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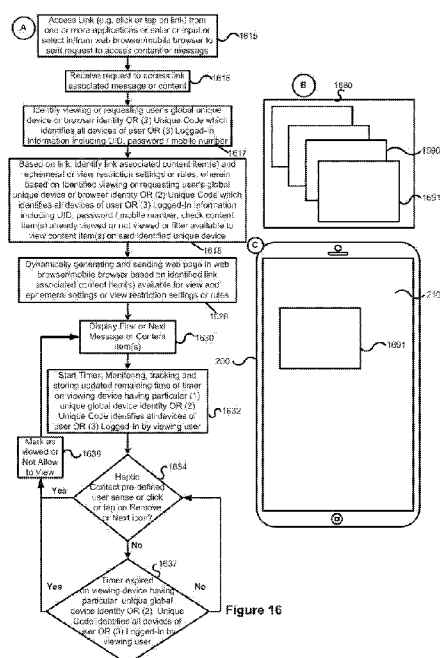
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(54) Title: EPHEMERAL CONTENT SHARING AND CONNECTING USERS BASED ON SHARING UNIQUE LINK FROM 3R PARTIES' APPLICATIONS AND STORING AND RELATING UNIQUE IDENTITY OR CODE OF LINK SHARING USER WITH LINK ACCESSING USER



(57) Abstract: An ephemeral message controller of the server presents link associated ephemeral message(s) for a transitory period of time on the display. In another embodiment an ephemeral message controller of the server presents ephemeral message(s) sent by identified contacts of user for a transitory period of time on the display. An ephemeral message controller of the server presents link associated ephemeral message(s) for a transitory period of time on the display of global unique identified device of requesting user. A touch controller identifies haptic contact on the display during the transitory period of time. The ephemeral message controller terminates the ephemeral message in response to the haptic contact. A sensor controller identifies pre-defined one or more types of user sense(s) during the transitory period of time. The ephemeral message controller terminates the ephemeral message in response to the identification of pre-defined one or more types of user sense(s). In another embodiment providing to each unique user, unique link or enable to generate unique link. User is enabling to share said link with one or more contacts via one or more 3rd parties sharing applications. In the event of accessing or clicking or tapping on said link by receiving user relate or connect or map or associate and store said link provided user identity with said link accessing user identity to establish identified connection between them and in the event of posting of content server identifies target recipient based on said link and notifies about new post via presenting notification in inbox and in the event of clicking on notification or presented list item about receiving of new post in inbox, user is presented with ephemeral post. So without registration, installing of application, creating mutual connections, identifying connections based on link and presenting newly posted content items by posting user to one or more contacts or connections of user.

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- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
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TITLE

Ephemeral content sharing and connecting users based on sharing unique link from 3rd parties' applications and storing and relating unique identity or code of link sharing user with link
5 accessing user

FIELD OF INVENTION

The present invention relates generally to display of ephemeral messages in web browser having
10 unique global device or browser identity. User can share ephemeral content link or short link or URL from one or more sharing applications and view received ephemeral content link or short link or URL associated contents for a transitory period of time from web browser or mobile browser or online or smart client application. In another embodiment providing to each unique user, unique link or enable to generate unique link. User is enabling to share said link with one or
15 more contacts via one or more 3rd parties sharing applications. In the event of accessing or clicking or tapping on said link by receiving user relate or connect or map or associate and store said link provided user identity with said link accessing user identity to establish identified connection between them and in the event of posting of content server identifies target recipient based on said link and notifies about new post via presenting notification in inbox and in the
20 event of clicking on notification or presented list item about receiving of new post in inbox, user is presented with ephemeral post. So without registration, installing of application, creating mutual connections, identifying connections based on link and presenting newly posted content items by posting user to one or more contacts or connections of user.

BACKGROUND OF THE INVENTION

File sharing is the practice of distributing or providing access to digital media, such as computer programs, multimedia (audio, images and video), documents or electronic books. File sharing may be achieved in a number of ways. Common methods of storage, transmission and dispersion include manual sharing utilizing removable media, centralized servers on computer networks, World Wide Web-based hyperlinked documents, and the use of distributed peer-to-peer networking. A file hosting service, cloud storage service, online file storage provider, or cyberlocker is an Internet hosting service specifically designed to host user files. It allows users to upload files that could then be accessed over the internet from a different computer, tablet, smart phone or other networked device, by the same user or possibly by other users, after a password or other authentication is provided. Typically, the services allow HTTP access, and sometimes FTP access. Related services are content-displaying hosting services (i.e. video and image), virtual storage, and remote backup. Direct download link (DDL), alternatively simply direct download, is a term used within the Internet-based file sharing community. It is used to describe a hyperlink that points to a location within the Internet where the user can download a file.

At present email system is omnipresent i.e. anybody can access, view and send email from any websites, applications, servers, devices, networks, email clients to any other websites, applications, servers, devices, networks, email clients. But email can view by only recipient user. There is no system where user can share or publish or advertise or send one or more types of ephemeral contents or media including photo or video by providing link of content, wherein in the event of accessing link receiving user(s) of link can view ephemeral contents.

Currently various URL shortening techniques enabling user to in which a Uniform Resource Locator (URL) may be made substantially shorter and still direct to the required page. This is achieved by using a redirect, often on a domain name that is even shorter than the original one, which links to the web page that has a long URL. For example, the URL "http://example.com/assets/category_B/subcategory_C/Foo/" can be shortened to "https://example.com/Foo", and the URL "http://example.com/about/index.html" can be shortened to "https://goo.gl/aO3Ssc". This is convenient for any of the reasons why a friendly URL may be desired, such as for messaging technologies that limit the number of characters in a message (for example, SMS), for reducing the amount of typing required if the reader is copying

a URL from a print source, for making it easier for a person to remember, or for the intention of a permalink.

IBM U.S. Patent No. 6,957,224 (et el Megiddo; Nimrod) teaches a system, method and computer
5 program product for providing links to remotely located information in a network of remotely
connected computers. The system may or may not include a server providing an interface
between shorthand codes and corresponding original files. If the server is included, a uniform
resource locator (URL) is registered with a server. A shorthand link is associated with the
registered URL. The associated shorthand link and URL are logged in a registry database. When
10 a request is received for a shorthand link, the registry database is searched for an associated
URL. If the shorthand link is found to be associated with an URL, the URL is fetched, otherwise
an error message is returned. If the server is not included, all URLs located at a root page may be
listed and associated with shorthand keys or links. Associated files and keys are indexed in an
index file. The shorthand codes or keys are combined with the root page to form shorthand
15 URLs. Requests are made for the shorthand URLs and the index file is searched for the requested
shorthand URL. If the requested shorthand URL is encountered, the corresponding file is
returned; otherwise, an error message is returned.

Currently Snapchat TM enables user to share ephemeral content. Snapchat U.S. Patent No.
20 8,914,752 (et el Spiegel; Evan) suggests an ephemeral message controller with instructions
executed by a processor to: present on a display indicia of a set of ephemeral messages available
for viewing; present on the display a first ephemeral message of the set of ephemeral messages
for a first transitory period of time defined by a timer, wherein the first ephemeral message is
deleted when the first transitory period of time expires; receive from a touch controller a haptic
25 contact signal indicative of a gesture applied to the display during the first transitory period of
time; wherein the ephemeral message controller deletes the first ephemeral message in response
to the haptic contact signal and proceeds to present on the display a second ephemeral message
of the set of ephemeral messages for a second transitory period of time defined by the timer,
wherein the ephemeral message controller deletes the second ephemeral message upon the
30 expiration of the second transitory period of time; wherein the second ephemeral message is
deleted when the touch controller receives another haptic contact signal indicative of another
gesture applied to the display during the second transitory period of time; and wherein the
ephemeral message controller initiates the timer upon the display of the first ephemeral message
and the display of the second ephemeral message. Mission Impossible movie depicts about self-
35 destructing message after expiry of pre-set timer. Snapchat teaches how to accelerate way

displaying of ephemeral message. Present invention enables user to upload contents and receive uploaded content associated web link or link or short link or web address or URL and share with one or more users via one or more communication, sharing, social network applications, web sites, utilities, tools and services for enabling receiving user to click on link or enter link in web browser to access said link associated ephemeral contents from any web browser and mobile browsers. Like e-mail, present invention enabling user to share contents from any devices, operating systems, web browsers or mobile browsers to any other device, operating systems, web browsers or mobile browsers. In an embodiment present invention enabling user to upload one or more types of one or more contents and media including photo(s) and video(s) to server which server process and stores at database(s) and server generates link or short link or web address for accessing said uploaded one or more types of one or more contents and media including photo(s) and video(s), wherein server stores and associate said generated web link or short link or web address or URL with said received or uploaded stored contents. Server presents said generated link or short link or web address to user which user can share with one or more contacts or friends or users via one or more communication channels, mediums, applications, services, networks, and interfaces including e-mail, instant messenger, chat, short message service (SMS), Bluetooth, sharing application, sent via push notification, upload and share via web browser and like. Receiving and viewing user can access, re-share, click or tap on said shared link or input or enter into browser web address for viewing said link associated uploaded and server stored one or more types of one or more contents and media including photo(s) and video(s), wherein user is enable to view said one or more types of one or more contents and media including photo(s) and video(s) for pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration within pre-set particular period of time and in the expiration of pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration within pre-set particular period of time, removing or mark as viewed said received or accessed or viewed one or more types of one or more contents and media including photo(s) and video(s) from/at server database and/or sending user's device(s) and/or receiving user's device(s) or restrict to view said received or accessed or viewed one or more types of one or more contents and media including photo(s) and video(s) at particular device having identified one or more types of global unique device identities. Therefore, it is with respect to these considerations and others that the present invention has been made.

Snapchat TM enables registered user to capture photo or video and share to one or more selected contacts via application, wherein receiving user can view said received content items for particular pre-set duration associate with said received content item and then server removes said photo or video from server and user device(s) after expiration of said pre-set duration. But sending and receiving users have to install application, register with server and need to have mutual connections or send invitation to one or more contacts to add to connections. By using present invention there is no need to install application, register with server and have mutual connections or invite others to add to connections for sharing and viewing ephemeral contents. Like e-mail, posting user can post content items from any devices, operating systems, client applications and networks via any web browsers, mobile browsers, web sites, web pages, application programming language (APIs) and web services to any other devices, operating systems, client applications and networks via any web browsers, mobile browsers, web sites, web pages, application programming language (APIs) and web services. Likewise receiving or viewing user can view received ephemeral content items from any devices, operating systems, client applications and networks via any web browsers, mobile browsers, web sites, web pages, application programming language (APIs) and web services.

Viewing or accessing or requesting user can view said link associate shared one or more types of one or more content items including photo(s) or video(s) via accessing link or clicking or tapping on said link or entering said link into web browser address bar and can access related or associated or shared one or more types of one or more content items including photo(s) or video(s) from server or server database wherein user is enable to view said one or more types of one or more contents and media including photo(s) and video(s) for pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration within pre-set particular period of time and in the expiration of pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration within pre-set particular period of time, removing or mark as viewed said received or accessed or viewed one or more types of one or more contents and media including photo(s) and video(s) from/at server database and/or sending user's device(s) and/or receiving user's device(s).

At present Snapchat TM provides "My Stories" feature among mutually connected users who installed application, registered with the system and have mutually connected in network.

OBJECT OF THE INVENTION

The principal object of the present invention is to enabling user to device independent sending and viewing one or more types of ephemeral contents including photo, video, voice live stream, text, one or more types of file, web page, location, links or URLs, emoticons, user reactions.

The other important object of the present invention is to providing to each unique user, unique link or enable to generate unique link. User is enabling to share said link with one or more contacts via one or more 3rd parties sharing applications. In the event of accessing or clicking or tapping on said link by receiving user relate or connect or map or associate and store said link provided user identity with said link accessing user identity to establish identified connection between them and in the event of posting of content server identifies target recipient based on said link and notifies about new post via presenting notification in inbox and in the event of clicking on notification or presented list item about receiving of new post in inbox, user is presented with ephemeral post. So without registration, installing of application, creating mutual connections, identifying connections based on link and presenting newly posted content items by posting user to one or more contacts or connections of user.

The principal object of the present invention is to enable application developer of app stores or 3rd parties application developers to create application and enable users e.g. users of network to search, select, make payment and download or download free or sponsored application, install application, enable user to register with the said installed application by providing unique user name or user identity including email address, password and/or mobile number (verify by one time password (OTP). After registration in many types of application user needs to import phone book contacts and associated email addresses, social account names or identities, search, select and invite phone book (including email addresses, social accounts) contacts or searched other users of network and in the event of acceptance of invitations both becomes mutually connected in network of said installed application. So user needs to each time create connections or contacts in many applications repetitively. By integrating present invention with said application via application programming language (APIs), software development toolkit (SDKs) and web services of present invention, application developer enables user of his/her application to simply share user specific unique link or URL by selecting one or more contacts, from selected one or more 3rd parties' sharing applications, that user wants to adds to his/her connections or network and send via one or more 3rd parties' applications to said contacts of selected 3rd party application and in the event of accessing of said link or URL by receiving user from 3rd party

application, present invention system or server 110, presents web page to said user with unique code and also enabling viewing user to provide name and other details including profile photo, icon, video, nick name, age, gender, email, phone number, social account names and one or more types of user profile details, wherein said provided details or partial details including name or nick name, email, mobile number stored in browser or shared objects or in user device so server retrieves next time while accessing link or URL received from other users and server 110 stores and relates or connects or associated one or more types of unique identity(ies) of link or URL sharing user with one or more types of unique identity(ies) of link or URL accessing user, so they become connected and presents to both, unique code or name or other provided details of connected user in list of connections. So user can use already exists connected contacts from 3rd parties application to present application.

The other important object of the present invention is to removing need to become member or register with system or application or web site, install client application, send invitation to make mutual connections for sharing ephemeral contents. Enabling user to upload one or more types of contents including photo or video from web browser or mobile browser of any smart device(s), operating systems, clients or select web link or select content from one or more web sites and upload or send to server for generating web link or short link or web address or uniform resource location (URL) representing associated uploaded or sent content. Sharing user can share said generated web link or short link or web address or uniform resource location (URL) via one or more communication, sharing, social network applications, web sites, devices, utilities, tools, networks and services to one or more types of contacts including phone numbers, email addresses, social network connections, user near user's device(s), one or more types of likeminded users, followers, contacts of contacts, members, customers, subscribers, business connections and like. Receiving user(s) of web link or short link or web address or uniform resource location (URL) can click or tap on said clickable web link or short link or web address or uniform resource location (URL) or enter in to address bar of web browser or mobile browser and can access associated ephemeral contents. System or server dynamically generates and presents web page in the web browser or mobile browser of user device, an ephemeral message for a transitory period of time. User can tap or click on the presented web page or next button during the transitory period of time to view next (if any) ephemeral content item(s) associated with said accessed web link or short link or web address or uniform resource location (URL). In an embodiment the ephemeral message controller terminates or hides the ephemeral message in response to the haptic contact or expiration of timer and presents next ephemeral message (if any). In another embodiment user can view ephemeral content item for particular number of

times before deleting them. In another embodiment user can view ephemeral content item for particular number of times within particular duration before deleting them. Ephemeral messaging may rely on a timer to determine the length of viewing time for content or rely on number of times views, each time view for particular length of time or rely on maximum life to exist. For example, a message sender may specify the length of viewing time for the message recipient.

The other object of the present invention is to enable user to without registration (UID) and unique code send request to server to generate post or posted one or more types of content item(s) specific link or URL and can share said link or URL via 3rd parties' application(s) which receiving user receives from 3rd parties application(s) and can click or tap on said link or URL to view said link or URL associated ephemeral content in each user device based on ephemeral content associated rules and settings including allowed view time, allowed life time and number of times allowed to view set by posting user.

The other object of the present invention is to enable user to registration with the system by providing unique identity (UID), password and/or mobile number which may verify by one time password (OTP) OR for non-registered user, in the event of first time access of system by user from first device, system auto generates and stores unique code in browser(s) in the form of cookie or shared object(s) of first user device and enable to enter said unique code in second device to identify all devices related to user without registering with the system. Then user can upload content from website or application and send request to server to generate post or posted one or more types of content item(s) specific link or URL and can share said link or URL via 3rd parties' application(s) which receiving user receives from 3rd parties application(s) and can click or tap on said link or URL to view said link or URL associated ephemeral content in any one of the user device based on ephemeral content associated rules and settings including allowed view time, allowed life time and number of times allowed to view set by posting user.

The other object of the present invention is to enable user to registration with the system by providing unique identity (UID), password and/or mobile number which may verify by one time password (OTP) OR for non-registered user, in the event of first time access of system by user from first device, system auto generates and stores unique code in browser(s) in the form of cookie or shared object(s) of first user device and enable to enter said unique code in second device to identify all devices related to user without registering with the system. After

registration or storing of unique code to uniquely identify user and user associated all devices user is provided with unique link or URL which user can share from 3rd parties application(s) which receiving user receives from 3rd parties application(s) and can click or tap to add link or URL sharing user with link or URL accessing user to list of connections and then user is enable
5 to select one or more said connections or select "My stories" option to share with all connections which notifies by said connected users and can view by click or tap on notification or inbox list item.

The other object of the present invention is to enable user to install application of system, and
10 register with system via providing UID, Password and/or Mobile No. (verify via one time password (OTP)) and enable user to create connections by sending user specific unique link or URL from 3rd parties application(s) which receiving user receives from 3rd parties application(s) and can click or tap to add to connections. User can capture photo, record video, draft text etc. and send to selected 1 or more said connections, groups, send to all connections (i.e. selecting of
15 My Stories option), send to followers (by searching users of network and tap on follow button). So user does not need to again search, invite, accept invitation to connect with one or more types of contacts which already exists in 3rd parties application(s) which are one or more types of contacts including social network connections, business or professional network connections, job network connections, instant messaging connections, phone contacts, email contacts, VOIP
20 connections, followers which are opt-in by user, verified (send invitation and accept invitation based or follow selected user or add in phone book contacts or add in email list via email client(s)), mutual, trusted, already using by user for one or more types specific communication including send & receive instant messages, social contents, business contents, micoblog, email, VOIP, live video streaming, ephemeral content.

25 The object of the present invention is to enable communication between registered and un-registered users via browser to browser, browser to application, application to browser and application to application without creating connections in network by utilizing mutual connections, contacts & followers of 3rd parties applications installed and registered by user.

DETAIL DESCRIPTION OF THE PREFERRED EMBODIMENT

The present invention now will be described more fully hereinafter with reference to the accompanying drawings, which form a part hereof, and which show, by way of illustration, specific exemplary embodiments by which the invention may be practiced. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. Among other things, the present invention may be embodied as methods or devices. Accordingly, the present invention may take the form of an entirely hardware embodiment, an entirely software embodiment or an embodiment combining software and hardware aspects. The following detailed description is, therefore, not to be taken in a limiting sense.

Throughout the specification and claims, the following terms take the meanings explicitly associated herein, unless the context clearly dictates otherwise. The phrase "in one embodiment" as used herein does not necessarily refer to the same embodiment, though it may. Furthermore, the phrase "in another embodiment" as used herein does not necessarily refer to a different embodiment, although it may. Thus, as described below, various embodiments of the invention may be readily combined, without departing from the scope or spirit of the invention.

In addition, as used herein, the term "or" is an inclusive "or" operator, and is equivalent to the term "and/or," unless the context clearly dictates otherwise. The term "based on" is not exclusive and allows for being based on additional factors not described, unless the context clearly dictates otherwise. In addition, throughout the specification, the meaning of "a," "an," and "the" include plural references. The meaning of "in" includes "in" and "on."

As used herein, the term "receiving" ephemeral content link or short link or URL and in the event of accessing or clicking or tapping or entering link or short link or URL receiving associated ephemeral content from a device or component includes receiving the ephemeral content link or short link or URL or associated ephemeral content indirectly, such as when forwarded by one or more other devices or components. Similarly, "sending" ephemeral content and ephemeral content link or short link or URL to a device or component includes sending the ephemeral content and ephemeral content link or short link or URL indirectly, such as when forwarded by one or more other devices or components.

As used herein, the term "client application" refers to an application that runs on a client computing device. A client application may be written in one or more of a variety of languages, such as 'C', 'C++', 'C#', 'J2ME', Java, ASP.Net, VB.Net and the like. Browsers, email clients, text messaging clients, calendars, and games are examples of client applications. A mobile client application refers to a client application that runs on a mobile device.

As used herein, the term "network application" refers to a computer-based application that communicates, directly or indirectly, with at least one other component across a network. Web sites, email servers, messaging servers, and game servers are examples of network applications.

Embodiments described herein, a server comprising: receiving request to access link or short link or web address or web link associated one or more types of one or more ephemeral content items including photo(s) or video(s); identifying one or more types of one or more global unique device or browser identities of user device or accessed browser of requesting user; searching said link or short link or web address or web link associated one or more files or content items including photo(s) or video(s) and ephemeral or view restriction settings or rules responsive to receiving request by selecting or entering in address bar of browser or clicking or tapping or accessing of said link or short link or web address or web link by requestor; based on identified viewing or requesting user's one or more types of one or more global unique device or browser identity, check said link or short link or web address or web link associated searched or identified content item(s) not yet viewed or available to view on said requesting user's identified unique device or browser; fetching or retrieving said link or short link or web address or web link associated available to view one or more files or content items including photo(s) or video(s) and ephemeral content settings on said requesting user's identified unique device or browser; dynamically generating web page based on fetched or retrieved available to view one or more files or content items including photo(s) or video(s) and ephemeral content settings and rules and other settings; present on the display a first ephemeral content item or message of the set of available to view ephemeral content items or messages for a first transitory period of time defined by a timer, wherein the first content item or ephemeral message is removed or hide or prevent to show on display of device having identified one or more types of global unique device identities when the first transitory period of time expires; receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time; wherein the ephemeral message controller hide the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of

user sense signal and proceeds to present on the display a second ephemeral message of the available to view set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller remove or hide or prevent to show on display of device having identified one or more types of global unique device identities when the second
5 transitory period of time expires; wherein the second ephemeral message is removed or hide or prevent to show on display of device having identified one or more types of global unique device identities when the touch controller receives another haptic contact signal indicative of another gesture applied to the display during the second transitory period of time or the sensor controller receives another pre-defined one or more types of user sense signal during the second transitory
10 period of time; and wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

A client device comprising: memory resources that store a set of instructions; network resources configured to enable the user device to communicate on a network; one or more processors
15 configured by the set of instructions to: sending request to generate link or short link or html link or URL for uploaded or send one or more types of content items and selected or updated ephemeral settings & rules and other settings; receiving generated link or short link or html link or URL; sharing said generated link or short link or html link or URL with one or more contacts or connections or users via one or more applications, clients, web sites, web pages, user
20 accounts, devices, networks and services; sending request to access or view said received link or short link or html link or URL associated ephemeral content item(s) or message(s) by clicking or tapping or entering said received link or short link or html link or URL from web browser; and viewing said request specific ephemeral content item(s) or message(s) based on associated ephemeral settings and rules.

25 In an embodiment enabling user to select name, type, channel name of sharing application, service, tool, utilities, and website.

In an embodiment enabling user to select integrated 3rd parties one or more sharing applications, services, user accounts, web sites, interfaces, objects, widgets, tools, utilities within one or more
30 types of client applications of the device independent ephemeral content sharing system, wherein enabling the device independent ephemeral content sharing system to identify which identified user sends which identified one or more types of ephemeral content item(s) via which selected identified one or more sharing, communication, collaboration & social network applications,
35 services, user accounts, web sites, interfaces, objects, widgets, tools, utilities with which

identified contacts of said selected sharing applications, services, user accounts, web sites, interfaces, objects, widgets, tools, utilities on which date & time and viewed by viewing user on which date & time by clicking or tapping or entering said received link or short link or html link or URL link by accessing or receiving user.

5

In an embodiment enabling user to sharing and viewing ephemeral content items from/on any web browser or mobile browser or web client without installing or updating of client application and registration with the device independent ephemeral content sharing system, without need to have client application installed, update & registered by receiving contacts and without need to
10 accumulating, searching, inviting, accepting invitation, connecting, importing & making of contacts or connections or mutual connections.

In an embodiment enabling user to send or upload one or more types of contents including a photo, a video, a voice, a live stream, a text, one or more types of file, a web page, a location, a
15 links or URLs, an emoticons or emoji, an user reactions.

In an embodiment enabling user to select, set, update or apply ephemeral settings and rules for shared ephemeral one or more types of content item(s) including set allow period of time to view each said shared ephemeral content item, allow number of times to view each said shared
20 ephemeral content item, wherein each said view allow for set period of time to view, allow for unlimited number of times to view within set maximum life period of time to view for each said shared ephemeral content item.

In an embodiment enabling user to apply other settings including set or provide password to one
25 or more or group of shared ephemeral content item.

In an embodiment enabling user to edit including resize, crop, rotate, change format or quality, draw, write caption, augment, select emoticons or emoji, select and apply one or more photo or video filters, location filters, filters provided by advertisers on shared ephemeral photo or video
30 and use one or more types of content editing tools.

In an embodiment enabling user to send said generated link or short link or html link or URL with one or more contacts or connections or users via one or more types of one or more sharing, communication, and social network applications, clients, web sites, web pages, user accounts,
35 devices, networks, communication channels and services including SMS applications, phone

call, voice over internet (VOIP) application, e-mail accounts & clients, instant messenger & chat applications, web browser, web page, video call, MMS, push notification service, application programming language (API), web service, Bluetooth, QRcode scan, near location sharing with contacts, direct sharing.

5

In an embodiment enabling user to share or send and view said request specific ephemeral content item(s) or message(s) from one or more types of web browsers or mobile browsers or online or web client applications.

- 10 In an embodiment enabling user to send or upload one or more types of content items from one or more 3rd parties' applications, web sites, operating systems, devices via application programming language (APIs), Software Development Toolkit (SDKs) and web services.

- 15 In an embodiment unique global device and browser identity comprise web tracking refers to the process of calculating or assigning unique and reasonably stable identifiers to each browser that visits a website this is done for the purpose of correlating future visits from the same person or machine with historical data, wherein client identification mechanisms or client-side identifiers for globally uniquely identifies user device or client or web browser or web site or web page comprises HTTP cookies, Adobe Flash TM local shared objects, Silverlight TM Isolated
20 Storage, HTML5 client-side storage mechanisms including localStorage, File, and IndexedDB APIs, Cached objects, Unique markers stored within locally cached resources or in cache metadata including ETag and Last-Modified, HTML5 AppCache, Adobe Flash TM resource cache, Data encoded in SDCH compression dictionaries and dictionary metadata or SDCH dictionaries, Other script-accessible storage mechanisms and Lower-level protocol identifiers or
25 ChannelID, Fingerprints derived from browser-generated Origin-Bound Certificates for SSL connections, Bits encoded in HTTP Strict Transport Security pin lists across several attacker-controlled host names to identify uniqueness of the ID assigned to a particular client, inherent client device characteristics that identify a particular machine including screen resolution, operating system, browser type, device type, language, time zone, system language and any
30 combination thereof.

