FIG. 1

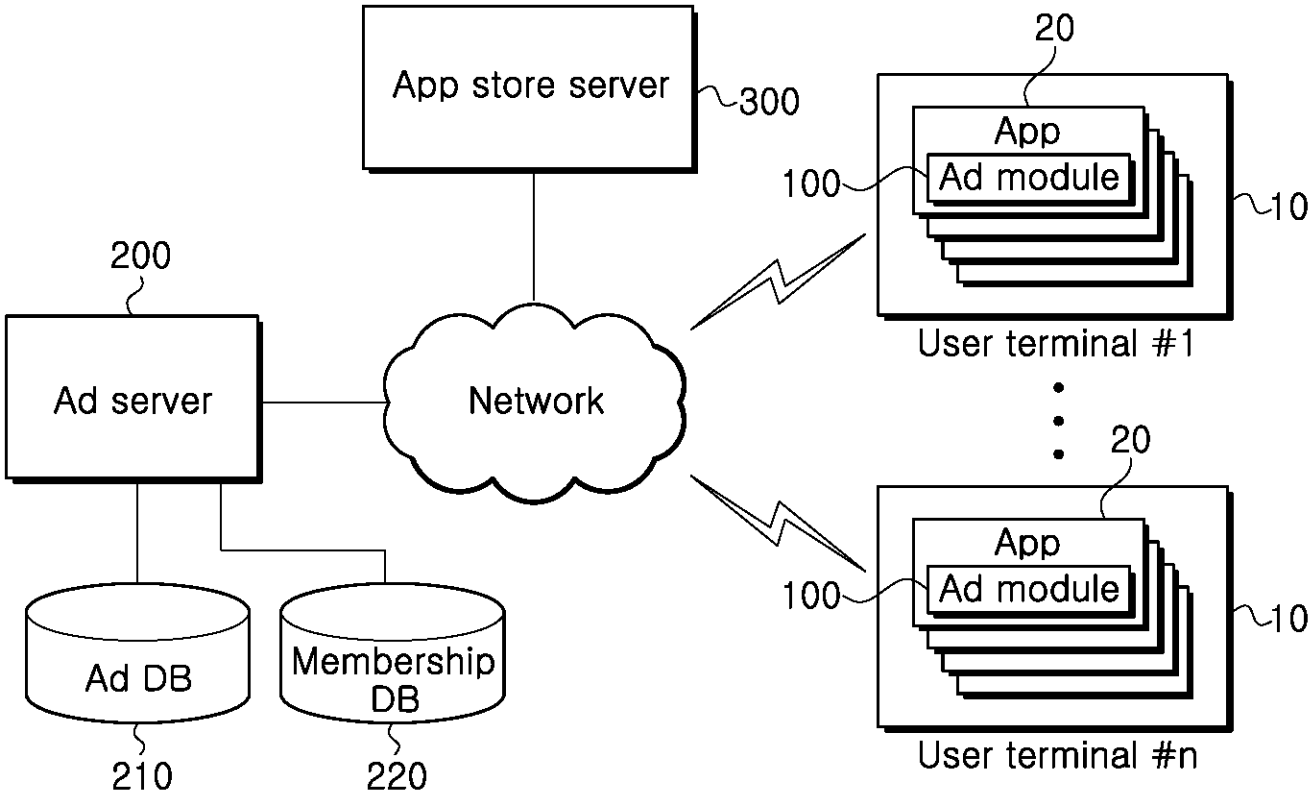

App store server
300
20
App
Ad module
100
10
User terminal #1
200
Ad server
Network
20
App
Ad module
100
10
User terminal #n
Ad DB
Membership DB
210
220

FIG. 2

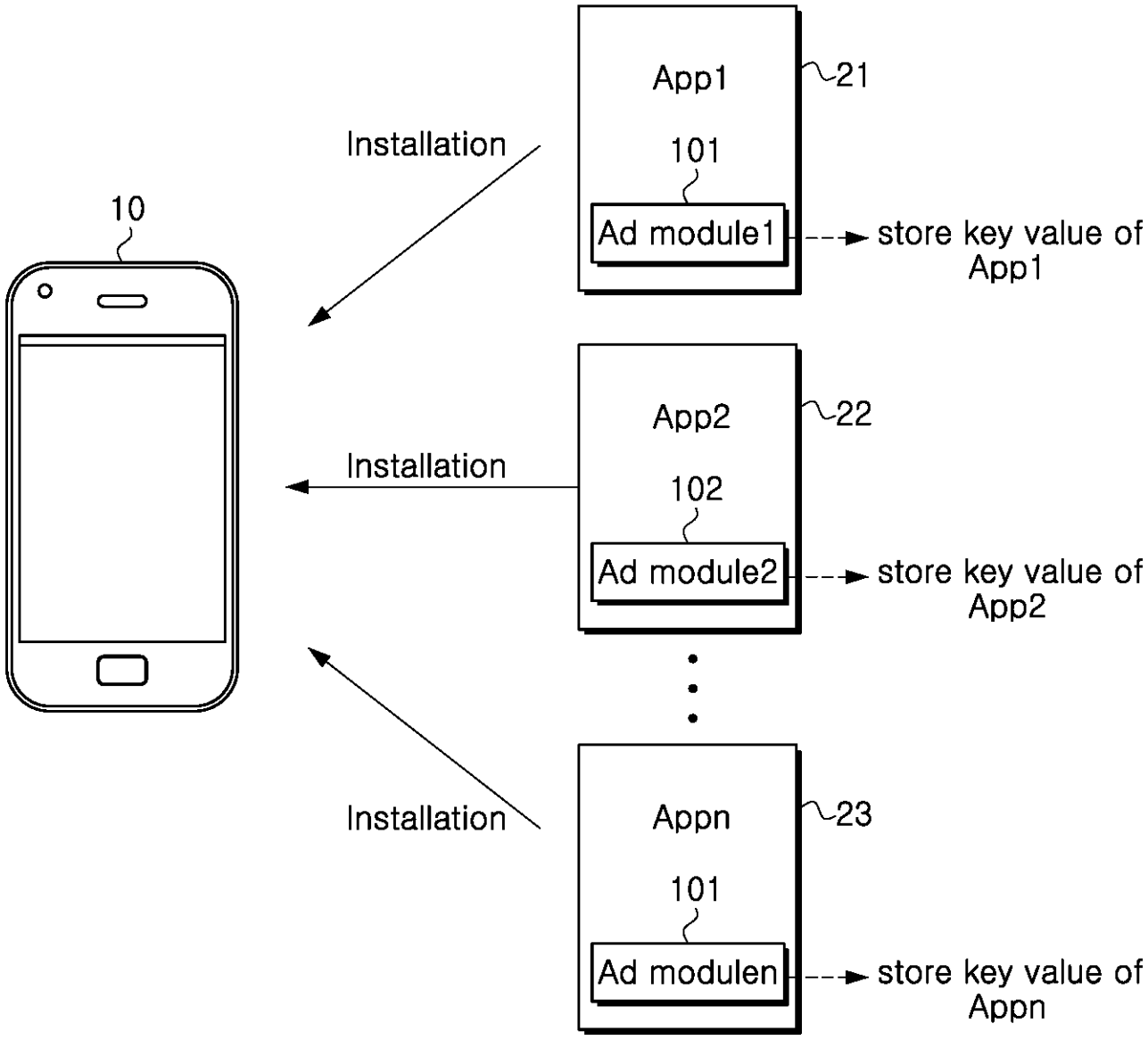
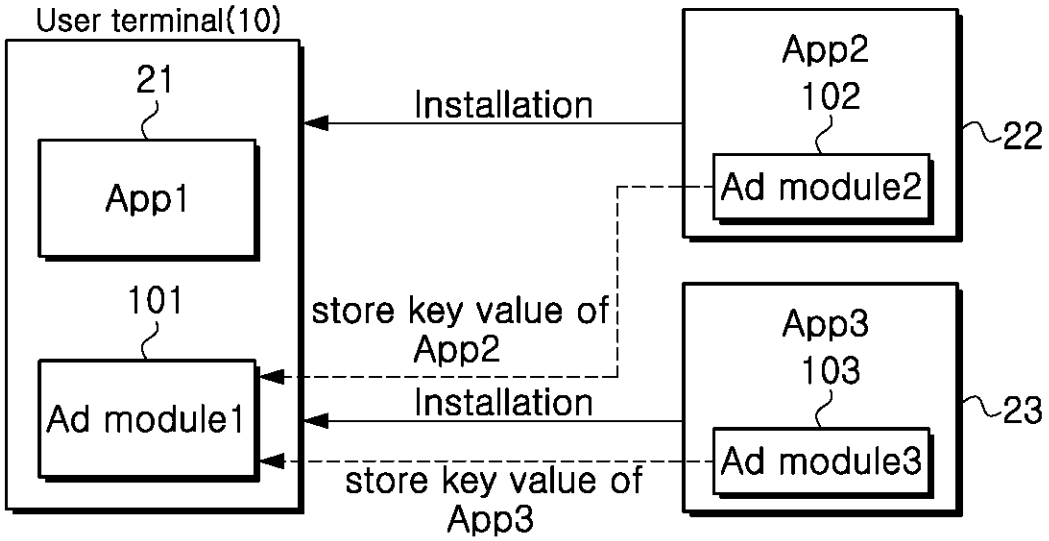
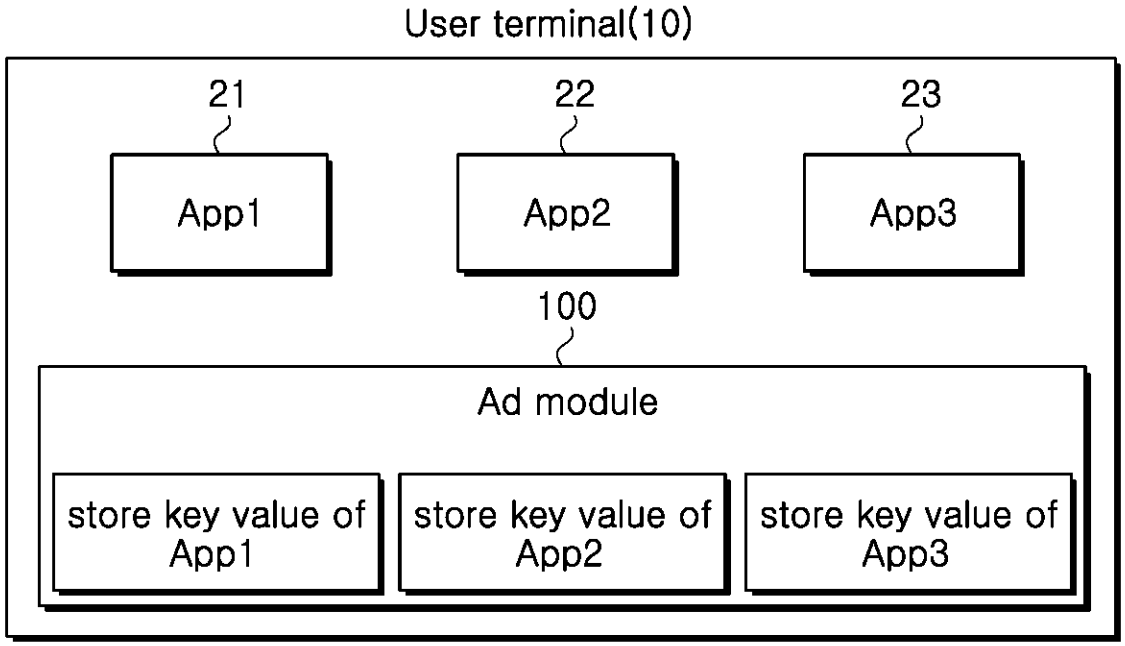

