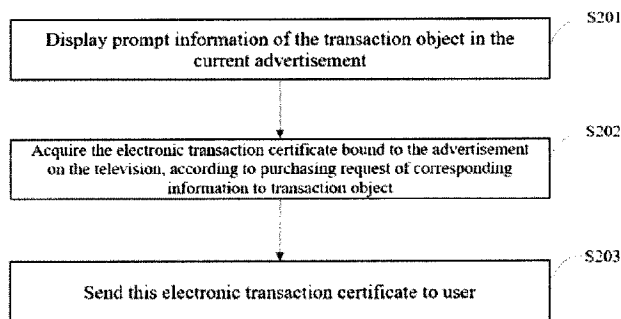




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(54) Titre : PROCÉDE ET DISPOSITIF D'OBTENTION DE CERTIFICAT DE TRANSACTION ELECTRONIQUE, LECTEUR MULTIMEDIA ET SUPPORT DE STOCKAGE  
 (54) Title: METHOD AND DEVICE FOR OBTAINING ELECTRONIC TRANSACTION CERTIFICATE, MULTIMEDIA PLAYER, AND STORAGE MEDIUM



(57) **Abrégé/Abstract:**

The present invention is applied to the field of computer networks. Provided are a method and device for obtaining an electronic transaction certificate, a multimedia player, and a storage medium. The method comprises the following steps: displaying prompt information of a transaction target in a current advertisement; according to a purchase request corresponding to the prompt information, obtaining an electronic transaction certificate bound to the currently playing advertisement; outputting the electronic transaction certificate to a user. In the present invention, the user sends the purchase request regarding the transaction target corresponding to the currently playing advertisement, and obtains the electronic transaction certificate bound to the currently playing advertisement, so that the user performs order and payment operations on the transaction target of the currently playing advertisement on the basis of the electronic transaction certificate. The transaction process is simple in operation, and beneficial for saving user operation time.

### **Abstract**

The present invention is applied to the field of computer networks. Provided are a method and device for obtaining an electronic transaction certificate, a multimedia player, and a storage medium. The method comprises the following steps: displaying prompt information of a transaction target in a current advertisement; according to a purchase request corresponding to the prompt information, obtaining an electronic transaction certificate bound to the currently playing advertisement; outputting the electronic transaction certificate to a user. In the present invention, the user sends the purchase request regarding the transaction target corresponding to the currently playing advertisement, and obtains the electronic transaction certificate bound to the currently playing advertisement, so that the user performs order and payment operations on the transaction target of the currently playing advertisement on the basis of the electronic transaction certificate. The transaction process is simple in operation, and beneficial for saving user operation time.

# METHOD AND DEVICE FOR OBTAINING ELECTRONIC TRANSACTION CERTIFICATE, MULTIMEDIA PLAYER, AND STORAGE MEDIUM

## Technical Field

- [1] The present invention relates to the field of Internet, and more particularly to methods, devices, multimedia players and a storage medium of an electronic transaction certificate acquisition.

## Background Technology

- [2] Advertisement is used to meet some specific needs as a platform for spreading open and wide information by some forms of media to the public. Product producers and operators can deliver goods or service information to many users through advertising and can quickly raise in popularity of their goods or service. Herein multimedia advertisement is more acceptable by the public due to information transferred by combination of language, voice, text, image, movement, performance.
- [3] In the prior art, the user usually contacts the merchant by telephone for purchasing the product or service or usually purchase it in a physical store or may go to the merchant's website or may purchase on the third-party electronic trading platform, when a user sees advertisement information of a product or service on television. It would make that transaction process is cumbersome, time- consuming and laborious.

## Solutions of Problem

### Technical Solutions

[4]

- [5] The example of the present invention provides a method for acquiring an electronic

- transaction certificate. This method provides a convenient shopping channel for users.
- [6] For achieving the example of this present invention, which is a method for acquiring an electronic transaction certificate. This method includes steps as below:
  - [7] Prompt information of the transaction object in the current advertisement is displayed;
  - [8] An electronic transaction certificate bound to the advertisement on the television is acquired, according to the purchasing request corresponding to the relative information of that advertisement on the television;
  - [9] The electronic transaction certificate is output to the user:
  - [10] One electronic transaction certificate corresponds one transaction object or that of the same category, and comprises information related to attributes, transaction rules and settlement accounts of the electronic transaction at least.
  - [11] The example of the present invention provides a device for acquiring an electronic transaction certificate. This device comprises the following parts:
  - [12] Prompt information display unit is used to display relative information of the transaction object in the current advertisement;
  - [13] Electronic transaction certificate acquisition unit is used to acquire an electronic transaction certificate bound to the advertisement on the television, according to the purchasing request corresponding to the relative information of that advertisement on the television;
  - [14] Electronic transaction certificate output unit is used to output the electronic transaction certificate to users;
  - [15] One electronic transaction certificate corresponds one transaction object or that of the same category, and comprises information related to attributes, transaction rules and settlement accounts of the electronic transaction at least.
  - [16] The example of the present invention provides a kind of multimedia player, wherein the multimedia player includes foregoing device of acquiring electronic transaction certificate.
  - [17] The example of the present invention provides a kind of computer storage medium.  
Wherein the computer storage medium comprises a program. This program is executed, the following steps are included:
  - [18] Prompt information of the transaction object in the current advertisement is displayed;

