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(54) **SYSTEM FOR PROVIDING
ADVERTISEMENT INFORMATION**

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(57) **ABSTRACT**

Disclosed herein is a system for providing advertisement information. The system includes a mobile terminal, a panel unit, and an advertisement management server. The mobile terminal operates in card mode in its initial stage, switches to read mode in response to a request for mode-switching, searches for and output AID information, and receives the data of advertisement media using tagging. The panel unit switches from read mode in its initial stage to card mode in response to a request for mode-switching from the mobile terminal, outputs received advertisement media as multimedia, and radiates and transfers the advertisement media as data when the mobile terminal performs the tagging. The advertisement management server searches for or create in real time the advertisement media and outputs and provides the advertisement media, together with a matched tag applet in response to a request from the panel unit.

10000

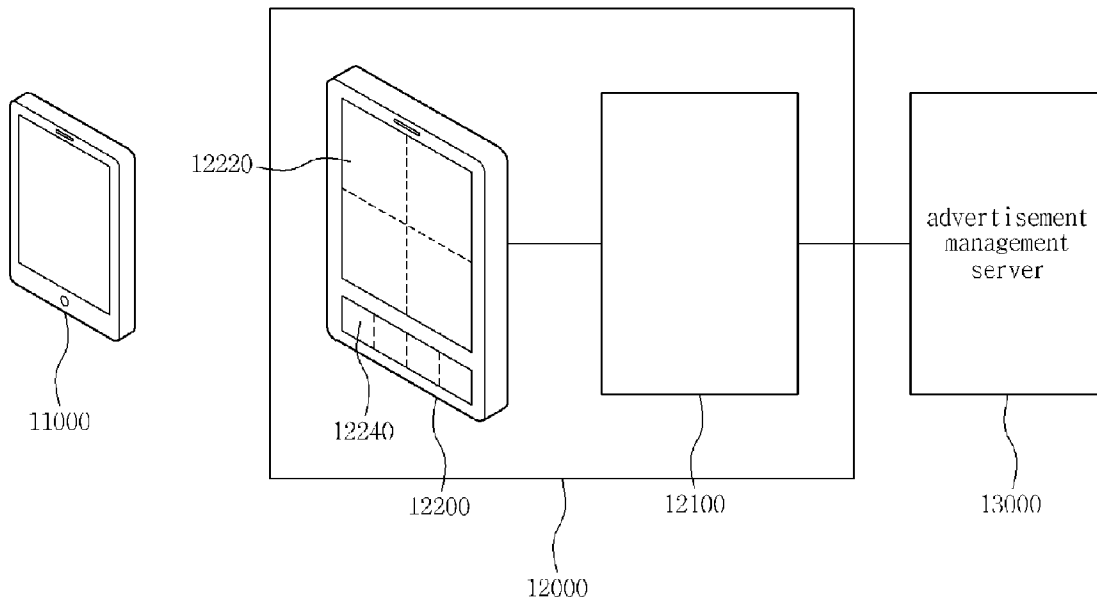


FIG. 1

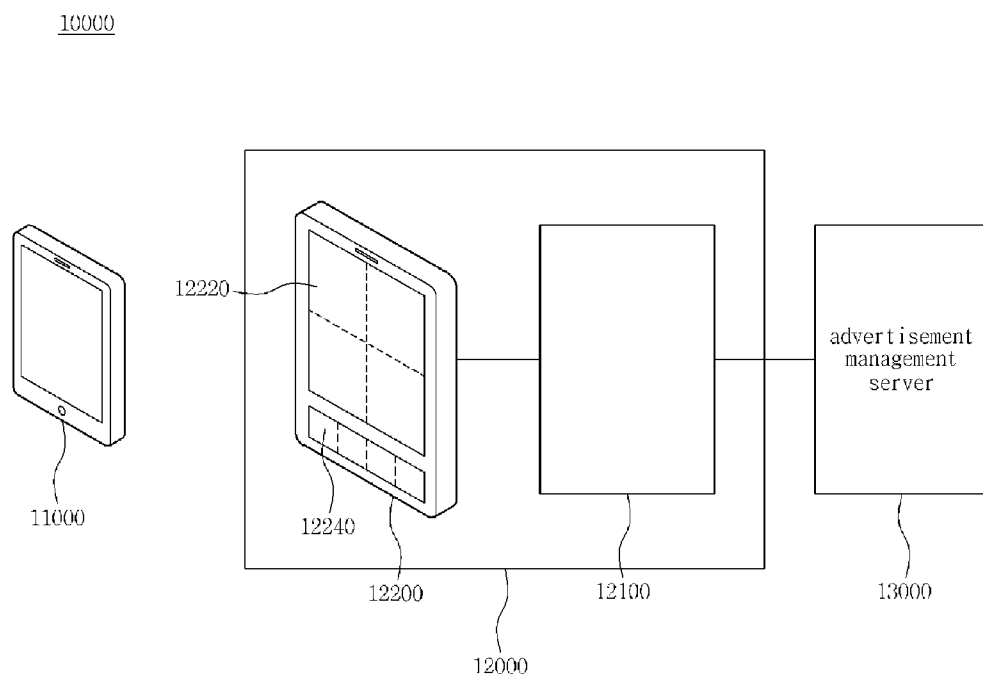


FIG. 2

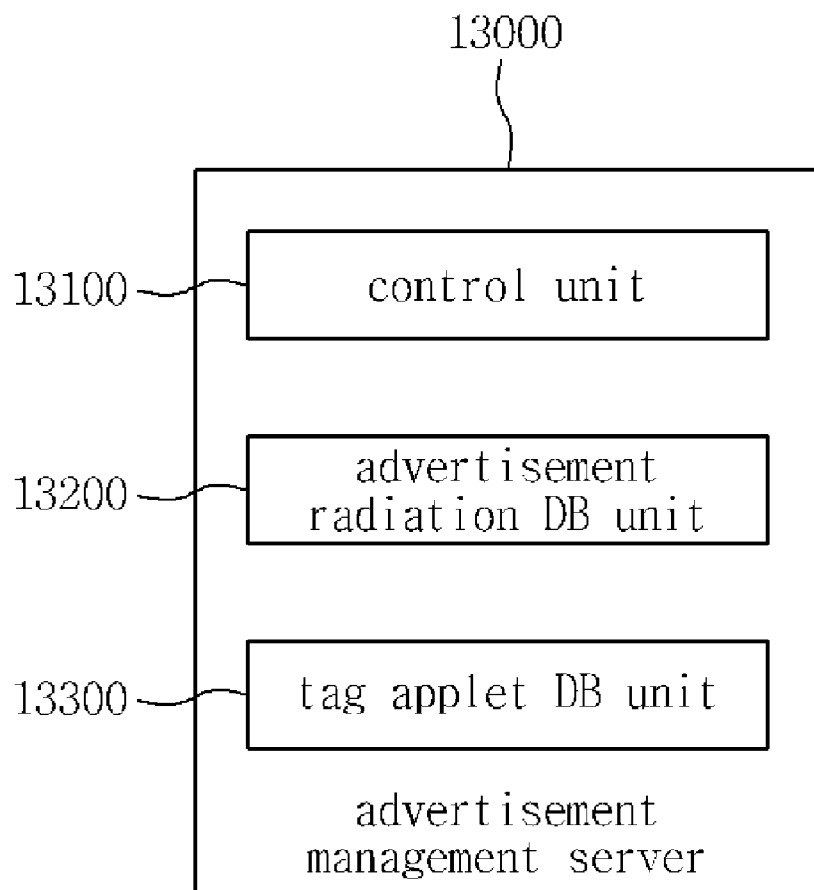


FIG. 3

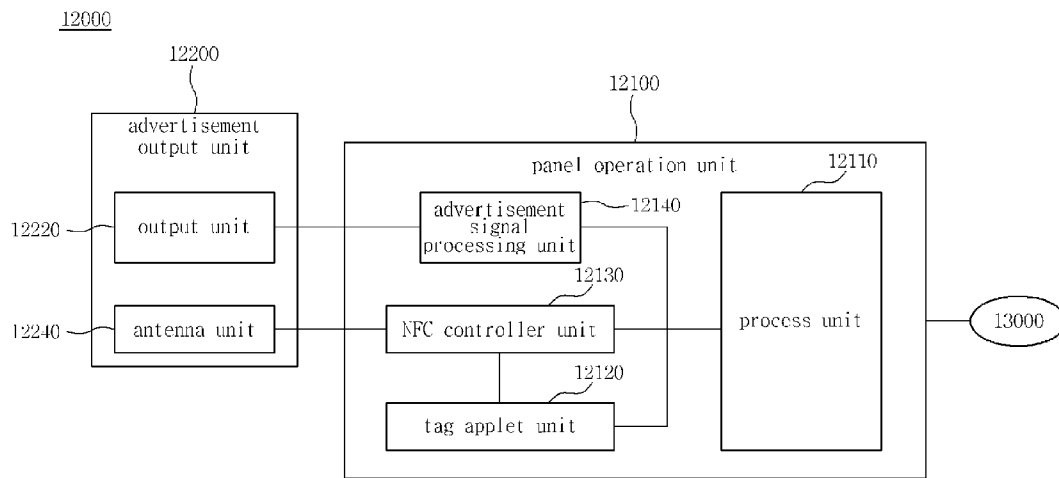


FIG. 4

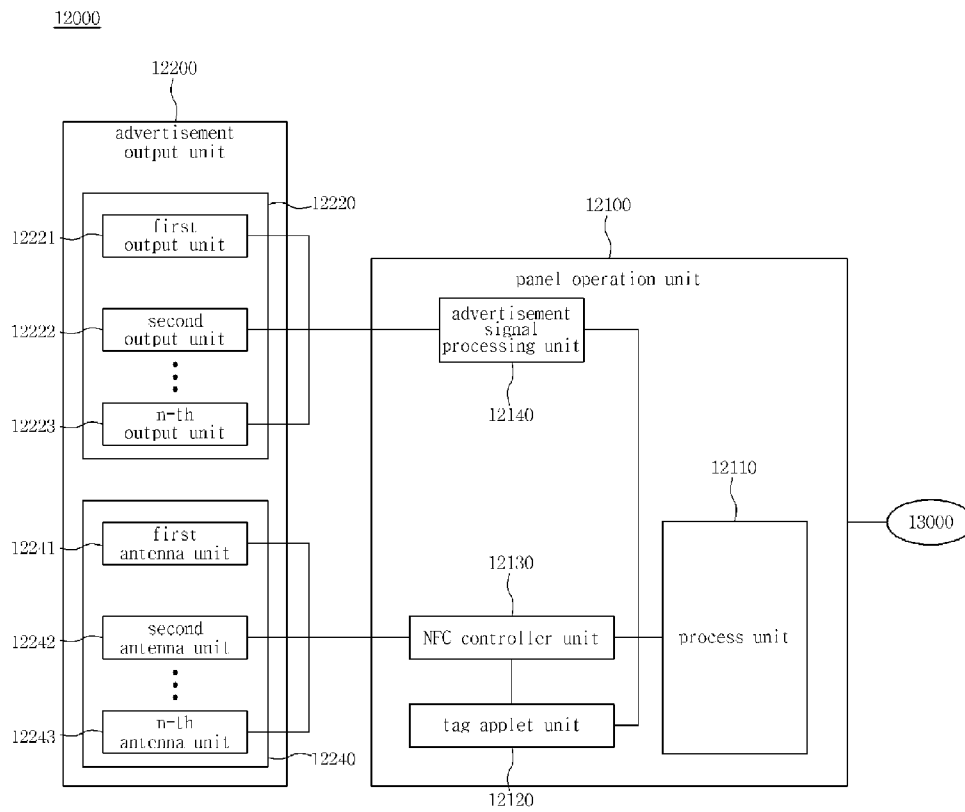


FIG. 5

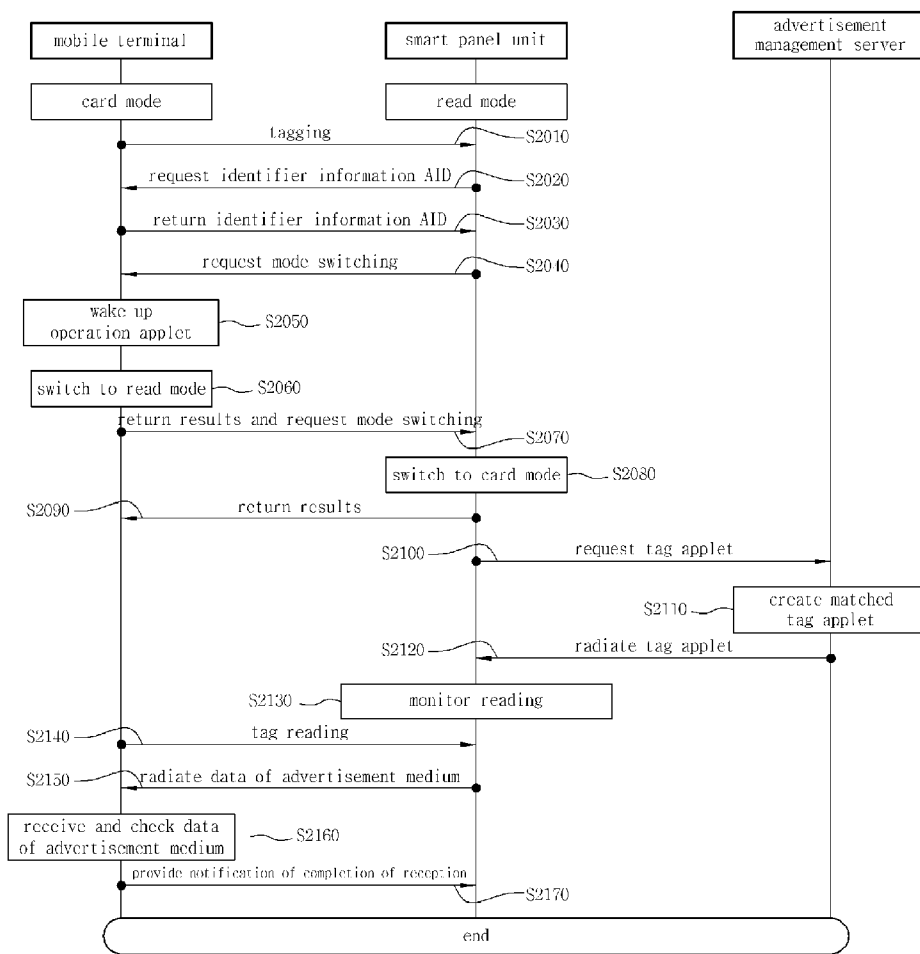


FIG. 6

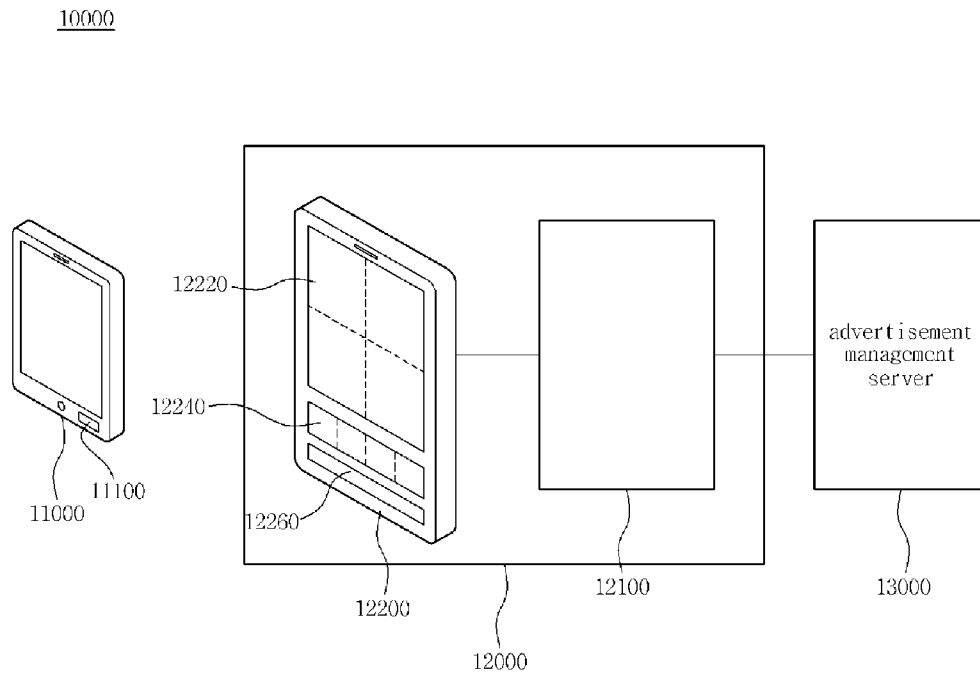


FIG. 7

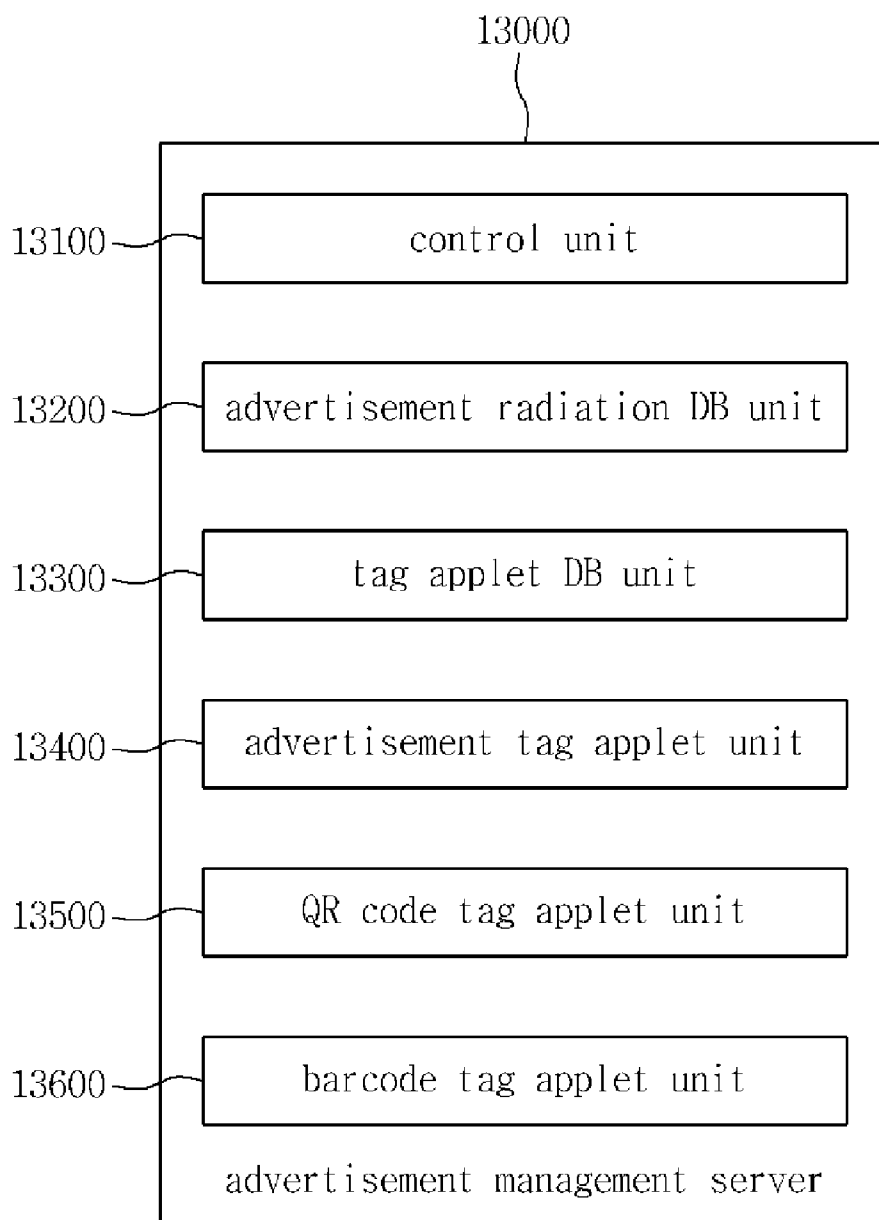


FIG. 8

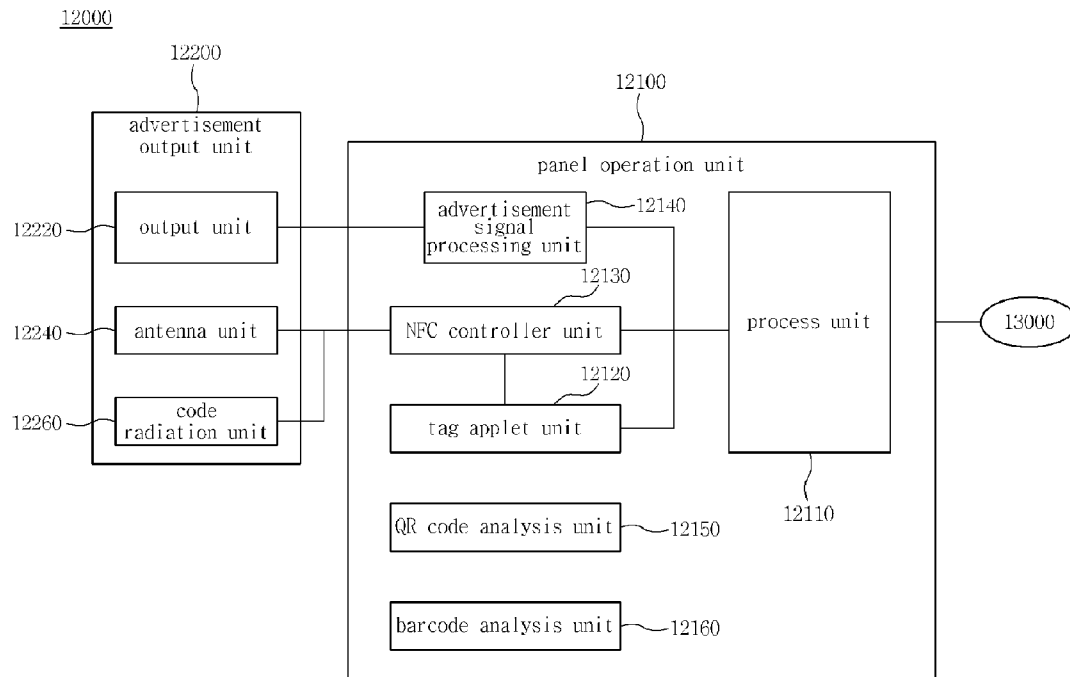


FIG. 9

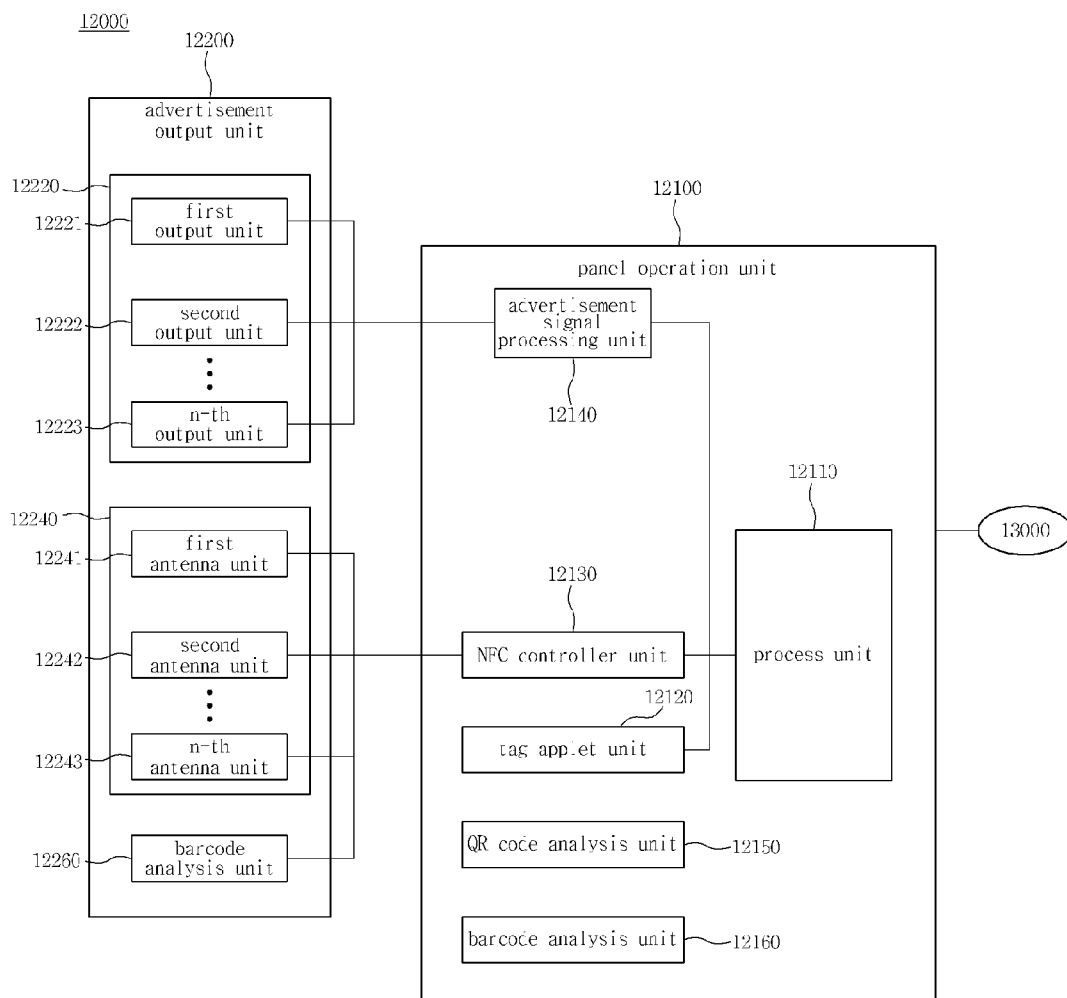


FIG. 10

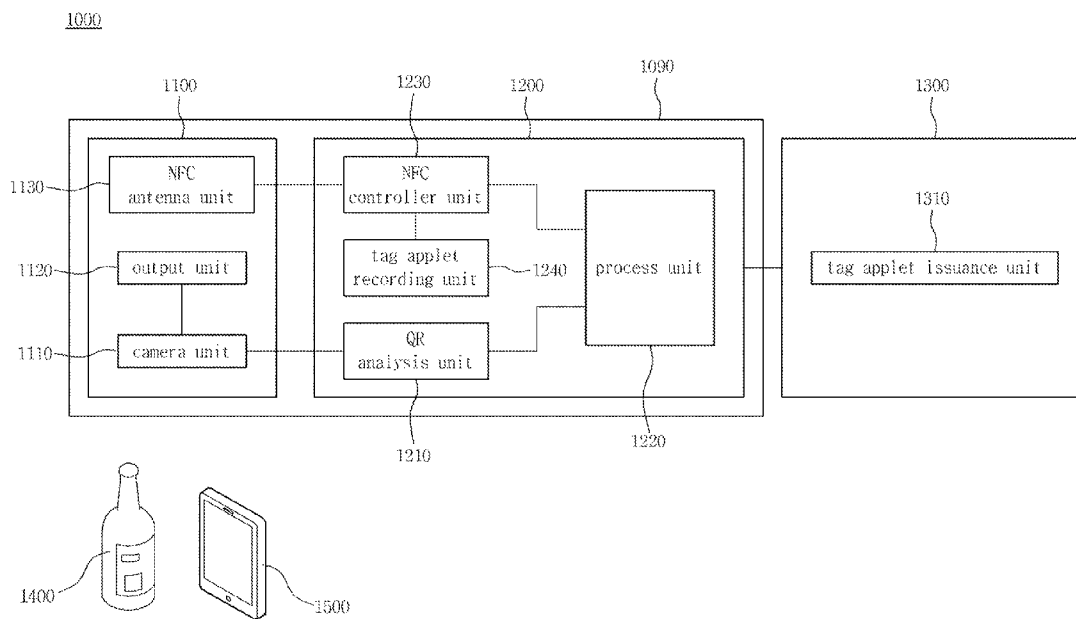


FIG. 11

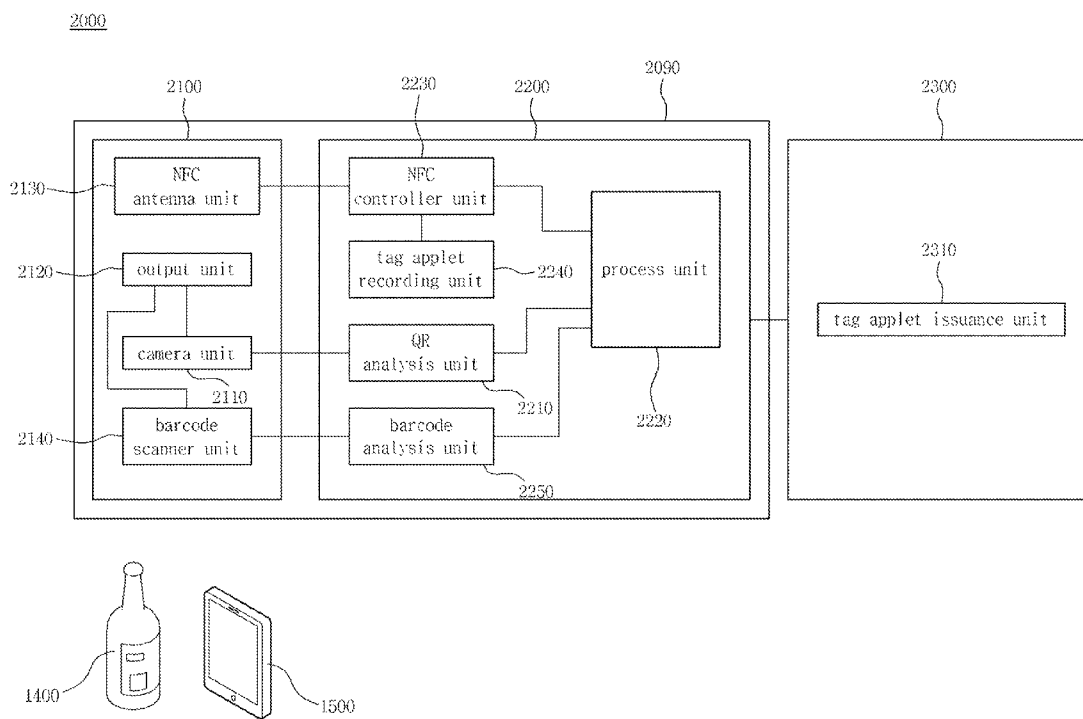


FIG. 12

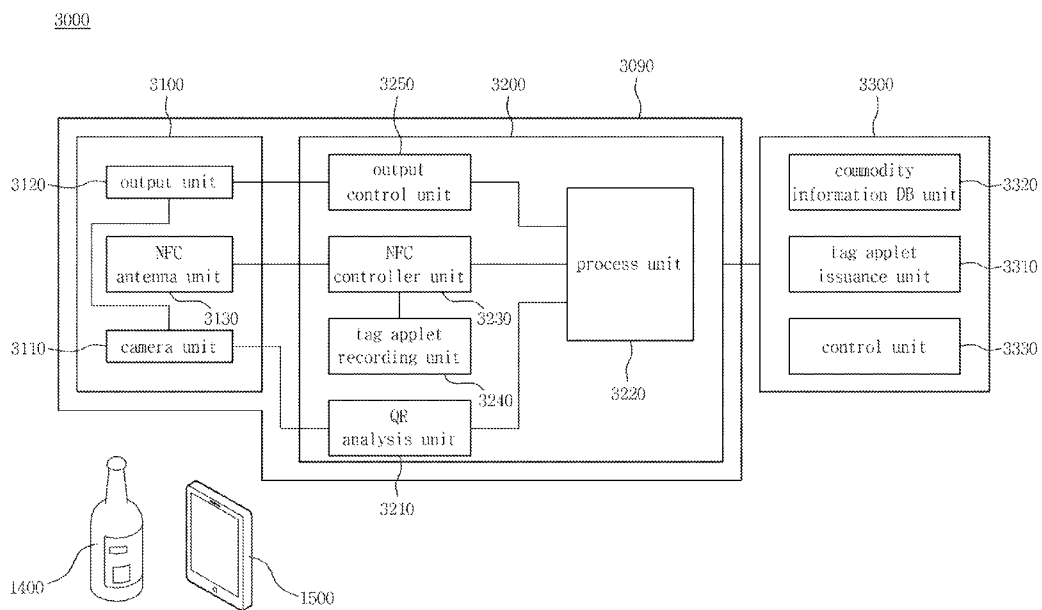


FIG. 13

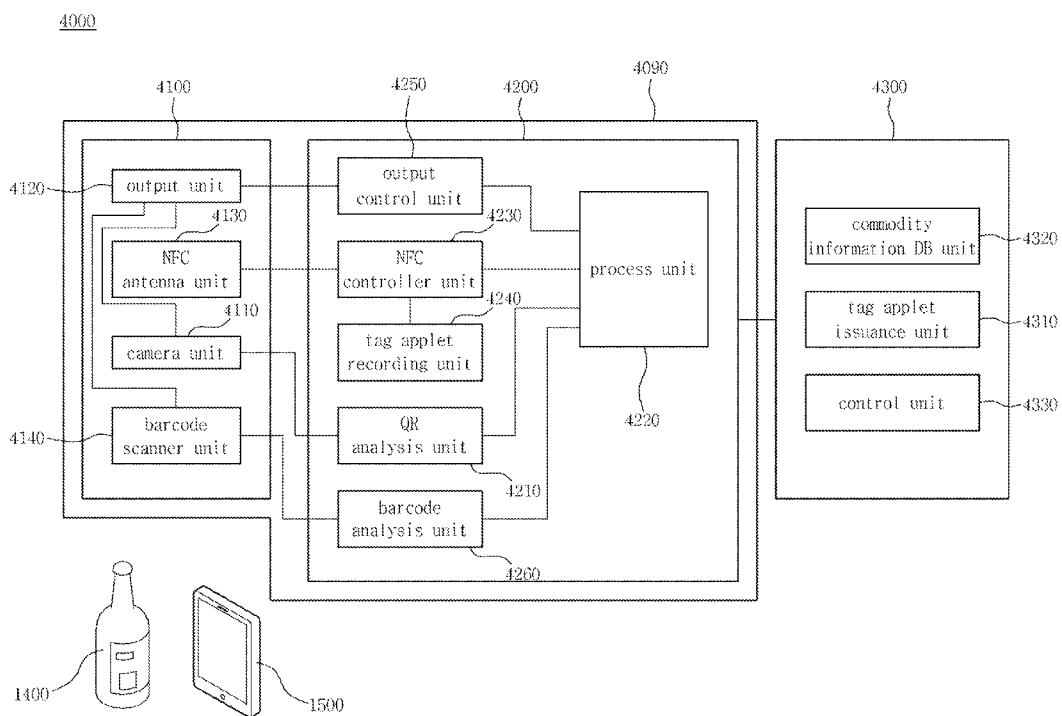


FIG. 14

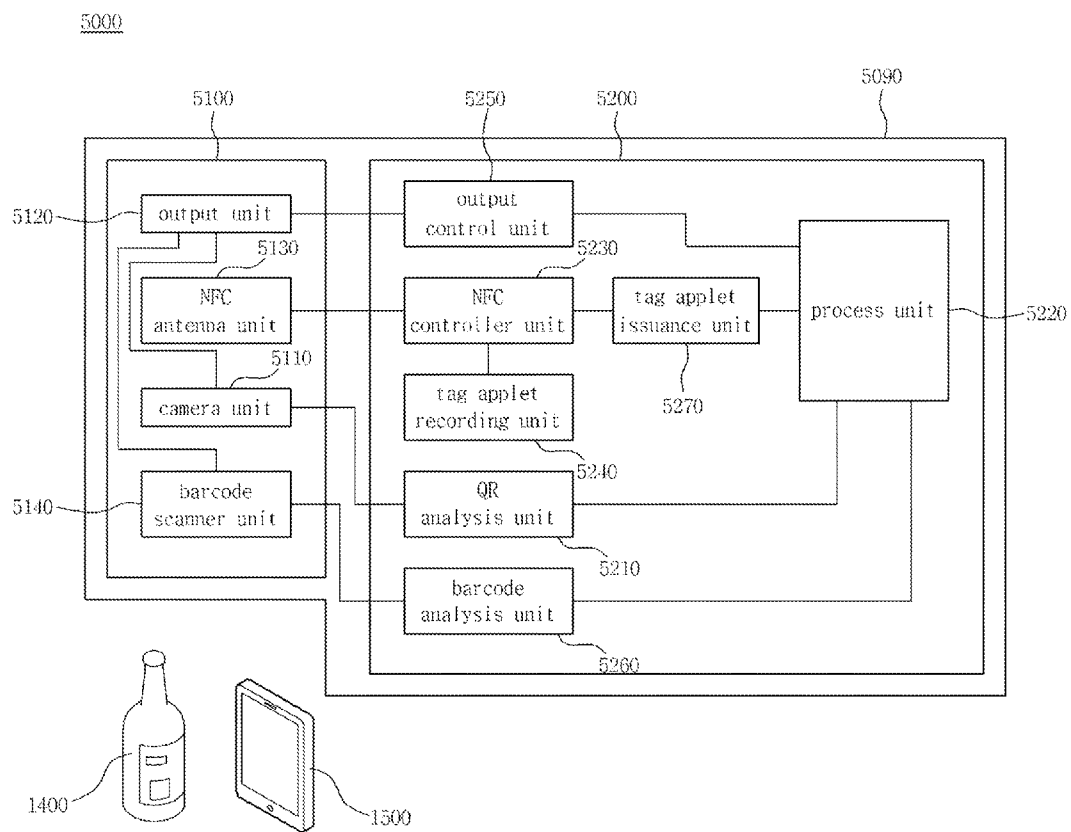


FIG. 15

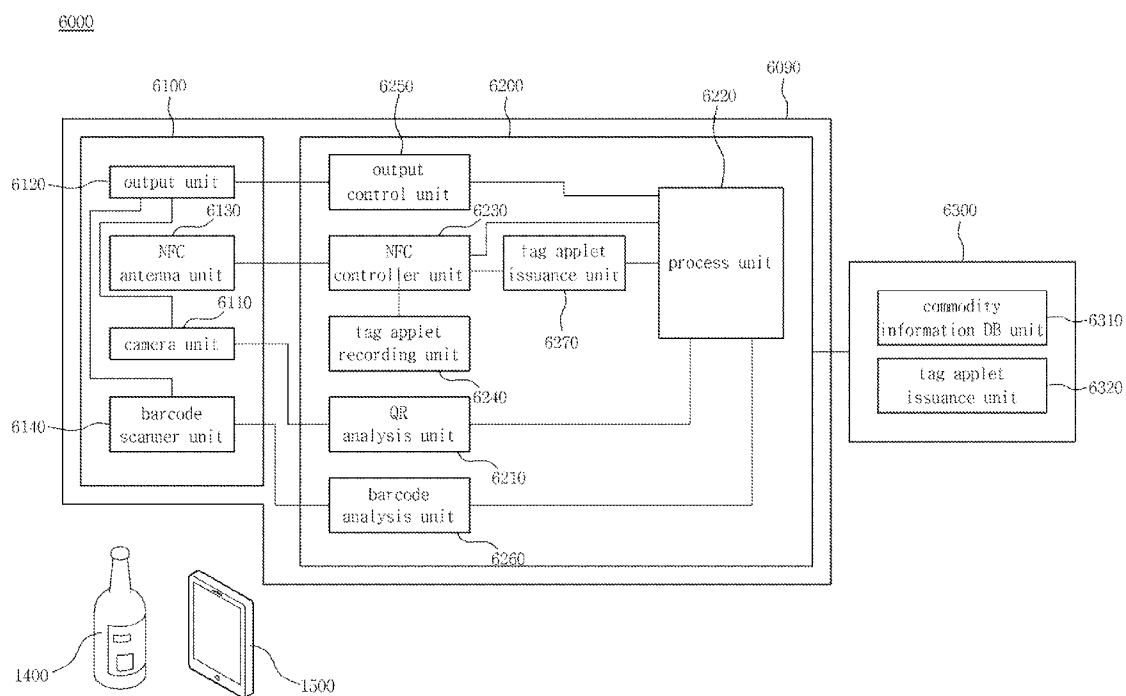


