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(54) **VALUE POINTS EXCHANGING MANAGING METHOD AMONG FIRST AND SECOND BUSINESS ENTITIES WHERE VALUE POINTS AVAILABLE TO ON-LINE CUSTOMER OBTAINING GOODS OR SERVICES**

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(52) **U.S. Cl.** **707/10**; 707/102; 705/14; 705/26; 705/37; 705/39; 709/217
(58) **Field of Search** 707/1–10, 100–104.1, 707/200–205, 501.1, 512–514; 709/203–210, 217–219; 705/1–15, 25–37, 39, 400; 713/200–202

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(57) **ABSTRACT**

A customer-use terminal unit **20** managed by a customer transmits exchange instructing information, which instructs an exchange of valuable points obtained by the customer for communication points used for receiving on-line services, to a central unit **10** that manages the communication points (**S202**). The central unit **10** transmits valuable point request information according to the received exchange instructing information to a cooperate-use terminal unit **30** that manages the valuable points (**S204**). The cooperate-use terminal unit **30** transmits valuable points corresponding to the received valuable point request information to the central unit **10** (**S206**). The central unit **10** exchanges the received valuable points for communication points according to a predetermined exchange rate (**S209**). Accordingly, it is possible to achieve point management capable of reducing the loss of valuable points given to the customer as a reward for consumption activity, due to the expiration of the term of validity of the valuable points, and improving the frequency in use of on-line services.
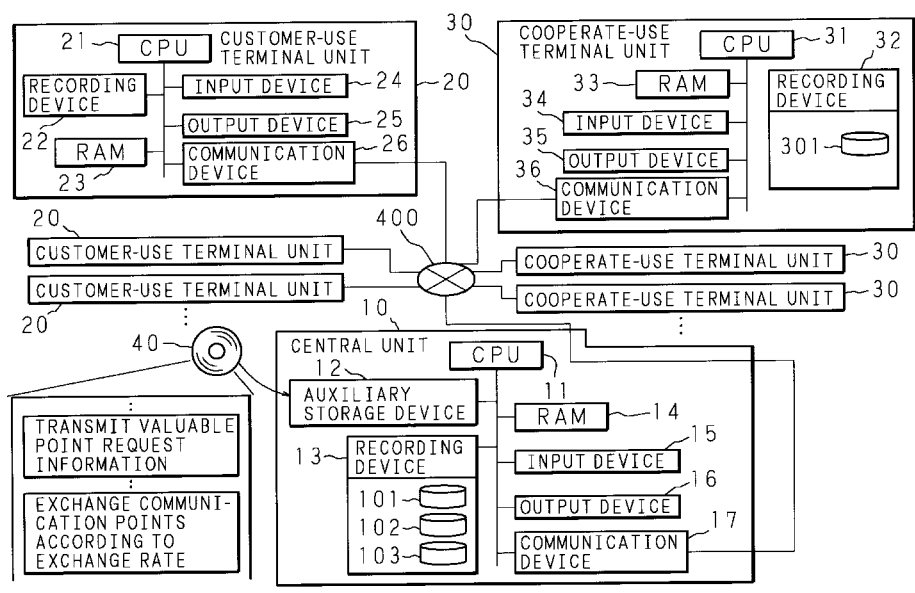
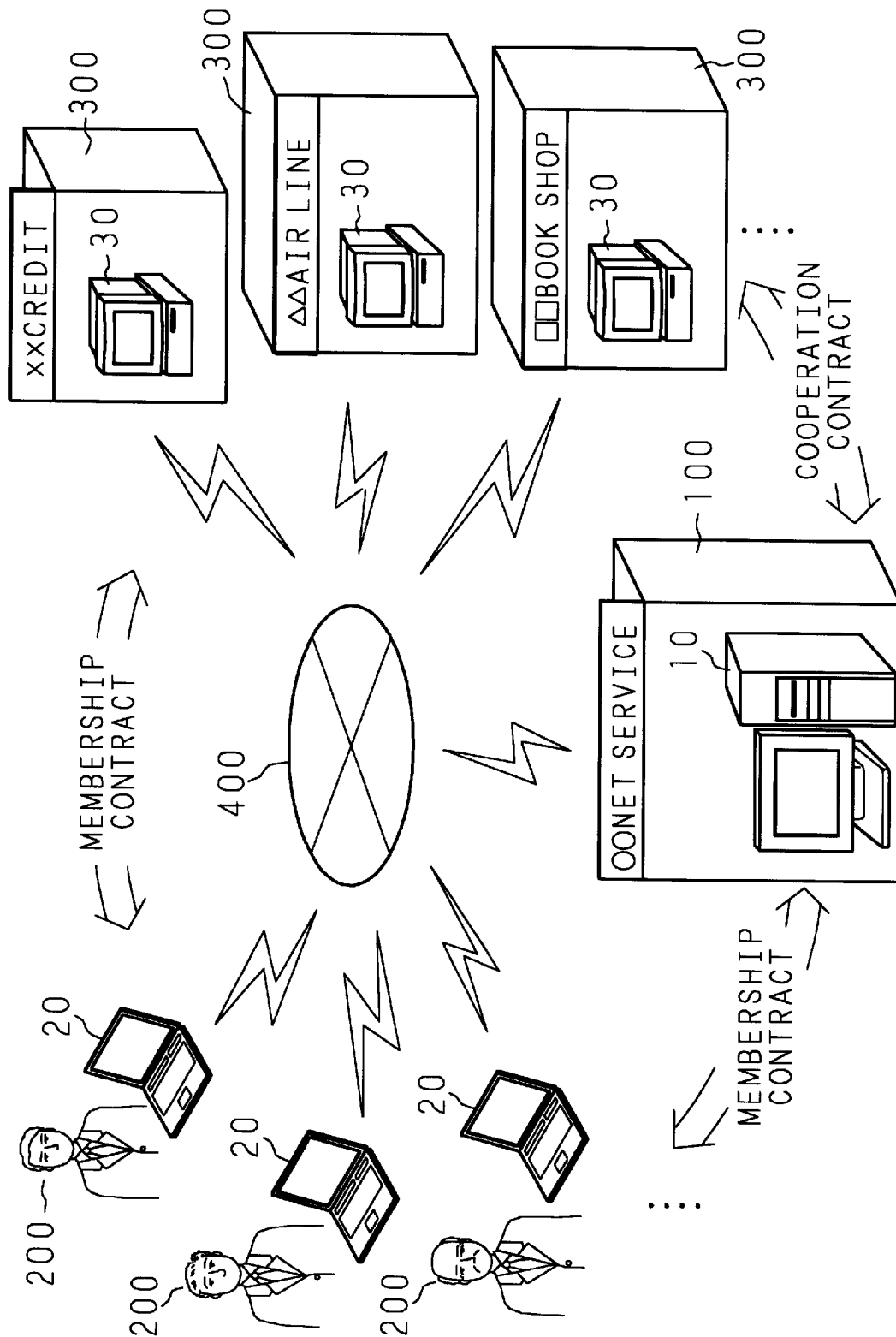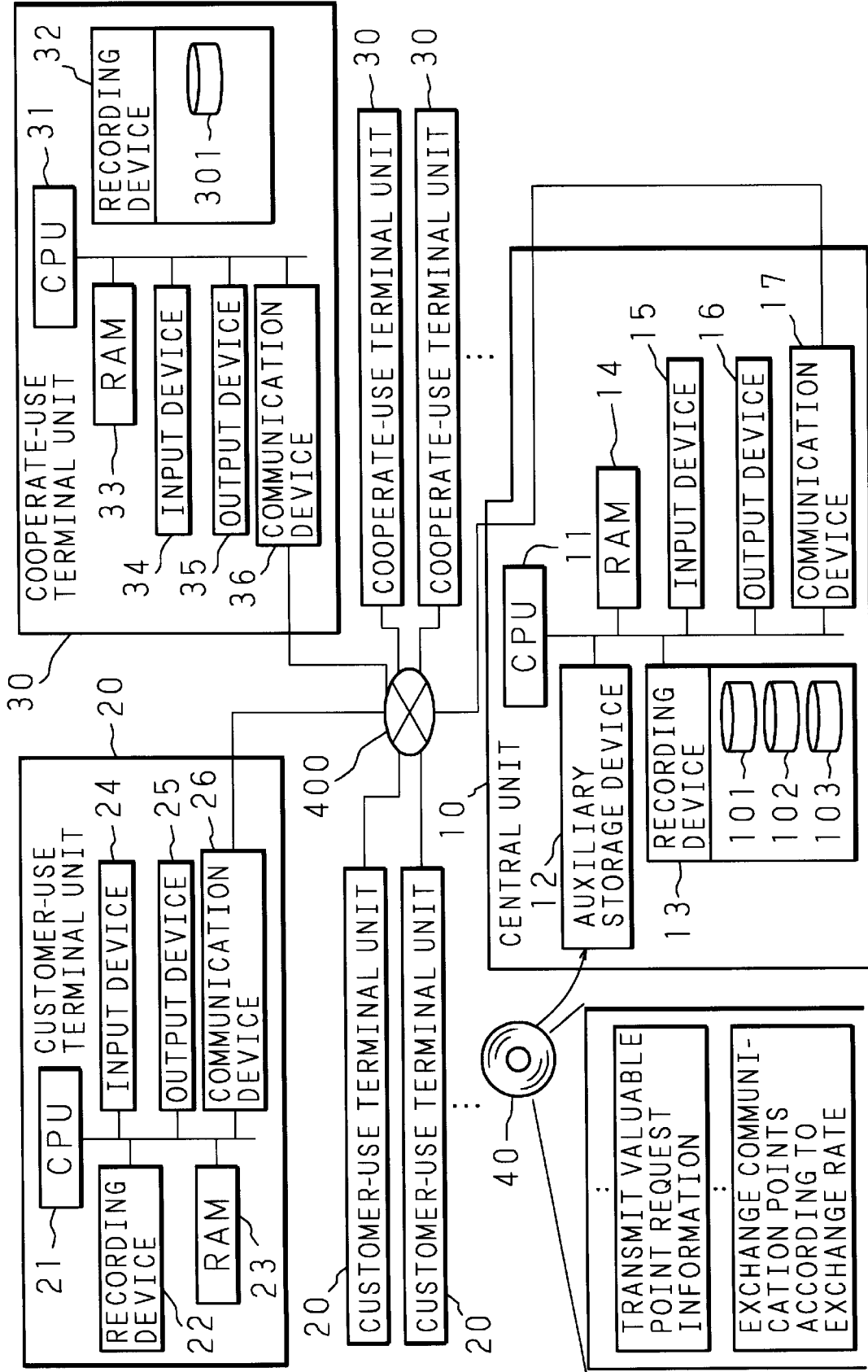**10 Claims, 11 Drawing Sheets**

