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(54) **BUSINESS CARD AND CONTACT MANAGEMENT SYSTEM**

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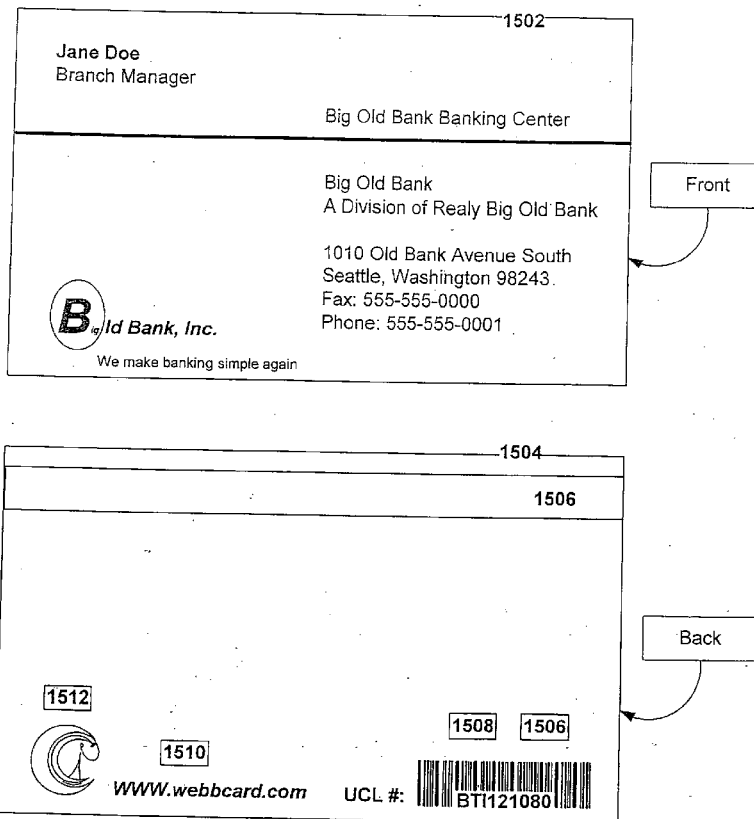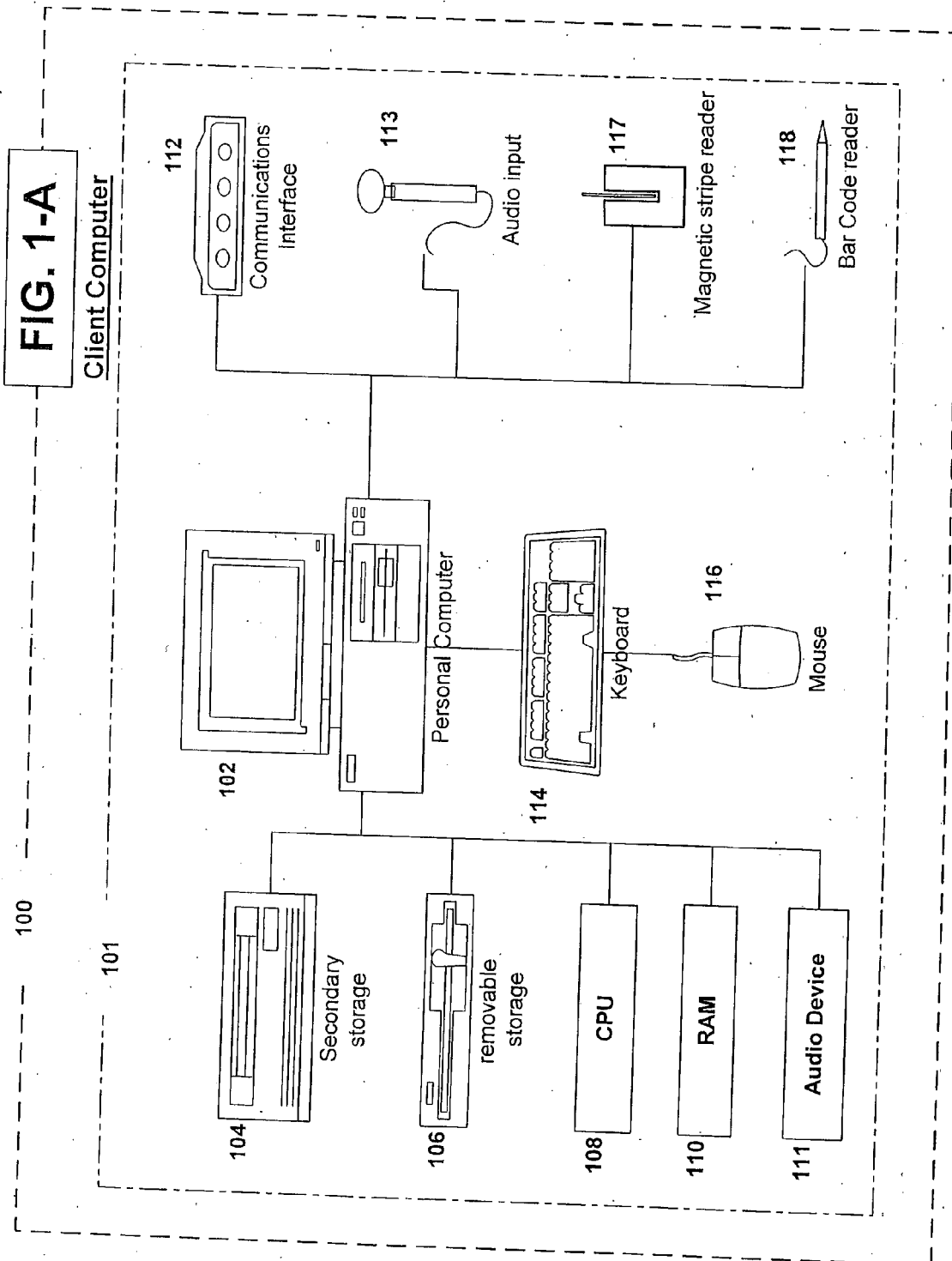
(52) U.S. Cl. **705/14**; **235/380**