10
Installation
App1
21
101
Ad module1
store key value of App1
Installation
App2
22
102
Ad module2
store key value of App2
Installation
Appn
23
101
Ad modulen
store key value of Appn

FIG. 3


User terminal(10)
21
App1
101
Ad module1
Installation
store key value of App2
Installation
store key value of App3
App2
102
Ad module2
22
App3
103
Ad module3
23

(a)


User terminal(10)
21
App1
22
App2
23
App3
100
Ad module
store key value of App1
store key value of App2
store key value of App3

(b)

FIG. 4

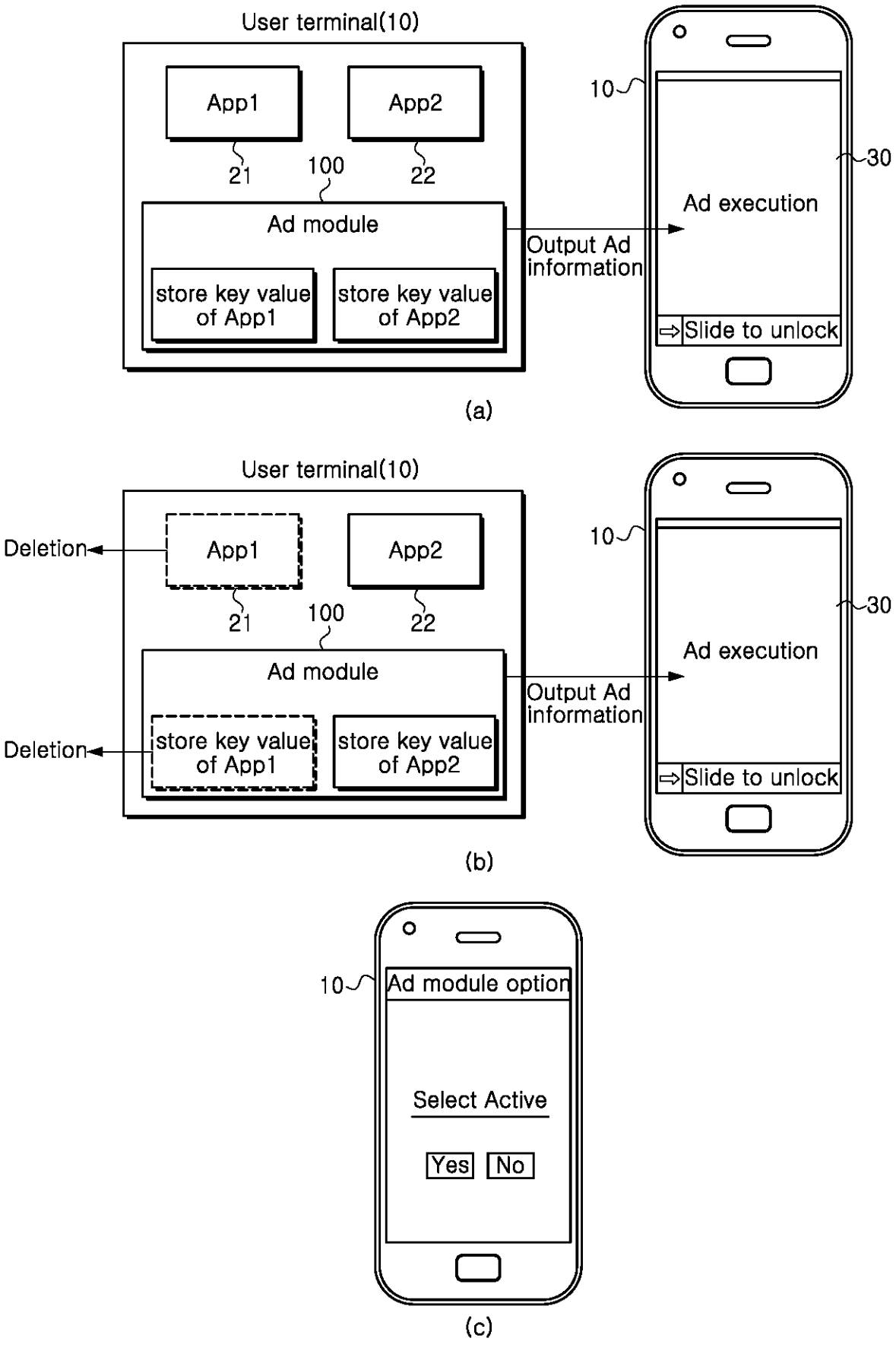

User terminal(10)
App1
App2
21
100
22
Ad module
store key value of App1
store key value of App2
Output Ad information
10
30
Ad execution
Slide to unlock
(a)
User terminal(10)
Deletion
App1
App2
21
100
22
Ad module
Deletion
store key value of App1
store key value of App2
Output Ad information
10
30
Ad execution
Slide to unlock
(b)
10
Ad module option
Select Active
Yes
No
(c)

