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(71) 가 2 11-1

(72) 가 2 11-1 , ,

가 2 11-1 , ,

가 2 11-1 , ,

가

가 2 11-1 , ,

(74)

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(54) , ,

(500) (500) (400) (100) URL (500) (100) (100)

2	(100)	.	.
3	(400)	.	.
4	(500)	.	.
5	(500)	.	.
6	(600)	.	.
7	(400)	(408)	, CHTML
8	.	.	.
9	(100)	.	.
10	(400)	(408)	, CHTML

< >

- 100: 200 :
- 201 : 300 :
- 400 : 500 :
- 600 : 101, 401, 501 :
- 102, 402, 502 : 103 :
- 104, 408, 508, 608 : 105, 403, 503 :
- 106 : 404, 504 :
- 107, 405, 505 : ROM 108, 406, 506 : RAM
- 109, 407, 507 : CPU

WWW(World Wide Web) 가 HTML(Hyper Text Markup Language)
가

가 가

HTTP(Hyper Text Transfer Protocol) URL(Uniform Resource Locator) HTML 가

(' ') . 가

가

가 가

가 가

가 가

가

1 , 1 1 1 1 1

가 2 2 ; 1 1 2

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1 2 1 1 1 , 1 1

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1 2 1 2 1

1 , 1

1 2 1 , 1 ; 1

1 , 1 1 1 1

1 , 가 , ,

1 2 1 , 1 1 ; 1
1 , 1 1 1 ; 1
, 가 , ,
1 2 1 , 1 1 ; 1
1 , 1 1 1 1 가
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;
;
[1.]
[1-1.]
1 ()가 (201) (200) (100)
가 () , (100)
(200) , 1 (201)
k) (200) LAN(Local Area Networ
(300) (200) (200)
(200) / (300) (300) /
n Control Protocol/Internet Protocol) TCP/IP(Transmissio
(100) (200) , (300)
가
(400) (400)
(300) , (300) (400)
, 1 (400)
(500) (400)가
(500) (300) (500)
(400)가
, (300) 가 (400)
1 (500)
(600) (400)가
(600) (600) (300)
(600) , (300)

(400) , 1 (600) 가 , ,
 [1-1-1.]
 2 (100) (101) (100) (103)
 (102) (103) , (201) (102) C
 PU(Central Processing Unit)(109) , (201)
 (103) (104) () (100)
 (104) CPU(109)
 (105) () , (100)
 (105) (100) CPU(109) (105) LCD LCD
 () (106) (106) (100)

ROM(Read Only Memory)(107) (100) (100)
 , (100) OS(Operating System),
 RAM(Random Access Memory)(108) CPU(109)가
 RAM(108) CPU(109) 가 ,
 CPU(109) (105) 가 , ROM(107)
 , CPU(109) (100) CPU
 (109) ROM(107) OS , OS CPU(109) (105)
 가 , CPU(109) OS가 , CPU(109)가
 (100)
 ROM(107) HTTP ,

[1-1-2.]
 3 (400) (400)
 (401)
 (402) (300) , CPU(407) 가
 (403) () , ()
 403) CPU(407) (404) CRT(Cath
 ode Ray Tube) CRT (404) CPU(407)
 (400) () (408)
 () , (400)가
 ROM(405) CPU(407) (400) , HTTP
 , CPU(407) RAM(406) CPU(4
 07) , CPU(407) 가 , CPU(40
 (400) , ROM(405) , CPU(40
 7) 가 , CPU(407) (400) , CPU(40
 가 , CPU(407) (400)
 가 , ROM(405) ,
 가 , URL (408)

[1-1-3.]
 4 (500) (500)

(501) (400) (500) (400) (40)

(504) CPU(507) (500)

ROM(505) CPU(507) (500) , HTTP

RAM(506) CPU(507) CPU(507) (500)가 CPU(507) (500) ROM(505) CPU(507) CPU(507) 가 CPU(507) 가 CPU(507) (500) CPU(507) (500) 가 CP U(507) ROM(505)

(508) () (500)가 URL 5 F01 5 F01 (508) 가 5 F02 URL 5 F02

[1-1-4.]