- [19] An electronic transaction certificate bound to the advertisement on the television is acquired, according to the purchasing request corresponding to the relative information of that advertisement on the television;
- [20] The electronic transaction certificate is output to the user:
- [21] One electronic transaction certificate corresponds one transaction object or that of the same category, and comprises information related to attributes, transaction rules and settlement accounts of the electronic transaction at least.
- [22] The example of the present invention is acquiring an electronic transaction certificate bound to the advertisement on the television, according to the purchasing request corresponding to the relative information of that advertisement on the television, so that the user can order the product or service and make a payment directly based on the transaction object corresponding to the electronic transaction certificate. It makes the transaction simply and convenient, as well as saving the user's operating time.

#### Brief Description

- [23] Figure 1 is a schematic diagram of a network environment applied by the present invention provided by the prior art;
- [24] Figure 2 is an implementation flow chart of the method for acquiring electronic transaction provided by an example of the present invention;
- [25] Figure 3 is an implementation flow chart of an electronic transaction acquisition bound to an advertisement provided by an example of the present invention;
- [26] Figure 4 is an implementing flow chart of an electronic transaction certificate bound to an advertisement provided by another example of the present invention;
- [27] Figure 5 is a structural diagram of an electronic transaction certificate acquisition apparatus provided by an example of the present invention;
- [28] Figure 6 is a structural diagram of an electronic transaction certificate acquisition unit provided by an example of the present invention;
- [29] Figure 7 is a structural diagram of an electronic transaction certificate acquisition unit provided by another example of the present invention.

#### Examples of the present invention

## Description of the Preferred Examples

- [30] For a clearer understanding of the objectives, technical solutions, and advantages of the present invention, the specific examples of the present invention will be described in detail with reference to the accompanying drawings. These specific examples described herein are applied to explain the present invention only but not limit the present invention.
- [31] Figure 1 is a schematic diagram of a network environment applied by the example of the present invention. For ease of description, shown here are the parts related to the examples of the present invention only.
- [32] The generating device of electronic transaction certificate 11 can be configured as a single terminal, a single application software (APP), and a single software system, or, a plug-in or a module integrated into other terminals, application software (APP), and software system.
- [33] The transaction object provider generates the electronic transaction certificate corresponding to transaction object through generating device of the electronic transaction certificate 11.
- [34] In the examples of the present invention, the transaction object provider may be an article producer, a service provider, or other agency or individual authorized by the article manufacturer and service provider, such as an agent, a seller, and so on.
- [35] The electronic transaction certificate is a kind of the electronic identity information of the transaction object such as product or service. It comprises information related to attributes, transaction rules and settlement accounts of the electronic transaction at least. One electronic transaction certificate corresponds one transaction object or that of the same category.
- [36] In the example of the present invention, the electronic transaction certificate is an electronic file including read-write information. The electronic transaction certificate records information related to attributes, transaction rules and settlement accounts corresponding commodity or service, and the user can order commodity or service, make a payment and deliver directly based on this electronic transaction certificate. This transaction method makes users do not rely on traditional methods such as telephones, physical stores, or online stores, third-party trading platforms, etc., to generate electronic transaction orders, make

payment and delivery.

- [37] In the example of the present invention, the electronic transaction certificate can be generated by the transaction object provider who inputs the transaction information wherein the generating device of electronic transaction certificate 11. An example of the present invention, the information of transaction object can be input manually into the generating device of electronic transaction certificate 11.
- [38] As another example of the present invention, the electronic transaction certificate can be generated by data information system. For example, transaction object information is imported by batch processing in ERP system into the generating device 11 of electronic transaction certificate.
- [39] In the example of the present invention, input data should comprise information related to attributes, transaction rules and settlement accounts of the electronic transaction at least.
- [40] The information of attributes wherein input data should include relevant description information of transaction object, such as the size, weight, production date, expire date, and so on.
- [41] The information of transaction rules wherein input data is from both buyers and sellers, such as payment method, refund, maintenance guarantee, and so on.
- [42] The information of settlement accounts is used to input data of accounts settlement, such as bank name and account holder's name from provider of transaction object, and so on.
- [43] As another example of the present invention, the information of transaction object wherein input data includes logistics attributes or insurance information or both of that.
- [44] The information of logistics attributes comprises relevant logistics information of transaction object wherein input data, such as name of logistics provider, contact information, shipment time, and so on.
- [45] Insurance information is related to insurance for items, such as contract number of insurance, underwriter, and so on.
- [46] As a preferred example of the present invention, to ensure the reliability, stability, veracity of the electronic transaction certificate and avoid being tempered with the electronic transaction certificate in the network circulation, the electronic signature of transaction object provider is written with the electronic transaction certificate.
- [47] To ensure the credibility of electronic transaction certificate and the safety and convenience