- In an embodiment A server comprising: receiving request to access link or short link or web address or web link associated one or more types of one or more ephemeral content items including photo(s) or video(s); identifying one or more types of one or more global unique
35 device or browser identities of user device or accessed browser of requesting user; searching said

link or short link or web address or web link associated one or more files or content items including photo(s) or video(s) and ephemeral or view restriction settings or rules responsive to receiving request by selecting or entering in address bar of browser or clicking or tapping or accessing of said link or short link or web address or web link by requestor; based on identified
5 viewing or requesting user's one or more types of one or more global unique device or browser identity, check said link or short link or web address or web link associated searched or identified content item(s) not yet viewed or available to view on said requesting user's identified unique device or browser; fetching or retrieving said link or short link or web address or web link associated available to view one or more files or content items including photo(s) or video(s)
10 and ephemeral content settings on said requesting user's identified unique device or browser; dynamically generating web page based on fetched or retrieved available to view one or more files or content items including photo(s) or video(s) and ephemeral content settings and rules and other settings; present on the display a first ephemeral content item or message of the set of available to view ephemeral content items or messages for a first transitory period of time
15 defined by a timer, wherein the first content item or ephemeral message is remove or hide or prevent to show on display of device having identified one or more types of global unique device identities when first transitory period of time expire or the first content item or ephemeral message is remove or hide or prevent to show on display of device having identified one or more types of global unique device identities when the pre-set number of times of views reached or
20 pre-set life time expires; receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time; wherein the ephemeral message controller remove or hide or prevent to show on display of device, having identified one or more types of global unique device identities, the first ephemeral
25 message in response to the haptic contact signal or pre-defined one or more types of user sense signal and proceeds to present on the display a second ephemeral message of the available to view set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller remove or hide or prevent to show on display of device, having identified one or more types of global unique device identities, when the second
30 transitory period of time expires or the second content item or ephemeral message is deleted when the pre-set number of times of views reached or pre-set life time expires; wherein the second content item or ephemeral message is removed or hide or prevent to show on display of device having identified one or more types of global unique device identities when the touch controller receives another haptic contact signal indicative of another gesture applied to the
35 display during the second transitory period of time; and wherein the ephemeral message

controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

In an embodiment A server comprising: receiving request to log-in with the system; in the event of successful authentication log-in user; identify one or more content items or ephemeral message or set of content items or ephemeral messages available for viewing based on one or more factors; present on the display a first content item or ephemeral message of the set of content items or ephemeral messages for a first transitory period of time defined by a timer, wherein the first ephemeral message is marked as viewed or marked as not allow to view when the first transitory period of time expires; receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time; wherein the ephemeral message controller marks as viewed or marks as not allow to view the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal and proceeds to present on the display a second ephemeral message of the set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller marks as viewed or marks as not allow to view the second ephemeral message upon the expiration of the second transitory period of time; wherein the second ephemeral message is marked as viewed or marked as not allow to view when the touch controller receives another haptic contact signal indicative of another gesture applied to the display or pre-defined one or more types of user sense signal during the second transitory period of time; and wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

In an embodiment a client device comprising: memory resources that store a set of instructions; network resources configured to enable the user device to communicate on a network; one or more processors configured by the set of instructions to: enabling user to register with the device independent ephemeral content sharing system; log-in with the device independent ephemeral content sharing system and send log-in request; in the event of logged-in, sending request to generate link or short link or html link or URL for uploaded or send one or more types of content items and selected or updated ephemeral settings & rules and other settings; receiving generated link or short link or html link or URL; sharing said generated link or short link or html link or URL with one or more contacts or connections or users via one or more applications, clients, web sites, web pages, user accounts, devices, networks and services; sending request to access or

view said received link or short link or html link or URL associated ephemeral content item(s) or message(s) by clicking or tapping or entering said received link or short link or html link or URL from web browser; and viewing said request specific ephemeral content item(s) or message(s) based on associated ephemeral settings and rules. In an embodiment wherein enabling user to send or upload one or more types of contents including a photo, a video, a voice, a live stream, a text, one or more types of file, a web page, a location, a links or URLs, an emoticons or emoji, an user reactions. In an embodiment enabling user to select, set, update or apply ephemeral settings and rules for shared ephemeral one or more types of content item(s) including set allow period of time to view each said shared ephemeral content item, allow number of times to view each said shared ephemeral content item, wherein each said view allow for set period of time to view, allow for unlimited number of times to view within set maximum life period of time to view for each said shared ephemeral content item. In an embodiment enabling user to apply other settings including set or provide password to one or more or group of shared ephemeral content item. In an embodiment enabling user to edit including resize, crop, rotate, change format or quality, draw, write caption, augment, select emoticons or emoji, select and apply one or more photo or video filters, location filters, filters provided by advertisers on shared ephemeral photo or video and use one or more types of content editing tools. In an embodiment enabling user to share or send and view said request specific ephemeral content item(s) or message(s) from one or more types of devices and web browsers or mobile browsers or one or more types of client applications. In an embodiment enabling user to send or upload one or more types of content items from one or more 3rd parties' applications, web sites, operating systems, devices via application programming language (APIs), Software Development Toolkit (SDKs) and web services.

In an embodiment A server comprising: receiving request to log-in with the system; in the event of successful authentication log-in user; identify one or more content items or ephemeral message or set of content items or ephemeral messages available for viewing based on one or more factors; present on the display a first content item or ephemeral message of the set of content items or ephemeral messages for a first transitory period of time defined by a timer, wherein the first ephemeral message is marked as viewed or marked as not allow to view when the first transitory period of time expires or number of times of view not exceeded than allowed number of times of views or the first ephemeral message is deleted when the maximum allowed period of time to view ephemeral message expires; receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first

transitory period of time; wherein the ephemeral message controller marks as viewed or marks as not allow to view the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal or number of times of view not exceeded than allowed number of times of views or the first ephemeral message is deleted when the maximum
5 allowed period of time to view ephemeral message expires and proceeds to present on the display a second ephemeral message of the set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller marks as viewed or marks as not allow to view the second ephemeral message upon the expiration of the second transitory period of time or number of times of view not exceeded than allowed number of times
10 of views or the first ephemeral message is deleted when the maximum allowed period of time to view ephemeral message expires; wherein the second ephemeral message is marked as viewed or marked as not allow to view when the touch controller receives another haptic contact signal indicative of another gesture applied to the display or pre-defined one or more types of user sense signal or number of times of view not exceeded than allowed number of times of views or
15 the first ephemeral message is deleted when the maximum allowed period of time to view ephemeral message expires during the second transitory period of time; and wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

20 In an embodiment automatically generate QR codes for ephemeral content that, when scanned with a mobile QR code reader, automatically direct reeving or viewing users to shortened links.

In an embodiment a) enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and/or user provided details including name and
25 photo and enabling first registered user to log-in to website of device independent sharing & communication system to identify one or more user devices of first user including mobile device, personal computer, tablet and laptop or in the event of first time access of said website or webpage from web browser or mobile browser of first device of first user who is not registered with the said website, enable user to provide details including name or nick name, profile photo,
30 icon, age, gender, email, mobile number and other profile details, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user specific unique link or short URL which comprise top-level domain name associated with a
35 unique key, which is the part after its said top-level domain name (For example,

http://iSnapn.et/m3q2xt has a key of m3q2xt) wherein generate unique key to identify type of link or URL, wherein storing said unique user identity (if registered user), unique code (if not registered user), one or more types of global device or browser identities and user provided details including name at server and at/with/in user device or user device browser(s) or shared object(s) or one or more browser(s) of one or more user devices on which user opens or invokes said website of device independent sharing system via cookie or device fingerprinting or browser fingerprint, wherein a device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification and fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off; b) associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number and user provided details (if user is registered) or said unique code and user provided details (if user is not-registered); c) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to first device of first user; d) in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code ; e) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user; f) enabling user to send or share said user unique link or URL to one or more contacts via one or more 3rd parties sharing applications and websites; g) in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3rd party application, receiving, by the server system, request to access said link or URL associated webpage; h) if said link or URL accessing user is first time visitor of said website or link associated domain from first device then go-to step (a-c) then step (h) else if user is registered user or already assigned with unique code then identifying, by the server system, unique link or URL owner or unique link or URL sharing user and said unique link or URL accessing user based on (1) associated unique user name or user identity and/or mobile number (if registered user) based on login information provided by user while login to system and browser cookie(s) or shared object(s) or user device stored unique user name or user identity or (2) associated unique code based on user device or browser associated stored one or more types of identities including unique code associated with all devices of unique user (if not registered user), wherein retrieve unique code from stored in browser cookie(s) or shared object(s) or user device; and i) check if already associated else associating or relating and storing, by the server system, unique user name and/or

mobile number (if registered user) or unique code (if not registered user) of each link or URL receiving and accessing user with unique user name and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner.

- 5 In an embodiment before associating ask user that user want to connect with particular named user.

In an embodiment enabling posting user to post or submit or send one or more types of one or more content item(s); receiving, by the server system, post or one or more types of one or more
10 content item(s); storing, by the server system, received post or one or more types of one or more content item(s); identifying, by the server system, posting user associated unique user name or user identity and/or mobile number based on login information (if registered user) or identify unique code based on user device or browser associated stored one or more types of identities (if not registered user); associating or relating and storing, by the server system, said received post
15 or one or more types of one or more content item(s) with said posting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); identifying, by the server system, unique user names or unique codes associated or related with said posting user's unique user name (if registered user) or unique code (if not registered user);

20 In an embodiment notifying, by the server system, said identified unique user names or unique codes associated or related users about said received post or one or more types of one or more content item(s); enabling notified user to access or view said received post or one or more types of one or more content item(s) by clicking or tapping on said notification message, wherein
25 notification may comprise profile photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user action(s); receiving, by the server system, request to access or view said clicked notification or link or URL or unique identity or unique code related to said posting user of said content associated stored post or one or more types of one or more content item(s); identify viewing or requesting user's one or more types of global
30 unique device or browser identities based on client side stored one or more types of global unique device or browser identities OR (2) identity Unique Code based on Unique Code associated with said one or more types of identified global unique device or browser identities which identifies all devices of user OR (3) identify unique user identity or unique user name based on logged-in by user; searching and retrieving, by the server system, said clicked
35 notification or link or URL or unique user name or user identity or mobile number or unique

code of posting user associated stored post or one or more types of one or more content item(s) and ephemeral content settings and rules and other settings; and present, by the server system, said retrieved post or one or more types of one or more content item(s).

5 In an embodiment enabling user to start video streaming or schedule video streaming; identifying, by the server system, unique user names or unique codes associated or related with said video stream broadcasting user's unique user name (if registered user) or unique code (if not registered user); notifying, by the server system, said users related to said identified unique user names or unique codes associated or related with said video stream broadcasting user's unique user name (if registered user) or unique code (if not registered user) about starting of video streaming; by clicking or tapping on notification message or unique link or URL associated with said video broadcasting user, enabling user to view video streaming; receiving, by the server system, video stream data or one or more types of one or more content item(s); storing, by the server system, received video stream data or one or more types of one or more content item(s);
 10 identifying, by the server system, video stream data broadcasting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); associating or relating and storing, by the server system, said received video stream data or one or more types of one or more content item(s) with said video stream broadcasting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); receiving, by the server system, request to access or view said link or URL associated stored video stream data or one or more types of one or more content item(s); retrieve, by the server system, said link or URL associated unique user name, password and/or mobile number or unique code of video broadcasting user associated stored video stream data or one or more types of one or more content item(s); and present, by the server system, said retrieved
 20 video stream data or one or more types of one or more content item(s).

In an embodiment enabling link owner to start live or real-time video streaming broadcasting and in the event of starting of live video streaming instruction from link owner, notify users who are associated or related or connected or linked with user about live video streaming.

30 In an embodiment enabling user to start or schedule real-time chat or instant messaging or sharing or presentation session; identifying, by the server system, unique user names or unique codes associated or related with said real-time chat or instant messaging or sharing or presentation started user's unique user name (if registered user) or unique code (if not registered user); notifying, by the server system, said users related to said identified unique user names or
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unique codes associated or related with said real-time chat or instant messaging or sharing or presentation started user's unique user name (if registered user) or unique code (if not registered user) about starting of real-time chat or instant messaging or sharing or presentation; by clicking or tapping on notification message or unique link or URL associated with said real-time chat or instant messaging or sharing or presentation started user, enabling user to participate in real-time chat or instant messaging or sharing or presentation session and send and receive messages or one or more types of content items, view presentation, provide reactions on shared on or more type of content item(s); receiving, by the server system, message(s) or one or more types of one or more content item(s); storing, by the server system, received message(s) or one or more types of one or more content item(s); identifying, by the server system, real-time chat or instant messaging or sharing or presentation started user's unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); associating or relating and storing, by the server system, said received message(s) or one or more types of one or more content item(s) with said real-time chat or instant messaging or sharing or presentation started user's unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); receiving, by the server system, request to access or view said link or URL associated stored message(s) or one or more types of one or more content item(s); retrieve, by the server system, said link or URL associated unique user name, password and/or mobile number or unique code of real-time chat or instant messaging or sharing or presentation started user associated stored message(s) or one or more types of one or more content item(s); and present, by the server system, said retrieved message(s) or one or more types of one or more content item(s).

In an embodiment enabling link owner to start real-time conversation or sharing and in the event of starting of real-time conversation or sharing instruction from link owner, notify users who associated or related or connected or linked with user about starting of real-time conversation or sharing.

In an embodiment enabling link or URL owner to end or finish real-time chat or instant messaging or sharing or presentation session and in the event of end or finish of real-time chat or instant messaging or sharing or presentation session instruction from link or URL owner, close current real real-time chat or instant messaging or sharing or presentation session.

In an embodiment identifying and store type of link, to differentiate link with other one or more types of links, based on structure of link or identified or decoded pre-define particular type of code or structure or sequence inside link.

5 In an embodiment enabling to send or share said user associated unique link to one or more contacts via one or more applications, services, websites including communication, sharing, collaboration, social networks accounts, applications and websites, instant messenger (IM) or chat application, SMS, Email.

10 In an embodiment link may in the form of QRcode.

In an embodiment identify, associate or relate and store name including WhatsApp TM, Line TM, WeChat TM, Gmail TM, Skype TM, Viber TM, Facebook TM, Linked-In TM, Twitter TM, Snapchat TM, Instagram TM and one or more type(s) including instant messaging,
 15 communication, phone calling, SMS, VOIP, email, chat, social network, business or job social network of 3rd parties application(s), service(s), and web site(s) through which sharing user send link or URL and accessing user access or click or tap on said link or URL with unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of link or URL accessing user and unique user name, password and/or mobile number (if
 20 registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner, to identify which user is connected with or following to or have mutual contacts with which user(s) of which 3rd parties application(s), service(s), web site(s), user account(s).

In an embodiment based on said name of 3rd parties application(s), service(s), and web site(s),
 25 enable user to provide associate details including phone number, email address, social account name or credentials or login information and enable to access corresponding 3rd parties application(s), service(s), and web site(s) via application programming language (API), software development toolkit (SDK) and web services of corresponding 3rd parties application(s), service(s), and web site(s).

30 In an embodiment based on said type of 3rd parties application(s), service(s), and web site(s), present or enable to download, install & register and access online or smart client application or web site or web page or interface to user including for instant messaging type, present instant messaging application or online web application, for particular type of social network type,
 35 present particular type of social network application or online web application, for email type,

present email application or client or online web application, for VOIP type, present VOIP application or online web application, for SMS type, present SMS application or online web application, for phone call type, present phone calling or phone dialer and caller identity application or online web application, for microblogging type, present microblogging application or online web application, for photo sharing type, present photo sharing or ephemeral photo sharing application or online web application.

In an embodiment enabling user to remove one or more connected or related or linked users from list related to user for not receiving notifications from said removed user(s) and blocking said removed user(s) to receive posted contents from said user.

In an embodiment enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device, wherein each list item may comprise unique user name or unique identity, photo, video, icon, profile details including age, gender, birthday, job profile, education, skill, qualification, experience, interests, work and home address and like, current online or offline status, user status, current location, checked-in place.

In an embodiment enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device and enable to create or manage one or more groups by adding or removing one or more selected connections from said list and apply one or more types of privacy settings to one or more groups, wherein privacy settings may include allow or not-allow to view post or one or more types of content items or one or more types of feeds or updates, allow or not-allow to provide reactions, allow or not-allow to view live video stream, allow or not-allow to participate in real-time instant messaging or chat and/or presentation and/or sharing, allow or not-allow to view user's full or partial profile, allow or not-allow to user's logs, allow or not-allow to view user's status, allow or not-allow to view user's current location, allow or not-allow to view user's checked-in place, allow or not-allow to view user's online or offline status, allow or not-allow to last seen, allow or not-allow to connect for particular selected one or more type(s) and name(s) of applications, services, features, one or more selected type(s) and name(s) of activities, actions, events, communications, collaborations, sharing, participations and transactions.

In an embodiment enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device and enable to sort, filter,

rank, view near-by connections on map, refer or share, group or list, apply one or more types of categories, keywords, tags, remove, add by sharing unique link or URL to one or more contacts of 3rd parties applications, websites and user accounts via websites and user accounts, search users or profile of users of device independent content sharing & communication network,
5 website, service, application & platform and follow or send invitation or request to connect with invitee and enable to accept invitation of other users of network to connect with them.

In an embodiment enabling posting user to post or submit or send one or more types of one or more content item(s) to one or more selected connections or group(s) of connections or type(s)
10 of connections including name of 3rd parties application relate connections, wherein connections established based on identifying, associating, relating and storing one or more types of unique identities of sharing user of unique link or URL with one or more types of unique identities of said unique link or URL accessing user first time from first device.

15 In an embodiment make public profile of users searchable for other users of network and allow to tap or click on follow button to follow said profile associated user for receiving each posted on or more types of content item and allow to tap or click on connect button to connect with said profile associated user for communicating, collaborating, sharing and participating with each other.

20 In an embodiment enabling un-registered user to register and replace unique code with user identity to identify unique user and unique user devices based on login by user by providing user name or user identity, password and/or verified mobile number.

25 In an embodiment enabling registered user to un-register and replace unique user name or unique identity with unique code to identify unique user and unique user devices based unique code without login and access device independent sharing system from one or more user devices without registration and without login from web browser.

30 In an embodiment enabling user to generate selected type specific unique link or URL including generate selected type specific unique link or URL posting and viewing ephemeral posts or contents including text, photo, video and any combination thereof, posting and viewing non-ephemeral posts or contents or news feed items, broadcasting and viewing live video streaming, starting and ending and participating in real-time instant messaging, communication, sharing,
35 collaboration, and presentation.

In an embodiment enabling user to share unique link or URL to enable link or URL reeving user to access or view ephemeral posted contents, non-ephemeral posted contents or newsfeed, broadcasted live video streaming, participate in live or real-time instant messaging, sharing and presentation session started and end by link or URL associated unique user or link or URL owner.

In an embodiment finding link or URL (if short link or URL) associated original or actual link or URL to URL, wherein shortening is a technique on the World Wide Web in which a Uniform Resource Locator (URL) may be made substantially shorter and still direct to the required page and achieved by using a redirect which links to the web page that has a long URL; (For example, the URL "http://example.com/assets/category_B/subcategory_C/Foo/" can be shortened to "https://example.com/Foo", and the URL "http://example.com/about/index.html" can be shortened to "https://goo.gl/aO3Ssc")

In an embodiment a) enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and/or user provided details including name and photo and enabling first registered user to log-in to website of device independent sharing & communication system to identify one or more user devices of first user including mobile device, personal computer, tablet and laptop or in the event of first time access of said website or webpage from web browser or mobile browser of first device of first user who is not registered with the said website, enable user to provide details including name or nick name, profile photo, icon, age, gender, email, mobile number and other profile details, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user specific unique link or short URL which comprise top-level domain name associated with a unique key, which is the part after its said top-level domain name (For example, http://iSnapn.et/m3q2xt has a key of m3q2xt) wherein generate unique key to identify type of link or URL, wherein storing said unique user identity (if registered user), unique code (if not registered user), one or more types of global device or browser identities and user provided details including name at server and at/with/in user device or user device browser(s) or shared object(s) or one or more browser(s) of one or more user devices on which user opens or invokes said website of device independent sharing system via cookie or device fingerprinting or browser fingerprint, wherein a device fingerprint or machine fingerprint or browser fingerprint is

information collected about a remote computing device for the purpose of identification and fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off; b) associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number and user provided details (if user is registered) or said unique code and user provided details (if user is not-registered); c) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to first device of first user; d) in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code ; e) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user; f) enabling user to send or share said user unique link or URL to one or more contacts via one or more 3rd parties sharing applications and websites; g) in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3rd party application, receiving, by the server system, request to access said link or URL associated webpage; h) if said link or URL accessing user is first time visitor of said website or link associated domain from first device then go-to step (a-c) then step (h) else if user is registered user or already assigned with unique code then identifying, by the server system, unique link or URL owner or unique link or URL sharing user and said unique link or URL accessing user based on (1) associated unique user name or user identity and/or mobile number (if registered user) based on login information provided by user while login to system and browser cookie(s) or shared object(s) or user device stored unique user name or user identity or (2) associated unique code based on user device or browser associated stored one or more types of identities including unique code associated with all devices of unique user (if not registered user), wherein retrieve unique code from stored in browser cookie(s) or shared object(s) or user device i) check if already associated else associating or relating and storing, by the server system, unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of link or URL accessing user with unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner; j) enabling posting user to post one or more types of one or more content item(s); k) receiving, by the server system, said post or one or more types of one or more content item(s); l) storing, by the server system, said received post or one or more types of one or more content item(s); m) identifying, by the server system, posting user associated unique user name or user identity

and/or mobile number based on login information (if registered user) or identify unique code based on user device or browser associated stored one or more types of identities (if not registered user); n) associating or relating and storing, by the server system, said received post or one or more types of one or more content item(s) with said posting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); o) identifying, by the server system, unique user names or unique codes associated or related with said posting user's unique user name (if registered user) or unique code (if not registered user); p) notifying, by the server system, said identified unique user names or unique codes associated or related users about said received post or one or more types of one or more content item(s); q) enabling notified user to access or view said received post or one or more types of one or more content item(s) by clicking or tapping on said link or URL from notification message, wherein notification may comprise profile photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user action(s); r) receiving, by the server system, request to access or view said clicked notification or link or URL or unique identity or unique code related to said posting user of said content associated stored post or one or more types of one or more content item(s); s) identify viewing or requesting user's one or more types of global unique device or browser identities based on client side stored one or more types of global unique device or browser identities OR (2) identity Unique Code based on Unique Code associated with said one or more types of identified global unique device or browser identities which identifies all devices of user OR (3) identify unique user identity or unique user name based on logged-in by user; t) searching, by the server system, said clicked notification or link or URL or unique user name or user identity or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s) and ephemeral content settings and rules and other settings; u) retrieving, by the server system, said link or URL associated unique user name or user identity and/or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s); and v) present, by the server system, said retrieved post or one or more types of one or more content item(s).

In an embodiment a) enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and/or user provided details including name and photo and enabling first registered user to log-in to website of device independent sharing & communication system to identify one or more user devices of first user including mobile device, personal computer, tablet and laptop or in the event of first time access of said website or webpage from web browser or mobile browser of first device of first user who is not registered

with the said website, enable user to provide details including name or nick name, profile photo, icon, age, gender, email, mobile number and other profile details, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user specific unique link or short URL which comprise top-level domain name associated with a unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/m3q2xt> has a key of m3q2xt) wherein generate unique key to identify type of link or URL, wherein storing said unique user identity (if registered user), unique code (if not registered user), one or more types of global device or browser identities and user provided details including name at server and at/with/in user device or user device browser(s) or shared object(s) or one or more browser(s) of one or more user devices on which user opens or invokes said website of device independent sharing system via cookie or device fingerprinting or browser fingerprint, wherein a device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification and fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off; b) associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number and user provided details (if user is registered) or said unique code and user provided details (if user is not-registered); c) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to first device of first user; d) in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code; e) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user; f) enabling user to send or share said user unique link or URL to one or more contacts via one or more 3rd parties sharing applications and websites; g) in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3rd party application, receiving, by the server system, request to access said link or URL associated webpage; h) if said link or URL accessing user is first time visitor of said website or link associated domain from first device then go-to step (a-c) then step (h) else if user is registered user or already assigned with unique code then identifying, by the server system, unique link or URL owner or unique link or URL sharing user and said unique link or URL accessing user based on (1) associated

unique user name or user identity and/or mobile number (if registered user) based on login information provided by user while login to system and browser cookie(s) or shared object(s) or user device stored unique user name or user identity or (2) associated unique code based on user device or browser associated stored one or more types of identities including unique code associated with all devices of unique user (if not registered user), wherein retrieve unique code from stored in browser cookie(s) or shared object(s) or user device; i) check if already associated else associating or relating and storing, by the server system, unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of link or URL accessing user with unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner; j) enabling posting user to post one or more types of one or more content item(s); k) receiving, by the server system, post or one or more types of one or more content item(s); l) storing, by the server system, received post or one or more types of one or more content item(s); m) identifying, by the server system, posting user associated unique user name or user identity and/or mobile number based on login information (if registered user) or identify unique code based on user device or browser associated stored one or more types of identities (if not registered user); n) associating or relating and storing, by the server system, said received post or one or more types of one or more content item(s) with said posting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); o) identifying, by the server system, unique user names or unique codes associated or related with said posting user's unique user name (if registered user) or unique code (if not registered user); p) notifying, by the server system, said identified unique user names or unique codes associated or related users about said received post or one or more types of one or more content item(s); q) enabling notified user to access or view said received post or one or more types of one or more content item(s) by clicking or tapping on said notification message, wherein notification may comprise profile photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user action(s); r) receiving, by the server system, request to access or view said clicked notification or link or URL or unique identity or unique code related to said posting user of said content associated stored post or one or more types of one or more content item(s); s) identify viewing or requesting user's one or more types of global unique device or browser identities based on client side stored one or more types of global unique device or browser identities OR (2) identity Unique Code based on Unique Code associated with said one or more types of identified global unique device or browser identities which identifies all devices of user OR (3) identify unique user identity or unique user name based on logged-in by user; t) searching, by the server system, said clicked notification or link or URL or unique user name or

user identity or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s) and ephemeral content settings and rules and other settings; u) based on ephemeral content settings and rules determine that said post is available to view for user; v) retrieving, by the server system, said link or URL associated unique user name or user identity and/or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s); w) dynamically generating web page based on fetched or retrieved available to view post or one or more types of content item(s) including photo(s) or video(s) and ephemeral content settings and rules and other settings; x) present on the display a first ephemeral content item or message of the set of available to view ephemeral content items or messages for a first transitory period of time defined by a timer, wherein the first content item or ephemeral message is removed or hide or prevent to show on display of viewing user device when the first transitory period of time expires; y) receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time; z) wherein the ephemeral message controller hide the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal and proceeds to present on the display a second ephemeral message of the available to view set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller remove or hide or prevent to show on display of viewing user device when the second transitory period of time expires; aa) wherein the second ephemeral message is removed or hide or prevent to show on display of viewing user device when the touch controller receives another haptic contact signal indicative of another gesture applied to the display during the second transitory period of time or the sensor controller receives another pre-defined one or more types of user sense signal during the second transitory period of time; and bb) wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

In an embodiment a) enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and/or user provided details including name and photo and enabling first registered user to log-in to website of device independent sharing & communication system to identify one or more user devices of first user including mobile device, personal computer, tablet and laptop or in the event of first time access of said website or webpage from web browser or mobile browser of first device of first user who is not registered with the said website, enable user to provide details including name or nick name, profile photo,

icon, age, gender, email, mobile number and other profile details, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user

5 specific unique link or short URL which comprise top-level domain name associated with a unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/m3q2xt> has a key of m3q2xt) wherein generate unique key to identify type of link or URL, wherein storing said unique user identity (if registered user), unique code (if not registered user), one or more types of global device or browser identities and user provided

10 details including name at server and at/with/in user device or user device browser(s) or shared object(s) or one or more browser(s) of one or more user devices on which user opens or invokes said website of device independent sharing system via cookie or device fingerprinting or browser fingerprint, wherein a device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification and

15 fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off; b) associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number and user provided details (if user is registered) or said unique code and user provided details (if user is not-registered); c) if the user is not registered then associating or relating and storing, by the server system, said unique