6 (600) (400) (600) (400) 6 (400) (608)

[1-2.]

(408) (400) , CHTML(Compact Hyper Te xt Markup Language) (400) (600)가 CHTML

7 CHTML (F03) (408) [xxxx.htm] z.com] URL [http://www.xxx.com/xxxx.htm] . CHTML (F03) [www.zz 가 [ID001] (400)가

(500) (508) (400) (408) ID 가 (F01) URL (508) 5

(600) (608) 가 URL [http://www.aaa.com/zzzz.html]

(100) 0*0-XXXX-YYYY

[1-2-1.]

8 (100)가 (400) 가 , 가 (100) (100) 가 가 (105) (105)가 CPU(109) OS가 CPU(109)가 CPU(109) CPU(109)가 ROM(107) CPU(109) (S100). CPU(109) 가 , 9 CPU(109) (G01) . CPU(109) (105) (400)가 URL [http://www.xxx.com/xxxx.htm] 가 (S102). URL CPU(109) (xxxx.htm) 가 (100)가 CPU(109) (102) (103) (201) (200) (300) [w ww.xxx.com] (400) . CPU(407) (402)가 가 (400) CPU(407) CPU(407) (408) (xxxx.htm)가 CPU(407) (402) (S103). (300) (200) (201) (100)가 (100) . CPU(109) (100) (103) (102)가 가 C PU(109) 가 CPU(109) , CPU(109) CPU(109) (106)가 , 9 (G02) (106) CPU(109) (G02) (S104). (400) (100) () () (G02) 가 , 가 (100) (100) (G02) . 가 (500) (100) CPU(109)가 , ID (500) 가 (400)가 ID [ID001] , ID [ID001] [0*0-XXXX-YYYY] , ID [ID001] CPU(109) (102) (103) , ID (106)가 CPU(109) ID [www.zzz.com] , ID (201) (201) ID (200) (300) (500) (S105). U(507) (500) (502) CPU(507) 가 (500) CP ID (508) (502) (S106). , (508) ID [ID001] , 5 (F01) , [xxx.gif]가 (508) . 가 , CPU(507)가 (502) 가 (S10 7). (300) (200) , (100)가 (10 0) (201) , (201) (10 CPU(507) , ID (100) 가 URL (508)

(S108). ID URL ID [ID001] ,
[0*0-XXXX-YYYY] ID [ID001] 가
URL [http://www.aaa.com/zzzz.html] . 5 (F0
2) 가 .

(100) (102)가 (103) 가 CP
U(109) 가 CPU(109) , CPU(109)가
, CPU(109)가 (106) , 9
가 (G03) () (S109).

[1-2-2.]

(100) (400)가 (100) (106
) (105) (S110
) . 가 , 가 , CPU(109) (105) ,
가 가 가 , (105) ,
가 CPU(109) 가 CPU(109) (105), (105)

(100) (105) CPU(109) S110
가 , CPU(109)가
URL URL 가 (500) , 가
, CPU(109) (102) (S111). URL ID (100)
, (200) (300) (500) . URL (201)

(500) (502)가 URL , URL 가 (500) CPU(507)
. CPU(507) URL (502) , URL (100)
(508) 5 가 (F02) . 5 (F02)
URL 가 URL ID URL
zzzz.html] (S112). [0*0-XXXX-YYYY] ID [ID001] , [http://www.aaa.com/

URL (508) , CPU(507)가 (502) , URL
(S113). URL (300) (200) ,
(100)가 (201) (100) . URL

(100) (102)가 (500) URL
가 CPU(109) . URL 가 CPU(109) , CPU(109)가
, URL (600) ,
(600)가 URL 가 (S114).
(600) CPU(109) (102) (103) ,
(100)가 (200) (300) (600) (201) .

(600) (402)가 , 가 (600) CPU(
407) . CPU(407) (402) , (608)
, CPU(407)가 (402) , 가
(201) (300) (S115). (200) (201) ,

(100) (103) (102)가 (600)
가 CPU(109) . 가 CPU(109) , CPU(109)가
, (600)
CPU(109)가 (106) , 9 (600) (G04)
(106) () (S116).

