(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
15 February 2007 (15.02.2007)

PCT

(10) International Publication Number
WO 2007/018373 A1

(51) International Patent Classification:
H04Q 7/20 (2006.01)

(21) International Application Number:
PCT/KR2006/003068

(22) International Filing Date: 4 August 2006 (04.08.2006)

(25) Filing Language: Korean

(26) Publication Language: English

(30) Priority Data:
10-2005-0073141 10 August 2005 (10.08.2005) KR

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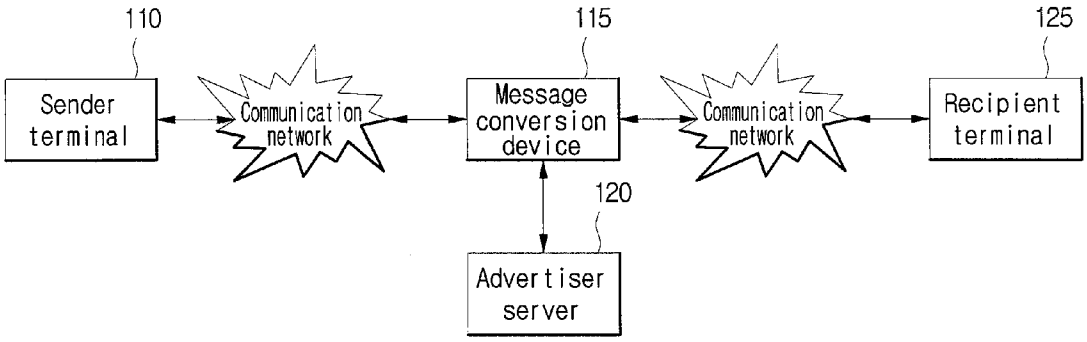
(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*

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:** METHOD AND SYSTEM FOR EXCHANGING ADVERTISEMENT



(57) **Abstract:** A message conversion device for transmitting advertisement information to a user terminal is disclosed. The message conversion device comprises: means for receiving message data and advertisement property information from a sender terminal, wherein the message data comprises a message, a sender's phone number and a recipient's phone number, and the advertisement property information comprises at least one from a group consisting of an advertiser ID and an advertisement ID; means for extracting advertisement data corresponding to the advertisement property information; means for generating a commercial message, using the message and the advertisement data; and means for transmitting the commercial message to a recipient terminal corresponding to the recipient's phone number.

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【DESCRIPTION】

【Invention Title】

METHOD AND SYSTEM FOR EXCHANGING ADVERTISEMENT

【Technical Field】

The present invention is directed to communication of a message, particularly to communication of a commercial message between friends or acquaintances.

【Background Art】

In general, a slew of commercial messages are provided through broadcast media, such as television, newspaper and radio. However, advertisement through such broadcast media suffers a problem of requiring enormous costs.

Recently, various broadcast media have been developed to lower the advertisement cost and maximize the effectiveness of advertisement. Such media include web pages and mobile communication terminals.

Some of the examples of advertising through the mobile communication terminal include transmitting advertisement information of a sponsor to members who agreed to receive commercial messages and providing remuneration or free calls to the members who signed up for an appropriate service.

However, the conventional method of providing advertisement through the mobile communication terminal has a problem of providing advertisement to unspecified persons. That is, members who do not wish to purchase the product may receive an advertisement of the product. Therefore, although a low-level effect of exposing the advertisement or providing the information may be expected, the advertisement will hardly be linked to substantial effects or sales, not to mention cause unpleasantness to the members.

【Disclosure】

【Technical Problem】

Therefore, in order to solve the above problems, it is an object of the present invention to provide a method and a system for communicating a commercial message that can minimize the objection to the advertisement by inserting the advertisement in a message communicated between friends or acquaintances.

It is another object of the present invention to provide a method and a system for communicating a commercial message that can send a message containing commercial information designated by the sender to a receiver for a free of charge.

In another object, the present invention aims to provide a method and a system for communicating a commercial message that can maximize the effect of advertisement by inserting a message corresponding to the commercial information included by the

sender.

The present invention also aims to provide a method and a system for communicating a commercial message that does not require a separate content corresponding to commercial information to be stored in a sender's terminal because the message inputted by the sender and the commercial information are integrated in a message conversion server.

The present invention also aims to provide a method and a system for communicating a commercial message that can fundamentally restrict the insertion of a commercial message that can be objectionable to a receiver by allowing a sender to choose a commercial message to be included in a message. Moreover, the recipient can actively access the advertising media through the commercial message and purchase the advertised product.

Another object of the present invention is to provide a method and a system for communicating a commercial message that can apply the word-of-mouth marketing effect of the off-line market to the on-line advertisement.

Other objects of the present invention will be apparent through the description below.

【Technical Solution】

In order to solve the above problems, an aspect of the present invention features

a method for transmitting a commercial message and/or a recorded medium recording a program for executing the method.

According to a preferred embodiment of the present invention, the method for transmitting a commercial message and the system and the recorded medium for executing the method comprises the steps of: receiving message data and advertisement property information from a sender terminal, wherein the message data comprises a message, a sender's phone number and a recipient's phone number, and the advertisement property information comprises at least one from a group consisting of an advertiser ID and an advertisement ID; extracting advertisement data corresponding to the advertisement property information; generating a commercial message, using the message and the advertisement data; and transmitting the commercial message to a recipient terminal corresponding to the recipient's phone number.

The step of extracting the advertisement data is characterized by extracting advertisement data corresponding to the advertisement property information from pre-stored advertisement data or downloading advertisement data corresponding to the advertisement property information from an advertiser server coupled to a communication network.

In case authorization information is further received from the sender terminal, the step of generating the commercial message comprises the steps of: determining whether the authorization information is valid; and generating the commercial message if

the authorization information is valid. The authorization information comprises at least one from a group consisting of the number of possible free message transmissions and an expiration date for sending a free message.

The advertisement data can comprise at least one, or combinations thereof, from a group consisting of background image data, video image data, background music data and jingle data.

The commercial message can be generated by including the message and access address information, and the advertisement data is accessible through the access address information.

The commercial message can be generated by further including access address information, and a wireless Internet site for providing an additional service corresponding to the advertisement data is accessible through the access address data.

According to another preferred embodiment of the present invention, the method for providing a message transmission program to a sender terminal from a message conversion device or an advertiser server in a message communication system comprising the sender terminal, the message conversion device, the advertiser server and a recipient terminal comprises the steps of: receiving a request to provide an installation file of the message transmission program from the sender terminal; and transmitting the installation file through a communication network to the sender terminal. The message transmission program installed in the sender terminal executes the steps of: displaying at

least one authorization source item on a display unit; displaying a screen to write a message corresponding to an inputted authorization source item selection on the display unit; and transmitting message data and advertisement property information through a communication network to the message conversion device. The message data comprises a message, a sender's phone number and a recipient's phone number. The message conversion device extracts advertisement data corresponding to the advertisement property information and combines with the message to generate a commercial message and then transmits the commercial message to the recipient terminal, using the recipient's phone number.