20 code with said unique global device or browser(s) identity to first device of first user; d) in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code; e) if the user is not registered then

25 associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user; f) enabling user to send or share said user unique link or URL to one or more contacts via one or more 3rd parties sharing applications and websites; g) in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3rd party application,

30 receiving, by the server system, request to access said link or URL associated webpage; and h) if said link or URL accessing user is first time visitor of said website or link associated domain from first device then go-to step (a-c) then step (h) else if user is registered user or already assigned with unique code then identifying, by the server system, unique link or URL owner or unique link or URL sharing user and said unique link or URL accessing user based on (1)

35 associated unique user name or user identity and/or mobile number (if registered user) based on

login information provided by user while login to system and browser cookie(s) or shared object(s) or user device stored unique user name or user identity or (2) associated unique code based on user device or browser associated stored one or more types of identities including unique code associated with all devices of unique user (if not registered user), wherein retrieve
5 unique code from stored in browser cookie(s) or shared object(s) or user device; i) associating or relating and storing, by the server system, unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of link or URL accessing user with unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner; j) enabling posting user
10 to post one or more types of one or more content item(s); k) receiving, by the server system, post or one or more types of one or more content item(s); l) storing, by the server system, received post or one or more types of one or more content item(s); m) identifying, by the server system, posting user associated unique user name or user identity and/or mobile number based on login information (if registered user) or identify unique code based on user device or browser
15 associated stored one or more types of identities (if not registered user); n) associating or relating and storing, by the server system, said received post or one or more types of one or more content item(s) with said posting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); o) identifying, by the server system, unique user names or unique codes associated or related with said posting user's unique user
20 name (if registered user) or unique code (if not registered user); p) notifying, by the server system, said identified unique user names or unique codes associated or related users about said received post or one or more types of one or more content item(s); q) enabling notified user to access or view said received post or one or more types of one or more content item(s) by clicking or tapping on said notification message, wherein notification may comprise profile
25 photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user action(s); r) receiving, by the server system, request to access or view said clicked notification or link or URL or unique identity or unique code related to said posting user of said content associated stored post or one or more types of one or more content item(s); s)
30 identify viewing or requesting user's one or more types of global unique device or browser identities based on client side stored one or more types of global unique device or browser identities OR (2) identity Unique Code based on Unique Code associated with said one or more types of identified global unique device or browser identities which identifies all devices of user OR (3) identify unique user identity or unique user name based on logged-in by user; t)
35 searching, by the server system, said clicked notification or link or URL or unique user name or user identity or mobile number or unique code of posting user associated stored post or one or

more types of one or more content item(s) and ephemeral content settings and rules and other settings; u) based on ephemeral content settings and rules determine that said post is available to view for user; v) retrieving, by the server system, said notification or link or URL associated unique user name or user identity and/or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s); w) dynamically generating web page based on fetched or retrieved available to view post or one or more types of content item(s) including photo(s) or video(s) and ephemeral content settings and rules and other settings; x) present on the display a first ephemeral content item or message of the set of available to view ephemeral content items or messages for a first transitory period of time defined by a timer, wherein the first content item or ephemeral message is remove or hide or prevent to show on display of viewing user device when first transitory period of time expire or the first content item or ephemeral message is remove or hide or prevent to show on display of viewing user device when the pre-set allowed number of times of views associated with said presented post or one or more types of content item(s) reached or pre-set life time associated with post or one or more types of content item(s) expires or pre-set allowed number of times of views associated with post or one or more types of content item(s) reached within pre-set life time associated with post or one or more types of content item(s) expires; y) receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time; z) wherein the ephemeral message controller remove or hide or prevent to show on display of viewing user device, the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal and proceeds to present on the display a second ephemeral message of the available to view set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller remove or hide or prevent to show on display of device when the second transitory period of time expires or the second content item or ephemeral message is deleted when the pre-set allowed number of times of views associated with said presented post or one or more types of content item(s) reached or pre-set life time associated with post or one or more types of content item(s) expires or pre-set allowed number of times of views associated with post or one or more types of content item(s) reached within pre-set life time associated with post or one or more types of content item(s) expires; aa) wherein the second content item or ephemeral message is removed or hide or prevent to show on display of viewing user device when the touch controller receives another haptic contact signal indicative of another gesture applied to the display during the second transitory period of time; and bb) wherein the ephemeral message controller initiates the timer upon the display of the first

ephemeral message and the display of the second ephemeral message. In an embodiment identifying type of link, to differentiate link with other one or more types of links, based on structure of link or identified pre-define particular type of code inside link. In an embodiment enabling to send or share said user associated unique link to one or more contacts via one or more applications, services, websites including communication, sharing, collaboration, social networks accounts, applications and websites, instant messenger (IM) or chat application, SMS, Email. In an embodiment link may in the form of QRcode. In an embodiment enabling user to remove one or more connected or related or linked users from list related to user for not receiving notifications from said removed user(s) and blocking said removed user(s) to receive posted contents from said user. In an embodiment enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device, wherein each list item may comprise unique user name or unique identity, photo, video, icon, profile details including age, gender, birthday, job profile, education, skill, qualification, experience, interests, work and home address and like, current online or offline status, user status, current location, checked-in place. In an embodiment enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device and enable to create or manage one or more groups by adding or removing one or more selected connections from said list and apply one or more types of privacy settings to one or more groups, wherein privacy settings may include allow or not-allow to view post or one or more types of content items or one or more types of feeds or updates, allow or not-allow to provide reactions, allow or not-allow to view live video stream, allow or not-allow to participate in real-time instant messaging or chat and/or presentation and/or sharing, allow or not-allow to view user's full or partial profile, allow or not-allow to user's logs, allow or not-allow to view user's status, allow or not-allow to view user's current location, allow or not-allow to view user's checked-in place, allow or not-allow to view user's online or offline status, allow or not-allow to last seen, allow or not-allow to connect for particular selected one or more type(s) and name(s) of applications, services, features, one or more selected type(s) and name(s) of activities, actions, events, communications, collaborations, sharing, participations and transactions. In an embodiment enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device and enable to sort, filter, rank, view near-by connections on map, refer or share, group or list, apply one or more types of categories, keywords, tags, remove, add by sharing unique link or URL to one or more contacts of 3rd parties applications, websites and user accounts via websites and user accounts, search users or profile of users of device independent content sharing & communication network, website, service, application & platform and follow or send invitation

or request to connect with invitee and enable to accept invitation of other users of network to connect with them. In an embodiment enabling posting user to post or submit or send one or more types of one or more content item(s) to one or more selected connections or group(s) of connections or type(s) of connections including name of 3rd parties application relate
5 connections, wherein connections established based on identifying, associating, relating and storing one or more types of unique identities of sharing user of unique link or URL with one or more types of unique identities of said unique link or URL accessing user first time from first device. In an embodiment make public profile of users searchable for other users of network and allow to tap or click on follow button to follow said profile associated user for receiving each
10 posted on or more types of content item and allow to tap or click on connect button to connect with said profile associated user for communicating, collaborating, sharing and participating with each other. In an embodiment enabling un-registered user to register and replace unique code with user identity to identify unique user and unique user devices based on login by user by providing user name or user identity, password and/or verified mobile number. In an
15 embodiment enabling registered user to un-register and replace unique user name or unique identity with unique code to identify unique user and unique user devices based unique code without login and access device independent sharing system from one or more user devices without registration and without login from web browser. In an embodiment enabling user to generate selected type specific unique link or URL including generate selected type specific
20 unique link or URL posting and viewing ephemeral posts or contents including text, photo, video and any combination thereof, posting and viewing non-ephemeral posts or contents or news feed items, broadcasting and viewing live video streaming, starting and ending and participating in real-time instant messaging, communication, sharing, collaboration, and presentation. In an embodiment enabling user to share unique link or URL to enable link or URL reeving user to
25 access or view ephemeral posted contents, non-ephemeral posted contents or newsfeed, broadcasted live video streaming, participate in live or real-time instant messaging, sharing and presentation session started and end by link or URL associated unique user or link or URL owner. In an embodiment finding link or URL (if short link or URL) associated original or actual link or URL to URL, wherein shortening is a technique on the World Wide Web in which a
30 Uniform Resource Locator (URL) may be made substantially shorter and still direct to the required page and achieved by using a redirect which links to the web page that has a long URL. In an embodiment before associating ask user that user want to connect with particular named user.

Present system may employ following one or more technologies, 3rd parties controls and services, application programming language (APIs), software development toolkit (SDKs), opens standards, framework, database, cloud infrastructure, architecture, system, method, protocols, infrastructure, network, and web services or equivalent for enabling various part(s) of present invention, some of the examples are:

The File Transfer Protocol (FTP) is a standard network protocol used for the transfer of computer files between a client and server on a computer network. FTP is built on a client-server model architecture and uses separate control and data connections between the client and the server. FTP users may authenticate themselves with a clear-text sign-in protocol, normally in the form of a username and password, but can connect anonymously if the server is configured to allow it. For secure transmission that protects the username and password, and encrypts the content, FTP is often secured with SSL/TLS (FTPS). SSH File Transfer Protocol (SFTP) is sometimes also used instead; it is technologically different.

HTTP essentially fixes the bugs in FTP that made it inconvenient to use for many small ephemeral transfers as are typical in web pages.

FTP has a stateful control connection which maintains a current working directory and other flags, and each transfer requires a secondary connection through which the data are transferred. In "passive" mode this secondary connection is from client to server, whereas in the default "active" mode this connection is from server to client. This apparent role reversal when in active mode, and random port numbers for all transfers, is why firewalls and NAT gateways have such a hard time with FTP. HTTP is stateless and multiplexes control and data over a single connection from client to server on well-known port numbers, which trivially passes through NAT gateways and is simple for firewalls to manage. Setting up an FTP control connection is quite slow due to the round-trip delays of sending all of the required commands and awaiting responses, so it is customary to bring up a control connection and hold it open for multiple file transfers rather than drop and re-establish the session afresh each time. In contrast, HTTP originally dropped the connection after each transfer because doing so was so cheap. While HTTP has subsequently gained the ability to reuse the TCP connection for multiple transfers, the conceptual model is still of independent requests rather than a session. When FTP is transferring over the data connection, the control connection is idle. If the transfer takes too long, the firewall or NAT may decide that the control connection is dead and stop tracking it, effectively breaking the connection and confusing the download. The single HTTP connection is only idle between

requests and it is normal and expected for such connections to be dropped after a time-out. Most common web browsers can retrieve files hosted on FTP servers, although they may not support protocol extensions such as FTPS. When an FTP—rather than an HTTP—URL is supplied, the accessible contents on the remote server are presented in a manner that is similar to that used for other web content.

HTTP is used to transfer files from a Web server into a browser window to view a Web page that is on the Internet. With HTTP, files are transported only from the server onto the workstation's browser. The files are transferred but not downloaded, therefore not copied into the memory of the workstation. Unlike FTP, HTTP has been used as a base for many other abstractions such as WWW, REST based API and other web service technologies, this is probably because of the popularity of the internet. To makes HTTP faster reusing existing persistent connections make better TCP performance, pipelining makes asking for multiple files from the same server faster, (automatic) compression makes less data get sent, no command/response flow minimizes extra round-trips. WebDAV is a protocol on top of HTTP that provides "filesystem-like" abilities. HTTP always sends data binary. HTTP provides meta-data with files, Content-Type, which clients use. The metadata can thus be used by clients to interpret the contents accordingly. Transfers with HTTP always also include a set of headers that send meta data. When sending small files, the headers can be a significant part of the amount of actual data transferred. HTTP headers contain info about things such as last modified date, character encoding, server name and version and more. HTTP supports pipelining. It means that a client can ask for the next transfer already before the previous one has ended, which thus allows multiple documents to get sent without a round-trip delay between the documents, and TCP packets are thus optimized for transfer speed. HTTP support resumed transfers in both directions, but HTTP supports more advanced byte ranges. For HTTP communication, a client can maintain a single connection to a server and just keep using that for any amount of transfers. To avoid having to close down the data connection in order to signal the end of a transfer - when the size of the transfer wasn't known when the transfer started, chunked encoding was introduced in HTTP. During a "chunked encoding" transfer, the sending party sends a stream of [size-of-data][data] blocks over the wire until there is no more data to send and then it sends a zero-size chunk to signal the end of it. Another obvious benefit (apart from having to re-open the connection again for next transfer) with chunked encoding compared to plain closing of the connection is the ability to detect premature connection shutdowns. HTTP provides a way for the client and server to negotiate and choose among several compression algorithms. The gzip algorithm being the perhaps most widely used one, with brotli TM being a recent addition that often compresses data even better.

HTTP supports ipv6. Using HTTP 1.1, you can easily host many sites on the same server and they are all differentiated by their names. Directory listings over HTTP are usually done either by serving HTML showing the dir contents or by the use of WebDAV which is an additional protocol run "over" or in addition to HTTP. One of the biggest selling points for HTTP over FTP is its support for proxies, already built-in into the protocol from day 1. The support is so successful and well used that lots of other protocols can be sent over HTTP these days just for its ability to go through proxies. The HTTP ability to do conditional requests, negotiate content language and much more.

Web Distributed Authoring and Versioning (WebDAV) is an extension of the Hypertext Transfer Protocol (HTTP) that allows clients to perform remote Web content authoring operations. WebDAV is defined in RFC 4918 by a working group of the Internet Engineering Task Force. The WebDAV protocol provides a framework for users to create, change and move documents on a server, typically a web server or web share. The most important features of the WebDAV protocol include the maintenance of properties about an author or modification date, namespace management, collections, and overwrite protection. Maintenance of properties includes such things as the creation, removal, and querying of file information. Namespace management deals with the ability to copy and move web pages within a server's namespace. Collections deal with the creation, removal, and listing of various resources. Lastly, overwrite protection handles aspects related to locking of files.

Present invention may employ Cuteupload TM is a revolutionary client side file upload & download ActiveX control that runs on Internet Explorer or Windows application, it greatly eases the process of HTTP/HTTPS based file upload, HTTP/HTTPS or FTP based file download. With CuteUpload you have better control & verification of file type & size before uploading to the server. XUpload is an advanced client-side ActiveX control to be used in a Microsoft Internet Explorer (IE) environment to perform file uploads from a user machine to the web server. With XUpload TM, the user can upload multiple files and even entire folders with a single click of the mouse.

Following are the sequence of events that may take typically place when you visit a URL:

[1] User enter a URL into the browser

[2] The browser looks up the IP address for the domain name - The first step in the navigation is to figure out the IP address for the visited domain. The DNS lookup proceeds as follows:

Browser cache – The browser caches DNS records for some time. Interestingly, the OS does not

tell the browser the time-to-live for each DNS record, and so the browser caches them for a fixed duration (varies between browsers, 2 – 30 minutes). OS cache – If the browser cache does not contain the desired record, the browser makes a system call (gethostbyname in Windows). The OS has its own cache. Router cache – The request continues on to your router, which typically has its own DNS cache. ISP DNS cache – The next place checked is the cache ISP's DNS server. With a cache, naturally. Recursive search – Your ISP's DNS server begins a recursive search, from the root nameserver, through the .com top-level nameserver, to e.g. iSnapnet's nameserver. Normally, the DNS server will have names of the .com nameservers in cache, and so a hit to the root nameserver will not be necessary. E.g. root nameserver-> org nameserver -> Wikipedia.org nameserver. The entire domain like wikipedia.org or iSnapnet.com seems to map to a single IP address. Fortunately, there are ways of mitigating the bottleneck: Round-robin DNS is a solution where the DNS lookup returns multiple IP addresses, rather than just one. For example, iSnapnet.com actually maps to four IP addresses. Load-balancer is the piece of hardware that listens on a particular IP address and forwards the requests to other servers. Major sites will typically use expensive high-performance load balancers. Geographic DNS improves scalability by mapping a domain name to different IP addresses, depending on the client's geographic location. This is great for hosting static content so that different servers don't have to update shared state. Anycast is a routing technique where a single IP address maps to multiple physical servers. Unfortunately, anycast does not fit well with TCP and is rarely used in that scenario.

[3] The browser sends a HTTP request to the web server – iSnapnet's homepage will not be served from the browser cache because dynamic pages expire either very quickly or immediately (expiry date set to past). So, the browser will send this request to the iSnapnet server:

GET http://iSnapnet.com/ HTTP/1.1

Accept: application/x-ms-application, image/jpeg, application/xaml+xml, [...]

User-Agent: Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 6.1; WOW64; [...]

Accept-Encoding: gzip, deflate

Connection: Keep-Alive

Host: iSnapnet.com

Cookie: datr=1265876274-...; locale=en_US; lsd=WW...; c_user=2101...

The GET request names the URL to fetch: "http://iSnapnet.com/". The browser identifies itself (User-Agent header), and states what types of responses it will accept (Accept and Accept-Encoding headers). The Connection header asks the server to keep the TCP connection open for further requests. The request also contains the cookies that the browser has for this domain.

Cookies are key-value pairs that track the state of a web site in between different page requests. And so the cookies store the name of the logged-in user, a secret number that was assigned to the user or device to identify all devices related to user by the server, some of user's settings, etc. The cookies will be stored in a text file on the client, and sent to the server with every request.

- 5 There is a variety of tools that let you view the raw HTTP requests and corresponding responses. For example tool for viewing the raw HTTP traffic is fiddler, but there are many other tools (e.g., FireBug) These tools are a great help when optimizing a site. In addition to GET requests, another type of requests that you may be familiar with is a POST request, typically used to submit forms. A GET request sends its parameters via the URL (e.g.:
 10 <http://robozzle.com/puzzle.aspx?id=85>). A POST request sends its parameters in the request body, just under the headers. The trailing slash in the URL "<http://iSnapnet.com/>" is important. In this case, the browser can safely add the slash. For URLs of the form <http://example.com/folderOrFile>, the browser cannot automatically add a slash, because it is not clear whether folderOrFile is a folder or a file. In such cases, the browser will visit the URL
 15 without the slash, and the server will respond with a redirect, resulting in an unnecessary roundtrip.

[4] E.g. The iSnapnet server responds with a permanent redirect - This is the response that the iSnapnet server sent back to the browser request:

- ```

HTTP/1.1 301 Moved Permanently
20 Cache-Control: private, no-store, no-cache, must-revalidate, post-check=0,
 pre-check=0
Expires: Sat, 01 Jan 2000 00:00:00 GMT
Location: http://www.iSnapnet.com/
P3P: CP="DSP LAW"
25 Pragma: no-cache
Set-Cookie: made_write_conn=deleted; expires=Thu, 12-Feb-2009 05:09:50 GMT;
 path=/; domain=.iSnapnet.com; httponly
Content-Type: text/html; charset=utf-8
X-Cnection: close
30 Date: Fri, 12 Feb 2010 05:09:51 GMT
Content-Length: 0

```

The server responded with a 301 Moved Permanently response to tell the browser to go to "<http://www.iSnapnet.com/>" instead of "<http://iSnapnet.com/>".

There are interesting reasons why the server insists on the redirect instead of immediately responding with the web page that the user wants to see.

One reason has to do with search engine rankings. See, if there are two URLs for the same page, say `http://www.igoro.com/` and `http://igoro.com/`, search engine may consider them to be two different sites, each with fewer incoming links and thus a lower ranking. Search engines understand permanent redirects (301), and will combine the incoming links from both sources into a single ranking. Also, multiple URLs for the same content are not cache-friendly. When a piece of content has multiple names, it will potentially appear multiple times in caches.

[5] The browser follows the redirect – The browser now knows that “`http://www.iSnapnet.com/`” is the correct URL to go to, and so it sends out another GET request:

```
GET http://www.iSnapnet.com/ HTTP/1.1
```

```
Accept: application/x-ms-application, image/jpeg, application/xaml+xml, [...]
```

```
Accept-Language: en-US
```

```
User-Agent: Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 6.1; WOW64; [...]
```

```
Accept-Encoding: gzip, deflate
```

```
Connection: Keep-Alive
```

```
Cookie: lsd=XW[...]; c_user=21[...]; x-referer=[...]
```

```
Host: www.iSnapnet.com
```

The meaning of the headers is the same as for the first request.

[6] The server ‘handles’ the request - The server will receive the GET request, process it, and send back a response. This may seem like a straightforward task, but in fact there is a lot of interesting stuff that happens here – even on a simple site like my blog, let alone on a massively scalable site like iSnapnet. (a) Web server software - The web server software (e.g., IIS or Apache) receives the HTTP request and decides which request handler should be executed to handle this request. A request handler is a program (in ASP.NET, PHP, Ruby, ...) that reads the request and generates the HTML for the response. In the simplest case, the request handlers can be stored in a file hierarchy whose structure mirrors the URL structure, and so for example `http://example.com/folder1/page1.aspx` URL will map to file `/httpdocs/folder1/page1.aspx`. The web server software can also be configured so that URLs are manually mapped to request handlers, and so the public URL of `page1.aspx` could be `http://example.com/folder1/page1`. (b) Request handler - The request handler reads the request, its parameters, and cookies. It will read and possibly update some data stored on the server. Then, the request handler will generate a HTML response. One interesting difficulty that every dynamic website faces is how to store data. Smaller sites will often have a single SQL database to store their data, but sites that store a

large amount of data and/or have many visitors have to find a way to split the database across multiple machines. Solutions include sharding (splitting up a table across multiple databases based on the primary key), replication, and usage of simplified databases with weakened consistency semantics.

5 [7] 7. The server sends back a HTML response –

Here is the response that the server generated and sent back:

HTTP/1.1 200 OK

Cache-Control: private, no-store, no-cache, must-revalidate, post-check=0,  
pre-check=0

10 Expires: Sat, 01 Jan 2000 00:00:00 GMT

P3P: CP="DSP LAW"

Pragma: no-cache

Content-Encoding: gzip

Content-Type: text/html; charset=utf-8

15 X-Cnection: close

Transfer-Encoding: chunked

Date: Fri, 12 Feb 2010 09:05:55 GMT

2b3

The entire response is 36 kB, the bulk of them in the byte blob at the end that I trimmed.

20 The Content-Encoding header tells the browser that the response body is compressed using the gzip algorithm. After decompressing the blob, you'll see the HTML you'd expect:

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"

"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">

<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en"

25 lang="en" id="iSnapnet" class=" no\_js">

<head>

<meta http-equiv="Content-type" content="text/html; charset=utf-8" />

<meta http-equiv="Content-language" content="en" />

...

30 In addition to compression, headers specify whether and how to cache the page, any cookies to set (none in this response), privacy information, etc. Notice the header that sets Content-Type to text/html. The header instructs the browser to render the response content as HTML, instead of say downloading it as a file. The browser will use the header to decide how to interpret the response, but will consider other factors as well, such as the extension of the URL.

[8] The browser begins rendering the HTML - Even before the browser has received the entire HTML document, it begins rendering the website:

[9] The browser sends requests for objects embedded in HTML - As the browser renders the HTML, it will notice tags that require fetching of other URLs. The browser will send a GET

request to retrieve each of these files. Here are a few URLs that my visit to iSnapnet.com retrieved: Images (e.g. <http://static.ak.fbcdn.net/rsrc.php/z12E0/hash/8q2anwu7.gif>,

<http://static.ak.fbcdn.net/rsrc.php/zBS5C/hash/7hwy7at6.gif>), CSS style sheets – (e.g. <http://static.ak.fbcdn.net/rsrc.php/z448Z/hash/2plh8s4n.css>,

<http://static.ak.fbcdn.net/rsrc.php/zA NE1/hash/cvtutcee.css>), JavaScript files – (e.g.

<http://static.ak.fbcdn.net/rsrc.php/zEMOA/hash/c8yzb6ub.js>, <http://static.ak.fbcdn.net/rsrc.php/z6 R9L/hash/cq2lgbs8.js>). Each of these URLs will go through process a similar to what the HTML

page went through. So, the browser will look up the domain name in DNS, send a request to the URL, follow redirects, etc. However, static files – unlike dynamic pages – allow the browser to cache them. Some of the files may be served up from cache, without contacting the server at all.

The browser knows how long to cache a particular file because the response that returned the file contained an Expires header. Additionally, each response may also contain an ETag header that works like a version number – if the browser sees an ETag for a version of the file it already has, it can stop the transfer immediately.

[10] The browser sends further asynchronous (AJAX) requests - Web 2.0, the client continues to

communicate with the server even after the page is rendered. For example, iSnapnet chat will continue to update the list of your logged in friends as they come and go. To update the list of your logged-in friends, the JavaScript executing in your browser has to send an asynchronous request to the server. The asynchronous request is a programmatically constructed GET or POST request that goes to a special URL. In the iSnapnet example, the client sends a POST request to

[http://www.iSnapnet.com/ajax/chat/buddy\\_list.php](http://www.iSnapnet.com/ajax/chat/buddy_list.php) to fetch the list of your friends who are online. This pattern is sometimes referred to as “AJAX”, which stands for “Asynchronous JavaScript And XML”, even though there is no particular reason why the server has to format the response as XML. For example, iSnapnet returns snippets of JavaScript code in response to asynchronous requests. iSnapnet chat provides an example of an interesting problem with

AJAX: pushing data from server to client. Since HTTP is a request-response protocol, the chat server cannot push new messages to the client. Instead, the client has to poll the server every few seconds to see if any new messages arrived. Long polling is an interesting technique to decrease the load on the server in these types of scenarios. If the server does not have any new messages when polled, it simply does not send a response back. And, if a message for this client is

received within the timeout period, the server will find the outstanding request and return the message with the response.

A cookie is a piece of text that a Web server can store on a user's hard disk. Cookies allow a Web site to store information on a user's machine and later retrieve it. The pieces of information are stored as name-value pairs. For example, a Web site might generate a unique ID number for each visitor and store the ID number on each user's machine using a cookie file.