가

가

(500)

가
(400)

(400)

가

가
가

가

[2.]

가

가

가

CHTML

, HTML

PHS(Personal Handyphone System)
PDA(Personal Digital Assistance)

(100)
(200)
가

가

가
가

(100)
(300)

(200)

가

(100)가 (300)

(200)

, IMT -2000(International Mobile Telecommunications -2000)

IMT -2000

(100)

(300)

ID가

(500)

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가

(400) HTML

(400)

, 10

CHTML

(F04)

[ad]

, ID

ID가

가

7, 가 .
 (500) .
 (400), (500) (600) CRT가
 , CRT , EL(Electro Luminescent)
 가 , (400), (500), (600)
 가 .
 (100)가 (500)
 UID(User IDentification)
 ROM ROM
 module) 가 ROM IC 가 가 UIM(User Identity M

(57)

1.

1, 1 1 1 1 1
 , 1 2 2 1 1 1
 , 가 2 2 ; 1 1 2
 2 ; 가 2
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 1 가 1 , 1 1
 1 1 ; 1
 1 2 1 2 1 .

2.

1 1 , 1 ; ,
 1 1 , 1 가 1 , 3
 , 1 2 1 3 ; 3
 1 ;
 3 3 , 1 3
 ;
 1 가 3 1 , 3 3
 3 3 3 1 ; 3
 3 3 2 2 ; 2
 3 가 2 , 3 2
 ;
 2 3 3 2

3.

1 , 1 2 2
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 , 2 2 2 ;
 1 , 2 , 2
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4.

2 , 1 2 2
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 1 , 2 , 2
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1 5. , 1 1 ; 1 가 1
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1 1 1 . 1

2 6. , 1 1 ; 1 가 1
1

1 1 1 . 1

1 7. , 1 .

2 8. , 1 .

1 9. , 2 1 , 2 , 1 1
2 2 ; 1 1

2 10. , 2 1 , 2 , 1 1
2 2 ; 1 1

1 11. , 가 ;

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2 12. , 가 ;

. 가

13. ,
1 2 1 , 1 1 ; 1
1 1 1 1 ; 1
1 1 1 . 1

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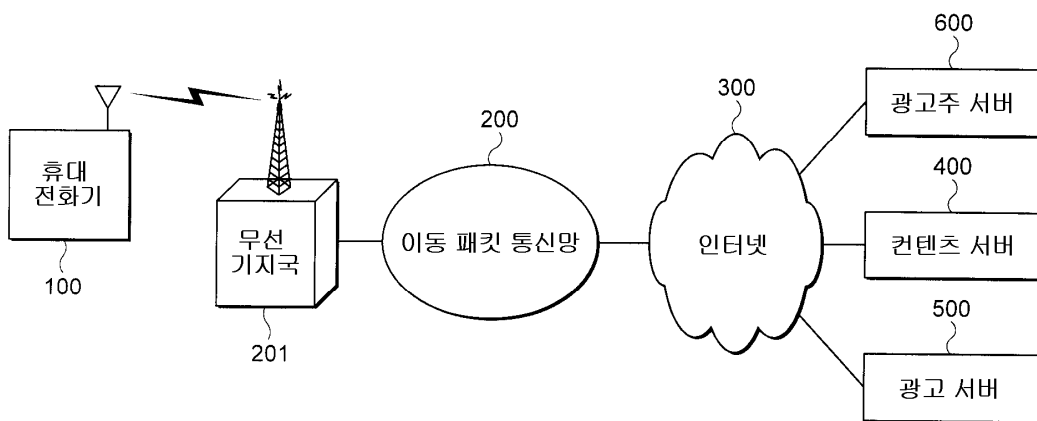
1

16.

