

INVENTION DISCLOSURE

1. **Invention Title.**

Concept for Linking Phone Calls to Internet Sites

2. **Invention Summary.**

This is a concept in which an internet site or web page is opened when a phone call is received in a similar manner to Caller ID.

3. **Invention Description.**

a. Describe the invention in detail.

Currently when a call is received there is information associated with the caller passed on to the person called in the form of Caller ID. Typically this information is the phone number and perhaps the name of the caller. This concept would further expand on this by opening a web page based on the caller information.

This could be accomplished in a variety of ways. One method would be to use the name and phone number and use a search engine to access the site. Another method would be to embed the URL within the call information itself. ENUM databases could be used for this or for SIP calls the URL could be embedded in the messages used to setup the call. Alternatively a new method altogether could be created. The system could also be two way allowing both ends of the call access information about who is on the other end.

A blocking/filtering mechanism would be included as well for privacy and security. Unwanted sites could be blocked much like a spam filter for emails as well as a block for anonymous callers. This could also enhance call screening giving more information on the caller prior to answering.

Initially I would see this service being offered as a business service. Within a PBX environment it would be feasible to link an extension to an associated PC and thus open the website when a call is received. Later it could be offered as a consumer product as well as a smart phone application.

b. Why was the invention developed? What problem(s) does the invention solve? How is it better?

This would be a great feature to offer with any kind of telephony service. It allows access to web information at the time a call is received without the need to search or enter any information into a browser.

c. Briefly outline the potential commercial value and customers of the invention.

There are many commercial and consumer uses for such an application.

INVENTION DISCLOSURE

For businesses receiving calls, detailed information about a caller would be readily available avoiding confusion and eliminating the need for the caller to explain who they are saving time and in some cases embarrassment. Another commercial use could be for businesses calling potential customers. The caller could promote their business while a person receiving the call would know in detail what a business does and decide if they had an interest in the goods or services provided.

For consumers it would allow access to information on line while on a call. This could be access to forms, menus, directions, maps, medical reports etc. while the person on the call could help them navigate the site. It would also allow the called party to screen calls or have further knowledge of the caller before answering.

4. **HOW is this invention different from existing products, processes, systems?**

Currently URLs can be sent over Skype or using SMS messages. There is a significant delay in this method and it also requires the users to send the URLs. This system would be real time and not require any interaction by the user. There also exists applications that link calls to stored information on phones or to social media sites. Again, these require the user to either store information on their phones for callers or to join social media sites and setup permissions for specified callers. This system would not require any setup by the user and would provide information not only for individuals, but for any business or organization that has a web presence.