Another preferred embodiment of the present invention features a recorded medium tangibly embodying a program of instructions executable in a sender terminal to perform a method for transmitting a commercial message. The program is readable in the sender terminal, and the program executes the steps of: displaying at least one authorization source item on a display unit, once an entry command to a commercial message writing mode is inputted; receiving a selection command for an authorization source item; displaying on the display unit a screen to write a message corresponding to an inputted authorization source item selection; and transmitting message data and advertisement property information through a communication network to the message conversion device. The message data comprises a message, a sender's phone number and a recipient's phone number, and the advertisement property information comprises at

least one from a group consisting of an advertiser ID and an advertisement ID corresponding to the authorization source item. The message conversion device extracts advertisement data corresponding to the advertisement property information and combines with the message to generate a commercial message and then transmits the commercial message to the recipient terminal, using the recipient's phone number.

The step of displaying the authorization source item on the display unit can comprise the steps of: determining whether authorization information corresponding to each authorization source item is expired; and extracting an authorization source item corresponding to unexpired authorization information and displaying the authorization source item on the display unit. The authorization information comprises at least one from a group consisting of the number of possible free message transmissions and an expiration date for sending a free message.

The advertisement property information can comprise at least one from a group consisting of an advertiser ID and an advertisement ID.

In order to achieve the above object, another aspect of the present invention features a commercial message transmission device.

According to a preferred embodiment of the present invention, the message conversion device for transmitting advertisement information to a user terminal can comprise: means for receiving message data and advertisement property information from a sender terminal, wherein the message data comprises a message, a sender's phone

number and a recipient's phone number, and the advertisement property information comprises at least one from a group consisting of an advertiser ID and an advertisement ID; means for extracting advertisement data corresponding to the advertisement property information; means for generating a commercial message, using the message and the advertisement data; and means for transmitting the commercial message to a recipient terminal corresponding to the recipient's phone number.

【Description of Drawings】

FIG. 1 shows a block diagram of an overall system for performing a method for communicating a commercial message in accordance with a preferred embodiment of the present invention;

FIG. 2 shows a block diagram of a sender's terminal in accordance with a preferred embodiment of the present invention;

FIG. 3 shows a block diagram of a message conversion device in accordance with a preferred embodiment of the present invention;

FIG. 4 shows a flowchart of a method for sending a free text message in accordance with a preferred embodiment of the present invention;

FIG. 5 illustrates user interface screens showing the steps of sending a free text message in accordance with a preferred embodiment of the present invention;

FIG. 6 shows a flowchart of the steps of sending a commercial message in

accordance with a preferred embodiment of the present invention; and

FIG. 7 illustrates examples of displayed commercial messages in accordance with a preferred embodiment of the present invention.

【Mode for Invention】

The above objects, features and advantages will become more apparent through the below description with reference to the accompanying drawings.

Since there can be a variety of permutations and embodiments of the present invention, certain embodiments will be illustrated and described with reference to the accompanying drawings. This, however, is by no means to restrict the present invention to certain embodiments, and shall be construed as including all permutations, equivalents and substitutes covered by the spirit and scope of the present invention. Throughout the drawings, similar elements are given similar reference numerals. Throughout the description of the present invention, when describing a certain technology is determined to evade the point of the present invention, the pertinent detailed description will be omitted.

Terms such as "first" and "second" can be used in describing various elements, but the above elements shall not be restricted to the above terms. The above terms are used only to distinguish one element from the other. For instance, the first element can be named the second element, and vice versa, without departing the scope of claims of the

present invention. The term "and/or" shall include the combination of a plurality of listed items or any of the plurality of listed items.

When one element is described as being "connected" or "accessed" to another element, it shall be construed as being connected or accessed to the other element directly but also as possibly having another element in between. On the other hand, if one element is described as being "directly connected" or "directly accessed" to another element, it shall be construed that there is no other element in between.

The terms used in the description are intended to describe certain embodiments only, and shall by no means restrict the present invention. Unless clearly used otherwise, expressions in the singular number include a plural meaning. In the present description, an expression such as "comprising" or "consisting of" is intended to designate a characteristic, a number, a step, an operation, an element, a part or combinations thereof, and shall not be construed to preclude any presence or possibility of one or more other characteristics, numbers, steps, operations, elements, parts or combinations thereof.

Unless otherwise defined, all terms, including technical terms and scientific terms, used herein have the same meaning as how they are generally understood by those of ordinary skill in the art to which the invention pertains. Any term that is defined in a general dictionary shall be construed to have the same meaning in the context of the relevant art, and, unless otherwise defined explicitly, shall not be interpreted to have an idealistic or excessively formalistic meaning.

Hereinafter, preferred embodiments will be described in detail with reference to the accompanying drawings. Identical or corresponding elements will be given the same reference numerals, regardless of the figure number, and any redundant description of the identical or corresponding elements will not be repeated.

FIG. 1 is a block diagram showing an overall structure of a system for performing the method for communicating a commercial message in accordance with a preferred embodiment of the present invention; FIG. 2 is a block diagram showing the structure of a sender's terminal in accordance with a preferred embodiment of the present invention; and FIG. 3 is a block diagram showing the structure of a message conversion device in accordance with a preferred embodiment of the present invention.

Referring to FIG. 1, the commercial message communication system in accordance with the present invention can comprise a sender terminal 110, a message conversion device 115, an advertiser server 120 and a recipient terminal 125.

The sender terminal 110 and the recipient terminal 125 are devices that can communicate a message (e.g. a multimedia message or a text message) through a communication network. Mobile communication terminals and personal digital assistants (PDA) are some examples of these terminals, and all other digital processing apparatuses that can perform the same functions can be also included without restriction.

Referring to FIG. 2, the sender terminal 110 can comprise an antenna unit 210, a

wireless circuit unit 215, an audio processing unit 220, a calling/receiving unit 225, a display unit 230, an input unit 235, a message management unit 240, a module management unit 245 and a storage unit 250.

It is evident that some elements (e.g. the message management unit 240 and the module management unit 245) of the illustrated sender terminal 110 can be embodied in a form of a software program. In case the elements are embodied in the form of a software program, the software program can be executed through the selection of a function button (e.g. an Internet access button) or a menu item (e.g. message send).

The antenna unit 210 transmits a transmission signal (e.g. a message transmission request, a voice signal of a user, a phone call request and a wireless Internet access request), received from the wireless circuit unit 215, to a mobile communication service system (not shown), and receives a wireless signal (e.g. a software program for installing a free message transmission module, a message reception request, a voice signal of another user, etc.) from the mobile communication service system and delivers the wireless signal to the wireless circuit unit 215. The software program, which can be received through the antenna unit 210, can be transmitted from the message conversion device 115 or the advertiser server 120 through a communication network.

The wireless circuit unit 215 receives a voice signal and a message (which can include message data and advertisement data) from the mobile communication service system through the antenna unit 210 and delivers to a control unit 255. The wireless

circuit unit 225 can also deliver data, received through the antenna unit 210, to the calling/receiving unit 225 or the display unit 230 through the control of the control unit 255. Moreover, the wireless circuit unit 215 can also deliver a phone call request and a message, inputted through the input unit 235, to the antenna unit 210.

