C L A I M S

1. Messaging system (2), preferably instantaneous, characterized in that it comprises at least one sender device (4) and at least one receiver device (6) configured to send and/or receive text messages (60) by at least one central unit (8) with which both devices are in communication, and by the fact that:

- said at least one central unit (8) comprises and/or is associated with at least one database (12, 47) containing data relating to all graphic and/or audio elements (31) which can be managed by the messaging system (2), said graphic and/or audio elements (31) being loaded inside said at least one database (12, 47) with dimensions and/or degree of detail D_1,
- in said at least one central unit (8), a software is loaded and executed which is configured to create, starting from the graphic and/or audio element with dimensions and/or degree of detail D_1 loaded inside said at least one database (12, 47), at least one corresponding graphic and/or audio element (31^Y, $31^{Y''}$, $31^{Y'''}$, 31^X) having substantially the same content but dimensions and/or degree of detail D_2, D_3 and/or D_X which are lower than D_1,
- in said sender (4) and/or receiver (6) device a first software module is loaded and executed which is configured to download from the central unit (8) said at least one corresponding graphic and/or audio element (31^Y, $31^{Y''}$, $31^{Y'''}$, 31^X) having dimensions and/or degree of detail D_2, D_3 and/or D_X lower than D_1 and to implement and/or use in the messaging system (2) the element so downloaded,

and also characterized by the fact that:

- said first software module, loaded and/or executed in said sending (4) and/or receiving (6) device, is configured to implement on a display of said device a first screen (80) in which at least one message (60) and/or exchange of messages (60) are displayed and in which said at least one graphic and/or audio element ($31^{Y''}$ is also implemented/displayed) of dimensions and/or degree of detail D_2, D_3 and/or D_X which are lower than D_1,
- said at least one graphic and/or audio element ($31^{Y''}$) of dimensions and/or degree of detail D_2, D_3 and/or D_X, when implemented/displayed inside said

first screen (80) of display of said at least one message (60) and/or the exchange of messages (60), occupies an area (81) of the display which is selectable by touch (82), if the display is of the touch-screen type, or by clicking or through another external activation event,

and wherein:

- said first software module, loaded and/or executed in said sending (4) and/or receiving (6) device, is configured so that the touch (82) or the click made on said selectable area (81) of the first display screen (80) which is occupied by said graphic and/or audio element (31Y", 31^{X}) with dimensions and/or degree of detail D_2, starts a corresponding action (84),
- said action (84) provides for automatically creating and displaying a second screen (85) on the display of the device itself.

2. Messaging system according to claim 1, characterized in that said first software module, loaded and/or executed in said sending (4) and/or receiving (6) device, is configured so that, in said first screen (80) which displays the exchange of messages, said graphic and/or audio element (31^{Y}"), of a size and/or degree of detail D_2, D_3 and/or D_X lower than D_1 and occupant an area (81) of the display which is selectable by touching the touch-screen display (82) or by clicking or by means of another external activation event, is implemented inside a balloon/frame (37) containing one or more of said messages (60).

3. Messaging system according to claim 1, characterized in that:

- said graphic and/or audio elements (31) are loaded inside said at least one database (12, 47) with dimensions and/or degree of detail D_1 which define a first format,
- in said at least one central unit (8) a software is loaded and executed which is configured to create, starting from the graphic and/or audio element in said first format, at least one corresponding graphic and/or audio element (31^{Y}, 31^{Y}", 31^{Y}"', 31^{X}) which has dimensions and/or degree of detail D_2, D_3 and/or D_X and which is in a second format which is different from said first format.

4. Messaging system according to claim 1, characterized in that said first software module, loaded and/or executed in said sending (4) and/or receiving (6) device, is also configured to carry out the following operations:

- obtaining from said central unit (8) a structured data packet (40), which has been enhanced starting from a data structure (20) generated on the basis of a message to be sent (60), and identifying, within said structured data packet (40), a unique identification code (23, 30, 32, 34) of said at least one graphic and/or audio element (31, 33, 35, 37),
- if the graphic and/or audio element associated with said unique code (23, 30, 32, 34), which has been identified within said structured data package (40), is not already present in a local memory of the device into which said first software module is in execution, it requests to the central unit (8) such graphic and/or audio element (31, 33, 35, 37) associated with the identified unique code (23, 30, 32, 34) and downloads it locally in said device, said graphic and/or audio element (31, 33, 35, 37) downloaded locally corresponds to said graphic and/or audio element (31, 33, 35, 37) created by the software of said central unit (8) and having dimensions and/or degree of detail D_2, D_3 or D_X lower than D_1,
- on the basis of the content of the structured data package (40) and of the graphic and/or audio element associated with an univocal code thus identified (23, 30, 32, 34), it shows on the display of the device (6), in which the first software module is running, the sent message (60) also implementing said graphic and/or audio element (31, 33, 35, 37) created by the software of said central unit (8) and having dimensions and/or degree of detail D_2, D_3 or D_X lower than D_1.

