



G00002



163163

FIG. 1

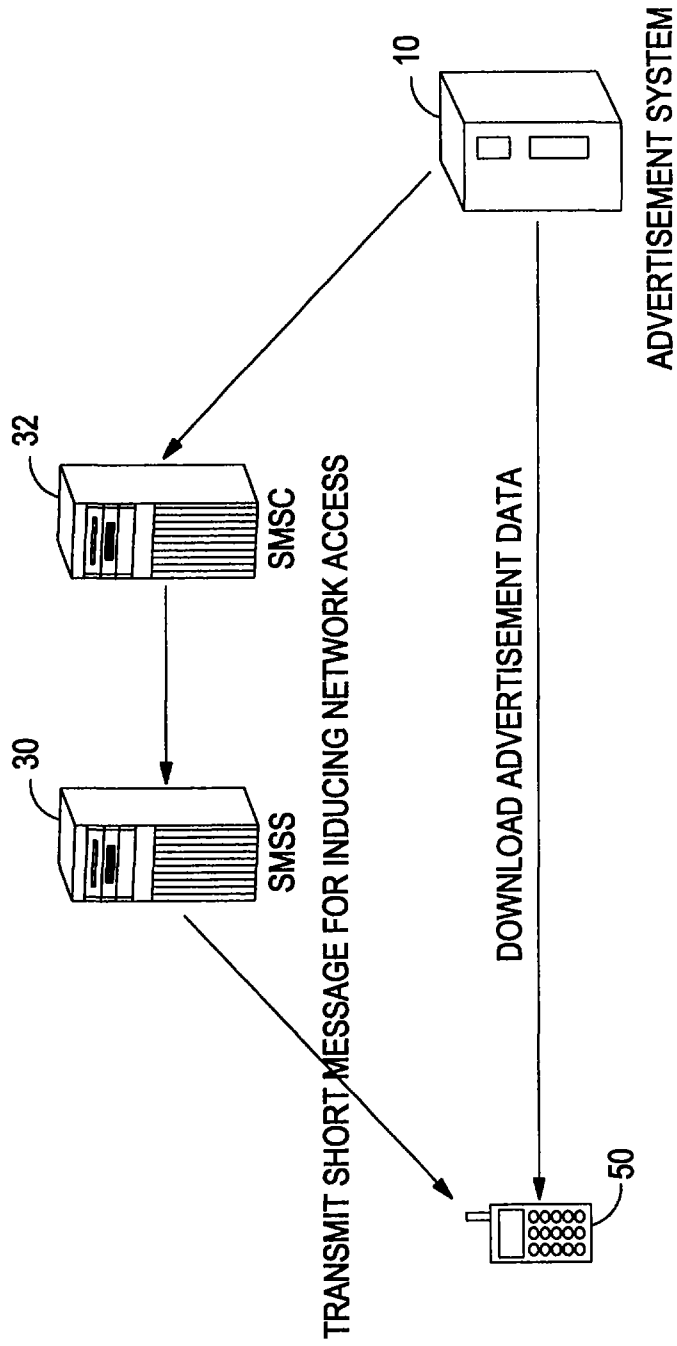


FIG. 2

