

PORTABLE TERMINAL WITH ADVERTISEMENT MEDIUM

ABSTRACT OF THE DISCLOSURE

A portable telephone set or a portable terminal connected to an entertainment apparatus functions as an advertisement medium. When calendar information (352) and time information (354) based on a real-time clock (338) are displayed on a display screen (128) of a portable terminal (100), advertisement information (350) supplied via radio waves and received by an antenna (306) is simultaneously displayed. Since the advertisement information (350) is displayed simultaneously with the calendar and time information which draws much attention of the user, i.e., which is frequently viewed by the user, the portable terminal (100) can function as a highly effective advertisement medium.

FIG. 10