FIG. 1

FIG. 2

COOPERATE-USE TERMINAL UNIT 30

31 CPU

32 RECORDING DEVICE

301

33 RAM

34 INPUT DEVICE

35 OUTPUT DEVICE

36 COMMUNICATION DEVICE

30 COOPERATE-USE TERMINAL UNIT

30 COOPERATE-USE TERMINAL UNIT

...

CUSTOMER-USE TERMINAL UNIT 20

21 CPU

22 RECORDING DEVICE

23 RAM

24 INPUT DEVICE

25 OUTPUT DEVICE

26 COMMUNICATION DEVICE

400

20 CUSTOMER-USE TERMINAL UNIT

20 CUSTOMER-USE TERMINAL UNIT

...

CENTRAL UNIT 10

11 CPU

14 RAM

15 INPUT DEVICE

16 OUTPUT DEVICE

17 COMMUNICATION DEVICE

12 AUXILIARY STORAGE DEVICE

13 RECORDING DEVICE

101

102

103

40

TRANSMIT VALUABLE POINT REQUEST INFORMATION

EXCHANGE COMMUNI- CATION POINTS ACCORDING TO EXCHANGE RATE

FIG. 3

CUSTOMER ID	COMMUNICATION POINT	
ID00001	10,050	
ID00002	300	
ID00003	40,200	
⋮	⋮	

FIG. 4

NAME	RATE
××CARD	0. 42
△△AIR LINE	0. 66
□□BOOK SHOP	1. 00
⋮	⋮

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