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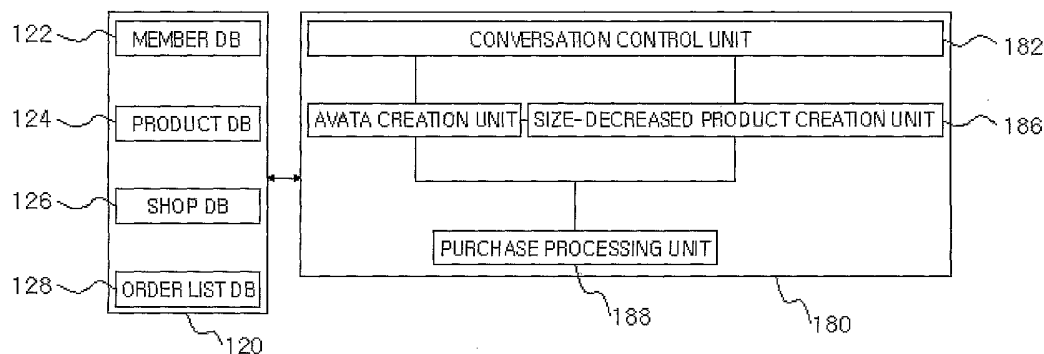
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(54) Title: ELECTRONIC SHOPPING MAIL SYSTEM WITH SUIT TO PURCHASE OF THE BUYER THROUGH THE VIRTUAL REALITY SHOPPING AND METHOD THEREOF



(57) Abstract: In a purchaser-oriented electronic shopping mall system having a user PC and a rented-shop server, there are provided a shopping mall managing server (100) connected with the user PC 10 and the rented-shop server (200); a product database (120) for storing and managing data concerning a life necessary item, an accessory, a favorite food, a service related product, etc. provided from the shopping mall managing server (100) in a form of Avata by decreasing or expanding the sizes of the above items or in a changed size; a deformation Avata (160) in which the items purchased on a sale product database using the user PC 10 by connecting to the shopping mall managing server 100 are adapted; an interface (180).

**Electronic Shopping Mall System with Suit to Purchase of the Buyer
Through the Virtual Reality Shopping and Method thereof**

Technical Field

The present invention relates to an electronic shopping mall system
5 with suit to purchase of a buyer through the virtual reality shopping and method
thereof. It is not a item in a form of Avata made by web-designer but reduction,
extension, and modification of real goods. In details, in a purchaser-oriented
electronic shopping mall system having a user PC(Personal Computer) and a
rented-shop server, there are provided a shopping mall managing server
10 connected with the user PC and the rented-shop server; a product database for
storing and managing data concerning a life necessary item, an accessory, a
favorite food, a service related product, etc., provided from the shopping mall
managing server in a form of Avata by decreasing Avata in which the items
purchased on a sale product database using the user PC by connecting to the
15 shopping mall managing server are adapted; an interface.

BACKGROUND ART

An electronic shopping mall was being universality improving day by
day through Internet. A buyer purchased selected products through visiting
20 online shopping mall from a website.

For instance, a buyer purchased by mail order through online shopping

mall when a buyer wanted to buy clothes through the virtual reality shopping mall. A buyer entered log-in to specific website for online shopping, and then surfing online shopping mall to buy clothes which is provided by the shopping mall managing server in a form of Avata by decreasing, expending, and
5 modifying Avata.

However, in case of purchasing a new brand car made by Benz, a buyer was supposed to be a rich man to pay for a luxury car. So, a buyer prepared for money and agonizing over a decision to buy a luxury car. Even though a buyer decided to buy a car, a buyer could not order because a buyer
10 wanted to put a car through safety trials and limitation of website to order. On the other hand, Benz considered to check a buyer's credit and ability to pay. Thus, sale a luxury car could be time-consuming with agonizing over a decision whether sell it or not.

As in the past, a product database for storing and managing data
15 concerning a life necessary item such as an accessory, a favorite food, a service related product, etc., provided from the shopping mall managing server in a form of Avata, made by web-designer was not realistic whether or not it is fix on owns body. The company had not been advertised or a PR(Public Relations) products which was made by web-designer. Also, ordering luxury
20 Benz car could not have considering a credit or a ability of payment to purchase. The reason why although a purchaser wanted to buy having a luxury car, a purchaser was not satisfied due to the above problems.

DISCLOSURE OF INVENTION

For a solution of the above problems in luxury deals, the present invention is dealing with real products instead of buying products such as Avata
5 made by web-designer. A buyer purchases products by decreasing, expending,
and modifying of real product which is not a fake but real. So that it can be a
realistic such as buying a clothes at a store when a buyer buy a product. Thus,
a buyer can take advantages of discount and customers offered premiums.
Also, it can be possible an advertisement or a PR(Public Relations) of products
10 by an advertiser. So the purpose of the present invention is an electronic
shopping mall system with suit to purchase of a buyer through the virtual reality
shopping and method thereof.