Present invention may employ Upload Suite TM is a set of powerful upload components designed for document management systems, file sharing Web sites, Web 2.0 projects, photo print services, galleries, social networks, e-commerce, and other upload-enabled solutions. Its primary intent is making mass file uploads easy. Here, it enables multiple file upload, upload of entire folders, pre-upload client-side files and images optimization. Upload Suite TM components are client-side add-ons supported by the most of browsers and operating systems. It is shipped with the following facilities intended to integrate these add-ons with Web solutions on various platforms: ActiveX/Java Uploader ASP.NET and HTML5/Flash Uploader ASP.NET make it possible to deploy and configure Aurigma TM uploaders in Microsoft Visual Studio via design mode and handle uploaded data almost without coding. ActiveX/Java Uploader PHP and HTML5/Flash Uploader PHP are collections of classes that allow PHP developers to work with Aurigma Uploaders TM in a usual way as with common PHP objects. ActiveX/Java Uploader JavaScript and HTML5/Flash Uploader JavaScript are core client-side libraries. The JavaScript libraries do not provide facilities to handle uploaded data server-side; however, they are more flexible and can be used with any HTTP-compliant server platform (not only ASP.NET or PHP). Upload Suite TM provides rich functionality that can be used to perform a variety of specific tasks. It can be used in a wide range of solutions and meets requirements posed both for an upload workflow and for an upload tool. To illustrate this, let us highlight the most important Upload Suite features: Fast upload - Upload Suite sends files and additional data as fast as it can. You can configure Upload Suite to send files in separate packages containing a few files and data, or split a file into several chunks and upload them one by one in separate requests. Moreover, Upload Suite can upload files in several threads concurrently, what allows increasing upload speed significantly. Multithreaded upload is available in ActiveX/Java Uploader only. Fail-safe upload - To make upload more reliable, Upload Suite can automatically resume an upload process without sending already uploaded files (in chunks or packages) again, if the upload process is broken. This feature is available in ActiveX/Java Uploader only. Pre-upload image processing - Upload Suite performs all the image-related operations client-side. It can

recompress, resize, rotate, and crop images, apply watermarks, and extract EXIF and IPTC metadata. User-friendly upload - Upload process is indicated with a progress bar, thus, users always know for how long to wait, and they can always stop the upload process if it takes too long. Integratability and customizability - Upload Suite installation pack contains real-life code samples allowing you to integrate it in your existing solution with ease. The customizability of POST requests allows seamless data exchange between Upload Suite and third-party applications and APIs. As a tool, Upload Suite is designed to easily change its appearance. It provides rich functionality to replace buttons by your images, customize colors, fonts and other look and feel settings, and even change panes layout - all this allows you to adapt Upload Suite to your website look and feel. Furthermore, you can modify not just Aurigma Uploader appearance, but any text captions and messages. This way you can translate Upload Suite user interface into any language. Upload files to cloud storages support - Upload Suite includes special extensions which allow uploading files directly to a cloud storage from a browser. The most popular storages Amazon S3 and Nirvanix are supported. The Uploading to Amazon S3 Cloud Storages topic contains the detailed instructions on how to implement it. Uploading to cloud storages is available in ActiveX/Java Uploader only. In an embodiment present invention may restrict types of file e.g. allow photo file types only .JPEG, .Gif, .PNG & like. Limit per photo file upload size or total number of allowed upload files per time and total upload size. Aurigma Up TM is the universal iOS/Android app which allows users uploading photos directly to website. No longer need to build own app to receive uploads from your mobile users. It supports: Photos and videos, Image resize, Maintain EXIF information, Upload multiple images/videos. Whether iOS or Android, mobile uploads—including the uploading of several photos or videos at a time—using Aurigma Up TM is simple and liberating. No longer will you be forced to write and submit separate mobile apps to the corresponding app marketplace. In fact, developer won't have to write any mobile apps at all! Want mobile users to place photo orders on your site? Share photos or videos? Or do have field employees who should submit them to database? Aurigma Up TM is the right tool for each situation! Integrate with any site, Upload images/videos, Resize before upload, Upload multiple files. Aurigma Up TM is Web developer friendly provided Simple API, Code generation tool, PHP and ASP.NET samples, other platforms supported. By using Aurigma Up TM, Users open the upload page on website in the mobile browser, launch Aurigma Up TM by tapping the Upload button, add photos/videos to the upload list, start the Upload with a single touch, automatically return to website upon upload completion.

The Creative SDK Image Editing component can be embedded in any website with just a few lines of Javascript, adding simple yet powerful image editing to an existing workflow. The component is optimized for the latest versions of Chrome, Firefox, Safari, and Internet Explorer (IE9). For handheld use native SDKs (iOS, and Android), which have a UI optimized for smaller screens and performance tuned to the native device. Adobe TM Creative Tools empower users of website to create within web app which provides integrated easy-to-use, powerful and customizable image editing and color tools directly within mobile or web app and provides users with world class, customizable image editing and color tools with just a few lines of code. Offer the world's best mobile and web image editing technology to website users right from within web app and offers a powerful, full-featured image editing UI component that allows website users to edit their photos right within website or web app with tons of great content and tools such as: Stunning effects and frames, Original high-quality stickers, Beautiful overlays, Fun features like tilt shift and color splash, Pro-level adjustments and more. Customize the editor with the perfect combination of tools to create experience users across all platforms and devices.

The Foursquare TM Venues Service makes it easy to build location information into applications without requiring a deeper Foursquare integration or even user authentication. Build app on top of Foursquare TM venues database of millions and millions of places from all over the world. The first thing you have to do before you can use any Foursquare venue data is to find the location in the first place. Our venue search and explore endpoints do just that. The Foursquare TM facilitates to find places and POIs around a given location.

Media Source Extensions (MSE) is a W3C specification that allows JavaScript to send byte streams to media codecs within web browsers that support HTML5 video. Among other possible uses, this allows the implementation of client-side prefetching and buffering code for streaming media entirely in JavaScript. It is compatible with, but should not be confused with, the Encrypted Media Extensions specification, and neither requires the use of the other.

Web push notifications are clickable messages that come from a website and alert you on your desktop or device even when the website is not open on your browser. These notifications are similar to mobile App Push Notifications (notifications sent by a mobile app that land in your notification tray) except that they work on websites instead of apps and can be accessed on all devices (desktop, mobile, tablet, etc.). Web Push Notifications work with the same degree of precision and quality across different devices, platforms and browsers. One can subscribe and receive notifications on their desktop or on an Android phone. It depends on the web browser

where the notifications are delivered. Chrome push notifications are displayed in the Chrome browser, Safari push notifications on the Safari browser and so on. In principle, they are all Web Push Notifications doing the same job in terms of serving information to the user, albeit on different browsers. Anytime when a website wants to send you an update, it appears on your mobile or desktop (i.e. the device you used to subscribe to notifications). You can click on these notifications and go to the web-page that the notification specifies.

Notification broadcaster can send notification to the browser of the selected user:

(1) Keep track of the user ID on subscription: When you subscribe a user to push notifications, attach some metadata to its subscription: `pushpad('subscribe', null, uid: 'User1', uidSignature: 'YOUR_SIGNATURE');` You can use any string as the user ID (uid): in this example I use 'User1', but you can simply call it '1' The uidSignature can be generated using the PHP library: `Pushpad\Pushpad::signature_for($uid);` You can read more about the `pushpad('subscribe')` method and the similar `pushpad('uid')` method in the Javascript SDK reference.

2. Send notifications to specific users: When you send push notifications from your server (with the PHP library) you can target specific users: `$notification = new Pushpad\Notification(array('body' => "Hello world!")); # deliver to a user - $notification->deliver_to('User1');`  
`# deliver to a group of users - $notification->deliver_to(['User1', 'User2', 'User3']);`

Like apps, websites and web apps can send push notifications to their users which is based on Web Technology i.e. No App Required, Pushpad uses the W3C Push API for Chrome, Firefox and Opera, and the Apple Push Notification service for Safari and rely only on browser features — no apps, no plugins required, Off-Site Push Notifications: The great thing about web push is that the notifications are delivered even when a user is not on your website! Supported Browsers - Pushpad works with all browsers (desktop & mobile) that support push notifications.

This new marketing channel helps re-engage your site visitors without intruding upon their privacy, or requiring them to submit their email and other contact details. All that the user needs to do is to subscribe to notifications from your brand when prompted, putting the ball firmly in his court. Adaptability and reach are also guaranteed as Web Push Notifications already work on over 85% of devices.

Present invention may employ one or more types of CAPTCHA before uploading one or more types of one or more content item(s) and/or associated ephemeral content sharing and/or other settings and metadata. A CAPTCHA (a backronym for "Completely Automated Public Turing test to tell Computers and Humans Apart") is a type of challenge-response test used in

computing to determine whether or not the user is human. Present invention may employ Lanap BotDetect™ ASP.NET CAPTCHA is a website security solution designed to prevent automated registrations (spambot) with CAPTCHA image. While the code cannot be read by machine (computer program), it is easily read by a human. Key features: generates CAPTCHA image with textual code rendered in it, many different algorithms, custom size, server side component.

Dynamic Adaptive Streaming over HTTP (DASH), also known as MPEG-DASH, is an adaptive bitrate streaming technique that enables high quality streaming of media content over the Internet delivered from conventional HTTP web servers. Similar to Apple's HTTP Live Streaming (HLS) solution, MPEG-DASH works by breaking the content into a sequence of small HTTP-based file segments, each segment containing a short interval of playback time of content that is potentially many hours in duration, such as a movie or the live broadcast of a sports event. The content is made available at a variety of different bit rates, i.e., alternative segments encoded at different bit rates covering aligned short intervals of play back time are made available. While the content is being played back by an MPEG-DASH client, the client automatically selects from the alternatives the next segment to download and play back based on current network conditions. The client selects the segment with the highest bit rate possible that can be downloaded in time for play back without causing stalls or re-buffering events in the playback. Thus, an MPEG-DASH client can seamlessly adapt to changing network conditions, and provide high quality play back with fewer stalls or re-buffering events.

MPEG-DASH is the first adaptive bit-rate HTTP-based streaming solution that is an international standard.[1] MPEG-DASH should not be confused with a transport protocol — the transport protocol that MPEG-DASH uses is TCP. MPEG-DASH uses existing HTTP web server infrastructure that is used for delivery of essentially all World Wide Web content. It allows devices like Internet-connected televisions, TV set-top boxes, desktop computers, smartphones, tablets, etc. to consume multimedia content (video, TV, radio, etc.) delivered via the Internet, coping with variable Internet receiving conditions. Standardizing an adaptive streaming solution is meant to provide confidence to the market that the solution can be adopted for universal deployment, compared to similar but more proprietary solutions like Smooth Streaming by Microsoft, or HDS by Adobe. Unlike HLS, HDS, and Smooth Streaming, DASH is codec-agnostic, which means it can use content encoded with any coding format like H.265, H.264, VP9 etc.

Dash.js is an initiative of the DASH Industry Forum to establish a production quality framework for building video and audio players that play back MPEG-DASH content using client-side JavaScript libraries leveraging the Media Source Extensions API set as defined by the W3C. The core objectives of this project are to build an open source JavaScript library for the playback of DASH which: Is robust in a real-world production environment, Has the best performing adaption algorithms, Is free for commercial use, Is both codec and browser agnostic, Implements best practices in the playback of MPEG DASH. Supports a wide array of features including in-band events, multiple-periods and cross-browser DRM.

- 10 DASH stands for Dynamic Adaptive Streaming over HTTP, and it is a technology that can break up video content into smaller HTTP packages and allow a client to download only the ones needed for immediate playback. As the DASH client downloads the video stream data and sends it to the video player, the subsequent HTTP packages are automatically fetched, ignoring content that has been skipped by the user. Since DASH-encoded video streams are available at different
- 15 bitrates (quality), a DASH client will always try to download the highest quality package first, and if the network conditions prevent it, it will fall back to lower resolution streams.

Present invention may employ 3<sup>rd</sup> parties' photo or video or one or more types of content editing and processing functionalities including Basic edit adjustment (e.g. Crop, resize, color adjustment, etc.), Basic effects (e.g. Classic and creative filter sets, effects and functions),

20 Basic portrait touch up (Help you to fix blemish and wrinkles, and put on basic makeups), Classic content to spice up (Including stickers, frames, collage and design templates), Basic HDR Tech (Emulate the vision of the human eye with HDR), Exclusive photo effects (Hundreds of artistically designed photographic effect), Advanced Beauty feature (Professional touch ups for

25 portraits), Unique and updated content to boost your creativity (stylized photo frames, custom designed stickers, Artistically designed backgrounds and textures, exquisite collage templates, design templates dimensions streamlined for social media usage), Advanced HDR Tech (High definition HDR technologies for the best possible finish). For example chestysoft TM ActiveX / OCX image control for the display, edit and manipulation of images. Add image processing

30 functions to compiled or web based applications.

In computing, Extensible Markup Language (XML) is a markup language that defines a set of rules for encoding documents in a format that is both human-readable and machine-readable. Although the design of XML focuses on documents, the language is widely used for the

representation of arbitrary data structures such as those used in web services. XML has come into common use for the interchange of data over the Internet.

Base64 is a group of similar binary-to-text encoding schemes that represent binary data in an ASCII string format by translating it into a radix-64 representation. The term Base64 originates from a specific MIME content transfer encoding. Each base64 digit represents exactly 6 bits of data. Base64 is used to encode binary files such as images within scripts, to avoid depending on external files. The data URI scheme can use Base64 to represent file contents. For instance, background images and fonts can be specified in a CSS stylesheet file as data: URIs, instead of being supplied in separate files.

A web service is a service offered by an electronic device to another electronic device, communicating with each other via the World Wide Web. In a Web service, Web technology such as HTTP, originally designed for human-to-machine communication, is utilized for machine-to-machine communication, more specifically for transferring machine readable file formats such as XML and JSON. In practice, the web service typically provides an object-oriented web-based interface to a database server, utilized for example by another web server, or by a mobile application, that provides a user interface to the end user. Another common application offered to the end user may be a mashup, where a web server consumes several web services at different machines, and compiles the content into one user interface. A Web API is a development in web services where emphasis has been moving to simpler representational state transfer (REST) based communications. Restful APIs do not require XML-based web service protocols (SOAP and WSDL) to support their interfaces.

A server-side dynamic web page is a web page whose construction is controlled by an application server processing server-side scripts. In server-side scripting, parameters determine how the assembly of every new web page proceeds, including the setting up of more client-side processing. A client-side dynamic web page processes the web page using HTML scripting running in the browser as it loads. JavaScript and other scripting languages determine the way the HTML in the received page is parsed into the Document Object Model, or DOM, that represents the loaded web page. The same client-side techniques can then dynamically update or change the DOM in the same way. A dynamic web page is then reloaded by the user or by a computer program to change some variable content. The updating information could come from the server, or from changes made to that page's DOM. This may or may not truncate the browsing history or create a saved version to go back to, but a dynamic web page update using

Ajax technologies will neither create a page to go back to, nor truncate the web browsing history forward of the displayed page. Using Ajax technologies the end user gets one dynamic page managed as a single page in the web browser while the actual web content rendered on that page can vary. The Ajax engine sits only on the browser requesting parts of its DOM, the DOM, for its client, from an application server. DHTML is the umbrella term for technologies and methods used to create web pages that are not static web pages. Client-side-scripting, server-side scripting, or a combination of these make for the dynamic web experience in a browser. Dynamic web page can provide a "live", "dynamic", or "interactive" user experience. Content (text, images, form fields, etc.) on a web page can change, in response to different contexts or conditions. There are two ways to create this kind of effect: Using client-side scripting to change interface behaviors within a specific web page, in response to mouse or keyboard actions or at specified timing events. In this case the dynamic behavior occurs within the presentation.

Using server-side scripting to change the supplied page source between pages, adjusting the sequence or reload of the web pages or web content supplied to the browser. Server responses may be determined by such conditions as data in a posted HTML form, parameters in the URL, the type of browser being used, the passage of time, or a database or server state. Web pages that use client-side scripting must use presentation technology broadly called rich interfaced pages. Client-side scripting languages like JavaScript or ActionScript, used for Dynamic HTML (DHTML) and Flash technologies respectively, are frequently used to orchestrate media types (sound, animations, changing text, etc.) of the presentation. The scripting also allows use of remote scripting, a technique by which the DHTML page requests additional information from a server, using a hidden Frame, XMLHttpRequests, or a web service. Web pages that use server-side scripting are often created with the help of server-side languages such as PHP, Perl, ASP, ASP.NET, JSP, ColdFusion and other languages. These server-side languages typically use the Common Gateway Interface (CGI) to produce dynamic web pages. These kinds of pages can also use, on the client-side, the first kind (DHTML, etc.). All of the client and server components that collectively build a dynamic web page are called a web application. Web applications manage user interactions, state, security, and performance. Ajax uses a combination of both client-side scripting and server-side requests. It is a web application development technique for dynamically interchanging content, and it sends requests to the server for data in order to do so. The server returns the requested data which is then processed by a client-side script. This technique can reduce server load time because the client does not request the entire webpage to be regenerated by the server's language parser; only the content that will change is transmitted. Google Maps is an example of a web application that uses Ajax techniques. A web client, such as a web browser, can act as its own server, accessing data from many different servers, such as

Gopher, FTP, NNTP (Usenet) and HTTP, to build a page. HTTP supports uploading documents from the client back to the server. There are several HTTP methods for doing this. ASP.NET is an open-source server-side web application framework designed for web development to produce dynamic web pages. It was developed by Microsoft to allow programmers to build  
5 dynamic web sites, web applications and web services.

In computing, a server is a computer program or a device that provides functionality for other programs or devices, called "clients". This architecture is called the client–server model, and a single overall computation is distributed across multiple processes or devices. Servers can  
10 provide various functionalities, often called "services", such as sharing data or resources among multiple clients, or performing computation for a client. A single server can serve multiple clients, and a single client can use multiple servers. A client process may run on the same device or may connect over a network to a server on a different device. Typical servers are database servers, file servers, mail servers, print servers, web servers, game servers, and application  
15 servers. Client–server systems are today most frequently implemented by (and often identified with) the request–response model: a client sends a request to the server, which performs some action and sends a response back to the client, typically with a result or acknowledgement. Designating a computer as "server-class hardware" implies that it is specialized for running servers on it. This often implies that it is more powerful and reliable than standard personal  
20 computers, but alternatively, large computing clusters may be composed of many relatively simple, replaceable server components. The following shows several scenarios in which a server is used: Application server, Hosts web apps (computer programs that run inside a web browser) allowing users in the network to run and use them, without having to install a copy on their own computers. Unlike what the name might imply, these servers need not be part of the world wide  
25 web; any local network would do. Application server can access via clients includes computers with a web browser.

A web server is a computer system that processes requests via HTTP, the basic network protocol used to distribute information on the World Wide Web. The term can refer to the entire system,  
30 or specifically to the software that accepts and supervises the HTTP requests. The primary function of a web server is to store, process and deliver web pages to clients. The communication between client and server takes place using the Hypertext Transfer Protocol (HTTP). Pages delivered are most frequently HTML documents, which may include images, style sheets and scripts in addition to text content. While the primary function is to serve content,  
35 a full implementation of HTTP also includes ways of receiving content from clients. This feature

is used for submitting web forms, including uploading of files. Many generic web servers also support server-side scripting using Active Server Pages (ASP), PHP, or other scripting languages. This means that the behavior of the web server can be scripted in separate files, while the actual server software remains unchanged. Usually, this function is used to generate HTML documents dynamically ("on-the-fly") as opposed to returning static documents. The former is primarily used for retrieving or modifying information from databases. The latter is typically much faster and more easily cached but cannot deliver dynamic content.

The graphical control element address bar (also location bar or URL bar) shows the current URL and accepts a typed URL that navigates the user to a chosen website in a web browser. In a file browser it serves the same purpose of navigation but through the filesystem hierarchy. Many address bars offer features like autocomplete and a list of suggestions while the address is being typed in. This auto-completion feature bases its suggestions on the browser's history. Some browsers have keyboard shortcuts to auto-complete an address. These are generally configured by the user on a case-by-case basis.

A web browser (commonly referred to as a browser) is a software application for retrieving, presenting and traversing information resources on the World Wide Web. An information resource is identified by a Uniform Resource Identifier (URI/URL) that may be a web page, image, video or other piece of content. Hyperlinks present in resources enable users easily to navigate their browsers to related resources. Although browsers are primarily intended to use the World Wide Web, they can also be used to access information provided by web servers in private networks or files in file systems. The most popular web browsers are Google Chrome, Microsoft Edge (preceded by Internet Explorer), Safari, Opera and Firefox.

A website, or simply site, is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server. A website may be accessible via a public Internet Protocol (IP) network, such as the Internet, or a private local area network (LAN), by referencing a uniform resource locator (URL) that identifies the site.

A dynamic website is one that changes or customizes itself frequently and automatically. Server-side dynamic pages are generated "on the fly" by computer code that produces the HTML (CSS are responsible for appearance and thus, are static files). There are a wide range of software systems, such as CGI, Java Servlets and Java Server Pages (JSP), Active Server Pages and ColdFusion (CFML) that are available to generate dynamic web systems and dynamic sites.

Various web application frameworks and web template systems are available for general-use programming languages like Perl, PHP, Python and Ruby to make it faster and easier to create complex dynamic websites.

5 A site can display the current state of a dialogue between users, monitor a changing situation, or provide information in some way personalized to the requirements of the individual user. For example, when the front page of a news site is requested, the code running on the web server might combine stored HTML fragments with news stories retrieved from a database or another website via RSS to produce a page that includes the latest information. Dynamic sites can be  
10 interactive by using HTML forms, storing and reading back browser cookies, or by creating a series of pages that reflect the previous history of clicks. Another example of dynamic content is when a retail website with a database of media products allows a user to input a search request, e.g. for the keyword Beatles. In response, the content of the web page will spontaneously change the way it looked before, and will then display a list of Beatles products like CDs, DVDs and  
15 books. Dynamic HTML uses JavaScript code to instruct the web browser how to interactively modify the page contents. One way to simulate a certain type of dynamic website while avoiding the performance loss of initiating the dynamic engine on a per-user or per-connection basis, is to periodically automatically regenerate a large series of static pages.

20 In computing, a web application or web app is a client–server software application in which the client (or user interface) runs in a web browser. Common web applications include webmail, online retail sales, online auctions, wikis, instant messaging services and many other functions.

An emerging strategy for application software companies is to provide web access to software  
25 previously distributed as local applications. Depending on the type of application, it may require the development of an entirely different browser-based interface, or merely adapting an existing application to use different presentation technology. These programs allow the user to pay a monthly or yearly fee for use of a software application without having to install it on a local hard drive. A company which follows this strategy is known as an application service provider (ASP),  
30 and ASPs are currently receiving much attention in the software industry. Cloud Computing model web applications are software as a service (SaaS).

In computing, a web widget is a software widget for the web. It's a small application with limited functionality that can be installed and executed within a web page by an end user. A widget has  
35 the role of a transient or auxiliary application, meaning that it just occupies a portion of a

webpage and does something useful with information fetched from other websites and displayed in place. Other terms used to describe web widgets include: portlet, web part, gadget, badge, module, snippet and flake. Widgets are typically created in DHTML or Adobe Flash. Widgets often take the form of on-screen devices such as clocks, event countdowns, auction-tickers, stock market tickers, flight arrival information, daily weather, phone books, pictures etc.

In computing, a plug-in (or plugin, add-in, addin, add-on, addon, or extension) is a software component that adds a specific feature to an existing computer program. When a program supports plug-ins, it enables customization.

A push notification is a message that is "pushed" from backend server or application to user interface, e.g. (But not limited to) mobile applications and desktop applications. It is more user experience specific which is different from Push technology, which pushes the requests between components such as server to server communication. A common scenario of push notification is the client application pops up a message in front of application's user information, along with the alert sounds. The notification could also be coupled with images and hypertext link in some cases. Via interacting with the push notification it usually brings up the client applications to the front. Push notification is usually used for the applications to bring information to the user for their attention. The messages could fall into the following categories: Chat messages. E.g. Facebook messenger that brings the chat sent from the other users. Remote notification is usually handled by remote server. Under this scenario the client application needs to be registered on the server with a unique key e.g.: UUID, and the server fires the message against the unique key to deliver the message to the client application via client/server agreed protocol such as HTTP, and then the client displays the message received. A typical notification usually contains: Title, Message details, Image, Video, Website link, other document attachment (Such as .txt file). While push notification comes, it may also play alert sounds to attract user's attention.

A Uniform Resource Locator (URL), colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it. A URL is a specific type of Uniform Resource Identifier (URI), although many people use the two terms interchangeably.[a] URLs occur most commonly to reference web pages (http), but are also used for file transfer (ftp), email (mailto), database access (JDBC), and many other applications. Most web browsers display the URL of a web page above the page in an address bar. A typical URL could have the form `http://www.example.com/index.html`, which indicates a protocol (http), a hostname (www.example.com), and a file name (index.html). Every HTTP

URL conforms to the syntax of a generic URI. A generic URI is of the form:  
scheme:[//[user[:password]@]host[:port]][/path][?query][#fragment]

URL shortening is a technique on the World Wide Web in which a Uniform Resource Locator (URL) may be made substantially shorter and still direct to the required page. This is achieved by using a redirect which links to the web page that has a long URL. For example, the URL "http://example.com/assets/category\_B/subcategory\_C/Foo/" can be shortened to "https://example.com/Foo", and the URL "http://example.com/about/index.html" can be shortened to "https://goo.gl/aO3Ssc". Often the redirect domain name is shorter than the original one. A friendly URL may be desired for messaging technologies that limit the number of characters in a message (for example SMS), for reducing the amount of typing required if the reader is copying a URL from a print source, for making it easier for a person to remember, or for the intention of a permalink. Other uses of URL shortening are to "beautify" a link, track clicks, or disguise the underlying address. Some websites create short links to make sharing links via instant messaging easier, and to make it cheaper to send them via SMS. This can be done online, at the web pages of a URL shortening service; to do it in batch or on demand may require the use of an API. In URL shortening, every long URL is associated with a unique key, which is the part after its top-level domain name. For example, <http://tinyurl.com/m3q2xt> has a key of m3q2xt. Not all redirection is treated equally; the redirection instruction sent to a browser can contain in its header the HTTP status 301 (permanent redirect), 302, or 307 (temporary redirect). There are several techniques to implement a URL shortening. Keys can be generated in base 36, assuming 26 letters and 10 numbers. In this case, each character in the sequence will be 0, 1, 2, ..., 9, a, b, c, ..., y, z. Alternatively, if uppercase and lowercase letters are differentiated, then each character can represent a single digit within a number of base 62 (26 + 26 + 10). In order to form the key, a hash function can be made, or a random number generated so that key sequence is not predictable. Or users may propose their own keys. For example, <http://example.com/product?ref=01652&type=shirt> can be shortened to <http://tinyurl.com/exampleshirt>. Some URL shorteners offer a time-limited service, which will expire after a specified period. Services available include an ordinary, easy-to-say word as the URL with a lifetime from 5 minutes up to 24 hours, creation of a URL which will expire on a specified date or after a specified period, creation of a very-short-lived URL of only 5 characters for typing into a smartphone, restriction by the creator of the total number of uses of the URL, and password protection.

A server side redirect is a method of URL redirection using an HTTP status code (e.g., 301 Moved Permanently, 303 See Other and 307 Temporary Redirect) issued by a web server in response to a request for a particular URL. The result is to redirect user's web browser to another web page with a different URL.

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URL redirection, also called URL forwarding, is a World Wide Web technique for making a web page available under more than one URL address. When a web browser attempts to open a URL that has been redirected, a page with a different URL is opened. Similarly, domain redirection or domain forwarding is when all pages in a URL domain are redirected to a different domain, as when wikipedia.com and wikipedia.net are automatically redirected to wikipedia.org. URL redirection is done for various reasons: for URL shortening; to prevent broken links when web pages are moved; to allow multiple domain names belonging to the same owner to refer to a single web site; to guide navigation into and out of a website; for privacy protection; and for hostile purposes such as phishing attacks.

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Redirects can be effectively used for targeting purposes like device targeting or geotargeting. Device targeting has become increasingly important with the rise of mobile clients. There are two approaches to serve mobile users: Make the website responsive or redirect to a mobile website version. If a mobile website version is offered, users with mobile clients will be automatically forwarded to the corresponding mobile content. For device targeting, client side redirects or non-cacheable server side redirects are used. Geotargeting is the approach to offer localized content and automatically forward the user to a localized version of the requested URL. This is helpful for websites that target audience in more than one location and/or language. Usually server side redirects are used for Geotargeting but client side redirects might be an option as well, depending on requirements.

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In computing, a file server (or fileserver) is a computer attached to a network that provides a location for shared disk access, i.e. shared storage of computer files (such as documents, sound files, photographs, movies, images, databases, etc.) that can be accessed by the workstations that are able to reach the computer that shares the access through a computer network. The term server highlights the role of the machine in the client-server scheme, where the clients are the workstations using the storage. It is common that a file server does not perform computational tasks, and does not run programs on behalf of its clients. It is designed primarily to enable the storage and retrieval of data while the computation is carried out by the workstations.

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A database server is a computer program that provides database services to other computer programs or to computers, as defined by the client–server model. The term may also refer to a computer dedicated to running such a program. Database management systems frequently provide database-server functionality, and some database management systems (DBMSs) (such as MySQL) rely exclusively on the client–server model for database access (while others e.g. SQLite are meant for using as an embedded database). Users access a database server either through a "front end" running on the user's computer – which displays requested data – or through the "back end", which runs on the server and handles tasks such as data analysis and storage. In a master-slave model, database master servers are central and primary locations of data while database slave servers are synchronized backups of the master acting as proxies. Most database servers respond to a query language. Each database understands its query language and converts each submitted query to server-readable form and executes it to retrieve results. Examples of proprietary database servers include Oracle, DB2, Informix, and Microsoft SQL Server. Examples of free software database servers include PostgreSQL; and under the GNU General Public License include Ingres and MySQL. Every server uses its own query logic and structure. The SQL (Structured Query Language) query language is more or less the same on all relational database servers. Simply the server that maintains only services related to clients can be called as data base servers. Microsoft SQL Server is a relational database management system developed by Microsoft. As a database server, it is a software product with the primary function of storing and retrieving data as requested by other software applications—which may run either on the same computer or on another computer across a network (including the Internet).

