

**PUSH ADVERTISEMENT IN MOBILE COMMUNICATIONS NETWORK
AND MOBILE TERMINAL SUITABLE FOR THE SAME**

ABSTRACT

5 An advertisement method in a mobile communications network for enhancing
the efficiency of the advertisement activity and substantially compensating for the
exposure of the advertisement, and a mobile terminal suitable for the advertisement
method. An advertisement system pushes advertisement image data, without any user
involvement, to the mobile terminal of the user who subscribed to receiving the
10 advertisement, so that the advertisement image data is stored in the mobile terminal and
an advertisement image corresponding to the data is displayed when a predetermined
event happens in the terminal. Examples of the events include entry to a standby state,
wireless internet access trial, transmission of a short message, receiving a call,
completion of the wireless internet connection, and turning on/off of the terminal.
15 When receiving a short message of a certain format, the mobile terminal is
automatically connected to the advertisement system to receive and store the
advertisement image data.

(FIG. 2)

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