

CLAIMS

1. A method of displaying advertising on a mobile phone with an idle screen, comprising the steps of:
 - a) waiting for the phone to enter a locked state;
 - b) waiting for a display trigger; and
 - c) retrieving and displaying advertising content on the idle screen of the phone.
2. The method of claim 1, wherein the display trigger is the completion of a time interval.
3. The method of claim 2, wherein the time interval is zero seconds.
4. The method of claim 1, wherein the display trigger is a geolocation event.
5. The method of claim 1, wherein the advertising content is retrieved from a store within the phone.
6. The method of claim 1, wherein the advertising content is retrieved from a remote server.
7. The method of claim 1, wherein the display of the advertising content is enabled dependent on the orientation of the phone.
8. The method of claim 1, wherein the display of the advertising content is enabled dependent on detection of movement of the phone.
9. The method of claim 1, wherein the display of the advertising content is enabled dependent on detection of humans by the phone.
10. The method of claim 1, wherein the display of the advertising content is enabled dependent on the battery level of the phone.
11. The method of claim 1, further comprising the steps of giving an alert and waiting for acknowledgement of the alert before displaying the advertising content.
12. The method of claim 1, wherein the phone utilises an operating system with a system notification service, and the system notification service is bypassed to display the advertising content on the idle screen of the phone.