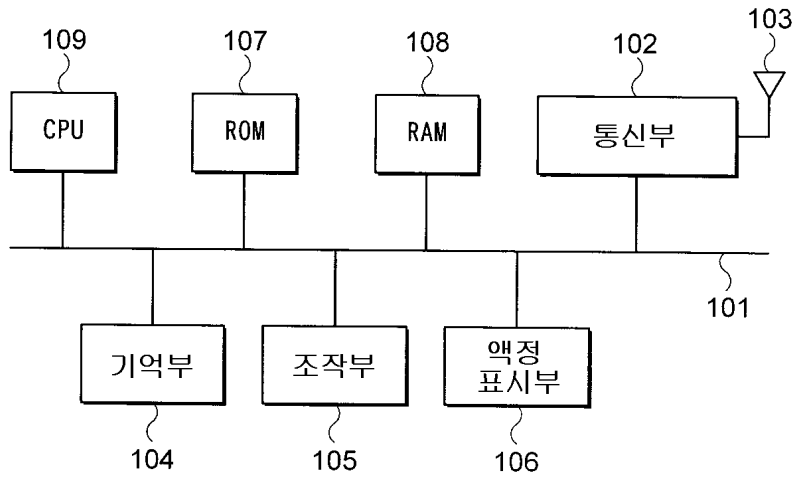
15

가

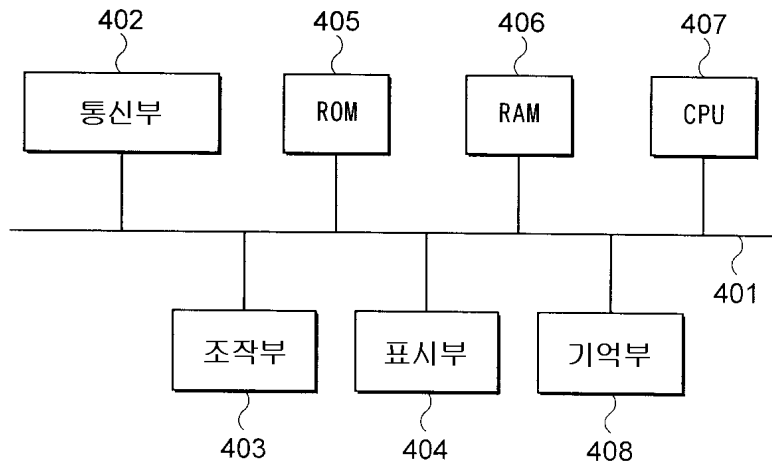
1



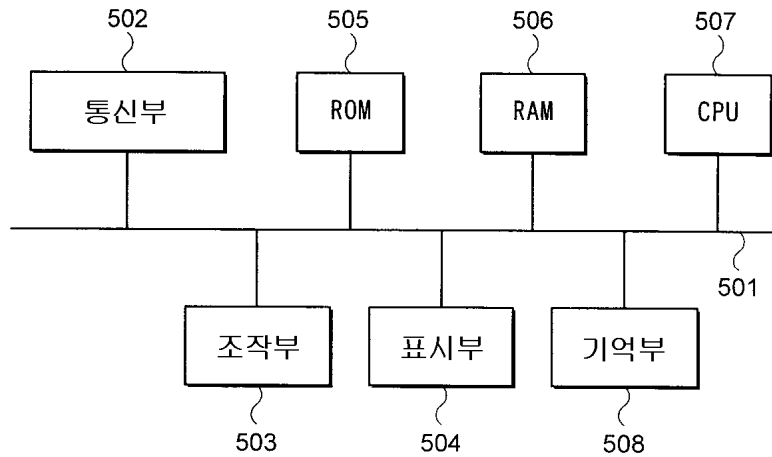
2



3



4



5

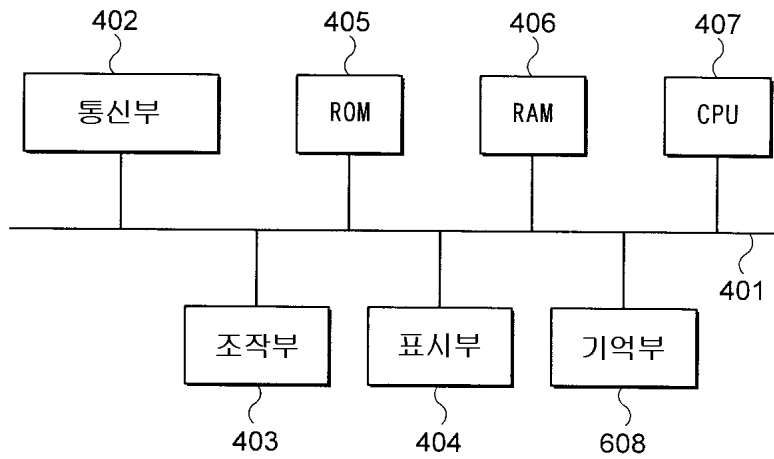
F01

광고 ID	배너 광고 데이터	URL
ID001	xxx.gif	http://www.aaa.com/zzzz.html