5. Messaging system according to claim 1, characterized in that:

- said graphic element (31) comprises an image, preferably an ideogram and/or a stylized graphic illustration, to be inserted within the message to be sent with said messaging system,

- the dimensions and/or degree of detail D_1 of said graphic element correspond to the resolution R_1 of said image when said graphic element is loaded inside said at least one database (12) of the central unit (8) or associated with said central unit (8),
- the dimensions and/or degree of detail D_2, D_3 or D_X lower than D_1 of said graphic element correspond to the resolution R_2, R_3 or R_X of said image.

6. Messaging system according to claim 5, characterized in that said image with resolution R_2, R_3 or R_X is implemented inside said first screen (80) for displaying the exchange of messages (60), preferably inside the balloon/frame (37) containing one or more of said messages, and occupies an area (81) which is selectable by touch (82), if the display is of the touch-screen type, or by clicking or by other external activation event.

7. Messaging system according to claim 5, characterized in that said image with resolution R_2, R_3 or R_X is displayed inside a typing keyboard (77) implemented in the display (82) of touch-screen type.

8. Messaging system according to claim 5, characterized in that said image (33) with resolution R_2, R_3 or R_X corresponds substantially to a "thumbnail" version of the image having resolution R_1 and corresponding to that stored in the central unit (8).

9. Messaging system according to claim 1, characterized in that said first software module, loaded and/or executed in said sending (4) and/or receiving (6) device, is configured so that, following a touch (82) or click or other external activation event carried out on the display area (81) occupied by the graphic element (31^{Y}") of resolution R_2, a corresponding action (84) is automatically started.

10. Messaging system according to claim 9, characterized in that said action (84) provides for activating reproduction of an audio or video element which is associated with said graphic element $31^{Y''}$ of resolution R_2.

11. Messaging system according to claim 1, characterized in that in said second screen (85) a graphic element ($31^{Y'''}$) is implemented having content corresponding to that of the element ($31^{Y''}$) and a resolution R_3 greater than R_2.

12. Messaging system according to claim 1, characterized in that in said second screen (85) at least a content and/or a link that had previously been associated with said by the graphic element ($31^{Y'}$) is displayed with resolution R_2.

13. Messaging system according to claim 1, characterized in that said first software module, loaded and/or executed in said sending (4) and/or receiving (6) device, is configured so that the touch (82) or the click or other external activation event performed on said selectable area (81) of the first display screen (80) which is occupied by said graphic and/or audio element ($31^{Y''}$, 31^{X}) with dimensions and/or degree of detail D_2, automatically start a corresponding action (84) in which, on the same display of said device where said first screen (80) was implemented, a second screen (85) is displayed in which the same graphic and/or audio element ($31^{Y'''}$, 31^{X}) which occupied this selectable area (81) is implemented with dimensions and/or degree of detail D_3 where D_3 is greater than D_2.

14. Messaging system according to claim 1, characterized in that the software, which is loaded and/or executed in the central unit (8), is configured to create, starting from the graphic and/or audio element (31) which is already loaded in said at least one database (12, 47) and which has dimensions and/or degree of detail equal to D_1, a corresponding graphic and/or audio element 31^{x} having the same content but dimensions and/or degree of detail D_x, where D_x is less than D_1 and is defined correspondingly and dynamically on the basis of the

dimensions and/or degree of detail of the display of said device which requested it from said central unit (8) through the first software module.

15. Messaging system according to claim 1, characterized in that said first software module, loaded and/or executed in said sending (4) and/or receiver device (6), and the loaded and/or executed software module performed in the central unit (8) are configured to implement the following procedure:

- the device (4, 6) sends to the central unit through the first software module a request (86) also containing the data (87) of the size/resolution of the display of said device (4, 6) in which the first software module is performed,
- the software module of the central unit (8) is configured to create, starting from the graphic and/or audio element (31) of dimensions and/or degree of detail D_1 and on the basis of data (87) relating to dimensions/resolution of said display, a corresponding graphic and/or audio element (31^X) of dimensions and/or degree of detail D_x which is less than D_1 and is specifically suited to the dimensions/resolution of said display,
- the graphic and/or audio element thus created (31^X), having dimensions and/or degree of detail D_x, is downloaded locally to said device in order to be implemented by said device within the messaging system (2).

16. Messaging system according to the preceding claim, characterized in that said first software module is configured to carry out said procedure in order to create the graphic and/or audio element ($31^{Y''}$, 31^X) with dimensions and/or degree of detail D_2 occupying the area (81), selectable by touch (82) or click, implemented within the first screen (80) for displaying the exchange of messages.

17. Messaging system according to claim 15, characterized in that said first software module is configured to carry out said procedure in order to create the graphic and/or audio element ($31^{Y'''}$, 31^X) with dimensions and/or degree of detail D_3 which is implemented within said second screen (85).

18. Messaging system according to claim 1, characterized in that the software module loaded and/or executed in the central unit (8) is configured to automatically create the graphic and/or audio element (31^Y) of dimensions and/or degree of detail and/or format D_2, D_3 and/or D_X, which are lower and/or lower than those of D_1, when the graphic and/or audio element of dimensions and/or degree of detail and/or format D_1 is loaded into said database (12) of said central unit (8) or into said further database (47).