

to a second DLNA network to which the receiver's mobile terminal is connected, transmitting the multimedia file to the receiver's mobile terminal through the second DLNA network and executing the multimedia file with the receiver's mobile terminal.

**[0019]** In order to achieve the above objects, an apparatus according to another exemplary embodiment of the present invention includes a mobile terminal connected to a DLNA network for preparing a multimedia message and a content management apparatus for integrally controlling contents of instruments connected to the DLNA network.

**[0020]** The mobile terminal includes a DLNA interface unit for requesting multimedia contents accessible through a DLNA network according to a request for preparing a multimedia message and for receiving a corresponding response and a control unit for selecting, from the received multimedia contents, at least one multimedia file to be added to the multimedia message according to input selection information and for generating a multimedia message including the multimedia file access information.

**[0021]** The control unit preferably extracts the address of the DLNA network in which the selected multimedia file is stored and generates a multimedia message including the address of the DLNA network.

**[0022]** The DLNA interface unit preferably receives a notifying signal of reception of a multimedia message through the DLNA network and transmits a request signal for viewing the multimedia message to the DLNA network.

**[0023]** The DLNA interface unit preferably receives a multimedia message provided with a web page in Extension Markup Language (hereinafter, XML) format through the DLNA network and transmits a request signal for executing the multimedia file included in the multimedia message to the DLNA network.

**[0024]** The content management apparatus includes a DLNA interface unit for controlling the communication of the DLNA network, a multimedia content storage unit for storing multimedia contents accessible through the DLNA network, a control unit for controlling, if a request signal for multimedia contents is received through the DLNA interface unit, the DLNA interface unit such that the multimedia contents stored in the multimedia content storage unit is transmitted according to the request signal, a document conversion unit for converting, if a multimedia message is received through the DLNA interface unit, the multimedia message to a web page and a web communication interface unit for controlling web communication and transmitting the web page converted by the document conversion unit as an Internet mail.

**[0025]** The multimedia content storage unit preferably stores multimedia contents including multimedia files accessible through the DLNA network and a DLNA network address of an instrument in which the multimedia files are stored.

**[0026]** If an e-mail including a multimedia message in a web page format is received through the web communication interface unit, the DLNA interface unit preferably transmits a notifying signal of reception of a multimedia message to a mobile terminal of a receiver of the multimedia message.

**[0027]** The document conversion unit preferably converts the multimedia message in a web page format to an XML format in response to a request signal for viewing a message from the receiver's mobile terminal.

**[0028]** The DLNA interface unit preferably transmits the multimedia message provided with a web page in an XML format to the receiver's mobile terminal and receives a request signal for executing the multimedia file included in the multimedia message from the receiver's mobile terminal.

**[0029]** The control unit preferably controls extraction of the multimedia file access information in response to the request signal for executing the multimedia file, and controls execution of the multimedia file by using the multimedia file access information.

**[0030]** The multimedia file access information is preferably a DLNA network address of an instrument storing the multimedia files in the DLNA network to which a mobile terminal of a sender of the multimedia message is connected.

#### BRIEF DESCRIPTION OF THE DRAWINGS

**[0031]** The above and other objects, features and advantages of the present invention will become more apparent from the following detailed description in conjunction with the accompanying drawings, in which:

**[0032]** FIG. 1 is a view showing a configuration of a DLNA networked system according to the present invention;

**[0033]** FIG. 2 is a view showing a system configuration for providing a multimedia messaging service according to an exemplary embodiment of the present invention;

**[0034]** FIG. 3A to 3B are flow charts showing a method for providing a multimedia messaging service by using a DLNA networked system according to an exemplary embodiment of the present invention;

**[0035]** FIG. 4 is a schematic block diagram of a mobile terminal for providing a multimedia messaging service according to an exemplary embodiment of the present invention; and

**[0036]** FIG. 5 is a schematic block diagram of a content management apparatus for providing a multimedia messaging service according to an exemplary embodiment of the present invention.

#### DETAILED DESCRIPTION OF EXEMPLARY EMBODIMENTS

**[0037]** Hereinafter, exemplary embodiments of the present invention are described in detail with reference to the accompanying drawings. The same reference numbers are used for the same or like components in the drawings. Additionally, detailed explanations for well-known functions and compositions may be omitted to avoid obscuring the subject matter of the present invention.

**[0038]** FIG. 1 is a view showing a configuration of a DLNA networked system according to the present invention.

**[0039]** Digital Living Network Alliance (DLNA) established a standard for controlling information-related home electronic instruments, such as personal computers, televisions, VTRs, digital cameras, and audio systems, for the standardization of home-network systems. DLNA is a standardization organization established in June 2003 for sharing all contents (for example, multimedia files) provided by information-related home electronic instruments, and has been joined by Microsoft, IBM, HP, Intel, Sony, Matsushita, Samsung Electronics, and other companies.

**[0040]** A major function of DLNA is to improve compatibility between various home electronic instruments. For this, DLNA performs standardization of physical media,