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(54) Title (EN): INCOMING COMMUNICATION ENHANCEMENTS

(54) Title (FR): AMÉLIORATIONS DE COMMUNICATION ENTRANTE

(57) Abstract:

(EN): An enhancement content asset is presented along with an incoming communication alert on a terminating recipient device. An initiation of a communication to a recipient that is sent by a caller at a caller user device is received at the core network of the wireless carrier network. A terminating recipient device for the communication is identified based on a recipient identifier of the recipient included in the initiation of the communication. A reference that enables the terminating recipient device to obtain an enhancement content asset from the wireless carrier network or a third-party content provider is generated, such that a message that includes the reference is sent to the terminating recipient device to trigger presentation of the enhancement content asset along with an incoming communication alert for the communication on a user interface of the terminating recipient device.

(FR): Selon la présente invention, un actif de contenu d'amélioration est présenté conjointement avec une alerte de communication entrante sur un dispositif destinataire de terminaison. Le lancement d'une communication vers un destinataire, qui est envoyé par un appelant au niveau d'un dispositif utilisateur appelant, est reçu au niveau du réseau central du réseau d'opérateur sans fil. Un dispositif destinataire de terminaison pour la communication est identifié sur la base d'un identifiant du destinataire inclus dans le lancement de la communication. Une référence, qui permet au dispositif destinataire de terminaison d'obtenir un actif de contenu d'amélioration de la part du réseau d'opérateur sans fil ou d'un fournisseur de contenu tiers, est générée, de telle sorte qu'un message qui comprend la référence est envoyé au dispositif destinataire de terminaison pour déclencher la présentation de l'actif de contenu d'amélioration conjointement avec une alerte de communication entrante pour la communication sur une interface utilisateur du dispositif destinataire de terminaison.

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Declarations:

Declaration made as applicant's entitlement, as at the international filing date, to apply for and be granted a patent (Rules 4.17(ii) and 51bis.1(a)(ii)), in a case where the declaration under Rule 4.17(iv) is not appropriate

Declaration made as applicant's entitlement, as at the international filing date, to claim the priority of the earlier application, where the applicant is not the applicant who filed the earlier application or where the applicant's name has changed since the filing of the earlier application (Rules 4.17(iii) and 51bis.1(a)(iii))