

CLAIMS

1. A system for inserting one or more services within a software application, the system comprising:

memory circuitry configured to stores a software application and a service module;

5 wherein the software application is defined by a first set of instructions and the service module defined by a second set of instructions;

processing circuitry configured to executes the service module with the software application to generate a service integrated software application; wherein the service module is configured to enable one or more online services on the software application by inserting a
10 third set of instructions at pre-defined locations within the first set of instructions of the software application.

2. The system of claim 1, wherein the service module analyzes the first set of instructions to detect a start instruction and one or more exit instructions of the software application.

15 3. The system of claim 1, wherein the pre-defined locations comprises a start location and/or an end location in the first set of instructions.

4. The system of claim 1, wherein the one or more online services comprises advertisements.

20 5. The system of claim 1, wherein the software application is adapted for use in hand held devices.

6. The system of claim 1, wherein the processing device is further configured to transmit the service integrated software application to a hosting device; wherein the hosting device is configured to enable a plurality of users to access the service integrated software application.

25 7. A service wrapping tool for inserting one or more online services on a software application; the service wrapping tool comprising:

a detector module configured to detect a start command and an end command of the software application; and

a service module to insert software instructions associated with the one or more online services at pre-defined locations in the software application to generate service integrated software application.

8. The service wrapping tool of claim 7, further comprising an advertisement placement module configured to insert one or more advertisements within the service integrated software application.

9. The service wrapping tool of claim 8, wherein the one or more advertisements is selectively enabled.

10. The service wrapping tool of claim 7, further comprising a finance module configured to enable a plurality of financial activities associated with the service integrated software application.

11. A method for inserting one or more services within a software application, the method comprising:

receiving a software application; wherein the software application is defined by a first set of instructions;

analyzing the first set of instructions to detect a start instruction and all exit instruction in the first set of instructions;

inserting first set of online services on the software application by inserting a second set of instructions at pre-defined locations within the first set of instructions of the software application to generate a service integrated software application.

12. The method of claim 11, further comprising distributing the service integrated software application to a plurality of users.

13. The method of claim 12, further comprising changing the first set of online services to a second set of online services in the software application; wherein the second set of online

services is reflected in the service integrated software application distributed to the plurality of users.

14. The method of claim 13, wherein the second set of online services replaces the first set of online services.

5 15. The method of claim 13, wherein the first set of online services is changed to a second set of online services after a fixed period of time.

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memory circuitry configured to stores a software application and a service module;

5 wherein the software application is defined by a first set of instructions and the service module defined by a second set of instructions;

processing circuitry configured to executes the service module with the software

application to generate a service integrated software application; wherein the service

module is configured to enable one or more online services on the software application

10 by inserting a third set of instructions at pre-defined locations within the first set of instructions of the software application.

2. A system according to Claim 1, in which the service module analyzes the first set of instructions to detect a start instruction and one or more exit instructions of the software application.

15