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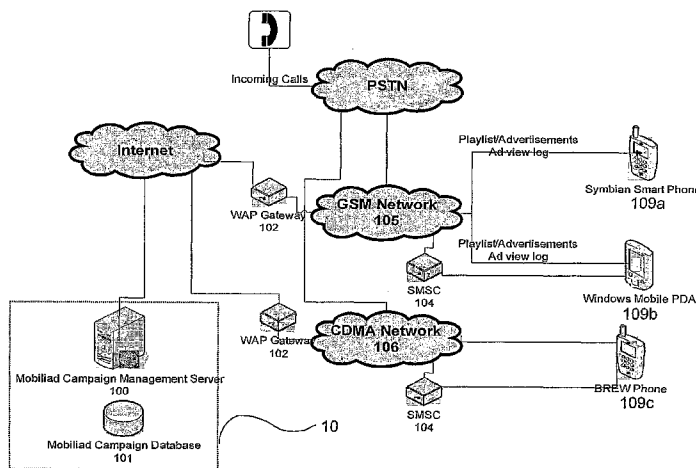
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(54) Title: SYSTEM AND METHOD FOR TRANSMITTING AND DISPLAY OF VISUAL MESSAGES ON SCREENS OF CONNECTED MOBILE DEVICES



(57) Abstract: A method for conveying a message to a user of a mobile device (109a). The mobile device includes a display (40s) and memory. Message content is transferred from a server attached to the mobile device over a mobile network. Metadata is also transferred from the server. The metadata includes instructions for displaying the message content. The message content and the metadata are stored in the memory. The message content is read from the memory and the message is displayed on the display according to the instructions. The reading and displaying is performed by an application previously installed on the mobile device. The display events are logged to produce a log stored in the memory and the log is periodically transferred to the server. Preferably, the message content is provided by a customer and the message content stored on the server is targeted for the user. The customer receives the log from the server and preferably the customer subsidizes use of the mobile device based on the log.

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A. CLASSIFICATION OF SUBJECT MATTER
 IPC: **H04B 1/20,1/38**

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
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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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,792,280 B1 (HORI et al) 09 September 2004 (09.09.2004), column 2, line 62 to column 12, lines 59.	1-12
X	US 6,668,177 B2 (SALMIMAA et al) 23 December 2003 (23.12.2003), column 3, line 41 to column 6, line 47.	1-12

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