A file server may be dedicated or non-dedicated. A dedicated server is designed specifically for use as a file server, with workstations attached for reading and writing files and databases. File servers may also be categorized by the method of access: Internet file servers are frequently accessed by File Transfer Protocol (FTP) or by HTTP (but are different from web servers that often provide dynamic web content in addition to static files). Database servers, that provide access to a shared database via a database device driver, are not regarded as file servers as they may require Record locking.

Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage. Web Analytics Data Sources: The fundamental goal of web analytics is to collect and analyze data related to web traffic and usage patterns. The data mainly comes from four sources: Direct HTTP request data: directly comes from HTTP request messages (HTTP request headers). Network level and server generated data associated with HTTP requests: not part of an HTTP request, but it is required for successful request

transmissions. For example, IP address of a requester. Application level data sent with HTTP requests: generated and processed by application level programs (such as JavaScript, PHP, and ASP.Net), including session and referrals. These are usually captured by internal logs rather than public web analytics services. External data: can be combined with on-site data to help augment the website behavior data described above and interpret web usage. For example, IP addresses are usually associated with Geographic regions and internet service providers, e-mail open and click-through rates, direct mail campaign data, sales and lead history, or other data types as needed. With IP geolocation, it is possible to track visitors' location. Using IP geolocation database or API, visitors can be geolocated to city, region or country level. IP Intelligence, or Internet Protocol (IP) Intelligence, is a technology that maps the Internet and categorizes IP addresses by parameters such as geographic location (country, region, state, city and postcode), connection type, Internet Service Provider (ISP), proxy information, and more. The first generation of IP Intelligence was referred to as geotargeting or geolocation technology. This information is used by businesses for online audience segmentation in applications such online advertising, behavioral targeting, content localization (or website localization), digital rights management, personalization, online fraud detection, localized search, enhanced analytics, global traffic management, and content distribution. On-site web analytics comprises: Hit - A request for a file from the web server. Available only in log analysis, Page view - A request for a file, or sometimes an event such as a mouse click, that is defined as a page in the setup of the web analytics tool. An occurrence of the script being run in page tagging. In log analysis, a single page view may generate multiple hits as all the resources required to view the page (images, .js and .css files) are also requested from the web server, Event - A discrete action or class of actions that occurs on a website. A page view is a type of event. Events also encapsulate clicks, form submissions, keypress events, and other client-side user actions, Visit / Session - A visit or session is defined as a series of page requests or, in the case of tags, image requests from the same uniquely identified client. A unique client is commonly identified by an IP address or a unique ID that is placed in the browser cookie. A unique visit's session can also be extended if the time between page loads indicates that a visitor has been viewing the pages continuously, First Visit / First Session - (also called 'Absolute Unique Visitor' in some tools) A visit from a uniquely identified client that has theoretically not made any previous visits. Since the only way of knowing whether the uniquely identified client has been to the site before is the presence of a persistent cookie or via digital fingerprinting that had been received on a previous visit, the First Visit label is not reliable if the site's cookies have been deleted since their previous visit, Visitor / Unique Visitor / Unique User - The uniquely identified client that is generating page views or hits within a defined time period (e.g. day, week or month). A uniquely identified client is

usually a combination of a machine (one's desktop computer at work for example) and a browser (Firefox on that machine). The identification is usually via a persistent cookie that has been placed on the computer by the site page code. Visitors are uniquely identified by Flash LSO's (Local Shared Object), which are less susceptible to privacy enforcement, Repeat Visitor - A visitor that has made at least one previous visit. The period between the last and current visit is called visitor recency and is measured in days, Return Visitor - A Unique visitor with activity consisting of a visit to a site during a reporting period and where the unique visitor visited the site prior to the reporting period. The individual is counted only once during the reporting period, New Visitor - A visitor that has not made any previous visits, Impression - The most common definition of "Impression" is an instance of an advertisement appearing on a viewed page. Note that an advertisement can be displayed on a viewed page below the area actually displayed on the screen, so most measures of impressions do not necessarily mean an advertisement has been view-able, Single Page Visit / Singleton - A visit in which only a single page is viewed (a 'bounce')., Bounce Rate - The percentage of visits that are single page visits, Exit Rate / % Exit - A statistic applied to an individual page, not a web site. The percentage of visits seeing a page where that page is the final page viewed in the visit, Page Time Viewed / Page Visibility Time / Page View Duration - The time a single page (or a blog, Ad Banner...) is on the screen, measured as the calculated difference between the time of the request for that page and the time of the next recorded request. If there is no next recorded request, then the viewing time of that instance of that page is not included in reports, Session Duration / Visit Duration - Average amount of time that visitors spend on the site each time they visit. It is calculated as the sum total of the duration of all the sessions divided by the total number of sessions. This metric can be complicated by the fact that analytics programs cannot measure the length of the final page view, Average Page View Duration - Average amount of time that visitors spend on an average page of the site, Active Time / Engagement Time - Average amount of time that visitors spend actually interacting with content on a web page, based on mouse moves, clicks, hovers and scrolls. Unlike Session Duration and Page View Duration / Time on Page, this metric can accurately measure the length of engagement in the final page view, but it is not available in many analytics tools or data collection methods, Average Page Depth / Page Views per Average Session - Page Depth is the approximate "size" of an average visit, calculated by dividing total number of page views by total number of visits, Frequency / Session per Unique - Frequency measures how often visitors come to a website in a given time period. It is calculated by dividing the total number of sessions (or visits) by the total number of unique visitors during a specified time period, such as a month or year. Sometimes it is used interchangeable with the term

"loyalty.", Click path - the chronological sequence of page views within a visit or session, Click - "refers to a single instance of a user following a hyperlink from one page in a site to another", Site Overlay is a report technique in which statistics (clicks) or hot spots are superimposed, by physical location, on a visual snapshot of the web page.

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Mobile web analytics refers to the use of data collected as visitors' access a website from a mobile phone. Data collected as part of mobile analytics typically includes page views, visits, visitors, and countries, as well as information specific to mobile devices, such as device model, manufacturer, screen resolution, device capabilities, service provider, and preferred user language. Visitor identification is the most important aspect of usable mobile web analytics and one of the hardest technical aspects to accomplish, primarily because JavaScript and HTTP cookies are so unreliable on mobile browsers. As a result, some mobile web analytics solutions only detect or count user visits per day. The best solutions provide reliable, persistent, and unique user identities, allowing accurate measurement of repeat visits and long-term customer loyalty. Collecting mobile web analytics data: Packet sniffing, also known as tagless data capture or passive network capture, this technique uses a tap between the mobile users and the web server to capture the full content of the client-server exchange. Tagless data capture techniques are increasing in popularity for mobile web analytics because they capture all users, work with all devices and do not require JavaScript, cookies, server logs, or plugins. Link redirection, link redirection is an important method of tracking mobile visitor activities. It is the only reliable way to record clicks from advertising, search, and other marketing activities. It also records visitors clicking on links to leave a site. This method helps address the lack of HTTP referrer information on mobile. HTTP header analysis. This tells you a number of basic facts about the mobile phone and the browser. It can be used in conjunction with a device database such as WURFL. IP address analysis: An operator database is used to identify operators and their countries based on the IP addresses of their internet gateway devices. IP addresses alone do not identify all operators and countries, as some operators share their mobile networks with virtual network operators (MVNO). Boost Wireless, for example, uses the Sprint network. Because these two operators have very different customer demographics, clear differentiation between operators is critical for good mobile marketing campaigns. Carriers may also share their mobile internet gateways, sometimes across multiple countries, and many change or add gateways on a regular basis.

In web analytics, a session, or visit is a unit of measurement of a user's actions taken within a period of time or with regard to completion of a task. Sessions are also used in operational

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analytics and provision of user-specific recommendations. There are two primary methods used to define a session: time-oriented approaches based on continuity in user activity and navigation-based approaches based on continuity in a chain of requested pages.

- 5 Sessions per user can be used as a measurement of website usage. Other metrics used within research and applied web analytics include session length, and user actions per session. Session length is seen as a more accurate alternative to measuring page views.

10 The HTTP referrer is an HTTP header field that identifies the address of the webpage (i.e. the URI or IRI) that linked to the resource being requested. By checking the referrer, the new webpage can see where the request originated. In the most common situation this means that when a user clicks a hyperlink in a web browser, the browser sends a request to the server holding the destination webpage. The request includes the referrer field, which indicates the last page the user was on (the one where they clicked the link). Referrer logging is used to allow  
15 websites and web servers to identify where people are visiting them from, for promotional or statistical purposes.

A web framework (WF) or web application framework (WAF) is a software framework that is designed to support the development of web applications including web services, web resources,  
20 and web APIs. Web frameworks provide a standard way to build and deploy web applications. Web frameworks aim to automate the overhead associated with common activities performed in web development. For example, many web frameworks provide libraries for database access, templating frameworks, and session management, and they often promote code reuse. They often target development of dynamic web sites.

25 In computer programming, an Application Programming Interface (API) is a set of subroutine definitions, protocols, and tools for building application software. In general terms, it is a set of clearly defined methods of communication between various software components. A good API makes it easier to develop a computer program by providing all the building blocks, which are  
30 then put together by the programmer. An API may be for a web-based system, operating system, database system, and computer hardware or software library. An API specification can take many forms, but often includes specifications for routines, data structures, object classes, variables or remote calls. POSIX, Microsoft Windows API, the C++ Standard Template Library and Java APIs are examples of different forms of APIs. Documentation for the API is usually  
35 provided to facilitate usage. Just as a graphical user interface makes it easier for people to use

programs, application programming interfaces make it easier for developers to use certain technologies in building applications. By abstracting the underlying implementation and only exposing objects or actions the developer needs, an API simplifies programming. While a graphical interface for an email client might provide a user with a button that performs all the steps for fetching and highlighting new emails, an API for file input/output might give the developer a function that copies a file from one location to another without requiring that the developer understand the file system operations occurring behind the scenes. Remote APIs allow developers to manipulate remote resources through protocols, specific standards for communication that allow different technologies to work together, regardless of language or platform. For example, the Java Database Connectivity API allows developers to query many different types of databases with the same set of functions, while the Java remote method invocation API uses the Java Remote Method Protocol to allow invocation of functions that operate remotely, but appear local to the developer. Therefore, remote APIs are useful in maintaining the object abstraction in object-oriented programming; a method call, executed locally on a proxy object, invokes the corresponding method on the remote object, using the remoting protocol, and acquires the result to be used locally as return value. A modification on the proxy object will also result in a corresponding modification on the remote object.

Web APIs are the defined interfaces through which interactions happen between an enterprise and applications that use its assets. An API approach is an architectural approach that revolves around providing programmable interfaces to a set of services to different applications serving different types of consumers. When used in the context of web development, an API is typically defined as a set of Hypertext Transfer Protocol (HTTP) request messages, along with a definition of the structure of response messages, which is usually in an Extensible Markup Language (XML) or JavaScript Object Notation (JSON) format. An example might be a shipping company API that can be added to an eCommerce-focused web site, to facilitate ordering shipping services and automatically include current shipping rates, without the site developer having to enter the shipper's rate table into a web database. While "web API" historically has been virtually synonymous for web service, the recent trend (so-called Web 2.0) has been moving away from Simple Object Access Protocol (SOAP) based web services and service-oriented architecture (SOA) towards more direct representational state transfer (REST) style web resources and resource-oriented architecture (ROA). Part of this trend is related to the Semantic Web movement toward Resource Description Framework (RDF), a concept to promote web-based ontology engineering technologies. Web APIs allow the combination of multiple APIs into new applications known as mashups. In the social media space, web APIs have allowed web

communities to facilitate sharing content and data between communities and applications. In this way, content that is created in one place can be dynamically posted and updated in multiple locations on the web. A web API is an application programming interface (API) for either a web server or a web browser. A server-side web API is a programmatic interface consisting of one or more publicly exposed endpoints to a defined request-response message system, typically expressed in JSON or XML, which is exposed via the web—most commonly by means of an HTTP-based web server. Mashups are web applications which combine the use of multiple server-side web APIs. Webhooks are server-side web APIs that take as input an Uniform Resource Identifier (URI) that is designed to be used like a remote named pipe or a type of callback such that the server acts as a client to dereference the provided URI and trigger an event on another server which handles this event thus providing a type of peer-to-peer IPC. There are some PHP microframeworks such as Lumen to build a REST API. Endpoints are important aspects of interacting with server-side web APIs, as they specify where resources lie that can be accessed by third party software. Usually the access is via a URI to which HTTP requests are posed, and from which the response is thus expected. These RESTful web APIs are accessible via standard HTTP methods by a variety of HTTP clients including browsers and mobile devices. They have advantages over web services in that they tend to be less resource intensive (and thus usually run faster) if they use JSON as message exchange format because in that case they do not need to perform XML-to-programming language data conversions as required by a SOAP-based service APIs. A client-side web API is a programmatic interface to extend functionality within a web browser or other HTTP client. Originally these were most commonly in the form of native plug-in browser extensions however most newer ones target standardized JavaScript bindings. The Mozilla Foundation created their WebAPI specification which is designed to help replace native mobile applications with HTML5 applications. REST stands for Representational State Transfer. (It is sometimes spelled "ReST".) It relies on a stateless, client-server, cacheable communications protocol -- and in virtually all cases, the HTTP protocol is used. REST is an architecture style for designing networked applications. ASP.NET Web API is a framework that makes it easy to build HTTP services that reach a broad range of clients, including browsers and mobile devices. ASP.NET Web API is an ideal platform for building RESTful applications on the .NET Framework.

Present invention works on any web browser or mobile browser or Smart Client. Smart client is a term describing a computer application environment which: delivers applications over a web Hypertext Transfer Protocol (HTTP) connection, does not require installation (or provide

automated installation and updates), automatically updates without user action, has the look and feel of desktop applications.

Present invention may employ open source URL shortener Polr TM or equivalent. Polr is a modern, powerful, and robust URL shortener <https://polrproject.org>. Polr describes itself as a "modern, powerful, and robust URL shortener." It has a fairly straight-forward but modern interface, and comes with an API to allow to use it from within other programs. It's the lightest on features. YOURLS TM is a set of PHP script that will allow to run own URL shortener like TinyURL/bit.ly and facilitates to make it private or public. It provides wicked stats and analytics

Present invention may employ the Signal Protocol TM, designed by Open Whisper Systems TM, is the basis for end-to-end encryption. This end-to-end encryption protocol is designed to prevent third parties and present invention system from having plaintext access to messages or calls. What's more, even if encryption keys from a user's device are ever physically compromised, they cannot be used to go back in time to decrypt previously transmitted messages. Messages between users of system of present invention may protect with an end-to-end encryption protocol so that third parties and system of present invention cannot read them and so that the messages can only be decrypted by the recipient. All types of messages (including chats, group chats, images, videos, voice messages and files) may protected by end-to-end encryption. System or server 110 of present invention not able to access to the private keys of users, and users have the option to verify keys in order to ensure the integrity of their communication. The Signal Protocol library TM is Open Source, available here: <https://github.com/whispersystems/libsignal-protocol-java/>

Present invention may employ the Brotli TM, a generic-purpose lossless compression algorithm that compresses data using a combination of a modern variant of the LZ77 algorithm, Huffman coding and 2nd order context modeling, with a compression ratio comparable to the best currently available general-purpose compression methods. It is similar in speed with deflate but offers more dense compression. Brotli TM is open source and is an entirely new data format that offers 20-26 percent greater compression than Zopfli TM. Brotli TM has been designed with the internet in mind, with the simple aim of making web pages load faster. While compression has endless uses online, it's something that is of particular interest to mobile users. The technology may be integrated into web browsers, allowing for faster page load times, improvements to battery life, and lower data usage. Modern web pages can often be made up of dozens of megabytes of HTML, CSS, and JavaScript, and that's before accounting for images, videos, or

other large file content, which all makes for hefty downloads. Such loads are why pages are transferred in compressed formats; they significantly reduce the time required between a website visitor requesting a web page and that page appearing fully loaded on the screen and ready for use.

5

The term “web tracking” refers to the process of calculating or assigning unique and reasonably stable identifiers to each browser that visits a website. In most cases, this is done for the purpose of correlating future visits from the same person or machine with historical data.

10 The methods for client identification may comprise: explicitly assigned client-side identifiers, such as HTTP cookies; inherent client device characteristics that identify a particular machine; and measurable user behaviors and preferences that may reveal the identity of the person behind the keyboard (or touchscreen).

15 Explicitly assigned client-side identifiers:

The canonical approach to identifying clients across HTTP requests is to store a unique, long-lived token on the client and to programmatically retrieve it on subsequent visits. Modern browsers offer a multitude of ways to achieve this goal, including but not limited to: Plain old  
20 HTTP cookies, Cookie-equivalent plugin features - most notably, Flash Local Shared Objects and Silverlight Isolated Storage, HTML5 client storage mechanisms, including localStorage, File, and IndexedDB APIs, Unique markers stored within locally cached resources or in cache metadata - e.g., Last-Modified and ETag, Fingerprints derived from browser-generated Origin-Bound Certificates for SSL connections, Bits encoded in HTTP Strict Transport Security pin  
25 lists across several attacker-controlled host names, Data encoded in SDCH compression dictionaries and dictionary metadata and one or more types of others

The availability of any one of these mechanisms is sufficient to reliably tag clients and identify them later on; in addition to this, many such identifiers can be deployed in a manner that  
30 conceals the uniqueness of the ID assigned to a particular client. On the flip side, browsers provide users with some degree of control over the behavior of at least some of these APIs, and with several exceptions, the identifiers assigned in this fashion do not propagate to other browser profiles or to private browsing sessions.

HTTP cookies: HTTP cookies are the most familiar and best-understood method for persisting data on the client. In essence, any web server may issue unique identifiers to first-time visitors as a part of a HTTP response, and have the browser play back the stored values on all future requests to a particular site.

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Flash LSOs; Local Shared Objects are the canonical way to store client-side data within Adobe Flash. The mechanism is designed to be a direct counterpart to HTTP cookies, offering a convenient way to maintain session identifiers and other application state on a per-origin basis. In contrast to cookies, LSOs can be also used for structured storage of data other than short snippets of text, making such objects more difficult to inspect and analyze in a streamlined way. In the past, the behavior of LSOs within the Flash plugin had to be configured separately from any browser privacy settings, by visiting a lesser-known Flash Settings Manager UI hosted on macromedia.com (standalone installs of Flash 10.3 and above supplanted this with a Control Panel / System Preferences dialog available locally on the machine). Today, most browsers offer a degree of integration: for example, clearing cookies and other site data will generally also remove LSOs. On the flip side, more nuanced controls may not be synchronized: say, the specific setting for third-party cookies in the browser is not always reflected by the behavior of LSOs. From a purely technical standpoint, the use of Local Shared Objects in a manner similar to HTTP cookies is within the apparent design parameters for this API - but the reliance on LSOs to recreate deleted cookies or bypass browser cookie preferences has been subject to public scrutiny.

Silverlight Isolated Storage: Microsoft Silverlight is a widely-deployed applet framework bearing many similarities to Adobe Flash. The Silverlight equivalent of Flash LSOs is known as Isolated Storage. The privacy settings in Silverlight are typically not coupled to the underlying browser. In our testing, values stored in Isolated Storage survive clearing cache and site data in Chrome, Internet Explorer and Firefox. Perhaps more surprisingly, Isolated Storage also appears to be shared between all non-incognito browser windows and browser profiles installed on the same machine; this may have consequences for users who rely on separate browser instances to maintain distinct online identities. As with LSOs, reliance on Isolated Storage to store session identifiers and similar state information does not present issues from a purely technical standpoint. That said, given that the mechanism is not currently managed via browser controls, its use of for client identification is not commonplace and thus may be viewed as less transparent than standard cookies.

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HTML5 client-side storage mechanisms: HTML5 introduces a range of structured data storage mechanisms on the client; this includes localStorage, the File API, and IndexedDB. Although semantically different from each other, all of them are designed to allow persistent storage of arbitrary blobs of binary data tied to a particular web origin. In contrast to cookies and LSOs, there are no significant size restrictions on the data stored with these APIs. In modern browsers, HTML5 storage is usually purged alongside other site data, but the mapping to browser settings isn't necessarily obvious. For example, Firefox will retain localStorage data unless the user selects "offline website data" or "site preferences" in the deletion dialog and specifies the time range as "everything" (this is not the default). Another idiosyncrasy is the behavior of Internet Explorer, where the data is retained for the lifetime of a tab for any sites that are open at the time the operation takes place. Beyond that, the mechanisms do not always appear to follow the restrictions on persistence that apply to HTTP cookies. For example, in Firefox, localStorage can be written and read in cross-domain frames even if third-party cookies are disabled.

Cached objects: For performance reasons, all mainstream web browsers maintain a global cache of previously retrieved HTTP resources. Although this mechanism is not explicitly designed as a random-access storage mechanism, it can be easily leveraged as such. To accomplish this, a cooperating server may return, say, a JavaScript document with a unique identifier embedded in its body, and set Expires / max-age= headers to a date set in the distant future. Once this unique identifier is stored within a script subresource in the browser cache, the ID can be read back on any page on the Internet simply by loading the script from a known URL and monitoring the agreed-upon local variable or setting up a predefined callback function in JavaScript. The browser will periodically check for newer copies of the script by issuing a conditional request to the originating server with a suitable If-Modified-Since header; but if the server consistently responds to such check with HTTP code 304 ("Not modified"), the old copy will continue to be reused indefinitely. There is no concept of blocking "third-party" cache objects in any browser known to the authors of this document, and no simple way to prevent cache objects from being stored without dramatically degrading performance of everyday browsing. Automated detection of such behaviors is extremely difficult owing to the sheer volume and complexity of cached JavaScript documents encountered on the modern Web. All browsers expose the option to manually clear the document cache. That said, because clearing the cache requires specific action on the part of the user, it is unlikely to be done regularly, if at all. Leveraging the browser cache to store session identifiers is very distinct from using HTTP cookies; the authors are unsure if and how the cookie settings - the convenient abstraction layer used for most of the other mechanisms discussed to date - could map to the semantics of browser caches.

Cache metadata: ETag and Last-Modified: To make implicit browser-level document caching work properly, servers must have a way to notify browsers that a newer version of a particular document is available for retrieval. The HTTP/1.1 standard specifies two methods of document versioning: one based on the date of the most recent modification, and another based on an abstract, opaque identifier known as ETag. In the ETag scheme, the server initially returns an opaque “version tag” string in a response header alongside with the actual document. On subsequent conditional requests to the same URL, the client echoes back the value associated with the copy it already has, through an If-None-Match header; if the version specified in this header is still current, the server will respond with HTTP code 304 (“Not Modified”) and the client is free to reuse the cached document. Otherwise, a new document with a new ETag will follow. Interestingly, the behavior of the ETag header closely mimics that of HTTP cookies: the server can store an arbitrary, persistent value on the client, only to read it back later on. This observation and its potential applications for browser tracking date back at least to 2000. The other versioning scheme, Last-Modified, suffers from the same issue: servers can store at least 32 bits of data within a well-formed date string, which will then be echoed back by the client through a request header known as If-Modified-Since. (In practice, most browsers don't even require the string to be a well-formed date to begin with.). Similarly to tagging users through cache objects, both of these “metadata” mechanisms are unaffected by the deletion of cookies and related site data; the tags can be destroyed only by purging the browser cache.

HTML5 AppCache: Application Caches allow website authors to specify that portions of their websites should be stored on the disk and made available even if the user is offline. The mechanism is controlled by cache manifests that outline the rules for storing and retrieving cache items within the app. Similarly to implicit browser caching, AppCaches make it possible to store unique, user-dependent data - be it inside the cache manifest itself, or inside the resources it requests. The resources are retained indefinitely and not subject to the browser's usual cache eviction policies. AppCache appears to occupy a netherworld between HTML5 storage mechanisms and the implicit browser cache. In some browsers, it is purged along with cookies and stored website data; in others, it is discarded only if the user opts to delete the browsing history and all cached documents. AppCache is likely to be succeeded with Service Workers; the privacy properties of both mechanisms are likely to be comparable.

Flash resource cache: Flash maintains its own internal store of resource files, which can be probed using a variety of techniques. In particular, the internal repository includes an asset

cache, relied upon to store Runtime Shared Libraries signed by Adobe to improve applet load times. There is also Adobe Flash Access, a mechanism to store automatically acquired licenses for DRM-protected content. Caches do not appear to be coupled to any browser privacy settings and can only be deleted by making several independent configuration changes in the Flash Settings Manager UI on macromedia.com. Browsers other than Chrome appear to share Flash asset data across all installations and in private browsing modes, which may have consequences for users who rely on separate browser instances to maintain distinct online identities.

SDCH dictionaries: SDCH is a Google TM-developed compression algorithm that relies on the use of server-supplied, cacheable dictionaries to achieve compression rates considerably higher than what's possible with methods such as gzip or deflate for several common classes of documents. The site-specific dictionary caching behavior at the core of SDCH inevitably offers an opportunity for storing unique identifiers on the client: both the dictionary IDs (echoed back by the client using the Avail-Dictionary header), and the contents of the dictionaries themselves, can be used for this purpose, in a manner very similar to the regular browser cache. In Chrome, the data does not persist across browser restarts; it was, however, shared between profiles and incognito modes and was not deleted with other site data when such an operation is requested by the user.

Other script-accessible storage mechanisms: Several other more limited techniques make it possible for JavaScript or other active content running in the browser to maintain and query client state, sometimes in a fashion that can survive attempts to delete all browsing and site data.

For example, it is possible to use `window.name` or `sessionStorage` to store persistent identifiers for a given window: if a user deletes all client state but does not close a tab that at some point in the past displayed a site determined to track the browser, re-navigation to any participating domain will allow the window-bound token to be retrieved and the new session to be associated with the previously collected data. More obviously, the same is true for active JavaScript: any currently open JavaScript context is allowed to retain state even if the user attempts to delete local site data; this can be done not only by the top-level sites open in the currently-viewed tabs, but also by "hidden" contexts such as HTML frames, web workers, and pop-up windows. This can happen by accident: for example, a running ad loaded in an `<iframe>` may remain completely oblivious to the fact that the user attempted to clear all browsing history, and keep using a session ID stored in a local variable in JavaScript. (In fact, in addition to JavaScript, Internet Explorer will also retain session cookies for the currently-displayed origins.) Another interesting

and often-overlooked persistence mechanism is the caching of RFC 2617 HTTP authentication credentials: once explicitly passed in an URL, the cached values may be sent on subsequent requests even after all the site data is deleted in the browser UI. In addition to the cross-browser approaches discussed earlier in this document, there are also several proprietary APIs that can be leveraged to store unique identifiers on the client system. An interesting example of this is the proprietary persistence behaviors in some versions of Internet Explorer, including the userData API. Last but not least, a variety of other, less common plugins and plugin-mediated interfaces likely expose analogous methods for storing data on the client, but have not been studied in detail as a part of this write-up; an example of this may be the PersistenceService API in Java, or the DRM license management mechanisms within Silverlight.