Brief Description of the Drawings

15 The present invention will become better understand with reference to
accompanying drawings which are given only by way of illustration and thus are
not limitative of the present invention, wherein;

Figure 1 is a view illustrating of a blocked diagram an electronic shopping
mall system with suit to purchase of a buyer through the virtual reality shopping
20 for applying of the present invention.

Figure 2 is a detail block diagram in outline of a shopping mall managing
server of Figure 1 according to the present invention.

Figure 3 is a flow chart of the method how to shopping in an electronic
shopping mall system according to the present invention.

Figure 4 is a showing another flow chart of the method how to shopping in an electronic shopping mall system according to the present invention.

Best Mode for Carrying Out the Invention

5 For the above technical solution, in an electronic shopping mall system with suit to purchase of a buyer through the virtual reality shopping with a shopping mall managing server of the present invention, a management server (100) of a shopping mall system which is connected with user PC (10) and rented-shop server (200); about the necessities of life such as headgear,
10 clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside outside interior which are provided in the shopping mall
15 managing server (100), a product database (120) for storing and managing data concerning a life necessary item; and transformation Avata (160) of animation, character, and real person using the user PC (10) which is connected to shopping mall managing server (100) from the product database (120); and discount and customers offered premiums system in the shopping mall
20 managing server (100), interface (180) by transformation Avata (160) which is connected the product database (120) through the user PC (10); and transformation Avata (160) of the user PC (10) which is connected through the shopping mall managing server (100) and the interface (180), is able to be wear a bought products from the shopping mall managing server (100), including a
25 selling products offer (250) of the business of shopping mall server (200) as the user PC (10) wants through the virtual reality shopping with a shopping mall

managing server of the present invention.

Also, in an electronic shopping mall system with suit to purchase of a buyer through the virtual reality shopping with a shopping mall managing server of the present invention, a step of connecting (S 120) to a management server (100) of a shopping mall system; and a step of including to provide (S 140) the selling products offer (250) of the business of shopping mall server (200) on a monitor of the user PC (10) that is provided the shopping mall managing server (100) as the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside outside interior which are provided in the shopping mall managing server (100), a product database (120) for storing and managing data concerning a life necessary item; and including a step of selecting (S 160) the product database (120) for storing and managing data concerning a life necessary item; and a step of buying (S 180) the selected transformation Avata as the user wants; and including a method of electronic shopping mall system on a step of processing (S 200) for discounting and customers offered premiums, and providing the transformation Avata (160) of the user PC (10) which is connected through the shopping mall managing server (100) and the interface (180) by a product database (124) for storing and managing data concerning a life necessary item.

The present invention will become better understand with reference to accompanying drawings which are given only by way of illustration and thus are not limitative of electronic shopping mall system of the present invention. The reference codes of each Figure are indicator as same as the below code

number.

Figure 1 is a view illustrating of a blocked diagram an electronic shopping mall system with suit to purchase of a buyer through the virtual reality shopping for applying of the present invention.

5 As Figure 1, in an electronic shopping mall system with suit to purchase of a buyer through the virtual reality shopping, reference number 100 is a shopping mall managing server over the internet, and 120 is sale product database to storing and managing an information of Avata, and 140 is a transformation Avata instead of a user's role, and 10 is the user personal
10 computer, and 200 is a computer of seller, and 180 is interface, 200 is a server of a business of shopping mall server, 220 is product database of a business of shopping mall server (200) for storing and managing data concerning a life necessary item, 250 is a product Avata provider.

In this kind of the virtual reality shopping mall, shopping mall managing
15 server (100) is registered from a business of shopping mall server (200) for advertisement or PR to sell, display sale product database (120) with considering real store after ensuring the area of business shopping mall. Also,

a business of shopping mall server (200) is connected to a shopping mall managing server (100) through internet (There is no drawing in Figure for this
20 one). If it is connecting to using the user PC (10) a shopping mall managing server (100) through the internet, it will be allocated transformation Avata (140) such as an animation instead of a user's role in a shopping mall managing server (100), and a buyer can control the transformation Avata (140) with its words and act. At this point, it is possible transformation Avata (140) as
25 animation, character, Avata, and a realistic transformed person with its reduction/extension. Moreover, a buyer can control his/her transformed Avata

(140) through the user PC (10) to walk around in a shopping mall managing server (100) space.

The shopping mall managing server (100) provides interface (180) between a transformation Avata (140) and a product Avata provider (250), and
5 a user can communicate such as a chatting with their transformation Avata (140) to other user's transformation Avata (140) through the interface (180).