FIG. 5

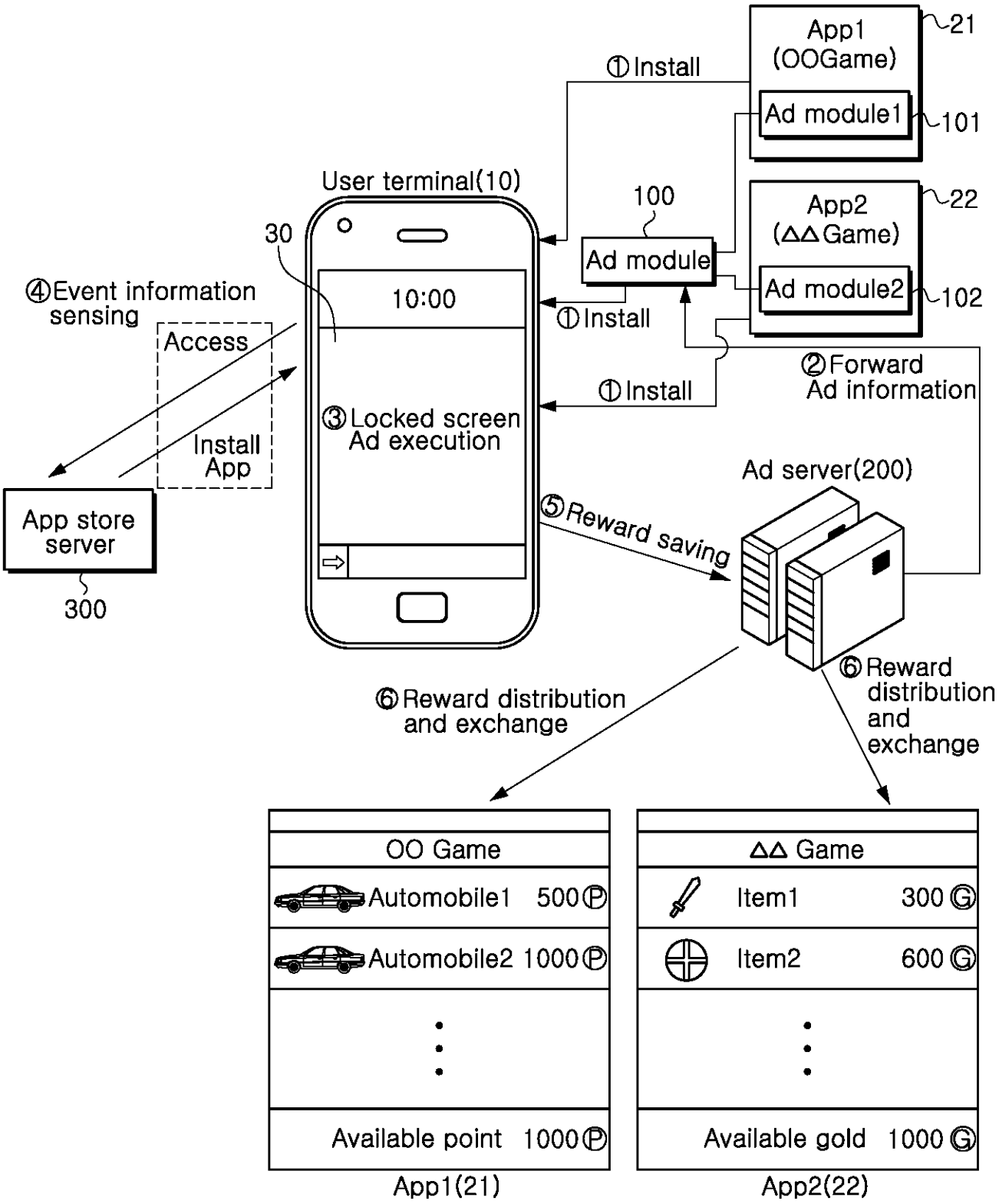

App1
(OOGame)
21
① Install
Ad module1
101
User terminal(10)
100
App2
(ΔΔGame)
22
30
Ad module
Ad module2
102
④Event information
sensing
10:00
① Install
Access
② Forward
Ad information
① Install
③ Locked screen
Ad execution
Install
App
Ad server(200)
App store
server
⑤ Reward saving
300
⑥ Reward distribution
and exchange
⑥ Reward
distribution
and
exchange
OO Game
Automobile1 500Ⓟ
Automobile2 1000Ⓟ
Available point 1000Ⓟ
App1(21)
ΔΔ Game
Item1 300Ⓖ
Item2 600Ⓖ
Available gold 1000Ⓖ
App2(22)

