

Title (en)
TARGETED MOBILE DEVICE ADVERTISEMENTS

Title (de)
GEZIELTE WERBUNG AUF MOBILGERÄTEN

Title (fr)
PUBLICITÉS CIBLÉES POUR DISPOSITIFS MOBILES

Publication
EP 1982280 A2 20081022 (EN)

Application
EP 07762823 A 20070112

Priority

- US 2007060468 W 20070112
- US 33692806 A 20060123
- US 82148406 P 20060804

Abstract (en)
[origin: WO2007089967A2] Targeted advertisement is provided to mobile device users based on one or more keywords in words spoken by the mobile device users. The users may submit voice requests using mobile phones or other mobile networked devices, relevant keyword(s) are determined from the requests and corresponding advertisements and/or products associated with the keyword(s) are provided to the users while the users are waiting for responses to the requests.

IPC 8 full level
G06F 17/30 (2006.01); **G06Q 30/00** (2012.01); **G06Q 30/02** (2012.01)

CPC (source: EP KR)
G06Q 30/02 (2013.01 - EP KR)

Cited by
US9666187B1

Designated contracting state (EPC)
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU LV MC NL PL PT RO SE SI SK TR

Designated extension state (EPC)
AL BA HR MK RS

DOCDB simple family (publication)
WO 2007089967 A2 20070809; WO 2007089967 A3 20080410; AU 2007211160 A1 20070809; BR PI0707293 A2 20110426; CA 2640054 A1 20070809; EP 1982280 A2 20081022; EP 1982280 A4 20110706; IL 192996 A0 20090211; JP 2009524157 A 20090625; KR 20090003190 A 20090109; MX 2008009454 A 20081009; RU 2008134153 A 20100227

DOCDB simple family (application)
US 2007060468 W 20070112; AU 2007211160 A 20070112; BR PI0707293 A 20070112; CA 2640054 A 20070112; EP 07762823 A 20070112; IL 19299608 A 20080723; JP 2008551500 A 20070112; KR 20087020818 A 20080825; MX 2008009454 A 20070112; RU 2008134153 A 20070112