of payment, as a preferred example of the present invention, the electronic signature of payment institution corresponding with settlement accounts is written in the electronic transaction certificate. The information of settlement accounts of the transaction object provider from generated electronic transaction certificate and other related information are verified by this electronic signature. In this way, not only can the payment institution or other payment terminal identify correctly this electronic transaction certificate, but also the issue of identity verification of the transaction object provider is technically solved.

[48] As an example of the present invention, the generating device of electronic transaction certificate 11 generates the electronic transaction certificate according to the information of an article, and sends this electronic transaction certificate to the multimedia server 13;

[49] The foregoing electronic transaction certificate bound to corresponding advertisement is generated a multimedia data stream with this advertisement by the multimedia server 13;

[50] The multimedia server 13 sends the multimedia data stream to the multimedia player 14.

[51] As another example of the present invention, the generating device of electronic transaction certificate 11 generates the electronic transaction certificate according to the information of an article, and sends this electronic transaction certificate to the warehouse server 12 in the bank;

[52] The warehouse server 12 receives the demand information and sends the corresponding electronic transaction certificate to the multimedia server 13;

[53] The multimedia server 13 generates the multimedia data stream with this advertisement from foregoing electronic transaction certificate bound to corresponding advertisement;

[54] The multimedia server 13 sends this multimedia data stream to the multimedia player 14.

[55] In this example of the present invention, the multimedia server 13 bonds electronic transaction certificate from the generating device 11 of electronic transaction certificate to the advertisement. The multimedia player 14 plays the advertisement bound to electronic transaction certificate in the multimedia server 13. Selecting the corresponding advertisement acquires the electronic transaction certificate bound to this advertisement. The order and payment are processed directly based on the electronic transaction certificate. So that operation of transaction process is simple and convenient, which is beneficial to save the user's operation time.

[56] Figure 2 is shown the implementation flow of the method for acquiring an electronic

transaction certificate, details are described as below:

[57] In the step S201, displaying prompt information of the transaction object in the current advertisement;

[58] In this example of the present invention, this related information is used to remind the user to confirm whether the user will purchase the transaction object in the advertisement.

[59] An example of the present invention provides the implementation flow of displaying the prompt information of the transaction object in the current advertisement, details are described as below:

[60] Identifying whether the current video is an advertisement;

[61] If the current video is an advertisement, then the multimedia player displays related information of transaction object in current advertisement.

[62] In this example of the present invention, once the current video is identified as an advertisement, prompt information of the transaction object is displayed automatically without being triggered by user.

[63] In this example of the present invention, the steps of identifying whether the current video is an advertisement are detailed as below:

[64] The broadcast time of the current video is compared with presetting period of showing advertisement;

[65] If foregoing broadcast time of the current video is in the presetting period of showing advertisement, then the current video is identified as an advertisement.

[66] In this example of the present invention, if the current video is identified as an advertisement, then related purchasing information to transaction object in current advertisement is displayed directly without being triggered by user. Then the process is delivering purchasing request and acquiring the corresponding electronic transaction. In this way, the process is simplified.

[67] Another example of the present invention provides the implementation flow of displaying the prompt information of the transaction object in the current advertisement, details are described as below:

[68] User's selected command is received in the current advertisement;

[69] The prompt information of the transaction object is displayed in the current advertisement.

[70] The purchasing prompt information to transaction object in current advertisement is output

only after user's selected command. The related purchasing information to transaction object is hidden in other time, which do not have negative impact on watching television programs to enhance user experience.

[71] In Step S202, according to purchasing request of corresponding information to transaction object, acquiring the electronic transaction certificate bound to the advertisement on the television;

[72] As an example of the present invention, there is corresponding electronic transaction certificate to transaction object in the advertisement bound to this advertisement being shown on the television.

[73] As another example of the present invention, the electronic transaction certificate is a kind of the electronic identity information of the transaction object such as product or service. It comprises information related to attributes, transaction rules and settlement accounts of the electronic transaction at least.

[74] In this example of the present invention, one electronic transaction certificate corresponds one transaction object or that of the same category.

[75] In Step S203, this electronic transaction certificate is sent to user.

[76] In this example of the present invention, there are various methods for acquiring the electronic transaction certificate bound to the advertisement.

[77] As an example of the present invention, advertisements are shown based on presetting a period. This is mapping relationship between pre-stored a period of advertisement and the electronic transaction certificate bound to this advertisement. It is identified which advertisement is user's selection when receiving the time of user's selected command in the current advertisement in the period of the advertisement.