FIG. 6

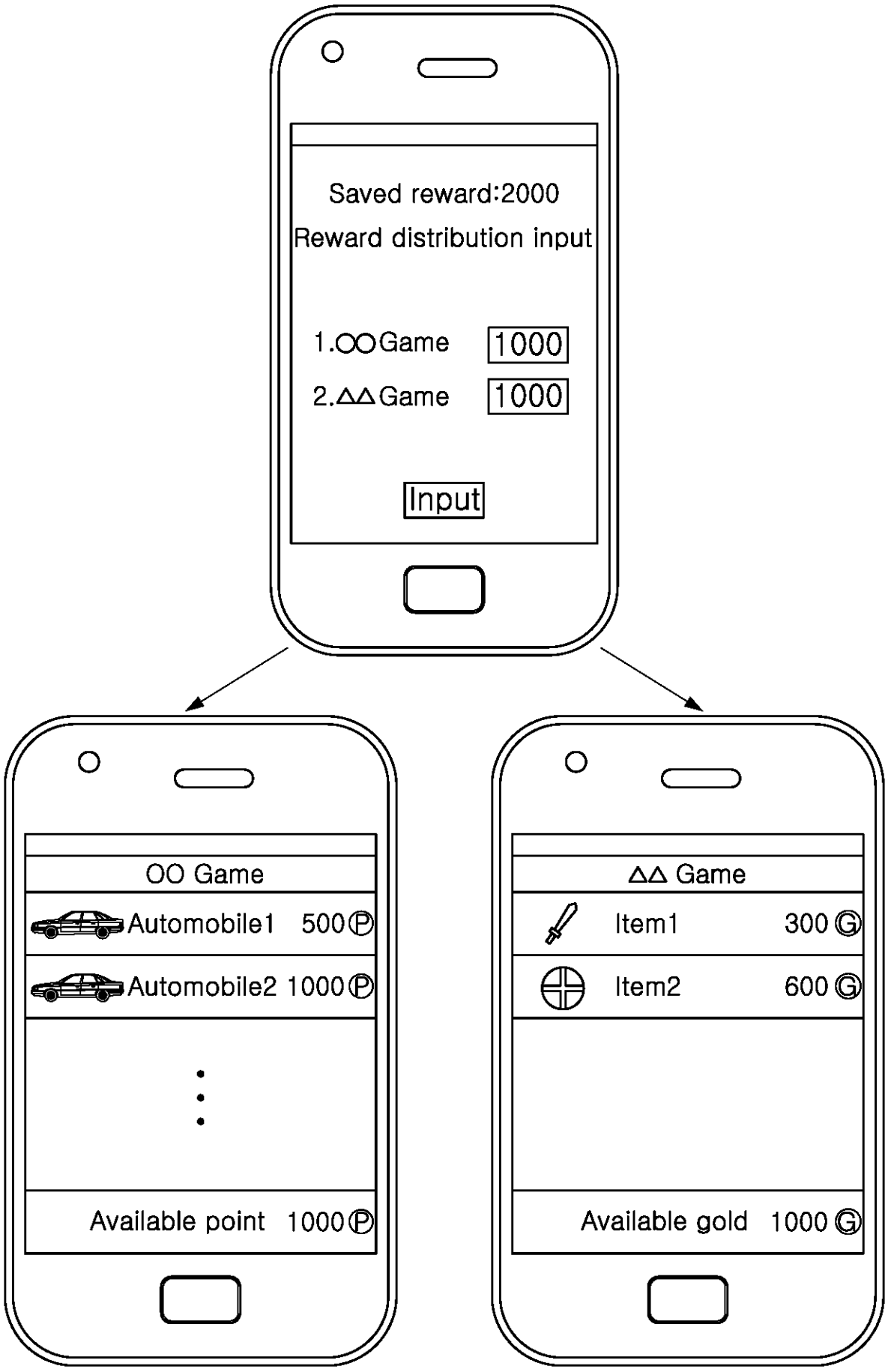

Saved reward:2000
Reward distribution input
1.OO Game
1000
2.△△ Game
1000
Input
OO Game
Automobile1 500Ⓟ
Automobile2 1000Ⓟ
Available point 1000Ⓟ
△△ Game
Item1 300Ⓖ
Item2 600Ⓖ
Available gold 1000Ⓖ

FIG. 7

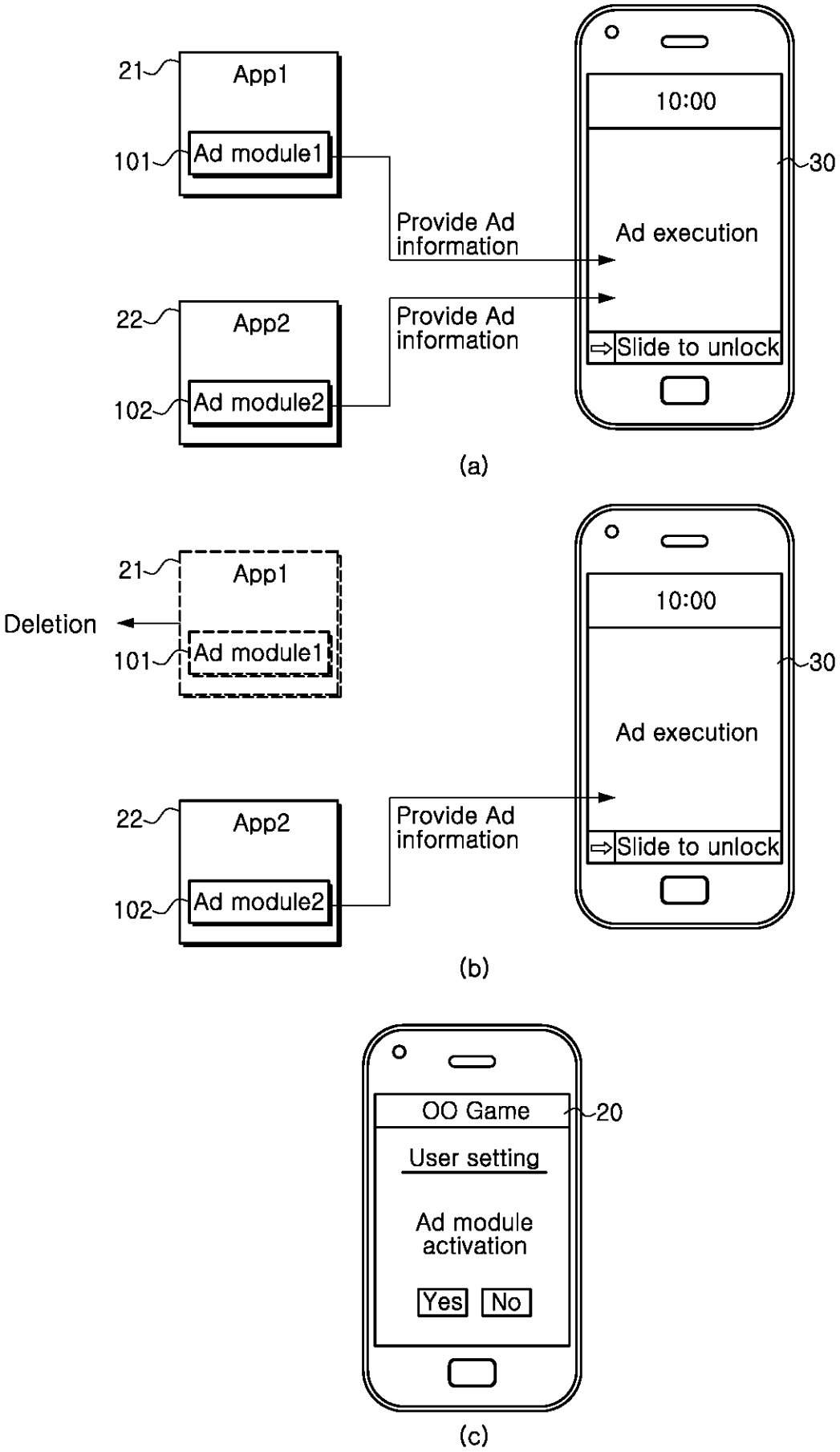

21
App1
101
Ad module1
Provide Ad information
22
App2
102
Ad module2
Provide Ad information
10:00
30
Ad execution
Slide to unlock
(a)
Deletion
21
App1
101
Ad module1
22
App2
102
Ad module2
Provide Ad information
10:00
30
Ad execution
Slide to unlock
(b)
OO Game
20
User setting
Ad module activation
Yes
No
(c)