FIG. 16

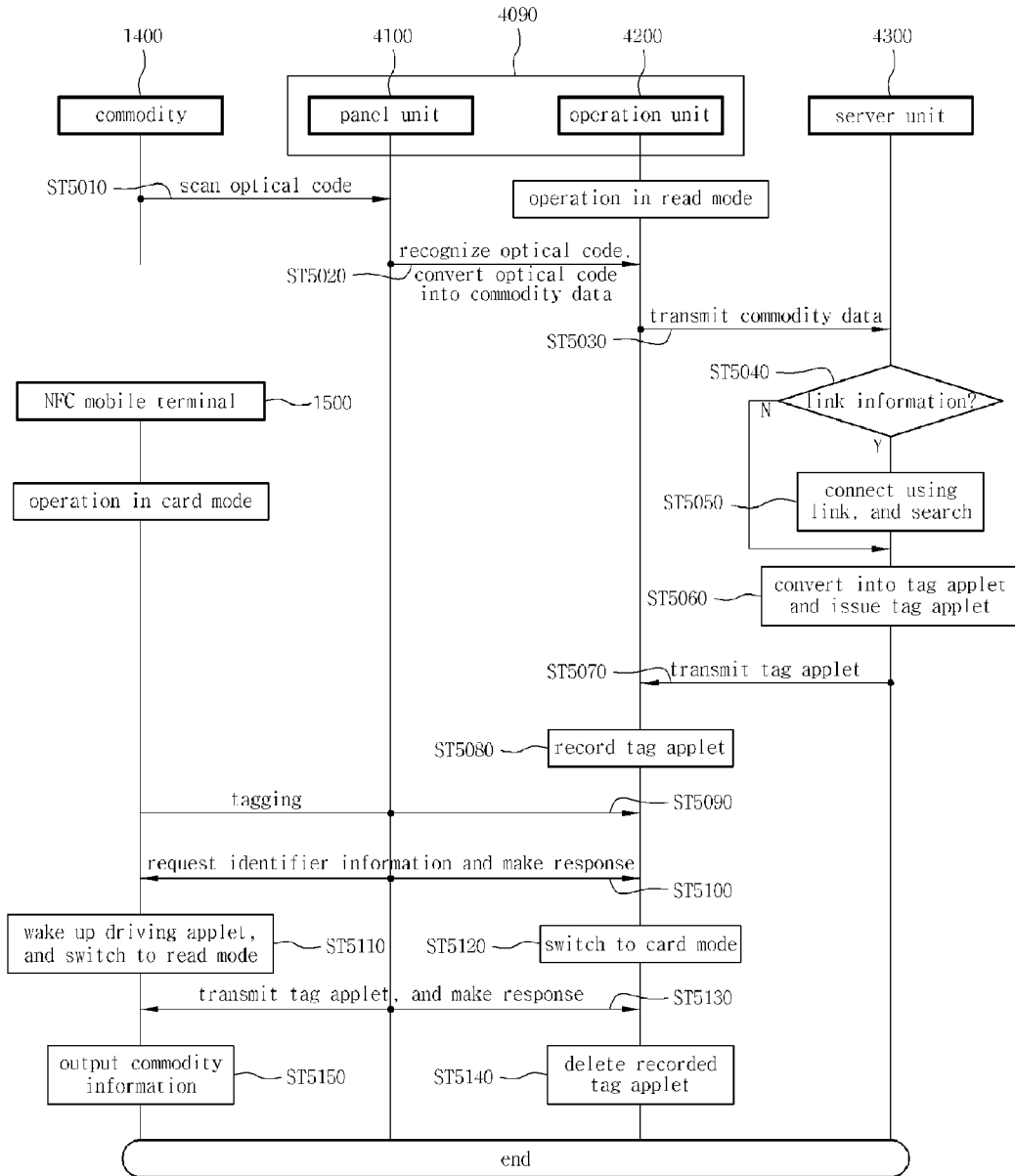


FIG. 17

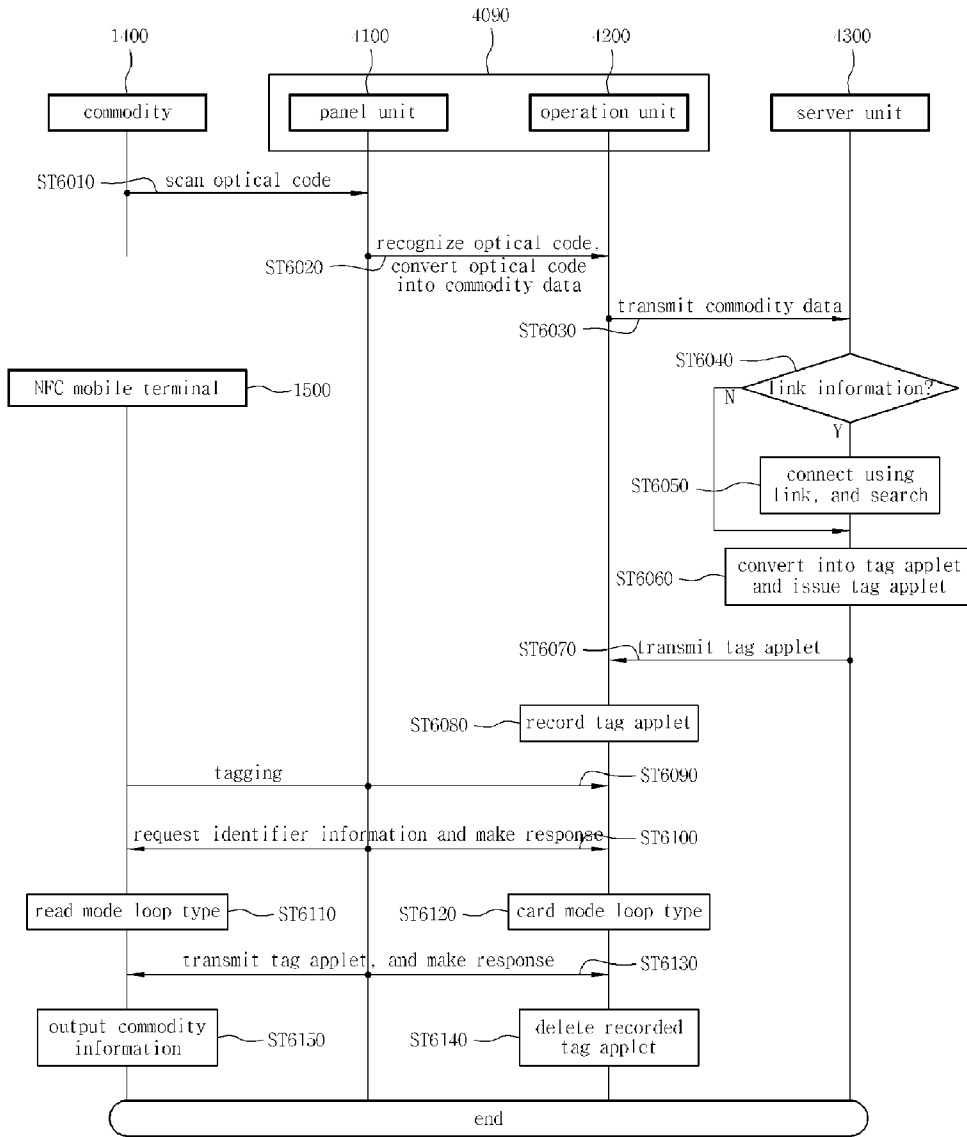


FIG. 18

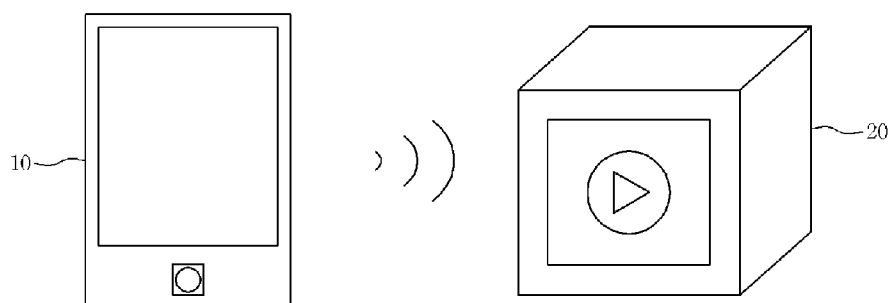


FIG. 19

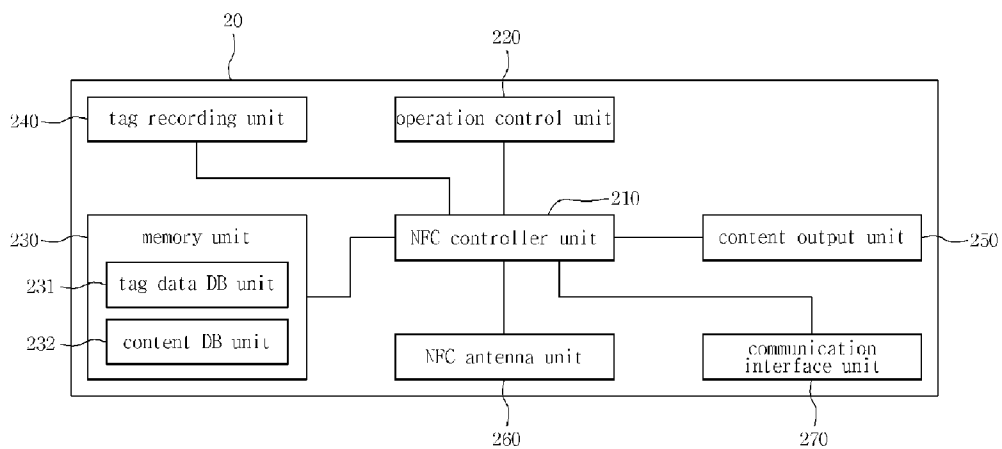


FIG. 20

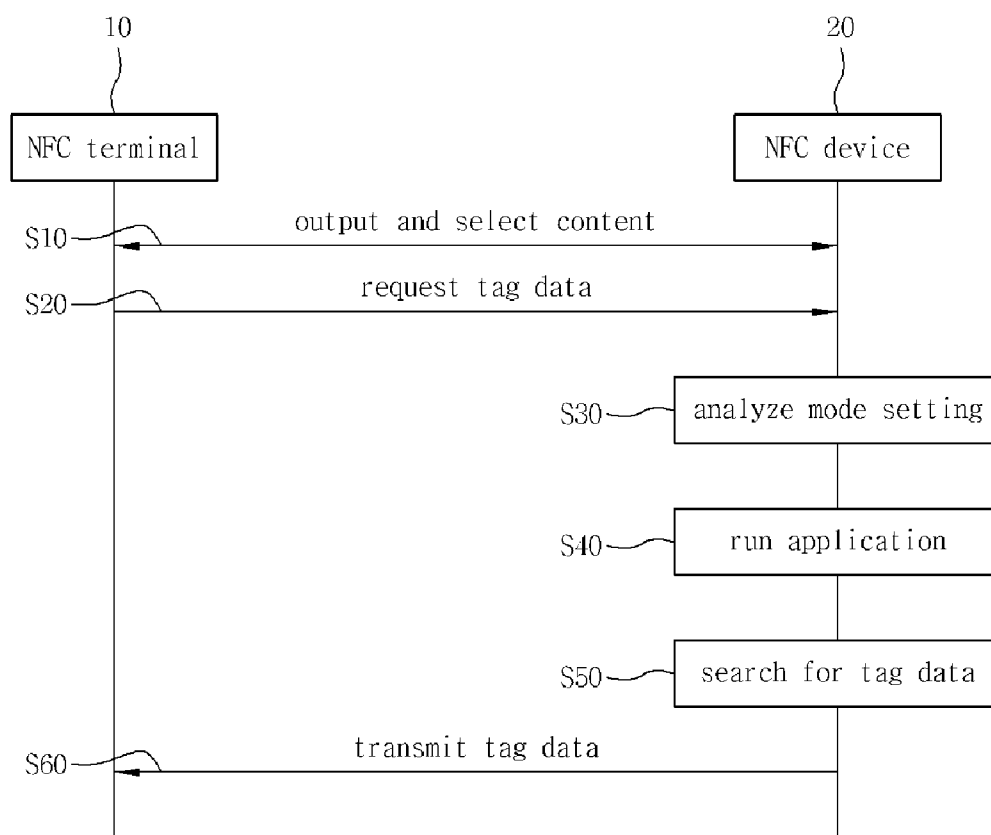
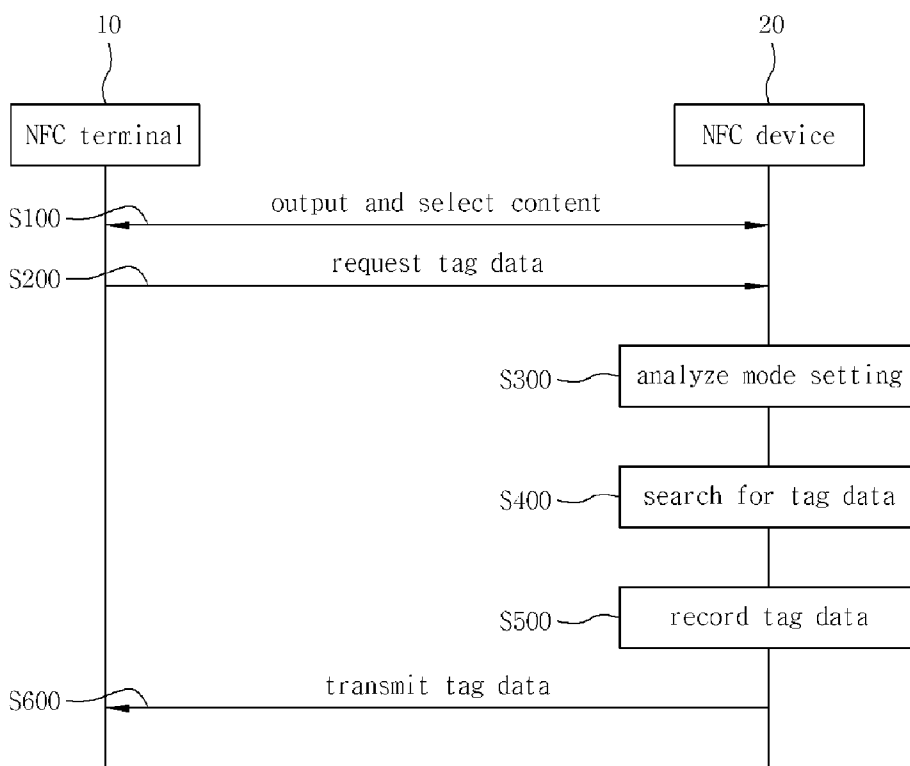


FIG. 21



**SYSTEM FOR PROVIDING
ADVERTISEMENT INFORMATION**

CROSS REFERENCE TO RELATED
APPLICATION AND CLAIM OF PRIORITY

[0001] The present application claims the benefit of Korean patent application Nos. 10-2011-0000401, 10-2011-0007792 and 10-2011-0114483 filed in the Korean Intellectual Property Office on Jan. 4, 2011, Jan. 26, 2011 and Nov. 4, 2011, respectively, the entire contents of which are incorporated herein by reference.

BACKGROUND OF THE INVENTION

[0002] 1. Field of the Invention

[0003] The present invention relates to the provision of information about an advertisement to a mobile terminal in the form of data.

