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(72) Inventor; and

(71) Applicant : CASTRO, Doroteo, C. [PH/PH]; 58
Visayas Avenue, Ayala Alabang Village, Muntinlupa,
Metro Manila (PH).

(74) Agent: CASTILLO LAMAN TAN PANTALEON
AND SAN JOSE LAW OFFICES; 2nd to 5th Floors,
The Valero Tower, 122 Valero St., Salcedo Village, 1227
Makati City (PH).

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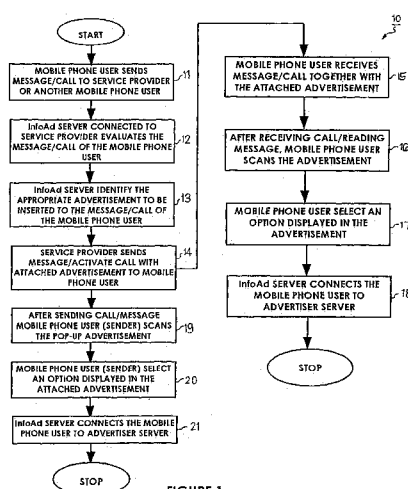


FIGURE 1

(57) Abstract: A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection comprising the steps of: processing message or call made by a mobile phone user to a service provider or another mobile phone user; evaluating said message or call made by a mobile phone user through an InfoAd server connected to the server of the service provider; identifying appropriate advertisement to be inserted to the message or call made by the mobile phone user; sending said message or activate call by the service provider with the attached appropriate advertisement; receiving message or call by the mobile phone user through the service provider wherein advertisement is introduced before the message is read or call is activated and scanning the advertisement after reading the message or accepting the call wherein options are displayed in said advertisement in order to provide access to other Internet service provider and the advertiser server.



AMENDED CLAIMS

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1. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing message made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said message made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be inserted to the message made by the registered mobile phone user;

sending said message by the service provider with the attached appropriate advertisement;

receiving message by another registered mobile phone user through the service provider wherein advertisement is introduced before the message is read;

scanning the advertisement after reading the message wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement, and

connecting said mobile phone user to the advertiser server.

2. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing message made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said message made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

Identifying appropriate advertisement to be forwarded to the registered mobile phone user who send the message;

sending said appropriate advertisement to the registered mobile phone user by the service provider;

scanning the appropriate advertisement wherein options are displayed in said advertisement in order to provide access to the advertisers server;
selecting an option displayed in the attached advertisement , and
connecting said mobile phone user to the advertiser server.

3. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising the steps of:
registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing message made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said message made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be inserted to the message made by the registered mobile phone user;

sending said message by the service provider with the attached appropriate advertisement;

receiving message by the registered mobile phone user through the service provider wherein advertisement is introduced before the message is read;

scanning the advertisement after reading the message wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement, and

connecting said mobile phone user to other Internet service provider.

4. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing message made by a registered mobile phone user to a service provider or another mobile phone user;

evaluating said message made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be forwarded to the registered mobile phone user who send the message;

sending said appropriate advertisement to the registered mobile phone user by the service provider;;

scanning the appropriate advertisement wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement , and

connecting said mobile phone user to other Internet service provider.

5. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in any one of claims 1-4 wherein access to other Internet service provider maybe made through a network router provided to the system.

6. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 5 wherein identifying appropriate advertisements to be inserted to the message made by the registered mobile phone users may come from a database connected to said InfoAd server.

7. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 5 wherein identifying appropriate advertisements to be inserted to the message made by the registered mobile phone users may come from a database connected to said InfoAd server containing personal information, location and accreditation regarding the registered mobile phone user.

8. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 5 wherein present location of the registered mobile phone user maybe made through the service provider.

9. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 5 wherein ad images, ad web sites or similar ad graphics or info can be tagged or bookmarked and either be saved within the phones memory for future re-display or other purposes(print, filing, attachment) or simply be used as reference and can be

manually or electronically linked(e. bluetoothed) to a desktop computer for further processing.

10. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising a mobile phone, a service provider, an InfoAd server and database.

11. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising a mobile phone, a service provider, an InfoAd server and database wherein said database contains personal information, location and accreditation of the mobile phone user, preference of registered mobile phone users and advertisements provided by advertisers.

12. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising a mobile phone, a service provider, an InfoAd server and database wherein said InfoAd server is connected to advertiser server.

13. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising a mobile phone, a service provider, an InfoAd server and database wherein said InfoAd server is connected to other Internet service provider.

14. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 10 wherein ad Images, ad web sites or similar ad graphics or info can be tagged or bookmarked and either be saved within the phones memory for future re-display or other purposes (print, filing, attachment) or simply be used as reference and can be manually or electronically linked(e. bluetoothed) to a desktop computer for further processing.

15. A method of delivering advertisements and similar promotional messages to mobile phone users through call connection comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing call made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said call made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be inserted to the call made by the registered mobile phone user;

sending call by the service provider with the attached appropriate advertisement;

receiving the call by another registered mobile phone user through the service provider wherein advertisement is introduced before the call is activated;

scanning the advertisement after the call is accepted wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement, and

connecting said mobile phone user to the advertiser server.

16. A method of delivering advertisements and similar promotional messages to mobile phone users through call connection comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing calls made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said call made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be forwarded to the registered mobile phone user who made the call;

sending said appropriate advertisement to the registered mobile phone user by the service provider;

scanning the appropriate advertisement wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement , and

connecting said mobile phone user to the advertiser server.

17. A method of delivering advertisements and similar promotional messages to mobile phone users through call connection comprising the steps of:

- registering mobile phone users in order to have access to said advertisements and similar promotional messages;

- processing calls made by a registered mobile phone user to a service provider or another registered mobile phone user;

- evaluating said calls made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

- identifying appropriate advertisement to be inserted to the call made by the registered mobile phone user;

- sending said call by the service provider with the attached appropriate advertisement;

- receiving call by the registered mobile phone user through the service provider wherein advertisement is introduced before call is activated;

- scanning the advertisement after taking the call wherein options are displayed in said advertisement in order to provide access to the advertisers server;

- selecting an option displayed in the attached advertisement, and

- connecting said mobile phone user to other Internet service provider.

18. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising the steps of:

- registering mobile phone users in order to have access to said advertisements and similar promotional messages;

- processing calls made by a registered mobile phone user to a service provider or another mobile phone user;

- evaluating said call made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

- identifying appropriate advertisement to be forwarded to the registered mobile phone user who made the call;

- sending said appropriate advertisement to the registered mobile phone user by the service provider;;

- scanning the appropriate advertisement wherein options are displayed in said advertisement in order to provide access to the advertisers server;

- selecting an option displayed in the attached advertisement , and

- connecting said mobile phone user to other Internet service provider.

19. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in any one of claims 15 to 18 wherein access to other internet service provider maybe made through a network router provided to the system.

20. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 19 wherein identifying appropriate advertisements to be inserted to the call made by the registered mobile phone users may come from a database connected to said InfoAd server.

21. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 19 wherein identifying appropriate advertisements to be inserted to the call made by the registered mobile phone users may come from a database connected to said InfoAd server containing personal information, location and accreditation regarding the registered mobile phone user.

22. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 19 wherein present location of the registered mobile phone user maybe made through the service provider.

23. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 19 wherein ad images, ad web sites or similar ad graphics or info can be tagged or bookmarked and either be saved within the phones memory for future re-display or other purposes (print, filing, attachment) or simply be used as reference and can be manually or electronically linked(e. bluetoothed) to a desktop computer for further processing.

24. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising a mobile phone, a service provider, an InfoAd server and database.

25. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising a mobile phone, a service provider, an InfoAd server and database wherein said database contains personal information, location and accreditation of the mobile phone user, preference of registered mobile phone users and advertisements provided by advertisers.

26. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising a mobile phone, a service provider, an InfoAd server and database wherein said InfoAd server is connected to advertiser server.

27. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising a mobile phone, a service provider, an InfoAd server and database wherein said InfoAd server is connected to other Internet service provider.

28. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in any one of claims 24-27 wherein ad images, ad web sites or similar ad graphics or Info can be tagged or bookmarked and either be saved within the phones memory for future re-display or other purposes (print, filing, attachment) or simply be used as reference and can be manually or electronically linked(e. bluetoothed) to a desktop computer for further processing.