ID002	yyy.gif	http://www.bbb.com/vvvv.html
:	:	:
:	:	:

F02

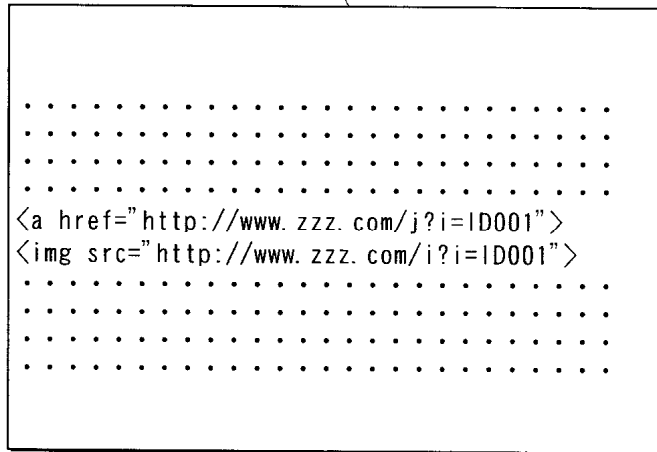
전화 번호	광고 ID	URL
0*0-XXXX-YYYY	ID001	http://www.aaa.com/zzzz.html
0*0-AAAA-BBBB	ID002	http://www.bbb.com/vvvv.html
:	:	:
:	:	:

