



## (51) International Patent Classification:

*H04W 88/02* (2009.01) *G06F 3/01* (2006.01)  
*G06Q 30/02* (2012.01) *H04W 88/18* (2009.01)

## (21) International Application Number:

PCT/KR2012/010918

## (22) International Filing Date:

14 December 2012 (14.12.2012)

## (25) Filing Language:

English

## (26) Publication Language:

English

## (30) Priority Data:

10-2011-0134909

14 December 2011 (14.12.2011)

KR

10-2012-0075695 11 July 2012 (11.07.2012)

KR

## (71) Applicant: SAMSUNG ELECTRONICS CO., LTD.

[KR/KR]; 129, Samsung-ro, Yeongtong-gu, Suwon-si,  
Gyeonggi-do 443-742 (KR).

## (72) Inventors: LIM, Chae-Young; #203, 16-1, Gang-

nam-daero 18-gil, Seocho-gu, Seoul 137-896 (KR).

PARK, Dong-Ouk; #10-1102, Hyundai APT., 71, Ap-

gujeong-ro 29-gil, Gangnam-gu, Seoul 135-787 (KR).

LEE, Jeong-Eun; #119-2702, Parktown Samik APT., 42,

Naejeong-ro 166beon-gil, Bundang-gu, Seongnam-si,

Gyeonggi-do 463-729 (KR).

(74) Agent: LEE, Keon-Joo; Mihwa Bldg. 110-2, Myongryun-  
dong 4-ga, Chongro-gu, Seoul 110-524 (KR).

## (81) Designated States (unless otherwise indicated, for every

kind of national protection available): AE, AG, AL, AM,  
AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY,  
BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM,  
DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT,  
HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP,  
KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME,  
MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ,  
OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC,  
SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN,  
TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

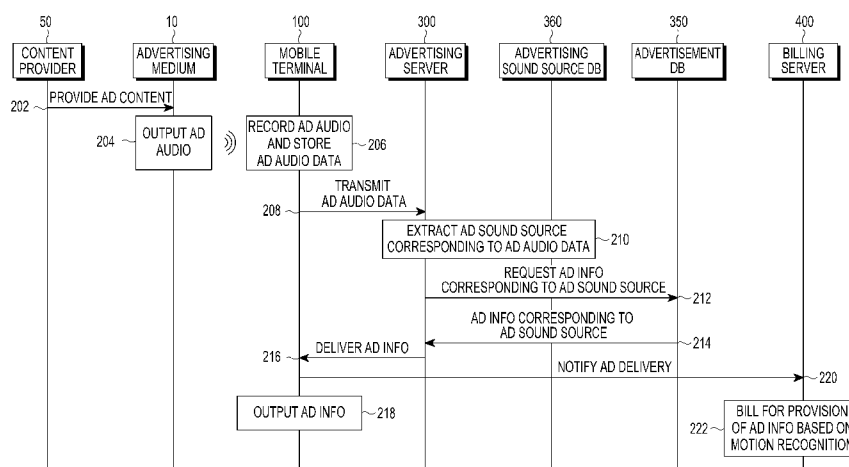
## (84) Designated States (unless otherwise indicated, for every

kind of regional protection available): ARIPO (BW, GH,  
GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ,  
UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ,  
TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK,  
EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV,  
MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM,  
TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW,  
ML, MR, NE, SN, TD, TG).

## Published:

— with international search report (Art. 21(3))

## (54) Title: ADVERTISEMENT PROVIDING APPARATUS AND METHOD FOR PROVIDING ADVERTISEMENTS



(57) Abstract: Methods and apparatus are provided for providing advertisements in an advertisement providing apparatus. An advertising audio signal is received and recorded, the recorded advertising audio signal is converted into audio data, and the audio data is stored, at the advertisement providing apparatus. The audio data and targeting purpose data are transmitted from the advertisement providing apparatus to an advertising server. Relevant advertising information is retrieved from among a plurality of advertising information stored in advance in an advertisement Database (DB), using the received audio data and the targeting purpose data. The received advertising information is transmitted from the advertising server to the advertisement providing apparatus. The advertising information is output from the advertisement providing apparatus.