[0004] 2. Description of the Related Art

[0005] Advertising is to provide characteristic information about a specific commodity or service (hereinafter referred to as the "commodity") to potential consumers and customers in order to promote the sales and distribution of the commodity, and corresponds to one-way communication.

[0006] Advertising media includes a variety of media such as wallpaper, a poster, a signboard, street facilities, a leaflet, radio, a movie, TV, a web banner, a popup advertisement, a magazine, a newspaper, a sticker, and a shopping cart.

[0007] However, such advertising media utilize still images, and therefore the amounts of information to be provided are limited. Although moving image information is utilized recently, it is difficult to repeatedly view and analyze the moving image information which is played.

[0008] Meanwhile, mobile terminals are communication devices which have the advantage of being able to wirelessly connect to a mobile communication system, and wirelessly connect to and communicate with desired counterparties anytime and anywhere while moving. Such mobile terminals are always carried because of the characteristic of communication that communication may be made anytime and anywhere, but have low utilization rate because the period for which they are actually utilized for communication is short.

[0009] Therefore, in order to increase the utilization rate of mobile terminals, additional functionalities, such as E-book, MP3, camera, recorder, scanner, multimedia player, and game machine functionalities, have been added to the mobile terminals. Recently, mobile phones to which tablet computer functionality has been added have been introduced under the name of smartphones. The development of mobile phones to which functionality is added tends to continue.

[0010] Furthermore, short-distance wireless communication functionality, such as Bluetooth, Radio Frequency Identification (RFID), and/or Near Field Communication (NFC), is added to mobile terminals, and therefore the mobile phones can perform tag functionality for managing the history information of commodities, smartcard functionality for performing electronic payment, and/or Peer-to-Peer (P2P) functionality for performing one-to-one communication.

[0011] Conventional advertising media have the disadvantages of instantaneously providing information, and being unable to review the content of an advertisement when a person moves away from a location where the advertisement is made. Conventional moving image-based advertising media also have the disadvantages of being unable to review

the content of an advertisement over time, being unable to represent information using a moving image at times, and being unable to review the content of an advertisement when a person moves away from a location where the advertisement is made.

[0012] That is, conventional advertising media is disadvantageous in that it is difficult to review the content of an advertisement when a person moves away from a location where the advertisement is made, a still image advertisement can represent a relatively limited amount of information, and a moving image advertisement cannot represent information which needs to be reviewed and analyzed for a long time, such as a railway schedule.

[0013] Therefore, there is a need for a technology which receives the content of an advertisement from an advertisement medium, records the advertisement in a mobile terminal, and allows a user to repeatedly review and analyze the content of the advertisement when the user moves away from the advertising medium and needs to repeatedly review and analyze the content of the advertisement for a long time.

[0014] Mobile terminals are communication devices which are capable of wirelessly connecting to and communicating with desired counterparties anytime and anywhere while moving within service areas. Such mobile terminals which are always carried to prepare for communication that may be made anytime and anywhere have low utilization rate because the period for which they are actually utilized for communication is short. The utilization rate of mobile terminals tends to be increased by adding additional functionalities, such as E-book, MP3, camera, recorder, scanner, multimedia player, and game machine functionalities, to the mobile terminals. Recently, the utilization rate of mobile terminals is further increased by adding NFC functionality for performing tag functionality, smartcard functionality and P2P functionality.

[0015] Since current mobile terminals tend to be equipped with NFC functionality, a mobile terminal will be described as being an NFC mobile terminal in the following description.

[0016] Furthermore, thanks to the development of communication technology, the development of manufacturing technology and the improvement of mass production technology, the price of NFC mobile terminals and the communication cost have been reduced, and each adult has about one NFC mobile terminal with the advent of the personal communication era.

[0017] Meanwhile, a purchaser who purchases a commodity has prior knowledge about the corresponding commodity and purchase the commodity selected at need, while a vendor generally perform the promotion or advertising of his or her commodity so that the commodity can be selected by many purchasers.

[0018] Purchasers may hesitate or may not immediately make up his or her mind when there is a plurality of commodities of the same type or a similar type.

[0019] A barcode or a Quick Response (QR) code indicative of information, such as the name, manufacturer, price, release date, expiration date, serial number and location of a commodity, is represented on a commodity.

[0020] Conventionally, information about a commodity, such as the advertisement, use and functionality of the commodity, is provided using advertising leaflets, specifications and promotion materials in the form of a discontinuous and concentrated event.

[0021] Therefore, it is difficult for a user or a purchaser to obtain the advertisement information of a commodity in such an event where the commodity is advertized. Furthermore, even when a person participates in such an event and becomes aware of the advertisement information of a commodity, the person forgets the information over time, and therefore the effect of such advertising is very low.

[0022] Furthermore, since specific information about a commodity, such as the advertisement information, expiration date and use of the commodity, is frequently changed and updated, it is difficult to provide accurate information to purchasers.

[0023] Therefore, there is a need for the development of a technology which is capable of providing information about each commodity (hereinafter referred to as "commodity information") including, for example, the advertisement information, promotion information, name, release date, expiration date, manufacturer, serial number and price information of the commodity using a QR code or a barcode (hereinafter referred to as an "optical code") which is represented on the commodity.

[0024] In particular, there is a need for the development of a technology which is capable of providing commodity information, included in an optical code represented on each commodity, to an NFC mobile terminal which is being carried by an individual person using NFC communication, so that a purchaser can rapidly check accurate commodity information.

SUMMARY OF THE INVENTION

[0025] An aspect of the present invention is to provide an advertisement information provision system which is capable of receiving the content of an advertisement from an advertisement output medium in the form of data, recording the content of the advertisement in a mobile terminal, allowing a user to repeatedly play back and view the content of the advertisement when the user has moved to a remote location and needs to review it, and allowing the user to review the content of the advertisement over time.

[0026] Another aspect of the present invention is to provide an advertisement information provision system which is capable of outputting a variety of types of advertisements using a single advertisement output medium.

[0027] Another aspect of the present invention is to provide a commodity information provision system which is capable of recognizing an optical code represented on a commodity, converting commodity information, included in the optical code, into NFC tag applet information, and transmitting the NFC tag applet information to an NFC mobile terminal so that a user can view the commodity information.

[0028] Still another aspect of the present invention is to provide an NFC tag generation device and an NFC tag transmission method which are capable of receiving content from a content output device in the form of tag data and recording the tag data in a mobile terminal.

[0029] Still another aspect of the present invention is to provide an NFC tag generation device and an NFC tag transmission method which are capable of outputting a variety of types of pieces of content using a single content output device and setting a suitable transmission method for corresponding content.

[0030] According to an embodiment of the present invention, a system for providing advertisement information includes a mobile terminal configured to operate in card mode

in its initial stage, switch to read mode in response to a request for mode-switching, search for and output AID information, and receive data of advertisement media using tagging; a panel unit configured to send the request for mode-switching to the mobile terminal, switch from read mode in its initial stage to card mode in response to a request for mode-switching from the mobile terminal, output received the advertisement media, and, radiate and transfer the advertisement media as data when the mobile terminal performs the tagging; and an advertisement management server configured to search for or create in real time the advertisement media, and output and provide the advertisement media, together with a matched tag applet in response to a request from the panel unit.

[0031] The panel unit may include a panel operation unit configured to receive the advertisement media and the matched tag applet from the advertisement management server and record the advertisement media and the matched tag applet in an assigned area; and an advertisement output unit configured to, under the control of the panel operation unit, output the advertisement media as multimedia signal, radiate the matched tag applet, and radiate the advertisement media as data when the mobile terminal tags the radiated tag applet.

[0032] The advertisement output unit may include an output unit for outputting the advertisement media as the multimedia signal under the control of the panel operation unit; and an antenna unit configured to selectively radiate the matched tag applet and the advertisement media under the control of the panel operation unit; wherein the antenna unit is configured to, after radiating the matched tag applet, detect the tagging of the mobile terminal and perform transfer of the advertisement media to the panel operation unit.

[0033] The panel operation unit may include a process unit configured to connect to the advertisement management server, and receive the advertisement media provided from the advertisement management server; a tag applet unit configured to record and store the advertisement media and the matched tag applet in respective assigned areas under the control of the process unit; an NFC controller unit configured to, when the advertisement output unit detects the tagging of the mobile terminal, output the advertisement media as data under the control of the process unit, the NFC controller unit configured to, when the mobile terminal performs the tagging, send the request for mode-switching to the mobile terminal to switch to read mode, and switch to the card mode after determining that the mobile terminal is switched to read mode; and an advertisement signal processing unit configured to output the advertisement media as a multimedia signal under the control of the process unit.

[0034] The output unit may include a plurality of output units and the antenna unit may include a plurality of antenna units; the plurality of output units and the plurality of antenna units may be paired into a plurality of pairs; an output unit of each pair may connect to the advertisement signal processing unit of the panel operation unit and output the advertisement media; and an antenna unit of the each pair may connect to the NFC controller unit of the panel operation unit, and selectively radiate the matched tag applet and the data of the advertisement media.

[0035] The advertisement signal processing unit may output a plurality of advertisement media at different times under the control of the process unit; and the NFC controller unit may output the tag applet which is matched when the adver-

tisement signal processing unit outputs the advertisement media, and output the data of the advertisement media if the tagging of the mobile terminal is detected when the matched tag applet is output.

[0036] The advertisement management server may include a control unit configured to receive a signal of the request of the tag applet from the panel unit; an advertisement radiation DB unit configured to, under the control of the control unit, create or search for the advertisement media in real time, create the matched tag applet and transfer the advertisement media and the matched tag applet to the panel unit; and a tag applet DB unit configured to record the advertisement media and the tag applet matched to the advertisement media in respective tables under the control of the control unit.

[0037] The advertisement management server may further include an advertisement tag applet unit configured to create the tag applet under the control of the control unit.

[0038] The mobile terminal may further include a scanner unit configured to scan a QR code and a barcode; the panel unit further may include a QR code analysis unit configured to analyze the QR code, a barcode analysis unit configured to analyze the barcode, and a code radiation unit configured to radiate tag applets of the QR code and the barcode; and the advertisement management server may further include a QR code tag applet unit configured to create the tag applet of the QR code and a barcode tag applet unit configured to create the tag applet of the barcode.

[0039] According to another embodiment of the present invention, a system for providing commodity information, includes an apparatus unit configured to include a panel unit for capturing and displaying an optical code of a commodity, and an operation unit for recognizing the optical code captured by the panel unit and converting the optical code into commodity data; and a server unit configured to receive the commodity data transmitted by the operation unit, convert the commodity data into a tag applet, and transmit the tag applet to the operation unit; wherein the operation unit records the tag applet transmitted by the server unit, convert the tag applet into an NFC signal, and output the NFC signal to the panel unit; and wherein the panel unit transmits the tag applet to a tagging NFC mobile terminal using NFC communication.

[0040] The panel unit may include a camera unit configured to capture the optical code including a QR code of the commodity; an output unit configured to output and display the optical code captured by the camera unit; and an NFC antenna unit configured to wirelessly transmit the NFC signal output by the operation unit.

[0041] The operation unit may include an QR analysis unit configured to receive the optical code captured by the panel unit, recognize and analyze a QR code, and convert the QR code into the commodity data; a process unit configured to receive the commodity data from the QR analysis unit, output the commodity data to the server unit, and receive the tag applet from the server unit; an NFC controller unit configured to, under the control of the process unit, convert the tag applet into the NFC signal and output the NFC signal to the panel unit; and a tag applet recording unit configured to record or delete the tag applet under the control of the NFC controller unit.

[0042] The panel unit may further include a barcode scanner unit configured to scan the optical code including a barcode of the commodity.

[0043] The operation unit may further include a barcode analysis unit configured to receive the optical code from the panel unit, recognize and analyze a barcode, and convert the barcode into commodity data.

[0044] The server unit may include a tag applet issuance unit configured to receive the commodity data from the operation unit and convert the commodity data into the tag applet; a commodity information DB unit configured to receive the commodity data from the operation unit and search for corresponding commodity information; and a control unit configured to perform control so that the commodity information found by the commodity information DB unit is applied to the tag applet issuance unit and the commodity data and the matched commodity information into the tag applet.

[0045] The panel unit may include a camera unit configured to capture an optical code including a QR code of the commodity; an output unit configured to output and display the optical code captured by the camera unit; and an NFC antenna unit configured to wirelessly transmit a tag applet, output by the operation unit, as an NFC signal; wherein the output unit outputs and displays the commodity information output by the operation unit, or outputs and displays the optical code captured by the camera unit.

[0046] The operation unit may include an QR analysis unit configured to receive the optical code captured by the panel unit, recognize and analyze a QR code, and convert the QR code into commodity data; a process unit configured to receive the commodity data from the QR analysis unit, output the commodity data to the server unit, and receive the tag applet from the server unit; an NFC controller unit configured to, under the control of the process unit, convert the tag applet into the NFC signal and output the NFC signal to the panel unit; a tag applet recording unit configured to record or delete the tag applet under the control of the NFC controller unit; and an output control unit configured to convert the tag applet into a multimedia signal and output the multimedia signal to the panel unit; wherein the process unit outputs the tag applet to both the NFC controller unit and the output control unit.

[0047] The panel unit may further include a barcode scanner unit configured to scan an optical code including a barcode of the commodity.

[0048] The operation unit may further include a barcode analysis unit configured to receive the optical code from the panel unit, recognize and analyze a barcode, and convert the barcode into commodity data.

[0049] According to still another embodiment of the present invention, a system for providing commodity information, includes an apparatus unit configured to include a panel unit for capturing and displaying an optical code of a commodity, and an operation unit for recognizing the optical code captured by the panel unit, converting the optical code into commodity data, and converting the commodity data into a tag applet and output the tag applet to the panel unit; and wherein the panel unit transmits the tag applet to a tagging NFC mobile terminal using NFC communication.

[0050] The system may further include a server unit configured to include a commodity information DB unit for connecting to the operation unit and recording a plurality of pieces of commodity information linked using link information.

[0051] The panel unit may include a camera unit configured to capture an optical code including a QR code of the commodity; an output unit configured to output and display the optical code captured by the camera unit or the commodity

information output by the operation unit; and an NFC antenna unit configured to wirelessly transmit the tag applet as an NFC signal.

[0052] The operation unit may include an QR analysis unit configured to receive the optical code captured by the panel unit, recognize and analyze a QR code, and convert the QR code into the commodity data; a process unit configured to receive the commodity data from the QR analysis unit; an NFC controller unit configured to, under the control of the process unit, convert an applied signal into an NFC signal and output the NFC signal to the panel unit; a tag applet recording unit configured to record or delete the applied signal under the control of the NFC controller unit; an output control unit configured to convert the applied signal into a multimedia signal and output the multimedia signal to the panel unit; and a tag applet issuance unit configured to convert the commodity data, provided by the process unit, into the tag applet.

[0053] The process unit may be configured to analyze the commodity data, separate link information from the commodity data, and provide the link information to the server unit.

[0054] The server unit may include a commodity information DB unit configured to search for commodity information corresponding to the link information; and a tag applet issuance unit configured to receive the commodity information found by the commodity information DB unit and convert the commodity information into the tag applet.

[0055] The panel unit may further include a barcode scanner unit configured to scan the optical code including a barcode of the commodity.

[0056] The operation unit may further include a barcode analysis unit configured to receive the optical code from the panel unit, recognize and analyze the barcode, and convert the barcode into commodity data.

[0057] According to yet another embodiment of the present invention, an NFC tag generation device includes a content output unit configured to output one or more pieces of content, and receive a selection of content using a user's manipulation or predetermined default setting; an operation control unit for searching for a tag data corresponding to the selected content; an NFC controller unit configured to set transmission mode corresponding to the tag data; a memory unit configured to store the content and the tag data; a communication interface unit configured to update information about the content or tag data with information about new content or tag data; and an NFC antenna unit configured to transmit the tag data using NFC communication; wherein the operation control unit transfers a control signal requesting switching to transmission mode corresponding to the selected content to the NFC controller unit.

[0058] The NFC tag may further include at least one tag recording unit for temporarily recording tag data to be transmitted to an outside; wherein the operation control unit transfers a recording control signal recording the found tag data in the tag recording unit to the NFC controller unit.

[0059] The tag recording unit may be included in one of more selected from among the operation control unit, the NFC controller unit and the memory unit.

[0060] The content output unit may include a touch screen; and the content may be output via the touch screen, and the content to be transmitted may be selected by touching the touch screen.

[0061] According to yet another embodiment of the present invention, an NFC tag transmission method including: outputting one or more pieces of content which can be played back to a first terminal; selecting content to be transmitted from among the one or more pieces of content; activating transmission mode corresponding to the selected content; searching for tag data corresponding to the content; establishing a data transmission session between a second terminal and the first terminal; and transmitting the tag data from the second terminal to the first terminal.

[0062] The NFC tag transmission method, may further include running an application corresponding to the transmission mode between the activating and the searching.

[0063] The NFC tag transmission method may further include requesting, at the second terminal, tag data from the first terminal between the outputting and the selecting, and the selection of the content is performed by using a predetermined method in response to the request from the first terminal; activating transmission mode corresponding to the selected content; searching for tag data corresponding to the content; and transmitting the tag data from a second terminal to the first terminal.

BRIEF DESCRIPTION OF THE DRAWINGS

[0064] The above and other aspects, features and advantages of the present invention will be more clearly understood from the following detailed description taken in conjunction with the accompanying drawings, in which:

[0065] FIG. 1 is a functional block diagram illustrating the configuration of an advertisement information provision system according to an embodiment of the present invention;

[0066] FIG. 2 is a detailed functional block diagram illustrating the configuration of an advertisement management server according to an embodiment of the present invention;

[0067] FIG. 3 is a detailed functional block diagram illustrating the configuration of a panel unit according to a first embodiment of the present invention;

[0068] FIG. 4 is a detailed functional block diagram illustrating the configuration of a panel unit according to a second embodiment of the present invention;

[0069] FIG. 5 is a flowchart illustrating a process of operating the advertisement information provision system according to an embodiment of the present invention;

[0070] FIG. 6 is a functional block diagram illustrating the configuration of an advertisement information provision system according to another embodiment of the present invention;

[0071] FIG. 7 is a detailed functional block diagram illustrating the configuration of an advertisement management server according to another embodiment of the present invention;

[0072] FIG. 8 is a detailed functional block diagram illustrating the configuration of a panel unit according to a third embodiment of the present invention;

[0073] FIG. 9 is a detailed functional block diagram illustrating the configuration of a panel unit according to a fourth embodiment of the present invention;

[0074] FIG. 10 is a functional block diagram illustrating the configuration of a commodity information provision system according to a fifth embodiment of the present invention;

[0075] FIG. 11 is a functional block diagram illustrating the configuration of a commodity information provision system according to a sixth embodiment of the present invention;

[0076] FIG. 12 is a functional block diagram illustrating the configuration of a commodity information provision system according to a seventh embodiment of the present invention;

[0077] FIG. 13 is a functional block diagram illustrating the configuration of a commodity information provision system according to an eighth embodiment of the present invention;

[0078] FIG. 14 is a functional block diagram illustrating the configuration of a commodity information provision system according to a ninth embodiment of the present invention;

[0079] FIG. 15 is a functional block diagram illustrating the configuration of a commodity information provision system according to a tenth embodiment of the present invention;

[0080] FIG. 16 is a signal flow diagram illustrating the operation of the commodity information provision system according to the fifth embodiment of the present invention;

[0081] FIG. 17 is a signal flow diagram illustrating the operation of the commodity information provision system according to the sixth embodiment of the present invention;

[0082] FIG. 18 is a diagram illustrating an NFC tag generation device and a mobile terminal according to an embodiment of the present invention;

[0083] FIG. 19 is a diagram showing the configuration of an NFC tag generation device according to an embodiment of the present invention;

[0084] FIG. 20 is a flowchart illustrating an NFC tag transmission method according to an embodiment of the present invention; and

[0085] FIG. 21 is a flowchart illustrating an NFC tag transmission method according to an embodiment of the present invention.

