(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
26 May 2005 (26.05.2005)

PCT

(10) International Publication Number
WO 2005/048571 A3

(51) International Patent Classification:
H04M 3/42 (2006.01)

(21) International Application Number:
PCT/US2004/037128

(22) International Filing Date:
5 November 2004 (05.11.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/518,818 10 November 2003 (10.11.2003) US
60/577,724 7 June 2004 (07.06.2004) US

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

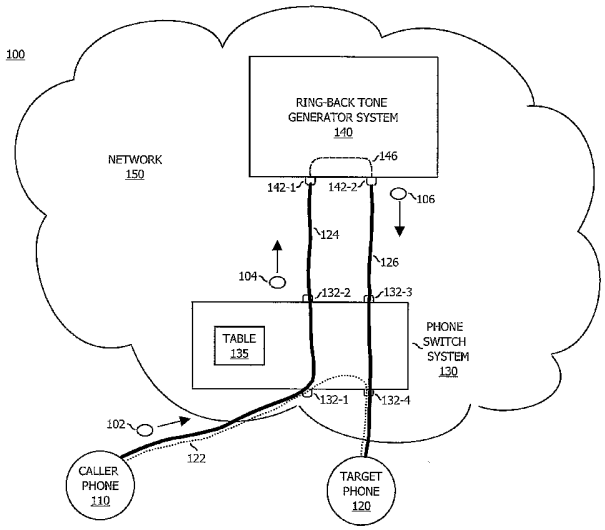
(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*
— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
17 August 2006

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHODS AND APPARATUS FOR IMPLEMENTING CUSTOMIZED RINGBACK



(57) Abstract: A ring-back tone generator system (140) receives an inbound call connection request (102) forwarded from a phone switch (such as an MSC) that receives the inbound call connection request (102) from a caller phone (110) attempting to connect to a target phone (e.g., a subscriber) (120). The ring-back tone generator system (140) initiates generation of a first call connection on which to provide the customized ring-back tone (and/or custom video image data) to the caller phone (110). The ring-back tone generator system (140) also transmits, based on receiving the inbound call connection request (102), an outbound call connection request to the phone switch (such as the MSC) to establish a second call connection through the phone switch to the target phone (110). Consequently, an MSC that normally handles such call processing now relies on the ring-back tone generator system (140) to handle call processing and provide a custom ring-back tone service.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US04/37128

A. CLASSIFICATION OF SUBJECT MATTER
IPC: **H04M 3/42**(2006.01)

USPC: 379/207.16
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)
U.S. : 379/207.16,211.01-211.03,219,220.01,221.01

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

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US 6,778,648 B1 (ALSTON et al) 17 August 2004 (17.08.2004), see entire patent.	1-73

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

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Date of the actual completion of the international search
12 May 2006 (12.05.2006)

Date of mailing of the international search report
22 JUN 2006

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Form PCT/ISA/210 (second sheet) (April 2005)