What is claimed is:

1. (DELETED) ~~A length measuring device, comprising:~~

~~a casing;~~

~~a first rotating portion accommodated in the casing, the first rotating portion being rotated with a portion of a circumference thereof being exposed out of the casing and in contact with an object to be measured;~~

~~a first sensing portion configured to sense an amount of rotation of the first rotating portion; and~~

~~a controller configured to convert the amount of rotation of the first rotating portion into length measurement.~~

2. (DELETED) ~~The length measuring device of claim 1, further comprising:~~

~~a second rotating portion being coiled with a strip by a plurality of times, and being rotated according to the strip being withdrawn or retracted through an outlet formed in the casing; and~~

~~a second sensing portion configured to sense an amount of rotation of the second rotating portion, wherein the controller converts the amount of rotation of the first rotating portion into length measurement, or converts the amount of rotation of the second rotating portion into length measurement.~~

3. (DELETED) ~~The length measuring device of claim 2, wherein the controller converts the amount of rotation of the second rotating portion into length measurement, by applying a conversion ratio for converting a unit amount of rotation of the second rotating portion into a length, which is decreased in a stepwise pattern at predetermined intervals.~~

4.(AMENDED) ~~The length measuring device of claim 1, further comprising:~~

A length measuring device, comprising:

a casing;

a first rotating portion accommodated in the casing, the first rotating portion being rotated with a portion of a circumference thereof being exposed out of the casing and in contact with an object to be measured;

a first sensing portion configured to sense an amount of rotation of the first rotating portion;

a controller configured to convert the amount of rotation of the first rotating portion into length measurement;

a second rotating portion onto which an end of the strip is attached and coiled by a plurality of times, the second rotating portion configured to automatically coil back the strip until other end of the strip is locked in an outlet formed in the casing;

a third rotating portion configured to be rotated in accordance with the strip being withdrawn or retracted through the outlet formed in the casing; and

a second sensing portion configured to sense an amount of rotation of the third rotating portion, wherein the controller converts the amount of rotation of the first rotating portion into length measurement, or convert the amount of rotation of the third rotating portion into length measurement.

5. The length measuring device of claim 4, wherein the third rotating portion is coiled with the strip one time, and the third rotating portion is rotated upon the strip being released from the second rotating portion.

6. (DELETED) ~~The length measuring device of claim 2, further comprising:~~

~~a second rotating portion coiled with the strip along a rotational axis sequentially by a plurality of times without overlapping, the second rotating portion being rotated according to the strip being withdrawn or retracted; and~~

~~a second sensing portion configured to sense an amount of rotation of the second rotating portion, wherein the controller converts the amount of rotation of the first rotating portion into length measurement, or converts the amount of rotation of the second rotating portion into length measurement.~~

7. (DELETED) ~~The length measuring device of claim 1, wherein the first rotating portion comprises:~~

~~a rotational axis passed through the casing; and~~

~~a driving wheel coupled with the rotational axis and disposed within the casing, to be rotated while being in contact with a surface of the object to be measured along the surface of the object to be measured.~~

8. (AMENDED) ~~The length measuring device of claim 7,~~

A length measuring device, comprising:

a casing;

a first rotating portion accommodated in the casing, the first rotating portion being rotated with a portion of a circumference thereof being exposed out of the casing and in contact with an object to be measured;

a first sensing portion configured to sense an amount of rotation of the first rotating portion;

a controller configured to convert the amount of rotation of the first rotating portion into length measurement;

wherein the first rotating portion comprises:

a rotational axis passed through the casing; and

a driving wheel coupled with the rotational axis and disposed within the casing, to be rotated while being in contact with a surface of the object to be measured along the surface of the object to be measured,

wherein the length measuring device further comprising a second rotating portion being coupled with the first rotating portion and being individually rotatable,

wherein a strip coiled around the second rotating potion is withdrawn out of the casing as much as a length of the object to be measured, wherein

the rotational axis comprises a first coupling portion formed in a polygonal column shape to be coupled with the driving wheel, and a second coupling portion in a cylindrical column shape extended from an end of the first coupling portion along a direction of axis to be coupled with the second rotating portion.

