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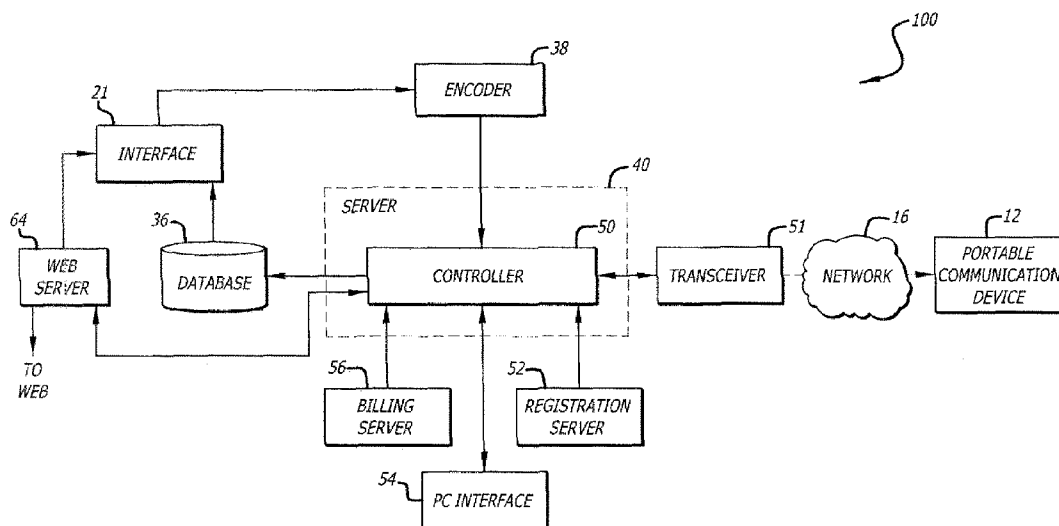
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[Continued on next page]

(54) Title: HIGH SPEED ADVERTISING TO MOBILE TRANSCEIVERS



(57) Abstract: The disclosed method includes collecting and monitoring customer preferences; performing calculations based on the collected and monitored preferences, the calculations being for determining at least a target audience of the advertisement campaign, an advertisement media presentation, an advertisement media delivery time and an expense minimizing advertisement media delivery route for advertisements to be transmitted to a portable communication device to customers based on the individual customer's preferences through a network; and receiving and outputting the advertisements on the portable communication device.



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2008.04)

USPC - 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

USPC - 705/14

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

USPC - 455/550.1

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

PubWEST(USPT,PGPB,EPAB,JPAB); Google Scholar

Search Terms Used: Register, subscribe, user, customer, pause, postpone, suspend, hold, stream, media, video, advertisement, ad, deliver, transmit, communicate, call, monitor, track, activity, view, click, explore, browse

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/0148638 A1 (WEISMAN et al.) 29 July 2004 (29.07.2004) entire document, especially para [0034], [0049], [0050], [0062], [0085], [0152], [0160], [0174], [0252], [0261], [0284],	1-34
Y	US 2004/0015399 A1 (MAGGIO) 22 January 2004 (22.01.2004) entire document, especially para [0077], [0143], [0177], [0217],	1-34
Y	US 2005/0266879 A1 (SPAUR et al.) 01 December 2005 (01.12.2005) entire document, especially para [0008], [0046], [0134],	7, 16, 17, 24, 33, 34

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

* Special categories of cited documents:

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"E" earlier application or patent but published on or after the international filing date

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

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"Y" document of particular relevance: the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

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