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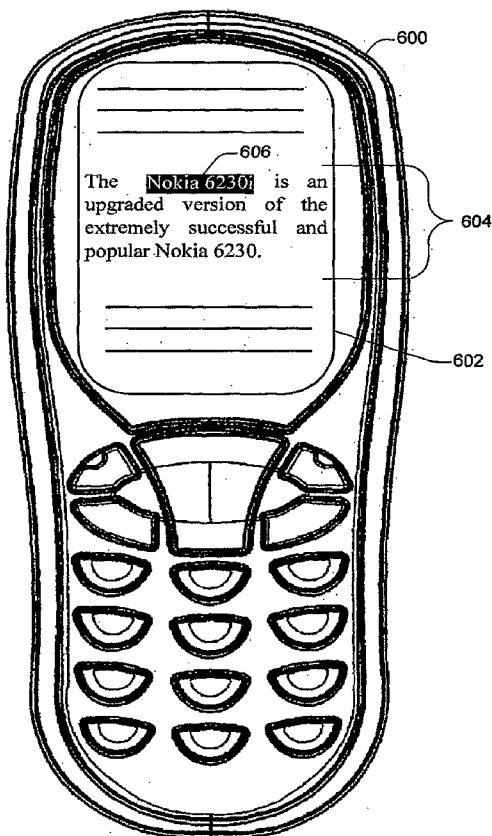
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[Continued on next page]

(54) Title: CONTEXTUAL ADVERTISING TECHNIQUES IMPLEMENTED AT MOBILE DEVICES

(57) Abstract: Various techniques are disclosed for delivering contextual advertising information to end users of a data network via a mobile device. At least one operation may be initiated to determine the features, capabilities and/or services supported at an identified mobile device. A first contextual advertising delivery technique may be implemented in response to a determination that a first type of functionality is supported at the identified mobile device. A second contextual advertising delivery technique may be implemented in response to a determination that the first type of functionality is not supported at the identified mobile device.



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USPC: 715/740
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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 715/740

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 2003/0208483 A1 (Satomi et al.) 06 November 2003 (06.11.2003), whole document.	1-20

Further documents are listed in the continuation of Box C. See patent family annex.

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