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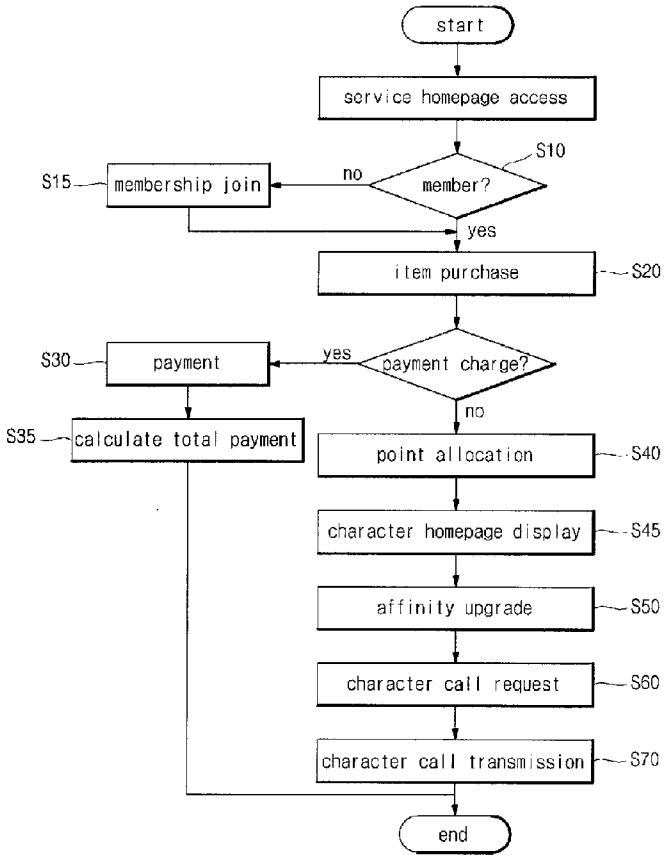
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(54) Title: METHOD FOR CHARACTER SERVICE FOR DUPLEX COMMUNICATION



(57) Abstract: Disclosed is a character service method using duplex communications through wire/wireless networks. According to the method, predetermined points are given to a user according to the user's purchase of an item or activity relating to the character. When the points have been accumulated up to a predetermined level at which the user is regarded as having an affinity for the character, a character call including the character's voice or dynamic image proper for the user's situation is transmitted to the user, so as to enhance the user's affinity for the character.

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