The sale product database (120) contract with a shopping mall managing server (100), is permitted to join with at least one or more a business of shopping mall server (200), is stored their reduction Avata for all of sale
10 products. Talking about the sale product here refers to manufacturing and service product, is called product Avata as the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo
15 products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside outside interior. Also, types, sizes, and etc. of sale products, for example, there is a internet website so called, "sayclub" in Korea, made by professional web-designer for present commercials. The old style of Avata is designed by web-designer, made or copy real products as similar or
20 fun stuff, but an important thing in the present invention is a real product with reduction/extension or transformation Avata. Surely, types, sizes, and etc. of sale products are not made by web-designer.

In addition, the sale product database (120) is stored members information to permit and be able to create Avata from Avata creator (184)
25 under control the chatting room controller (182) of interface (180), and including member database (122), product database (124), shop database (126), order

list database (128) to be able to store member's information in a shopping mall server (100). The product database (124) is connected with interface (180) of inside the shopping mall server (100), is provided advantage of discounting and premium provider (not in Figure). At this point, what this meaning is that a user
5 can accumulate mileages, then a user can take an advantage of earning an (optical) communication fee, discounting, or receiving a gift and goods which is provided by a shopping mall company. This kind of information is stored in the product database (124).

The interface (180) is including Avata creator (184) to create
10 transformation Avata with member's information including personal information from the user PC (10), and product creator (186) to create reduction/extension or transformation Avata of sale products, is including to purchase processing unit (188) is purchased with connection between created transformation Avata from Avata Creator (184) and created product from the product creator (186).

15 The business of shopping mall server (200) is including sale product providing unit (product Avata) (250) to process a shopping with applying a transformation Avata by the user PC (10) through connecting between a shopping mall managing server (100) and the interface (180). The sale product providing unit (product Avata) (250) in at least one and more business
20 shopping mall (200) is provided to buy or shopping (window shopping) as a user wants and needs. That is, a transformation Avata (140) is walking around sale product providing unit (product Avata) (250) in rented shop server (200), as mentioned above, a user can be a shopping which is provided in the shopping mall managing server (100) with applying the necessities of life such as
25 headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and

necessaries of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside or outside interior. In other words, a user can be shopping and wearing a stuff by controlling the transformation Avata (140) as a user wants in the sale product providing unit (product Avata) (250). Also, a user can buy a stuff as cheap price from the sale product providing unit (product Avata) (250) of the rented shop server (200).

At this point, the transformation Avata (140) inputs to be able to wear or create a product of Avata products which is created from the product creator (186).

And, the stock/discounting database (220) is providing storing of the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as a agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside outside interior, and etc., in at least one and more of a business shopping mall (200).

Figure 3 is a flow chart of the method how to shopping in an electronic shopping mall system according to the present invention. In method of an electronic shopping mall system with suit to purchase of a buyer through the virtual reality shopping, a buyer connects (S120) in shopping mall managing server (100) of cyber. Also, a buyer can register a new member of a shopping mall site. Then, is provided a rented shop server (200) with a transformation Avata and suit to purchase of a buyer through the virtual reality shopping on a monitor of a user PC (10). According as types of at least one and more business shopping mall companies of products information which is provided

the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside outside interior, and so on. Also, a shopping mall server (100) provided on a monitor of a user PC (10) is consisting of real store in internet.

Also, When a buyer connects to a shopping mall server (100), advertisement is displayed, is based on item information in stock/sale database (220) of a rented shop server (200). If a buyer clicked the advertisement, a user's Avata is moving to enter a product.

In addition, a transformation Avata as a symbol of a user can be located in the store of the cyber. The transformation Avata can be shopping for product of Avata, and wearing the product as the actualities of life. That is, if the buyer selects (S160) an product item of a rented shop server (200), the transformation Avata is moving to selected store, and a seller of the store explains about the products to visitor transformation Avata, and the transformation Avata can be wearing the products as the user wants, the products will be displayed to the user, and user's transformation Avata buy the products (S180).

Next, a user selects a product whatever he/she wants to buy, then the user input detail items. For instance, providing in a user's taste, reduction of the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as

hair style, make-up, and animals, plants and furniture, inside or outside interior, and etc., type and color of product can be selected by a user, and input to be able to establish wearing selected type and color of products for transformation Avata (140).

5 In case of finished above input steps, shopping mall managing server (100) is managed the purchasing by interface (S200). If a member wants to buy some more, then returns the S120. At this point, the shopping mall managing server (100) manages the purchasing of the products, then checking whether expecting date for delivery, delivery or not, satisfaction, and
10 repurchasing or not. Also, by gift and sale provider inside the shopping mall managing server (100) in product database (124) can be provided information of profit, internet fee, used fee, internet fee without watching advertisement hours, and gift provided from the company, and so on.

