



US008458286B2

(12) **United States Patent**
Freitas et al.

(10) **Patent No.:** **US 8,458,286 B2**
(45) **Date of Patent:** **Jun. 4, 2013**

(54) **FLEXIBLE WIRELESS ADVERTISEMENT
INTEGRATION IN WIRELESS SOFTWARE
APPLICATIONS**

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(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 2103 days.

(21) Appl. No.: **09/794,082**

(22) Filed: **Feb. 28, 2001**

(65) **Prior Publication Data**

US 2001/0047272 A1 Nov. 29, 2001

Related U.S. Application Data

(60) Provisional application No. 60/185,749, filed on Feb.
29, 2000.

(51) **Int. Cl.**
G06F 15/173 (2006.01)

(52) **U.S. Cl.**
USPC **709/217**

(58) **Field of Classification Search**
USPC 709/217, 212, 213, 203, 201; 705/1;
455/403, 39, 73
See application file for complete search history.

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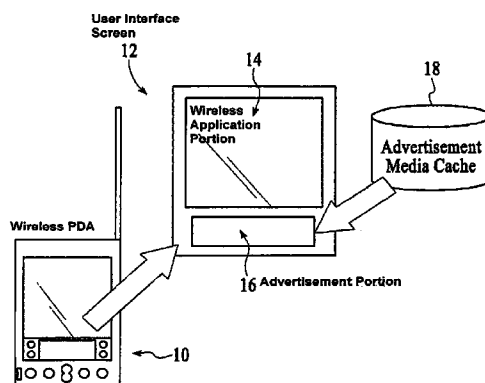
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Primary Examiner — David Eng

(57) **ABSTRACT**

An advertising architecture is provided that allows advertise-
ments to be tailored for different wireless device types and
minimizes transmitted information while maintaining the
functionality of Banner Ads.