The audio processing unit 220 processes a voice inputted by the user of the sender terminal 110 through the calling/receiving unit 225 and delivers the voice to the control unit 255. The audio processing unit 220 can also process the voice signal, received through the antenna unit 210, and output as an analog voice through the calling/receiving unit 225. Moreover, the audio processing unit 220 can process the received message and deliver to the calling/receiving unit 225, in case the message contains audio data such as background music and a jingle.

The calling/receiving unit 225 can comprise a calling unit (e.g. a microphone) and a receiving unit (e.g. a speaker) for outputting a voice signal or audio data. The calling unit is means for receiving the voice of a user of the sender terminal 110 or audio data, and the receiving unit is means for outputting a voice signal of another user received from the mobile communication service system through the antenna unit 210, a transmission sound corresponding to the selection of a key button disposed in the input unit 235 and the audio data included in a message.

The display unit 230 displays the operation status, time information, message draft status and received messages of the sender terminal 110. The display unit 230 can be,

for example, an LCD screen.

The input unit 235 can comprise a touch screen or at least one key button. The key input unit 235 can carry out a role of delivering an instruction of the user to the control unit 255.

The message management unit 240 manages a message, communicated through a communication unit, stored in the storage unit 250.

The module management unit 245 manages a message transmission module for transmitting a free message to the recipient terminal 125.

Specifically, the module management unit 245 can manage the advertiser, who authorized the transmission of a free message, or advertisement list (hereinafter "authorization source"), authorization information per each authorization source and advertisement property information to be transmitted along when transmitting message data (e.g. a message content, sender number and recipient number). Here, the authorization information per each authorization source can comprise, for example, the number of free message transmission and/or an expiration date. The expiration date can be for placing a restriction such that the authorization to send a free message is valid although the number of remain transmission is not 0 (zero). The advertisement property information can comprise, for example, an advertiser ID and an advertisement ID. The advertisement ID can comprise at least one from a group consisting of a background image ID, a background music ID, a video ID and a jingle ID.

When transmitting the message data inputted through the input unit 235, the module management unit 245 can transmit to the message conversion device 115 the authorization information on the authorization source corresponding to the message data.

In case the authorization is expired (e.g. the number of free message transmission is used up, or the expiration date has past), the module management unit 245 can automatically delete the item displaying the authorization source. Although an independent message transmission module (i.e. a message transmission module installed by an independent software program) can be prepared for each authorization source, it is preferable for the purpose of management and operation that every authorization source is listed in one message transmission module.

The storage unit 250 stores the operating system for the terminal, the free message transmission module installed by a software program and user data (e.g. the address book and communicated messages). The storage unit 250 can comprise at least one from a group consisting of, for example, a flash memory, a RAM and a ROM. The flash memory can store the real time operating system and call processing software, and the variables for these programs can be read from the RAM. The flash memory has a fast processing speed and is a non-volatile memory. Thus, when the software of a mobile communication terminal 100 is upgraded, the new software can be stored in the flash memory. The ROM can be an EFPROM, storing non-volatile memory, and can perform input and output operations through the control of the control unit 155. The ROM can

store an NAM (Number Assignment Module) parameter and other storage data (e.g. a telephone number, name and text message), which can be semi-permanently used.

Referring back to FIG. 1, the message conversion unit 115 extract advertisement data, using the advertisement property information received from the sender terminal 110, and then combines the message data and the advertisement data (e.g. the message is displayed on the advertisement image, or the background music is linked) and transmits to the recipient terminal 125.

The message conversion device 115 can receive message data from the sender terminal 110 through the mobile communication service system (that is, a system for providing a mobile communication service; for example, SKT and KTF in the case of the Republic of Korea), and transmit the received message data and advertisement data to the recipient terminal 125 through the mobile communication service system. The message conversion device 115 can be a wireless Internet service device included in a mobile communication service system or coupled through a communication network.

Referring to FIG. 3, the message conversion device 115 can comprise a communication unit 310, a module management unit 315, an authorization management unit 320, an advertisement data management unit 325, a storage unit 330 and a message conversion unit.

The communication unit 310 receives message data and advertisement property information from the sender terminal 110 through a communication network, and

transmits message data and advertisement data to the recipient terminal 125 through a communication network. The message data and advertisement data transmitted to the recipient terminal 125 can be converted to a predetermined format for the communication of a commercial message.

Moreover, the communication unit 310 can transmit a software program (i.e. a software program for installing a free message transmission module), extracted by the module management unit 315 in accordance with a software program download request from the sender terminal 110, to the sender terminal 110. The communication unit 310 can further receive authorization information (e.g. the number of free message transmission and/or expiration date) from the sender terminal 110.

The module management unit 310 extracts the software program (i.e. a software program for installing a free message transmission module) stored in the storage unit 330 and makes the program transmitted to the sender terminal 110 by the communication unit 310. Moreover, the module management unit 315 can manage the version information of the software program (e.g. a software program installed in the sender terminal 110 or stored in the storage unit 330).

The authorization management unit 320 determines whether the message data can be transmitted through the free message transmission service, using the authorization information received from the sender terminal 110. It is evident that whether the free message transmission service can be used can be also managed by the module

management unit 245 in the sender terminal 110. In case the authorization is expired (e.g. the number of free message transmission is used up, or the expiration date has been past), the module management unit 245 installed in the sender terminal 110 can automatically delete the item displaying the authorization source.

The advertisement data management unit 325 manages advertisement data (e.g. a background image, a video image, background music and a jingle) received from the advertiser server 120 stored in the storage unit 330. Moreover, the advertisement data management unit 325 extracts advertisement data corresponding to the advertisement property information (e.g. an advertiser ID and an advertisement ID) and delivers the advertisement data to the message conversion unit 335. In case the advertisement data is not stored in the storage unit 330, the advertisement data management unit 325 can access a corresponding advertiser server 120 to receive the advertisement data.

The storage unit 330 can store the operating system, operating data, advertisement data, software program and authorization information for each authorization source of the message conversion device 115.

The message conversion unit 335 generates a commercial message, using message data received form the sender terminal 110 and advertisement data extracted from the advertisement data management unit 325. The commercial message can be multimedia data in which the message content and the advertisement data are combined (refer to FIG. 7). For example, the advertisement image can be combined as the

background image of the message, or the jingle can be made to play back when the message is displayed on the display unit 230.

Moreover, the message conversion unit 335 can generate the advertisement message such that the advertisement message fits the property of the recipient terminal 125. For example, if the recipient terminal 125 is determined to have a capability to receive and output a multimedia message, the message conversion unit 335 can generate a commercial message in the form of a multimedia message. However, if the recipient terminal 125 is determined to be an old-style terminal, which can only receive and output a text message, the message conversion unit 335 can insert the advertisement data in the form of a call back URL in the message data. The property of the recipient terminal 125 may be received from, for example, the mobile communication service system. It can be easily understood that anyone skilled in the art can further use a method similar to recognizing the property of the recipient terminal such that the bell sound corresponding to the number of tones the terminal can handle is provided.

Referring back to FIG. 1, the advertiser server 120 provides advertisement data to the message conversion device 115. Of course, the advertisement data can be stored in, for example, a CD ROM to be provided to the message conversion device 115 (or to an administrator of the message conversion device). Moreover, the advertiser server 120 can transmit a software program for installing a message transmission module to the sender terminal 110 through a communication network. The advertiser pays an advertisement

fee to the administrator of the message conversion device 115 for the advertisement, and the administrator of the message conversion device 115 pays for the text message transmission of the sender.