Another better to understand for the electronic shopping mall system
15 with suit to purchase of a buyer through the virtual reality shopping and method thereof of the present invention is with reference to accompanying drawings Figure 4 which are given only by way of illustration and thus are not limitative of the present invention as follows;

A buyer connects to the electronic shopping mall system with suit to
20 purchase of a buyer through the virtual reality shopping (S201), then in a shopping mall managing server which is provided variety of transformation Avata as a user can select. The buyer selects a transformation Avata (S202), then the buyer is shopping the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and
25 favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service

products such as hair style, make-up, and animals, plants and furniture, inside outside interior, and etc. which are provided by a rented shop server (S203). If a buyer is walking around in cyber, and selects a product as a buyer wants to buy (S204), reduction/extension or transformation of the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside outside interior, and etc. is provided corresponding of products on a monitor (S250). The buyer can buy real products (S206) and store the products in a basket (S211) by a transformation Avata of the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside outside interior, and etc., as a user wants to buy. If a user want to see a information of products, then click the product to see more information of the products with a large size of products on a monitor (S207). As above step, the user can buy (S209) and store (S208) the real products which is provided reduction/extension or transformation in the basket for shopping. If the user do not want to buy a product, then a user get rid of the product in the stored basket before, or buy another product as a user wants to buy for shopping (S203). Also, the buyer wants to buy some more products after stored selected products (S209, S211) in the basket for the shopping, a buyer can be more shopping (S203), otherwise terminate after payment as a buyer was shopping the products.

The present invention is not limited to the above embodiment. As the present invention may be embodied in several forms without departing from the spirit or essential characteristics thereof, it should also be understood that the above-described examples are not limited by any of the details of the foregoing
5 description, unless otherwise specified, but rather should be constructed broadly within its spirit and scope as defined in the appended claims, and therefore all changes and modifications that fall within the meets and bounds of the claims, or equivalences of such meets and bounds are therefore intended to be embraced by the appended claims.

10 According to above the present invention, all kinds of ordinary manufactured products or make-up and hair-style, and so on, it can be not only a user's satisfaction for realistic products instead of real shopping in a street or department, and so on, but also manages wearing the products on transformation Avata as a user wants to buy. Moreover, it can be efficient
15 shopping in the future. Also, it can be a chance to see a new product by connection with the Internet shopping. Businessman can take an advantages not only introduction of new product but also advertisement. In case of clothes, a buyer can satisfy to wear the clothes without real because the shopping mall server is provided a lot of kind of clothes to wear. Also, in business, they can
20 get a lot of potential customer due to information of selling. Businessman can predict what products are sold and selling. Also, an electronic shopping mall as the present invention is a great business for customer's satisfaction for the shopping because it is cheaper than real store to buy and get rid of time-consuming to go shopping.

25

WHAT IS CLAIMED IS:

1. In an electronic shopping mall system having a user PC and a rented shop server with suit to purchase of a buyer through the virtual reality shopping,

a shopping mall managing server (100) in which is connecting with a user PC (10) and a rented shop server (200);

a sale product database (120) is storing and managing information of reduction/extension, color, and size of the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside or outside interior, provided from the shopping mall managing server (100);

a user is using the user PC (10), connecting to the shopping mall managing server (100), a transformation Avata (140) to wear items as animation, character, Avata, and reduction/extension of real person, or part of a transformation Avata of real person, bought from the sale product database (120);

sale and premiums for customer provider, which is connected to the shopping mall managing server (100), an interface (180) with a user through the user PC (10) by the transformation Avata (140) connecting to the sale product database (120);

the transformation Avata (140) of the user PC (10) is connected through between the shopping mall managing server (100) and the interface (180) in the sale product database (120), an electronic shopping mall system is including sale product provider (250) of the rented shop server (200) which is provided an

information of product Avata as the user PC (10) with suit to purchase of a buyer through the virtual reality shopping in the shopping mall managing server (100).

5 2. For the claim 1 of an electronic shopping mall system,
the sale product database (120) is managing information of reduction/extension, color, size of the necessities of life and products, and all kind of manufactured goods, is having an sale information of Avata and contract with a shopping mall managing server (100), is including with suit to purchase of
10 a buyer through the virtual reality shopping for storing sale products which is provided by a rented shop server (200) of more than one.

3. For the claim 1 of an electronic shopping mall system,
the sale product database (120) is storing information of member to be
15 able to create transformation Avata creator (184) under conversation control unit (182) of interface (180), and member database (122) to be able to store information as needed from an shopping mall server (100), sale database (124) is being a user interface through the user PC (10) information of the member database (122) and sale and premiums provider, an electronic shopping mall
20 system having a user PC and a rented shop server with suit to purchase of a buyer through the virtual reality shopping including shop database (126), and order list database (128).

