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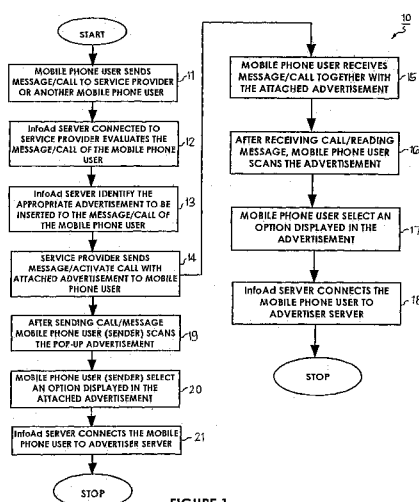


FIGURE 1

(57) Abstract: A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection comprising the steps of: processing message or call made by a mobile phone user to a service provider or another mobile phone user; evaluating said message or call made by a mobile phone user through an InfoAd server connected to the server of the service provider; identifying appropriate advertisement to be inserted to the message or call made by the mobile phone user; sending said message or activate call by the service provider with the attached appropriate advertisement; receiving message or call by the mobile phone user through the service provider wherein advertisement is introduced before the message is read or call is activated and scanning the advertisement after reading the message or accepting the call wherein options are displayed in said advertisement in order to provide access to other Internet service provider and the advertiser server.



A SYSTEM AND METHOD OF DELIVERING ADVERTISEMENTS AND SIMILAR PROMOTIONAL MESSAGES TO MOBILE PHONE USERS

FIELD OF THE INVENTION

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The present invention relates to the field of messaging and calling in mobile telecommunications networks. More specifically, the present invention discloses a system and method of delivering advertisements and similar promotional messages to mobile phone users wherein mobile phone users are identified through their personal information, accreditation, preference and location in order to ensure a suitable or appropriate advertisement to the mobile phone users.

BACKGROUND OF THE INVENTION

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In the world of globalization, Information system is such where data are collected, classified and put into process interpreting the result thereon in order to provide an integrated series of information for further communicating and analyzing. In a progressively more spirited worldwide atmosphere, Information System plays the role as 'enabler and facilitator', which endows with tactical values to the officialdom and considerable step up to the excellence of administration. 'An Information System is a particular type of work system that uses information technology to detain, put on the air, store, retrieve, manipulate or display information, thereby partisan one or more other work structure'. In totting up to taking sides' assessment making, co-ordination and control, information systems may also help managers and workers investigate problems, envisage complex subjects and generate new merchandise or services.

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In generating new merchandise or services, advertisers are now looking at various fields where they can deliver advertisements and similar promotional messages to users. The network is now a world wide information highway connecting most of the computer system the entire world. The user can interconnect with the network using various services such as e-mail and the World Wide Web. There are now systems and methods of arranging and posting advertisements over the Internet between advertisers and users. The new advertising medium provided by the network has a number of significant advantages for advertisers. In general, the advertising can, in some instances, be targeted in various ways, such as demographically or reactively. An example of the latter of these is in push

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technology where the user requests certain types of information and this request is used to select the type of advertisement sent to the user along with the requested content. The advertising can not only include audio and video contents as well as simple visual elements, but can also be interactive. For example, by clicking on the advertisement, the user is
5 provided with additional information regarding the product or services and can be given an opportunity to purchase the product or use the services electronically.

However, the advertisement is only processed within the Internet domain. Advertisers are now looking at a more advanced method for the advertisement to reach its
10 targeted users. Mobile telecommunication devices are an attractive channel of communication. At present, an SMS service is chiefly used for providing a mobile phone user with various useful information such as news, traffic information and stock development. In addition, the SMS service is also used for an exchange of short messages between the mobile phone users.

15 The advantage of the portable mobile terminal consists in the portability and mobility. A mobile phone user can be provided with desired information at a desired time and location as soon as a certain event occurs using the SMS service. It is in this advantage that some have come-up with the idea of using portable mobile terminals in providing
20 advertisements to targeted audience/consumers.

United States Published Application 2002/0085027 A1 teaches a method of displaying advertisement using short message service in a portable mobile terminal by an SMS service. The method comprises accessing a web site server of an SMS-based
25 advertisement service provider, to select a desired advertisement and a desired advertisement time and to input a phone number of the portable mobile terminal; receiving advertisement data of the selected advertisement and associated advertisement schedule from the web site server through an SMS message; storing the received advertisement data in a memory in a predetermined advertisement data format; storing the received
30 advertisement schedule data in the memory in a predetermined advertisement schedule data format and displaying on a display of the portable mobile terminal the advertisement data according to the advertisement schedule data. Further, the portable mobile terminal returns to an initial screen after displaying the advertisement data for a time specified in the advertisement schedule data.