Lower-level protocol identifiers: On top of the fingerprinting mechanisms associated with HTTP caching and with the purpose-built APIs available to JavaScript programs and plugin-executed code, modern browsers provide several network-level features that offer an opportunity to store or retrieve unique identifiers: Origin Bound Certificates (aka ChannelID) are persistent self-signed certificates identifying the client to an HTTPS server, envisioned as the future of session management on the web. A separate certificate is generated for every newly encountered domain and reused for all connections initiated later on. By design, OBCs function as unique and stable client fingerprints, essentially replicating the operation of authentication cookies; they are treated as “site and plug-in data” in Chrome, and can be removed along with cookies. Uncharacteristically, sites can leverage OBC for user tracking without performing any actions that would be visible to the client: the ID can be derived simply by taking note of the cryptographic hash of the certificate automatically supplied by the client as a part of a legitimate SSL handshake. ChannelID is currently suppressed in Chrome in “third-party” scenarios (e.g., for different-domain frames), The set of supported ciphersuites can be used to fingerprint a TLS/SSL handshake, In a similar fashion, two separate mechanisms within TLS - session identifiers and session tickets - allow clients to resume previously terminated HTTPS connections without completing a full handshake; this is accomplished by reusing previously cached data. These session resumption protocols provide a way for servers to identify subsequent requests originating from the same client for a short period of time, HTTP Strict Transport Security is a security mechanism that allows servers to demand that all future connections to a particular host name need to happen exclusively over HTTPS, even if the original URL nominally begins with “http://”. It follows that a fingerprinting server could set long-lived HSTS headers for a distinctive set of attacker-controlled host names for each newly encountered browser; this information could be then retrieved by loading faux (but possibly

legitimately-looking) subresources from all the designated host names and seeing which of the connections are automatically switched to HTTPS. In an attempt to balance security and privacy, any HSTS pins set during normal browsing are carried over to the incognito mode in Chrome; there is no propagation in the opposite direction, however. It is worth noting that leveraging HSTS for tracking purposes would require establishing  $\log(n)$  connections to uniquely identify  $n$  users, which makes it relatively unattractive, except for targeted uses; that said, creating a smaller number of buckets may be a valuable tool for refining other imprecise fingerprinting signals across a very large user base. Virtually all modern browsers maintain internal DNS caches to speed up name resolution (and, in some implementations, to mitigate the risk of DNS rebinding attacks). Such caches can be easily leveraged to store small amounts of information for a configurable amount of time; for example, with 16 available IP addresses to choose from, around 8-9 cached host names would be sufficient to uniquely identify every computer on the Internet. On the flip side, the value of this approach is limited by the modest size of browser DNS caches and the potential conflicts with resolver caching on ISP level.

Machine-specific characteristics to unique identifier on the client system. Another, less obvious approach to web tracking relies on querying or indirectly measuring the inherent characteristics of the client system. Individually, each such signal will reveal just several bits of information - but when combined together, it seems probable that they may uniquely identify almost any computer on the Internet. In addition to being harder to detect or stop, such techniques could be used to cross-correlate user activity across various browser profiles or private browsing sessions. Furthermore, because the techniques are conceptually very distant from HTTP cookies, it difficult to decide how, if at all, the existing cookie-centric privacy controls in the browser should be used to govern such practices. EFF Panoptick is one of the most prominent experiments demonstrating the principle of combining low-value signals into a high-accuracy fingerprint; there is also some evidence of sophisticated passive fingerprints being used by commercial tracking services.

Browser-level fingerprints: The most straightforward approach to fingerprinting is to construct identifiers by actively and explicitly combining a range of individually non-identifying signals available within the browser environment:

User-Agent string, identifying the browser version, OS version, and some of the installed browser add-ons. (In cases where User-Agent information is not available or imprecise, browser versions can be usually inferred very accurately by examining the structure of other headers and

by testing for the availability and semantics of the features introduced or modified between releases of a particular browser.), Clock skew and drift: unless synchronized with an external time source, most systems exhibit clock drift that, over time, produces a fairly unique time offset for every machine. Such offsets can be measured with microsecond precision using JavaScript.

5 In fact, even in the case of NTP-synchronized clocks, ppm-level skews may be possible to measure remotely. Fairly fine-grained information about the underlying CPU and GPU, either as exposed directly (GL\_RENDERER) or as measured by executing Javascript benchmarks and testing for driver- or GPU-specific differences in WebGL rendering or the application of ICC color profiles to <canvas> data. Screen and browser window resolutions, including parameters of  
10 secondary displays for multi-monitor users. The window-manager- and addon-specific “thickness” of the browser UI in various settings (e.g., window.outerHeight - window.innerHeight). The list and ordering of installed system fonts - enumerated directly or inferred with the help of an API such as getComputedStyle. The list of all installed plugins, ActiveX controls, and Browser Helper Objects, including their versions - queried or brute-forced  
15 through navigator.plugins. (Some add-ons also announce their existence in HTTP headers.). Information about installed browser extensions and other software. While the set cannot be directly enumerated, many extensions include web-accessible resources that aid in fingerprinting. In addition to this, add-ons such as popular ad blockers make detectable modifications to viewed pages, revealing information about the extension or its configuration.  
20 Using browser “sync” features may result in these characteristics being identical for a given user across multiple devices. A similar but less portable approach specific to Internet Explorer allows websites to enumerate locally installed software by attempting to load DLL resources via the res:// pseudo-protocol. Random seeds reconstructed from the output of non-cryptosafe PRNGs (e.g. Math.random(), multipart form boundaries, etc.). In some browsers, the PRNG is initialized  
25 only at startup, or reinitialized using values that are system-specific (e.g., based on system time or PID). According to the EFF, their Panopticlick experiment - which combines only a relatively small subset of the actively-probed signals discussed above - is able to uniquely identify 95% of desktop users based on system-level metrics alone. Current commercial fingerprinters are reported to be considerably more sophisticated and their developers might be able to claim  
30 significantly higher success rates. Of course, the value of some of the signals discussed here will be diminished on mobile devices, where both the hardware and the software configuration tends to be more homogenous; for example, measuring window dimensions or the list of installed plugins offers very little data on most Android devices. Nevertheless, the remaining signals - such as clock skew and drift and the network-level and user-specific signals described below -  
35 are together likely more than sufficient to uniquely identify virtually all users. When discussing

potential mitigations, it is worth noting that restrictions such as disallowing the enumeration of navigator.plugins generally do not prevent fingerprinting; the set of all notable plugins and fonts ever created and distributed to users is relatively small and a malicious script can conceivably test for every possible value in very little time.

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Network configuration fingerprints: An interesting set of additional device characteristics is associated with the architecture of the local network and the configuration of lower-level network protocols; such signals are disclosed independently of the design of the web browser itself. These traits covered here are generally shared between all browsers on a given client and cannot be easily altered by common privacy-enhancing tools or practices; they include: The external client IP address. For IPv6 addresses, this vector is even more interesting: in some settings, the last octets may be derived from the device's MAC address and preserved across networks. A broad range of TCP/IP and TLS stack fingerprints, obtained with passive tools such as p0f. The information disclosed on this level is often surprisingly specific: for example, TCP/IP traffic will often reveal high-resolution system uptime data through TCP timestamps. Ephemeral source port numbers for outgoing TCP/IP connections, generally selected sequentially by most operating systems. The local network IP address for users behind network address translation or HTTP proxies (via WebRTC). Combined with the external client IP, internal NAT IP uniquely identifies most users, and is generally stable for desktop browsers (due to the tendency for DHCP clients and servers to cache leases). Information about proxies used by the client, as detected from the presence of extra HTTP headers (Via, X-Forwarded-For). This can be combined with the client's actual IP address revealed when making proxy-bypassing connections using one of several available methods. With active probing, the list of open ports on the local host indicating other installed software and firewall settings on the system. Unruly actors may also be tempted to probe the systems and services in the visitor's local network; doing so directly within the browser will circumvent any firewalls that normally filter out unwanted incoming traffic.

User-dependent behaviors and preferences: associated with specific users, their local preferences, and the online behaviors they exhibit, such patterns would persist across different browser sessions, profiles, and across the boundaries of private browsing modes.

The following data is typically open to examination: Preferred language, default character encoding, and local time zone (sent in HTTP headers and visible to JavaScript). Data in the client cache and history. It is possible to detect items in the client's cache by performing simple timing

attacks; for any long-lived cache items associated with popular destinations on the Internet, a fingerprinter could detect their presence simply by measuring how quickly they load (and by aborting the navigation if the latency is greater than expected for local cache). (It is also possible to directly extract URLs stored in the browsing history, although such an attack requires some user interaction in modern browsers.). Mouse gesture, keystroke timing and velocity patterns, and accelerometer readings (ondeviceorientation) that is unique to a particular user or to particular surroundings. There is a considerable body of scientific research suggesting that even relatively trivial interactions are deeply user-specific and highly identifying. Any changes to default website fonts and font sizes, website zoom level, and the use of any accessibility features such as text color, size, or CSS overrides (all indirectly measurable with JavaScript). The state of client features that can be customized or disabled by the user, with special emphasis on mechanisms such as DNT, third-party cookie blocking, changes to DNS prefetching, pop-up blocking, Flash security and content storage, and so on. (In fact, users who extensively tweak their settings from the defaults may be actually making their browsers considerably easier to uniquely fingerprint.). On top of this, user fingerprinting can be accomplished by interacting with third-party services through the user's browser, using the ambient credentials (HTTP cookies) maintained by the browser: Users logged into websites that offer collaboration features can be de-anonymized by covertly instructing their browser to navigate to a set of distinctively ACLed resources and then examining which of these navigation attempts result in a new collaborator showing up in the UI. Request timing, onerror and onload handlers, and similar measurement techniques can be used to detect which third-party resources return HTTP 403 error codes in the user's browser, thus constructing an accurate picture of which sites the user is logged in; in some cases, finer-grained insights into user settings or preferences on the site can be obtained, too. (A similar but possibly more versatile login-state attack can be also mounted with the help of Content Security Policy, a new security mechanism introduced in modern browsers.). Any of the explicit web application APIs that allow identity attestation may be leveraged to confirm the identity of the current user (typically based on a starting set of probable guesses).

In a world with no possibility of fingerprinting, web browsers would be indistinguishable from each other, with the exception of a small number of robustly compartmentalized and easily managed identifiers

One or more embodiments described herein provide that methods, techniques, and actions performed by a computing device are performed programmatically, or as a computer-

implemented method. Programmatically, as used herein, means through the use of code or computer-executable instructions. These instructions can be stored in one or more memory resources of the computing device. A programmatically performed step may or may not be automatic.

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One or more embodiments described herein can be implemented using programmatic modules, engines, or components. A programmatic module, engine, or component can include a program, a sub-routine, a portion of a program, or a software component or a hardware component capable of performing one or more stated tasks or functions. As used herein, a module or component can exist on a hardware component independently of other modules or components. Alternatively, a module or component can be a shared element or process of other modules, programs or machines.

Some embodiments described herein can generally require the use of computing devices, including processing and memory resources. For example, one or more embodiments described herein may be implemented, in whole or in part, on computing devices such as servers, desktop computers, cellular or smartphones, personal digital assistants (e.g., PDAs), laptop computers, printers, digital picture frames, network equipments (e.g., routers) and tablet devices. Memory, processing, and network resources may all be used in connection with the establishment, use, or performance of any embodiment described herein (including with the performance of any method or with the implementation of any system).

Furthermore, one or more embodiments described herein may be implemented through the use of instructions that are executable by one or more processors. These instructions may be carried on a computer-readable medium. Machines shown or described with figures below provide examples of processing resources and computer-readable mediums on which instructions for implementing embodiments of the invention can be carried and/or executed. In particular, the numerous machines shown with embodiments of the invention include processor(s) and various forms of memory for holding data and instructions. Examples of computer-readable mediums include permanent memory storage devices, such as hard drives on personal computers or servers. Other examples of computer storage mediums include portable storage units, such as CD or DVD units, flash memory (such as carried on smartphones, multifunctional devices or tablets), and magnetic memory. Computers, terminals, network enabled devices (e.g., mobile devices, such as cell phones) are all examples of machines and devices that utilize processors, memory, and instructions stored on computer-readable mediums. Additionally, embodiments

may be implemented in the form of computer-programs, or a computer usable carrier medium capable of carrying such a program.

The many features and advantages of the invention are apparent from the detailed specification and, thus, it is intended by the appended claims to cover all such features and advantages of the invention that fall within the true spirit and scope of the invention. Further, since numerous modifications and changes will readily occur to those skilled in the art, it is not desired to limit the invention to the exact construction and operation illustrated and described, and accordingly all suitable modifications and equivalents may be resorted to, falling within the scope of the invention.

## BRIEF DESCRIPTION OF THE DRAWINGS

Non-limiting and non-exhaustive embodiments of the present invention are described with reference to the following drawings. In the drawings, like reference numerals refer to like parts throughout the various figures unless otherwise specified.

For a better understanding of the present invention, reference will be made to the following Detailed Description, which is to be read in association with the accompanying drawings, wherein:

Figure 1 is a network diagram depicting a network system having a client-server architecture configured for exchanging data over a network, according to one embodiment.

Figure 2 illustrates components of an electronic device implementing various embodiments of device independent ephemeral content sharing system including components of an electronic device implementing presenting clickable or accessible link or web link or short link or web address associated ephemeral contents in accordance with the invention.

Figures 3, 4 and 5 illustrates exemplary graphical user interface, describing uploading one or more types of contents including one or more photos and videos for storing said uploaded contents at server connected database or storage medium with associated ephemeral content settings including default or user provided or updated ephemeral content settings and generating link or web link or short link or web address and storing said generated link or web link or short link or web address with said uploaded, processed and stored contents and associated ephemeral content settings (if any) or use default settings provided or set by server or server admin. After generating of said link or web link or short link or web address, user is presented with said generated clickable or accessible link or web link or short link or web address for enabling user to save or copy and paste or share via one or more communication, sharing, collaboration, chat, instant messenger, social network, e-mail client applications, tools, utilities, features, web sites, web pages, web services, networks, sensors, devices for enabling receiving user(s) to click or tap or enter in to any mobile browser or web browser of any smart device including personal computer (PC), tablet, laptop, mobile device, and one or more types of smart device having one or more types of operating systems, internet or data or carrier networks, for accessing or viewing said link or web link or short link or web address associated one or more types of one or more ephemeral content items including photo, video, live stream, voice, text, file, location, URL or

web link or short link or web address and like for pre-set period of time or for pre-set number of times.

Figures 6, 7 and 8 illustrates exemplary graphical user interface, describing integration of device independent ephemeral content sharing system via API with 3<sup>rd</sup> parties applications, interfaces, clients including folders, photo & video albums, gallery, camera roll and web sites including social networking web site, photo & video sharing, news and blog or content publishing and subscribing web sites, enabling user to capture, record, search, match, import, augment, edit, process or select one or more types of contents including photo, video, voice, live stream, text, selected text or selective part of web page or document or image or video, web page, location, URL or short link or web address, one or more types of file, emoticons and generate links, store and associate links and said selected or send or uploaded or received contents at server and presents said generated link or short link or web address to sharing user for enabling said sharing user to share said generated link or short link or web address via one or more sharing applications, tools, utilities, features, web sites with one or more selected contacts or group(s) of contacts, so enabling user can receive, access, view and tap or click said shared clickable link or short link or web address from one or more applications, instant messengers, chat applications, email clients, social networks applications or web sites, web pages, user accounts, inbox, folders, push notifications, clients, SMS applications or interfaces from one or more user devices including personal computers (PC), tablets, laptops, mobile devices and one or more types of smart devices to view said received clickable link or short link or web address associated ephemeral contents based on user provided or default or server provided ephemeral contents settings including view each content item up-to pericocular period of time, view each content item up-to pericocular period of time for particular number of times or view each content item up-to pericocular period of time for unlimited number of times within particular maximum life or particular period of duration.

Figures 9 illustrates exemplary graphical user interface, describing user accessing of clickable link or web link or short link or web address or URL from one or more applications, clients, interfaces, web pages, web sites. In the event of click or tap on link or web link or short link or web address or URL which opens or presents link or web link or short link or web address or URL associated ephemeral content, wherein ephemeral content presents based on one or more ethereal rules and settings and in one embodiment ephemeral content may presents in one or more types of feeds. In an another embodiment when register user or identified user sends link or web link or short link or web address or URL to one or more other registered users or identified

users who are in contacts of user can view new or pending to view or newly received ephemeral contents in web browser or client application, wherein sending and/or receiving user of ephemeral content or link of ephemeral content can identified based on partnership or accessing of Application Programming Interface (API) or SDK of 3<sup>rd</sup> parties applications, clients, interfaces, web services, services, web sites or web pages, servers, devices, networks, operating systems.

Figures 10, 11, 12 and 13 illustrates exemplary graphical user interface for client application of device independent ephemeral content sharing system, enabling user to prepare, capture, record, upload, attach, detach, broadcast, edit, import, search, match, select, augment, edit one or more types of contents including photo, video, voice, live video stream, text, location, link, file, emoticons and one or more types of digital contents or media and any combination thereof and send to one or more contacts, groups, followers, selected or matched users of network. In an embodiment contacts that does not have installed client application and registered with device independent ephemeral content sharing system or network or server or database, can upload said shared content items at device independent ephemeral content sharing system sever for enabling it to generate said uploaded or shared one or more types of content items associate clickable or accessible link or web link or short link or web address or URL for enabling to share via one or more 3<sup>rd</sup> parties communication, sharing, collaboration, social networking applications, clients & services from one or more types of devices which may have different operating systems & networks and enabling receiving user to accessing said content via said shared or received clickable link or web link or short link or web address or URL. In an embodiment contacts who have installed client application of device independent ephemeral content sharing system can receive push notification regarding information about receiving of new ephemeral content and in the event of tap on push notification receiving user can view said received ephemeral content in client application of device independent ephemeral content sharing system. In another embodiment users who does not installed device independent ephemeral content sharing system, can receive clickable link or web link or short link or web address or URL on one or more applications, web sites, clients, accounts including instant messaging, chat, email, SMS, one or more types of feeds or features of social networks and can click or tapped on said clickable link or web link or short link or web address or URL to access and views said clicked link or web link or short link or web address or URL associated shared ephemeral content. In an another embodiment user can directly receive clickable link or web link or short link or web address or URL via push notification from one or more sources including one or more contacts of user, one

or more types of one or more users of network, followed users, server, 3<sup>rd</sup> parties advertisers and one or more types of authorized users.

Figure 14 illustrate flowchart explaining, according to an embodiment presenting of ephemeral content based on clicking or accessing of clickable link or web link or short link or web address or URL. Ephemeral message or content controller, presents on the display an ephemeral message or content item(s) for a transitory period of time. A touch controller identifies haptic contact on the display or web sites or web page or interface identifies user instruction to skip current or remove or hide or current and show next ephemeral content item(s) (if any) during the transitory period of time. The ephemeral message or content controller terminates or hides or prevent to show particular identified user or particular identified device of user, the ephemeral message or content in response to the haptic contact or click on particular area of web page or interface or click or tap on particular button including next, skip, remove, show next;

Figure 15 illustrate flowchart explaining, according to an embodiment receiving of one or more types of one or more shared content items, generating link or web link or short link or web address or URL for accessing said received one or more types of one or more shared content items, presenting of ephemeral content based on clicking or accessing of clickable link or web link or short link or web address or URL. In an embodiment server received and stores one or more types of one or more content items including photo(s) or video(s), based on received one or more types of one or more content items generates link or short link or web address or web link and stores said generated link or short link or web address or web link with said received or stored or associated one or more types of one or more content items including photo(s) or video(s). After generating of link or short link or web address or web link or URL, server sends and presents said generated link or short link or web address or web link to sharing user or user who uploaded one or more types of one or more content items with intention to share ephemeral content with other users via one or more sharing, communication, social network and one or more types of applications, clients, tools, utilities, features, web services, devices, networks, databases, and web sites. receiving users of said link or short link or web address or web link or URL can access or click or tap on said received one or more clickable links or short link or web address or web links or URLs from one or more applications, web sites, user accounts including emails including Gmail TM, SMS, Newsfeed of Facebook TM, Feed or TimeLine or home page or list of tweets of Twitter TM, Feed of LinkedIn TM, Snapchat chat feature and sends request to access said link or short link or web address or web link associated one or more types of one or more content items including photo(s) or video(s) to server, wherein server receives said request

and search, match, select, process, generates and presents said request specific link or short link or web address or web link associated one or more types of one or more content items including photo(s) or video(s) wherein user is enable to view said one or more types of one or more contents and media including photo(s) and video(s) for pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration within pre-set particular period of time and in the expiration of pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration or view for pre-set particular number of times for pre-set particular period of time or duration within pre-set particular period of time, removing said received or accessed or viewed one or more types of one or more contents and media including photo(s) and video(s) from server database and/or sending user's device(s) and/or receiving user's device(s).

Figure 16 illustrate flowchart explaining, according to an embodiment requesting and accessing of ephemeral content items based on per device of user who receives and click on clickable link or short link or web address or web link or URL. Sharing user can independently share link or short link or web address or web link or URL to one or more users via one or more sharing applications, web sites and services from one or more devices which server may or may not able to track, so server enables receiving user of said link or short link or web address or web link or URL to access ephemeral contents based on per device ephemeral settings and rules including allow user to view presented ephemeral contents for a transitory period of time

Figure 17 illustrate flowchart explaining, according to an embodiment requesting and accessing of ephemeral content items based on per device of user who receives and click on clickable link or short link or web address or web link or URL. Sharing user can independently share link or short link or web address or web link or URL to one or more users via one or more sharing applications, web sites and services from one or more devices which server may or may not able to track, so server enables receiving user of said link or short link or web address or web link or URL to access ephemeral contents based on per device ephemeral settings and rules including allow user to view presented ephemeral contents for a transitory period of time, allow user to particular number of times each for a transitory period of time or remove ephemeral contents or restrict or prevent to view ephemeral contents after expiry of pre-set or pre-determined life duration of ephemeral contents.

Figure 18 illustrates exemplary table or relational database table explaining monitoring, tracking, logging, recording and storing of one or more types of status, activities, actions, events, transactions, logs of sending, receiving, viewing and accessing of ephemeral contents including who sends (if registered else no name, photo & sharing user identity recorded) or which link or short link or web address or URL at what date & time, optionally records who sends which link at what date & time from which 3<sup>rd</sup> parties communication, sharing, social networking application(s), web site(s), web service(s), utilities, tools, devices, operating systems, browser type, model & name and from where, type of ephemeral contents shared, optionally logs name or nick name of sender, optionally logs identities who (if registered or identified by 3<sup>rd</sup> parties) received which link or short link or web address or URL from identified source (if registered), which link or short link or web address logs accessed from which identified device having one or more types of unique global device identities, accessed from which name, model & type of browser, operating system and platform, optionally logs from which application or web sites or interface user accessed received link(s) or URL(s) or short link or web address(s) or web link(s) or hyper link(s), date & time of access and based on ephemeral settings, conditions and rules monitors, tracks, logs, records, processes, updates and stores remaining life duration, number of times of view and timer of current view.

Figure 19 illustrate flowchart explaining, according to an embodiment requesting and accessing of ephemeral content items by identified or registered user based presenting on the display or in web browser an ephemeral message for a transitory period of time.

Figure 20 illustrate flowchart explaining, according to an embodiment requesting and accessing of ephemeral content items by identified or registered user based presenting on the display or in web browser an ephemeral message for a transitory period of time or allow user to particular number of times each for a transitory period of time or remove ephemeral contents or restrict or prevent to view ephemeral contents after expiry of pre-set or pre-determined life duration of ephemeral contents.

Figures 21-33 illustrates implementation of present invention in website wherein enabling user to preparing post, save post locally, save post at server, make post as public, send post to “My stories” or generate link and share with contacts via 3<sup>rd</sup> parties sharing application(s) to enable receiving user to access or view said posted content items, apply settings, view send and received posts, broadcast live vide stream without installing application, without registration with server

or network or website or platform or service and without adding, importing, inviting contacts and becoming mutual connections.

Figure 34 illustrates searching and browsing of public posts or one or more types of content items.

Figure 35 illustrates managing posts or one or more types of content items of user.

Figure 36 illustrates graphical user interface or web page for broadcasting live video stream by broadcasting user and viewing of said live video stream by connections of user, wherein connection(s) established based on sharing of unique link associate with user with one or more contacts via one or more sharing applications, websites and user accounts and in the event of first time clicking or tapping or accessing of link or URL by link receiving user from said one or more applications and websites, server 110 stores one or more types of unique user identities including unique code, unique user name of said link sharing user with said each link accessing user. After establishing connections, each connections of user is notified about new post or live video stream or scheduled live video stream of posting or broadcasting user via push notification service or browser notification service and enable to view new post or live video stream by clicking or tapping on notification message or in inbox or list notification item.

Figure 37 illustrates some of the examples of present invention.

Figure 38 is a block diagram that illustrates a mobile computing device upon which embodiments described herein may be implemented.

While the invention is described herein by way of example for several embodiments and illustrative drawings, those skilled in the art will recognize that the invention is not limited to the embodiments or drawings described. It should be understood, that the drawings and detailed description thereto are not intended to limit the invention to the particular form disclosed, but on the contrary, the intention is to cover all modifications, equivalents and alternatives falling within the spirit and scope of the present invention. The headings used herein are for organizational purposes only and are not meant to be used to limit the scope of the description. As used throughout this application, the word "may" is used in a permissive sense (e.g., meaning having the potential to), rather than the mandatory sense (e.g., meaning must). Similarly, the words "include", "including", and "includes" mean including, but not limited to.

## DETAILED DESCRIPTION OF THE DRAWINGS

Figure 1 illustrates an example device independent ephemeral content sharing system, under an embodiment. According to some embodiments, system 100 can be implemented through software 110 that operates on a portable computing device, such as a mobile computing device 135 or Personal computer (PC) 145 or one or more types of smart device 140. System 100 can be configured to communicate with one or more network services, databases, objects that coordinate, orchestrate or otherwise receives, processes and stores uploaded or sent or shared one or more types of contents, generates link or web link or hyper link, short link or URL and stores and associated said generated link or web link or hyper link, short link or URL with said received, processed and stored uploaded or sent or shared one or more types of contents from one or more users or sources. Additionally, the mobile computing device can integrate third-party services which enable further functionality through system 100.

The system for enabling users to use platform for in an embodiment without installing any client application, without registration or membership and without creating mutual contacts can share ephemeral contents with already connected users or contacts on one or more applications, web sites, social networks, services including phone contacts, e-mail contacts, social network connections, instant messenger contacts, followers, following users by user, one or more types of contacts including clients, customers, guests, prospective customers, matched users based on one or more types of fields, criteria, keywords including age, gender, skills, education, location, interest type, activity type and any combination thereof. While FIG. 1 illustrates a gateway 120, a database 115 and a server 110 as separate entities, the illustration is provided for example purposes only and is not meant to limit the configuration of the device independent ephemeral content sharing system. In some embodiments, gateway 120, database 115 and server 110 may be implemented in the device independent ephemeral content sharing system as separate systems, a single system, or any combination of systems.

As illustrated in FIG. 1, device independent ephemeral content sharing system may include a sharing or uploading or requesting or posting user device or mobile devices or smart devices including personal computer or tablet or laptop 130/135/140/145 and viewing user device or mobile devices 130/135/140/145. User can act as sharing user and/or viewing or accessing user of shared ephemeral content items. Devices or Mobile devices 130/140/135/145 may be particular set number of or an arbitrary number of devices or mobile devices which may be capable of uploading, capturing, recording, editing and updating one or more types of content

item(s) including photo, video, live stream, voice, text, location, link, emoticons and files, requesting to generate and receive and share uploaded or shared content specific link or web link or URL or short link or web address, posting, sharing, publishing, broadcasting, advertising, sending, and said link or web link or URL or short link or web address, receiving, viewing, clicking on received link or web link or URL or short link or web address, accessing and managing received link or web link or URL or short link or web address accessed shared contents. Each device or mobile device in the set of ephemeral content sharing user(s) and viewing or accessing user(s) device or mobile devices 130/140/135/145 may be configured to communicate, via a wireless connection, with each one of the other mobile devices 130/140/135/145. Each one of the mobile devices 130/140/135/145 may also be configured to communicate, via a wireless connection, to a network 125, as illustrated in FIG. 1. The wireless connections of mobile devices 130/140/135/145 may be implemented within a wireless network such as a Bluetooth network or a wireless LAN.