4. For the claim 1 of an electronic shopping mall system,
the interface (180) is an Avata creation unit (184) to create transformation Avata including inputted personal information through the user PC (10);
- 5 size-decreased product creation unit (186) create a reduction of real one products of a rented shop;
an electronic shopping mall system through the virtual reality shopping is including purchasing processing unit (188) the transformation in the Avata creation unit (184) and created a deformation Avata (140) from the size-
10 decreased product creation unit (186).
5. For the claim 1 of an electronic shopping mall system,
An electronic shopping mall system is including an addition to be able to input in a round a deformation Avata (140) to create from the size-decreased
15 product creation unit (186).
6. In a method of an electronic shopping mall system having a user PC and a rented shop server with suit to purchase of a buyer through the virtual reality shopping,
20 a step to connecting a buyer to shopping mall managing server (100) in cyber (S120);
a method of an electronic shopping mall system through the virtual reality shopping is including a step (S 140) to display shopping mall of the rented shop (200) on a monitor, is based on product Avata, is provided the sale
25 product database (120), in which is stored the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch,

bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside or outside interior, provided from the shopping mall managing server (100) as the buyer PC (10) wants to buy in a sale product providing unit (250) of the rented shop (200);

a method of an electronic shopping mall system through the virtual reality shopping is including a step of the buyer selects one of the selecting a product list of rented-shop server (S 160);

10 a method of an electronic shopping mall system through the virtual reality shopping is including a step of the purchasing a desired product (S 180) to select a product list of rented-shop server;

a method of an electronic shopping mall system through the virtual reality shopping is including a step of purchase process by interface (180) in which is connected the shopping mall managing server (100), is stored and manage sale and premiums for customer for the managing of purchasing a selected product Avata from the buyer (S 200).

7. For the claim 6 of a method of an electronic shopping mall system,

20 a method of an electronic shopping mall system through the virtual reality shopping as the purchasing a desired product (S180) is including a step to provide reduction/extension, color, and size of the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals,

plants and furniture, inside or outside interior.

8. For the claim 6 of a method of an electronic shopping mall system,
a method of an electronic shopping mall system through the virtual
5 reality shopping is including a method of an addition to be able to input in
around a deformation Avata (140) to create from the size-decreased product
creation unit (186) in the purchasing a desired product (S180).
9. For the claim 6 of a method of an electronic shopping mall system,
10 a method of an electronic shopping mall system is including a method
of providing information of product Avata or transformation Avata for the
selecting a product list of rented-shop server (S160).
10. For the claim 9 of a method of an electronic shopping mall system,
15 a method of an electronic shopping mall system through the virtual
reality shopping is including a method of purchasing a reduction/extension or
sizing a transformation of real or fake product Avata, is provided for the buyer.
11. For the claim 7 of a method of an electronic shopping mall system,
20 a method of n electronic shopping mall system through the virtual reality
shopping is including a method of purchasing a reduction/extension or sizing a
transformation of real or fake product Avata, is provided for the buyer.
12. For the claim 7 and 9 of a method of an electronic shopping mall
25 system,
a method of an electronic shopping mall system through the virtual

reality shopping is including a step providing detail information of a reduction/extension or sizing a transformation of real or fake product Avata if the buyer selects one of them;

a method of n electronic shopping mall system through the virtual reality shopping is including an additional method of purchasing a reduction/extension or sizing a transformation of real or fake product Avata, is provided for the buyer.

13. In a method of an electronic shopping mall system having a user PC and a rented shop server with suit to purchase of a buyer through the virtual reality shopping,

the buyer connecting to shopping mall managing server (100) in cyber store selects a transformation Avata, and a step is shopping the necessities of life such as headgear, clothes, shoes, cosmetics, and accessories such as earrings, watch, bracelet, jewel, and favorite stuff such as a car, luxury, electronic stuff, and necessities of life such as agriculture and marine products, and car logo products, and beauty service products such as hair style, make-up, and animals, plants and furniture, inside or outside interior, is providing from a rented shop;

if the buyer selects a product Avata of the rented shop, a method of an electronic shopping mall system through the virtual reality shopping is including a step providing a sizing of reduction/extension or transformation product Avata and summary of information;

if the buyer selects a product Avata of the rented shop, a method of an electronic shopping mall system through the virtual reality shopping is including a step providing a sizing of reduction/extension or transformation product Avata and detail information;

in every steps of above, a method of an electronic shopping mall system through the virtual reality shopping is including a step to be able to purchase a sizing of reduction/extension or transformation product Avata;

a method of an electronic shopping mall system through the virtual
5 reality shopping is including being able to wear transformation of product Avata
or set up the product near by with purchased item.