FIG. 4 is a flowchart showing the method for transmitting a free text message in accordance with a preferred embodiment of the present invention, and FIG. 5 illustrates the user interface screens showing the steps of sending a free text message in accordance with a preferred embodiment of the present invention.

Referring to FIG. 4, in step 405, the sender terminal 110 gets an authorization source selected from the sender and displays a message input window 530 (refer to FIG. 5) on the display unit 230.

The sender can access the message conversion device 115 or the advertiser server 120 through a communication network, using the access address information provided by the advertiser, and receive a software program for installing the authorization source or message transmission module. The advertiser can provide the access address information by displaying it in an area of a movie ticket or a receipt, or can send a call back URL containing the access address information to the sender terminal 110. The access address information can be provided in the form of, for example, a WINC (e.g. 123#45), and the sender can use the WINC number as a speed number.

By accessing the message conversion device 115 or the advertiser server 120, using the access address information, and receiving and installing a software program, the

sender can have the message transmission module installed in the sender terminal 110, or receive data to have the authorization source inserted in the form of a menu item in the message transmission module.

In case the sender wishes to send a free message, the sender can activate the message transmission module by selecting a predetermined function button (e.g. the multipack button) or a function item.

The steps of the sender selecting an authorization source will be described with reference to FIG. 5. Here, it will be assumed that the multipack button is the function button.

Once the sender selects the multipack button 503 in order to use the free message transmission service, the display unit 230 displays a multipack screen 510. At least one icon, each of which is a short-cut icon for executing an application, is displayed in the multipack screen 510.

If the sender selects an icon for using the free message transmission service, an authorization source selection screen 515 is displayed on the display unit 230. The authorization source selection screen 515 can display at least one authorization source as a menu item, and the authorization sources are displayed to correspond to the data or the program installed by the sender using the access address information. The expired authorization sources can be automatically deleted and thus not displayed.

If the sender selects "1 KartRider" (an on-line game) among the authorization

sources, a menu screen 520 corresponding to the authorization source is displayed on the display unit 230. Menu items for writing a message and menu items for advertisement can be displayed together in the menu screen 520. By selecting an authorization source and writing a message, the sender can pre-recognize the advertisement to be sent to the recipient terminal 125 so that the sender can input a message corresponding to the advertisement to be inserted, and can select and display an advertisement that is appropriate for the recipient. Since the sender can select an advertisement that is appropriate for the recipient, it can have an effect of on-line word-of-mouth advertisement.

If the sender selects "1 Write Message" among the menu items displayed on the menu screen 520, the display unit 230 displays a screen for writing a new message. The screen for writing a new message can comprise authorization information (e.g. first of 3 messages), a new message writing area 525 and an advertisement data selection area 530. The advertisement data selection area 530 is for allowing the sender to select a desired advertisement, and the sender can select one or more items among a background advertisement image (I), a video advertisement image (A), background music (BG) and a jingle (M), which will be inserted in the commercial message. Using the menu buttons, the sender can have the cursor move between items in the advertisement data selection area 530.

Referring back to FIG. 4, in step 410, the sender terminal 110 determines

whether an advertisement data selection command is received from the sender. The sender can input the advertisement data selection command by selecting an item in the advertisement data selection area 530.

If the sender does not input an advertisement data selection command, the process moves to step 425, and the default advertisement data configured by the advertiser or the message conversion device 115 is used.

If the sender inputs an advertisement data selection command, the sender terminal 110 receives, in step 415, an advertisement data list corresponding to the item selected from the advertiser server 120 or the message conversion device 115.

Then, in step 420, the sender terminal 110 renews the advertisement property information, using the advertisement data selection information selected by the sender.

The above steps 410-420 can be performed repeatedly.

In step 425, the sender terminal 110 receives a message and a list of recipient numbers through the input unit 235 (refer to 530, 535 and 540 in FIG. 5). Step 425 can be performed prior to step 410, or vice versa.

In step 430, the sender terminal 110 determines whether a message transmission command is received through the input unit 235. If the message transmission command is received, step 435 is performed to send the message data and the advertisement property information to the message conversion device 115. The sender terminal 110 can further transmit the authorization information in step 430.

FIG. 6 is a flowchart of the steps of sending a commercial message in accordance with a preferred embodiment of the present invention, and FIG. 7 illustrates some examples of displayed commercial messages in accordance with a preferred embodiment of the present invention.

Referring to FIG. 6, in step 605, the message conversion device 115 receives message data (i.e. the message, the sender's phone number and the recipient's phone number) and advertisement property information (e.g. the advertiser ID and/or the advertisement ID) from the sender terminal 110. The message conversion device 115 can further receive authorization information.

In step 610, the message conversion device 115 determines whether the message transmission request from the sender terminal 110 is valid, using the received authorization information. If the authorization information is an expired authorization source, the sender terminal 110 can delete the authorization information or disable the writing of a new message so that the authorization information is not sent. If the authorization information is not received, the message conversion device 115 may not determine whether the message transmission request is valid.

If the message transmission request is valid, in step 615, the message conversion device 115 extracts corresponding advertisement data (e.g. image data, music and data), using the advertisement property information.

Then, the message conversion device 115 generates a commercial message, using the received message data and advertisement data. The advertisement image is processed to be displayed as a background image of the message. In addition, the advertisement music data is configured to be outputted according to the message, in step 620. Of course, the message conversion device 115 can include access address information when generating the commercial message such that the recipient can access the advertiser server 120 or a web page. This way, the recipient can access the advertiser server 120, using the inserted access address information, to look up detailed information, make a purchase, reserve a movie ticket, order a book and participate in a survey.

In step 625, the message conversion device 115 transmits the generated commercial message (i.e. advertisement data and message data) to the recipient terminal 125 corresponding to the recipient number.

Illustrated in FIG. 7 are examples of screens displays the received commercial message. As shown in FIG. 7, the sender can have a prior knowledge of which advertisement is being sent to the recipient so that the sender can input a message that is appropriate for the advertisement. For example, if a movie is being advertised, the sender can write a review on the movie. Moreover, the commercial message can function as an infomercial or a tool for word-of-mouth marketing.

The drawings and detailed description are only examples of the present

invention, serve only for describing the present invention and by no means limit or restrict the spirit and scope of the present invention. Thus, any person of ordinary skill in the art shall understand that a large number of permutations and other equivalent embodiments are possible. The true scope of the present invention must be defined only by the spirit of the appended claims.

【Industrial Applicability】

As described above, the present invention can minimize the objection to the advertisement by inserting the advertisement in a message communicated between friends or acquaintances.

The present invention can also send a message containing commercial information designated by the sender to a receiver for a free of charge.

Moreover, the present invention can maximize the effect of advertisement by inserting a message corresponding to the commercial information included by the sender.

The present invention does not require a separate content corresponding to commercial information to be stored in a sender's terminal because the message inputted by the sender and the commercial information are integrated in a message conversion server.

