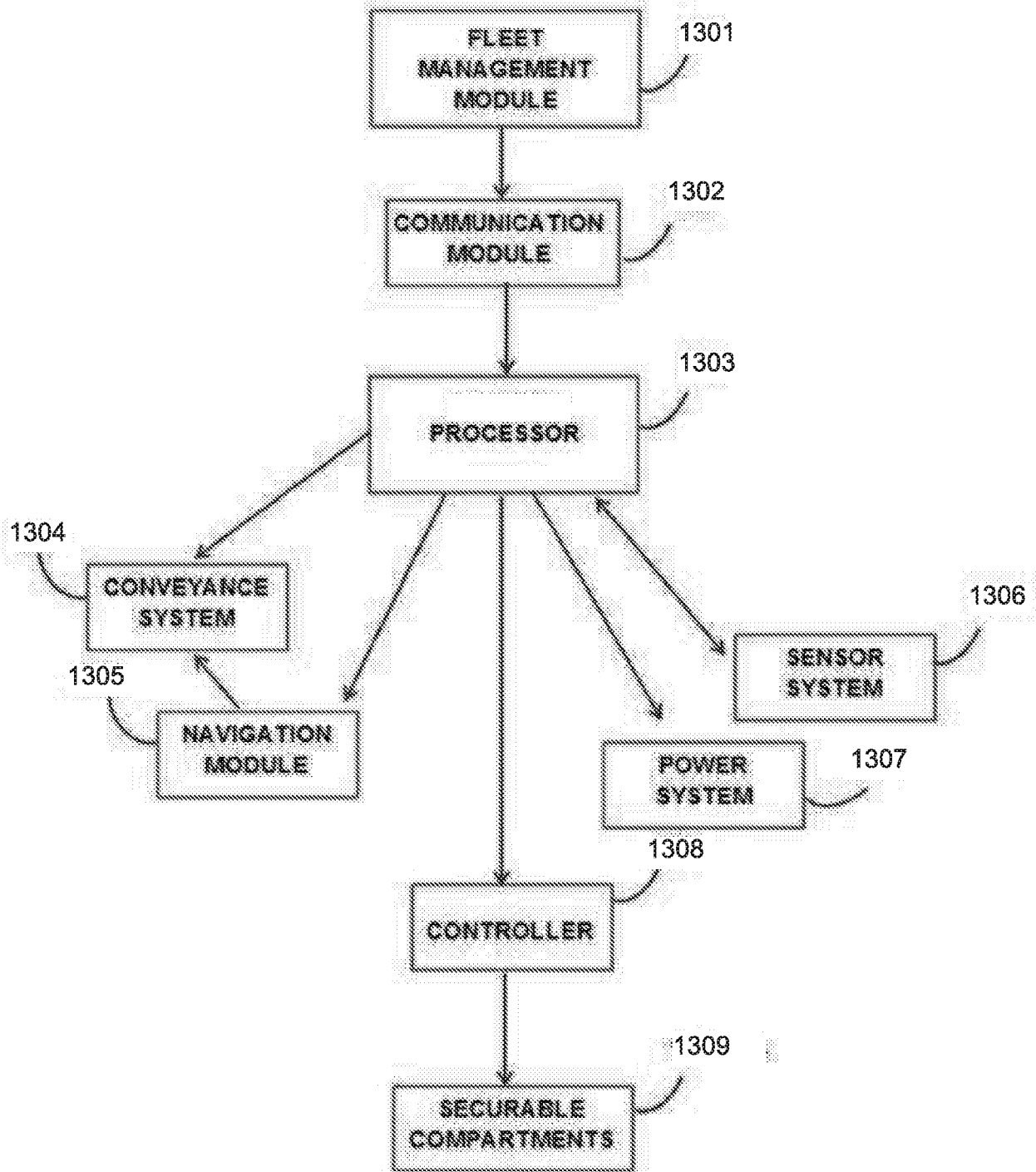


FIG. 13

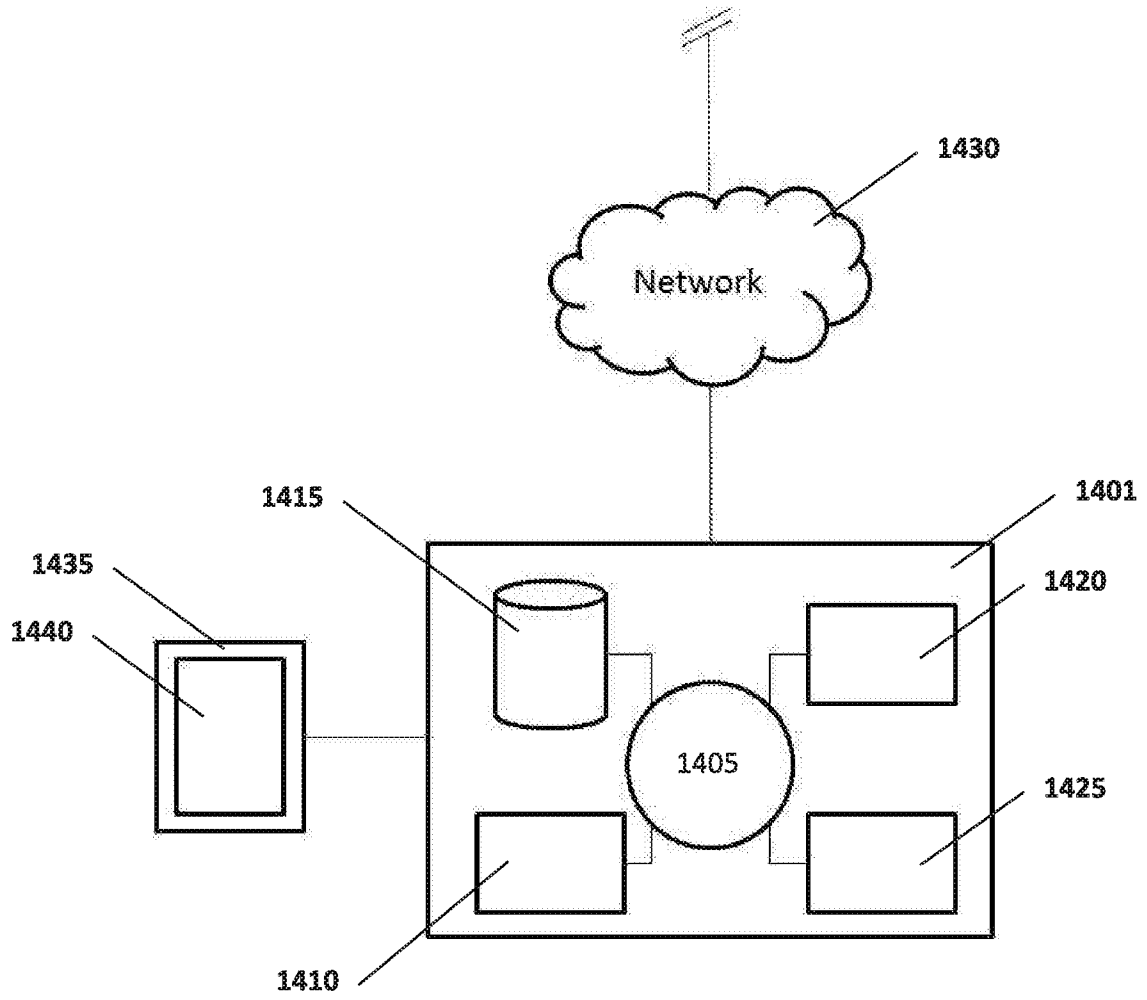


FIG. 14



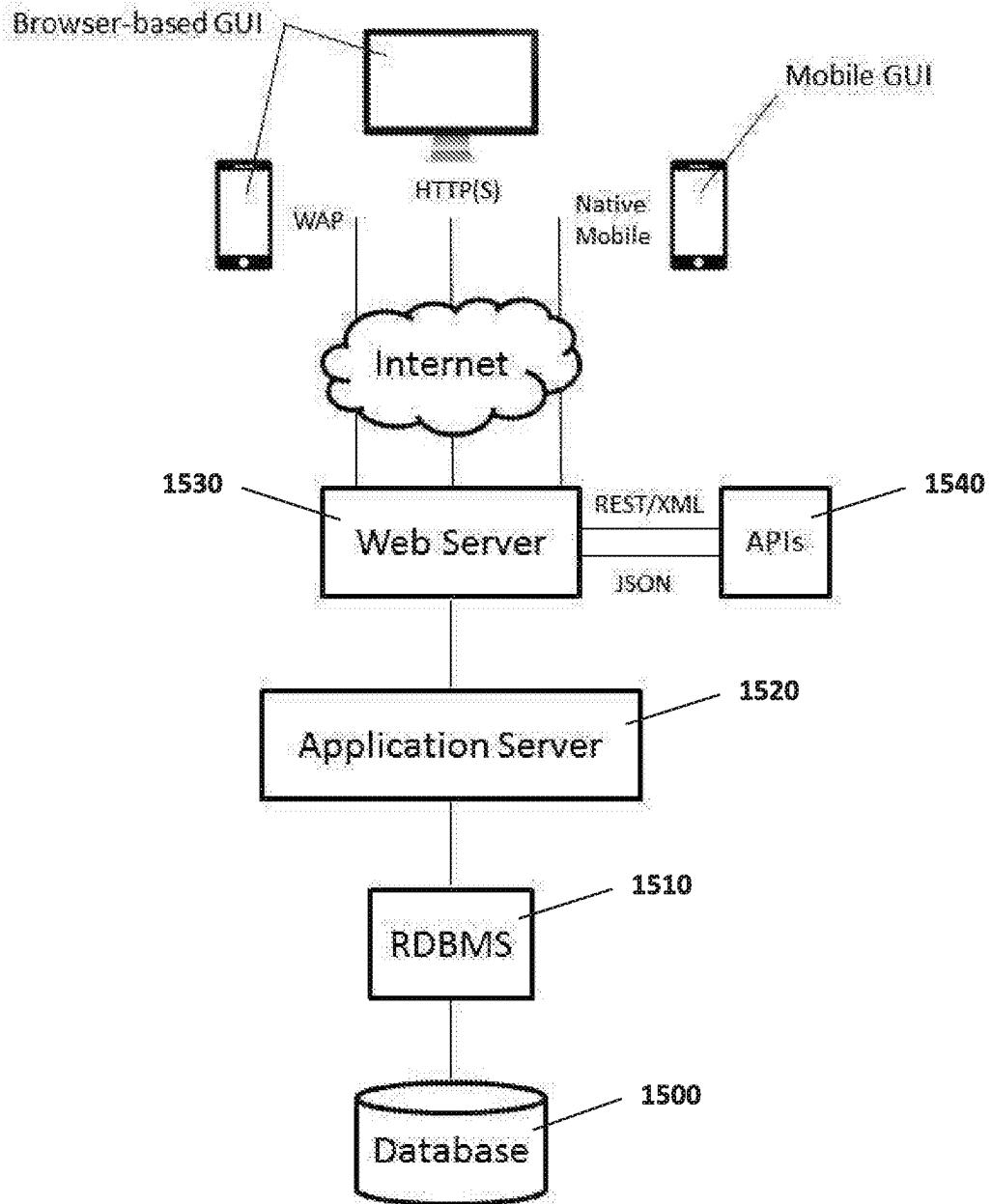


FIG. 15

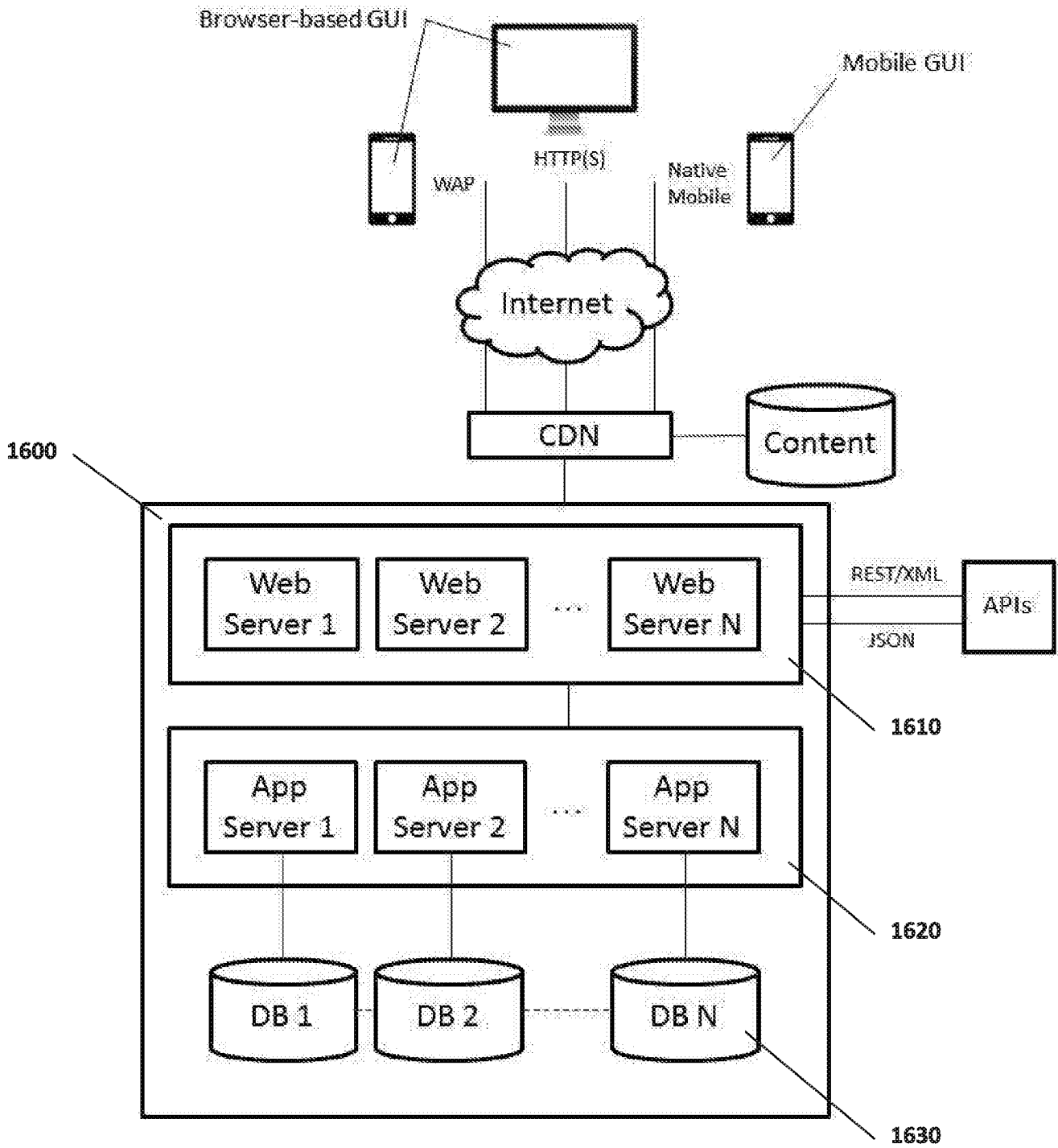


FIG. 16

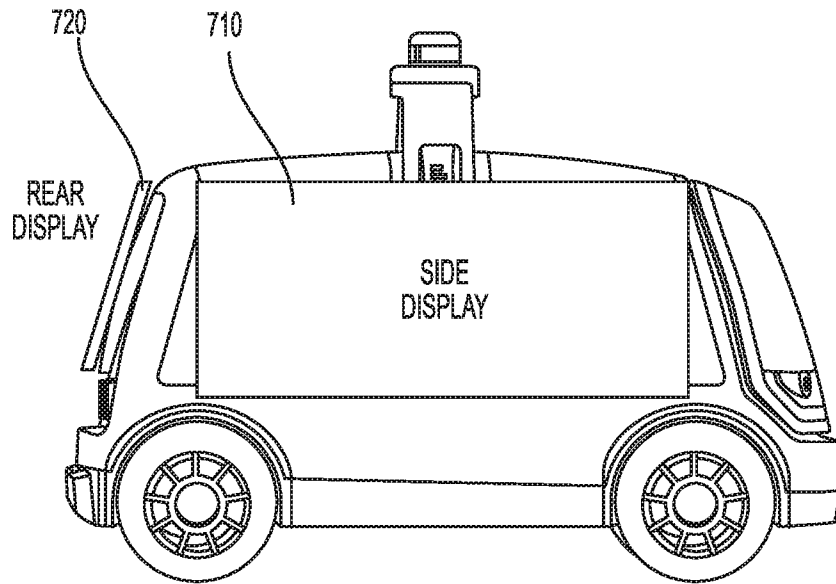


FIG. 17A

