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(54) Abstract Title: **Systems and methods for pushing messages to mobile terminals**

(57) In one aspect, the present invention provides a method for implementing a push type information service. The method may include: (a) receiving at a broker node an identifier associated with a mobile terminal; (b) receiving at the broker node a push message transmitted to the broker node from a service provider node; (c) receiving at the broker node criteria information identifying a criteria, the criteria information being transmitted to the broker node from the service provider node; (d) determining whether the mobile terminal meets the criteria, wherein this determining step is performed by the broker node and not by the service provider node; and (e) in response to determining that the mobile terminal meets the criteria, transmitting from the broker node to the mobile terminal the push message, thereby enabling the broker node to provide a push service such that no user information is revealed to the service provider.

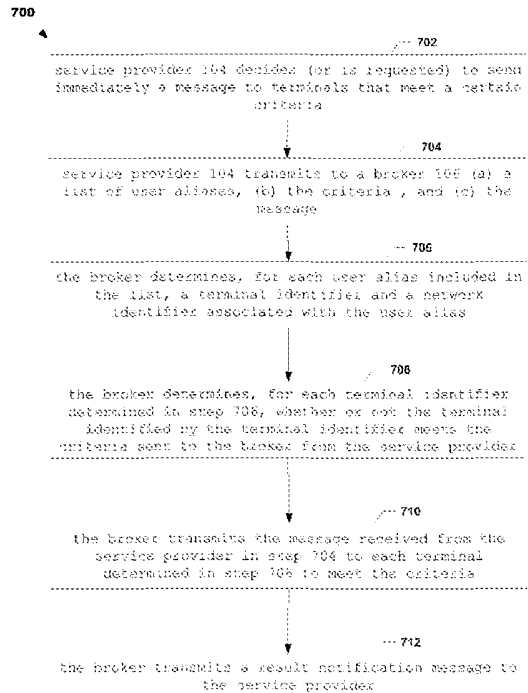


FIG. 7

GB 2463398 A continuation

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