(57) **ABSTRACT**

An Internet (or World-Wide-Web or other such public or private network) based business card and contact manage- ment system capable of conveying and managing advertis- ing as well as traditional and other non-traditional business contact information. The invention is a system that: (1) accepts a Universal Contact Locator (UCL) as encoded on a business card in man and/or machine readable format and, when the Universal Contact Locator (UCL) is entered into a client program running on a client computer, (2) causes a web browser (or like program) and associated communica- tions software to establish a communications session with a remote server computer which (3) accesses the stored con- tact and advertisement and news information of the card issuer associated with the Universal Contact Locator and (4) downloads the business contact and/or personal contact information and targeted advertisements and news items associated with the Universal Contact Locator to a client program running on a client computer which (5) loads the contact data into the Contact Management or Personal Information Management (PIM) system of the users choos- ing running on the users client computer and (6) stores the advertisements and news items downloaded from the server computer on the client computer's secondary storage device (i.e. hard disk) and (7) causes the advertisements and news items stored on the client computer's secondary storage device to be displayed to the user on a predetermined schedule in a portion of the client computer's output device (i.e. CRT or LCD panel).
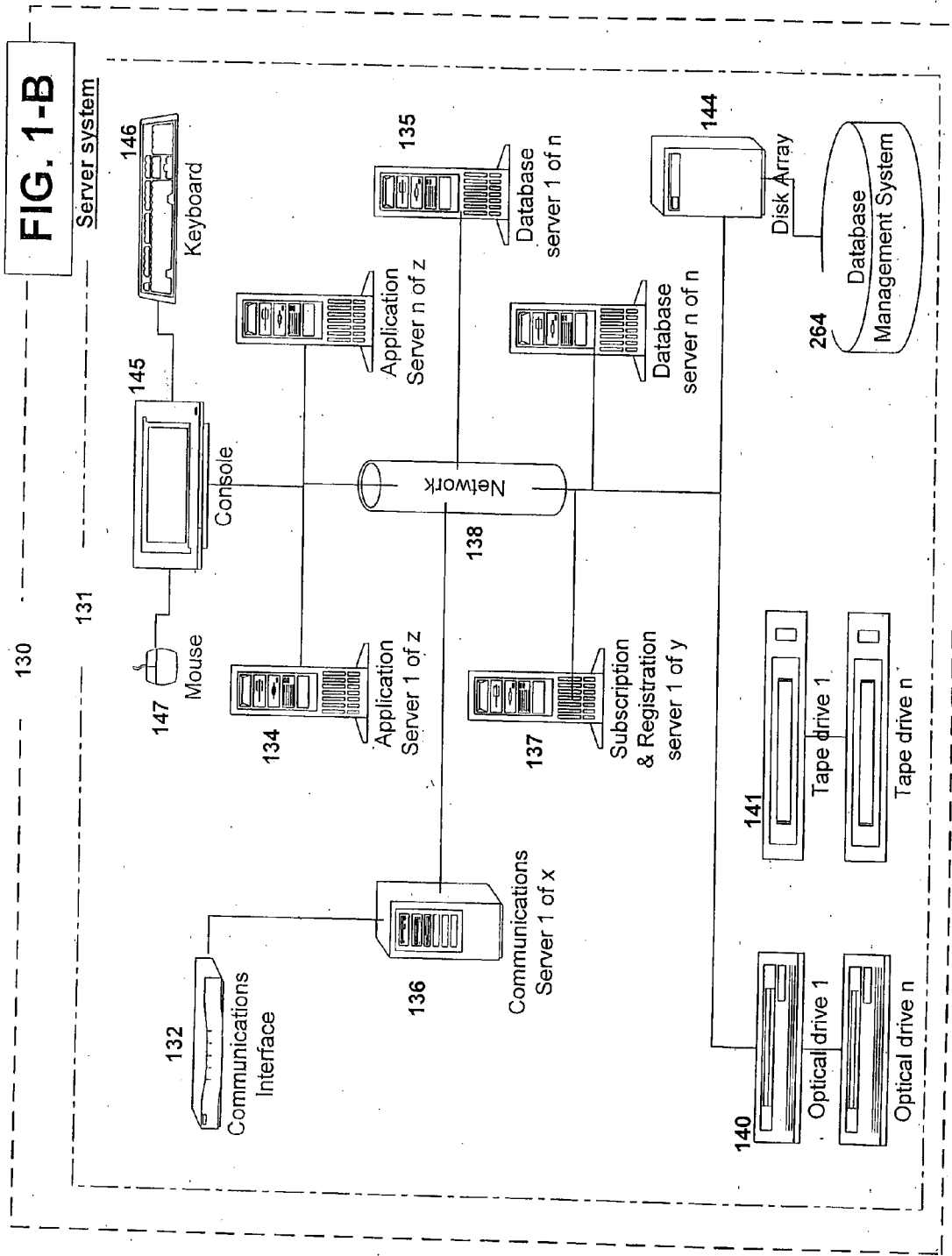
FIG. 1-A

Client Computer

100

101

102 Personal Computer

104 Secondary storage

106 removable storage

108 CPU

110 RAM

111 Audio Device

112 Communications Interface

113 Audio input

114 Keyboard

116 Mouse

117 Magnetic stripe reader

118 Bar Code reader

FIG. 1-B

Server system

130

131

132
Communications Interface

147
Mouse

145
Console

146
Keyboard

134
Application Server 1 of z

135
Application Server n of z

136
Communications Server 1 of x

137
Subscription & Registration server 1 of y

138
Network

135
Database server 1 of n

Database server n of n

144
Disk Array

264
Database Management System

141
Tape drive 1

Tape drive n

140
Optical drive 1

Optical drive n

Fig. 1-C

FIG. 1-E

100

101

103

Storage

104

Enter UCL:

Hand-held computer

Communications interface

112

Input device

107

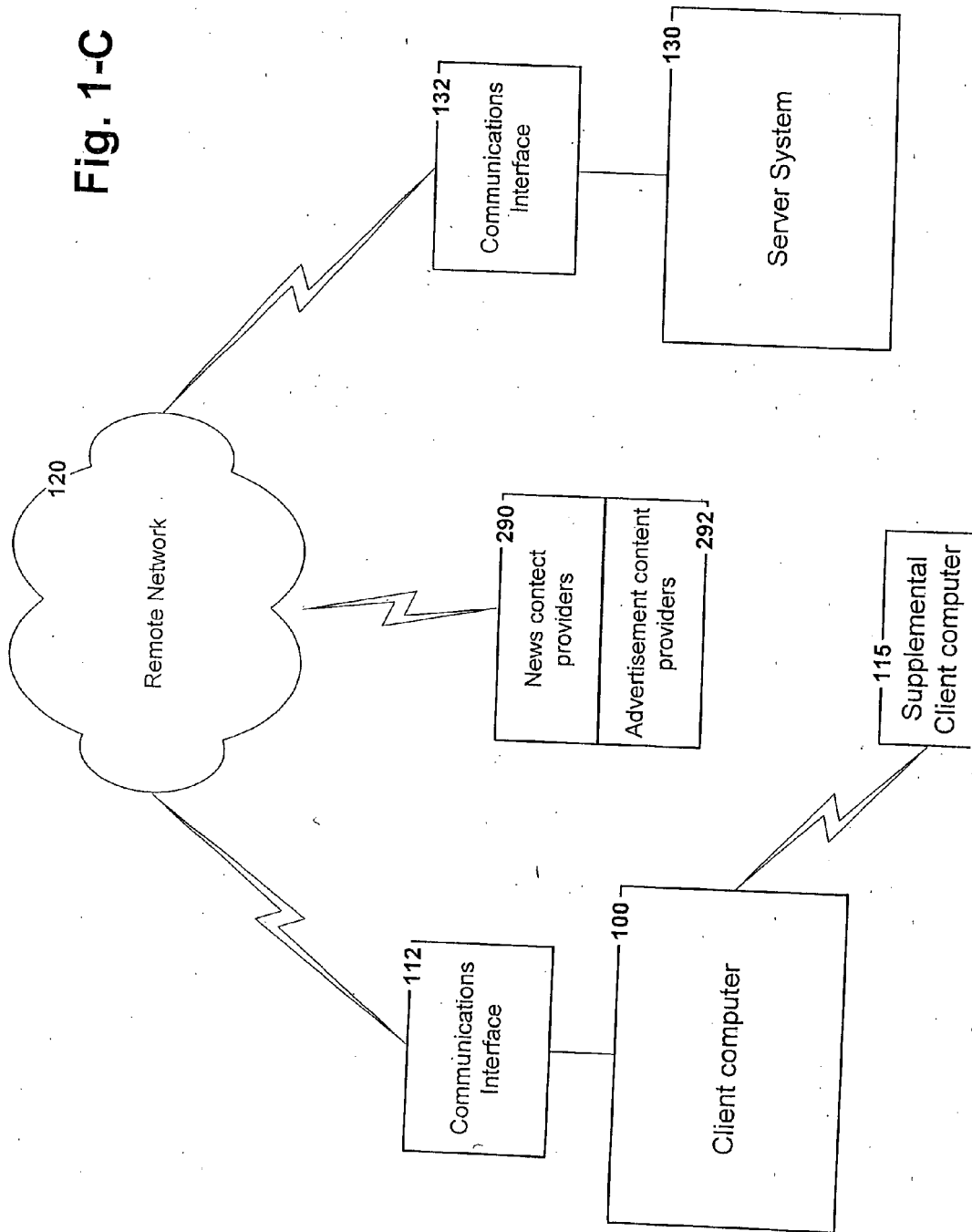# FIG. 1-D
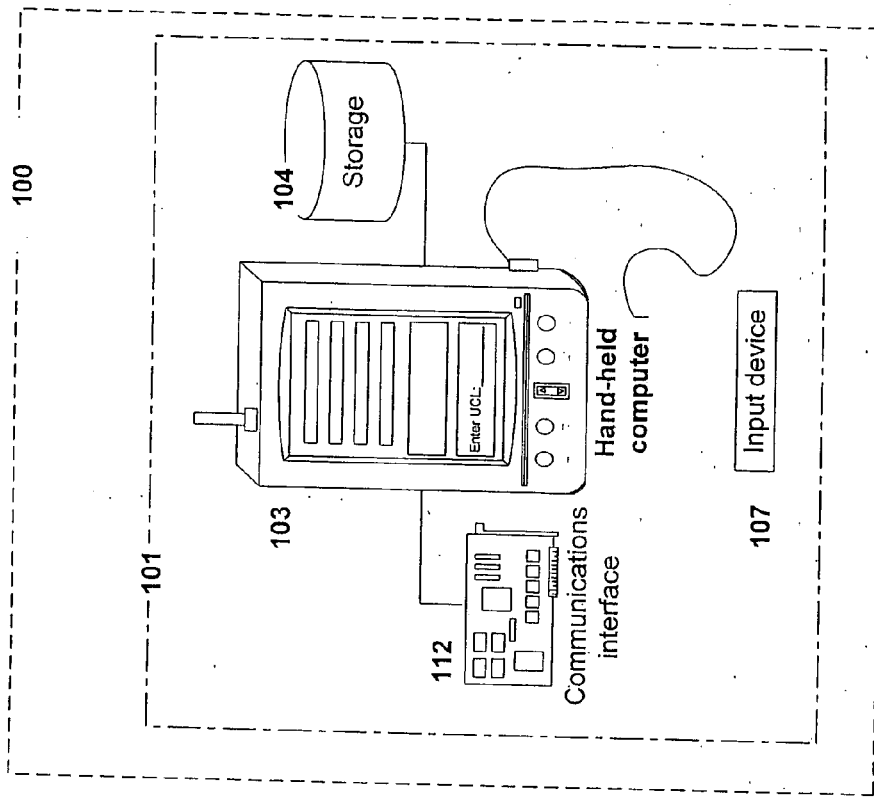
100

