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2003 08 06

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(22) 2003 01 29

(30) JP-P-2002-00022296 2002 01 30 (JP)

(71) 가 2 11-1

(72) 가 2 11-1 , ,

가 2 11-1 , ,

가 2 11-1 , ,

가

가 2 11-1 , ,

(74)

:

(54) , ,

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

1

1

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

가 HTML(Hyper Text Markup Language)



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. ]  
 [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  
 (300) (400) (400) (400)  
 , (300) (300)  
 , 1 (400)  
 (500) (400)가  
 (500) (300) (500)  
 (400)가 (300)  
 , 가 (400)  
 1 (500)  
 (600) (400)가  
 (600) (300)  
 (600) , (300)

(400) , 1 (600) 가 ,  
 [1-1-1. ]  
 2 (100) (101) (100) (103)  
 (100) (101)  
 (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  
 (400) , ROM(405) , CPU(40  
 7) 가 , CPU(407) (400) , CPU(40  
 가 , CPU(407) (400)  
 , ROM(405) , URL (408)  
 가 ,

[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 (105)가 가 OS가 CPU(109) CPU(109)가 ROM(107) CPU(109)가 CPU(109) (S100). CPU(109) 가 , 9 CPU(109) (G01) . (105) URL [http://www.xxx.com/xxxx.htm] (400)가 (S101), CPU(109)가 URL (xxxx.htm) 가 URL (S102). CPU(109) (102) (103) (201) (200) (300) [w ww.xxx.com] (400) (402)가 가 (400) CPU(407) CPU(407) (408) (xxxx.htm)가 CPU(407) (402) (S103). (300) (200) (201) (100)가 (100) (201) (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) (100) (G02) , 가 7 가 (500) (100) CPU(109)가 (500) ID (400)가 ID [ID001] , ID [ID001] [0\*0-XXXX-YYYY] , ID [ID001] CPU(109) (102) (103) 가 ID (106) (201) ID (201) (201) (S105). (200) (300) (500) (500) (502) 가 (500) CP U(507) CPU(507) (502) (S106). (508) (F01) , [xxx.gif]가 ID [ID001] , 5 (508) (508) 가 CPU(507)가 (502) 가 (S10 7). (300) (200) , (100)가 (10 0) (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 , (105) ,  
가 가 가 가 ( S110), (105)  
가 CPU(109) .

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

(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) (201) . 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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ID

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가

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ID

(400)

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(100)

ID

ID

ID 가

(400)가

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

3.

1 , 1 2 2  
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 1 , 2  
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4.

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

1 1 1 1 .

2 6. , 1 1 ; 1 가 1

1 1 1 1 .

1 7. , 1 .

2 8. , 1 .

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

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

1 11. , 가 ;

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2 12. , 가 ;

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1 2 1 , 1 1 ; 1  
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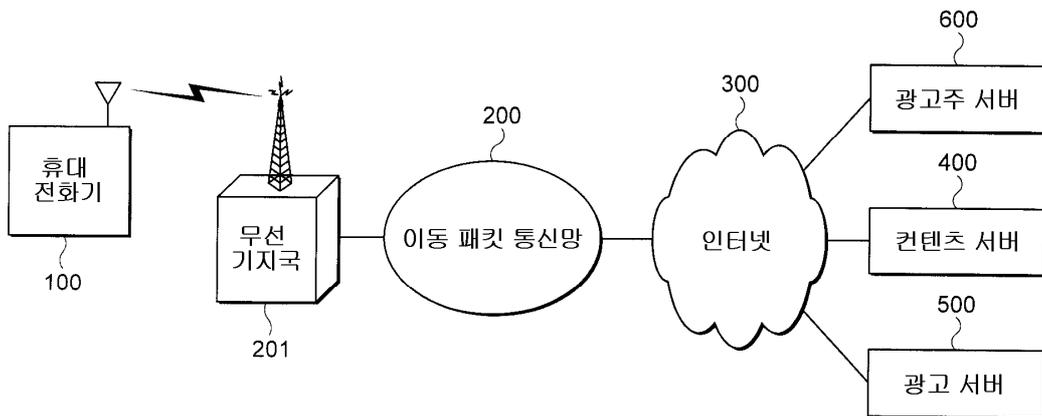
1

16.