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FIG. 1

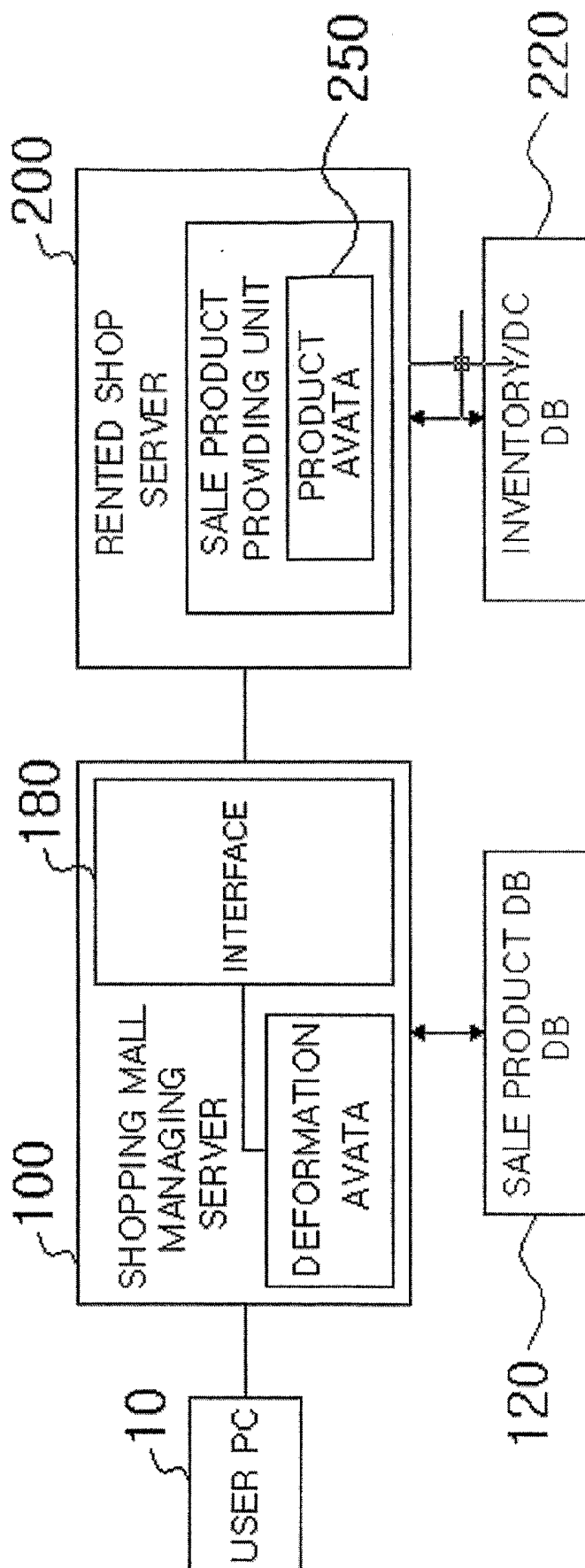


FIG.2