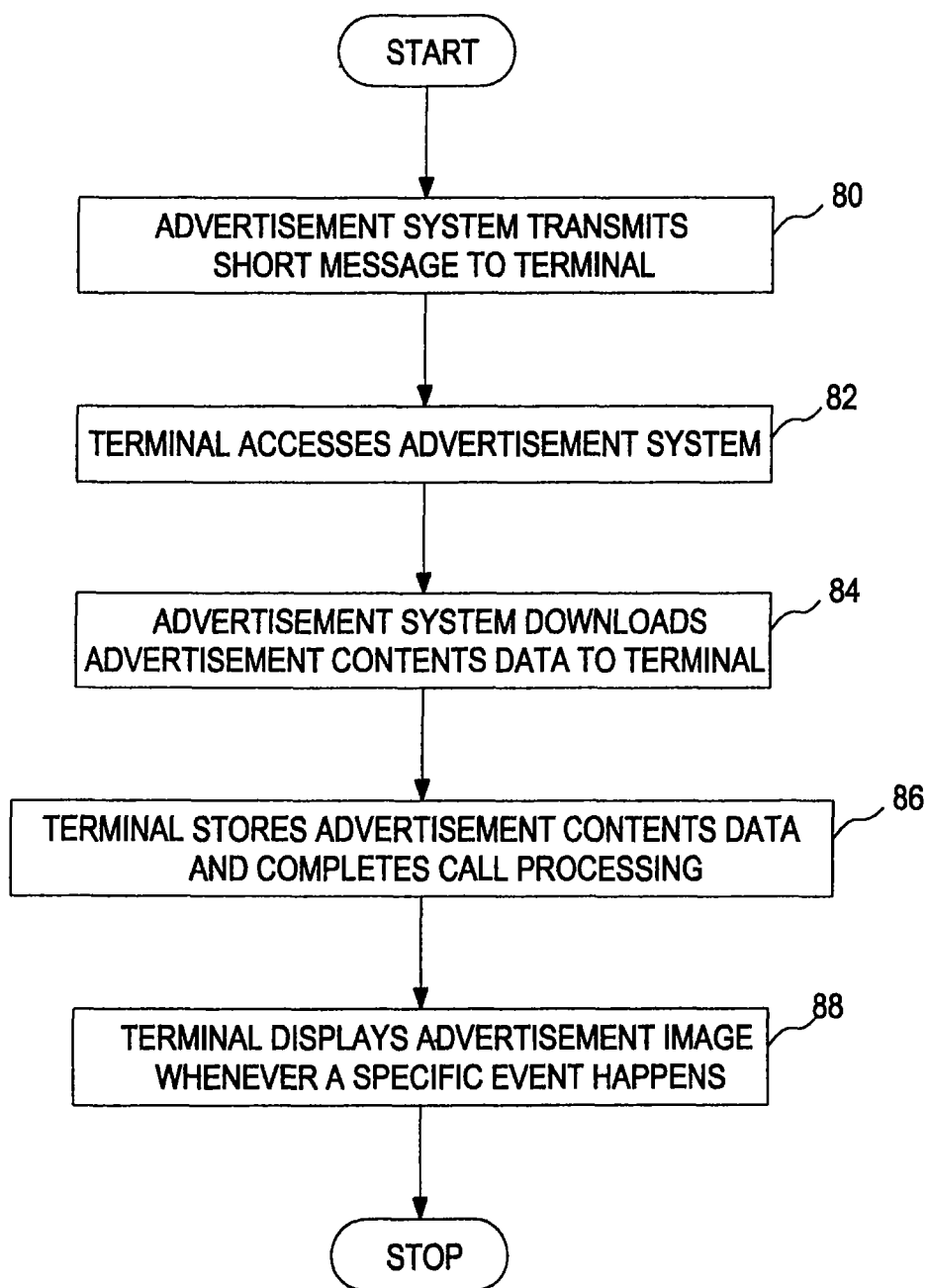


FIG. 3

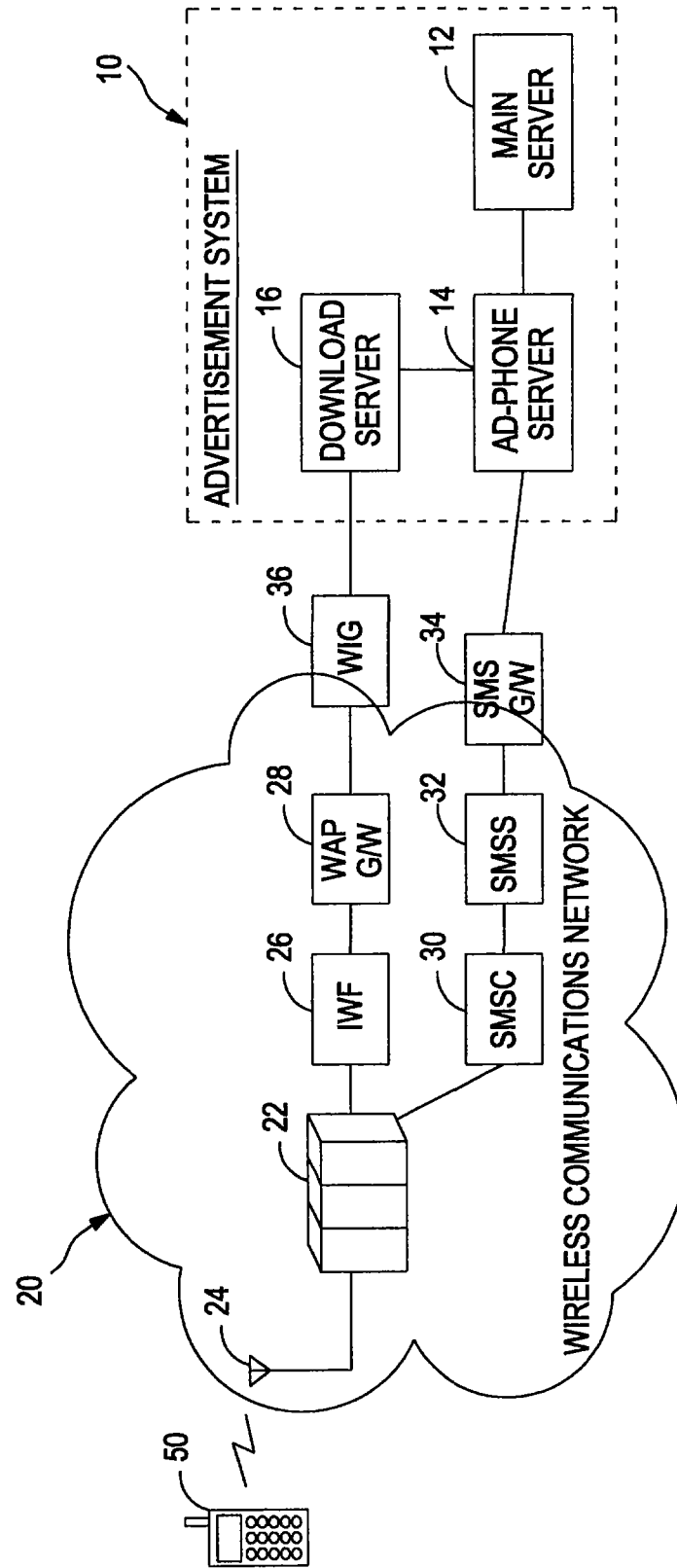