DESCRIPTION OF EXEMPLARY EMBODIMENTS

[0086] Reference now should be made to the drawings, in which the same reference numerals are used throughout the different drawings to designate the same or similar components.

[0087] The present invention may be modified in a variety of ways, and may include a variety of embodiments. Specific embodiments will be illustrated in the accompanying drawings and described in detail below. However, it should be appreciated that this is not intended to limit the present invention to the specific embodiments, but the present invention includes all modifications, equivalents and alternatives which fall within the spirit and technical range of the present invention. Descriptions of well-known functions and constructions which have been deemed to make the gist of the present invention unnecessarily vague will be omitted below.

[0088] In the present invention, an advertisement medium is described as being a multimedia signal including an image (s), a character(s), and a sound signal, and an operation applet is described as being an application program which performs control for a selected application.

[0089] That is, a mobile terminal includes a plurality of application programs, each of the application programs is referred to as an operation applet, and the application programs are identified by respective pieces of applet identifier (AID) information. Furthermore, the same applets may be assigned different pieces of applet identifier (AID) information when their versions or manufacturers are different.

[0090] When a mobile terminal communicates with a counterparty mobile terminal, or a mobile terminal operates a specific application program in conjunction with a counterparty mobile terminal in a one-to-one correspondence, they should include and operate the same applets having the same applet identifier (AID) information.

[0091] Communication mode in which signals are transmitted and received in NFC communication includes card mode and read mode. The card mode is described as being mode in which recorded information signals are provided to a counterparty, and the read mode is described as being mode in which the recorded information signals of a counterparty are read.

[0092] A barcode is a linear one-dimensional (1D) code which is formed by combining a plurality of white and black bars having different widths and can be easily read by a computer, and is widely used to represent the unique number and/or price information of a commodity.

[0093] A Quick Response (QR) code is a matrix-type two-dimensional (2D) code which is formed by arranging small square dots equally in lateral and vertical directions and can be read by a computer. A QR code may have on its each side dots the number of which ranges from 21 to 177, can record a maximum of 23,648 bits, can be recovered thanks to its supplementary property when part of its data is damaged, and can be recognized or read in all directions of 360 degrees.

[0094] Tagging or tag is described as being the state of being close to a counterparty without electrically direct contact.

[0095] FIG. 1 is a functional block diagram illustrating the configuration of an advertisement information provision system 1000 according to an embodiment of the present invention.

[0096] Referring to FIG. 1, the advertisement information provision system 1000 according to the embodiment of the present invention will now be described in detail. The advertisement information provision system 1000 includes a mobile terminal 1100, a panel unit 1200, and an advertisement management server 1300.

[0097] The mobile terminal 1100 is a mobile communication terminal capable of wirelessly accessing a mobile communication system and immediately communicating with a desired counterparty ubiquitously, and records a plurality of operation applets, identified by applet identifier (AID) information, in an assigned memory area.

[0098] The mobile terminal 1100 operates in card mode in its initial stage, tags the panel unit 1200, searches for a record of designated applet identifier (AID) information from the plurality of recorded applet identifier (AID) information in response to a request from the panel unit 1200, and notifies the panel unit 1200 of search results once the record of designated AID information has been retrieved.

[0099] In the following description of the present invention, the mobile terminal 1100 will be described as recording a designated operation applet, and an applet corresponding to applet identifier (AID) information requested by the panel unit 1200 will be described as an operation applet capable of receiving advertisement media.

[0100] The fact that the mobile terminal 1100 has retrieved AID information designed by the panel unit 1200 means that the mobile terminal 1100 and the panel unit 1200 can activate the same operation applet and then perform data communication without suffering from errors.

[0101] The mobile terminal 1100 wakes up an operation applet corresponding to the designated applet identifier (AID) information, that is, an operation applet capable of receiving advertisements, so that it can enter an active state in response to a mode-switching request from the panel unit 1200, switches the operating mode from the initial card mode to read mode, and notifies the panel unit 1200 of the results of the wake-up and the mode-switching.

[0102] In this case, the mobile terminal **1100** additionally transmits a mode-switching request signal, requesting switching to card mode, to the panel unit **1200**.

[0103] Furthermore, the mobile terminal **1100** receives advertisement media data from the panel unit **1200** while staying in a tagged state, and notifies the panel unit **1200** of the completion of the reception if the reception is completed without undergoing errors.

[0104] The panel unit **1200** includes a panel operation unit **12100** and an advertisement output unit **12200**. The panel operation unit **12100** includes a process unit **12110**, a tag applet unit **12120**, an NFC controller unit **12130**, and an advertisement signal processing unit **12140**. The advertisement output unit **12200** includes an output unit **12220** and an antenna unit **12240**.

[0105] When a mobile terminal **1100** tags the panel unit **1200** in initial read mode in which the information of a counterparty is read, the panel unit **1200** request a search for corresponding applet identifier (AID) information to check whether an operation applet for receiving an advertisement has been recorded in the mobile terminal **1100**, and requests that the mobile terminal **1100** switches to read mode when receiving search results.

[0106] The process unit **12110** which constitutes a part of the panel operation unit **12100** of the panel unit **1200** requests a tag applet, including advertisement media, from the connected advertisement management server **13000**, and receives the tag applet.

[0107] In the following description, a tag applet will be described as being matched to a corresponding advertising medium, and advertisement media will be described as multimedia including a still image(s), a moving image(s), a character(s), a sound(s), and/or an image(s), but not limited thereto.

[0108] The process unit **12110** records the received advertisement media and tag applet in respective assigned areas of the tag applet unit **12120**. There are a variety of types of tag applets depending on the contents and purposes of advertisements, and the tag applet unit **12120** records tag applets which are matched to a plurality of various advertisement media.

[0109] Since the process unit **12110** performs control so that any advertisement media selected from among those recorded in the tag applet unit **12120** is applied and output to the advertisement signal processing unit **12140**, the advertisement signal processing unit **12140** classifies the applied advertisement media as a multimedia signal including an image(s), a sound(s), or a character(s) and outputs the multimedia signal to the output unit **12220** of the advertisement output unit **12200**.

[0110] The output unit **12220** includes a video unit for outputting video signals and character signals and an audio unit for outputting sound signals.

[0111] Meanwhile, the process unit **12110** performs control so that a tag applet matched to an advertisement medium output by the advertisement signal processing unit **12140** can be read from the tag applet unit **12120**, and be applied to and output by the NFC controller unit **12130**.

[0112] Since the NFC controller unit **12130** outputs the applied tag applet to the antenna unit **12240** of the advertisement output unit **12200**, the antenna unit **12240** can radiate a signal which resonates with, for example, a radio frequency in the 13.56 MHz band.

[0113] In an embodiment, when the mobile terminal **1100** tags the antenna unit **12240**, the antenna unit **12240** detects the tagging of the mobile terminal **1100** and provides notification to the NFC controller unit **12130** of the panel operation unit **12100**, and the NFC controller unit **12130** requests a search for applet identifier (AID) information to check if the AID information of the operation applet which will receive an advertisement has been recorded in the mobile terminal and outputs a signal requesting the mode-switching of the mobile terminal **1100** if the corresponding AID information has been retrieved and returned.

[0114] The NFC controller unit **12130** checks if the mobile terminal **1100** has switched to read mode in response to a mode-switching request, and performs switching to card mode which provides recorded data when a signal requesting mode-switching is received from the mobile terminal **1100**.

[0115] When the switching to card mode has been performed, the NFC controller unit **12130** searches for advertisement media, being currently output by the output unit **12220**, from the tag applet unit **12120** and then outputs the advertisement media to the antenna unit **12240** under the control of the process unit **12110**, and the antenna unit radiates data to the mobile terminal **1100**.

[0116] Here, the output unit **12220** and the antenna unit **12240** may be paired with each other, and may output and radiate advertisement media of the same content under the control and monitoring of the process unit **12110**.

[0117] Therefore, when the output unit **12220** and the antenna unit **12240** form a single pair in accordance with the embodiment, a plurality of advertisement media is output at different times. When output units **12220** and antenna units **12240** form a plurality of pairs in accordance with another embodiment, a plurality of advertisement media can be simultaneously output and provided via respective paths. The different configurations according to the embodiment of the panel unit **1200** will be described in detail below with reference to the accompanying drawing.

[0118] The advertisement management server **13000** may create and provide a plurality of advertisement media in real time or search for and provide one or more of a plurality of recorded advertisement media in response to a request from the panel unit **1200**. The advertisement management server **13000** includes a control unit **13100**, an advertisement radiation DB unit **13200**, and a tag applet DB unit **13300**. The configuration of the advertisement management server **13000** will be described in detail below with reference to the accompanying drawings.

[0119] FIG. 2 is a detailed functional block diagram illustrating the configuration of an advertisement management server **13000** according to an embodiment of the present invention.

[0120] Referring to FIG. 2, the advertisement management server **13000** will now be described in detail. The control unit **13100** controls and monitors the advertisement radiation DB unit **13200** and the tag applet DB unit **13300** so that created or retrieved advertisement media can be delivered in real time when a signal requesting the provision of a tag applet including selected advertisement media is received from the panel unit **1200**.

[0121] When the advertisement radiation DB unit **13200** is controlled by the control unit **13100** so that the advertisement radiation DB unit **13200** generates advertisement media in real time, the advertisement radiation DB unit **13200** may receive a multimedia signal from the outside and then create

a new advertisement medium in real time, may create a new advertisement medium using a multimedia signal received from the outside and an advertisement medium retrieved in real time, or may create a new advertisement medium using a plurality of retrieved advertisement media in real time.

[0122] The advertisement radiation DB unit **13200** may record the advertisement medium, created in real time, in its own assigned area, and search for and reuse it later.

[0123] Furthermore, under the control of the control unit **13100**, the tag applet DB unit **13300** creates a tag applet, which matches the advertisement medium created by the advertisement radiation DB unit **13200**, and at the same time transmits it to the advertisement radiation DB unit **13200** and records it in its own assigned area.

[0124] Here, the tag applet is described as being an application program which enables a counterparty to receive an advertisement medium which is created and radiated using an NFC wireless method.

[0125] The control unit **13100** controls the advertisement radiation DB unit **13200**, so that a created or retrieved advertisement medium is read. The control unit **13100** controls the tag applet DB unit **13300** so that a tag applet which is matched to the advertisement medium is newly created or a corresponding retrieved tag applet is applied to the advertisement radiation DB unit **13200**.

[0126] That is, according to an embodiment of the present invention, when the advertisement radiation DB unit **13200** creates a new advertisement medium, a new tag created by the tag applet DB unit **13300** is used. In contrast, when the advertisement radiation DB unit **13200** retrieves an existing recorded advertisement medium, an existing tag applet recorded in the tag applet DB unit **13300** is retrieved and used.

[0127] The advertisement radiation DB unit **13200** completes provision by transmitting the created and retrieved advertisement medium and the corresponding tag applet to the panel unit **12000** in real time under the control and monitoring of the control unit **13100**.

[0128] FIG. 3 is a detailed functional block diagram illustrating the configuration of a panel unit **12000** according to a first embodiment of the present invention.

[0129] Referring to FIG. 3, the panel unit **12000** will now be described in detail. The panel unit **12000** according to the first embodiment includes a panel operation unit **12100**, and an advertisement output unit **12200**.

[0130] The panel operation unit **12100** includes a process unit **12110**, a tag applet unit **12120**, an NFC controller unit **12130**, and an advertisement signal processing unit **12140**. The advertisement output unit **12200** includes an output unit **12220**, and an antenna unit **12240**.

[0131] Here, the output unit **12220** and antenna unit **12240** of the advertisement output unit **12200** form a pair so that they output and radiate signals of the same content while operating in conjunction with each other.

[0132] That is, the output unit **12220** and the antenna unit **12240** which constitute the advertisement output unit **12200** output or radiate an advertisement medium of the same content, form a pair, and have corresponding paths over which data of the same content is transmitted.

[0133] The process unit **12110** which constitutes a part of the panel operation unit **12100** receives a corresponding tag applet matched to the advertisement media from the advertisement management server **13000**, records it in the assigned

area of the tag applet unit **12120**, and applies it to the NFC controller unit **12130** and the advertisement signal processing unit **12140**.

[0134] The NFC controller unit **12130** outputs a designated advertisement medium to the antenna unit **12240** via a corresponding path in the form of data under the control and monitoring of the process unit **12110**.

[0135] Furthermore, the advertisement signal processing unit **12140** outputs a designated advertisement medium to the output unit **12220** via a corresponding path in the form of a multimedia signal under the control and monitoring of the process unit **12110**.

[0136] The advertisement output unit **12200** outputs one or more designated advertisement media under the control of the panel operation unit **12100**. It is apparent that when a plurality of advertisements are output, different advertisement media are output and radiated at different times.

[0137] In the configuration according to the first embodiment of the present invention, a selected advertisement medium is output through the output unit **12220** in the form of a multimedia signal, and, when the mobile terminal **11000** tags the antenna unit **12240**, an advertisement medium of content which is the same as the content of the advertisement medium output through the output unit **12220** is provided in the form of data.

[0138] Accordingly, the mobile terminal **11000** receives the advertisement medium, which output through the output unit **12220**, in the form of data by tagging the antenna unit **12240** and then records it in its own memory area, so that there are the advantages of repeatedly viewing and/or listening to the corresponding advertisement medium ubiquitously and analyzing it over time.

[0139] In particular, there is the advantage of reviewing or comparing and analyzing the content of the advertisement media (or media) when the content of an advertisement is summarized or the time tables of a movie or the prices of a product are compared with each other.

[0140] FIG. 4 is a detailed functional block diagram illustrating the configuration of a panel unit **12000** according to a second embodiment of the present invention.

[0141] Referring to FIG. 4, the panel unit **12000** will now be described in detail. The panel unit **12000** according to the second embodiment includes a panel operation unit **12100**, and an advertisement output unit **12200**.

[0142] The panel operation unit **12100** includes a process unit **12110**, a tag applet unit **12120**, an NFC controller unit **12130**, and an advertisement signal processing unit **12140**. The advertisement output unit **12200** includes an output unit **12220** including first to n-th output units **12221**, **12222**, . . . , and **12223**, and an antenna unit **12240** including first to n-th antenna units **12241**, **12242**, . . . , and **12243**.

[0143] In an embodiment, the first output unit **12221** and the first antenna unit **12241** form a pair, the second output unit **12222** and the second antenna unit **12242** form a pair, . . . , and the n-th output unit **12223** and the n-th antenna unit **12243** form a pair.

[0144] The output unit **12220** and the antenna unit **12240** paired as described above output an advertisement medium of the same content via a corresponding path of each pair.

[0145] Since the process unit **12110** and tag applet unit **12120** of the panel operation unit **12100** are the same as those of the first embodiment, a description thereof is omitted to avoid a redundant description.

[0146] The NFC controller unit 12130 may separately manage the paths of the plurality of antenna units 12241, 12242, . . . , and 12243 which constitute the antenna unit 12240, and performs control so that the plurality of antenna units 12241, 12242, . . . , and 12243 output and radiate corresponding tag applets and so that when it is determined that the mobile terminal 11000 has performed tagging or tag reading on one of the antenna units 12241, 12242, . . . , and 12243, a matched corresponding advertisement medium is output in the form of data, thus being radiated via the corresponding antenna unit 12241, 12242 . . . , or 12243.

[0147] Furthermore, the advertisement signal processing unit 12140 may separately manage the paths of the plurality of output units 12221, 12222 . . . , and 12223 which constitute the output unit 12220, and performs control so that a corresponding advertisement medium is output in the form of a multimedia signal.

[0148] Here, the NFC controller unit 12130 and the advertisement signal processing unit 12140 are synchronized with each other and output information corresponding to an advertisement medium of the same content over a path to which a pair of the synchronized output unit 12220 and antenna unit 12240 of the advertisement output unit 12200 are connected.

[0149] The configuration of the embodiment of the present invention has the advantage of selectively or simultaneously outputting one or more advertisements selected from among a plurality of a variety of advertisements using a single advertisement medium.

[0150] FIG. 5 is a flowchart illustrating a process of operating the advertisement information provision system according to an embodiment of the present invention.

[0151] Referring to FIG. 5, the process of operating the advertisement information provision system according to the embodiment of the present invention will now be described in detail. The mobile terminal operates in card mode in its initial stage, the panel unit operates in read mode in its initial stage, and the panel unit outputs an advertisement medium in the form of a multimedia signal and also outputs a tag applet matched to the advertisement medium in the form of data in accordance with the first or second embodiment.

[0152] Card mode is described as being the state of providing recorded information to a counterparty, while read mode is described as being the state of reading the information of a counterparty.

[0153] When a user desires to download the content of an advertisement medium currently being advertised in order to repeatedly play back or analyze the content of the advertisement medium output by an output unit of the panel unit, the mobile terminal tags a corresponding antenna unit which is paired with the output unit at step S2010.

[0154] The panel unit issues a request to the mobile terminal that it search for corresponding applet identifier (AID) and make a response at step S2020 in order to check whether a corresponding operation applet capable of receiving the advertisement medium has been recorded in the mobile terminal.

[0155] The mobile terminal searches for the corresponding AID information and then returns information about retrieved corresponding ID in response to the request from the panel unit at step S2030. In this case, the panel unit requests mode-switching from the mobile terminal at step S2040. The request for mode-switching is to request that the mobile terminal switches to read mode and operates in read mode.

