ABSTRACT

ADVERTISEMENT CONSUMER SYSTEM FOR A MOBILE COMMUNICATIONS DEVICE

The present invention relates to an advertisement consumer system for a mobile communications device, which includes a mobile communications device and a sensor marker, and the mobile communications device is linked to a preset electronic consumer system. The mobile communications device and the sensor marker transmit commercial messages by means of wireless radio frequency transceivers. Accordingly, recently received transaction messages can be referenced directly from the mobile communications device and within the user interface, which can be used to transmit the transaction message when wanting to execute a consumer transaction. Hence, the user can instantaneously learn of special discount news or related preferential benefits on all kinds of commodities, products or commercial activities at any time, thereby expediting the convenience of executing consumer transactions for the user, while companies or suppliers can save on the cost of advertising and use the sensor marker to achieve more extensive advertising effectiveness.

[Figure 1]