FIG. 8

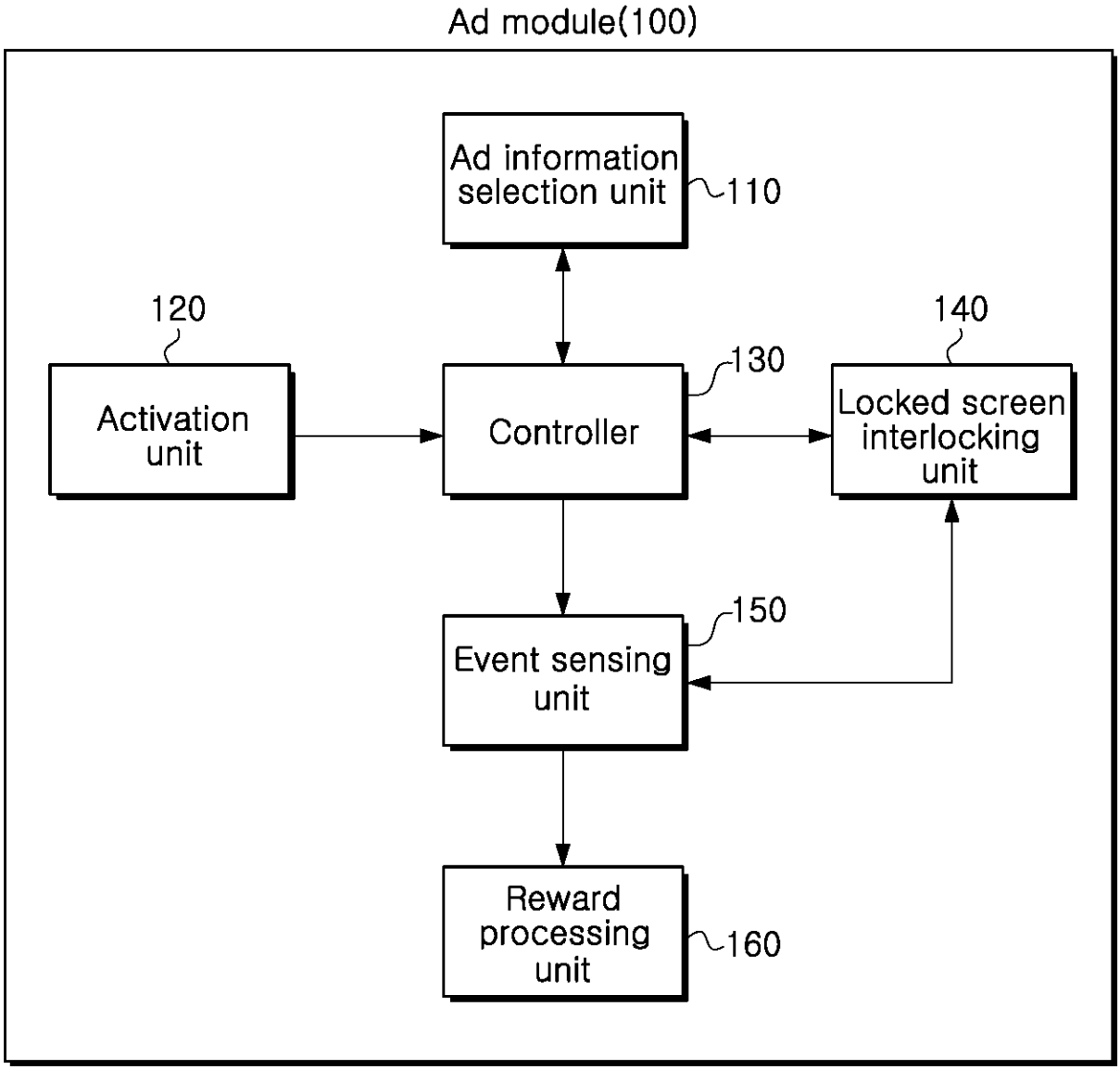
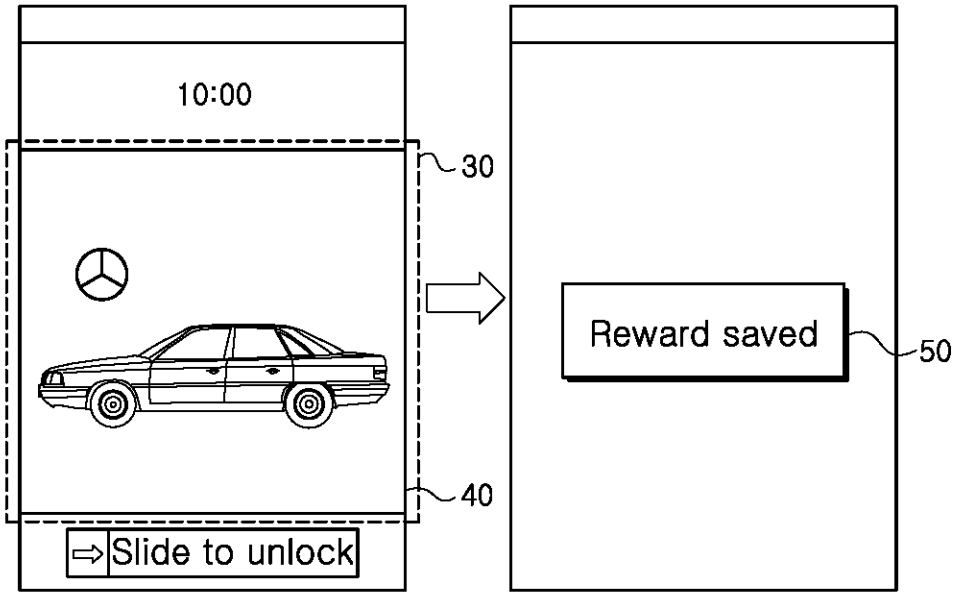
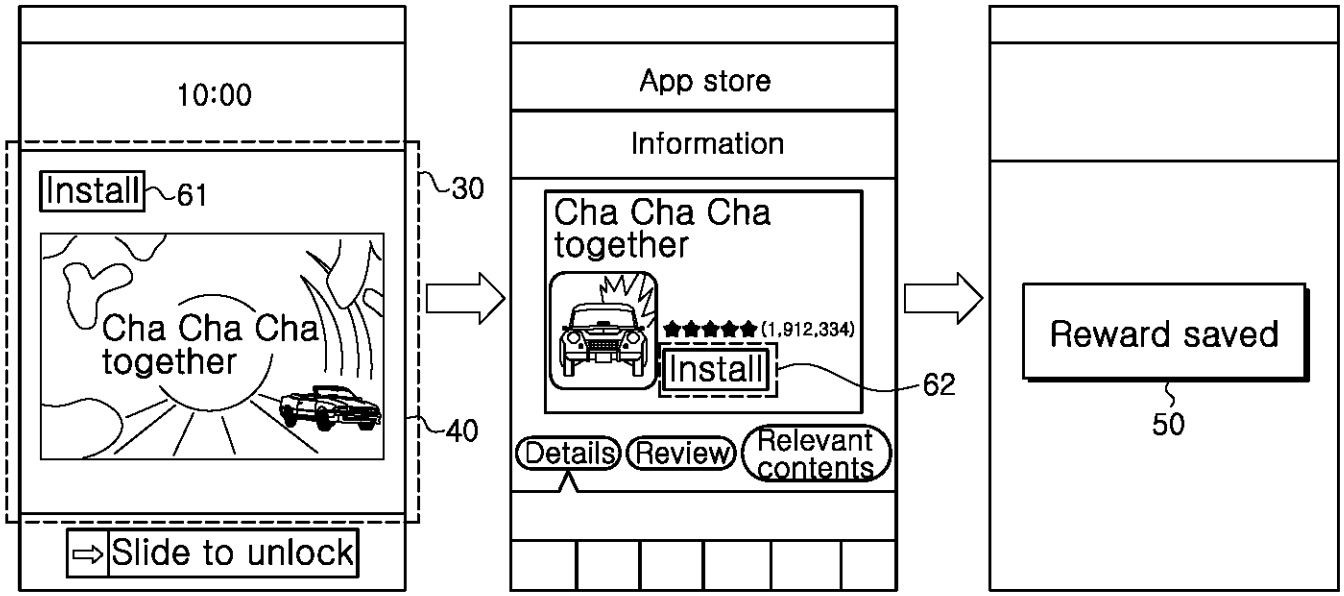

Ad module(100)
Ad information selection unit
110
120
Activation unit
Controller
130
140
Locked screen interlocking unit
150
Event sensing unit
Reward processing unit
160

FIG. 9


10:00
30
40
Slide to unlock
Reward saved
50

(a)


10:00
Install
61
30
Cha Cha Cha
together
40
Slide to unlock
App store
Information
Cha Cha Cha
together
(1,912,334)
Install
62
Details
Review
Relevant
contents
Reward saved
50

(b)