FIG. 4

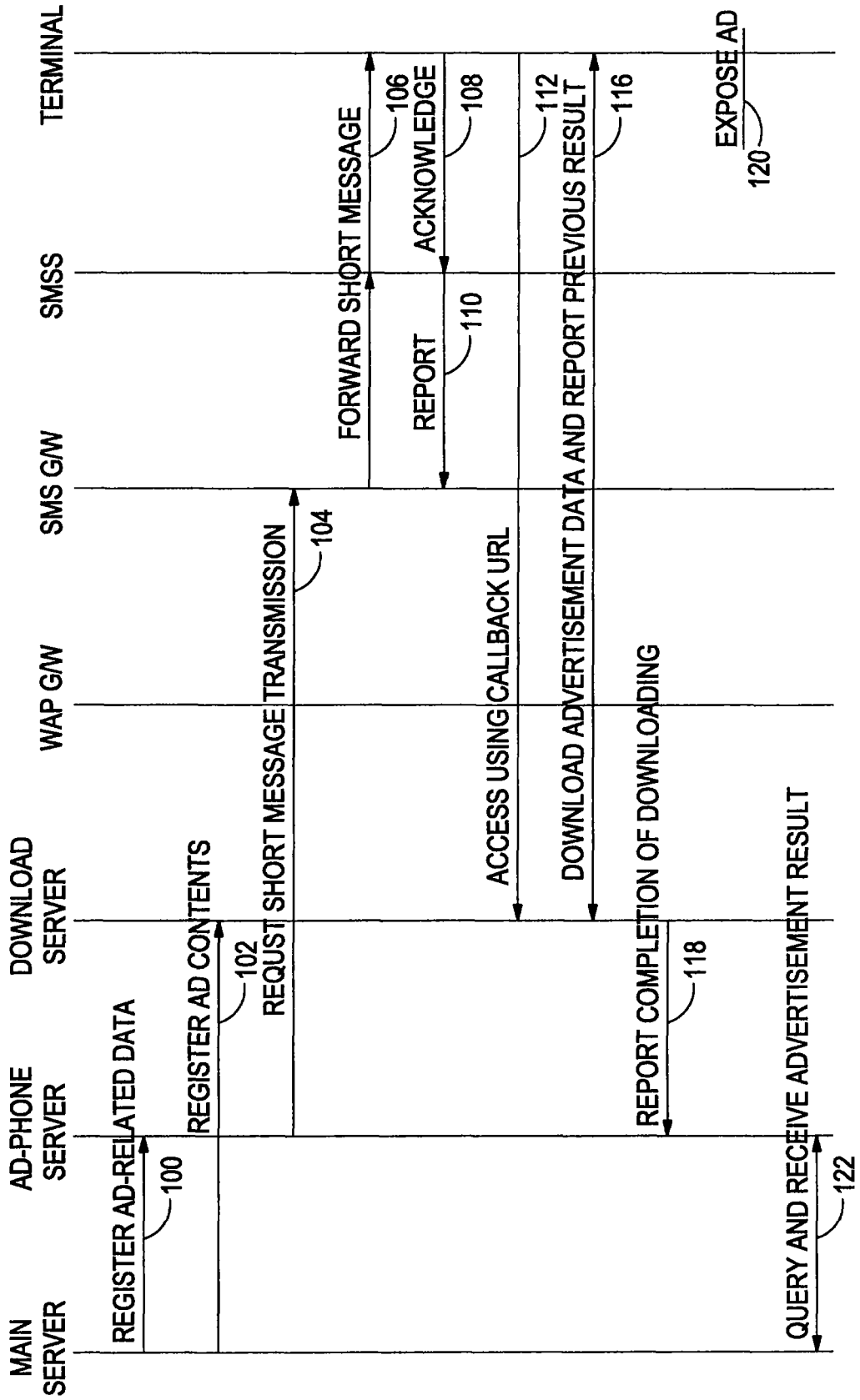
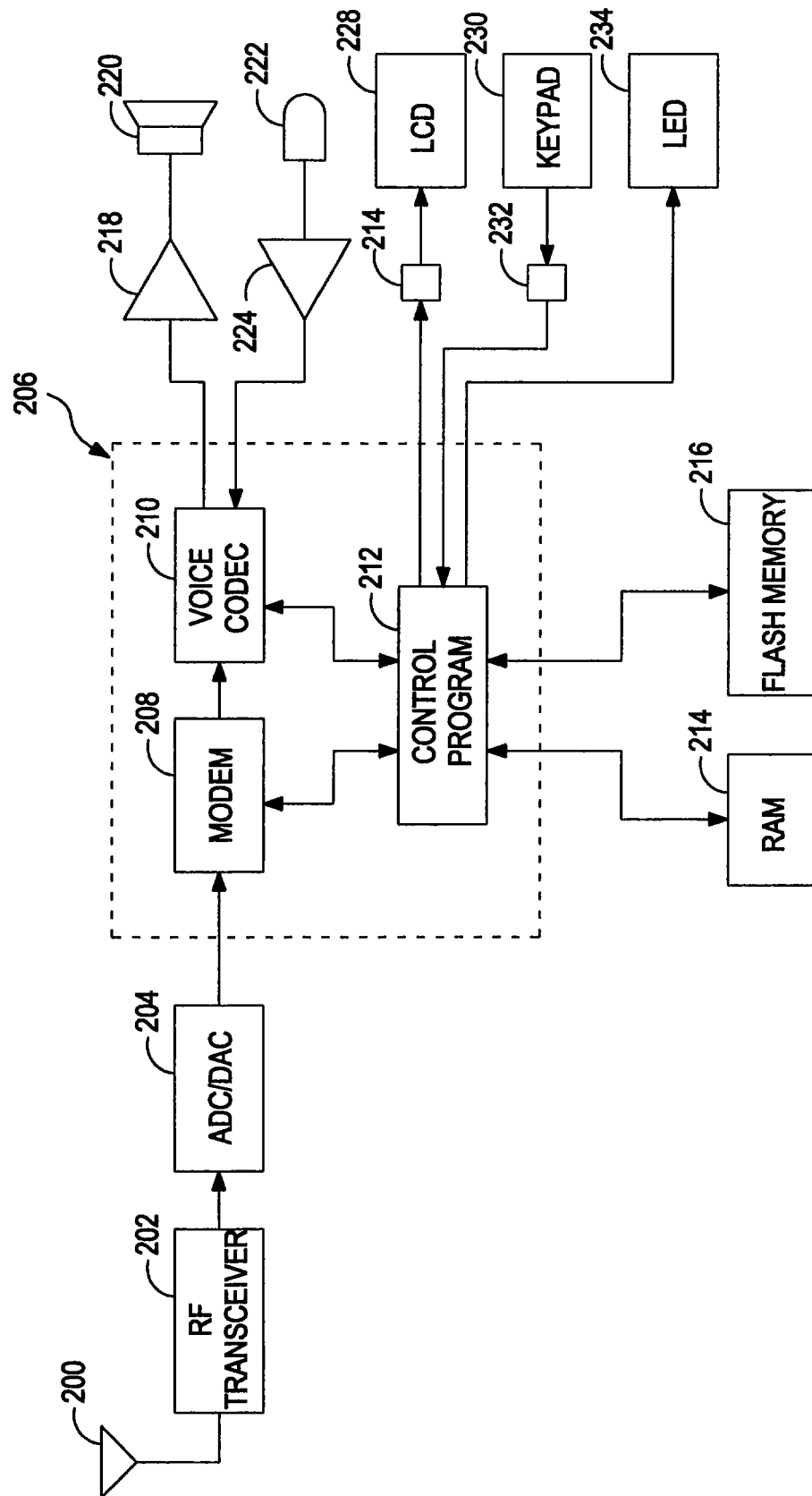