101

113

Portable computer

Storage

104

DOCKET ALARM
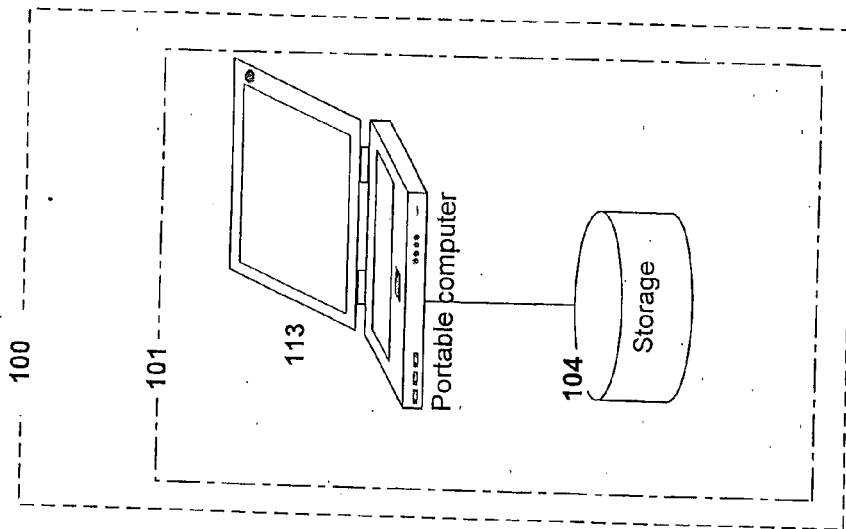
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