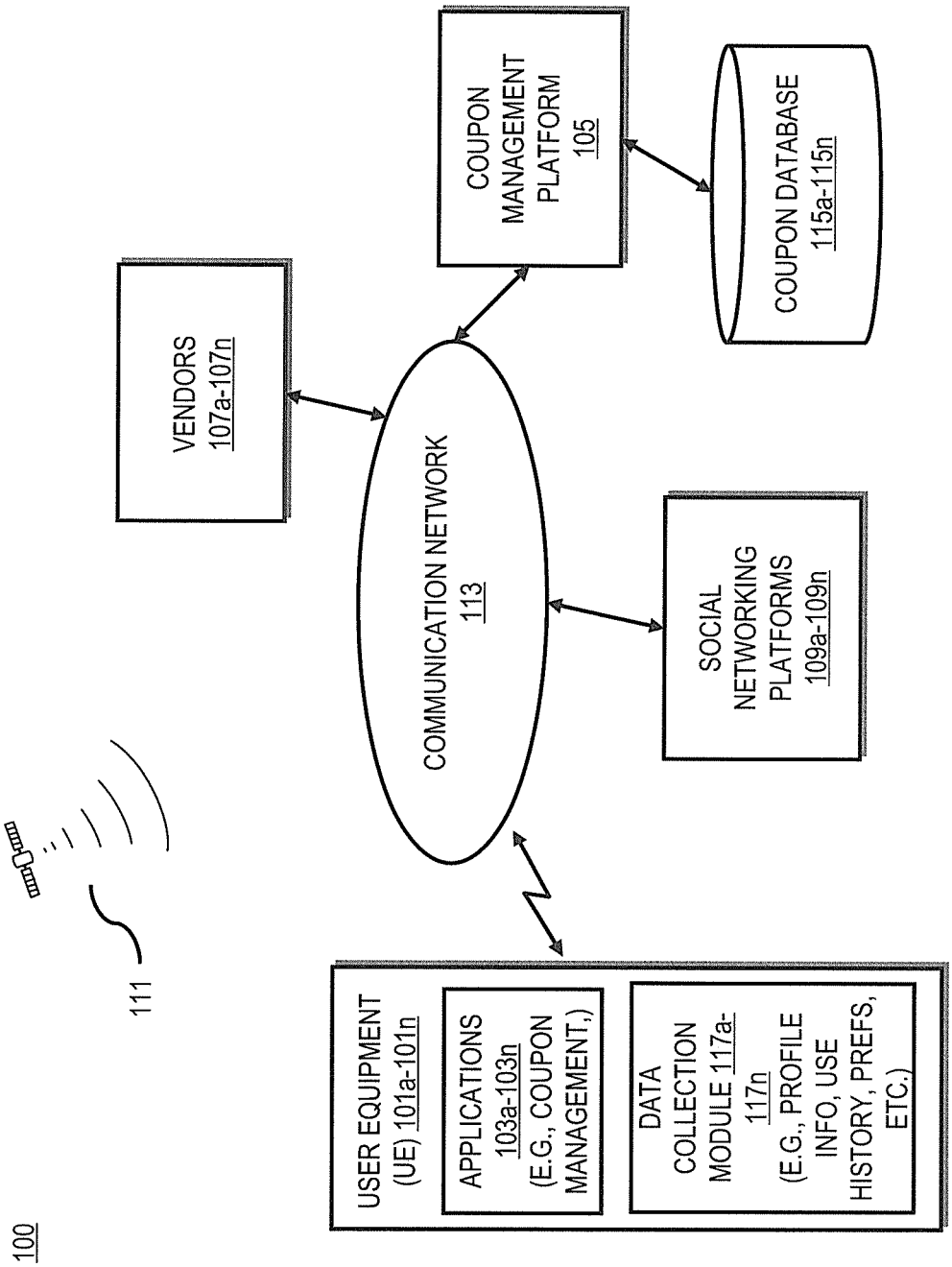
FIG. 1


100
111
VENDORS
107a-107n
COMMUNICATION NETWORK
113
COUPON
MANAGEMENT
PLATFORM
105
COUPON DATABASE
115a-115n
SOCIAL
NETWORKING
PLATFORMS
109a-109n
USER EQUIPMENT
(UE) 101a-101n
APPLICATIONS
103a-103n
(E.G., COUPON
MANAGEMENT,)
DATA
COLLECTION
MODULE 117a-
117n
(E.G., PROFILE
INFO, USE
HISTORY, PREFS,
ETC.)