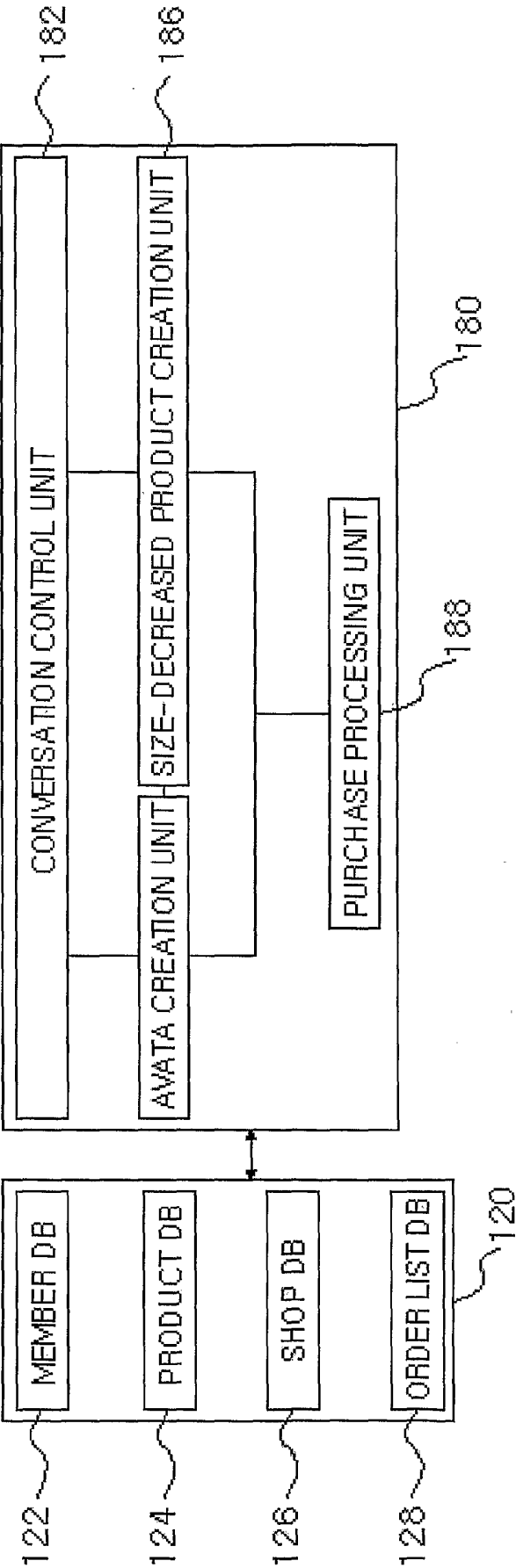


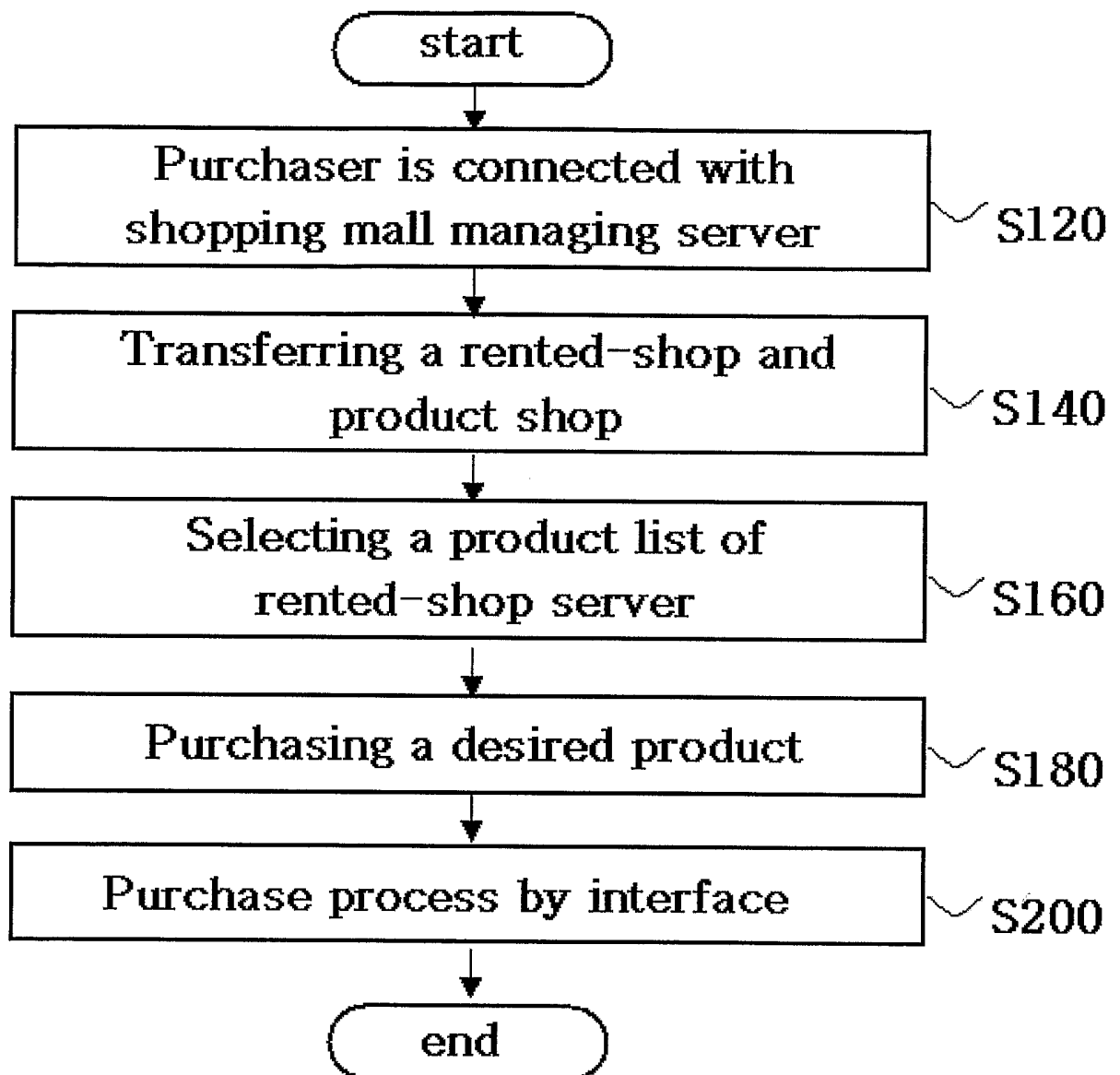
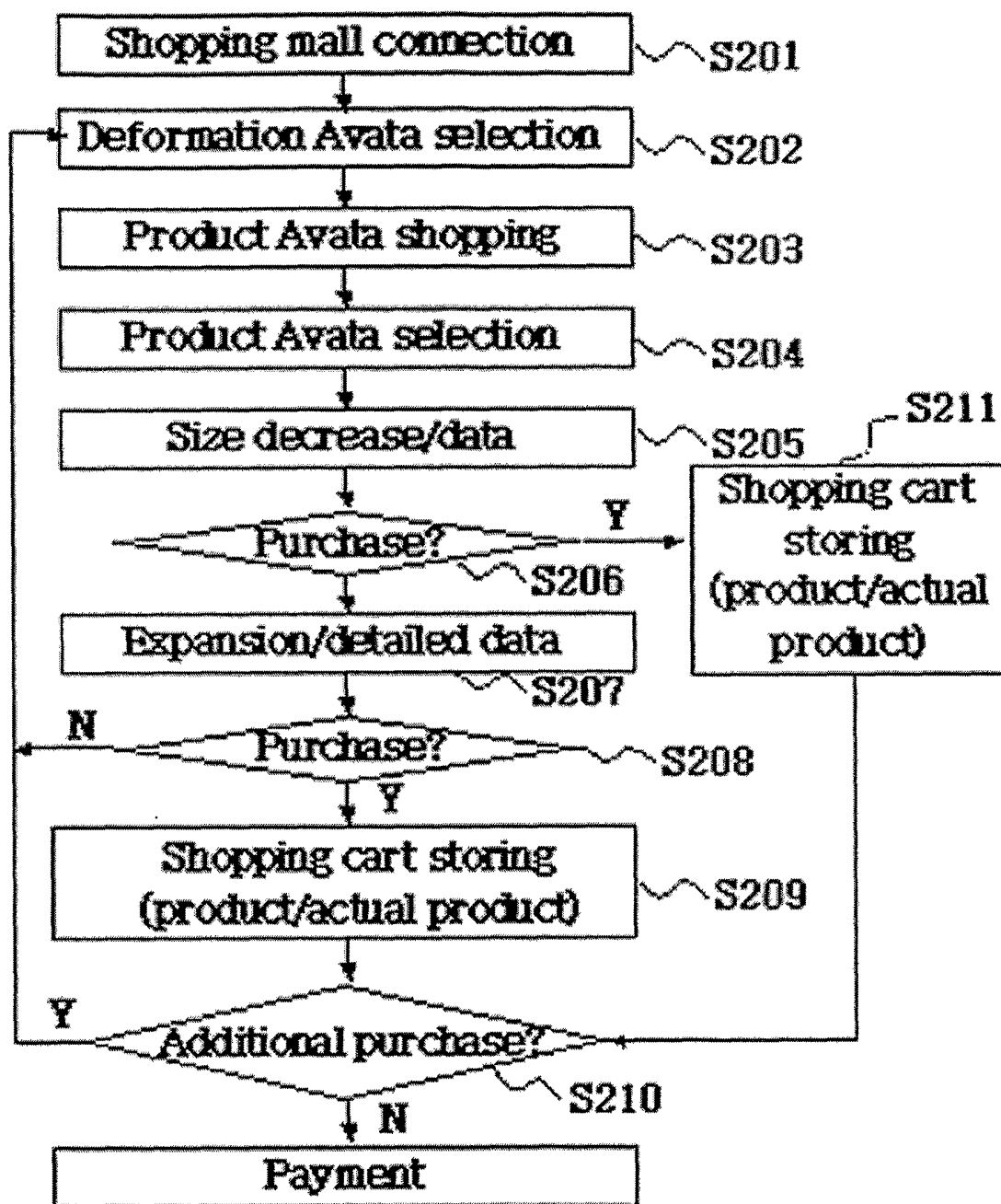
FIG. 3