United States Published Application 2007/0226061 A1 teaches a system and method of advertisement via mobile terminal comprising providing an advertisement by the advertiser to the service system, followed by delivering the advertisement by the service system to a mobile phone of a user through mobile phone communication network. The user
5 determines to browse the advertisement or not. The user watches and browses the advertisement via the display of the mobile phone.

United States Published Application 2007/0271139 A1 teaches a method and apparatus for delivering advertisements to mobile users through an unstructured
10 supplemental service data bearer in the Global System for Mobile (GSM) or the 3rd generation network (3G). The unstructured supplemental service data is used to send text between a mobile phone and an application program in the network. Said unstructured supplemental service data provides session-based communication in which transactions occur only during a session. Advertisements delivered through the unstructured
15 supplemental service data provide a way for the recipient to respond to the promotional message immediately and often at no cost, as many mobile networks do not bill mobile users for their unstructured supplemental service data traffic. The advertisements are delivered through the unstructured supplemental service data in several ways: by inserting a short text into a message in a mobile-initiated unstructured supplemental service data
20 session, by temporarily diverting a mobile-initiated unstructured supplemental service data session toward an advertisement sub-session, by triggering a network-initiated unstructured supplemental service data session the main purpose of which is the delivery of an advertisement, and by causing a mobile user initiate a structured supplemental service data session the main purpose of which is the delivery of an advertisement.

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United States Published Application 2008/0008295 A1 discloses a system and method of providing advertisement to telephones and mobile phones during the set up of a call connection in a program controlled telephone exchange system comprising the steps of: storing advertisements corresponding to profiles for various phone users; providing the
30 advertisement feeds upon the consent of the phone call initiator over the phone when requested by the telephone exchange; identifying the caller and selecting a suitable advertisement from on-line/off-line server; and connecting the on-line server import source to an Internet site and an output source to the telephone exchange via advertisement and playback circuit.

The Three first prior arts disclose a method and system of delivering advertisement using short message service in a portable mobile terminal. The problem with the above-mentioned prior arts is that advertisements are provided to the mobile phone users without knowing if said advertisements are suited or beneficial to them. In order for advertisements to be effective, advertisers usually identify their target market. The last prior teaches a method of providing advertisement via telephone mobile phone with user request wherein identifying the caller and selecting a suitable advertisement from on-line/off-line server is disclosed. However, the method is limited only to call connection being made by phone users.

OBJECT OF THE INVENTION

It is therefore the primary object of the present invention to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users that would solve the problems identified with the prior arts.

Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection.

Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection wherein mobile phone users are identified through their personal information, accreditation, preference and location in order to ensure a suitable or appropriate advertisement to the mobile phone users.

Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection comprising the steps of:

processing message or call made by a mobile phone user to a service provider or another mobile phone user;

evaluating said message or call made by a mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be inserted to the message or call made by the mobile phone user;

sending said message or activate call by the service provider with the attached appropriate advertisement;

receiving message or call by the mobile phone user through the service provider wherein advertisement is introduced before the message is read or call is activated and

5 scanning the advertisement after reading the message or accepting the call wherein options are displayed in said advertisement in order to provide access to the advertisers server.

Another object of the present invention is to provide for a system and method of
10 delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection comprising the steps of:

processing message or call made by a mobile phone user to a service provider or another mobile phone user;

15 evaluating said message or call made by a mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be inserted to the message or call made by the mobile phone user;

sending said message or activate call by the service provider with the attached appropriate advertisement;

20 receiving message or call by the mobile phone user through the service provider wherein advertisement is introduced before the message is read or call is activated and

scanning the advertisement after reading the message or accepting the call wherein options are displayed in said advertisement in order to provide access to other Internet service provider.

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Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection wherein access to other Internet service provider maybe made through a network router provided to the system.

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Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection wherein identifying appropriate advertisements to be inserted to the message or call made by the mobile phone users may
35 come from a database connected to said InfoAd server.

Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection wherein identifying appropriate advertisements to be inserted to the message or call made by the mobile phone users may
5 come from a database connected to said InfoAd server containing personal information, location and accreditation regarding the mobile phone user.

Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through
10 short messaging service (SMS) and call connection wherein present location of the mobile phone user maybe made through the service provider.

Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through
15 short messaging service (SMS) and call connection comprising a service provider, an InfoAd server and database.

Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through
20 short messaging service (SMS) and call connection comprising a service provider, an InfoAd server and database wherein said database contains personal information, location and accreditation of the mobile phone user, preference of registered mobile phone users and advertisements provided by advertisers.

25 Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection comprising a service provider, an InfoAd server and database wherein said InfoAd server is connected to advertiser server.