[78] Figure 3 is shown that an example of the present invention provides an implementation flow chart of an electronic transaction acquisition bound to an advertisement, details are described as below:

[79] In Step S301, the transmitting time of purchasing request is recorded;

[80] In Step S302, the transmitting time of purchasing request in which period of advertisement is identified;

[81] In Step S303, the electronic transaction certificate corresponding to the period of the advertisement is acquired.

[82] In this example of the present invention, identifying the transmitting time of purchasing request whether is corresponding to this current advertisement on the television, then the electronic transaction certificate corresponding to the period of the advertisement is acquired. The order and payment are processed directly based on the electronic transaction certificate. So that operation of transaction process is simple and convenient, which is beneficial to save the user's operation time.

[83] As another example of the present invention, the identification of electronic transaction certificate corresponding to transaction object is bound to the television in advance, it is used to identify the electronic transaction certificate corresponding to transaction object in the advertisement and displaying the transaction object to user when the advertisement is being shown.

[84] The identification of electronic transaction certificate can be an identification code of the transaction object in the advertisement, identification of the advertisement, or an identification code of electronic transaction certificate of transaction object in the advertisement.

[85] When the advertisement is being shown, an identification code of electronic transaction certificate is displayed on the advertisement to users. When the user has sent the purchasing request of this advertisement, then the identification code of electronic transaction certificate is input and the corresponding information of this electronic transaction certificate is acquired.

[86] Figure 4 is shown that another example of the present invention provides an implementing flow chart of an electronic transaction certificate bound to an advertisement, details are described as below:

[87] In Step S401, an identification code of electronic transaction certificate from user's purchasing request is acquired;

[88] In Step S402, the corresponding electronic transaction certificate is acquired according to this identification code of electronic transaction certificate.

[89] In this example of the present invention, the corresponding electronic transaction certificate is acquired according to the identification code of electronic transaction certificate. So that the order and payment are processed directly based on the electronic transaction certificate. In this way, operation of transaction process is simple and

- convenient, which is beneficial to save the user's operation time.
- [90] In this example of the present invention, the steps of acquiring the electronic transaction certificate bound to the advertisement are detailed as below:
- [91] According to purchasing request of corresponding prompt information of the transaction object, the link of the electronic transaction certificate bound to the advertisement is acquired;
- [92] Corresponding electronic transaction certificate is read according to this link.
- [93] In this example of the present invention, the purchasing request of transaction object for the current advertisement is sent, then the electronic transaction certificate bound to the current advertisement is acquired, so that the order and payment are processed directly based on the electronic transaction certificate. In this way, operation of transaction process is simple and convenient, which is beneficial to save the user's operation time.
- [94] Technician in this field is able to understand and achieve all of foregoing examples, or parts of them can be achieved by hardware, or related hardware is commanded by program. The program for executing foregoing steps can be stored in a readable storage media, which can be a read-only memory, flash memory, disk or CD-ROM, and so on.
- [95] Figure 5 is shown that a structural diagram of an electronic transaction certificate acquisition apparatus according to an example of the present invention. For ease of description, only the relevant parts of the example of this present invention are shown.
- [96] This device can be installed or configured as an application software (APP), a software system on the multimedia player 14, or integrated as a software and hardware module into the multimedia player 14 or integrated as an application software (APP) on the multimedia player 14, or as plugins or modules in a software system.
- [97] The prompt information display unit 51 is used to display the prompt information of the transaction object in the current advertisement.
- [98] According to purchasing request of foregoing corresponding prompt information. Electronic transaction certificate acquisition unit 52 acquires the electronic transaction certificate bound to the current advertisement.
- [99] The electronic transaction certificate output unit 53 outputs the electronic transaction certificate to the user.
- [100] In this example of the present invention, according to purchasing request of transaction

object sent by user for the current advertisement, the electronic transaction certificate bound to the current advertisement is acquired. So that the order and payment are processed directly based on the electronic transaction certificate. In this way, operation of transaction process is simple and convenient, which is beneficial to save the user's operation time.

[101] In this example of the present invention, there are various methods for displaying the prompt information in the prompt information display unit 51.

[102] An example of the present invention, the prompt information display unit 51 comprises:

[103] Advertising identification module is used to identify whether the current video is an advertisement;

[104] The first prompt information display module. If the current video is an advertisement, then the prompt information of transaction object in current advertisement will be displayed.

[105] In this example of the present invention, if the current video is identified as an advertisement, then prompt information of transaction object in current advertisement is displayed directly without being triggered by user. Then the process is delivering purchasing request and acquiring the corresponding electronic transaction certificate. In this way, the process is simplified.