FIG. 5



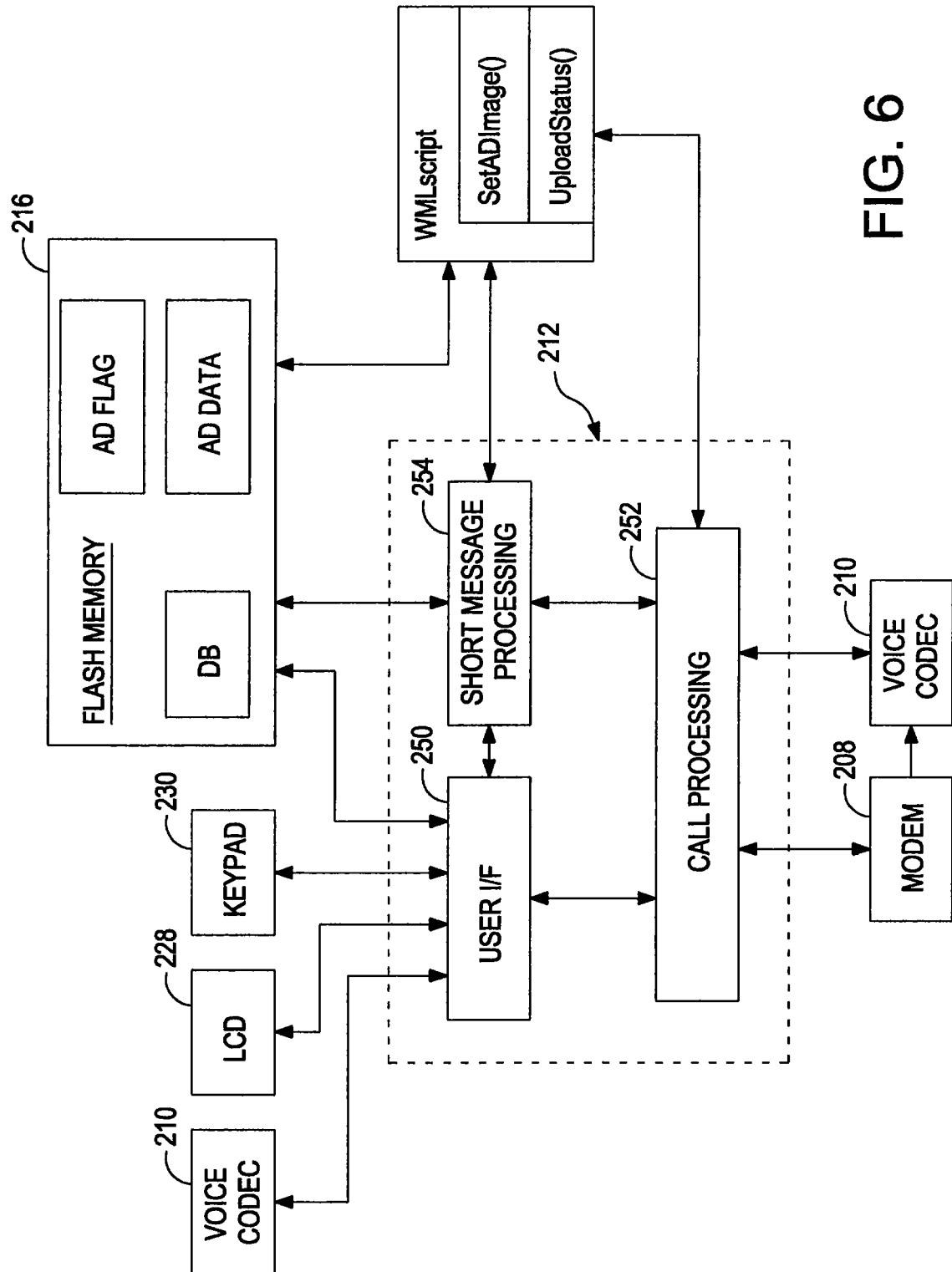


FIG. 6

FIG. 7

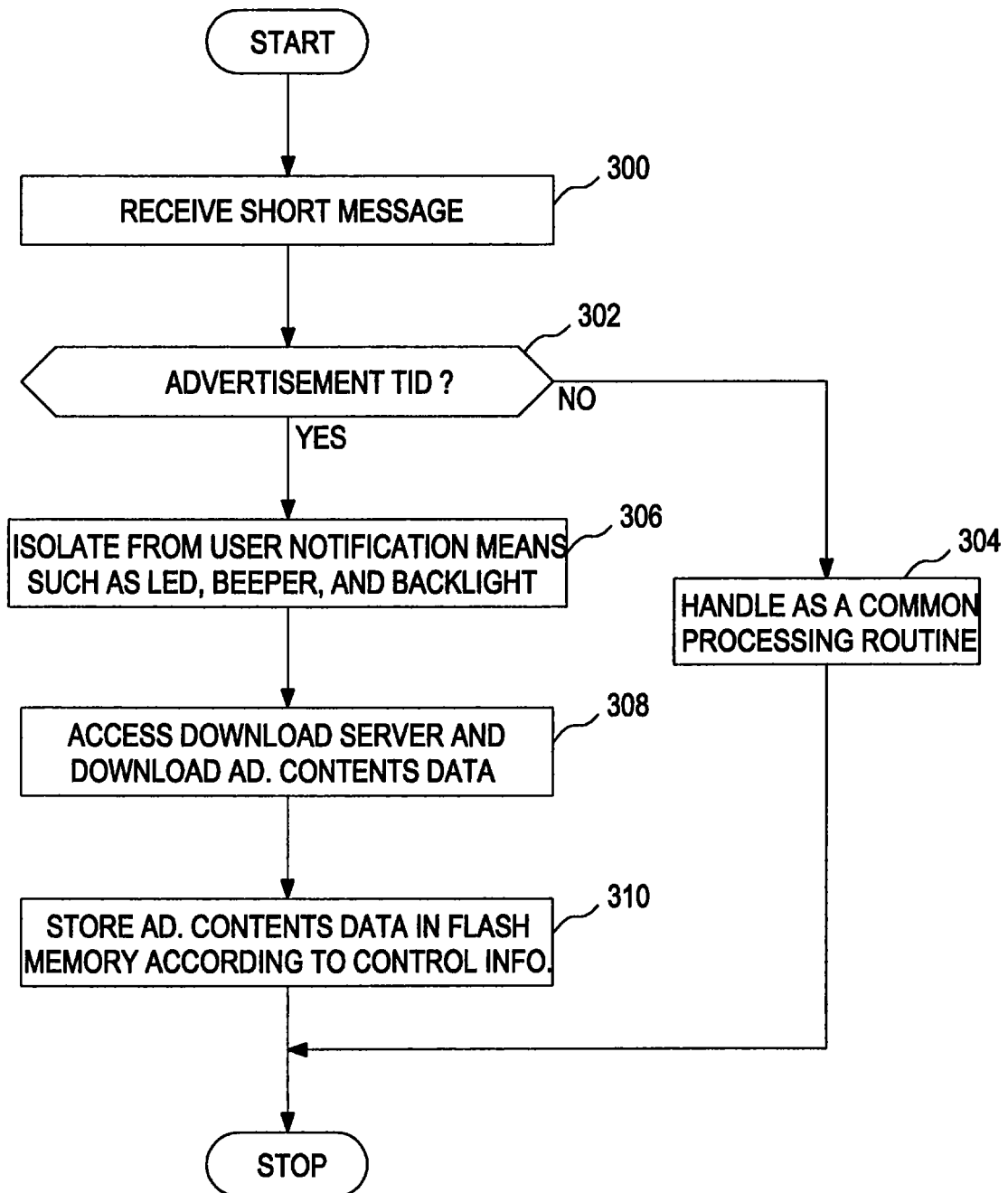


FIG. 8

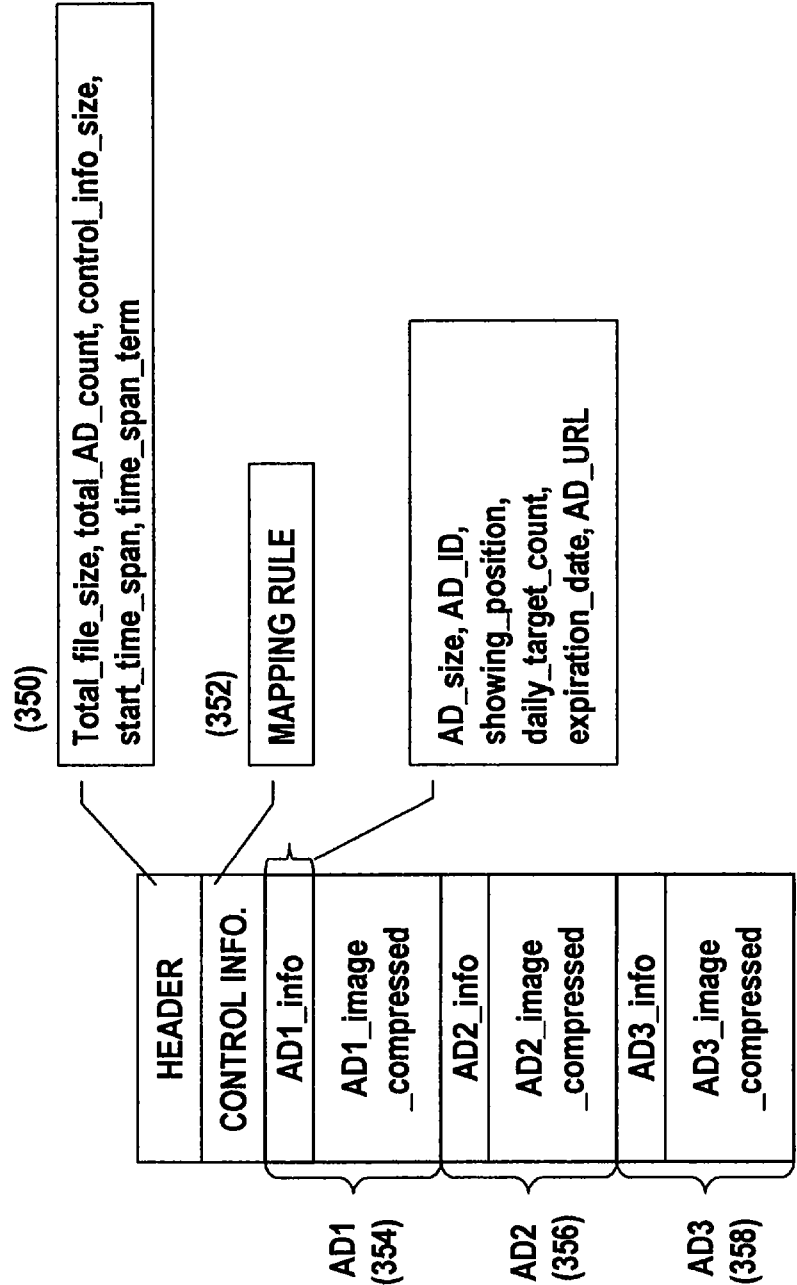
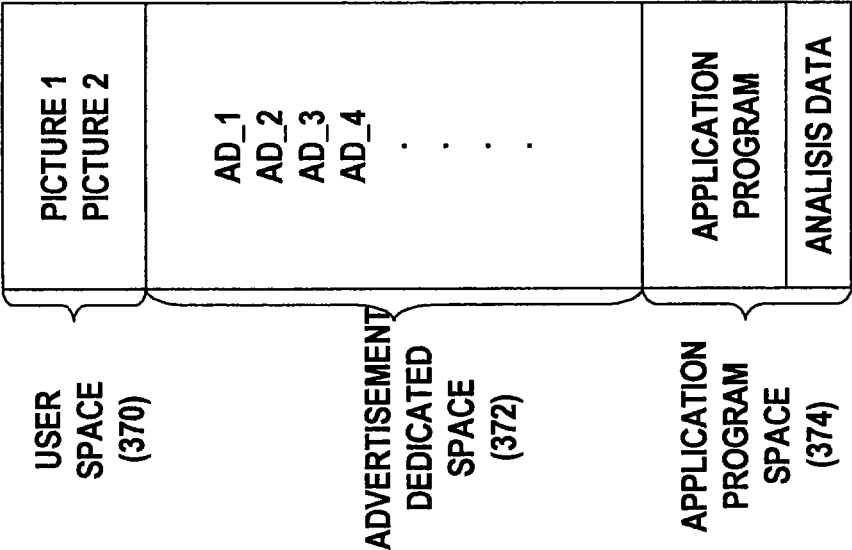


FIG. 9A



[ALLOCATON OF SPACE
IN FLASH MEMORY]

FIG. 9B

AD_ID	ADDRESS
AD_1	110
AD_2	120
AD_3	130
AD_4	140
AD_5	150
AD_6	160

[AD IMAGE ADDRESS
MANAGEMENT TABLE]

FIG. 9C

ADDRESS	FILE NAME
110	AD_1
120	AD_2
130	AD_3
140	AD_4
150	AD_5
160	AD_6
170	
180	
190	
200	
210	
220	

[LOCATION OF FILES
IN ADVERTISEMENT
DEDICATED SPACE]

FIG. 10

EXPOSED IMAGE	PICTURE_ID	AD_ID	EXPIRATION DATE	TARGET COUNT	DAILY COUNT	POINTER
STANDBY #1	1-1	AD_1	'02/1/5	3	3	
STANDBY #2	1-2	AD_2	'02/1/10	5	3	
STANDBY #3	1-3	AD_3	'02/1/7	9	2	← p1
WIRELESS INTERNET ACCESS #1	2-1	AD_1	'02/1/5	5	4	
WIRELESS INTERNET ACCESS #2	2-2	AD_2	'02/1/10	5	3	← p2
WIRELESS INTERNET ACCESS #3	2-3	AD_3	'02/1/7	9	3	
SMS TRANSMISSION #1	3-1	AD_4	'02/1/15	5	4	
SMS TRANSMISSION #2	3-2	AD_5	'02/1/31	4	4	
SMS TRANSMISSION #3	3-3	AD_6	'02/1/31	3	3	← p3
RECEIVING CALL	4	AD_1	'02/1/5	3	3	← p4
INTERNET ACCESS COMPLETION	5	AD_2	'02/1/10	2	2	← p5
TURNING ON	6	AD_3	'02/1/7	3	3	← p6
TURNING OFF	7	AD_4	'02/1/15	10	10	← p7

[IMAGE MANAGEMENT TABLE MAINTAINED IN THE TERMINAL]