30 Another object of the present invention is to provide for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection comprising a service provider, an InfoAd server and database wherein said InfoAd server is connected to other internet service provider.

At the outset of the description that follows, it is to be understood that ensuring the description illustrates only the particular form of this invention. However, such particular from is only exemplary embodiment without intending to imply any limitation on the scope of the invention. Accordingly, the description is to be understood as an exemplary
5 embodiment and the invention not to be taken restrictively on reading.

The foregoing description outlined is rather broadly preferred alternative feature of the present invention. Anyone skilled in the art may better understand the detailed description of the invention that follows.
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Additional feature of the invention will be described hereinafter that from the subject of claims of the invention. Those skilled in the art should appreciate that they can readily use the disclosure and specific embodiments as a basic for designing and modifying other structure for carrying out the same purpose/concept of the present invention.
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The nature of the present invention and the manner in which the invention is to be performed are clearly described in the following detailed description with the aid of the drawings.

20 **BRIEF DESCRIPTION OF THE DRAWINGS**

Figure 1 is a flow chart showing the first embodiment of the present invention for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection.
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Figure 2 is a flow chart showing the second embodiment of the present invention for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection.

30 Figure 3 is a diagram illustrating a communication network for delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection.

Figure 4 is a pictorial image of the database showing the different information
35 regarding the registered mobile phone user and advertisements provided by the advertisers:

DETAILED DESCRIPTION

The present invention contemplates a variety of techniques in delivering advertisements and similar promotional messages to mobile phone users. The invention will now be described in greater detail with preferred embodiments of the invention and illustration attached. Reference throughout the specification to "InfoAd Server" refer to Information and Advertisement Server". Nevertheless, it should be recognized that the preferred embodiments of the invention is only for illustrating. Besides the preferred embodiment mentioned here, present invention can be practiced in a wide range of other embodiments besides those explicitly described, and the scope of the present invention is expressly not limited except as specified in the accompanying claims.

The present invention discloses a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection generally designated by reference numeral 10. With reference to Figure 1, there is illustrated a flow chart of the present invention 10 comprising the steps of processing 11 said message or call made by a mobile phone user to a service provider or another mobile phone user; evaluating 12 said message or call made by a mobile phone user through an InfoAd server connected to the server of the service provider; identifying 13 appropriate advertisement to be inserted to the message or call made by the mobile phone user and sending 14 said message or activate call by the service provider with the attached appropriate advertisement; receiving 15 message or call by the mobile phone user through the service provider wherein advertisement is introduced before the message is read or call is activated, and scanning 16 the advertisement after reading the message or accepting the call wherein options are displayed in said advertisement in order to provide access to the advertisers server. As soon as the mobile phone user finishes reading the message or accepting the call, he or she may scan the advertisement for possible extended services that may be provided by the advertiser server. Options are to be displayed so that the mobile phone user can communicate directly with the advertiser's server if he or she is interested with the advertised product.

With reference to Figure 2 there is shown a second embodiment of the present invention for a system and method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) and call connection 10 comprising the steps of processing 11 said message or call made by a mobile phone user

to a service provider or another mobile phone user; evaluating 12 said message or call made by a mobile phone user through an InfoAd server connected to the server of the service provider; identifying 13 appropriate advertisement to be inserted to the message or call made by the mobile phone user; sending 14 said message or activate call by the service
5 provider with the attached appropriate advertisement; receiving 15 message or call by the mobile phone user through the service provider wherein advertisement is introduced before the message is read or call is activated, and scanning 16 the advertisement after reading the message or accepting the call wherein options are displayed in said advertisement in order to provide access to other Internet service provider. This is where the registered
10 mobile phone user can make use of the services offered by other Internet service provider to answer other inquiries other than the advertisement introduced in his or her mobile phone. This process widens the scope of acquiring information for the mobile phone users. Moreover, as illustrated in Figure 3 there is shown a diagram illustrating a communication network for delivering advertisements and similar promotional messages to mobile phone
15 users through short messaging service (SMS) and call connection 10 showing registered mobile phones 17 connected to a mobile network 18 which in turn is connected to a service provider 19. An InfoAd server 20 is attached to said service provider 19 that will process said message or call made by a mobile phone user to a service provider or another mobile phone user; evaluate said message or call made by a mobile phone user and identify
20 appropriate advertisement to be inserted to the message or call made by the mobile phone user. Connected to said InfoAd server 20 are advertiser server 21 where advertisements come, database 22 where information regarding the registered mobile phone user and advertisements are provided and other Internet provider 23 to facilitate a wider scope of information inquiry. Also provided on said InfoAd server 20 is a network router 24 to
25 facilitate accurate and appropriate distribution of advertisements to the registered mobile phone users 17.