[0156] When the mobile terminal receives a mode-switching request signal from the panel unit, the mobile terminal wakes up a corresponding operation applet so that it is activated to receive the advertisement medium at step S2050, and is automatically switched from the current card mode to read mode at step S2060.

[0157] That is, the mobile terminal automatically switches from current card mode to read mode, and at the same time notifies the panel unit of the mode-switching and requests that the panel unit automatically switch its operating mode from read mode to card mode at step S2070.

[0158] The panel unit switches the current operating mode of the mobile terminal from read mode back to card mode in response to the response and the request at step S2080, and returns the results of the automatic mode-switching to the card mode to the mobile terminal at step S2090.

[0159] Furthermore, the panel unit requests to the advertisement management server a tag applet capable of downloading an advertisement medium matched to the tagged antenna unit and the corresponding advertisement medium from the advertisement management server at step S2100, and the advertisement management server creates or searches for the requested advertisement medium and the matched tag applet in real time at step S2110, and transmits and provides the advertisement medium retrieved or created in real time to the panel unit at step S2120.

[0160] The panel unit checks the advertisement medium and the matched tag applet for errors while receiving the advertisement medium and the matched tag applet provided by the advertisement management server, records the received advertisement medium and matched tag applet in the assigned memory area of the tag applet unit if they have been received without any error, and monitors whether the mobile terminal performs tagging for reading at step S2130.

[0161] In this case, if the corresponding advertisement medium and matched tag applet have been already recorded in the memory area of the tag applet unit, the panel unit may not request transmission from the advertisement management server.

[0162] When the panel determines that the mobile terminal is in a tag reading state so that it can read the advertisement medium in the form of data at step S2140, the panel unit transmits the matched tag applet and the corresponding advertisement medium to the mobile terminal via the tagged corresponding antenna unit in the form of data at step S2150.

[0163] The mobile terminal checks whether the data of the advertisement medium has been received without any error using the received tag applet at step S2160, and, if the overall data of the advertisement medium has been received without any error, the mobile terminal returns a reception completion signal to the panel unit at step S2170.

[0164] FIG. 6 is a functional block diagram illustrating the configuration of an advertisement information provision system 10000 according to another embodiment of the present invention.

[0165] Referring to FIG. 6, the advertisement information provision system 10000 will now be described in detail. The advertisement information provision system 10000 includes a mobile terminal 11000, a panel unit 12000, and an advertisement management server 13000.

[0166] Since the advertisement information provision system illustrated in FIG. 6 is similar to that illustrated in FIG. 1, descriptions of differences therebetween will now be mainly provided.

[0167] The mobile terminal **1100** has the functionality of immediately and wirelessly connecting to and communicating with a desired counterparty ubiquitously while moving, like the mobile terminal illustrated in FIG. 1. The mobile terminal **1100** further includes a scanner unit **1110** which is capable of reading a barcode and a QR code by scanning them.

[0168] Here, the barcode and the QR code are described as being output by the panel unit **12000**. The scanner unit **1110** may include one or more which are selected from among a configuration for optically scanning a barcode and a QR code and a configuration for wireless receiving them.

[0169] The panel unit **12000** includes a panel operation unit **12100** and an advertisement output unit **12200**, like the panel unit illustrated in FIG. 1.

[0170] The panel operation unit **12100** includes a QR code analysis unit **12150** and a barcode analysis unit **12160**. The advertisement output unit **12200** includes a code radiation unit **12260**.

[0171] The QR code analysis unit **12150** and the barcode analysis unit **12160** apply the QR code or barcode to the NFC controller unit **12130** under the control of the process unit **12110**. The NFC controller unit **12130** applies the QR code or barcode to the code radiation unit **12260** of the advertisement output unit **12200**, so that the QR code or barcode can be transmitted.

[0172] Here, according to an embodiment of the present invention, the code radiation unit **12260** may include a display unit which visually displays a QR code or barcode. The code radiation unit may perform wireless output.

[0173] The configuration of the panel unit **12000** will be described in detail later with reference to the accompanying drawing and an embodiment.

[0174] The advertisement management server **13000** includes a control unit **13100**, an advertisement radiation DB unit **13200**, a tag applet DB unit **13300**, like the advertisement management server illustrated in FIG. 1, and further includes an advertisement tag applet unit **13400**, a QR code tag applet unit **13500**, and a barcode tag applet unit **13600**.

[0175] The advertisement management server **13000** will be described in detail below with reference to the accompanying drawing.

[0176] FIG. 7 is a detailed functional block diagram illustrating the configuration of an advertisement management server **13000** according to another embodiment of the present invention.

[0177] Referring to FIG. 7, the advertisement management server **13000** will now be described in detail. The advertisement management server **13000** includes a control unit **13100**, an advertisement radiation DB unit **13200**, a tag applet DB unit **13300**, an advertisement tag applet unit **13400**, a QR code tag applet unit **13500**, and a barcode tag applet unit **13600**.

[0178] Since the configuration and operation of the control unit **13100** and the advertisement radiation DB unit **13200** are the same as those illustrated in FIG. 2, redundant descriptions thereof will not be given here.

[0179] The tag applet DB unit **13300** records all tag applets, being created or created by the advertisement management server **13000**, under the control and monitoring of the control unit **13100**. A tag applet selected by searching may be reused.

[0180] The advertisement tag applet unit **13400** creates a tag applet which matches the advertisement media created by the advertisement radiation DB unit **13200**, and then transmits the tag applet to the tag applet DB unit **13300**, under the control of the control unit **13100**.

[0181] Here, the tag applet is described as being an application program which enables a counterparty to receive an advertisement media which is created and then transmitted via an NFC wireless connection.

[0182] The QR code tag applet unit **13500** creates a QR code tag applet under the control of the control unit **13100**, and the barcode tag applet unit **13600** creates a barcode tag applet under the control of the control unit.

[0183] The QR code tag applet and the barcode tag applet created by the QR code tag applet unit **13500** and the barcode tag applet unit **13600**, respectively, are applied to the advertisement radiation DB unit **13200**, and then transmitted to the panel unit **12000**, under the control of the control unit **13100**.

[0184] FIG. 8 is a detailed functional block diagram illustrating the configuration of a panel unit **12000** according to a third embodiment of the present invention.

[0185] Referring to FIG. 8, the panel unit **12000** according to the third embodiment of the present invention will now be described in detail. The panel unit **12000** according to the third embodiment includes a panel operation unit **12100**, and an advertisement output unit **12200**, like that according to the first embodiment.

[0186] The panel operation unit **12100** includes a process unit **12110**, a tag applet unit **12120**, an NFC controller unit **12130**, an advertisement signal processing unit **12140**, a QR code analysis unit **12150**, and a barcode analysis unit **12160**. The advertisement output unit **12200** includes an output unit **12220**, an antenna unit **12240**, and a code radiation unit **12260**.

[0187] Here, since the process unit **12110**, tag applet unit **12120**, NFC controller unit **12130** and advertisement signal processing unit **12140** of the panel operation unit **12100** and the output unit **12220** and antenna unit **12240** of the advertisement output unit **12200** are the same as those of the first embodiment, redundant descriptions thereof will be omitted here.

[0188] The QR code analysis unit **12150** analyzes a received QR code or outputs a created QR code to the advertisement output unit **12200** via the NFC controller unit **12130** under the control and monitoring of the process unit **12110**.

[0189] The barcode analysis unit **12160** analyzes a received barcode or outputs a created barcode to the advertisement output unit **12200** via the NFC controller unit **12130** under the control and monitoring of the process unit **12110**.

[0190] The code radiation unit **12260** radiates an applied QR code or barcode via the NFC controller unit **12130**.

[0191] The configuration according to the embodiment of the present invention has the advantage of outputting QR code or barcode while outputting a single advertisement medium or outputting a plurality of advertisement media at different times.

[0192] FIG. 9 is a detailed functional block diagram illustrating the configuration of a panel unit **12000** according to a fourth embodiment of the present invention.

[0193] Referring to FIG. 9, the panel unit **12000** according to the fourth embodiment of the present invention **12000** will now be described in detail. The panel unit **12000** according to the fourth embodiment includes a panel operation unit **12100** and an advertisement output unit **12200**, like that of the second embodiment.

[0194] Since the process unit **12110**, tag applet unit **12120**, NFC controller unit **12130** and advertisement signal processing unit **12140** of the panel operation unit **12100** have same configurations and operations as those of the second embodi-

ment and the QR code analysis unit **12150** and barcode analysis unit **12160** of the panel operation unit **12100** have same configurations and operations as those of the third embodiment, redundant descriptions thereof will not be given here.

[0195] Furthermore, since the output unit **12220** and antenna unit **12240** of the advertisement transmission unit **12200** have the same configurations and operations as those of the second embodiment and the code radiation unit **12260** of the advertisement transmission unit **12200** have the same configurations and operations as those of the third embodiment, redundant descriptions thereof will not be given here.

[0196] A barcode is a linear one-dimensional (1D) code which is formed by combining a plurality of white and black bars having different widths and can be easily read by a computer, and is widely used to record information about the name, management number, release date, expiration date and price of a commodity.

[0197] A QR (Quick Response) code is a matrix-type two-dimensional (2D) code which is formed by arranging small square dots equally in lateral and vertical directions and can be read by a computer. A QR code may have on its each side dots the number of which ranges from 21 to 177, can record a maximum of 23,648 bits, can be recovered thanks to its supplementary property when part of its data is damaged, and can be recognized or read in all directions of 360 degrees. That is, QR codes can record larger amounts of information than barcodes, and may include link information.

[0198] The current QR code is a 2D code technology develop and released by a company, and new-types of 2D code technologies may be developed by other companies in other forms.

[0199] The tagging or tag is described as being the state of recognizing the electrical data of a counterparty near the counterparty without electrically direct contact.

[0200] The NFC mobile terminal includes a plurality of application programs. Each of the application programs is referred to an applet. The application programs are identified by respective pieces of applet identifier (AID). Furthermore, the same applets may be assigned different pieces of applet identifier (AID) when their versions or manufacturers are different.

[0201] When a specific device including the NFC mobile terminal communicates with or operates in conjunction with a counterparty device in a one-to-one correspondence, they should include and operate the same applets having the same AID information.

[0202] Furthermore, the same applets having the same AID information may be divided into a main applet and a sub-applet. In the present invention, the main applet is referred to as a driving applet, and the sub-applet is referred to as a tag applet.

[0203] Therefore, NFC mobile terminals which operate with each other should include and operate the same applets, and therefore should have the same AID information.

[0204] Communication mode in which signals are transmitted and received using an NFC method includes card mode and read mode. The card mode is described as being mode in which recorded information signals are provided to a counterparty, and the read mode is described as being mode in which information signals recorded in a counterparty are read.

[0205] In the present invention, content is described as being digital data information including one or more of media such as a character(s), a still image(s), a moving image(s),

image(s), and sound(s), and multimedia is described as being an output including one or more of a sound(s), a moving image(s), a still image(s), and a character(s).

[0206] Furthermore, commodity information is described as including the advertisement information, characteristic information, expiration date, use, price, etc. of a corresponding commodity.

[0207] FIG. 10 is a functional block diagram illustrating the configuration of a commodity information provision system **1000** according to a fifth embodiment of the present invention.

[0208] Referring to FIG. 10, the commodity information provision system **1000** according to the fifth embodiment of the present invention will now be described in detail. The commodity information provision system **1000** includes an apparatus unit **1090** including a panel unit **1100** and an operation unit **1200** and a server unit **1300**.

[0209] The apparatus unit **1090** includes the panel unit **1100** and the operation unit **1200**, and may be one selected from among a NFC reader and a mobile terminal, which is the same throughout the following description.

[0210] The panel unit **1100** may include a camera unit **1110**, an output unit **1120**, and an NFC antenna unit **1130**. The operation unit **1200** may include a QR analysis unit **1210**, a process unit **1220**, an NFC controller unit **1230**, and a tag applet recording unit **1240**. The server unit **1300** may include a tag applet issuance unit **1310**.

[0211] The camera unit **1110** includes a camera which captures an image of an optical code (including, for example, a QR code) which is represented on a commodity **1400**.

[0212] The output unit **1120** outputs and displays an image, captured by the camera unit **1110**, so that the image can be visually checked or viewed. Here, according to an embodiment of the present invention, it may be checked whether such an optical code has been accurately scanned or captured by the camera unit **1110**, using the output unit **1120**.

[0213] According to an embodiment of the present invention, the NFC antenna unit **1130** is configured to be turned to a wireless frequency in the 13.56 MHz band, and wirelessly transmits and receives NFC signals.

[0214] The QR analysis unit **1210** receives the optical code captured by the camera unit **1110**, recognizes and analyzes a QR code, and converts the QR code into commodity data.

[0215] The commodity data recognized, analyzed and obtained using the QR code includes a variety of information such as the name, manufacturer, management number, release date, expiration date, price, features, use and advertisement information of a commodity **1400**, and may further include link information.

[0216] The process unit **1220** monitors and controls the functional units of the panel unit **1100** and the operation unit **1200**, receives the commodity data from the QR analysis unit **1210**, and outputs the commodity data to the server unit **1300**.

[0217] Furthermore, the process unit **1220** receives a tag applet provided by the server unit **1300**, and applies the tag applet to the NFC controller unit **1230**.

[0218] The NFC controller unit **1230** operates in NFC read mode in its initial stage, and records information about the tag applet, provided by the process unit **1220**, in the assigned area of the tag applet recording unit **1240**.

[0219] The NFC controller unit **1230** monitors the NFC antenna unit **1130** of the panel unit **1100**, and detects the tagging of the NFC mobile terminal **1500**.

[0220] When the NFC controller unit 1230 detects the tagging of the NFC mobile terminal 1500, it requests applet identifier (AID), requests that mode-switching is automatically performed, and receives a response signal indicative of corresponding results.

[0221] Once the NFC controller unit 1230 has received the response signal, it is automatically switched from read mode to card mode, and outputs a tag applet recorded in the tag applet recording unit 1240, thereby transmitting the tag applet to the NFC mobile terminal 1500 via the NFC antenna unit 1130.

[0222] In this case, when the NFC controller unit 1230 receives a response indicative of the normal reception of the tag applet without transmission error from the NFC mobile terminal 1500, it deletes the corresponding tag applet recorded in the tag applet recording unit 1240. That is, the information of the tag applet is allowed to be provided only once.

[0223] The server unit 1300 includes the tag applet issuance unit 1310, receives the commodity data provided by the operation unit 1200, converts the commodity data into a tag applet using the tag applet issuance unit 1310, and transmits the tag applet to the operation unit 1200.

[0224] The commodity 1400 may be any type of commodity, and an optical code may be represented, for example, on the surface of the commodity 1400.

[0225] The NFC mobile terminal 1500 connects to the mobile communication system, and communicates with a desired counterparty via a wireless connection. The NFC mobile terminal 1500 may include an NFC communication function and then perform NFC communications. Alternatively, the NFC mobile terminal 1500 may include only an NFC communication function.

[0226] The NFC mobile terminal 1500 includes a plurality of application applets including a driving applet, and these applets are identified by respective pieces of AID information. The driving applet is described as being an application program which transmits and receives commodity information.

[0227] The NFC mobile terminal 1500 operates in card mode in its initial stage, receives a signal requesting AID information and a signal requesting mode-switching from the operation unit 1200 via the panel unit 1100, provides retrieved AID information, wakes up and operates a corresponding driving applet, performs switching to read mode, and returns a response signal indicative of results corresponding to a request signal to the operation unit 1200 via the panel unit 1100.

[0228] After the NFC mobile terminal 1500 has been automatically switched to read mode, the NFC mobile terminal 1500 receives a tag applet from the operation unit 1200, and outputs the tag applet via its own output unit using an operating driving applet in the form of multimedia.

[0229] The configuration according to the fifth embodiment of the present invention converts commodity information recorded in a QR code or an optical code represented on the surface of a commodity into a tag applet and transfers the tag applet to the NFC mobile terminal, and the NFC mobile terminal receives the tag applet using an NFC method and outputs the commodity information using a waked driving applet in the form of multimedia content

[0230] FIG. 11 is a functional block diagram illustrating the configuration of a commodity information provision system according to a sixth embodiment of the present invention.

[0231] Referring to FIG. 11, the commodity information provision system 2000 according to the sixth embodiment of the present invention will now be described in detail. The commodity information provision system 2000 according to the sixth embodiment of the present invention includes an apparatus unit 2090 including a panel unit 2100 and operation unit 2200 and a server unit 2300.

[0232] The apparatus unit 2090 includes the panel unit 2100 and the operation unit 2200, and may be any one of an NFC reader and a mobile terminal, which is the same throughout the following description.

[0233] The commodity information provision system 2000 according to the sixth embodiment is the same as the commodity information provision system 1000 of the fifth embodiment except that the commodity information provision system 2000 according to the sixth embodiment further includes a barcode scanner unit 2140 and a barcode analysis unit 2250 compared to the commodity information provision system 1000 of the fifth embodiment.

[0234] That is, since the configuration of the server unit 2300 including an output unit 2120, an NFC antenna unit 2130, a process unit 2220, an NFC controller unit 2230, a tag applet recording unit 2240, and a tag applet issuance unit 2310 is the same as that of the fifth embodiment except for reference numerals, redundant descriptions will be omitted and only necessary descriptions will be given.

[0235] Therefore, the configurations of the unique barcode scanner unit 2140 and barcode analysis unit 2250 will now be described in detail.

[0236] The camera unit 2110 captures a QR code, and applies the QR code to both the output unit 2120 and the QR analysis unit 2210. The barcode scanner unit 2140 scans a barcode, and applies the scanned image to both the output unit 2120 and the barcode analysis unit 2250.

[0237] The barcode and the QR code may be the same in the type and content of information to be recorded, and may be different in the amount of information which can be recorded therein.

[0238] That is, the barcode is a computer-readable 1D code, and can record a relatively limited amount of information because the amount of data which can be recorded in the barcode is small. The QR code is a computer-readable 2D code, and is widely used recently QR because it has the advantages of being able to record a maximum of 23,648 bits and also recording link information.

[0239] The configuration according to the sixth embodiment of the present invention converts commodity information recorded in optical codes including a barcode and a QR code represented on the surface of a commodity 1400 into a tag applet and transfers the tag applet to the NFC mobile terminal 1500, and the NFC mobile terminal 1500 receives the tag applet using an NFC method and outputs the commodity information using a waked driving applet in the form of multimedia content. The configuration according to the sixth embodiment is different from the configuration of the present invention in that the configuration according to the sixth embodiment uses both the barcode and the QR code.

[0240] FIG. 12 is a functional block diagram illustrating the configuration of a commodity information provision system 3000 according to a seventh embodiment of the present invention.