FIG. 11

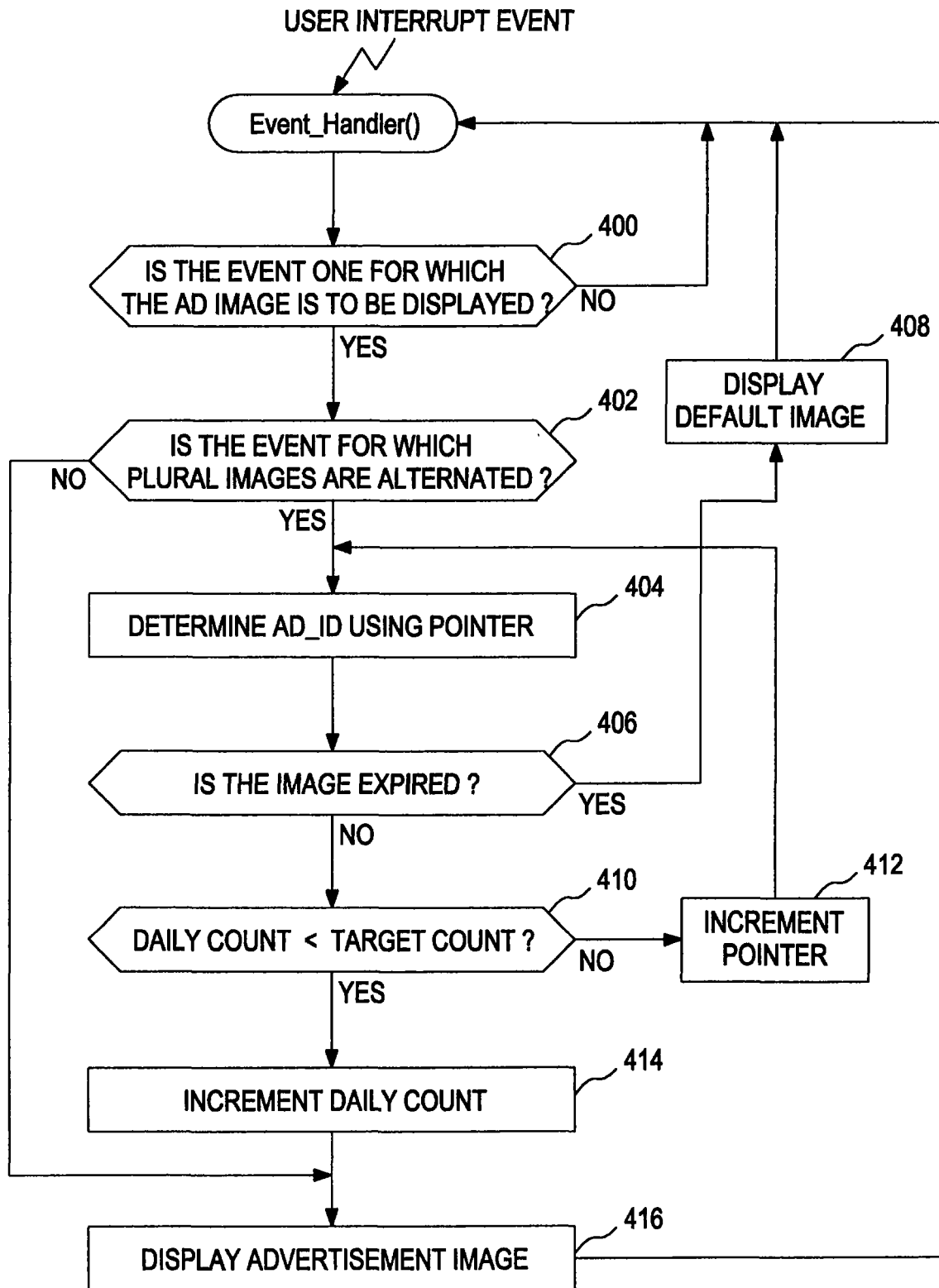


FIG. 12A

DEMOGRAPHIC INFORMATION		PICTURE_ID							
MIN	Demo Info	1-1	1-2	1-3	2-1	2-2	2-3	...	7
MIN1	30'S, M, ...	A	B ?	C	A	B ?	C	E	D F
MIN2	30'S, F, ...	A	B F	C	A	B F	C	E	D F
MIN3	20'S, M, ...	A	D	E	A	D	E	E	D
MIN4	30'S, M, ...	A	B ?	C	A	B ?	C	E	D F
MIN5	20'S, F, ...	A	D	E	A	D	E	E	D
MIN6	40'S, M, ...	?	?	?	?	?	?	E	D
MIN7	20'S, M, ...	A	D	E	A	D	E	E	D
MIN8	30'S, F, ...	A	B F	C	A	B F	C	E	D F
MIN9	40'S, M, ...	?	?	?	?	?	?	E	D
MIN10	20'S, M, ...	A	D	E	A	D	E	E	D
MIN11	30'S, M, ...	A	B ?	C	A	B ?	C	E	D F
MIN12	20'S, F, ...	A	D	E	A	D	E	E	D
MIN13	50'S, M, ...	?	?	?	?	?	?	E	D

[ADVERTISEMENT INFORMATION TABLE] ※ ? : default Image

FIG. 12B

AD_ID	EXPIRATION DATE	TARGET COUNT	PICTURE_ID	AD. URL
A	'02/2/5	5	1-1, 2-1	URL_A
B	'02/2/1	3	1-2, 2-2	URL_B
C	'02/2/7	5	1-3, 2-3	URL_C
D	'02/2/5	3	1-2, 7	URL_D
E	'02/2/10	5	1-3, ...	URL_E
F	'02/2/30	5	1-2, 2-2, 7	URL_F

[AD PICTURE INFORMATION MANAGEMENT TABLE]