The present invention also can fundamentally restrict the insertion of a commercial message that can be objectionable to a receiver by allowing a sender to

choose a commercial message to be included in a message.

Furthermore, the present invention can apply the word-of-mouth marketing effect of the off-line market to the on-line advertisement.

【CLAIMS】

What is claimed is:

【Claim 1】

A method for transmitting a commercial message, a message conversion device transmitting advertisement information to a user terminal, the method comprising the steps of:

receiving message data and advertisement property information from a sender terminal, wherein the message data comprises a message, a sender's phone number and a recipient's phone number, and the advertisement property information comprises at least one from a group consisting of an advertiser ID and an advertisement ID;

extracting advertisement data corresponding to the advertisement property information;

generating a commercial message, using the message and the advertisement data; and

transmitting the commercial message to a recipient terminal corresponding to the recipient's phone number.

【Claim 2】

The method of Claim 1, wherein the step of extracting the advertisement data is

characterized by extracting advertisement data corresponding to the advertisement property information from pre-stored advertisement data or downloading advertisement data corresponding to the advertisement property information from an advertiser server coupled to a communication network.

【Claim 3】

The method of Claim 1, wherein, in case authorization information is further received from the sender terminal, the step of generating the commercial message comprises the steps of:

determining whether the authorization information is valid; and

generating the commercial message if the authorization information is valid,

wherein the authorization information comprises at least one from a group consisting of the number of possible free message transmissions and an expiration date for sending a free message.

【Claim 4】

The method of Claim 1, wherein the advertisement data comprises at least one, or combinations thereof, from a group consisting of background image data, video image data, background music data and jingle data.

【Claim 5】

The method of Claim 1, wherein the commercial message is generated by including the message and access address information, the advertisement data being accessible through the access address information.

【Claim 6】

The method of Claim 1, wherein the commercial message is generated by further including access address information, a wireless Internet site for providing an additional service corresponding to the advertisement data being accessible through the access address data.

【Claim 7】

A method for providing a message transmission program to a sender terminal from a message conversion device or an advertiser server in a message communication system comprising the sender terminal, the message conversion device, the advertiser server and a recipient terminal, the method comprising the steps of:

receiving a request to provide an installation file of the message transmission program from the sender terminal; and

transmitting the installation file through a communication network to the sender terminal,

wherein the message transmission program installed in the sender terminal executes the steps of:

displaying at least one authorization source item on a display unit;

displaying a screen to write a message corresponding to an inputted authorization source item selection on the display unit; and

transmitting message data and advertisement property information through a communication network to the message conversion device, wherein the message data comprises a message, a sender's phone number and a recipient's phone number,

wherein the message conversion device extracts advertisement data corresponding to the advertisement property information and combines with the message to generate a commercial message and then transmits the commercial message to the recipient terminal, using the recipient's phone number.

【Claim 8】

A recorded medium tangibly embodying a program of instructions executable in a sender terminal to perform a method for transmitting a commercial message, the program readable in the sender terminal, the program executing the steps of:

displaying at least one authorization source item on a display unit, once an entry command to a commercial message writing mode is inputted;

receiving a selection command for an authorization source item;

displaying on the display unit a screen to write a message corresponding to an inputted authorization source item selection; and

transmitting message data and advertisement property information through a communication network to the message conversion device, wherein the message data comprises a message, a sender's phone number and a recipient's phone number, and the advertisement property information comprises at least one from a group consisting of an advertiser ID and an advertisement ID corresponding to the authorization source item,

wherein the message conversion device extracts advertisement data corresponding to the advertisement property information and combines with the message to generate a commercial message and then transmits the commercial message to the recipient terminal, using the recipient's phone number.

【Claim 9】

The recorded medium of Claim 8, wherein the step of displaying the authorization source item on the display unit comprises the steps of:

determining whether authorization information corresponding to each authorization source item is expired; and

extracting an authorization source item corresponding to unexpired authorization information and displaying the authorization source item on the display unit,

wherein the authorization information comprises at least one from a group consisting of the number of possible free message transmissions and an expiration date for sending a free message.

【Claim 10】

A message conversion device for transmitting advertisement information to a user terminal, the message conversion device comprising:

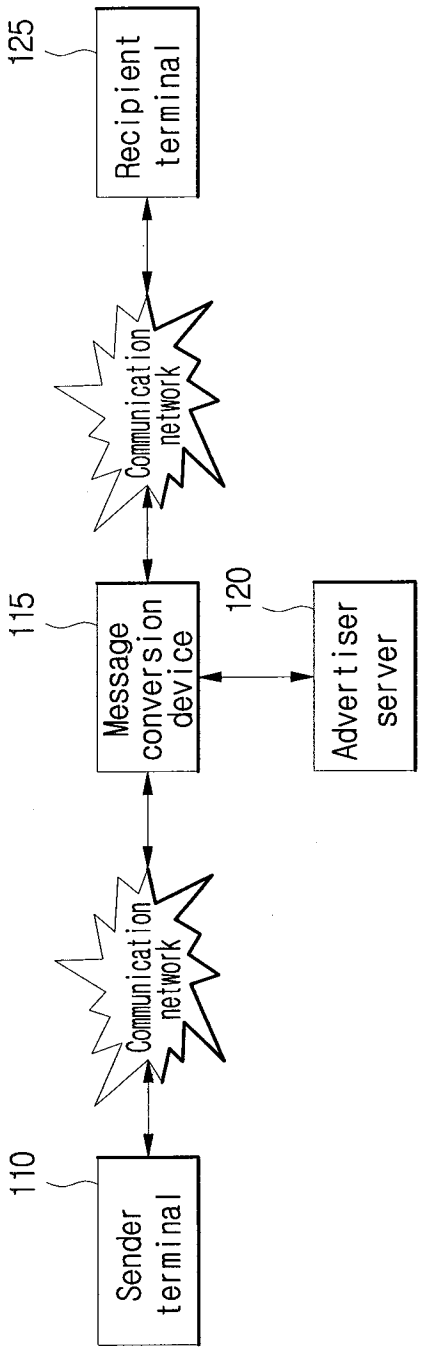
means for receiving message data and advertisement property information from a sender terminal, wherein the message data comprises a message, a sender's phone number and a recipient's phone number, and the advertisement property information comprises at least one from a group consisting of an advertiser ID and an advertisement ID;

means for extracting advertisement data corresponding to the advertisement property information;