FIG. 10

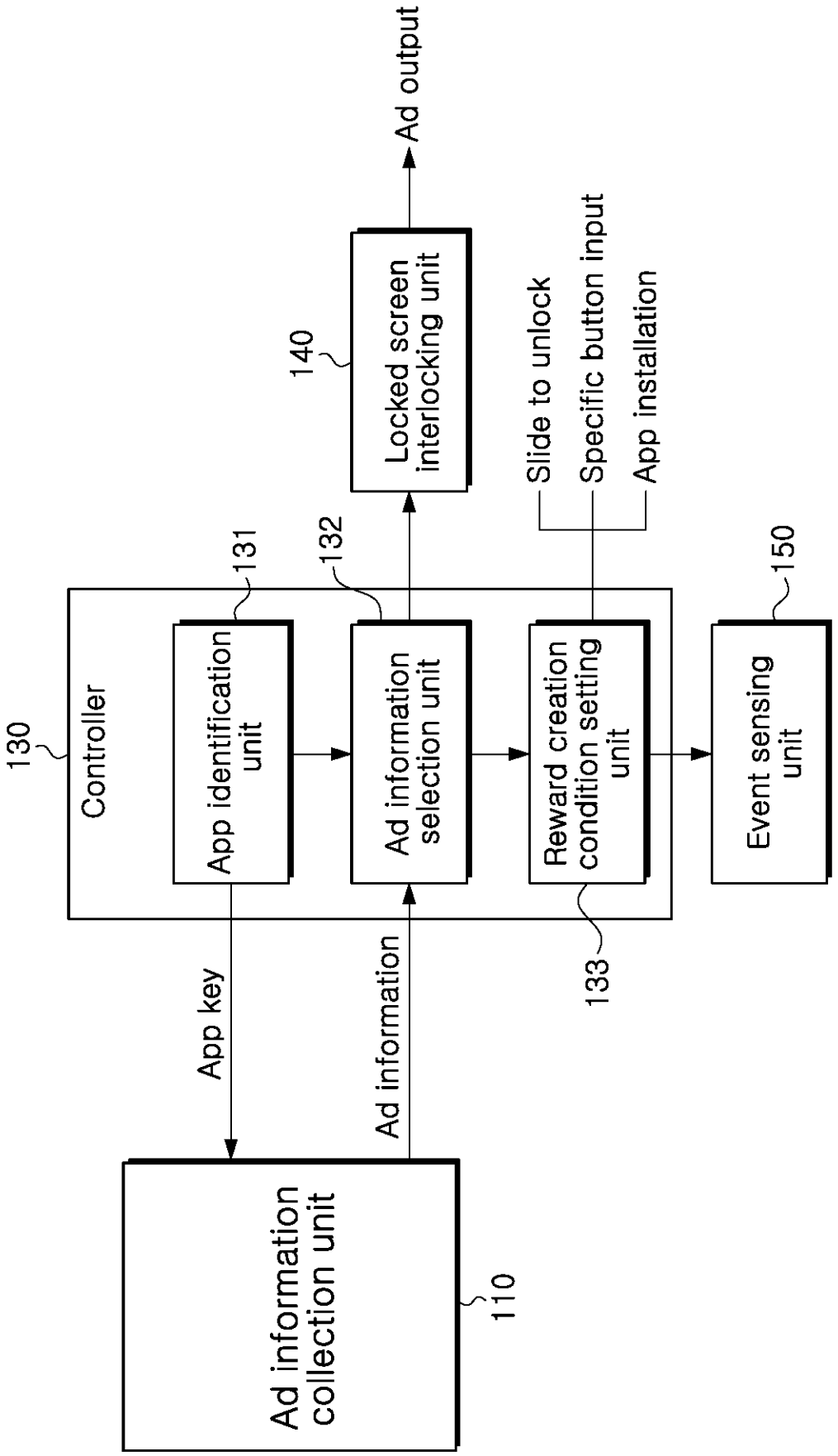

Ad output
140
Locked screen interlocking unit
Slide to unlock
Specific button input
App installation
130
Controller
131
App identification unit
132
Ad information selection unit
Reward creation condition setting unit
150
Event sensing unit
133
App key
Ad information
Ad information collection unit
110

FIG. 11

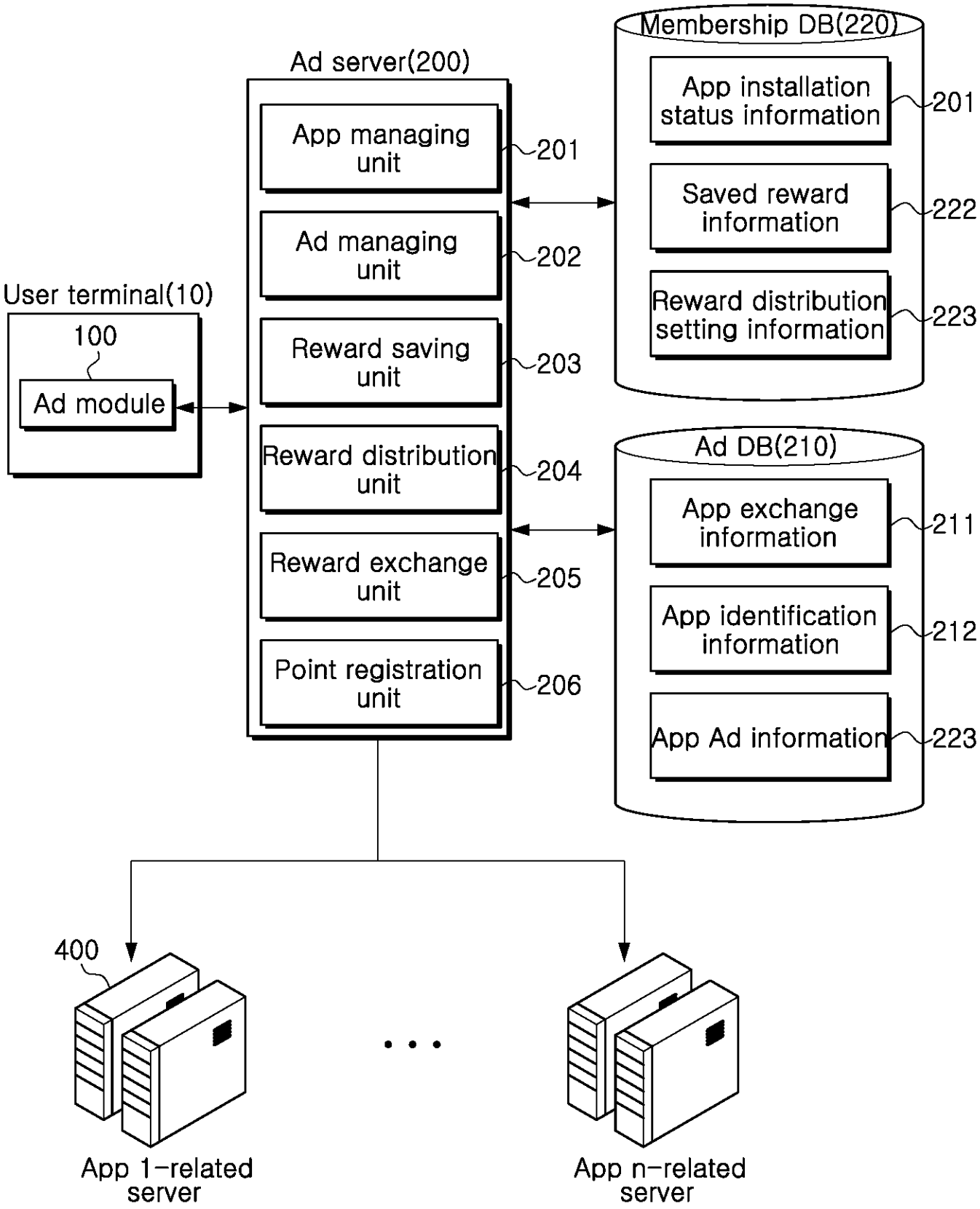

Membership DB(220)
App installation status information
201
Saved reward information
222
Reward distribution setting information
223
Ad server(200)
App managing unit
201
Ad managing unit
202
Reward saving unit
203
Reward distribution unit
204
Reward exchange unit
205
Point registration unit
206
User terminal(10)
100
Ad module
Ad DB(210)
App exchange information
211
App identification information
212
App Ad information
223
400
App 1-related server
App n-related server

