



US 20240214339A1

(19) **United States**

(12) **Patent Application Publication**
Li

(10) **Pub. No.: US 2024/0214339 A1**

(43) **Pub. Date: Jun. 27, 2024**

(54) **INFORMATION SENDING METHOD AND APPARATUS**

Publication Classification

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(21) Appl. No.: **18/596,339**

(22) Filed: **Mar. 5, 2024**

Related U.S. Application Data

(63) Continuation of application No. PCT/CN2022/
140270, filed on Dec. 20, 2022.

Foreign Application Priority Data

Dec. 27, 2021 (CN) 202111614579.7

(51) **Int. Cl.**

H04L 51/10 (2006.01)

H04L 51/18 (2006.01)

(52) **U.S. Cl.**

CPC **H04L 51/10** (2013.01); **H04L 51/18**
(2013.01)

(57)

ABSTRACT

A method includes that an RCS message sending server receives a first message sent by an RCS message application server, where the first message includes an RCS message and user identification information of a terminal device; and when determining that the terminal device does not support an RCS-type message, the RCS message sending server sends web page address information to the terminal device, where the web page address information is used for obtaining content of the RCS message from an RCS message content server.

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