FIG. 4



INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2003/002864

A. CLASSIFICATION OF SUBJECT MATTER

IPC7 G06F 17/60

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)

G06F17/60 G06F19/00

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

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
KIPONET "AVATOR, INTERNET, MALL, 3D"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 2000-54111 A (KIM, YEONG IN) 5 SEPTEMBER 2000 SEE THE WHOLE DOCUMENT	1-13
Y	KR 2003-12917 A (HAN, MI HWA) 12 FEBRUARY 2003 SEE THE WHOLE DOCUMENT	1-13
A	KR 1999-78775 A (SIN, YU JIN) 5 NOVEMBER 1999 SEE THE WHOLE DOCUMENT	1-13
A	US 5515268 A (MITSUBISHI DENKI K K) 7 MAY 1996 SEE THE WHOLE DOCUMENT	1-13
A	JP 8-190625 A (NIPPON TELEGR & TELEPH CO.) 23 JULY 1996 SEE THE WHOLE DOCUMENT	1-13

☐ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

* Special categories of cited documents:

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"&" document member of the same patent family

Date of the actual completion of the international search
13 APRIL 2004 (13.04.2004)

Date of mailing of the international search report
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INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
PCT/KR2003/002864

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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US 5515268 A	07-05-1996	JP 6-96100 A	08-04-1994
JP 8-190625 A	23-07-1996	NONE	