FIG. 12

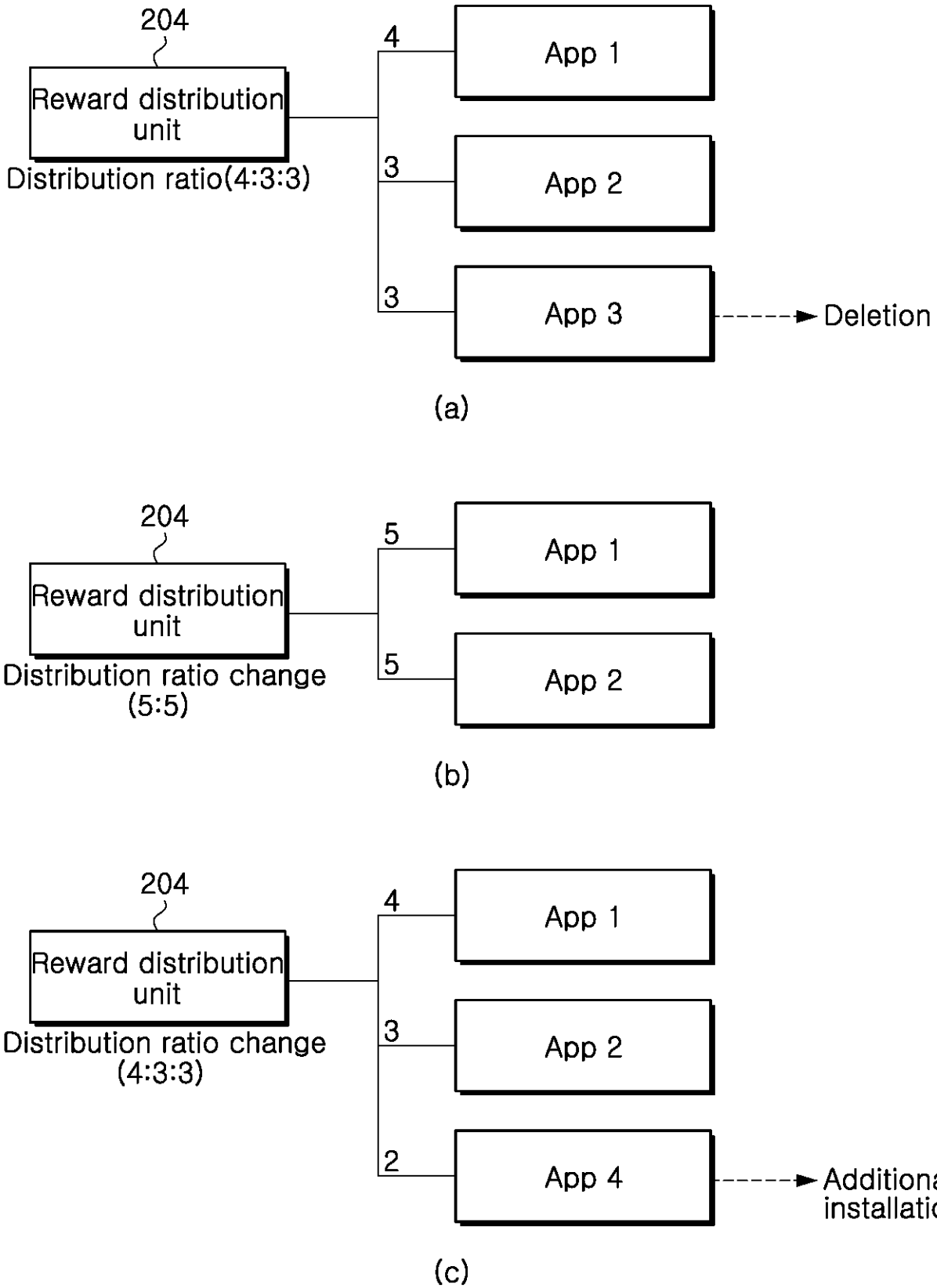

204
Reward distribution unit
Distribution ratio(4:3:3)
4
App 1
3
App 2
3
App 3
Deletion
(a)
204
Reward distribution unit
Distribution ratio change (5:5)
5
App 1
5
App 2
(b)
204
Reward distribution unit
Distribution ratio change (4:3:3)
4
App 1
3
App 2
2
App 4
Additional installation
(c)

FIG. 13

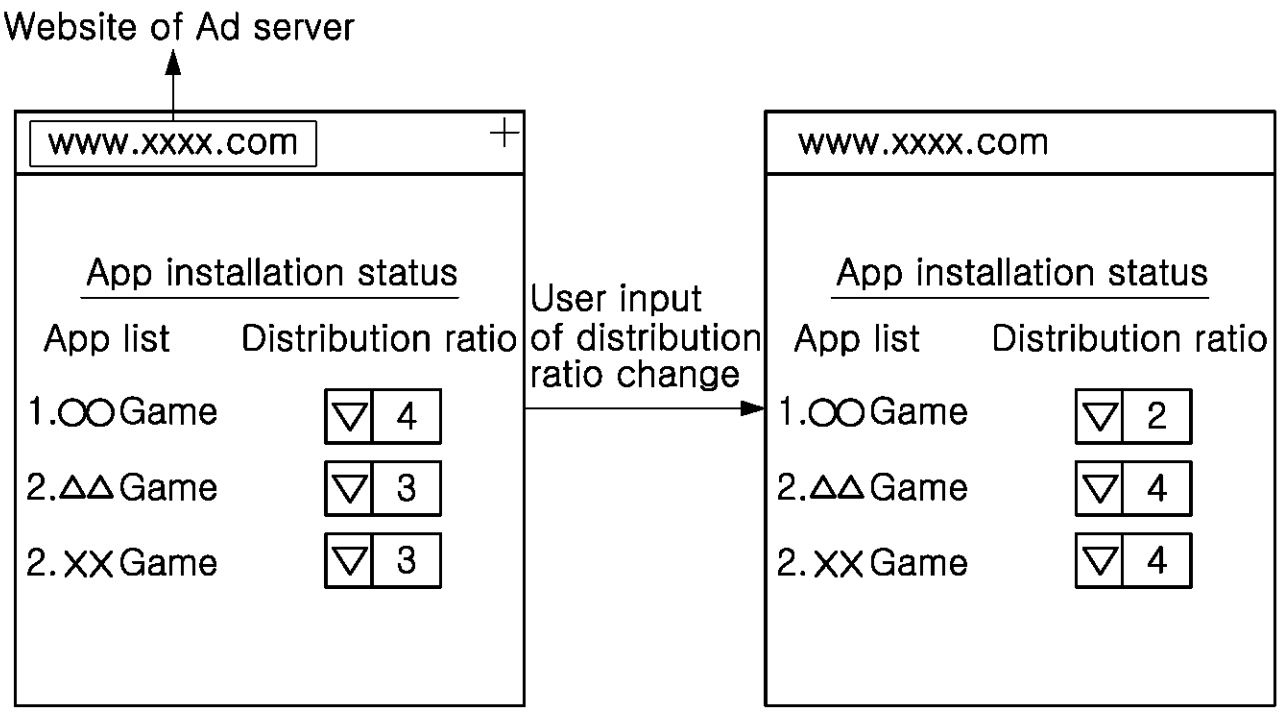

Website of Ad server
www.xxxx.com
App installation status
App list
Distribution ratio
1.OO Game
4
2.ΔΔ Game
3
2. XX Game
3
User input of distribution ratio change
www.xxxx.com
App installation status
App list
Distribution ratio
1.OO Game
2
2.ΔΔ Game
4
2. XX Game
4