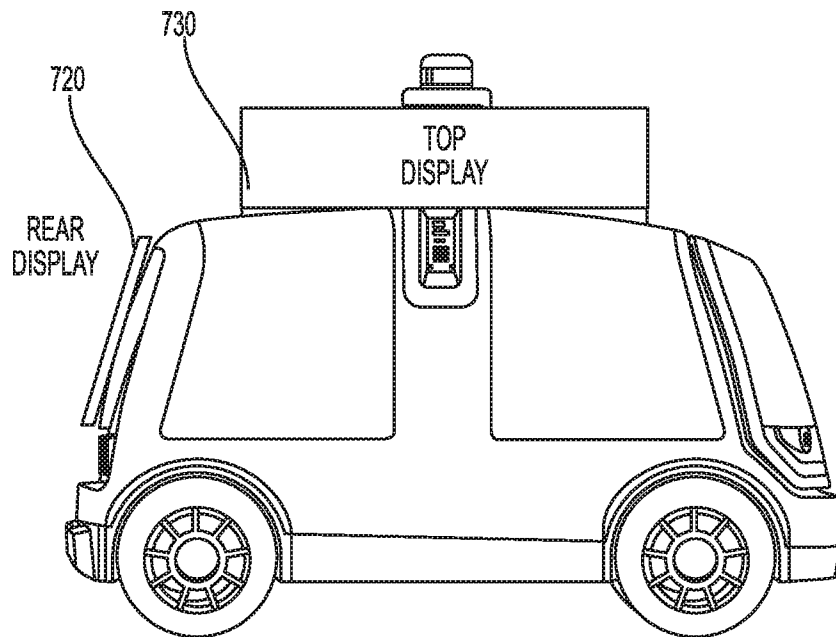


FIG. 17B

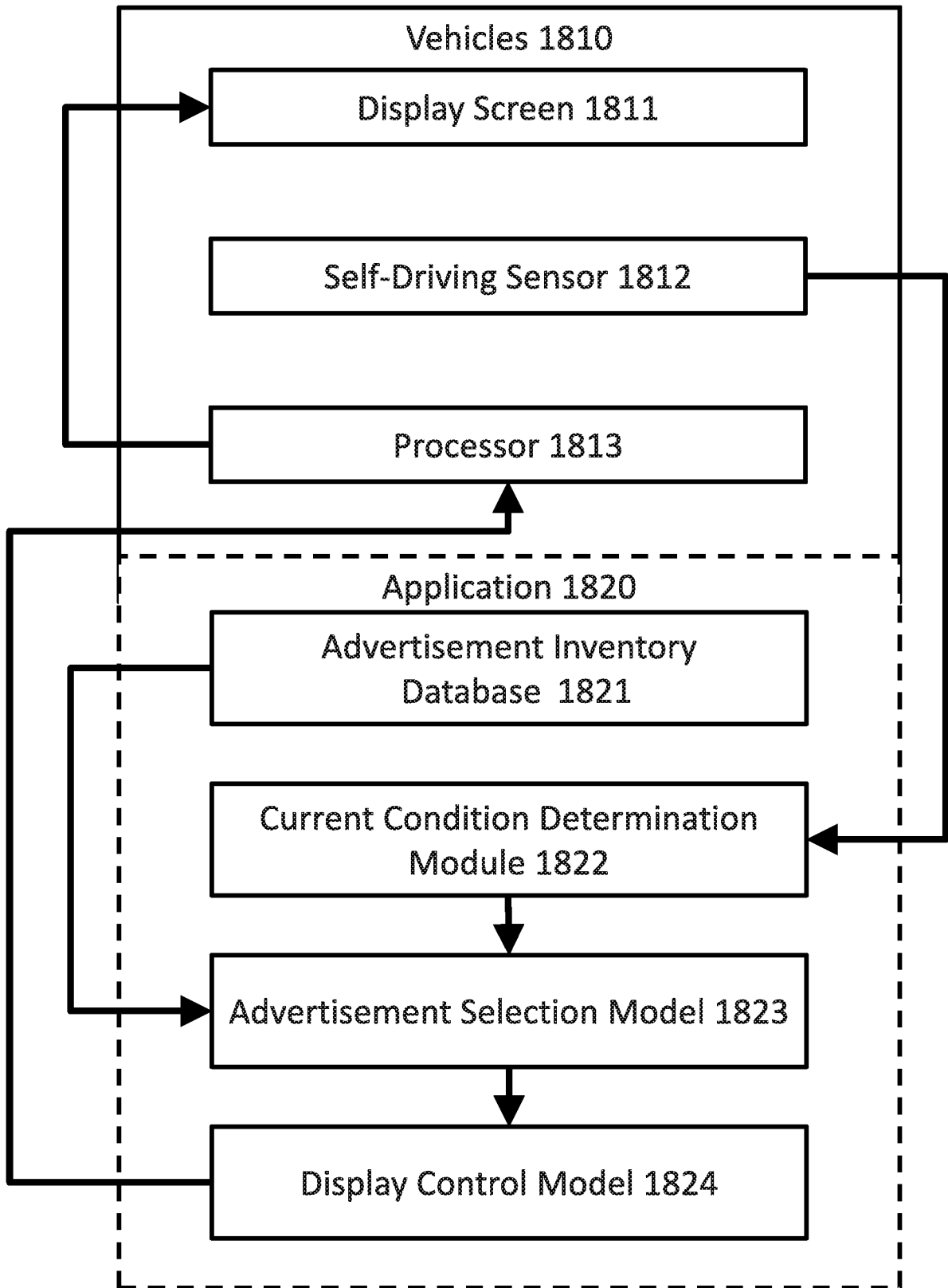


FIG. 18

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 18/44155

A. CLASSIFICATION OF SUBJECT MATTER  
 IPC(8) - G06Q 30/02 (2018.01)  
 CPC - G06Q 30/0266; G06Q 30/0274; G06Q 30/0267

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

See Search History Document

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

See Search History Document

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

See Search History Document

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2015/0348112 A1 (Ramanujam) 03 December 2015 (03.12.2015) entire document, especially: para [0013], [0031], [0043], [0049], [0052], [0056], [0057], [0059], [0092], [0095], [0097]	1, 6-14, 16-19 ----- 2-5, 15, 20-24
Y	US 2017/0132960 A1 (Kis-Benedek Pinero et al.) 11 May 2017 (11.05.2017) entire document, especially: fig 1, para [0007], p0031], [0097], [0099], [0100]	2-5, 15, 20-24
A	US 2016/0363991 A1 (Karma Automotive, LLC.) 15 December 2016 (15.12.2016) entire document	1-24

Further documents are listed in the continuation of Box C.

See patent family annex.

\* Special categories of cited documents:

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

22 September 2018

Date of mailing of the international search report

15 OCT 2018

Name and mailing address of the ISA/US

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