With reference to Figure 4, there is shown a pictorial image of the database showing the different information regarding the registered mobile phone user 17 and advertisements
30 provided by the advertisers. Such information regarding the mobile phone user 17 may include complete personal information 25, accreditation of registered mobile users 26, preference of registered mobile phone users 27, location of the registered mobile phone users 28 and advertisements provided by the advertisers 29.

In addition to the above mentioned examples, various other modifications and alterations of the invention may be made without departing from the invention. Accordingly, the above disclosure is not to be considered as limiting and the appended claims are to be interpreted as encompassing the true spirit and the entire scope of the invention.

CLAIMS:

1. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing message made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said message made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be inserted to the message made by the registered mobile phone user;

sending said message by the service provider with the attached appropriate advertisement;

receiving message by another registered mobile phone user through the service provider wherein advertisement is introduced before the message is read;

scanning the advertisement after reading the message wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement, and

connecting said mobile phone user to the advertiser server.

2. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing message made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said message made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be forwarded to the registered mobile phone user who send the message;

sending said appropriate advertisement to the registered mobile phone user by the service provider;

scanning the appropriate advertisement wherein options are displayed in said advertisement in order to provide access to the advertisers server;
selecting an option displayed in the attached advertisement , and
connecting said mobile phone user to the advertiser server.

3. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing message made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said message made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be inserted to the message made by the registered mobile phone user;

sending said message by the service provider with the attached appropriate advertisement;

receiving message by the registered mobile phone user through the service provider wherein advertisement is introduced before the message is read;

scanning the advertisement after reading the message wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement, and

connecting said mobile phone user to other Internet service provider.

4. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing message made by a registered mobile phone user to a service provider or another mobile phone user;

evaluating said message made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be forwarded to the registered mobile phone user who send the message;

sending said appropriate advertisement to the registered mobile phone user by the service provider;;

scanning the appropriate advertisement wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement , and

connecting said mobile phone user to other Internet service provider.

5. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claims 1-4 wherein access to other internet service provider maybe made through a network router provided to the system.

6. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 5 wherein identifying appropriate advertisements to be inserted to the message made by the registered mobile phone users may come from a database connected to said InfoAd server.

7. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 5 wherein identifying appropriate advertisements to be inserted to the message made by the registered mobile phone users may come from a database connected to said InfoAd server containing personal information, location and accreditation regarding the registered mobile phone user.

8. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 5 wherein present location of the registered mobile phone user maybe made through the service provider.

9. A method of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 5 wherein ad images, ad web sites or similar ad graphics or info can be tagged or bookmarked and either be saved within the phones memory for future re-display or other purposes(print, filing, attachment) or simply be used as reference and can be

manually or electronically linked(e. bluetoothed) to a desktop computer for further processing.

10. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising a mobile phone, a service provider, an InfoAd server and database.

11. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising a mobile phone, a service provider, an InfoAd server and database wherein said database contains personal information, location and accreditation of the mobile phone user, preference of registered mobile phone users and advertisements provided by advertisers.

12. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising a mobile phone, a service provider, an InfoAd server and database wherein said InfoAd server is connected to advertiser server.

13. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) comprising a mobile phone, a service provider, an InfoAd server and database wherein said InfoAd server is connected to other Internet service provider.

14. A system of delivering advertisements and similar promotional messages to mobile phone users through short messaging service (SMS) as claimed in claim 10 wherein ad images, ad web sites or similar ad graphics or info can be tagged or bookmarked and either be saved within the phones memory for future re-display or other purposes (print, filing, attachment) or simply be used as reference and can be manually or electronically linked(e. bluetoothed) to a desktop computer for further processing.

15. A method of delivering advertisements and similar promotional messages to mobile phone users through call connection comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing call made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said call made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be inserted to the call made by the registered mobile phone user;

sending call by the service provider with the attached appropriate advertisement;

receiving the call by another registered mobile phone user through the service provider wherein advertisement is introduced before the call is activated;

scanning the advertisement after the call is accepted wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement, and
connecting said mobile phone user to the advertiser server.

16. A method of delivering advertisements and similar promotional messages to mobile phone users through call connection comprising the steps of:

registering mobile phone users in order to have access to said advertisements and similar promotional messages;

processing calls made by a registered mobile phone user to a service provider or another registered mobile phone user;

evaluating said call made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

identifying appropriate advertisement to be forwarded to the registered mobile phone user who made the call;

sending said appropriate advertisement to the registered mobile phone user by the service provider;

scanning the appropriate advertisement wherein options are displayed in said advertisement in order to provide access to the advertisers server;

selecting an option displayed in the attached advertisement , and
connecting said mobile phone user to the advertiser server.