FIG. 14

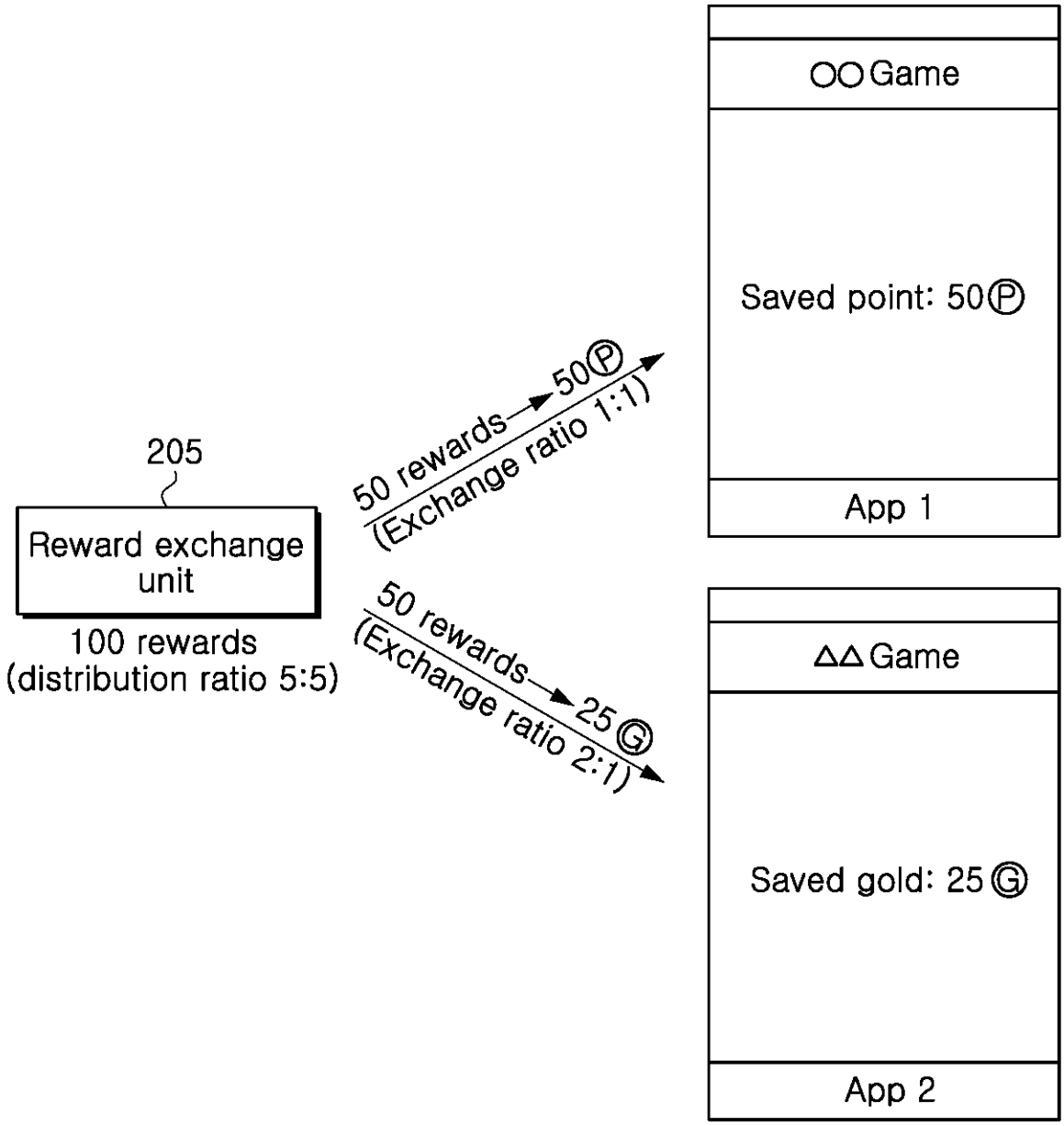
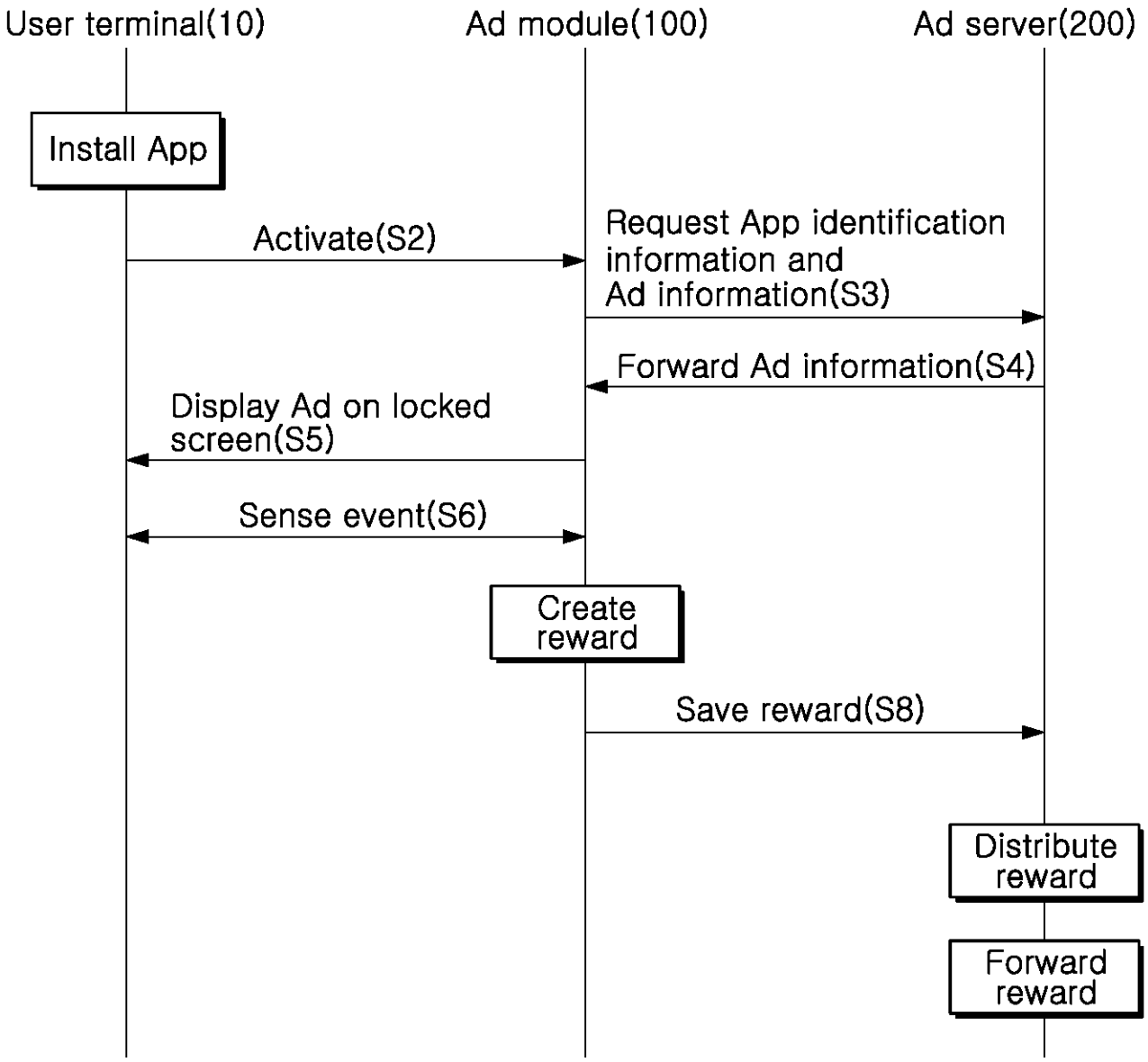

205
Reward exchange unit
100 rewards
(distribution ratio 5:5)
50 rewards → 50Ⓟ
(Exchange ratio 1:1)
50 rewards → 25Ⓖ
(Exchange ratio 2:1)
OO Game
Saved point: 50Ⓟ
App 1
△△ Game
Saved gold: 25Ⓖ
App 2

FIG. 15


User terminal(10)
Ad module(100)
Ad server(200)
Install App
Activate(S2)
Request App identification information and Ad information(S3)
Forward Ad information(S4)
Display Ad on locked screen(S5)
Sense event(S6)
Create reward
Save reward(S8)
Distribute reward
Forward reward