

(19) World Intellectual Property Organization
International Bureau(43) International Publication Date
21 January 2010 (21.01.2010)

PCT

(10) International Publication Number
WO 2010/008220 A3(51) International Patent Classification:
G06Q 50/00 (2006.01)(21) International Application Number:
PCT/KR2009/003927(22) International Filing Date:
16 July 2009 (16.07.2009)

(25) Filing Language: English

(26) Publication Language: English

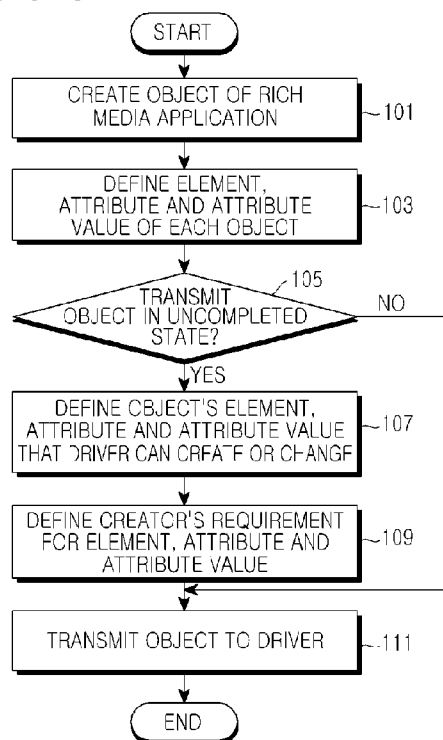
(30) Priority Data:
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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR TRANSMITTING AND RECEIVING RICH MEDIA CONTENT

[Fig. 1]



(57) Abstract: A method and apparatus for transmitting and receiving rich media content. A creator creates configuration information of each node formed in a hierarchical structure in a changeable format in which a driver can change the configuration information, and transmits content including the configuration information of each node to the driver. A driver receives the content, determines whether configuration information of each node formed in a hierarchical structure in the received content is created in the changeable format, reconfigures each node when the configuration information is created in the changeable format, and performs an application on the reconfigured node.



(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

(88) Date of publication of the international search report:

27 May 2010

A. CLASSIFICATION OF SUBJECT MATTER**G06Q 50/00(2006.01)i**

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)

G06Q 50/00; G06F 15/00; G06F 17/60; G06Q 50/00C1; H04L 29/06; H04N 7/24

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

(Chinese Patents and application for patent)

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

eKOMPASS(KIPO internal) & Keywords: rich media, attribute data, hierarchical structure, changeable format "

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	KR 10-2007-0098395 A (LG ELECTRONICS INC.) 05 October 2007 See abstract, figures 1-7, pages 4-10 and claims 1-20.	1-14
A	US 2002-0004755 A1 (NEIL BALTHASER) 10 January 2002 See abstract, figures 1-11, pages 1-12 and claims 1-25.	1-14
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A	KR 10-2008-0006492 A (ELECTRONICS AND TELECOMMUNICATIONS RESEARCH INSTITUTE) 16 January 2008 See abstract, figures 1-4, pages 4-7 and claims 1-13.	1-14



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See patent family annex.

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Date of the actual completion of the international search

09 MARCH 2010 (09.03.2010)

Date of mailing of the international search report

10 MARCH 2010 (10.03.2010)

Name and mailing address of the ISA/KR

Korean Intellectual Property Office
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gu, Daejeon 302-701, Republic of Korea

Facsimile No. 82-42-472-7140

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KYE, Won Ho

Telephone No. 82-42-481-8375



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International application No.

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