

CLAIMS

1. A method of displaying advertising comprising steps of:

providing on a mobile phone with an idle screen, comprising the steps of:

providing an application on the mobile phone, wherein the application is configured for displaying advertising on the idle screen;

a) ~~waiting for~~ monitoring the mobile phone via the application, to determine when the mobile phone ~~to enter~~ enters a locked state and the idle screen is displayed;

providing physical sensors on the mobile phone, wherein the physical sensors include sensors for detecting one or more of movement of the mobile phone, non-movement of the mobile phone, battery level of the mobile phone, and detecting humans in a vicinity of the mobile phone;

b) ~~waiting~~, via the application, for a non user initiated display trigger; ~~and~~

checking, via the application, for satisfaction of a configurable filter, wherein the configurable filter receives input from the physical sensors and wherein upon occurrence of the non-user initiated display trigger, the input from at least one of the physical sensors satisfies the configurable filter, enabling, via the application, the display of advertising content;

c) ~~retrieving~~, via the application, ~~and displaying~~ advertising content; ~~and~~

displaying, via the application, the retrieved advertising content on the idle screen of the mobile phone while the mobile phone remains in the locked state.

2. The method of claim 1, wherein the non-user initiated display trigger is the completion of a time interval as determined by the application.

~~3. The method of claim 2, wherein the time interval is zero seconds.~~

~~43.~~ The method of claim 1, wherein the non-user initiated display trigger is a geolocation event as determined by the application, and when the geolocation event occurs, the advertising content is displayed.

~~54.~~ The method of claim 1, wherein the advertising content is retrieved from by the application from one of a store within the mobile phone and a remote server.

~~6. The method of claim 1, wherein the advertising content is retrieved from a remote server.~~

~~75.~~ The method of claim 1, wherein the physical sensors provided on the mobile phone include an accelerometer for detecting orientation of the mobile phone, and wherein the configurable filter to

enable the display of the advertising content is satisfied when the input from the accelerometer indicates to the application that ~~enabled dependent on~~ the orientation of the mobile phone being with the idle screen facing upwards.

86. The method of claim 1, wherein the configurable filter to enable the display of the advertising content is ~~enabled dependent on detection of~~ satisfied when the physical sensors detect no movement of the mobile phone.

97. The method of claim 1, wherein the configurable filter to enable the display of the advertising content is ~~enabled dependent on detection of~~ satisfied when the physical sensors detect humans in the vicinity of ~~by~~ the mobile phone.

108. The method of claim 1, wherein the physical sensors include a battery level indicator, and the configurable filter to enable the display of the advertising content is ~~enabled dependent on the~~ satisfied by detection by the battery level indicator that the battery level of the mobile phone is above a threshold level.

119. The method of claim 1, wherein after retrieving the advertising content via the application, the method further ~~comprising~~ comprises the steps of giving an alert on the mobile phone via the application, and waiting for acknowledgement of the alert by human interaction with the mobile phone, before displaying the advertising content.

1210. The method of claim 1, ~~wherein the phone utilises further comprising:~~

~~providing~~ an operating system ~~with a~~ of the mobile phone, wherein the operating system includes a systems notification centre, ~~and;~~ and

~~bypassing~~ the systems notification centre ~~is bypassed~~ to display the advertising content on the idle screen of the mobile phone.

11. The method of claim 1, wherein the displaying of the advertising content is scheduled to occur at a predetermined time, and wherein the displaying of the advertising content is rescheduled whenever the mobile phone enters the locked state.

12. The method of claim 1, wherein the displaying of the advertising content is scheduled via the application, to occur at a predetermined time, and wherein the predetermined times is biased to be scheduled shortly after the mobile phone has entered the locked state.

13. The method of claim 97, further comprising:

providing a camera on the mobile phone as one of the physical sensors;
monitoring, with the camera, the detection of humans in the vicinity of the mobile phone; and
displaying the advertising content when humans are detected in the vicinity of the mobile phone by
the camera.