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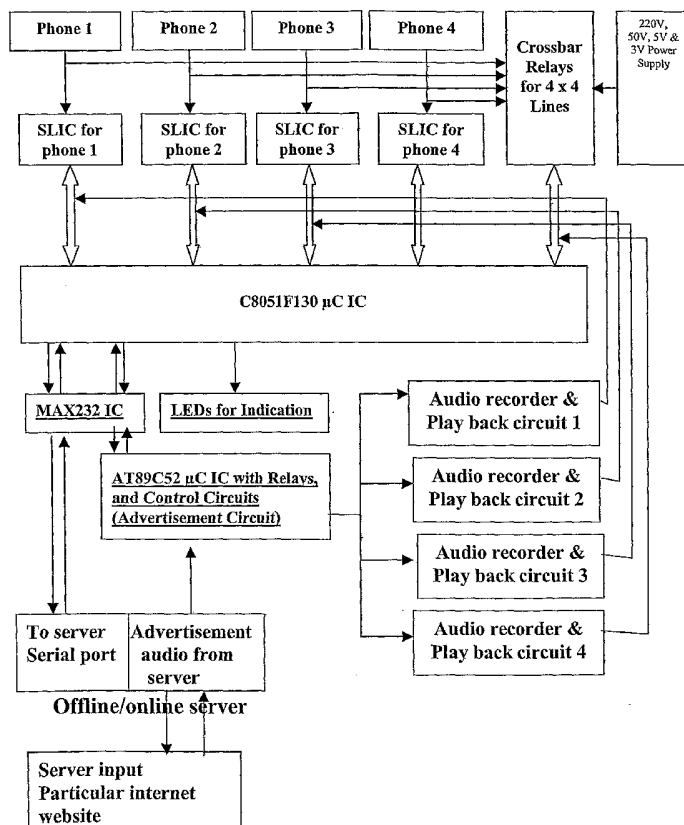
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(54) Title: TIE-UP ADVERTISEMENT IN TELECOMMUNICATION

BLOCK DIAGRAM OF THE
PHONE EXCHANGE WITH ADVERTISEMENT PLAYER AND NEW PROCESS CIRCUIT



(57) Abstract: The Invention relates to advertisement through telecommunication [Telephone, cell phone, WLL phone ect.]. This system / concept is for advertisment through phones, to a maximum reach of every individual customers by the advertisers and in turn the call initiators will get incentives for opting/listening the advertisement before connecting the call. Advertisers can play their advertisements in audio; video formats according to the call initiators i.e. through advertisement circuit. Moreover this invention will encourage the advertisers and phone users to use the phone at maximum and this will bring down the phone cost, advertisement cost, as a whole the telecommunication will develop. The call initiators are benefited by reduction of call cost and the valuable time of human beings is reduced which will improve the countries economy.



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A. CLASSIFICATION OF SUBJECT MATTER IPC ⁸ : H04M 1/64 (2006.01); H04M 3/42 (2006.01); H04Q 7/22 (2006.01); H04L 12/66 (2006.01) 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) IPC ⁸ : H04M, H04L, H04Q, G06F 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) WPI, PAJ, IEEE		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2004/0086094 A1 (BOSIK et al.) 6 May 2004 (06.05.2004) paragraphs [0007, 0016-0034]. —	1-4, 6, 7
X	US 2003/0156687 A1 (MESSENGER) 21 August 2003 (21.08.2003) paragraphs [0028-0032] —	1-4, 6, 7
X	US 2002/0032771 A1 (GLEDJE) 14 March 2002 (14.03.2002) aragraphs [0009-0011, 0019-0024] —	1-4, 6, 7
☒ Further documents are listed in the continuation of Box C. ☒ See patent family annex.		
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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
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X	WO 2001/091488 A1 (LEAP WIRELESS INTERNATIONAL, INC) 29 November 2001 (29.11.2001) page 5, line 17 - page 14, line 2. --	1-4, 6, 7
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Information on patent family members

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