



- (51) International Patent Classification:
G06F 13/14 (2006.01) *H04L 12/66* (2006.01)
- (21) International Application Number:
PCT/SG2012/000271
- (22) International Filing Date:
26 July 2012 (26.07.2012)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
201105494-7 29 July 2011 (29.07.2011) SG
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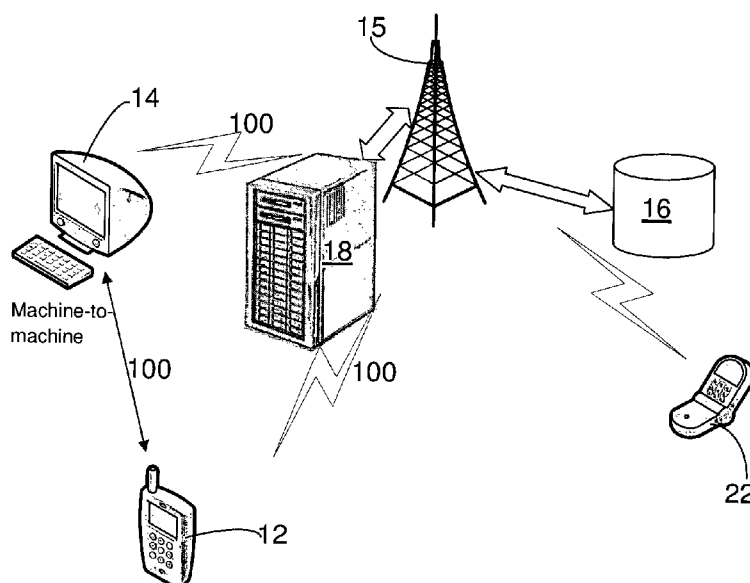
- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, 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, 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: SYSTEM AND METHOD FOR ACTIVATING A MOBILE DEVICE TO INITIATE A COMMUNICATION

**Fig. 1**

- (57) Abstract: A system and method for activating a mobile device to initiate a communication directed to a target device is disclosed. The system and method may be implemented via a computing device arranged to send a request for activating the mobile device to initiate a communication, the request comprising a unique identifier of the target device; an unique identifier of the mobile device and contextual information relating to the communication; wherein the mobile device is arranged to receive the request to initiate the communication and upon receiving the request, parses and executes the request depending on the nature of the communication channel between the mobile device and target device.