[0241] Referring to FIG. 12, the commodity information provision system 3000 according to the seventh embodiment of the present invention will now be described in detail. The

commodity information provision system **3000** according to the seventh embodiment of the present invention includes an apparatus unit **3090** including a panel unit **3100** and an operation unit **3200** and a server unit **3300**.

[0242] The apparatus unit **3090** includes the panel unit **3100** and the operation unit **3200**, and may be any one selected from among an NFC reader and a mobile terminal, which is the same throughout the following description.

[0243] The commodity information provision system **3000** according to the seventh embodiment is the same as the commodity information provision system **1000** according to the fifth embodiment except that the output unit **3120** of the panel unit **3100** is connected to both a camera unit **3110** and the operation unit **3200**, the operation unit **3200** further includes an output control unit **3250**, and the server unit **3300** further includes a commodity information DB unit **3320** and a control unit **3330**.

[0244] Since the other configurations of the commodity information provision system **3000** according to the seventh embodiment is the same as the commodity information provision system **1000** according to the fifth embodiment except for reference numerals, redundant descriptions will be omitted and only necessary descriptions will be given.

[0245] The output unit **3120** of the panel unit **3100** visually outputs video signals captured by the camera unit **3110**, thereby allows whether the camera unit **3110** is accurately capturing an optical code to be checked, and also outputs a multimedia content signal selectively applied by the operation unit **3200**.

[0246] The output control unit **3250** of the operation unit **3200** applies the tag applet, applied by the server unit **3300**, to the output unit **3120** under the control of the process unit **3220**, thereby allowing the output unit **3120** to be output in the form of a multimedia signal.

[0247] That is, the process unit **3220** provides the information of the tag applet, applied by the server unit **3300**, to both the NFC controller unit **3230** and the output control unit **3250** at the same time.

[0248] The server unit **3300** receives the commodity data applied via the operation unit **3200**, and applies the commodity data to the tag applet issuance unit **3310** and the commodity information DB unit **3320**.

[0249] The tag applet issuance unit **3310** converts the commodity data, applied by the operation unit **3200**, into a tag applet, as described in the descriptions of the fifth and sixth embodiments.

[0250] The commodity information DB unit **3300** analyzes the commodity data applied by the operation unit **3200**, and, if link information is included in the commodity data, extracts the link information and connects to the corresponding link, thereby searching for and providing the corresponding commodity information.

[0251] The control unit **3330** performs control so that the corresponding commodity information found by the commodity information DB unit **3320** can be applied to the tag applet issuance unit **3310** and converted into a tag applet. In this case, the control unit **3330** performs control and monitoring so that the commodity information is converted into a tag applet which matches commodity data included in an optical code.

[0252] The server unit **3300** provides the tag applet, issued and created by the tag applet issuance unit **3310**, to the process unit **3220** of the operation unit **3200**.

[0253] The configuration according to the seventh embodiment of the present invention converts commodity information, recorded in a QR code or an optical code represented on the surface of a commodity, into a tag applet, transfers the tag applet to the NFC mobile terminal, and also searches for and includes more commodity information linked using link information, thereby transferring the matched tag applet to the NFC mobile terminal. The NFC mobile terminal receives the tag applet using an NFC method, and outputs commodity information using a waked driving applet in the form of multimedia content.

[0254] FIG. 13 is a functional block diagram illustrating the configuration of a commodity information provision system **4000** according to a eighth embodiment of the present invention.

[0255] Referring to FIG. 13, the commodity information provision system **4000** according to the eighth embodiment of the present invention will now be described in detail. The commodity information provision system **4000** according to the eighth embodiment of the present invention includes an apparatus unit **4090** including a panel unit **4100** and an operation unit **4200** and a server unit **4300**. The commodity information provision system **4000** according to the eighth embodiment is similar to the commodity information provision system **3000** according to the seventh embodiment.

[0256] The apparatus unit **4090** includes the panel unit **4100** and the operation unit **4200**, and may be any one selected from among an NFC reader and a mobile terminal, which is the same throughout the following description.

[0257] The commodity information provision system **4000** according to the eighth embodiment is different from the commodity information provision system **3000** according to the seventh embodiment in that the panel unit **4100** further includes a barcode scanner unit **4140** and the operation unit **4200** further includes a barcode analysis unit **4260**. Since the commodity information provision system **4000** according to the eighth embodiment is the same as the commodity information provision system **3000** according to the seventh embodiment except for reference numerals, redundant descriptions will be omitted and only necessary descriptions will be given.

[0258] The camera unit **4110** captures a QR code and applies the captured image to both the output unit **4120** and the QR analysis unit **4210**, and the barcode scanner unit **4140** scans a barcode and applies the scanned image to both the output unit **4120** and the barcode analysis unit **4260**.

[0259] The barcode and the QR code are the same in the type and content of information to be recorded, and are different in the amount of information which can be recorded therein, as described above.

[0260] The configuration according to the eighth embodiment of the present invention has the advantage of converting commodity information, recorded in optical codes including a QR code and a barcode represented on the surface of a commodity, and commodity information, found using link information, into a tag applet and outputting the tag applet via the NFC mobile terminal.

[0261] FIG. 14 is a functional block diagram illustrating the configuration of a commodity information provision system **5000** according to a ninth embodiment of the present invention.

[0262] Referring FIG. 14, the commodity information provision system **5000** according to the ninth embodiment of the present invention will now be described in detail. The com-

modity information provision system **5000** according to the ninth embodiment of the present invention includes an apparatus unit **5090** including a panel unit **5100** and an operation unit **5200**. The commodity information provision system **5000** according to the ninth embodiment is partially the same as the commodity information provision system **4000** according to the eighth embodiment.

[0263] The apparatus unit **5090** includes the panel unit **5100** and the operation unit **5200**, and may be any one selected from among an NFC reader and a mobile terminal, which is the same throughout the following description.

[0264] Since the panel unit **5100** includes a camera unit **5110**, an output unit **5120**, an NFC antenna unit **5130** and a barcode scanner unit **5140** and is the same as the panel unit **4100** of the eighth embodiment except for reference numerals, a redundant description thereof will be omitted here.

[0265] The operation unit **5200** includes a QR analysis unit **5210**, a process unit **5220**, an NFC controller unit **5230**, a tag applet recording unit **5240**, an output control unit **5250**, a barcode analysis unit **5260**, and a tag applet issuance unit **5270**.

[0266] The configuration of the operation unit **5200** according to the ninth embodiment is different from that of the operation unit **4200** according to the eighth embodiment in that the operation unit **5200** further includes a tag applet issuance unit **5270** and the process unit **5220** is not connected to a server unit.

[0267] That is, in the ninth embodiment, a server unit is not provided and instead the functionality of the server unit is performed by the tag applet issuance unit **5270** of the operation unit **5200**, so that the additional functionality of the process unit **5220** and the additionally provided tag applet issuance unit **5270** will now be described chiefly.

[0268] The process unit **5220** recognizes a QR code captured by the QR analysis unit **5210**, and receives analyzed commodity data.

[0269] Furthermore, the process unit **5220** recognizes a barcode scanned by the barcode analysis unit **5260**, and receives analyzed commodity data.

[0270] The process unit **5220** transfers commodity information, received from the QR analysis unit **5210** and the barcode analysis unit **5260**, to the tag applet issuance unit **5270**.

[0271] The commodity information according to the ninth embodiment is information that an optical code can include therein, and includes one or more of the advertisement, manufacturer, vendor, release date, expiration date, price information, serial number, name and contact information of a corresponding commodity **1400**. That is, since the commodity information according to the ninth embodiment does not include image information and link information, the amount of information which can be provided may be relatively small.

[0272] The tag applet issuance unit **5270** converts the commodity data, applied by the process unit **5220**, into a tag applet, and applies the tag applet to both the NFC controller unit **5230** and the process unit **5220**.

[0273] The NFC controller unit **5230** records the applied tag applet in the assigned area of the tag applet recording unit **5240**, and provides the applied tag applet if it is determined that the NFC mobile terminal **1500** has tagged the NFC antenna unit **5130**.

[0274] The process unit **5220** provides the tag applet, applied by the tag applet issuance unit **5270**, to the output control unit **5250**, thereby allowing the tag applet to be output via the output unit **5120**.

[0275] The configuration according to the ninth embodiment of the present invention has the advantages of converting commodity information, recorded in optical codes including a QR code and a barcode represented on the surface of a commodity, into a tag applet in the operation unit itself, outputting the tag applet via the output unit in the form of content and wirelessly providing the tag applet to the NFC mobile terminal to be output.

[0276] FIG. **15** is a functional block diagram illustrating the configuration of a commodity information provision system **6000** according to a tenth embodiment of the present invention.

[0277] Referring to FIG. **15**, the commodity information provision system **6000** according to the tenth embodiment of the present invention will now be described in detail. The commodity information provision system **6000** according to the tenth embodiment of the present invention includes an apparatus unit **6090** including a panel unit **6100** and an operation unit **6200** and a server unit **6300**, and is partially the same as the commodity information provision system **5000** according to the ninth embodiment.

[0278] The apparatus unit **6090** includes the panel unit **6100** and the operation unit **6200**, and may be any one selected from among an NFC reader and a mobile terminal, which is the same throughout the following description.

[0279] Since the panel unit **6100** includes a camera unit **6110**, an output unit **6120**, an NFC antenna unit **6130** and a barcode scanner unit **6140** and is the same in configuration as the panel unit **5100** of the ninth embodiment, a redundant description thereof will be omitted and only descriptions necessary to describe the tenth embodiment will be given.

[0280] The operation unit **6200** includes a QR analysis unit **6210**, a process unit **6220**, an NFC controller unit **6230**, a tag applet recording unit **6240**, an output control unit **6250**, a barcode analysis unit **6260**, and a tag applet issuance unit **6270**.

[0281] The server unit **6300** includes a commodity information DB unit **6310** and a tag applet issuance unit **6320**, the commodity information DB unit **6310** records a variety of commodity information linked using link information, and the tag applet issuance unit **6320** converts commodity information into a tag applet.

[0282] Since the configuration of the operation unit **6200** of the tenth embodiment is different from the configuration of the operation unit **5200** of the ninth embodiment in that the process unit **6220** directly connects to the NFC controller unit **6230** or connects to the NFC controller unit **6230** via the tag applet issuance unit **6270**, different and necessary descriptions will be given chiefly.

[0283] The process unit **6220** checks whether link information has been included in the commodity data applied by the QR analysis unit **6210** by analyzing the commodity data.

[0284] Here, the process unit **6220** checks whether link information is included in the commodity data provided by the barcode analysis unit by analyzing the commodity data.

[0285] It will be apparent that link information may be also included in a barcode.

[0286] The process unit **6220** analyzes commodity data applied by the QR analysis unit **6210** or barcode analysis unit **6260**, separates link information if the link information has been included in the commodity data, and applies (transfers) the link information to the server unit **6300**.

[0287] That is, the process unit 6220 according to the tenth embodiment is different from the process unit 5220 according to the ninth embodiment in that the function of checking whether link information has been included, separating the link information and transferring the link information to the server unit has been added to the function of the process unit 5220 according to the ninth embodiment.

[0288] Using a process of connecting to a path corresponding to link information applied by the process unit 6220, the server unit 6300 searches for corresponding commodity information from the commodity information DB unit 6310 and applies the found commodity information to the tag applet issuance unit 6320.

[0289] The tag applet issuance unit 6320 converts the found and applied commodity information into a tag applet, and provides the commodity information to the process unit 6220 of the operation unit 6200.

[0290] The process unit 6220 directly applies (transfers) the tag applet, applied by the server unit 6300, to both the NFC controller unit 6230 and the output control unit 6250.

[0291] Meanwhile, the process unit 6220 performs control so that the commodity information applied by the QR analysis unit 6210 is applied (transferred) to the tag applet issuance unit 6270 and then converted into a tag applet, the tag applet issuance unit 6270 applies (transfers) the tag applet, obtained by converting the commodity information, both the NFC controller unit 6230 and the process unit 6220, and the process unit 6220 applies (transfers) the tag applet to the output control unit 6250.

[0292] The NFC controller unit 6230 is different in that it includes the functionality described in conjunction with the ninth embodiment and additionally receives the tag applets from both the tag applet issuance unit 6270 and the process unit 6220. Since the configurations and functionalities of the tag applet recording unit 6240, the output control unit 6250, the QR analysis unit 6210 and the barcode analysis unit 6260 are the same as those of the ninth embodiment, redundant descriptions thereof will be omitted here.

[0293] The configuration according to the tenth embodiment of the present invention converts commodity information, recorded on optical codes including a QR code and a barcode represented on the surface of a commodity, into a tag applet using the operation unit itself.

[0294] In particular, the configuration according to the tenth embodiment of the present invention has the advantage of additionally providing a variety and abundance of commodity information because the configuration detects link information included in a QR code and a barcode, searches for corresponding commodity information from the server unit, converts the commodity information into a tag applet, and provides the tag applet.

[0295] FIG. 16 is a signal flow diagram illustrating the operation of the commodity information provision system according to the fifth embodiment of the present invention.

[0296] Referring to FIG. 16, the operation of the fifth embodiment will now be described in detail based on the configuration of the eighth embodiment.

[0297] The NFC mobile terminal 1500 operates in card mode in its initial stage, and the operation unit 4200 operates in read mode in its initial stage.

[0298] An optical code of a commodity 1400 is scanned by bringing the optical code close to the panel unit 4100 at step ST5010, the panel unit 4100 transfers the scanned optical code to the operation unit 4200, and the operation unit recognizes the optical code and converts the optical code into commodity data at step ST5020.

[0299] The operation unit transmits the obtained commodity data to the server unit at step ST5030, and the server unit checks whether link information has been included in commodity data by analyzing the commodity data at step ST5040, makes a connection using the corresponding link information if the link information has been included, and searches for commodity information at step ST5050.

[0300] The server unit converts the commodity data, applied by the operation unit, into a tag applet and issues the tag applet, converts the commodity data and matched commodity information into a tag applet and issues the tag applet if the commodity information has been found using a link at step ST5060, and transmits the tag applet to the operation unit at step ST5070.

[0301] The operation unit records the tag applet, transmitted by the server unit, in an assigned area at step ST5080, checks whether the NFC mobile terminal 1500 has performed tagging by monitoring the panel unit, and, if the NFC mobile terminal 1500 has performed tagging at step ST5090, requests the NFC mobile terminal to search for AID information via the panel unit and at the same time requests automatic mode-switching, and receives corresponding results in the form of a response signal at step ST5100.

[0302] In this case, the NFC mobile terminal wakes up the driving applet and operates the driving applet in an active state and switches from card mode to read mode at step ST5110, and the operation unit switches from read mode to card mode at step ST5120.

[0303] The operation unit which has switched to card mode transmits the recorded tag applet to the NFC mobile terminal via the panel unit using, for example, a frequency in the 13.56 MHz band, and the NFC mobile terminal returns a response signal indicative of reception without error at step ST5130.

[0304] If it is determined that the tag applet has been transmitted without error, the operation unit deletes a record of the corresponding tag applet at step ST5140, and the NFC mobile terminal outputs the commodity information by running the received tag applet at step ST5150.

[0305] The present invention has the advantage of downloading commodity information to the NFC mobile terminal in the form of content using an optical code including a barcode or a QR code represented on a commodity and conveniently playing back and viewing the commodity information anytime and anywhere.

[0306] FIG. 17 is a signal flow diagram illustrating the operation of the commodity information provision system according to the sixth embodiment of the present invention.

[0307] Referring to FIG. 17, the operation of the commodity information provision system according to the sixth embodiment of the present invention will now be described based on the configuration of the eighth embodiment.

[0308] The operation of the commodity information provision system according to the sixth embodiment of the present invention is different in that the initial operating modes of the NFC mobile terminal 1500 and the operation unit 4200 are not designated and set.

[0309] That is, the NFC mobile terminal 1500 and the operation unit 4200 automatically switches between read mode and card mode.

[0310] Therefore, the operation of the commodity information provision system according to the sixth embodiment is different from the operation of the commodity information provision system according to the fifth embodiment in that the process of making a mode-switching request and transmitting a corresponding response signal is not required.

[0311] Only different descriptions will now be given.

[0312] In an initial stage, the NFC mobile terminal 1500 and the operation unit 4200 operate in read mode or card mode, and automatically switch operating mode every period of time which is freely set.

[0313] Since steps ST6010 to ST6090 in FIG. 17 are the same as steps ST5010 to ST5090 in the operation of the fifth embodiment, redundant descriptions thereof will be omitted here.

[0314] The operation unit 4200 monitors the panel unit 4100, and, if it is determined that the NFC mobile terminal 1500 has performed tagging, requests the NFC mobile terminal to search for AID information and the receives AID information of search results in the form of a response signal at step ST6100.

[0315] The NFC mobile terminal wakes up the driving applet in an active state, and activates the loop time of read mode and automatically switches to read mode at step ST6110.

[0316] The operation unit also activates the loop time of card mode and automatically switches to card mode at step ST6120.

[0317] Furthermore, since steps ST6130 to ST6150 in FIG. 17 are the same as steps ST5130 to ST5150 in the operation of the fifth embodiment, redundant descriptions thereof will be omitted here.

[0318] The operation of the sixth embodiment has the advantage of the step of processing signals being simplified because the NFC mobile terminal 1500 and the operation unit 4200 do not exchange signals for mode-switching, thereby increasing processing speed.

[0319] FIG. 18 is a diagram illustrating an NFC tag generation device 20 and a mobile terminal 10 according to an embodiment of the present invention, and FIG. 19 is a diagram showing the configuration of an NFC tag generation device 20 according to an embodiment of the present invention.

[0320] Referring to FIG. 18, the NFC tag generation device 20 according to the embodiment of the present invention outputs content including a still image(s), a moving image(s) and/or music to the outside, and plays back the content.

[0321] A user may bring the NFC communication-enabled NFC terminal 10 close to the NFC tag generation device 20, and receive content including a still image(s), a moving image(s) or music in the form of tag data.

[0322] Referring to FIG. 19, the NFC tag generation device 20 for outputting content to the outside and transmitting tag data to the NFC terminal 10 includes an NFC controller unit 210, an operation control unit 220, a memory unit 230, a tag recording unit 240, a content output unit 250, an NFC antenna unit 260, and a communication interface unit 270.

[0323] The NFC tag generation device 20 may output one or more pieces of content via the content output unit 250.

[0324] The content may include a medium (media) which can be played back, such as a still image(s), such as a photo(s), a moving image(s) or music.

[0325] The content output unit 250 may receive a selection of content using the user's manipulation or predetermined default setting.

