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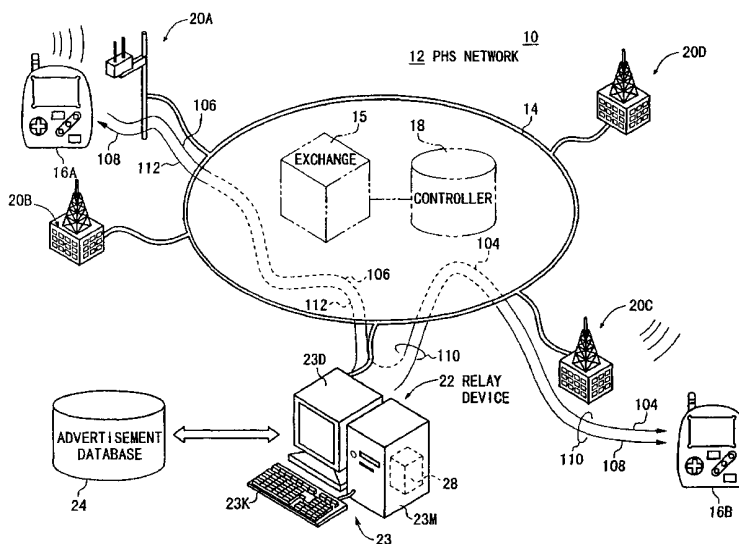
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- (21) International Application Number: PCT/JP00/00261 (74) Agent: CHIBA, Yoshihiro; Shinjuku Maynds Tower 16F, 1-1, Yoyogi 2-chome, Shibuya-ku, Tokyo 151-0053 (JP).
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11/332459 24 November 1999 (24.11.1999) JP
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- Published:
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- (88) Date of publication of the international search report:
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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: BIDIRECTIONAL REAL-TIME ADVERTISEMENT SYSTEM



(57) Abstract: A high noticeable, highly efficient advertisement medium is provided using portable terminals. Electronic mail data (106) is sent from a sender's terminal (16A) via a PHS network (12) to a receiver's terminal (16B). A relay device (22) adds advertisement data (108) to the electronic mail data (106), producing electronic mail data (110) including the added advertisement data (108), and sends the electronic mail data (110) to the receiver's terminal (16B) and the sender's terminal (16A). Each of the receiver's terminal (16B) and the sender's terminal (16A) displays an electronic mail message (120) and an advertisement message (122) simultaneously on its display unit.



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INTERNATIONAL SEARCH REPORT

International Application No

PCT/JP 00/00261

A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06F17/60 H04L12/28 H04N7/14 H04L12/58

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 7 G06F H04L H04N

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 practical, search terms used)

EPO-Internal, WPI Data, PAJ, INSPEC

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 96 24213 A (FREEMARK COMMUNICATIONS INC) 8 August 1996 (1996-08-08) abstract page 3, line 18 -page 4, line 9 page 6, line 12 - line 19 page 11, line 12 -page 12, line 10 page 13, line 8 - line 28 figures 1,3,6,7	1,2
Y	---	3-6,9-12
Y	WO 97 40514 A (JUNO ONLINE SERVICES L P) 30 October 1997 (1997-10-30) abstract page 4, line 6 -page 9, line 30 page 13, line 22 -page 14, line 11 figures 1,6,8	3,4
A	---	7,8
	-/--	

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

Special categories of cited documents :

- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier document but published on or after the international filing date
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

- "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
- "&" document member of the same patent family

Date of the actual completion of the international search

22 September 2000

Date of mailing of the international search report

04.10.2000

Name and mailing address of the ISA

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INTERNATIONAL SEARCH REPORT

International Application No

PCT/JP 00/00261

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5 493 692 A (GOLDSTEIN RICHARD J ET AL) 20 February 1996 (1996-02-20) abstract column 4, line 25 - line 45 figures 3,5	5,6
A	----	7,8
Y	WO 97 10558 A (BELL COMMUNICATIONS RES) 20 March 1997 (1997-03-20) abstract page 3, line 6 -page 4, line 12 page 9, line 1 - line 14 page 11, line 18 -page 12, line 2 page 13, line 26 -page 14, line 13	9-12
A	WO 97 25820 A (APTEL LTD ;BAR OR OFER (IL); ZIGDON SHIMON (IL); GOLDSTEIN LARRY ()) 17 July 1997 (1997-07-17) abstract page 5, line 1 - line 13 page 6, line 25 -page 7, line 9	9,11

INTERNATIONAL SEARCH REPORT

International application No.
PCT/JP 00/00261

Box I Observations where certain claims were found unsearchable (Continuation of item 1 of first sheet)

This International Search Report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the International Application that do not comply with the prescribed requirements to such an extent that no meaningful International Search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box II Observations where unity of invention is lacking (Continuation of item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

see additional sheet

1. As all required additional search fees were timely paid by the applicant, this International Search Report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. As only some of the required additional search fees were timely paid by the applicant, this International Search Report covers only those claims for which fees were paid, specifically claims Nos.:
4. No required additional search fees were timely paid by the applicant. Consequently, this International Search Report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- The additional search fees were accompanied by the applicant's protest.
- No protest accompanied the payment of additional search fees.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. Claims: 1-8,13,14

Electronic mail system and relay device

2. Claims: 9-12

Bidirectional real-time communication system of image data

INTERNATIONAL SEARCH REPORT

Information on patent family members

Inte. .onal Application No

PCT/JP 00/00261

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 9624213 A	08-08-1996	AU 4902096 A	21-08-1996
WO 9740514 A	30-10-1997	US 5809242 A AU 720221 B AU 2611397 A EP 0894329 A US 6014502 A	15-09-1998 25-05-2000 12-11-1997 03-02-1999 11-01-2000
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WO 9710558 A	20-03-1997	NONE	
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