FIG. 13

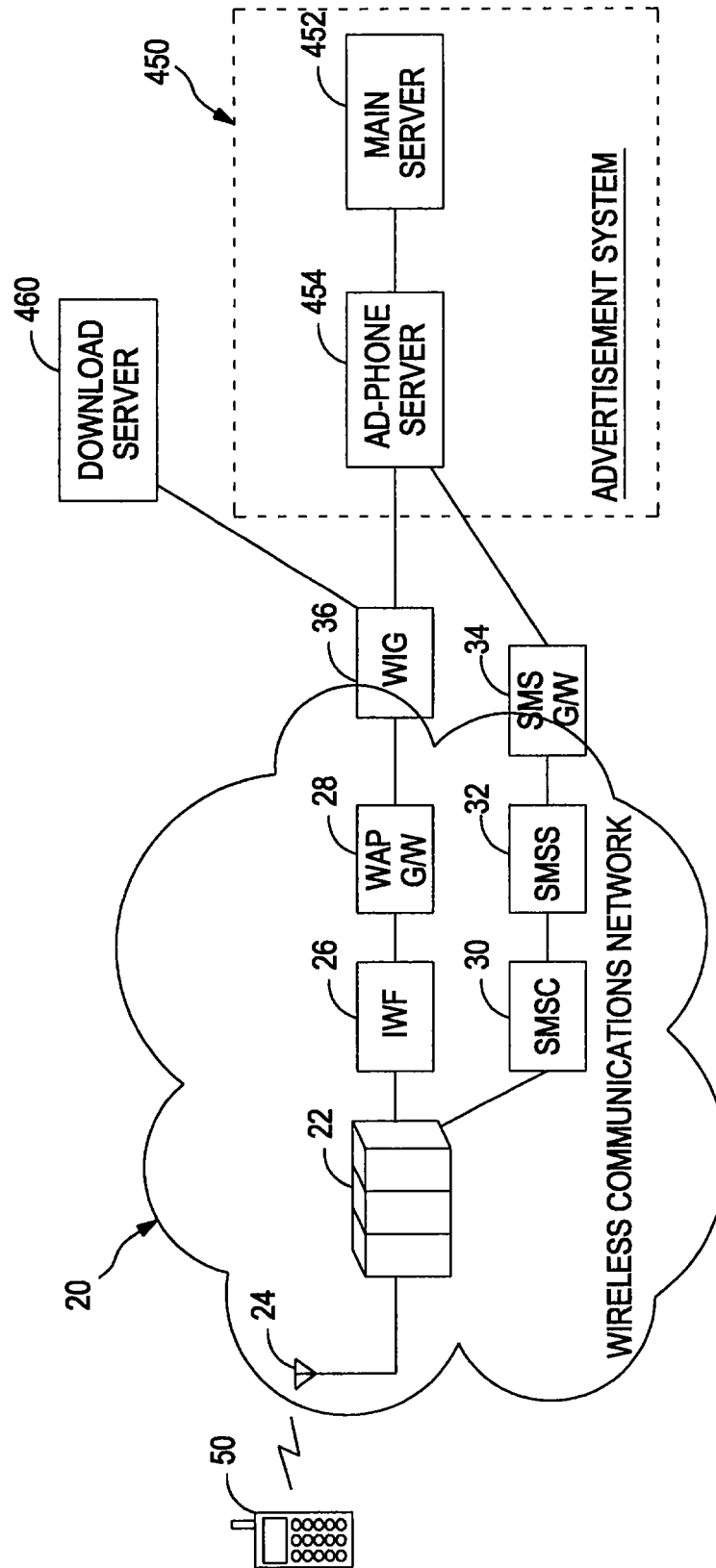


FIG. 14

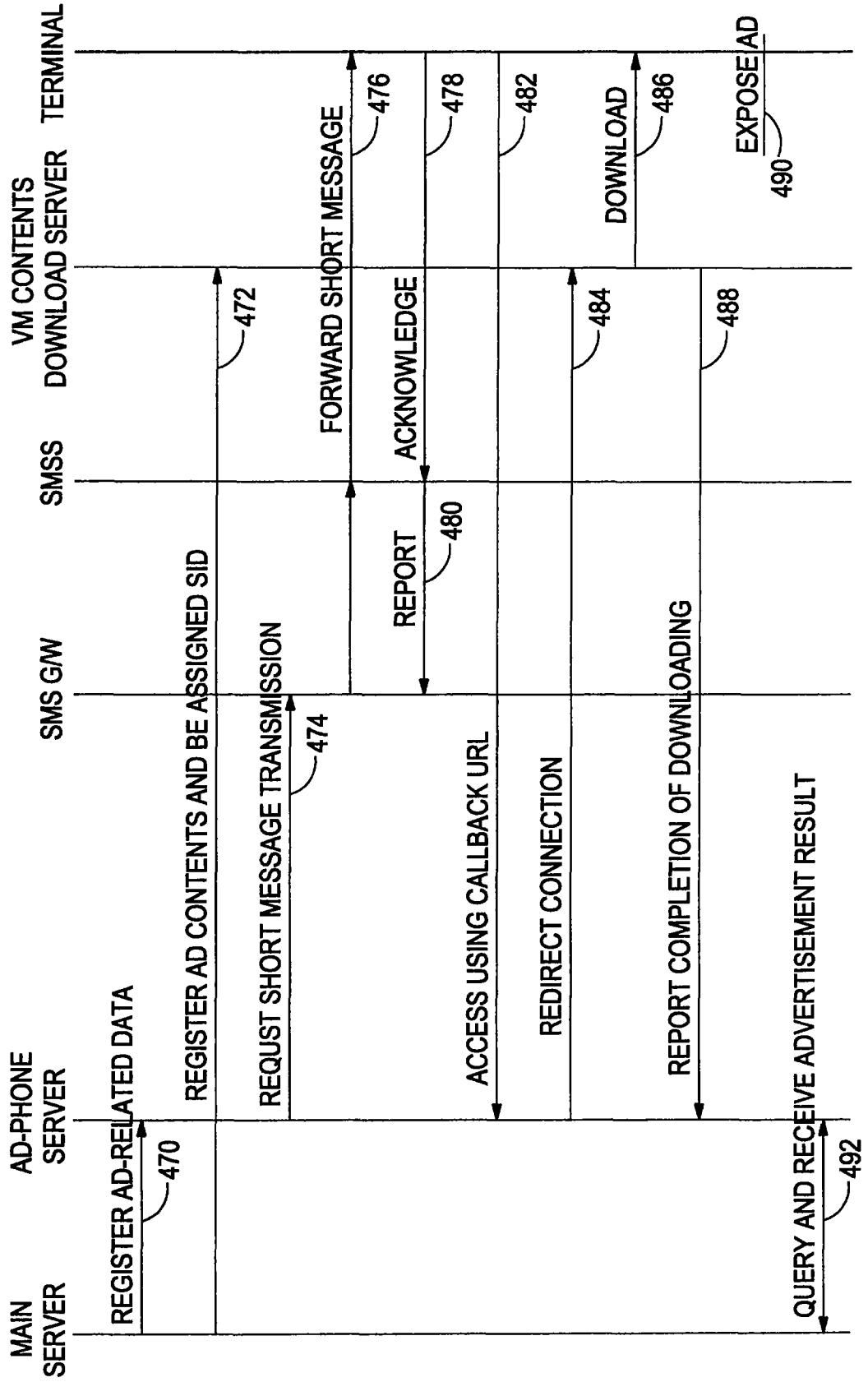