[0326] For example, when the content output unit 250 is provided with a touch screen and one or more pieces of content are alternately output at regular intervals, the user may transfer a command to select content to be transmitted to the NFC terminal 10 in such a way as to touch the touch screen.

[0327] According to an embodiment of the present invention, when the user does not directly transmit a selection command to the content output unit 250 but brings the NFC terminal 10 close to the NFC tag generation device 20, the tag generation device 20 detects a signal from the NFC terminal 10.

[0328] Accordingly, specific content may be selected by predetermined default setting without requiring a content selection command via the content output unit 250.

[0329] The operation control unit 220 may search for tag data corresponding to content selected via the content output unit 250.

[0330] There are tag data which corresponds to each of one or more pieces of content which are output to the outside via the content output unit 250.

[0331] Once the content has been selected via the content output unit 250, the operation control unit 220 may detect a selected command signal and search for tag data corresponding to the content.

[0332] The NFC controller unit 210 may select transmission mode corresponding to the content selected by the content output unit 250.

[0333] The operation control unit 220 transmits a control signal requesting switching to transmission mode corresponding to the selected content to the NFC controller unit 210.

[0334] Methods of transmitting data using NFC communication may be classified into card mode, P2P mode, and RW mode. The transmission method may vary with mode depending on the type of content, or all transmission methods may be used.

[0335] According to an embodiment of the present invention, it is possible to use a method in which mode-switching stops in corresponding transmission mode when a transmission method corresponding to content is determined in a mode polling state where card mode, P2P mode and RW mode are alternating.

[0336] The memory unit 230 may store content to be output to the outside and tag data corresponding to the content.

[0337] The memory unit 230 may store content-related data and tag data in its tag data DB unit and content DB unit, which may be constructed in the form of separate storage spaces.

[0338] The tag recording unit 240 may include one or more tag recording units, and may temporarily record the tag data of the NFC tag generation device 20 to be transmitted to the outside.

[0339] The tag recording unit 240 may be included in one or more selected from among the NFC controller unit 210, the operation control unit 220, and the memory unit 230.

[0340] In order to transmit tag data, corresponding to content selected by the user, to the NFC terminal 10, the operation control unit 220 may transfer a control signal, recording the corresponding tag data in the tag recording unit 240, to the NFC controller unit 210.

[0341] The NFC antenna unit 260 may transmit tag data to the NFC communication-enabled NFC terminal 10 using an NFC communication method.

[0342] When the user brings the NFC terminal 10 close to the NFC tag generation device 20 in order to receive selected content, the NFC tag generation device 20 transmits corresponding tag data via the NFC antenna unit 260 in preset transmission mode.

[0343] The communication interface unit 270 may update information about content or tag data, stored in the memory unit 230, with information about new content or tag data.

[0344] For this purpose, the communication interface unit 270 may communicate with another content or tag data provision server.

[0345] The communication interface unit 270 may include a communication device which performs the functionality of a mobile communication terminal and can connect to a mobile communication network.

[0346] FIG. 20 is a flowchart illustrating an NFC tag transmission method according to an embodiment of the present invention.

[0347] At step S10, the NFC tag generation device 20 outputs content to the outside, and receives a selection of content from a user.

[0348] The NFC generation device 20 may output one or more pieces of content to the outside, and the user may select content to be received.

[0349] At step S20, the user requests tag data from the NFC tag generation device 20.

[0350] When the user selects desired content at step S10, a signal requesting tag data is automatically transmitted from the NFC tag generation device 20.

[0351] At step S30, the setting of transmission mode corresponding to the content selected at step S10 is analyzed.

[0352] Methods of transmitting data using NFC communication may be classified into card mode, P2P mode, and RW mode. The transmission method may vary with mode depending on the type of content, or all transmission methods may be used.

[0353] It is possible to use a method in which mode-switching stops in corresponding transmission mode when a transmission method corresponding to content is determined in a mode polling state where card mode, P2P mode and RW mode are alternating.

[0354] At step S40, an application based on the transmission mode analyzed and determined at step S30 is run.

[0355] At step S50, tag data corresponding to the selected content is searched for.

[0356] At step S60, when the user brings the NFC terminal 10 close to the NFC tag generation device 20 in order to receive selected content, the NFC tag generation device 20 transmits corresponding tag data in the transmission mode set at step S30.

[0357] Meanwhile, when the tag NFC terminal 10 is caused to tag the NFC tag generation device 20 without inputting a command to select content to the NFC tag generation device 20 at step S10, predetermined tag data may be transmitted to the NFC terminal 10 in predetermined transmission mode.

[0358] That is, when the NFC tag generation device 20 detects a signal for NFC communication because the NFC terminal 10 comes close to the NFC tag generation device 20, content may be selected using a predetermined method.

[0359] According to an embodiment of the present invention, when the tag NFC terminal 10 is caused to tag the NFC tag generation device 20 without inputting a command to select content to the NFC tag generation device 20 at step S10, content at the time when the tagging is performed may be selected, and tag data corresponding to the content may be transmitted to the NFC terminal 10.

[0360] FIG. 21 is a flowchart illustrating an NFC tag transmission method according to an embodiment of the present invention.

[0361] Since steps S100 to S300 are the same as steps S10 to S30 of FIG. 3, detailed descriptions thereof will be omitted here.

[0362] At step S400, tag data corresponding to selected content is searched for.

[0363] At step S500, the tag data found at step S400 is recorded in a separate storage space.

[0364] At step S600, when the NFC terminal 10 is brought close to the NFC tag generation device 20 in order to receive the content selected by the user, the NFC tag generation device 20 transmits the tag data, stored in the separate storage space, to the NFC terminal 10 in the transmission mode set at step S30.

[0365] Meanwhile, when the tag NFC terminal 10 is caused to tag the NFC tag generation device 20 without inputting a command to select content to the NFC tag generation device 20 at step S100, predetermined tag data may be transmitted to the NFC terminal 10 in predetermined transmission mode.

[0366] That is, when the NFC tag generation device 20 detects a signal for NFC communication because the NFC terminal 10 comes close to the NFC tag generation device 20, content may be selected using a predetermined method.

[0367] According to an embodiment of the present invention, when the tag NFC terminal 10 is caused to tag the NFC tag generation device 20 without inputting a command to select content to the NFC tag generation device 20 at step S100, content at the time when the tagging is performed may be selected, and tag data corresponding to the content may be transmitted to the NFC terminal 10.

[0368] The embodiments of the present invention configured as described above has the advantage of repeatedly viewing the content of an advertisement and analyzing it over time when a user is far away from an advertisement medium because the content of the advertisement can be provided and recorded in the form of data by allowing a mobile terminal to tag an advertisement output medium.

[0369] Furthermore, the embodiments of the present invention has the advantage of outputting a variety of types of advertisements as corresponding multimedia information and providing them in the form of data using a single output medium.

[0370] Meanwhile, the embodiments of the present invention has the advantage of conveniently providing a variety of types of advertisement information using QR codes or barcodes.

[0371] Furthermore, the embodiments of the present invention has the advantage of recognizing an optical code including a barcode or a QR code represented on a commodity, converting commodity information, included in the optical code, into an NFC tag applet and providing the NFC tag applet to an NFC mobile terminal, thereby enabling a user to rapidly check accurate commodity information and to purchase optimum commodities because the present invention can.

[0372] Furthermore, the embodiments of the present invention has the advantage of receiving and recording content in the form of tag data using the tagging of a content output medium by a mobile terminal and allowing a user to repeatedly review the content when the user is far away from a content medium and to analyze the content over time.

[0373] Although the preferred embodiments of the present invention have been disclosed for illustrative purposes, those skilled in the art will appreciate that various modifications,

additions and substitutions are possible, without departing from the scope and spirit of the invention as disclosed in the accompanying claims.

What is claimed is:

1. A system for providing advertisement information, comprising:

a mobile terminal configured to operate in card mode in its initial stage, switch to read mode in response to a request for mode-switching, search for and output Identifier (ID) information, and receive data of advertisement media using tagging;

a panel unit configured to send the request for mode-switching to the mobile terminal, switch from read mode in its initial stage to card mode in response to a request for mode-switching from the mobile terminal, output received the advertisement media, and, radiate and transfer the advertisement media as data when the mobile terminal performs the tagging; and

an advertisement management server configured to search for or create in real time the advertisement media, and output and provide the advertisement media, together with a matched tag applet in response to a request from the panel unit.

2. The system as set forth in claim 1, wherein the panel unit comprises:

a panel operation unit configured to receive the advertisement media and the matched tag applet from the advertisement management server and record the advertisement media and the matched tag applet in an assigned area; and

an advertisement output unit configured to, under the control of the panel operation unit, output the advertisement media as a multimedia signal, radiate the matched tag applet, and radiate the advertisement media as data when the mobile terminal tags the radiated tag applet.

3. The system as set forth in claim 2, wherein the advertisement output unit comprises:

an output unit for outputting the advertisement media as the multimedia signal under the control of the panel operation unit; and

an antenna unit configured to selectively radiate the matched tag applet and the advertisement media under the control of the panel operation unit, wherein the antenna unit is configured to, after radiating the matched tag applet, detect the tagging of the mobile terminal and perform transfer of the advertisement media to the panel operation unit.

4. The system as set forth in claim 2, wherein the panel operation unit comprises:

a process unit configured to connect to the advertisement management server, and receive the advertisement media provided from the advertisement management server;

a tag applet unit configured to record and store the advertisement media and the matched tag applet in respective assigned areas under the control of the process unit;

a Near Field Communication (NFC) controller unit configured to, when the advertisement output unit detects the tagging of the mobile terminal, output the advertisement media as data under the control of the process unit, the NFC controller unit configured to, when the mobile terminal performs the tagging, send the request for mode-switching to the mobile terminal to switch to read

mode, and switch to the card mode after determining that the mobile terminal is switched to read mode; and

an advertisement signal processing unit configured to output the advertisement media as the multimedia signal under the control of the process unit.

5. The system as set forth in claim 3, wherein the output unit comprises a plurality of output units and the antenna unit comprises a plurality of antenna units;

the plurality of output units and the plurality of antenna units are paired into a plurality of pairs;

an output unit of each pair connects to the panel operation unit and outputs the advertisement media; and

an antenna unit of the each pair connects to the panel operation unit, and selectively radiates the matched tag applet and the data of the advertisement media.

6. The system as set forth in claim 4, wherein the advertisement signal processing unit outputs a plurality of advertisement media at different times under the control of the process unit; and

the NFC controller unit outputs the tag applet which is matched when the advertisement signal processing unit outputs the advertisement media, and outputs the data of the advertisement media if the tagging of the mobile terminal is detected when the matched tag applet is output.

7. The system as set forth in claim 1, wherein the advertisement management server comprises:

a control unit configured to receive a signal of the request of the tag applet from the panel unit;

an advertisement radiation database (DB) unit configured to, under the control of the control unit, create or search for the advertisement media in real time, create the matched tag applet and transfer the advertisement media and the matched tag applet to the panel unit; and

a tag applet database (DB) unit configured to record the advertisement media and the tag applet matched to the advertisement media in respective tables under the control of the control unit.

8. The system as set forth in claim 7, wherein the advertisement management server further comprises an advertisement tag applet unit configured to create the tag applet under the control of the control unit.

9. The system as set forth in claim 1, wherein the mobile terminal further comprises a scanner unit configured to scan a Quick Response (QR) code and a barcode;

the panel unit further comprises a QR code analysis unit configured to analyze the QR code, a barcode analysis unit configured to analyze the barcode, and a code radiation unit configured to radiate tag applets of the QR code and the barcode; and

the advertisement management server further comprises a QR code tag applet unit configured to create the tag applet of the QR code and a barcode tag applet unit configured to create the tag applet of the barcode.

10. A system for providing commodity information, comprising:

an apparatus unit comprising a panel unit for capturing and displaying an optical code of a commodity, and an operation unit for recognizing the optical code captured by the panel unit and converting the optical code into commodity data; and

a server unit configured to receive the commodity data transmitted by the operation unit, convert the commodity data into a tag applet, and transmit the tag applet to the operation unit;

wherein the operation unit records the tag applet transmitted by the server unit, convert the tag applet into a Near Field Communication (NFC) signal, and output the NFC signal to the panel unit; and

the panel unit transmits the tag applet to a tagging NFC mobile terminal using NFC communication.

11. The system as set forth in claim **10**, wherein the panel unit comprises:

a camera unit configured to capture the optical code including a Quick Response (QR) code of the commodity;

an output unit configured to output and display the optical code captured by the camera unit; and

an NFC antenna unit configured to wirelessly transmit the NFC signal output by the operation unit.

12. The system as set forth in claim **10**, wherein the operation unit comprises:

an Quick Response (QR) analysis unit configured to receive the optical code captured by the panel unit, recognize and analyze a QR code, and convert the QR code into the commodity data;

a process unit configured to receive the commodity data from the QR analysis unit, output the commodity data to the server unit, and receive the tag applet from the server unit;

an NFC controller unit configured to, under the control of the process unit, convert the tag applet into the NFC signal and output the NFC signal to the panel unit; and a tag applet recording unit configured to record or delete the tag applet under the control of the NFC controller unit.

13. The system as set forth in claim **11**, wherein the panel unit further comprises a barcode scanner unit configured to scan the optical code including a barcode of the commodity, and the operation unit further comprises a barcode analysis unit configured to receive the optical code from the panel unit, recognize and analyze the barcode, and convert the barcode into commodity data.

14. The system as set forth in claim **10**, wherein the server unit comprises:

a tag applet issuance unit configured to receive the commodity data from the operation unit and convert the commodity data into the tag applet;

a commodity information database (DB) unit configured to receive the commodity data from the operation unit and search for corresponding commodity information; and

a control unit configured to perform control so that the commodity information found by the commodity information DB unit is applied to the tag applet issuance unit and the commodity data and the matched commodity information into the tag applet.

15. The system as set forth in claim **14**, wherein the operation unit comprises:

an Quick Response (QR) analysis unit configured to receive the optical code captured by the panel unit, recognize and analyze a QR code, and convert the QR code into commodity data;

a process unit configured to receive the commodity data from the QR analysis unit, output the commodity data to the server unit, and receive the tag applet from the server unit;

an NFC controller unit configured to, under the control of the process unit, convert the tag applet into the NFC signal and output the NFC signal to the panel unit;

a tag applet recording unit configured to record or delete the tag applet under the control of the NFC controller unit; and

an output control unit configured to convert the tag applet into a multimedia signal and output the multimedia signal to the panel unit;

wherein the process unit outputs the tag applet to both the NFC controller unit and the output control unit.

16. A system for providing commodity information, comprising:

an apparatus unit comprising:

a panel unit for capturing and displaying an optical code of a commodity; and

an operation unit for recognizing the optical code captured by the panel unit, converting the optical code into commodity data, and converting the commodity data into a tag applet and output the tag applet to the panel unit; and

wherein the panel unit transmits the tag applet to a tagging Near Field Communication (NFC) mobile terminal using NFC communication.

17. The system as set forth in claim **16**, further comprising a server unit comprised of a commodity information database (DB) unit for connecting to the operation unit and recording a plurality of pieces of commodity information linked using link information.

18. The system as set forth in claim **16**, wherein the panel unit comprises:

a camera unit configured to capture an optical code including a Quick Response (QR) code of the commodity;

an output unit configured to output and display the optical code captured by the camera unit, or the commodity information output by the operation unit; and

an NFC antenna unit configured to wirelessly transmit the tag applet as an NFC signal.

19. The system as set forth in claim **16**, wherein the operation unit comprises:

an QR analysis unit configured to receive the optical code captured by the panel unit, recognize and analyze a QR code, and convert the QR code into the commodity data;

a process unit configured to receive the commodity data from the QR analysis unit;

an NFC controller unit configured to, under the control of the process unit, convert an applied signal into an NFC signal and output the NFC signal to the panel unit;

a tag applet recording unit configured to record or delete the applied signal under the control of the NFC controller unit;

an output control unit configured to convert the applied signal into a multimedia signal and output the multimedia signal to the panel unit; and

a tag applet issuance unit configured to convert the commodity data, provided by the process unit, into the tag applet.

20. The system as set forth in claim **19**, wherein the system further comprises a server unit, and the process unit is configured to analyze the commodity data, separate link information from the commodity data, and provide the link information to the server unit.

21. The system as set forth in claim 20, wherein the server unit comprises:

- a commodity information database (DB) unit configured to search for commodity information corresponding to the link information; and
- a tag applet issuance unit configured to receive the commodity information found by the commodity information DB unit and convert the commodity information into the tag applet.

22. The system as set forth in claim 18, wherein the panel unit further comprises a barcode scanner unit configured to scan the optical code including a barcode of the commodity, and the operation unit further comprises a barcode analysis unit configured to receive the optical code from the panel unit, recognize and analyze the barcode, and convert the barcode into commodity data.

23. A Near Field Communication (NFC) tag generation device, comprising:

- a content output unit configured to output one or more pieces of content, and receive a selection of content using a user's manipulation or predetermined default setting;
 - an operation control unit for searching for a tag data corresponding to the selected content;
 - an NFC controller unit configured to set transmission mode corresponding to the tag data;
 - a memory unit configured to store the content and the tag data;
 - a communication interface unit configured to update information about the content or tag data with information about new content or tag data; and
 - an NFC antenna unit configured to transmit the tag data using NFC communication;
- wherein the operation control unit transfers a control signal requesting switching to transmission mode corresponding to the selected content to the NFC controller unit.

24. The NFC tag generation device as set forth in claim 23, further comprising at least one tag recording unit for tempo-

rarily recording tag data to be transmitted to an outside, wherein the operation control unit transfers a recording control signal recording the found tag data in the tag recording unit to the NFC controller unit.

25. The NFC tag generation device as set forth in claim 24, wherein the tag recording unit is included in one of more selected from among the operation control unit, the NFC controller unit and the memory unit.

26. The NFC tag generation device as set forth in any one of claim 23, wherein the content output unit comprises a touch screen; and

the content is output via the touch screen, and the content to be transmitted is selected by touching the touch screen.

27. A Near Field Communication (NFC) tag transmission method, comprising:

- outputting one or more pieces of content which can be played back to a first terminal;
- selecting content to be transmitted from among the one or more pieces of content;
- activating transmission mode corresponding to the selected content;
- searching for tag data corresponding to the content;
- establishing a data transmission session between a second terminal and the first terminal; and
- transmitting the tag data from the second terminal to the first terminal.

28. The NFC tag transmission method of claim 27, further comprising running an application corresponding to the transmission mode between the activating and the searching.

29. The NFC tag transmission method of claim 27, further comprising requesting, at the second terminal, tag data from the first terminal between the outputting and the selecting, and the selection of the content is performed by using a predetermined method in response to the request from the first terminal.

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