

**[0050]** FIG. 2E illustrates XHTML-Print basic data stored in the XHTML-Print basic data storage unit **140**, and FIG. 2F illustrates XHTML-Print printing data that is XHTML-Print basic data into which XHTML-Print extension data is inserted. XHTML-Print extension data generated by using the contents specified in the print medium size specifying unit **114**, for example, `@page {size: 4 in 6 in; margin: 0 in;}`, is inserted into the XHTML-Print basic data as indicated by subscript **1** shown in FIG. 2F.

**[0051]** The XHTML-Print extension data generation unit **130** generates XHTML-Print extension data by using the elements selected by, for example, the element selection unit **124** and the classified data items corresponding to the elements. For this, the XHTML-Print extension data generation unit **130** generates XHTML-Print extension data for each of the elements selected by the element selection unit **124**, excluding message contents, as follows:

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      <tr>
      <td class= "td1">
        selected elements
      </td>
      <td class= "td2">
        .
        .
      </td>
      <td>
        data corresponding to the selected elements
      </td>
    </tr>

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**[0052]** This generated XHTML-Print extension data is inserted into the XHTML-Print basic data, as indicated by subscripts **2**, **3**, and **4** shown in FIG. 2F.

**[0053]** Also, in the case of the message contents among the elements selected by the element selection unit **124**, the XHTML-Print extension data generation unit **130** generates XHTML-Print extension data by using `<br>` indicating the end of a row for each row of the message. This generated XHTML-Print extension data is inserted between `<div class="BodyBox">` and `</div>` of the XHTML-Print basic data, as indicated by subscript **5** shown in FIG. 2F.

**[0054]** FIG. 2G illustrates an example of a printed result on which XHTML-Print printing data generated by the XHTML-Print printing data generation unit **150** is printed. As illustrated in FIG. 2G, the size of SMS data can be variably determined with respect to the quantity of the SMS data. That is, FIG. 2F illustrates XHTML-Print data in which a size for printing SMS data is determined with respect to the quantity of the SMS data.

**[0055]** FIG. 2H illustrates another example of a printed result on which XHTML-Print printing data generated by the XHTML-Print printing data generation unit **150** is printed. As illustrated in FIG. 2H, the size for printing the SMS data may also be determined irrespective of the quantity of the SMS data. Thus, in order to determine the size for printing the SMS data irrespective of the quantity of the SMS data, the XHTML-Print printing data may be described as illustrated in FIG. 2I.

**[0056]** FIGS. 3A through 3D are reference diagrams explaining a principle of generating XHTML-Print printing data when standard data is MMS data, according to an embodiment of the present invention. More specifically, FIGS. 3A and 3C illustrate printed results desired by the

user. FIG. 3B illustrates XHTML-Print data in which the size for printing MMS data is determined depending on the quantity of the MMS data as illustrated in FIG. 3A. Meanwhile, FIG. 3D illustrates XHTML-Print data in which the print medium size for printing MMS data is determined irrespective of the quantity of the MMS data, as illustrated in FIG. 3C.

**[0057]** A principle of generating XHTML-Print printing data according to an aspect of the present invention, when the standard data is MMS data, is the same as the principle of generating XHTML-Print printing data according to an aspect of the present invention when the standard data is SMS data. Accordingly, an explanation of the principle of generating XHTML-Print printing data according to an aspect of the present invention when the standard data is SMS data with reference to FIGS. 2A through 2I can also be applied to the principle of generating XHTML-Print printing data according to an aspect of the present invention when the standard data is MMS data.

**[0058]** FIG. 4 is a flowchart illustrating a method of generating XHTML-Print printing data according to an embodiment of the present invention. The method is composed of operations **410** through **430** to generate XHTML-Print extension data corresponding to the contents of standard data desired to be printed, and to generate XHTML-Print printing data by inserting the generated XHTML-Print extension data into XHTML-Print basic data prepared in advance.

**[0059]** The XHTML-Print printing data setting unit **110** sets printing-related options to determine the contents to be printed from among the contents of each of standard data items desired to be printed in operation **410**.

**[0060]** In operation **420**, the XHTML-Print extension data generation unit **130** generates XHTML-Print extension data corresponding to the contents set in operation **410**.

**[0061]** The XHTML-Print printing data generation unit **150** inserts the XHTML-Print extension data generated in operation **420** into XHTML-Print basic data prepared in advance and generates XHTML-Print printing data in operation **430**.

**[0062]** FIG. 5 is a detailed flowchart of an embodiment **410A** of operation **410** of FIG. 4 according to an embodiment of the present invention, and shows operations **510** through **540** to set printing-related options.

**[0063]** In operation **510**, the size of a print medium on which standard data desired to be printed is set, and in operation **520**, one or more standard data items are selected from among one or more standard data items prepared in advance.

**[0064]** In operation **530**, one or more elements are extracted from the standard data items selected in operation **520**, and in operation **540**, one or more elements desired to be printed are selected from among the elements extracted in operation **530**.

**[0065]** The present invention can also be embodied as computer-readable codes on a computer-readable recording medium. The computer-readable recording medium is any data storage device that can store data which can be thereafter read by a computer system or a system that can process computer codes, or segments thereof. Examples of the computer-readable recording medium include read-only memory (ROM), random-access memory (RAM), CD-ROMs, magnetic tapes, floppy disks, optical data storage devices, and a computer data signal embodied in a