As illustrated in FIG. 1, the device independent ephemeral content sharing system may include gateway 120. Gateway 120 may be a web gateway which may be configured to communicate with other entities of the device independent ephemeral content sharing system via wired and/or wireless network connections. As illustrated in FIG. 1, gateway 120 may communicate with mobile devices 130/140/135/145 via network 125. In various embodiments, gateway 120 may be connected to network 125 via a wired and/or wireless network connection. As illustrated in FIG. 1, gateway 120 may be connected to database 115 and server 110 of device independent ephemeral content sharing system. In various embodiments, gateway 120 may be connected to database 115 and/or server 110 via a wired or a wireless network connection.

Gateway 120 may be configured to send and receive shared contents and shared contents associated link or web link or short link or web address, wherein shared contents comprises photo, video, voice, live stream, text, file, emoticons, emoji, location, link or URL, application, forms, objects, calendar, user profile, database, status, presence information, check-in places and like to/from mobile devices 130/140/135/145. For example, gateway 120 may be configured to receive uploaded or submitted or posted contents provided by posting or sharing or advertising users or publishers or content providers to database 115 for storage.

As illustrated in FIG. 1, the device independent ephemeral content sharing system may include a database, such as database 115. Database 115 may be connected to gateway 120 and server 110 via wired and/or wireless connections. Database and/or storage medium 115 may be configured to store a database of registered user's profile, posted or shared contents and associated

generated link or URL or short link or web address or hyper link or web link, monitored or tracked status and updated metadata & system data received from mobile devices 130/140/135/145 via network 125 and gateway 120.

5 Database 115 may also be configured to receive and service requests from gateway 120. For example, database 115 may receive, via gateway 120, a request from a mobile device and may service the request by providing, to gateway 120, user profile, user data, link or short link or web address associated posted or shared contents, data which meet the criteria specified in the request. Database 115 may be configured to communicate with server 110.

10 As illustrated in FIG. 1, the device independent ephemeral content sharing system may include a server, such as server 110. Server may be connected to database 115 and gateway 120 via wired and/or wireless connections. As described above, server 110 may be notified, by gateway 120, of new or updated user profile, user data, user posted or shared contents & various types of status  
15 stored in database 115.

FIG. 1 illustrates a block diagram of the device independent ephemeral content sharing system configured to implement the platform where user(s) can share or upload or send or allow server to access or post contents for requesting server 110 to generate uploaded content specific link or  
20 short link or web address for enabling receiving user of link or short link or web address to click said link or short link or web address for accessing said link or short link or web address associated uploaded or shared ephemeral contents. While FIG. 1 illustrates a gateway 120, a database 115 and a server 110 as separate entities, the illustration is provided for example purposes only and is not meant to limit the configuration of the broadcasting or advertising user  
25 contents to contextual viewers based system. In some embodiments, gateway 120, database 115 and server 110 may be implemented in the device independent ephemeral content sharing system as separate systems, a single system, or any combination of systems.

Figure 2 illustrates an electronic device 200 implementing operations of the invention. In one  
30 embodiment, the electronic device 200 is a smartphone with a processor 230 in communication with a memory 236. The processor 230 may be a central processing unit and/or a graphics processing unit. The memory 236 is a combination of flash memory and random access memory. The memory 236 stores web browser 284 and/or client application 285 to access the device independent ephemeral content sharing system including capturing, recording, editing, updating,  
35 augmenting, uploading, processing, storing uploaded one or more types of content, generating and storing link or short link or web address for accessing said uploaded or shared one or more

types of contents, storing and associating said generated link or short link or web address with said uploaded or shared one or more types of contents, sent request to server 115 to access said link or short link or web address associated contents from mobile browser or web browser or client application or from 3<sup>rd</sup> parties applications, devices and web sites via application

5 programming interface (API) and web services to implement operations of one of the embodiment of the invention. The application 285 may include executable instructions to access a server which coordinates operations disclosed herein. Alternately, the application 285 may include executable instructions to coordinate some of the operations disclosed herein, while the server implements other operations. The memory 236 stores web or mobile browser application  
10 284 to enable user to input link or short link or web address or access or click clickable link from one or more applications, interfaces and web sites to access or retrieve said link associate content to implement operations of another embodiment of the invention. The application 284 may include executable instructions to access a server which coordinates operations disclosed herein. Alternately, the application 284 may include executable instructions to coordinate some of the  
15 operations disclosed herein, while the server implements other operations. The memory 236 stores one or more types of communication, sharing, collaboration and social networking applications including a SMS interface, an email client application, instant messenger and chat application, social networking applications 287 to implement operations of one of the embodiment of the invention. The application 287 may include executable instructions to access  
20 a server which coordinates operations disclosed herein. Alternately, the application 287 may include executable instructions to coordinate some of the operations disclosed herein, while the server implements other operations.

The processor 230 is also coupled to image sensors 238. The image sensors 238 may be known  
25 digital image sensors, such as charge coupled devices. The image sensors capture visual media, which is presented on display 210. The image sensors 238 capture visual media and present the visual media on the display 210 so that a user can observe the captured visual media.

A touch controller 215 is connected to the display 210 and the processor 230. The touch  
30 controller 215 is responsive to haptic signals applied to the display 210.

The electronic device 200 may also include other components commonly associated with a smartphone, such as a wireless signal processor 220 to provide connectivity to a wireless network. A power control circuit 225 and a global positioning system (GPS) processor 235 may  
35 also be utilized. While many of the components of Figure 2 are known in the art, new

functionality is achieved through enabling the device independent ephemeral content sharing through web browser 284 and/or client application 285 operating in conjunction with a server 110.

5 Figure 2 shows a block diagram illustrating one example embodiment of a mobile device 200. The mobile device 200 includes an optical sensor 244 or image sensor 238, a Global Positioning System (GPS) sensor 235, a position sensor 242, a processor 230, a storage device 286, and a display 210.

10 The optical sensor 244 includes an image sensor 238, such as, a charge-coupled device. The optical sensor 244 captures visual media. The optical sensor 244 can be used to media items such as pictures and videos.

The GPS sensor 238 determines the geolocation of the mobile device 200 and generates  
15 geolocation information (e.g., coordinates including latitude, longitude, aptitude). In another embodiment, other sensors may be used to detect a geolocation of the mobile device 200. For example, a WiFi sensor or Bluetooth sensor or Beacons including iBeacons or other accurate indoor or outdoor location determination and identification technologies can be used to determine the geolocation of the mobile device 200.

20 The position sensor 242 measures a physical position of the mobile device relative to a frame of reference. For example, the position sensor 242 may include a geomagnetic field sensor to determine the direction in which the optical sensor 240 or the image sensor 244 of the mobile device is pointed and an orientation sensor 237 to determine the orientation of the mobile device  
25 (e.g., horizontal, vertical etc.).

The processor 230 may be a central processing unit that includes a mobile or web browser application 284, client application 285 and 3rd parties' sharing, communication, collaboration, social network applications, services, interfaces 287 including SMS, E-mail, Instant Messenger,  
30 Chat, Feeds, album, gallery & folders associate 3<sup>rd</sup> parties sharing applications, services, features, tools, utilities, options, menu items integrated via APIs and web services.

The storage device 286 includes a memory that may be or include flash memory, random access memory, any other type of memory accessible by the processor 230, or any suitable combination  
35 thereof. The storage device 286 stores the shared contents provided by/from one or more users or

sources, associated ephemeral settings and rules and associated link or short link or web address or web link or hyper link or URL or namespace and associate monitored, tracked updated status including timer or remaining time to expire, remaining life time and remaining number of times allow to view received ephemeral content item(s). The storage device 286 also stores executable instructions corresponding to mobile or web browser application 284, the device independent ephemeral content sharing client application 285 and 3rd parties' sharing, communication, collaboration, social network applications, services, interfaces 287.

The mobile device 200 also includes a transceiver that interfaces with an antenna. The transceiver may be configured to both transmit and receive cellular network signals, wireless data signals, or other types of signals via the antenna, depending on the nature of the mobile device 200. Further, in some configurations, the GPS sensor 238 may also make use of the antenna to receive GPS signals.

Figure 3 illustrates graphical user interface, particularly mobile browser or web browser 284 wherein user can enter or select or input address or web site name in address bar 305 of the website or web page 300 of the device independent ephemeral content sharing system or in another embodiment user can access the interface 300 of device independent ephemeral content sharing system from 3<sup>rd</sup> parties' websites and application which integrates the device independent ephemeral content sharing system interface via application programming language (APIs), Software Development Toolkit (SDKs) and web services. In the event of clicking link of website of the device independent ephemeral content sharing system or entering link 305 of website of device independent ephemeral content sharing system, server 110 receives request to access website or particular webpage of the device independent ephemeral content sharing system from user device 200 via mobile browser 284 and presents web page 300 to web browser 284 of user device 200 to enable requesting user to access features of the device independent ephemeral content sharing system. After presenting of the website or webpage 300 of the device independent ephemeral content sharing system at user device 200 or 135 or 145, viewing user is enable to select or inputs path of 306 or copy and paste or drag and drop 311 one or more types of contents including photo, video, voice, text, file, emoji, emoticons, location & uniform resource locator (URL) from one or more sources including photos and video gallery e.g. 345 or album or folder of mobile device or personal commuter or smart device including tablet and laptop or search 308 and select one or more types of content or link 310 of one or more types of contents from one or more websites including search engines, social networks, blogs, articles, contents & news web sites or web pages via web browser or mobile browser 284 and

applications. For example user selects photos 350, 358 and 362 from gallery 345 of mobile device 200, wherein added photos shown in web page or interface of the device independent ephemeral content sharing system 300 in the form of thumbnails 331, 332 & 333 and corresponding links or path 334, 335, 336 of added or selected files of photos 350, 358 and 362 which user can enlarged view or preview via tap on links 334, 335, 336 or user can remove added or selected one or more types of content item(s) via added content item associated remove icon or button or user control or user action 327 or 328 or 329 or remove all added or selected one or more types of content items via button 332 or add new or additional content item via button 330. In another embodiment user can select or set or apply or provide one or more types of one or more ephemeral content related settings and rules for all added or selected or attached or for each added ephemeral content item including set view time 315, set number of times of view 318 or set life duration 316 of ephemeral content item for enabling receiving or viewing user of said shared or uploaded content items to view said shared or accessed content items for said pre-set period of time and/or view number of times for said pre-set period of time or view unlimited times within said pre-set life duration and in the expiration of said pre-set period of time or pre-set number of times of views remove or hide said shared ephemeral content items from receiving or viewing user's device 200 or display 210 of user device 200 and in an embodiment remove added and uploaded content items 334, 335 & 336 from server 110. In another embodiment allow user to select and upload particular one or more types of contents e.g. allow only photo or video, allow user to select and upload particular pre-set duration of video, particular type or particular extension of file e.g. .JPEG image format and .mov and .mp3 video format, allow particular resolution or quality of file e.g. 240p, allow particular number of words e.g. 240 characters in the event of text content type and like. In another embodiment user can select default ephemeral content settings & rules 325. In an embodiment enabling user to edit, augment, attach one or more emoji or emoticons on photo or video, draw on photo or video, add text message on photo or video, apply one or more photo or video filters including location filters 322 on said attached or added or selected content items e.g. photos 334, 335 & 336 or 350, 358 & 362. In an embodiment user is enabling to provide (input, select, auto fill-ups) one or more tags or keywords 303 with each or one or more or group of selected content item(s) and send with upended or shared content item(s). In an embodiment user is enabling to set password 320 to make password protected said attached or added or selected content items e.g. photos 334, 335 & 336 or 350, 358 & 362. In an embodiment user is enabling to select one or more sharing applications or services or web sites or user accounts of 3<sup>rd</sup> parties 301 from which user will share generated link or short link or web address or URL 337. After selecting or entering path(s) of or copy and paste or drag and drop one or more types of one or more content items or link(s)

of one or more types of one or more content items from one or more sources including mobile device storage, gallery, album, folder, import from personal computer or remotely located storage mediums including from one or more cloud server accounts or user's one or more devices or storage mediums or databases or search one or more types of one or more content items from one or more 3<sup>rd</sup> parties websites, webpages, applications, databases and devices, user is enable to instruct or request to server 110 by clicking or tapping or accessing button 307 or menu item or icon or user action or one or more types of user control 307 for uploading said attached, added or selected one or more types of content items e.g. photos 334, 335, 336 and generating link or short link or web address or web link or URL of said upended said selected one or more types of content items e.g. instruct server 110 to generates web link or short link or web address or URL for uploaded photos 334, 335, 336. In an embodiment user need to enter or provide via voice dynamically presented CAPTCHA code or voice 302 before clicking or tapping on "Upload and Generate Button" 307. Server 110 receives said uploaded selected content item(s) e.g. photos 334, 335, 336 via server module 171 from user device 200 via website or webpage of device independent ephemeral content sharing system from mobile browser 284. In an embodiment server 110 stores at server database or storage medium 115 said uploaded selected content item(s) e.g. photos 334, 335, 336 via server module 171 from user device 200. In an embodiment server 110 stores at server database or storage medium 115 and processes and analyze said uploaded selected content item(s) e.g. photos 334, 335, 336 via server module 171 from user device 200, wherein processing and analyzing of content comprises formatting, trimming, adding, removing, editing, updating, converting, indexing, encrypting, decrypting, compressing, attaching, augmenting one or more types of one or more metadata and system data including posted and/or received content's date & time, each content item's type, file extension or format, length, size, resolution and other properties, values, attributes & characteristics, identify and stores IP address, location of sharing, name, type & model of web browser or mobile browser, user device and operating system from which user have send said contents. Server 110 generates unique clickable link or web link or hyper link or short link or web address or URL or namespace via server module 172 for said received or uploaded one or more types of one or more content items or link(s) of one or more types of one or more content item(s) and stores and associates said generated unique clickable link or web link or hyper link or short link or web address or URL or namespace with said received and stored content item(s) or link(s) of content item(s) e.g. photos 334, 335, 336 at server database 115 via server module 172. Server 110 presents said generated stored unique clickable or said content accessible link or web link or hyper link or short link or web address or URL or namespace 337 to display 210 or web site interface 300 of web browser or mobile browser 284 of user device 200. In an embodiment

user can remove or discard via remove icon or button 3338 said presented link or web link or hyper link or short link or web address or URL or namespace 337. In an embodiment user is enabling to save 342 said link or web link or hyper link or short link or web address or URL or namespace 337 for later uploading via button 307. In an embodiment user can copy said presented link or web link or hyper link or short link or web address or URL or namespace 337 for enabling user to paste said copied link or web link or hyper link or short link or web address or URL or namespace 337 to one or more communication, sharing, collaboration, social networking applications, services, interfaces, web sites, web pages sharing tools, utilities and options 340 (discuss in detail in Figure 5) installed 287 and registered 287 by user in user device 200 and share with one or more contacts including email contacts, instant messenger contacts, phone numbers, social connections and like.

In an embodiment server 110 can act as registrar of ephemeral content items and associated unique link or short link or web address stored by one or more websites including 3<sup>rd</sup> parties' web sites, servers, applications, networks, databases and devices. Server 110 generates and stores unique link or short link or web address for said other domain or website's generated, stored and content associated link or short link or web address. Content uploading or providing user is presented with said server 110 generated and stored link, which said content uploading sharing user can share with other users via one or more sharing options or applications or web sites. In the event of accessing or clicking or tapping on said shared link or short link or web address, server 110 redirects user to said domain specific link or said website where uploading user uploads one or more types of one or more content items.

In an embodiment one or more web sites or servers including 3<sup>rd</sup> parties' websites or servers, stores received ephemeral contents and request server 110 to generate unique link or short link or web address for content items stored by said one or more web sites or servers including 3<sup>rd</sup> parties' websites or servers and said one or more web sites or servers including 3<sup>rd</sup> parties' websites or servers stores, associate with respective user uploaded content and provides said generated unique link or short link or web address by server 110 to their respective content unloading user(s) for enabling them to share said unique link or short link or web address generated and provided by server 110 via one or more sharing options, tools, utilities, applications or web sites including e-mail, SMS, MMS, social network accounts, and instant messenger. In the event of accessing or clicking or tapping on said shared link or short link or web address, server 110 provides said unique link or short link or web address generated and provided by server 110 associated contents stored by said one or more web sites or servers

including 3<sup>rd</sup> parties' websites or servers redirects user to said domain specific link or said website where uploading user uploads one or more types of one or more content items. Server 110 monitors, tracks and updates accessed and presented content item associated ephemeral content settings, status and rules including tracks and updates in server database 115 remaining time to view presented content item based on pre-set view timer associated with each content item or tracks and updates in server database 115 remaining maximum life time to view presented content item or tracks and updates in server database 115 remaining number of times to view presented content item.

- 10 In an embodiment user can select presented link e.g. 337 from list of link(s) before expiring of life duration 316 of uploaded content item e.g. 304 and can add contents with said select link e.g. 337 associated earlier uploaded contents.

In another embodiment Figure 4 illustrates graphical use interface for enabling user to register with the device independent ephemeral content sharing system or platform or server 110. After registration enabling user to login 491 with the device independent ephemeral content sharing system or platform or server 110 to access the features and functions or web page or interface 400 of device independent ephemeral content sharing system or platform or server 110 at user device 200 via web browser 284. In an embodiment enabling user to provide profile details including email address(es), phone number, age, gender, home or work location or address, education, skill, interest types & like, user location, status, and payment information 492 and 493, which stores at server database 115. User can draft or update or edit text 407, search and select one or more types of contents or content items from one or more sources 411, select web link or URL 412 of content item(s) from one or more websites or provide link or URL 412 with one or more types of content item(s), select emoticons or emoji 413, search, select or set location(s) or check-in place 414, select photo(s) and/or video(s) 415 from one or more sources including gallery, import from personal computer or local or remote storage medium(s), capture photo 416, record video 417, select one or more files 418, select or edit text content 419 or 407 and any combination thereof. User is enabling to set ephemeral settings and rules as discussed in Figure 3 (315, 316, 318, 325). In an embodiment user can augment and edit one or more types of content as discussed in Figure 3 (322). In an embodiment user can password protect one or more types of one or more content item(s) as discussed in Figure 3 (320). In an embodiment user can remove 453, 454, 455 one or more added or selected content item(s) 448, 450, 452 from list of added content item(s) or remove all added content items 454 or add new content item(s) 456. In an embodiment user is enabling to select one or more sharing applications or services or web

sites or user accounts of 3<sup>rd</sup> parties 401 from which user will share generated link or short link or web address or URL 337.

In an embodiment user is enable to invite 496 one or more registered users of network via email address(es) and phone contacts to connect with them in the event of invitation accepted by inviter. In an embodiment user is enable to search other users of network based on one or more keywords, criteria, profile fields including email address(es), phone number, age, gender, home or work location or address, education, skill, interest types & like and any combination thereof and can invite and connect with them in the event of invitation accepted by inviter.

In an embodiment after preparing content item(s) ready to share with one or more users, user can select one or more contacts of network 402 and send 402 them said one or more types of ephemeral content item(s). In an embodiment receiving user can view said one or more types of ephemeral content item(s) via inbox or received items 494.

In an embodiment if user want to share contacts of one or more other networks which are not in present network, user can select upload & generate link or short 422 option to upload prepared or selected one or more types of content items to server database or storage medium 115 via server module 171, which server processes and analyze and stores at server database 115 via server module 171. Server module 172 generates and stores unique web link or short link or web address or URL and associate and store with said stored content item(s) in server database 115. Server module 171 presents said generated unique web link or short link or web address or URL 457 on display or presented web page of website of the device independent ephemeral content sharing 400 in web browser 284 of user device 200 for enabling user to copy said presented unique web link or short link or web address or URL 457 and paste to one or more communication, sharing, social networking applications, options, features, web sites and services 460 (discuss in detail in Figure 5) including e-mail, SMS, MMS, phone call, VOIP, instant messenger including Whatsapp TM, Skype TM, Snapchat TM, Instagram TM, Facebook Messenger TM, Wechat TM, Line TM, Viber TM, social network accounts including Facebook TM, Twitter TM, Bluetooth, Shareit TM, Wi-Fi direct TM, Xender TM, Google+ TM, Hangouts TM installed 287 and registered 287 by user in user device 200, user to user push notification, peer to peer, device to device direct sharing, sharing based on near location of device(s) of contact(s), sharing via print, tell via phone call or VOIP or voice, provide via letter or printer paper. In an embodiment user is enabling to save 442 said link or web link or hyper link or short link or web address or URL or namespace 457 for later uploading via button 422.

Receiving user can click or tap on received content item notification or received content item link item from inbox 494 or received push notification regarding receiving of ephemeral content item(s) or received link or short link or web address and can view ephemeral content item(s) as per ephemeral content item(s) associated default or applied settings and rules including view presented content item(s) for pre-set view duration or view for a transitory period of time, view presented content item(s) for pre-set view duration or view for a transitory period of time for particular pre-set number of times of view, view unlimited times within pre-set duration of time and like.

Figure 5 illustrates graphical user interface to access various types of share options including one or more communication, sharing, social networking applications, options, features, web sites and services 460 including e-mail clients e.g. Gmail TM, Yahoo Mail TM, short message server (SMS) application or interface, MMS, phone call, voice over internet protocol (VOIP), instant messengers (IM) & chat including Whatsapp TM, Skype TM, Snapchat TM, Instagram TM, Facebook Messenger TM, Wechat TM, Line TM, Viber TM, collaboration applications & web sites, social network applications, web sites, web page, profile page, timeline, gallery, album, folder, feed, posting interface, accounts including Facebook TM, Twitter TM, Bluetooth, Shareit TM, Wi-Fi direct TM, Xender TM, Google+ TM, Hangouts TM, AirDroid TM, Superbeam TM, Pushbullet TM, Portal TM, BitTorrent Sync TM, BitTorrent Shoot TM, WeTransfer TM, Infinit TM, Dropplr TM, CloudApp TM, Dropbox TM installed 287 and registered 287 by user in user device 200. In an embodiment the device independent ephemeral content sharing system or platform or server 110 can partner with one or more 3<sup>rd</sup> parties sharing applications, web sites and services or use their application programming language (APIs), Software Development Toolkit (SDKs) and web services to integrate various sharing option with web site or web page or one or more types of client application(s) or device(s) or platform or database(s) 115 or storage medium(s) 115 or server(s) 110 and identify and store user name, identity, photo or profile who sends or uploads or share one or more types of ephemeral content item(s), identify and store identity, attributes & name of which sharing application(s), service(s), option(s), web site(s) user used to send or upload said one or more types of ephemeral content item(s), identify and store user name, identity, photo or profile of contact(s) to whom, which user sent which content item(s) via which sharing application(s), service(s), date & time of sharing or sending, date and time of receiving of said shared ephemeral content item by particular or each contact(s), start to view date & time by particular or each contact(s). In an embodiment the device independent ephemeral content sharing system or platform or server 110 can partner with one or

more 3<sup>rd</sup> parties sharing, storing, cloud, link or short link or web address generating, content processing, storing ephemeral content item(s) and associated said generated link or short link or web address, redirecting, searching, ephemeral content sending and./or presenting applications, web sites and services or use their application programming language (APIs), Software

- 5 Development Toolkit (SDKs) and web services or subscribe services to integrate or use various types of functionalities and services including use various types of sharing options, store content item(s) at cloud storage server(s) or database(s) connected with server(s), use link or web link or URL or short link or web address generation services, use link or short link or web address analytics and statistics services, use content encryption, compressing, various types of
- 10 conversion, analysis and formatting functionalities and services, maintain registry or store and associate said generated link or short link or web address with said related identified content item(s), processing request and generating request associate link or short link or web address specific web page by searching and fetching link or short link or web address associated ephemeral content item(s) & associated ephemeral settings & rules and presents to requesting
- 15 user said dynamically generated web page comprises link or short link or web address associate ephemeral content item(s) based on ephemeral content item(s) associated ephemeral content item settings and rules and monitors, tracks, and stores updated status of ephemeral contents based on said presented ephemeral content item(s) associated ephemeral settings and rules including track and store updated remaining time to view by viewer said presented ephemeral content item(s),
- 20 reaming number of times of view of said presented ephemeral content item(s), reaming life duration of presented said ephemeral content item(s).

Figure 6 illustrates exemplary graphical user interface (GUI) describes integration of the device independent ephemeral content sharing system or integration of one or more functionalities or

- 25 interfaces or modules or objects or functions or part of functionalities of the device independent ephemeral content sharing system with 3<sup>rd</sup> parties one or more applications, interfaces, web services, web sites, web pages, platforms, databases, browsers, operating systems, devices and networks including search engines, communication, collaboration, sharing, e-commerce, social networks, photo and video or content sharing applications and web sites via one or more
- 30 application programming language (APIs), Software Development Toolkit (SDKs) and web services of the device independent ephemeral content sharing system, wherein integration of the device independent ephemeral content sharing system or integration of one or more functionalities or interfaces or modules or objects or functions or part of functionalities of the device independent ephemeral content sharing system including on or more modules of the
- 35 device independent ephemeral content sharing system. service(s), web service(s), platform, one

or more types of client application(s), device(s) comprises preparing, selecting, drag and drop, copy and paste, searching, importing, editing, augmenting, password protecting, encrypting, decrypting, compressing, decompressing, formatting, capturing, recording and storing one or more types of ephemeral content item(s) and/or link(s) of one or more types of ephemeral content item(s) and associated default or applied ephemeral content settings and rules interface or web page and/or sending or uploading or providing or allowing to access one or more types of ephemeral content item(s) and/or link(s) of one or more types of ephemeral content item(s) and associated default or applied ephemeral content settings and rules (For example discuss in detail in figures 4 and 5), sending request to generate unique clickable link or web link or short link or web address for said send or uploaded or provided or allowed to access one or more types of one or more content item(s) and/or receiving and/or processing and/or storing ephemeral content item(s) and/or generating for said received one or more types of content item(s) link or web link or URL or short link or web address and/or storing and/or associating said generated link or short link or web address with said received and/or processed and/or stored one or more types of content item(s) and/or presenting said generated link to said content item(s) provider or owner or sharing user or uploader or logged-in registered user and/or integrating 3<sup>rd</sup> parties or partnered sharing applications, web sites, web pages, options, features, functionalities and/or enabling to share said generated and received or presented unique clickable link or web link or URL or short link or web address via one or more integrated and/or independent 3<sup>rd</sup> parties sharing applications, clients, interfaces, functions, features, options, web services, services, web sites and web pages and/or sending request to access said clicked or tapped or entered link or short link or web address associated ephemeral content item(s) and/or receiving request to access said link or short link or web address associated ephemeral content item(s) and/or dynamically prepare or generate said link or short link or web address associated ephemeral content item(s) and/or present said dynamically prepared or generated said link or short link or web address associated ephemeral content item(s) and/or monitoring, tracking and storing or updating said presented ephemeral content item(s) related updated ephemeral data based on applied ephemeral content item(s) associated ephemeral settings and rules including updated timer, remaining number of times to view and remaining life duration of said ephemeral content item(s).