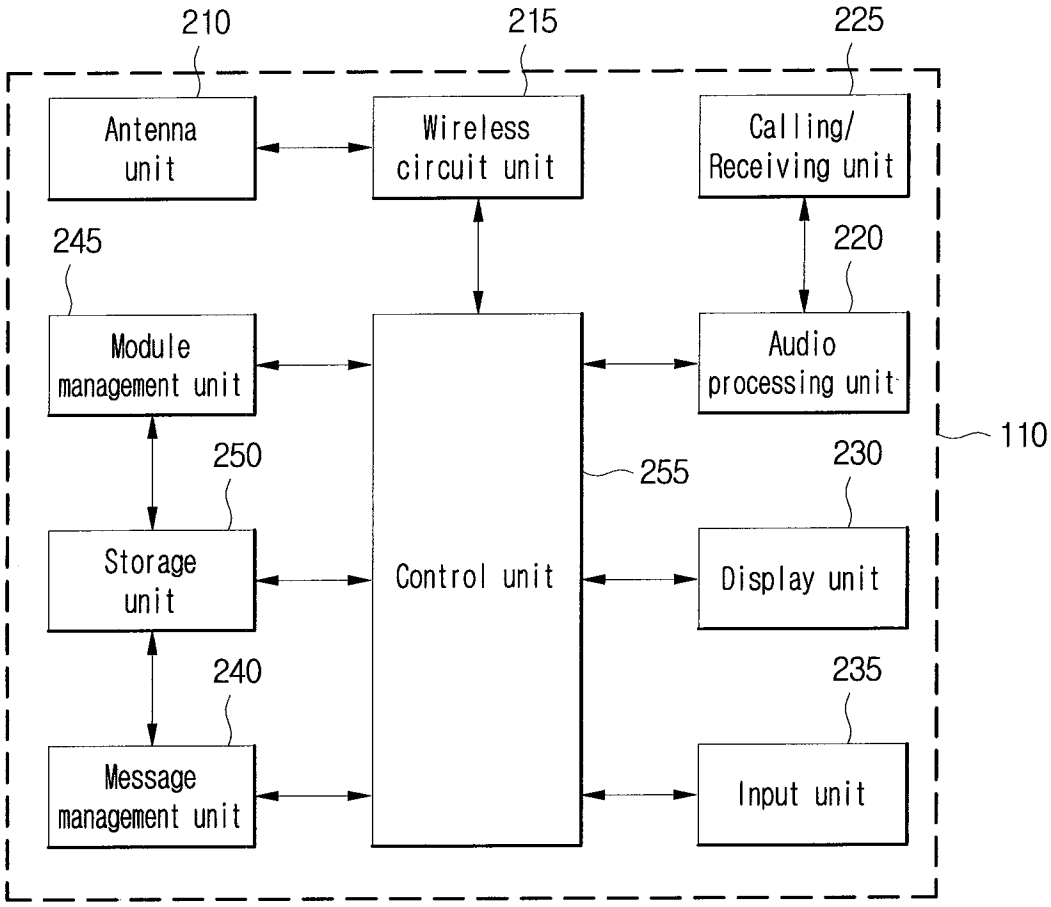
means for generating a commercial message, using the message and the advertisement data; and

means for transmitting the commercial message to a recipient terminal corresponding to the recipient's phone number.

FIG. 1


125
Recipient terminal
Communication network
115
Message conversion device
120
Advertiser server
Communication network
110
Sender terminal

2/7
FIG. 2


210
215
225
Antenna unit
Wireless circuit unit
Calling/ Receiving unit
245
220
Module management unit
Audio processing unit
110
250
255
230
Storage unit
Control unit
Display unit
240
235
Message management unit
Input unit

3/7
FIG. 3

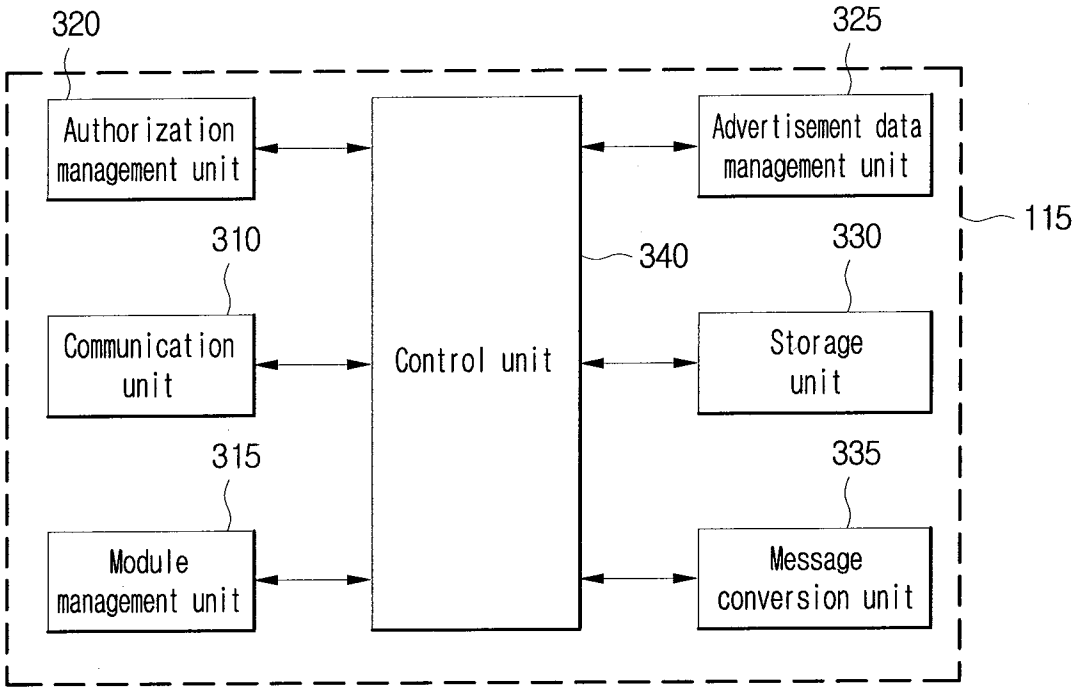

320
325
Authorization management unit
Advertisement data management unit
115
310
340
330
Communication unit
Control unit
Storage unit
315
335
Module management unit
Message conversion unit

