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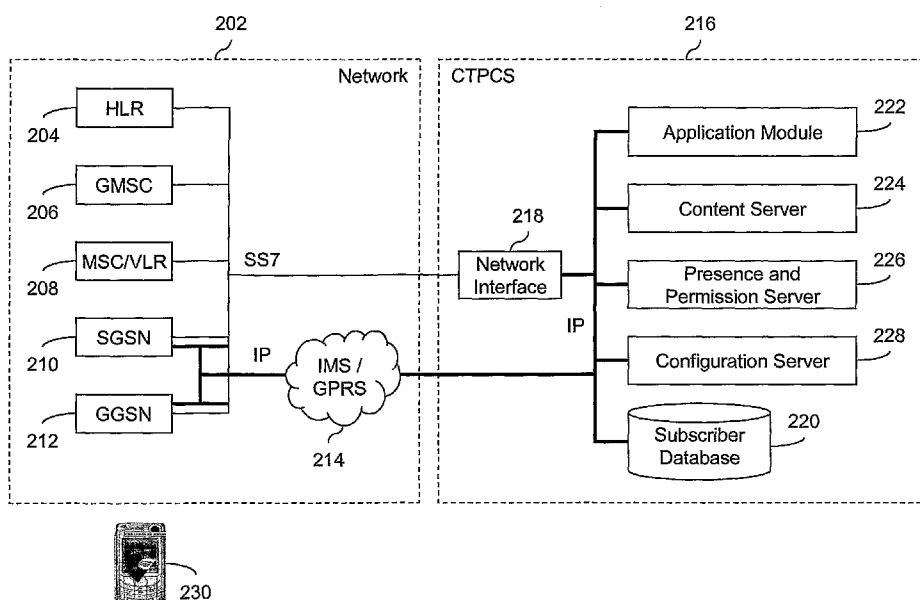
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(54) Title: METHOD AND SYSTEM FOR CALL-SETUP TRIGGERED PUSH CONTENT



(57) Abstract: The present invention provides a method for providing a call set-up triggered push content to at least one receiving party via a first telecommunication network. The method includes performing a call control function in response to a call set-up from a calling party to a called party. The call control function operates on at least one call parameter. The method further includes applying application logic based upon the at least one call parameter for determining the at least one receiving party and the corresponding push content details of the at least one receiving party, and delivering the push content specified by the push content details to the at least one receiving party. The method further addresses inter-working between operators when the calling and called parties are subscribers of different operators.



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