Abstract

A method and system for realizing the interactive information through the multimedia are used to solve the problem in the prior art that it can not access the server through the multimedia advertisement. The applied method includes: A. user terminal parses and plays the multimedia file, which contains the interactive information carrying the communication sign (S101); B. the said user terminal accesses the server based on the trigger of the communication sign carried in the interactive information by the user (S102). A system for realizing the interactive information through the multimedia is also disclosed. The invention is used to access the server through the interactive information of the multimedia, and enables the transaction of the user more convenient and quick.



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