9. The length measuring device of claim 8, wherein the second rotating portion comprises a drum coupled with the second coupling portion and individually driven from the rotational axis, wherein

the strip is coiled around the drum, and withdrawn out of the casing during measurement, while rotating the drum.

10. The length measuring device of claim 9, wherein the second rotating portion further comprises a drum support bearing disposed between the drum and the second coupling portion to support the drum.

11. The length measuring device of claim 9, further comprising a second sensing portion configured to sense an amount of rotation of the drum, wherein the first sensing portion senses the amount of rotation of the driving wheel, and the controller converts the amount of rotation of the driving wheel or the amount of rotation of the drum into length measurement.

12. The length measuring device of claim 9, further comprising:

a third rotating portion coiled one time with the strip before the strip is withdrawn out of the casing, wherein the strip is coiled onto the drum by a plurality of times; and

a second sensing portion configured to sense an amount of rotation of the third rotating portion,

wherein the first sensing portion senses the amount of rotation of the driving wheel, and

the controller converts the amount of rotation of the driving wheel or the amount of rotation of the third rotating portion into length measurement.

13. A length measuring device, comprising:

a casing comprising an outlet through which a strip is withdrawn or retracted;

a switch provided on the casing;

a first rotating portion accommodated in the casing, the first rotating portion being rotated with a portion of a circumference thereof being exposed out of the casing and in contact with an object to be measured, the first rotating portion having a first rotating gear formed at a center;

a second rotating portion coiled with the strip by a plurality of times, the second rotating portion being rotated according to withdrawal or retraction of the strip and having a second rotating gear at a center;

a third rotating gear connected to the switch such that the third rotating gear is in mesh with the first rotating gear or the second rotating gear according to switching operation of the switch;

a sensing portion configured to sense an amount of rotation of the third rotating gear; and

a controller configured to convert the amount of rotation of the third rotating gear into length measurement.

14. The length measuring device of claim 13, wherein the sensing portion is formed at a rotational axis of the third rotating gear.

15. The length measuring device of claim 13, wherein the third rotating gear is rotated in mesh with the first rotating gear to cause the sensing portion to sense the amount of rotation of the first rotating portion, when the switch is in a first position and

rotated in mesh with the second rotating gear to cause the sensing portion to sense the amount of rotation of the second rotating portion, when the switch is in a second position.

16. The length measuring device of claim 13, further comprising a fourth rotating gear meshed with the first rotating gear, wherein, when the third rotating gear is meshed with the second rotating gear, the fourth rotating gear is meshed with the third rotating gear together.

17. (AMENDED) The length measuring device of any of claims ~~1~~ 4, 5, 8 to 16, further comprising a laser guide portion configured to mark a guide line on the object to be measured.

18. (AMENDED) The length measuring device of any of claims ~~1~~ 4, 5, 8 to 16, further comprising:

a microphone portion configured to receive a voice signal from an operator; and

a storage configured to map the voice signal inputted from the operator and the length measurement, and store the same.

19. (AMENDED) The length measuring device of any of claims ~~1~~ 4, 5, 8 to 16, further comprising a communication portion configured to transmit the length measurement externally.

20. (AMENDED) The length measuring device of any of claims ~~1~~ 4, 5, 8 to 16, further comprising a contactless measuring portion configured to measure a distance to

an object by generating a predetermined signal and receiving the signal reflected back from the object.

21. (DELETED) ~~A length measuring system, comprising:~~

~~a length measuring apparatus for receiving a voice signal corresponding to a length measurement from an operator, and tagging the voice signal to the length measurement and transmitting the same; and~~

~~a user terminal for receiving the length measurement with the voice signal tagged thereto and storing the same.~~

22. (DELETED) ~~The length measuring system of claim 21, wherein the length measuring device is provided with a gyro sensor portion to acquire angle information at the time of measuring, and transmits the acquired angle information along with the length measurement to the user terminal, and~~

~~the user terminal automatically perceives an object to be measured using the length measurement and the angle information at the time of measuring.~~