FIG. 16

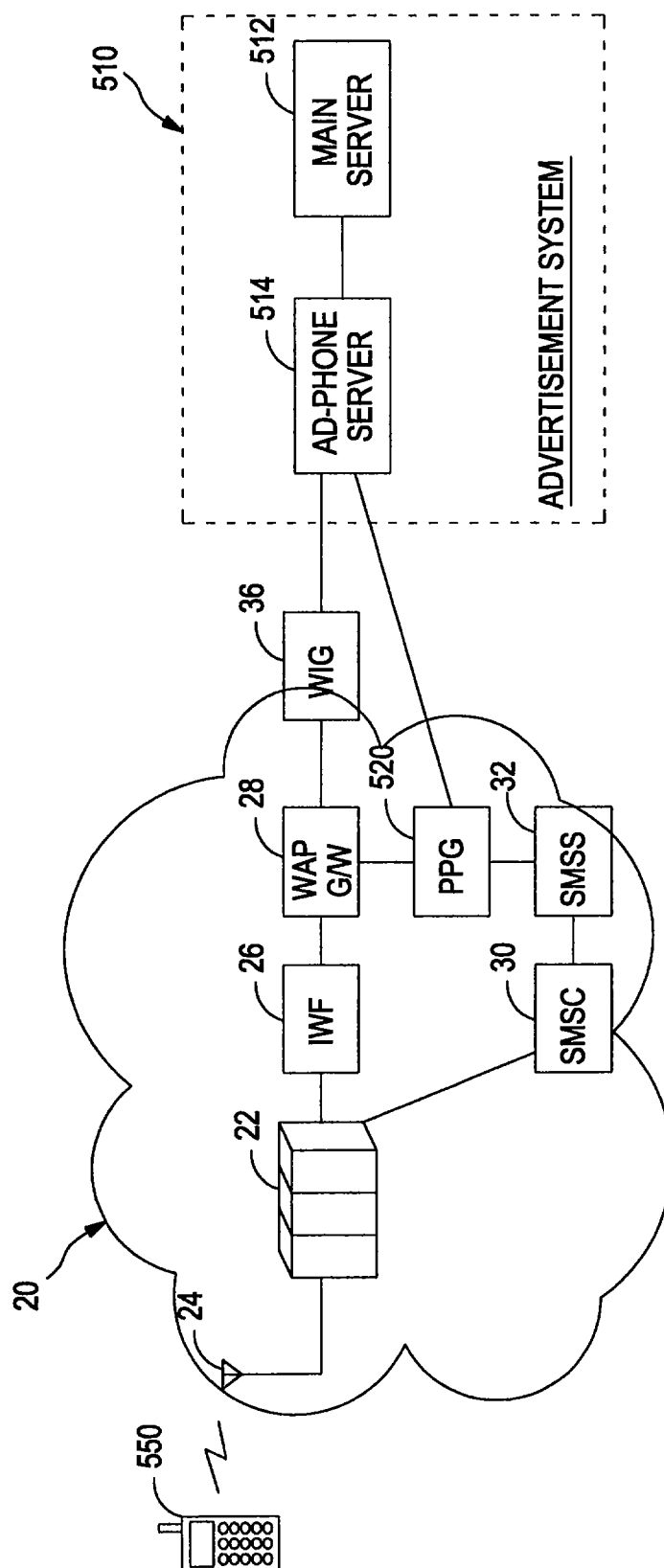


FIG. 17

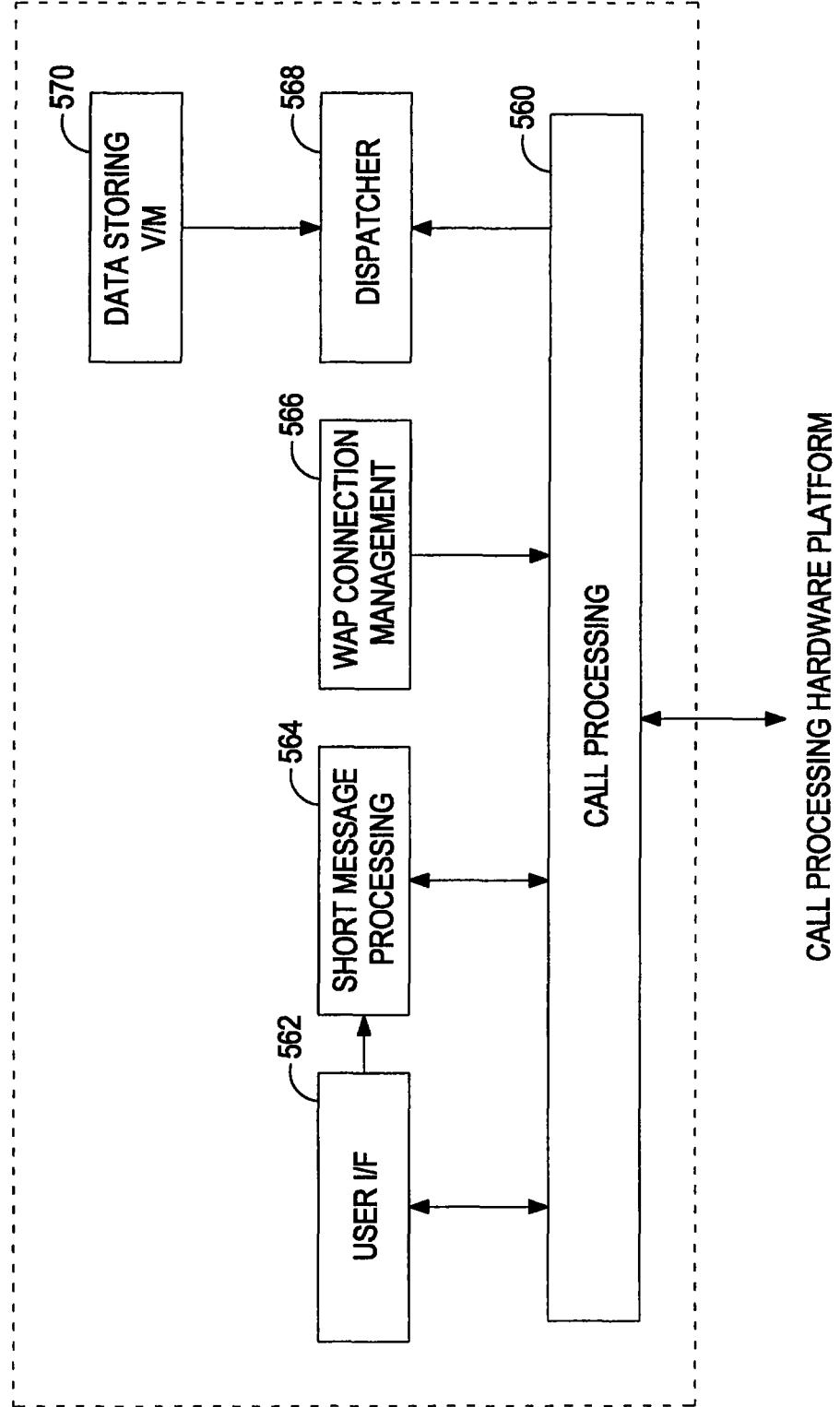


FIG. 18