FIG. 4

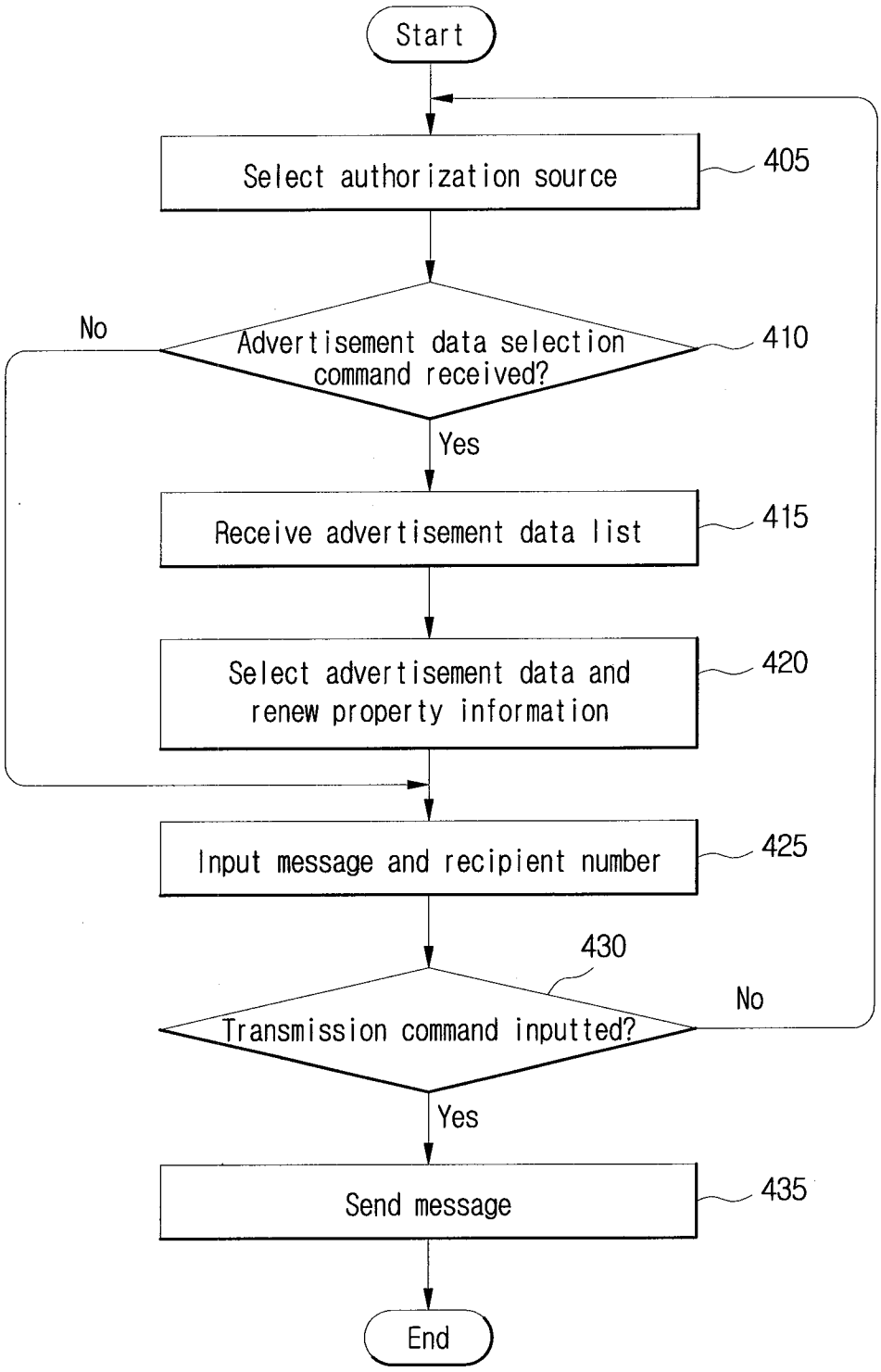

Start
Select authorization source
405
Advertisement data selection command received?
410
No
Yes
Receive advertisement data list
415
Select advertisement data and renew property information
420
Input message and recipient number
425
430
Transmission command inputted?
No
Yes
Send message
435
End

FIG. 5

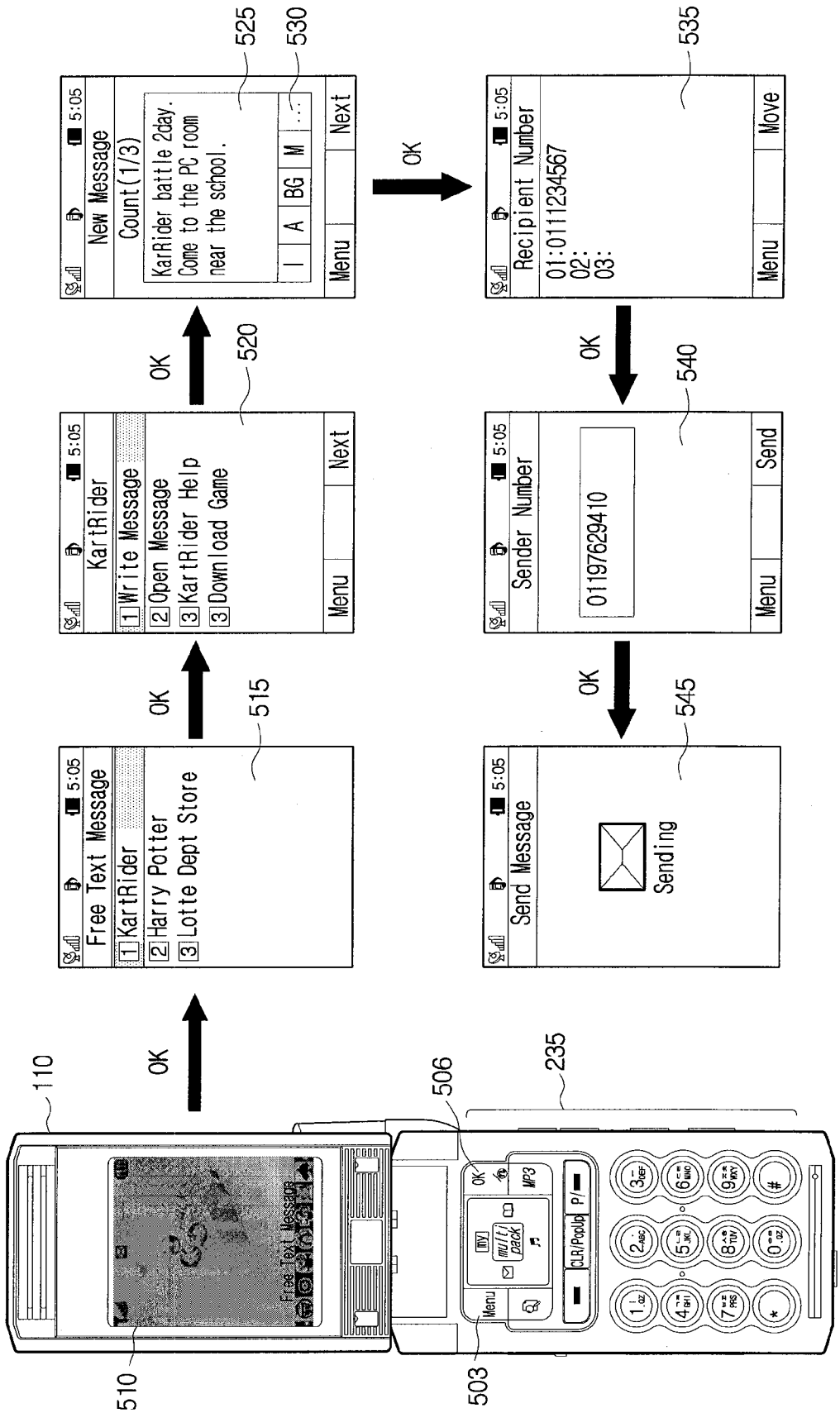

Free Text Message
1 KartRider
2 Harry Potter
3 Lotte Dept Store
Menu
Next
KartRider
1 Write Message
2 Open Message
3 KartRider Help
3 Download Game
Menu
Next
New Message
Count(1/3)
KarRider battle 2day.
Come to the PC room
near the school.
I
A
BG
M
Menu
Next
Recipient Number
01:0111234567
02:
03:
Menu
Move
Sender Number
01197629410
Menu
Send
Send Message
Sending
OK
525
530
535
520
540
515
545
110
506
235
510
503