[106] In this example of the present invention, advertisement identification module comprises:

[107] The advertising broadcast time comparison sub-module is used to compare the time of current video with period of advertisement;

[108] The advertising identification sub-module, if foregoing broadcast time of the current video is in the presetting period of advertisement, then the current video is identified as an advertisement.

[109] In this example of the present invention, if the current video is identified as an advertisement, then purchasing prompt information of transaction object in current advertisement is output directly without being triggered by user. Then the process is delivering purchasing request and acquiring the corresponding electronic transaction certificate. In this way, the process is simplified.

[110] Another example of the present invention, the prompt information display unit 51 comprises:

- [111] Selected command receiving module, is used to receive user's selected command in the current advertisement.
- [112] The second prompt information display module is used to display the prompt information of transaction object in current advertisement.
- [113] In this example of the present invention, the purchasing prompt information of transaction object in current advertisement is output only after user's selected command. The purchasing prompt information of transaction object is hidden in other time, which do not have negative impact on watching television programs to enhance user experience.
- [114] In this example of the present invention, there are various methods for acquiring the electronic transaction certificate bound to the advertisement in the prompt information acquisition unit 52.
- [115] As an example of the present invention, advertisements are shown based on presetting a period. This is mapping relationship between pre-stored a period of advertisement and the electronic transaction certificate bound to this advertisement. It is identified which advertisement is user's selection when the prompt information acquisition unit 52 receives the time of user's selected command in the period of the advertisement.
- [116] Figure 6 is showed a structural diagram of an electronic transaction certificate acquisition unit provided wherein an example of the present invention. For ease of description, only the relevant parts of the example of this present invention are shown.
- [117] The mapping relationship database 61 is used to store the mapping relation between broadcast period of advertisement and electronic transaction certificate;
- [118] The recording module of the transmitting time of purchasing request 62 is used to record the transmitting time of user's purchasing request.
- [119] The identification module of broadcast period of advertisement 63 is used to identify whether the transmitting time of purchasing request in the advertising broadcast period.
- [120] The first electronic transaction certificate acquisition module 64 is used to acquire electronic transaction certificate corresponding to the period of this advertisement, according to the mapping relation between broadcast period of advertisement and electronic transaction certificate stored in the mapping relationship database 61.
- [121] In this example of the present invention, the corresponding electronic transaction certificate is acquired according to the transmitting time of purchasing request in the

advertising broadcast period. So that the order and payment are processed directly based on the electronic transaction certificate. In this way, operation of transaction process is simple and convenient, which is beneficial to save the user's operation time.

[122] As another example of the present invention, an identification code of electronic transaction certificate is bound to the advertisement in advance, this code is identified for transaction object in current advertisement and displayed on the advertisement to users.

[123] The identification of electronic transaction certificate can be an identification code of the transaction object in the advertisement, identification of the advertisement, or an identification code of electronic transaction certificate of transaction object in the advertisement.

[124] When the advertisement is being shown, electronic transaction certificate acquisition unit 52 shows code of electronic transaction certificate bound to this advertisement to users. When the user has sent the purchasing request of this advertisement, then the identification code of electronic transaction certificate is input and the corresponding information of this electronic transaction certificate is acquired by electronic transaction certificate acquisition unit 52.

[125] Figure 7 is showed a structural diagram of an electronic transaction certificate acquisition unit 52 provided wherein another example of the present invention. For ease of description, only the relevant parts of the example of this present invention are shown.

[126] The electronic transaction certificate acquisition module 71, is used to acquire code of electronic transaction certificate from user's purchasing request.

[127] The second electronic transaction certificate acquisition module 72, is used to acquire the electronic transaction certificate corresponding to code of electronic transaction certificate.

[128] Foregoing code of electronic transaction certificate is bound with corresponding transaction object in the advertisement and displayed to users when the advertisement is being shown.

[129] In this example of the present invention, the corresponding electronic transaction certificate is acquired according to code of electronic transaction certificate. So that the order and payment are processed directly based on the electronic transaction certificate. In this way, operation of transaction process is simple and convenient, which is beneficial to save the user's operation time.

[130] In the example of the present invention, electronic transaction certificate acquisition unit 52 comprises:

[131] The module of link acquisition of electronic transaction certificate is used to acquire the link of electronic transaction certificate bound to current advertisement.

[132] Electronic transaction certificate read module, is used to read corresponding electronic transaction certificate according to foregoing link.

[133] The foregoing descriptions are merely preferred examples of the present invention but not to limit the present invention. Any modification, equivalent replacement and improvement shall be included in the protection of the present invention.

Claims:

1. A multimedia server, comprising:

a non-transitory computer-readable storage medium having stored thereon computer-executable instructions that, when executed by a processor of the multimedia server, cause the multimedia server to:

receive an electronic transaction certificate corresponding to a transaction object or objects of the same category from a device of generating electronic certificate;

bind the electronic transaction certificate with a corresponding advertisement;

generate a multimedia data stream including the corresponding advertisement; and

send the multimedia data stream to a multimedia player to play the corresponding advertisement, whereby selecting the corresponding advertisement by a user of the multimedia player acquires the electronic transaction certificate to directly process order and payment for the transaction object according to the electronic transaction certificate.

