

Title (en)  
ADVERTISING METHOD BY USING RING-BACK TONE

Title (de)  
WERBEVERFAHREN MIT RÜCKRUFTON

Title (fr)  
PROCEDE PUBLICITAIRE UTILISANT UN SIGNAL DE RAPPEL

Publication  
**EP 1078503 A4 20050413 (EN)**

Application  
**EP 00905432 A 20000218**

Priority  
• KR 0000131 W 20000218  
• KR 19990005344 A 19990218

Abstract (en)  
[origin: WO0049793A1] An advertising method by using a ring-back tone is provided. A controller employed in a sender-side switching system recognizes a sender's telephone number and a receiver's telephone number dialed at the sender's telephone set. Then the receiver's telephone number is transmitted to a receiver-side switching system at a calling stage. The receiver-side switching system checks the state of the receiver's telephone, e.g., ready or busy, and, subsequently, send, e.g., a ring-back tone in conformity to the state to the sender-side switching system. The sender-side switching system receives the ring-back tone. In case the ring-back tone is a busy tone, the sender-side switching system forwards the busy tone to the sender's telephone set. Otherwise, that is, the ring-back tone is a ringing tone which implies that the receiver's telephone is ready to receive a call, the sender-side switching system searches registered member information by consulting a database linked to the controller and checks if the receiver's telephone number matches a registered member in the database. If the sender is determined not to be a registered member, the sender-side switching system forwards the ring-back tone; otherwise, it sends a predetermined advertisement message stored in an advertisement memory to the sender's telephone set. If a response, e.g., a hook-off, from the receiver's telephone is perceived or if the sender terminates the call, the sender-side switching system stops the sending of the advertisement message.

IPC 1-7  
**H04M 3/42**; **H04M 3/487**

IPC 8 full level  
**H04M 3/42** (2006.01); **H04M 3/487** (2006.01)

CPC (source: EP KR)  
**H04M 3/42** (2013.01 - KR); **H04M 3/42017** (2013.01 - EP); **H04M 3/4878** (2013.01 - EP); **H04M 3/42068** (2013.01 - EP)

Citation (search report)  
• [X] US 4811382 A 19890307 - SLEEVI NEIL F [US]  
• [X] US 5557658 A 19960917 - GREGOREK MARK R [US], et al  
• [X] WO 9832271 A1 19980723 - BRITISH TELECOMM [GB], et al  
• [A] WO 9836585 A2 19980820 - NORTHERN TELECOM INC [US]  
• [PX] EP 0920165 A1 19990602 - BONANNO ALFIO [IT], et al  
• See references of WO 0049793A1

Cited by  
CN110839114A

Designated contracting state (EPC)  
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**WO 0049793 A1 20000824**; AU 2697200 A 20000904; AU 753459 B2 20021017; CA 2329195 A1 20000824; CN 1294811 A 20010509; EP 1078503 A1 20010228; EP 1078503 A4 20050413; JP 2002537730 A 20021105; KR 20000030035 A 20000605; KR 20010042763 A 20010525; RU 2195081 C2 20021220

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**KR 0000131 W 20000218**; AU 2697200 A 20000218; CA 2329195 A 20000218; CN 00800152 A 20000218; EP 00905432 A 20000218; JP 2000600418 A 20000218; KR 19990005344 A 19990218; KR 20007011496 A 20001016; RU 2000129526 A 20000218