17. A method of delivering advertisements and similar promotional messages to mobile phone users through call connection comprising the steps of:

- registering mobile phone users in order to have access to said advertisements and similar promotional messages;

- processing calls made by a registered mobile phone user to a service provider or another registered mobile phone user;

- evaluating said calls made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

- identifying appropriate advertisement to be inserted to the call made by the registered mobile phone user;

- sending said call by the service provider with the attached appropriate advertisement;

- receiving call by the registered mobile phone user through the service provider wherein advertisement is introduced before call is activated;

- scanning the advertisement after taking the call wherein options are displayed in said advertisement in order to provide access to the advertisers server;

- selecting an option displayed in the attached advertisement, and

- connecting said mobile phone user to other Internet service provider.

18. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising the steps of:

- registering mobile phone users in order to have access to said advertisements and similar promotional messages;

- processing calls made by a registered mobile phone user to a service provider or another mobile phone user;

- evaluating said call made by a registered mobile phone user through an InfoAd server connected to the server of the service provider;

- identifying appropriate advertisement to be forwarded to the registered mobile phone user who made the call;

- sending said appropriate advertisement to the registered mobile phone user by the service provider;;

- scanning the appropriate advertisement wherein options are displayed in said advertisement in order to provide access to the advertisers server;

- selecting an option displayed in the attached advertisement , and

- connecting said mobile phone user to other Internet service provider.

19. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claims 15 to 18 wherein access to other internet service provider maybe made through a network router provided to the system.

20. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 19 wherein identifying appropriate advertisements to be inserted to the call made by the registered mobile phone users may come from a database connected to said InfoAd server.

21. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 19 wherein identifying appropriate advertisements to be inserted to the call made by the registered mobile phone users may come from a database connected to said InfoAd server containing personal information, location and accreditation regarding the registered mobile phone user.

22. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 19 wherein present location of the registered mobile phone user maybe made through the service provider.

23. A method of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 19 wherein ad images, ad web sites or similar ad graphics or info can be tagged or bookmarked and either be saved within the phones memory for future re-display or other purposes (print, filing, attachment) or simply be used as reference and can be manually or electronically linked(e. bluetoothed) to a desktop computer for further processing.

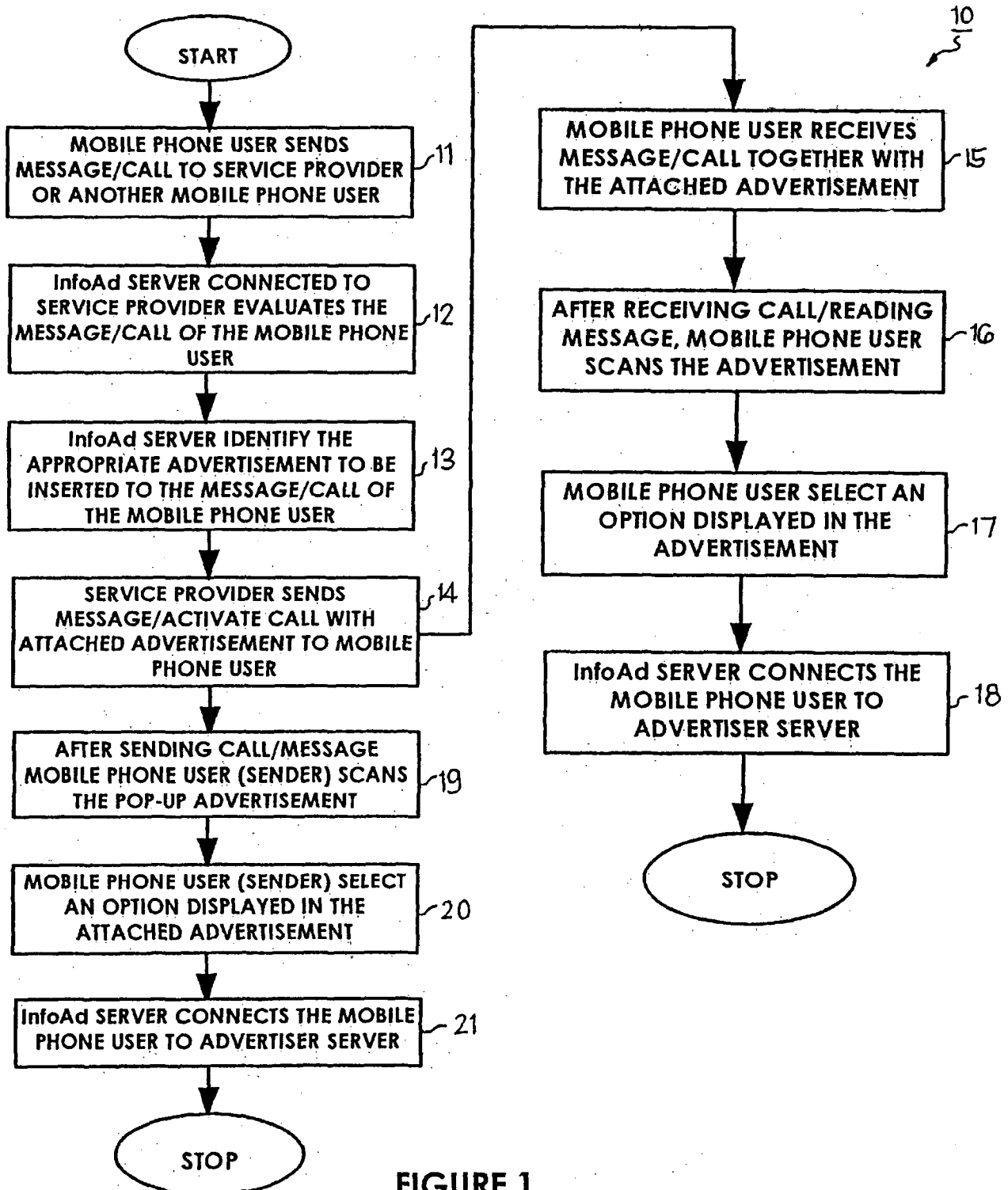
24. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising a mobile phone, a service provider, an InfoAd server and database.

25. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising a mobile phone, a service provider, an InfoAd server and database wherein said database contains personal information, location and accreditation of the mobile phone user, preference of registered mobile phone users and advertisements provided by advertisers.

26. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising a mobile phone, a service provider, an InfoAd server and database wherein said InfoAd server is connected to advertiser server.

27. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls comprising a mobile phone, a service provider, an InfoAd server and database wherein said InfoAd server is connected to other Internet service provider.

28. A system of delivering advertisements and similar promotional messages to mobile phone users through voice calls as claimed in claim 23 wherein ad images, ad web sites or similar ad graphics or info can be tagged or bookmarked and either be saved within the phones memory for future re-display or other purposes (print, filing, attachment) or simply be used as reference and can be manually or electronically linked(e. bluetoothed) to a desktop computer for further processing.



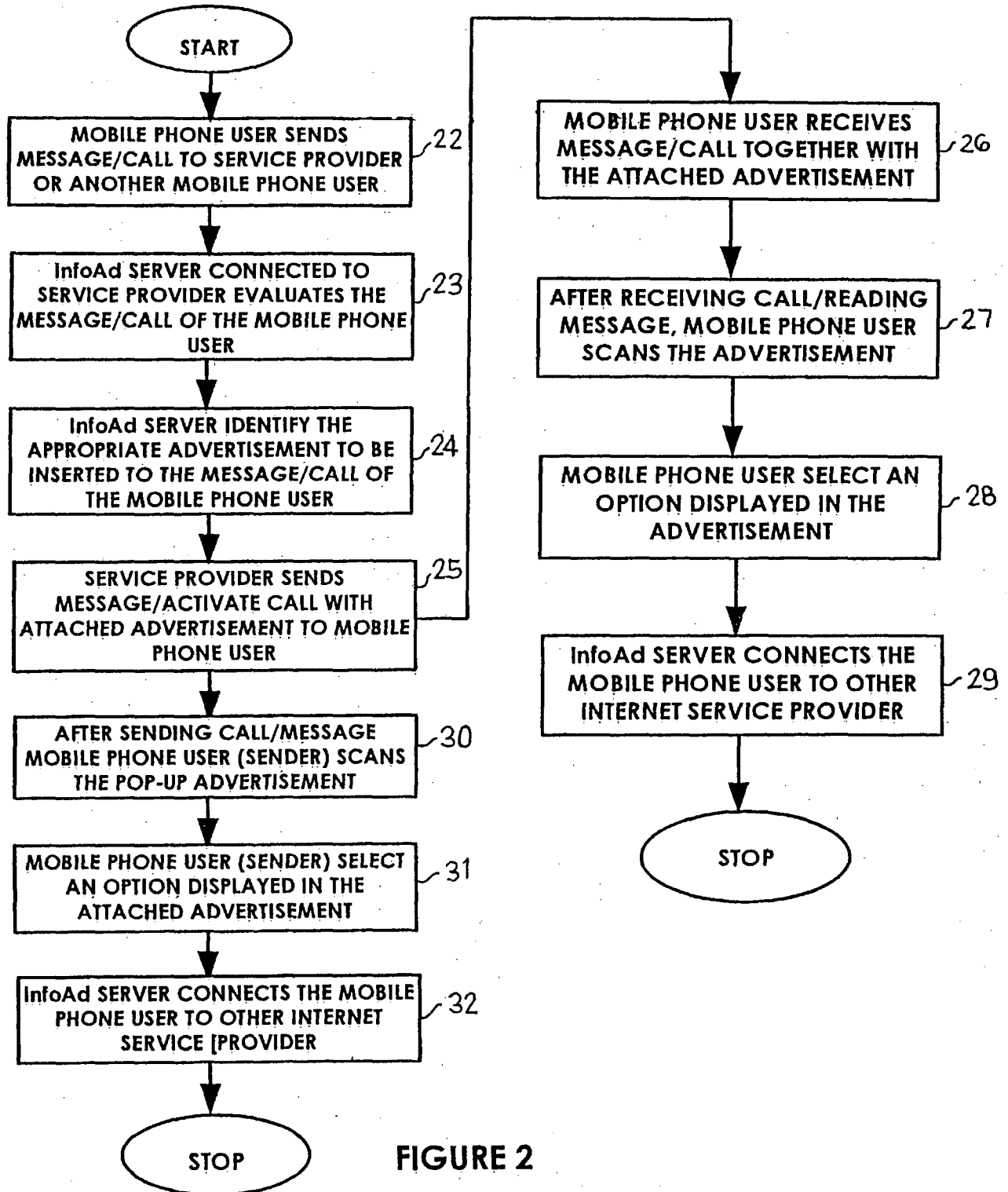


FIGURE 2

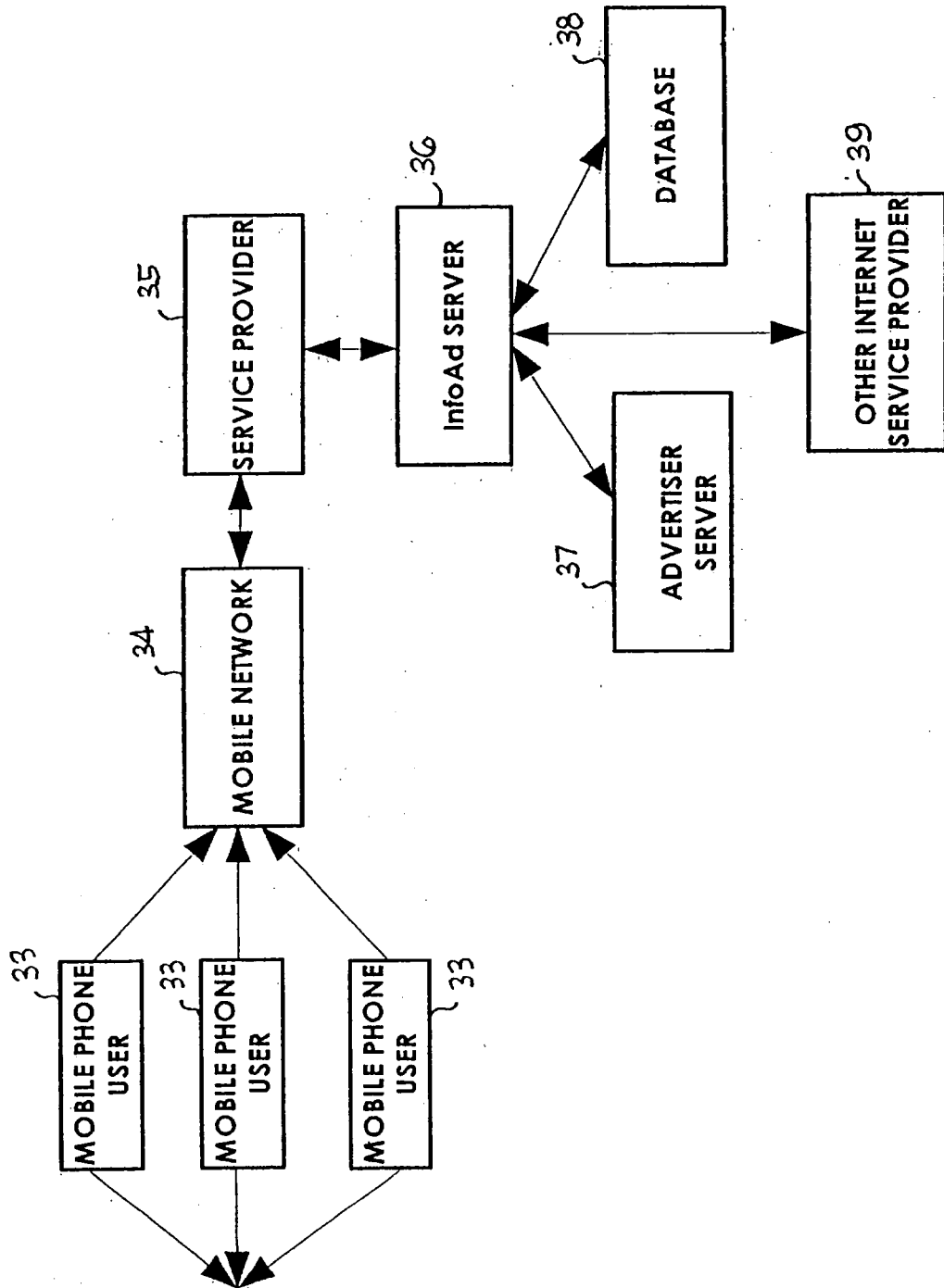
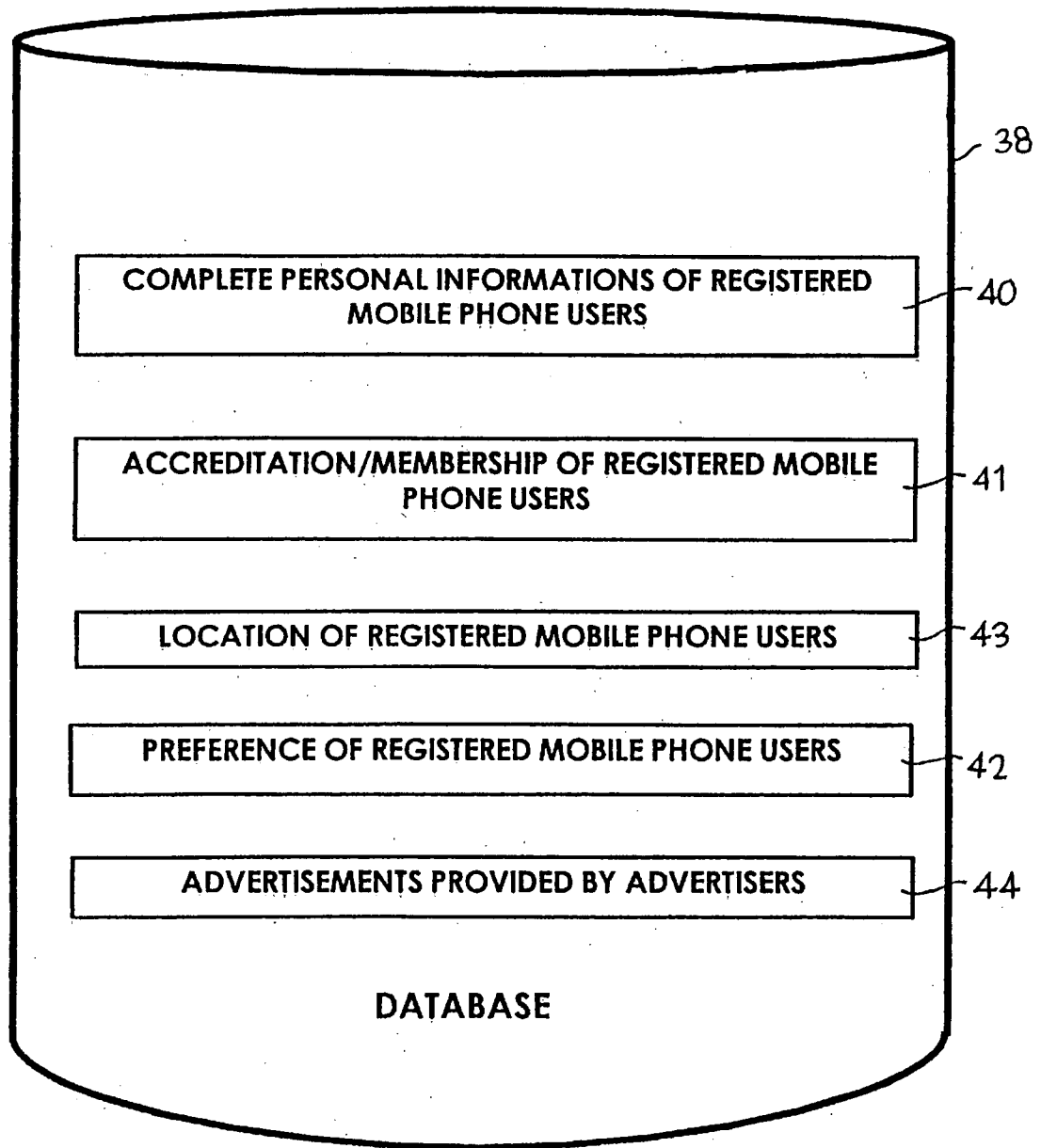


FIGURE 3

**FIGURE 4**