15 Claims, 5 Drawing Sheets



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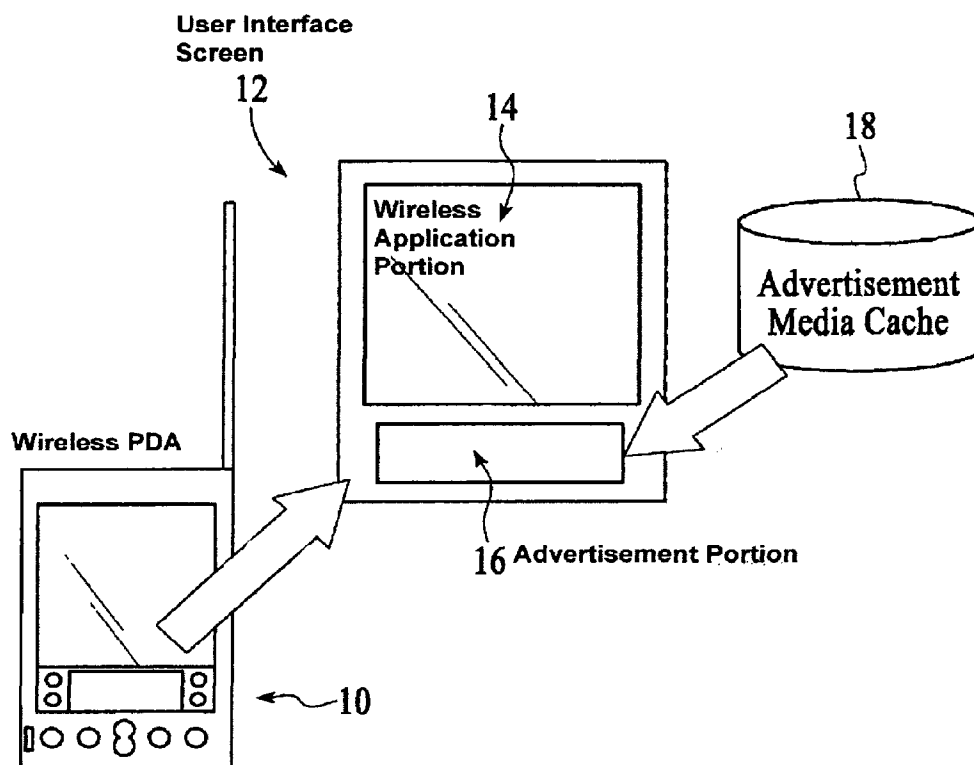
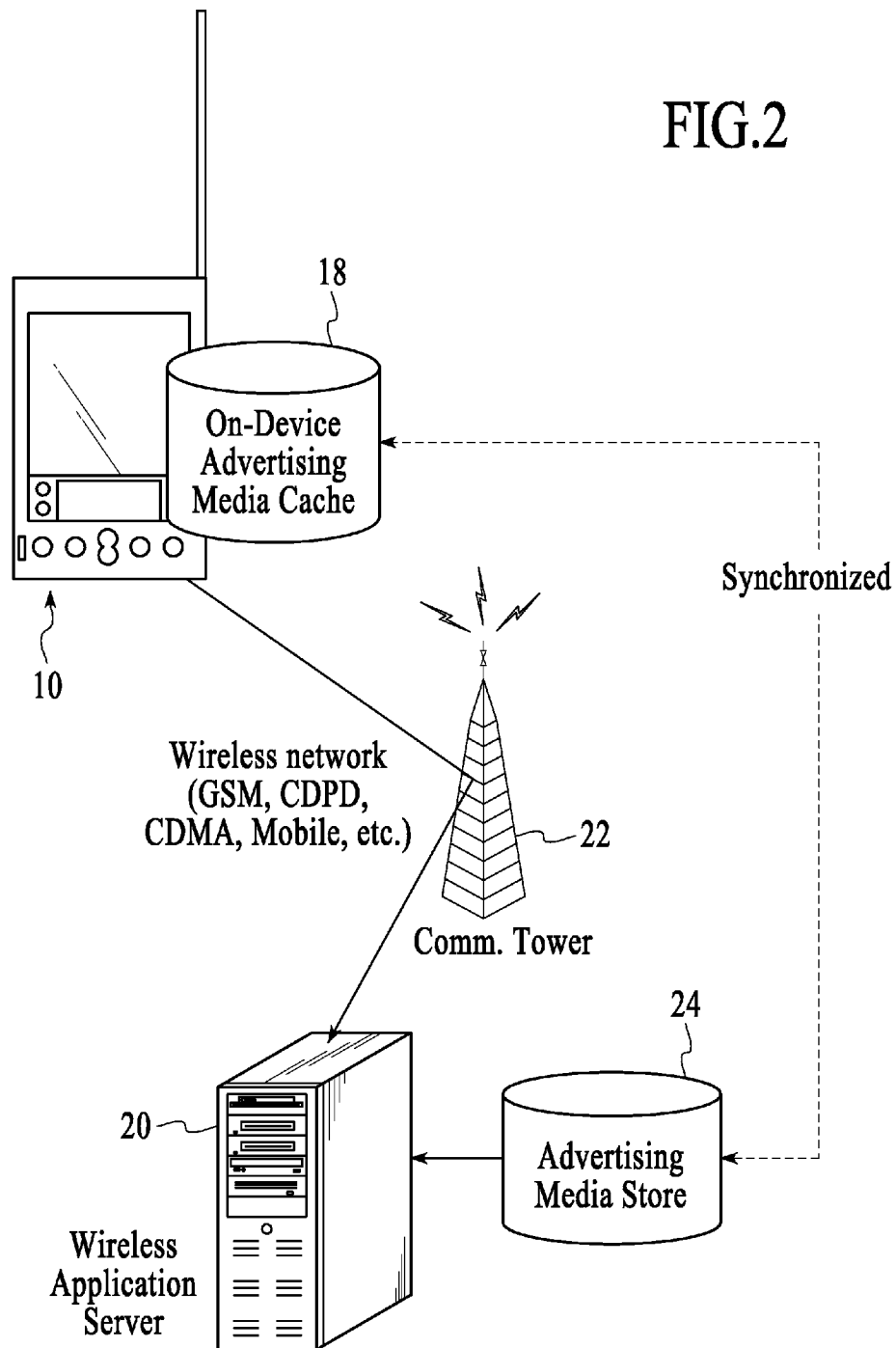


