

Title (en)

A METHOD OF DISPLAYING ADVERTISING MATERIAL ON A MOBILE COMMUNICATION DEVICE

Title (de)

VERFAHREN ZUR ANZEIGE VON WERBEMATERIALIEN AUF EINER MOBILKOMMUNIKATIONSVORRICHTUNG

Title (fr)

PROCEDE D'AFFICHAGE DE MATERIEL PUBLICITAIRE SUR UN DISPOSITIF DE COMMUNICATION MOBILE

Publication

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Application

EP 10793722 A 20100702

Priority

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- GB 0911487 A 20090702

Abstract (en)

[origin: WO2011001412A1] An advertising system for advertising in a mobile communication environment is disclosed. The system includes an advertising server (16) having advertising material stored thereon and mobile communication devices (12) which are linked to the advertising server (16) for communication therewith via a mobile communication network (14). Each mobile communication device (16) including data receiving means for receiving the advertising material and data storage means in which said advertising material can be stored. There is an interface means (26) for presenting said advertising material to a user of the mobile communication device in response to detection of a predetermined event occurring on the mobile communication device. The system further includes a campaign server which polls the mobile communication devices for the purpose of establishing a connection between the campaign server and the mobile communications devices and which, upon a connection being established to a specific mobile communication device, activates the mobile communication device to a condition in which advertising material can be downloaded from the advertising server.

IPC 8 full level

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CPC (source: EP)

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Citation (search report)

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- [I] US 2009112708 A1 20090430 - BARHYDT WILLIAM J [US], et al
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- See references of WO 2011001412A1

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