FIG. 6

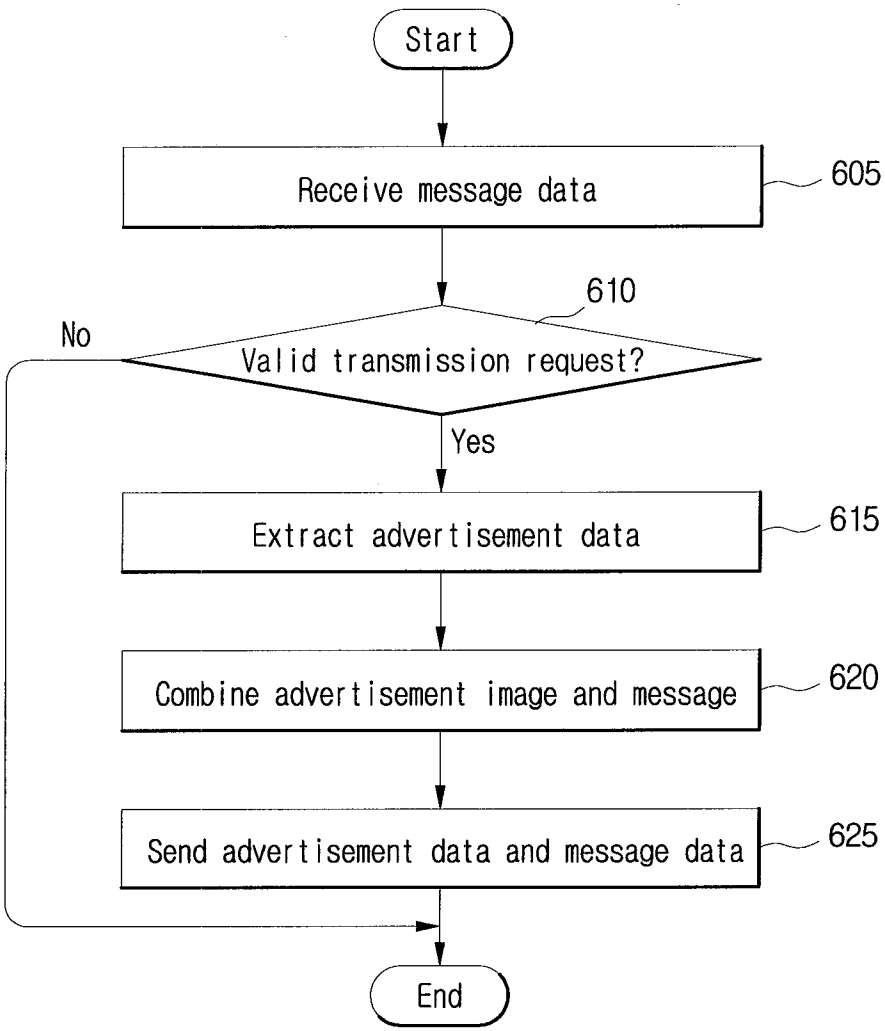
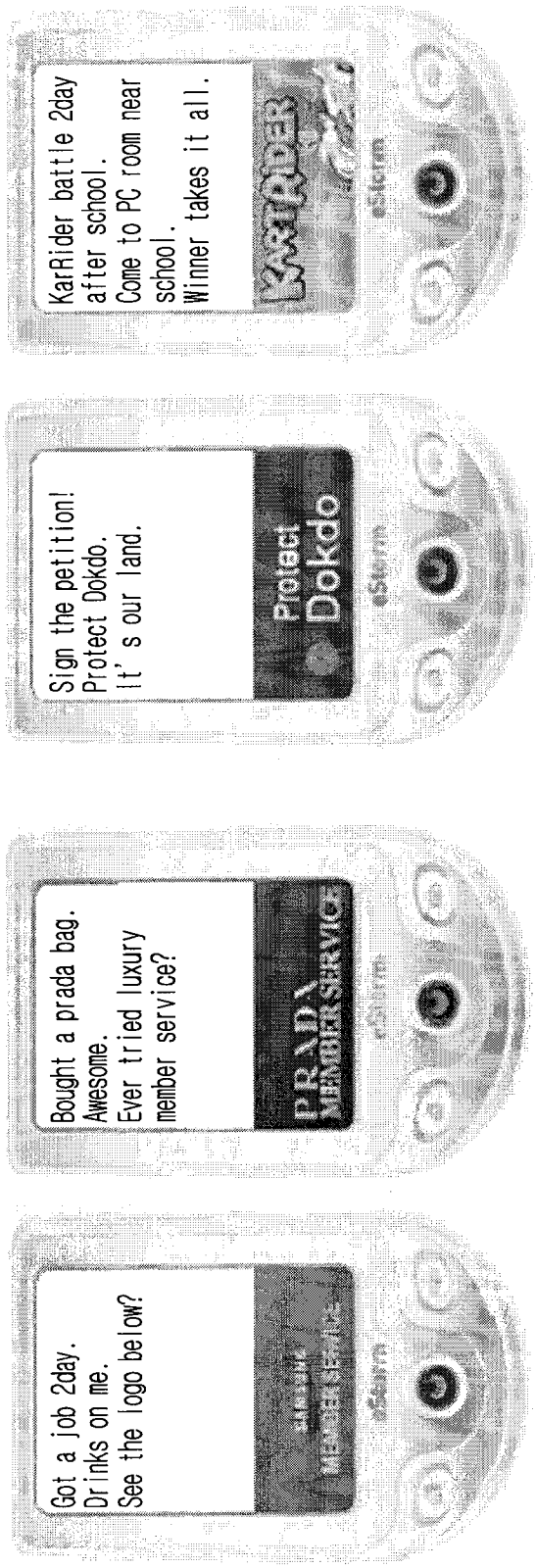

Start
Receive message data
605
610
Valid transmission request?
No
Yes
Extract advertisement data
615
Combine advertisement image and message
620
Send advertisement data and message data
625
End

FIG. 7


Got a job 2day.
Drinks on me.
See the logo below?
Bought a prada bag.
Awesome.
Ever tried luxury
member service?
PRADA
Sign the petition!
Protect Dokdo.
It's our land.
Protect
Dokdo
KarRider battle 2day
after school.
Come to PC room near
school.
Winner takes it all.
KARTRIDER

INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2006/003068

A. CLASSIFICATION OF SUBJECT MATTER

H04Q 7/20(2006.01)i

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 : H04Q

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

Korean Patents and applications for inventions since 1975

Korean Utility models and applications for Utility models since 1975

Electronic data base consulted during the intertnational search (name of data base and, where practicable, search terms used)

eKIPASS (KIPO internal) ; 'advertisement', 'terminal', 'message'

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	KR2005-0043806 A (PARK,JONG-DO)11.MAY.2005 See the claims1-9, Fig1	1-10
A	KR2005-0043028 A (GAEASOFT CO.,LTD.) 11.MAY.2005 See the abstract, Fig1	1-10
A	WO2004/080098 A1 (SEO,YOUNG-HYUN; KO,MOO-SUNG) 16.SEP.2004 See the abstract, Fig1	1-10

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

☒ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"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

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"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	Date of mailing of the international search report
20 NOVEMBER 2006 (20.11.2006)	**20 NOVEMBER 2006 (20.11.2006)**

Name and mailing address of the ISA/KR	Authorized officer
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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.
PCT/KR2006/003068

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR2005-0043806 A	11.05.2005	NONE	
KR2005-0043028 A	11.05.2005	NONE	
WO2004/080098A1	16.09.2004	NONE	