FIG.1

FIG. 2



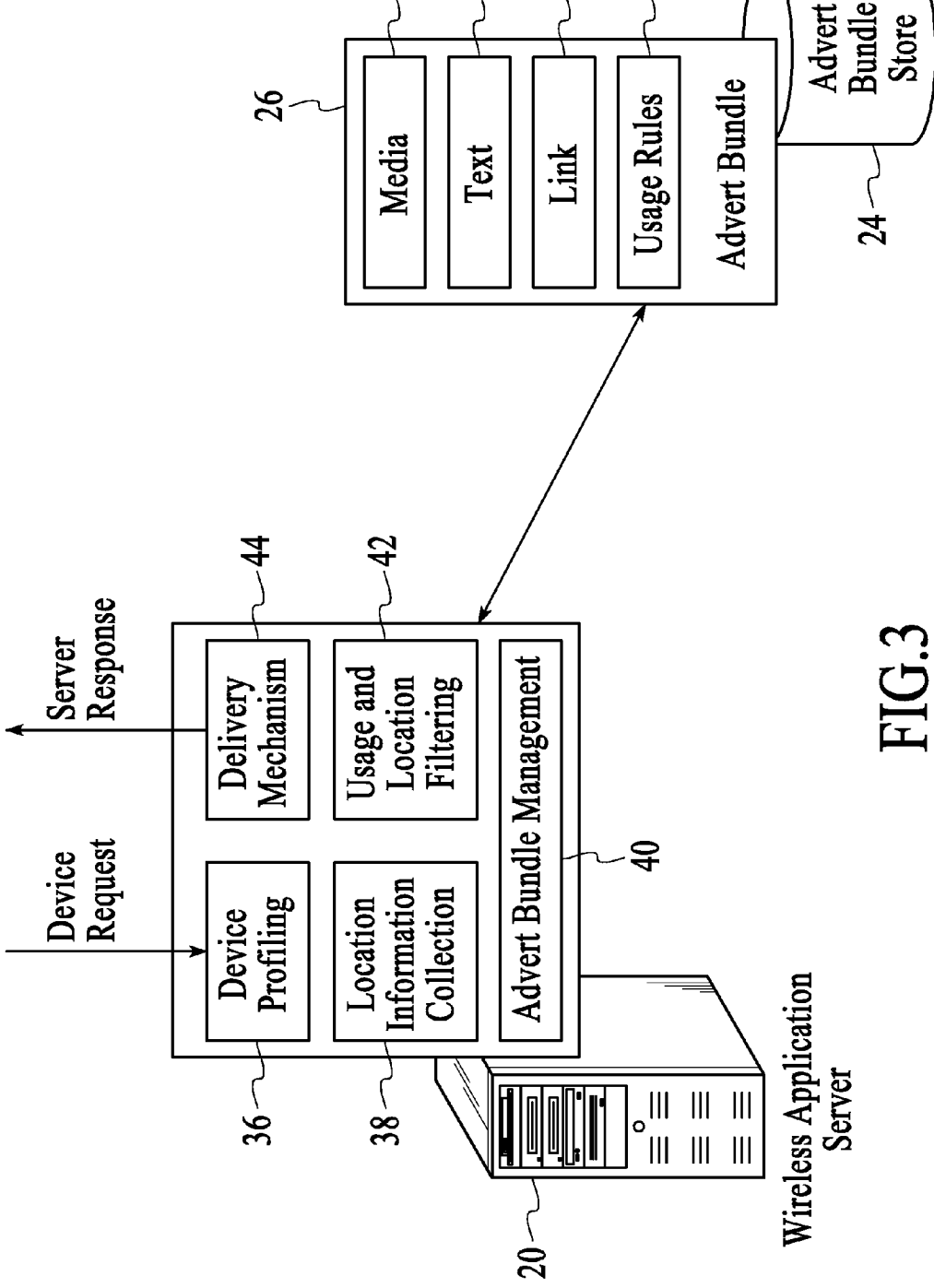


FIG.3

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