2. The multimedia server of claim 1 further comprising a connection to the device of generating electronic transaction certificate and the multimedia player.

3. The multimedia server of claim 1 further comprising a connection to a warehouse server through the Internet.

4. The multimedia server of any one of claims 1 to 3, wherein the electronic transaction certificate includes electronic identification information of the transaction object.

5. The multimedia server of 4, wherein the electronic identification information of the transaction object includes attribute information.

6. The multimedia server of claim 5, wherein the attribute information includes size information of the transaction object.

7. The multimedia server of any one of claims 5 to 6, wherein the attribute information includes weight information of the transaction object.
8. The multimedia server of any one of claims 5 to 7, wherein the attribute information includes a production date of the transaction object.
9. The multimedia server of any one of claims 5 to 8, wherein the attribute information includes an expiry date of the transaction object.
10. The multimedia server of any one of claims 4 to 9, wherein the electronic identification information of the transaction object includes information of settlement accounts.
11. The multimedia server of claim 10, wherein the information of settlement account includes a bank account number.
12. The multimedia server of any one of claims 10 to 11, wherein the information of settlement account includes a bank account holder's name.
13. The multimedia server of any one of claims 4 to 12, wherein the electronic identification information of the transaction object includes information of transaction rules.
14. The multimedia server of claim 13, wherein the information of transaction rule includes a payment method.
15. The multimedia server of any one of claims 13 to 14, wherein the information of transaction rule includes a refund policy.
16. The multimedia server of any one of claims 13 to 15, wherein the information of transaction rule includes a maintenance guarantee.
17. The multimedia server of any one of claims 1 to 16, wherein the electronic transaction certificate

is generated through the transaction object information inputted manually.

18. The multimedia server of any one of claims 1 to 17, wherein the electronic transaction certificate is generated through the transaction object information imported from a data information system.

19. The multimedia server of claim 5, wherein the transaction object information includes the attribute information.

20. The multimedia server of claim 19, wherein the attribute information includes size information of the transaction object.

21. The multimedia server of any one of claims 19 to 20, wherein the attribute information includes weight information of the transaction object.

22. The multimedia server of any one of claims 19 to 21, wherein the attribute information includes a production date of the transaction object.

23. The multimedia server of any one of claims 19 to 22, wherein the attribute information includes an expire date of the transaction object.

24. The multimedia server of any one of claims 17 to 23, wherein the transaction object information includes information of settlement account.

25. The multimedia server of claim 24, wherein the information of settlement account includes a bank account number.

26. The multimedia server of any one of claims 24 to 25, wherein the information of settlement account includes a bank account holder's name.

27. The multimedia server of any one of claims 17 to 26, wherein the transaction object information includes information of transaction rules.

28. The multimedia server of claim 27, wherein the information of transaction rule includes a payment method.
29. The multimedia server of any one of claims 27 to 28, wherein the information of transaction rule includes a refund policy.
30. The multimedia server of any one of claims 27 to 29, wherein the information of transaction rule includes a maintenance guarantee.
31. The multimedia server of any one of claims 17 to 30, wherein the transaction object information further includes any one of logistics attribute information or insurance information or both of that.
32. The multimedia server of claim 31, wherein the logistics attribute includes the name of a logistics provider.
33. The multimedia server of any one of claims 31 to 32, wherein the logistics attribute includes contact information of logistics provider.
34. The multimedia server of any one of claims 31 to 33, wherein the logistics attribute includes a shipment time of logistics provider.
35. The multimedia server of claim 31, wherein the insurance information includes a contract number of insurance provider.
36. The multimedia server of any one of claims 31 to 35, wherein the insurance information includes an underwriter of insurances.
37. The multimedia server of any one of claims 1 to 36, wherein the electronic transaction certificate includes an electronic signature of payment institution corresponding to a settlement account in order to authenticate an identity of a transaction object provider.

38. The multimedia server of claim 37, wherein the transaction object provider includes any one of: a commodity producer, a service provider, or an agency and an individual authorized by the commodity producer and service provider.

