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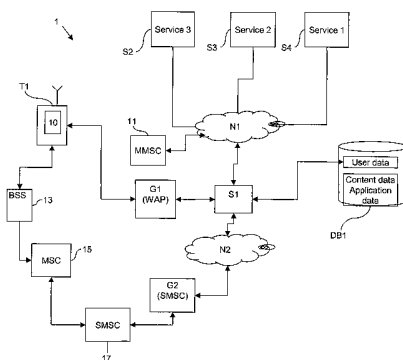
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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR DISTRIBUTING DATA TO MOBILE DEVICES



(57) Abstract: Embodiments of the invention are concerned with a method and a system for distributing mobile applications, in particular to aspects of receiving, processing and displaying advertisements on mobile terminals. In one aspect, embodiments provide a data visualization method for use in visualizing data on a mobile terminal, the mobile terminal comprising a display area and being adapted to receive process data comprising an executable process, the method comprising the steps of: arranging for the mobile terminal to receive a visualization request from the process; arranging for the mobile terminal to select data in accordance with the visualization request; and arranging for the mobile terminal to perform a visualization process in which the selected data are displayed in the display area, in which execution of at least part of the executable process is paused until the visualization process has been completed. Thus with embodiments of the invention mobile terminals are configured to process an executable process which makes calls for data to be displayed to the user of the terminal. Preferably the data to be displayed are retrieved from a store of advertisement data, and are selected in dependence on a characteristic relating to preferences of the user. In at least one embodiment, the executable process is a game and the game is paused for the purposes of displaying these selected data when the game reaches a particular level. In another embodiment the executable process might be a news relaying application configured to retrieve and display news stories.

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INTERNATIONAL SEARCH REPORT

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According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) IPC 7 G06F H04M H04Q		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
Electronic data base consulted during the international search (name of data base and, where practical, search terms used) EPO-Internal, WPI Data, PAJ		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2003/144022 A1 (HATCH RICHARD) 31 July 2003 (2003-07-31) paragraphs [0033] - [0055]; figures 3-7	1-7, 18-21
Y		9
A		8,12
Y	EP 1 043 905 A (PHONE COM INC) 11 October 2000 (2000-10-11) paragraphs [0037] - [0039]	9
X	US 2002/004743 A1 (KUBO MAKOTO ET AL) 10 January 2002 (2002-01-10) paragraphs [0049], [0050]; figures 7,8	41
<input type="checkbox"/> Further documents are listed in the continuation of box C. <input checked="" type="checkbox"/> Patent family members are listed in annex.		
° Special categories of cited documents :		
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INTERNATIONAL SEARCH REPORT

International application No.
PCT/GB2004/003890

Box II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

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

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

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

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

Box III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

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

see additional sheet

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

1-21, 41

Remark on Protest

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

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

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

1. claims: 1-21,41

Method for selecting and visualising received data on the display of a mobile terminal, where execution of at least part of an executable process is paused until the visualisation process has been completed.

2. claims: 22-24

Mobile terminal arranged to receive and display advertisement data, wherein said advertisement data have been transmitted from a remote terminal in dependence on preference data relating to the mobile terminal.

3. claims: 25-33

Method of changing the operational status of a mobile terminal by receiving data indicative of an unlocking code from an authentication system.

4. claims: 34-40

A software component for controlling movement of an advertisement image on the display area of a mobile terminal by wirelessly transmitting movement instructions to the mobile terminal.