6

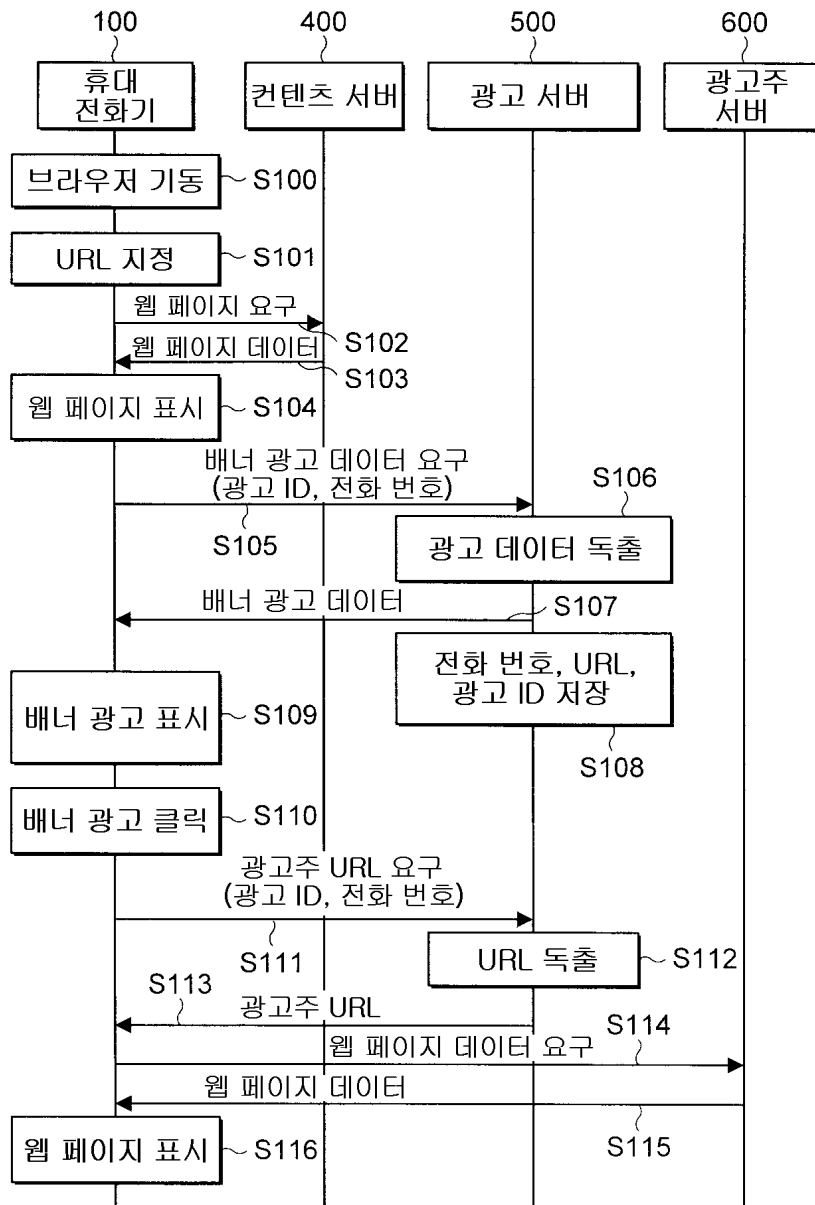


7

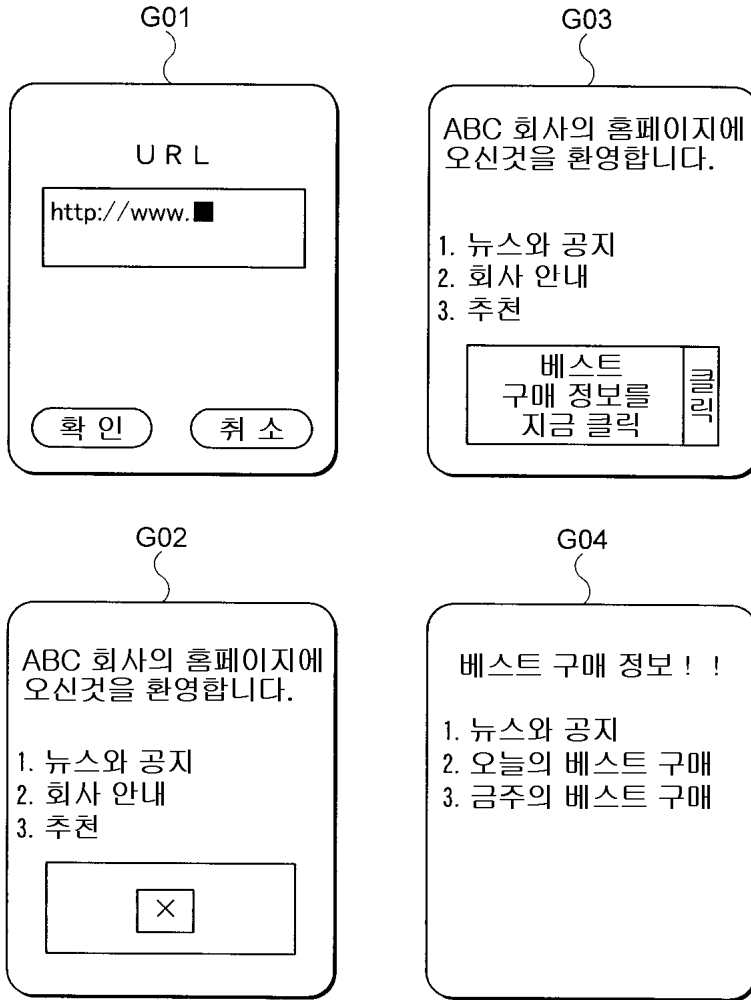
F03



8



9



10