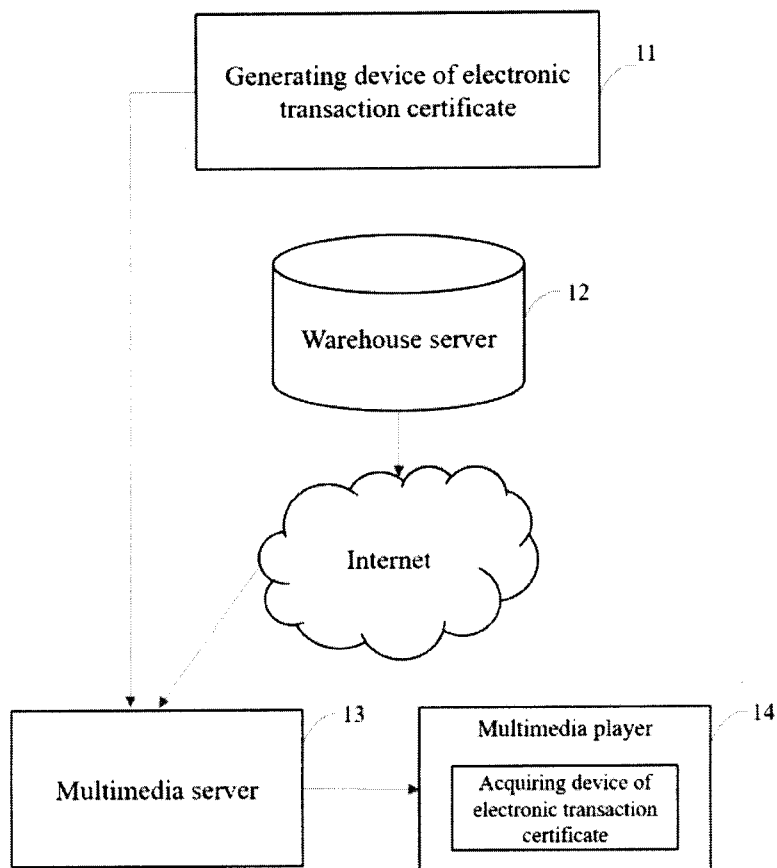


Figure 1

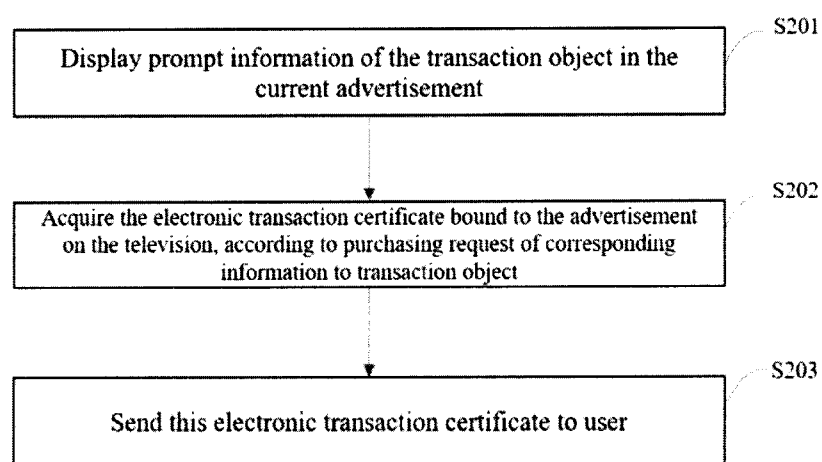


Figure 2

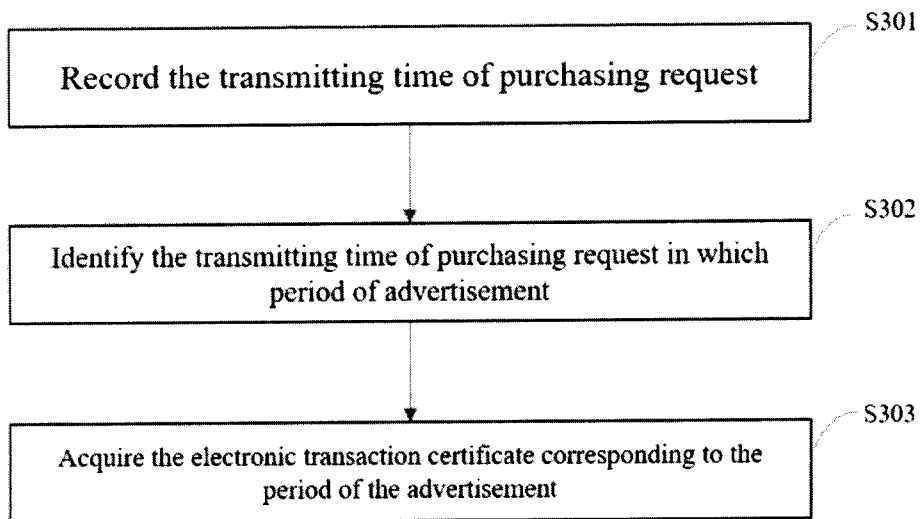


Figure 3

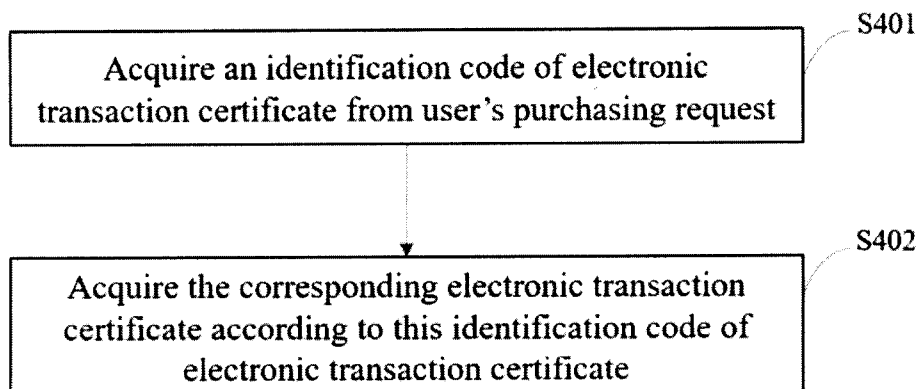