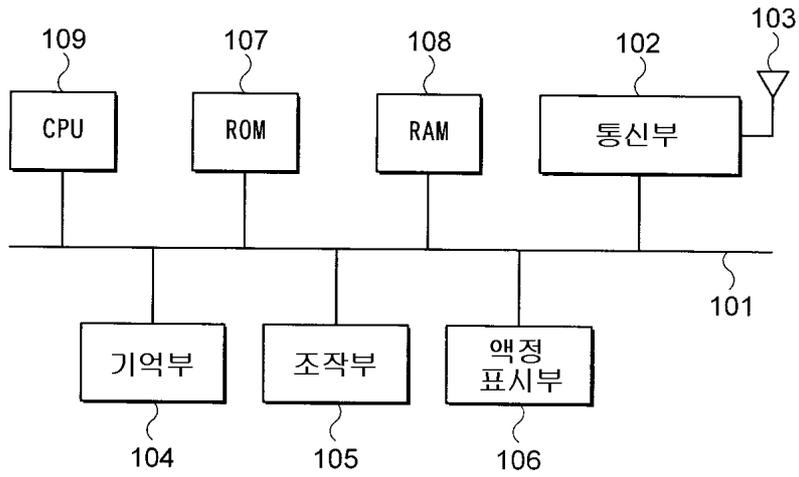
15

가

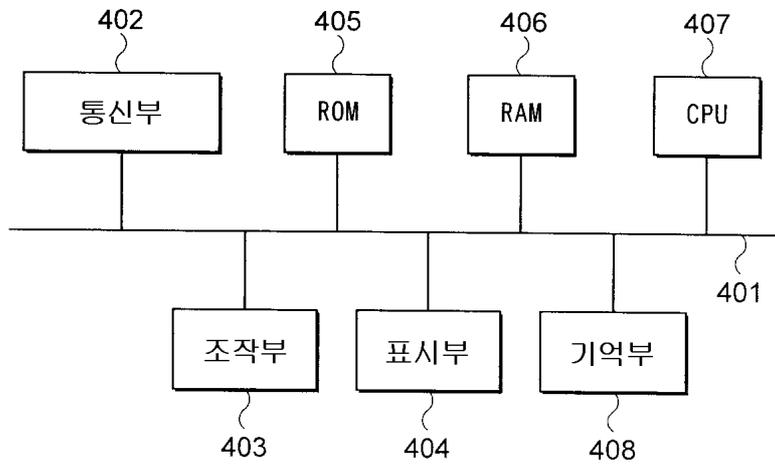
1



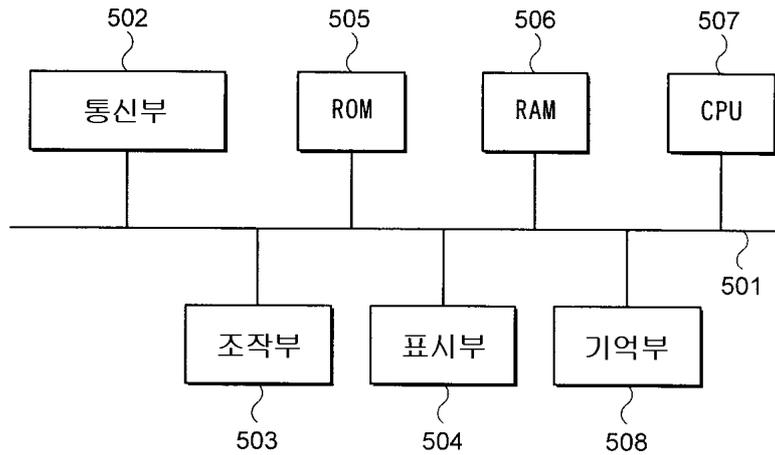
2



3



4



5

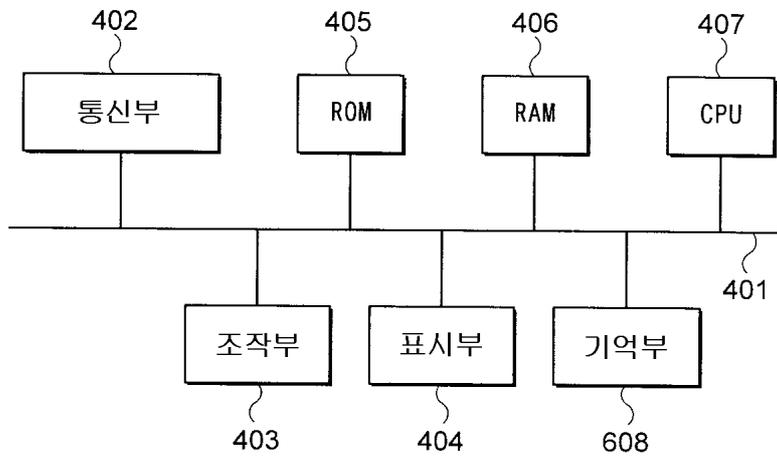
F01

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

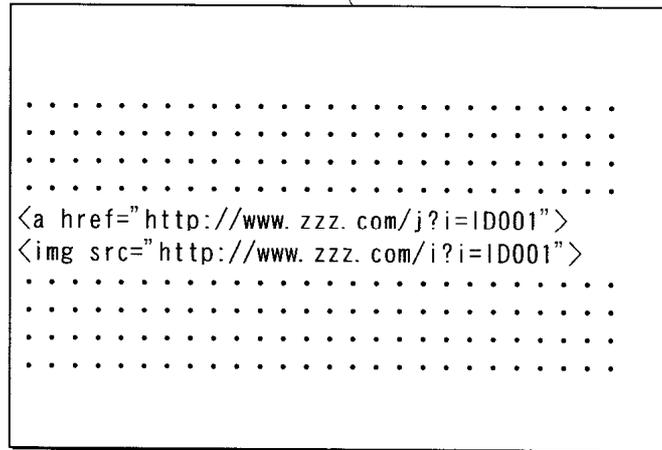
전화 번호	광고 ID	URL
0*0-XXXX-YYYY	ID001	http://www.aaa.com/zzzz.html
0*0-AAAA-BBBB	ID002	http://www.bbb.com/vvvv.html
:	:	:
:	:	:

6

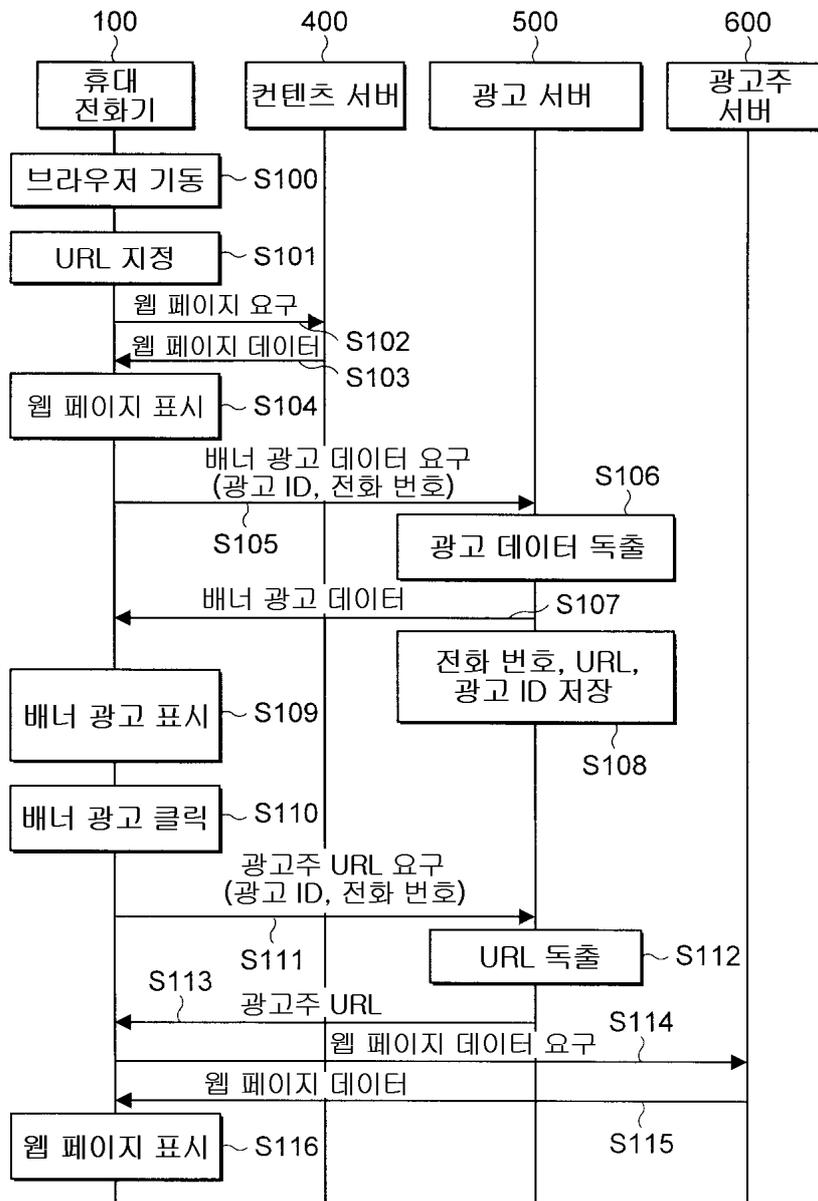


7

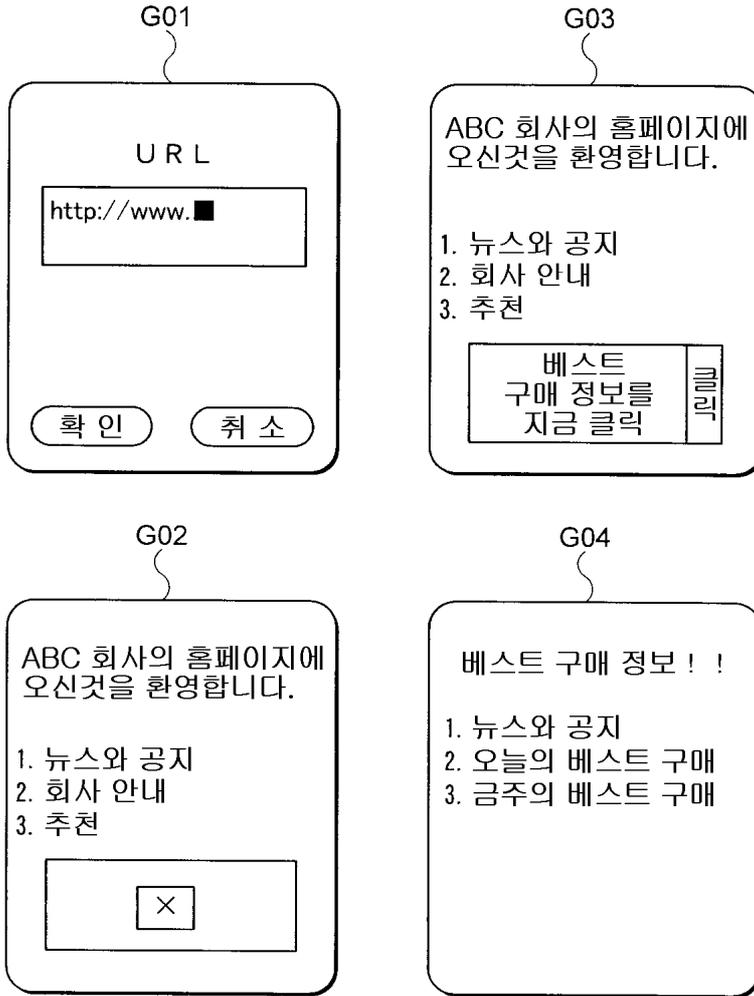
F03



8



9



10