Figure 4

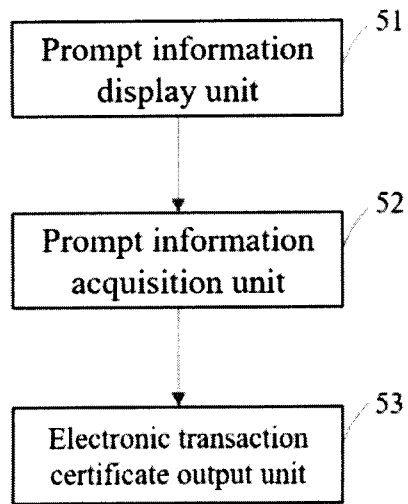


Figure 5

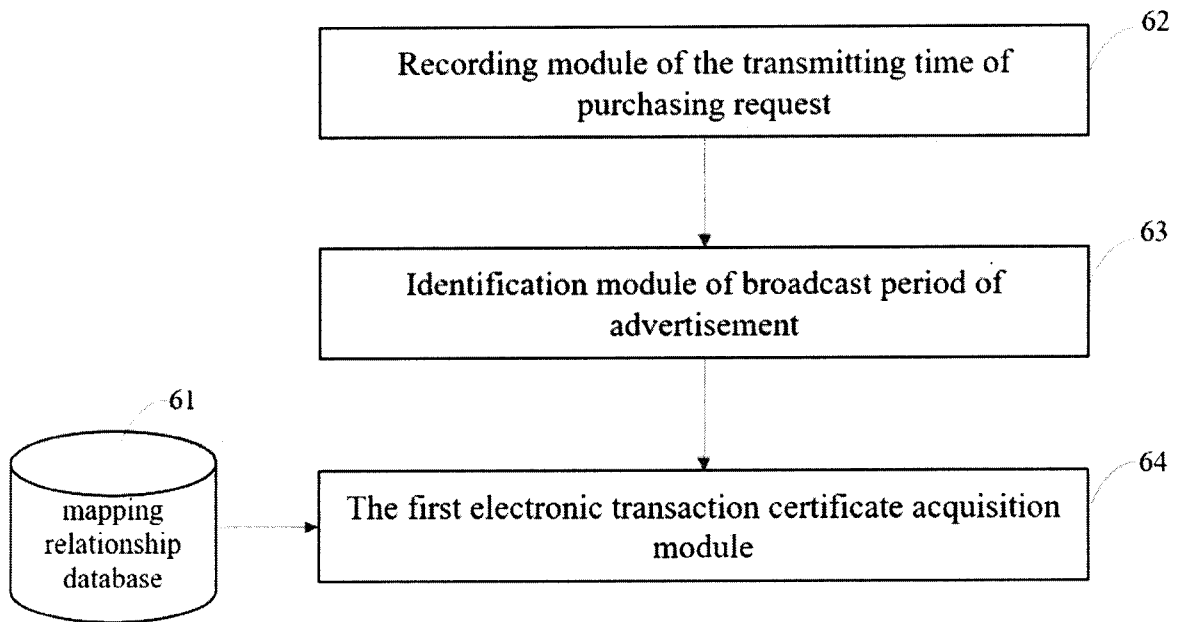


Figure 6

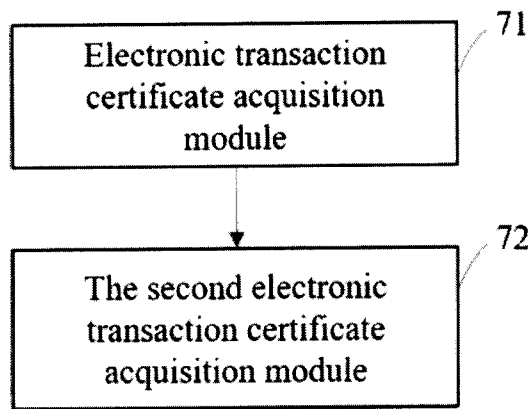


Figure 7