Figure 6 illustrates one of the exemplary interface 601 or 288 of user device 200 which integrates the device independent ephemeral content sharing system via application programming language (APIs), Software Development Toolkit (SDKs) and web services. For example interface 601 or 286 of user device 200 enables user of device 200 to select one or more photo from one or more sources including select from gallery 289 which stores photo or video in local storage medium or

storage device 286 of user device 200 e.g. user selects photo 620. After selecting one or more types of contents including one or more photos or videos, user can select sharing option including ephemeral content sharing option 605 via one or more types of controls or user actions including menu 605 or button or icon or link or selection interface. For example user of device 200 selects photo 620 and then selects ephemeral content sharing option via or click or tap on ephemeral content sharing option menu item 605. In an embodiment server provides default ephemeral settings and rules. In an embodiment user can select default ephemeral settings and rules 625. In an embodiment user can set or update view time and/or set or update number of times of view and/or set maximum life duration for ephemeral content item(s) receiving user, shared by sharing or sending or uploading user of said content item(s) and in the event of expiration of said allowed view time for presented ephemeral content item(s) and/or exceeding of allowed number of times of views, each time allowing to view for said view time and/or expiration of maximum life time of said ephemeral content item(s), removing or preventing to view said ephemeral content item(s) by said receiving or viewing user. In an embodiment enabling user to edit, augment, attach one or more emoji or emoticons on photo or video, draw on photo or video, add text message on photo or video, apply one or more photo or video filters including location filters 622 on said attached or added or selected content items e.g. photos 620. In an embodiment user is enabling to set password 620 to make password protected said attached or added or selected content items e.g. e.g. photos 620. In an another embodiment user can manage added or selected or attached one or more types of content items via interface 690 including view or enlarged view added content item(s) by clicking or tapping on thumbnails 631, 632, 633 or links 634, 635, 636 or can remove added content item(s) by clicking on content item associated remove icon e.g. 627, 628, 629 or remove all by clicking or tapping on "Remove All" button 632 or add new by clicking or tapping on "Add" button 630.

In an embodiment after selecting one or more types of one or more content item(s) e.g. photo 620 and clicking or tapping on ephemeral content sharing option 605, said selected content item e.g./ photo 620 start uploading to server database 115 via server module 171 of server 110. In an embodiment server module 171 processes said received and stored content item(s) e.g. photo 620 at server database 115 of server 110. After storing said received identified content item(s) e.g. photo 620 and associated ephemeral content settings and rules 616, 616, 618, 625, sever module 172 generates link or web link or URL or short link or web address for said received and stored identified content item(s) e.g. photo 620 for making it accessible from any web browser e.g. 284 or client application e.g. 285. Server module 172 stores and associate said generated link or web link or URL or short link or web address with said stored content time e.g. photo 620 at server

database 115 of server 110 via server module 172 and server module 172 presents said generated link or web link or URL or short link or web address 637 to content item e.g. photo 620 sharing or uploading or sending user at user device 200. In an embodiment user can discard or remove link 637 via remove button or icon or link 638. In an embodiment user can copy link 637 via  
5 copy icon or option 639 or user can save said link 637 via save icon or option 642. In another embodiment user can apply auto sharing options for automatically share said ephemeral content items to selected one or more contacts and/or destinations. In another embodiment user can select one or more sharing options including share said link 637 with one or more selected contacts via 3<sup>rd</sup> parties one or more applications, services, and sharing options 665.

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In an embodiment after selecting one or more types of one or more content item(s) e.g. photo 620 and clicking or tapping on ephemeral content sharing option 605, user is enabled to select one or more types of one or more contacts including phone contacts, email address(es), social account or unique device identity and can send said selected one or more types of one or more  
15 content item(s) e.g. photo 620 directly to device gallery of said each selected contact. So present invention enables device to device ephemeral content sharing. Device manufacturers creates network based on phone contacts, email address(es), social account or unique device identity for enabling device user to identify devices of contacts for enabling one or more types of device to device communication, collaboration, social networking and sharing.

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In an embodiment user can capture photo and record video e.g. photo 620 from user device 200 via system or operating system associate photo application of user device 200 and based on settings of auto ephemeral content sharing or selecting ephemeral content sharing option 605, system 288 starts uploading said captured photo e.g. photo 620 or recorded video to server  
25 database 115 via server module 171, wherein server module 171 receives, processes and stores said uploaded captured photo e.g. photo 620 or recorded video in server database 115 of server 110. After storing said received identified content item(s) e.g. photo 620 and associated ephemeral content settings and rules 616, 616, 618, 625, sever module 172 generates link or web link or URL or short link or web address for said received and stored identified content item(s)  
30 e.g. photo 620 for making it accessible from any web browser e.g. 284 or client application e.g. 285. Server module 172 stores and associate said generated link or web link or URL or short link or web address with said stored content time e.g. photo 620 at server database 115 of server 110 via server module 172 and server module 172 presents said generated link or web link or URL or short link or web address 637 to content item e.g. photo 620 sharing or uploading or sending user  
35 at user device 200. In an embodiment user can discard or remove link 637 via remove button or

icon or link 638. In an embodiment user can copy link 637 via copy icon or option 639 or user can save said link 637 via save icon or option 642. In another embodiment user can apply auto sharing options for automatically share said ephemeral content items to selected one or more contacts and/or destinations. In another embodiment user can select one or more sharing options including share said link 637 with one or more selected contacts via 3<sup>rd</sup> parties one or more applications, services, and sharing options 665 or 640.

In an embodiment user can capture photo and record video from user device 200 via system or operating system associate photo application of user device 200 and enabling user to select one or more types of one or more contacts including phone contacts, email address(es), social account or unique device identity and can send said selected one or more types of one or more content item(s) e.g. photo 620 directly to device gallery of said each selected contact. So present invention enables device to device ephemeral content sharing. Device manufacturers creates network based on phone contacts, email address(es), social account or unique device identity for enabling device user to identify devices of contacts for enabling one or more types of device to device communication, collaboration, social networking and sharing.

Figure 7 (A) illustrates example of using or integration of application programming language (APIs), Software Development Toolkit (SDKs) and web services of the device independent ephemeral content sharing system with 3<sup>rd</sup> parties' web site e.g. website or particular web page or link of web page 705 integrates the device independent ephemeral content sharing system and enables visitor or user of website or particular web page or link of web page 705 to access features of the device independent ephemeral content sharing system including share link of website or particular web page or link of web page via ephemeral content sharing by clicking or tapping on menu item e.g. 708. In the event of clicking or tapping on ephemeral content sharing option 708 associated with particular web page 715 or section or part of web page, server module 171 of server 110 receives, processes, provide identity and stores URL or link of said visited or accessed or said ephemeral content sharing option icon or link or button associated web page and generates unique link or short link or web address or URL via server module 172 and stores and associate said generated link or short link or web address or URL with said provided identity associated stored shared web page URL or link for making them accessible via said generated link to said generated link or short link or web address receiving or accessing user(s) and presents said generated link or short link or web address 750 to user on display 210 or in web page 715 of web site 705 at user device 200 for enabling user to copy and share or select from sharing options 752 one or more types of sharing applications for sharing said generated and

presented link or short link or web address 750 with said selected sharing application associated one or more types of one or more contacts. For example if user wants to share said link or short link or web address 750 via SMS, then user selects SMS interface or application, system automatically paste said link or short link or web address 750 inside input area of SMS interface or application and then user can select phone contacts from SMS interface or application and send said link or short link or web address 750 via SMS to selected one or more phone numbers. Receiving user receives said SMS and access or click or tap on said link or short link or web address e.g. 750 from received SMS message to view said clicked or tapped or accessed link or short link or web address e.g. 750 associated content item(s) e.g. view webpage 715 via clicked or tapped or accessed link or short link or web address e.g. 750 associated URL or link of said webpage e.g. 705. In an another example if user wants to share said link or short link or web address 750 via WhatsApp TM then user click or tap on WhatsApp TM sharing option, then system automatically opens WhatsApp TM and paste said link or short link or web address 750 inside input area of WhatsApp TM chat or messaging interface or application and then user can select WhatsApp TM contact(s) or group(s) from WhatsApp TM interface or application and send said link or short link or web address 750 via WhatsApp TM message to selected one or more WhatsApp TM contact(s) or group(s). Receiving user receives said WhatsApp TM message and access or click or tap on said link or short link or web address e.g. 750 from received WhatsApp TM message to view said clicked or tapped or accessed link or short link or web address e.g. 750 associated content item(s) e.g. view webpage 715 via clicked or tapped or accessed link or short link or web address e.g. 750 associated URL or link of said webpage e.g. 705. In an embodiment user can set or update one or more types of ephemeral content settings and rules via selecting “ephemeral content settings and rules” menu item 709 as discussed in Figure 3 (315, 316, 318 & 325).

Figure 7 (B) illustrates example of using or integration of application programming language (APIs), Software Development Toolkit (SDKs) and web services of the device independent ephemeral content sharing system with 3<sup>rd</sup> parties' web site e.g. website or particular web page or link of web page 735 integrates the device independent ephemeral content sharing system and enables visitor or user of website or particular web page or link of web page 735 to access features of the device independent ephemeral content sharing system including share one or more types of selected content including selected text or content 730 on web page 735 via ephemeral content sharing by clicking or tapping on menu item e.g. 711. In the event of clicking or tapping on ephemeral content sharing option 711 associated with particular web page 735 or section or part of web page, server module 171 of server 110 receives, processes, provide

identity and stores said selective content 730 from web page 735 or visited or accessed or said ephemeral content sharing option icon or link or button associated web page 735 and generates unique link or short link or web address or URL via server module 172 and stores and associate said generated link or short link or web address or URL with said provided identity associated stored shared selective content 730 for making them accessible via said generated link to said generated link or short link or web address receiving or accessing user(s) and presents said generated link or short link or web address 760 to user on display 210 or in web page 735 of web site 720 at user device 200 for enabling user to copy and share or select from sharing options 762 one or more types of sharing applications for sharing said generated and presented link or short link or web address 760 with said selected sharing application associated one or more types of one or more contacts. For example if user wants to share said link or short link or web address 750 via SMS, then user selects SMS interface or application, system automatically paste said link or short link or web address 760 inside input area of SMS interface or application and then user can select phone contacts from SMS interface or application and send said link or short link or web address 760 via SMS to selected one or more phone numbers. Receiving user receives said SMS and access or click or tap on said link or short link or web address e.g. 760 from received SMS message to view said clicked or tapped or accessed link or short link or web address e.g. 760 associated content item(s) e.g. view clicked or tapped or accessed link or short link or web address e.g. 760 associated content item 730. In an another example if user wants to share said link or short link or web address 760 via WhatsApp TM then user clicks or taps on WhatsApp TM sharing option, then system automatically opens WhatsApp TM and pastes said link or short link or web address 760 inside input area of WhatsApp TM chat or messaging interface or application and then user can selects WhatsApp TM contact(s) or group(s) from WhatsApp TM interface or application and send said link or short link or web address 760 via WhatsApp TM message to selected one or more WhatsApp TM contact(s) or group(s). Receiving user receives said WhatsApp TM message and access or click or tap on said link or short link or web address e.g. 760 from received WhatsApp TM message to view said clicked or tapped or accessed link or short link or web address e.g. 760 associated content item(s) e.g. view clicked or tapped or accessed link or short link or web address e.g. 730 associated content 730. In an embodiment user can set or update one or more types of ephemeral content settings and rules via selecting “ephemeral content settings and rules” menu item 712 as discussed in Figure 3 (315, 316, 318 & 325).

Figure 8 (A) illustrates example of using or integration of application programming language (APIs), Software Development Toolkit (SDKs) and web services of the device independent

ephemeral content sharing system with 3<sup>rd</sup> parties' web site e.g. website or particular web page or link of web page e.g. web site 805 integrates the device independent ephemeral content sharing system and enables visitor or registered user or logged-in user of website or particular web page or link of web page 825 to access features of the device independent ephemeral content sharing system including share presented or selected video 820 via ephemeral content sharing by clicking or tapping on menu item e.g. 815. In the event of clicking or tapping on ephemeral content sharing option 815 associated with particular web page 825 or section or part of web page, server module 171 of server 110 receives, processes, provide identity and stores said web page 825 associated video 820 or selected video 820 from web page 825 or URL or link of said video and generates unique link or short link or web address or URL via server module 172 for said received or retrieved and stored video 820 or link of video and stores and associate said generated link or short link or web address or URL with said provided identity associated stored shared video 820 or link of video for making them accessible via said generated link to said generated link or short link or web address receiving or accessing user(s) and presents said generated link or short link or web address 880 to user on display 210 or in web page 825 of web site 805 at user device 200 for enabling user to copy and share or select from sharing options 885 one or more types of sharing applications for sharing said generated and presented link or short link or web address 880 with said selected sharing application associated one or more types of one or more contacts. For example if user wants to share said link or short link or web address 850 via SMS, then user selects SMS interface or application, system automatically paste said link or short link or web address 850 inside input area of SMS interface or application and then user can select phone contacts from SMS interface or application and send said link or short link or web address 850 via SMS to selected one or more phone numbers. Receiving user receives said SMS and access or click or tap on said link or short link or web address e.g. 880 from received SMS message to view said clicked or tapped or accessed link or short link or web address e.g. 880 associated video 820. In an another example if user wants to share said link or short link or web address 850 via WhatsApp TM then user click or tap on WhatsApp TM sharing option, then system automatically opens WhatsApp TM and paste said link or short link or web address 880 inside input area of WhatsApp TM chat or messaging interface or application and then user can select WhatsApp TM contact(s) or group(s) from WhatsApp TM interface or application and send said link or short link or web address 880 via WhatsApp TM message to selected one or more WhatsApp TM contact(s) or group(s). Receiving user receives said WhatsApp TM message and access or click or tap on said link or short link or web address e.g. 880 from received WhatsApp TM message to view said clicked or tapped or accessed link or short link or web address e.g. 880 associated content item(s) e.g. video 820. In an embodiment

user can set or update one or more types of ephemeral content settings and rules via selecting “ephemeral content settings and rules” menu item 818 as discussed in Figure 3 (315, 316, 318 & 325).

5 Figure 8 (B) illustrates example of using or integration of application programming language (APIs), Software Development Toolkit (SDKs) and web services of the device independent ephemeral content sharing system with 3<sup>rd</sup> parties' web site e.g. website or particular web page or link of web page e.g. web site 830 integrates the device independent ephemeral content sharing system and enables visitor or registered user or logged-in user of website or particular  
10 web page or link of web page 850 to access features of the device independent ephemeral content sharing system including share presented or selected photo 840 via ephemeral content sharing by clicking or tapping on menu item e.g. 835. In the event of clicking or tapping on ephemeral content sharing option 835 associated with particular web page 850 or section or part of web page, server module 171 of server 110 receives, processes, provide identity and stores said web  
15 page 850 associated phot 840 or selected photo 840 from web page 850 or URL or link of said photo and generates unique link or short link or web address or URL via server module 172 for said received or retrieved and stored photo 840 or link of photo and stores and associate said generated link or short link or web address or URL with said provided identity associated stored shared photo 840 or link of photo for making them accessible via said generated link to said  
20 generated link or short link or web address receiving or accessing user(s) and presents said generated link or short link or web address 890 to user on display 210 or in web page 850 of web site 830 at user device 200 for enabling user to copy and share or select from sharing options 892, one or more types of sharing applications for sharing said generated and presented link or short link or web address 890 with said selected sharing application associated one or more types  
25 of one or more contacts. For example if user wants to share said link or short link or web address 890 via SMS, then user selects SMS interface or application, system automatically paste said link or short link or web address 890 inside input area of SMS interface or application and then user can select phone contacts from SMS interface or application and send said link or short link or web address 890 via SMS to selected one or more phone numbers. Receiving user receives  
30 said SMS and access or click or tap on said link or short link or web address e.g. 890 from received SMS message to view said clicked or tapped or accessed link or short link or web address e.g. 890 associated photo 840. In an another example if user wants to share said link or short link or web address 890 via WhatsApp TM then user click or tap on WhatsApp TM sharing option, then system automatically opens WhatsApp TM and paste said link or short link or web  
35 address 890 inside input area of WhatsApp TM chat or messaging interface or application and

then user can select WhatsApp TM contact(s) or group(s) from WhatsApp TM interface or application and send said link or short link or web address 890 via WhatsApp TM message to selected one or more WhatsApp TM contact(s) or group(s). Receiving user receives said WhatsApp TM message and access or click or tap on said link or short link or web address e.g. 890 from received WhatsApp TM message to view said clicked or tapped or accessed link or short link or web address e.g. 890 associated content item(s) e.g. photo 840. In an embodiment user can set or update one or more types of ephemeral content settings and rules via selecting “ephemeral content settings and rules” menu item 845 as discussed in Figure 3 (315, 316, 318 & 325).

Figure 9 illustrates user can receives one or more clickable unique links or short link or web address or URLs (e.g. 337, 457, 637, 750, 760, 880, 890) from/at/in/on one or more communication, collaboration, sharing, social network applications, interfaces, tools, utilities, options, features, e-commerce web sites, web pages, accounts, profile page, one or more types of feeds, devices, networks (e.g. 340, 460, 505, 665, 752, 762, 882, 892) shared by one or more users including user’s phone book contacts of one or more user devices, email address contacts of one or more email accounts, services, clients & applications, one or more social network connections including Facebook TM, Linked-In TM, one or more instant messenger applications’ contacts including WhatsApp TM, WeChat TM, Line TM, Viber TM, following users including Twitter TM, advertisers and one or more types of categories or preference based match users. Receiving user of said link or short link or web address or URL (e.g. 637) can click or tap on said received link or short link or web address or URL (e.g. 637) from received application or website or web page or interface. For example user received link or short link or web address or URL (e.g. 637) via (e.g. SMS) and clicks or tap on said received link or short link or web address or URL (e.g. 637) from inside SMS message and in the event of click or tap on said received link or short link or web address or URL (e.g. 637), link 637 or 905 automatically opens in browser 284 of user device 200 and sends request to server module 173 of server 110, based on paring of link or URL (e.g. <https://iSn.apps/ycr007>) host is identified and request to access link or URL associate web page transferred to said host or server e.g. server 110 which handed processing of web link access request 905 to server module 173 which identifies searches and identifies said requesting link in server database 115, if short link then identifies said short link or URL associated full link or URL and in the event of identifying said request associate or accessed or clicked or tapped or entered into browser link or URL e.g. 637 or 905, server module 173 fetches said identified link or short link or web address or URL associated stored one or more types of one or more content item(s). associated ephemeral content settings and rules and

other settings and preferences, associated one or more types of one or more contextual advertisements, additional one or more types of contextual contents, contextual user actions including comments, ratings, chat, user reactions, emoticons to react and dynamically preparing or creating or generating web page and presents said dynamically generated web page 950 to browser 284 of said requesting user device 200. Viewing or requesting user can view said presented content item e.g. photo 910 or 620 in web browser 284 of user device 200 based on associated ephemeral content settings and rules (e.g. 615- allow to view for 10 seconds, allow to view for 3 times each for 10 seconds 618) set by sharing user or use default or set by server. After presenting first content item server module 173 starts timer 915 and presents timer counter 915 and monitors and tracks started timer 915 and in the event of expiration of timer 915 server module 173 removes from user device or browser or server or hides from browser 284 of user device 200 said presented content item e.g. photo 910 from web page 950 and presents next content item (if any) (discussed in detail in figures 14-20) or show blank page or advertisements or one or more types of contents or redirects to any other page (e.g. registration page or advertisement page or home page). In an embodiment, user can copy or enter received link or short link or web address or URL (e.g. 637) into address bar 905 of any web browser or mobile browser e.g. web browser 284 of user device 200 to send request to access said entered link or short link or web address or URL associated content item to server 173.

In an another embodiment registered user with the device independent ephemeral content sharing system or network or application or website or server 110 can send or share one or more types of ephemeral content item(s) to one or more contacts who are also registered with the device independent ephemeral content sharing system or network or application or website or server 110 and can view one or more types of one of more shared ephemeral content items from one or more users of network including contacts of said registered viewing user. For example as discussed in figure 4 when registered user sends video 474 or 452, photo 478 or 450 and text 407 or 448 and selects ephemeral content settings and rules (430, 432, 433, 440) then selects contacts and sends said shared ephemeral content items (e.g. video 474 or 452, photo 478 or 450 and text 407 or 448) via “select contacts and send or share” button 402 then sever module 171 receives said shared ephemeral content items (e.g. video 474 or 452, photo 478 or 450 and text 407 or 448) from said identified registered sharing user and store said ephemeral content items (e.g. video 474 or 452, photo 478 or 450 and text 407 or 448), selected contacts by said identified registered sharing user as recipient(s) of said ephemeral content items (e.g. video 474 or 452, photo 478 or 450 and text 407 or 448) and identity of registered sharing user at server database 115 and notifies said each recipient contacts(s) about receiving of said ephemeral content items

(e.g. video 474 or 452, photo 478 or 450 and text 407 or 448) by sending notification via SMS, browser notification service, mobile push notification service and one or more types of notification services and enables to log-in and view and access said one or more received ephemeral content items from one or more users or contacts of user. Registered viewing user can  
5 view said presented ephemeral content items (e.g. video 474 or 452, photo 478 or 450 and text 407 or 448) in web browser 284 of user device 200 based on associated ephemeral content settings and rules (e.g. 430- allow to view for 10 seconds (i.e. duration of video 474), allow to view for 3 times each for 10 seconds 433) set by sharing user or use default or set by server. After presenting first content item server module 173 starts timer 965 and presents timer counter  
10 965 and monitors and tracks started timer 965 associated with presented first content item 970 and in the event of expiration of timer 965 server module 173 removes from user device or browser or server or hides from browser 284 of user device 200 said presented content item e.g. video 970 from web page 950 and presents next content item e.g. photo 478 or 450 and then present next to next content item e.g. text 407 or 448 (if any) (discussed in detail in figures 14-  
15 20) or show blank page or advertisements or one or more types of contents or redirects to any other page (e.g. registration page or advertisement page or home page).

In an embodiment viewing user of ephemeral content item can take one or more types of user actions or reactions 970 / 985 on presented one or more types of ephemeral content item  
20 including photo, video, voice, live stream, text, location, link or URL, file and any combination thereof including provide like, dis-like, select one or more types of reactions including emoticons or emoji, provide comments, converse via chat or instant messaging or voice, provide ratings, wherein server stores said one or more types of one or more user reactions on server database with said viewing or viewed ephemeral content item and unique global device or browser  
25 identity of viewing user device or browser to identify which viewing user having unique global device or browser identity viewed which content and provide what and which types of user reactions and calculate statistics including total number of views, total number of likes or dislikes, average ratings, total number of comments, each types of total number of emoticons or emoji indicates user reactions.

30 In an embodiment server 110 dynamically presents one or more types of contextual advertisements 960 / 990 with presented ephemeral content item e.g. 910 or 970, wherein dynamically show new contextual advertisement 960 with each newly presented ephemeral content item 910. Server 110 searches contextual advertisement 960 for presenting each viewing  
35 user with each presented ephemeral content item 910 on viewing user's unique global device or

browser identity(ies) based on matching advertisements stored at server advertisement database 115 with logged user data associated with unique global device or browser identity associated with viewing user including matching user comments with advertisement contents, identifying objects inside photo or video and identifying associated keywords, identifying voice associated keywords & identifying text or file or location or tags or user status associated keywords and matching said identified keywords with advertisement contents and identifying matched advertisement based on OS and device type and geo-location of accessing or browsing and using or accessing user data associated with unique global device or browser identity associated with viewing user from 3<sup>rd</sup> parties' database, websites, applications, devices and networks via web services, APIs and SDKs.

In an embodiment if sharing and/or viewing users are of ephemeral content(s) is/are registered users than server 110 searches contextual advertisement 960 for presenting each viewing user with each presented ephemeral content item 910 on viewing user's unique global device or browser identity(ies) based on matching advertisements target criteria, data or contents with one or more types of user data of registered viewing user including user profile associated one or more fields and associated value(s) including name, age, gender, educations, skills, work location, home location, interests, income ranges, one or more types of logged or stored or accessed activities, actions, behavior data, installed applications, visited websites, events, senses, transactions, status, current locations or checked-in places or visited places, contacts or places surround user's current or past or related locations, recency of receiving of contents, user's calendar & schedules, user status, presence information and availability, user reactions including comments.

Figure 10 illustrates graphical user interface (GUI) of the client application of the device independent ephemeral content sharing system connected or connectable with the device independent ephemeral content sharing system or network or application or website or device or database 115 or server 110. User can install client application of the device independent ephemeral content sharing system and register with the device independent ephemeral content sharing network or server 110. User can capture photo 1015 via capture photo icon or control or button 1030 or can record video via start video recording via start video recording icon 1035 or draft or prepare or edit or update text 1040 including microblog, add link(s) or URL(s), user's current location or check-in place or selected location, user status, attach one or more types of files, select one or more types of content item(s) including select one or more photos and/or videos or 1020 from one or more sources including gallery of device, folder(s) of device, cloud

storage account(s), one or more user device(s), application(s), web site(s), search 1025 one or more types of contents including photo or video from one or more sources including device storage, cloud storage, one or more types of remote storage, web browser, web sites, search engines, one or more applications, one or more accounts of one or more web sites. After

5 capturing front or back photo via switchable icon 1010 or recording of front or back video or drafting, selecting, editing or augmenting including applying photo filter(s), selecting geofilters, draw on photo or video, add caption, add emoticons or emoji 1005, importing, searching, adding, attaching or preparing of one or more types of contents user can use default ephemeral content settings and rules 1060 or use can set or update one or more types of ephemeral content settings  
10 and rules including allow time to view photo or one or more types of content item(s) for viewing user 1055, allow to view video for duration of video (default) 1056, allow number of times of views 1058 one or more types of content item(s) for viewing user, allow unlimited number of times of view within particular set period of time 1057 one or more types of content item(s) and can click on via icon 1045 for selecting one or more contacts, in the event of clicking on icon  
15 1045, user is presented with list of contacts interface for user selection shown in Figure 11 (B) 1125 with figures 21-38 (Some of the options including share post specific link or URL, save, memories, our stories, my stories, send content to one or more types of one or more selected or group(s) of connections, wherein connections established based on sharing and accessing user specific unique link or URL, manage connections, live video streaming, real-time chat or sharing  
20 discussed in detail in figures 21-38). For example user captures photo 1015 and taps on icon 1045 for selecting contacts, user is presented with contacts(s) and/or group(s) and/or one or more types of contacts(s) or group(s) selection interface shown in Figure 11 (B) 1125. For example user selects contacts 1136 and 1138 that are registered with networks and sent said ephemeral content item e.g. photo 1015 via send button 1140. In an embodiment registered users and who is  
25 mutually connected with user via present shown in separate list 1135 and contacts who are not in network but in phone contacts or email addresses or social network connections are shown in separate list 1145. In an embodiment contacts who are not registered with network 110 and also not found in user's phone number contacts of user device 200 shown in separate list 1155.

30 In an embodiment friends or contacts or connections on 3<sup>rd</sup> parties applications, services, web sites, platforms, networks identified via unique link or URL sharing user and unique link or URL accessing user(s) (as discussed in figures 18 and 31) are shown in 1141 including 3<sup>rd</sup> parties application or website name or category or type specific contacts 1139 / 1140 and "My stories", "Newsfeed", "Live video streaming" and "Real-time chatting or sharing or presentation" unique

link or URL associated user(s) (as discussed in figure 31) for user selections and enable to send them one or more types of content item(s) e.g. photo 1015 via send button 1140.

In an embodiment if user wants to select contacts who are not registered with the network 110 but who are in user device's phone number contacts, email contacts, instant messenger contacts e.g. WhatsApp TM then user is enable to select one or more contacts. For example user selects contacts 1151 and 1152 and then taps on 1154 then server module 171 receives, processes (provide identity), stores content item e.g. photo 1015 and associated ephemeral settings and rules (if any else use default) and then server module 172 generates and associate link or short link or web address or URL for said stored content e.g. photo 1015 and presents to user link or short link or web address or URL 1155 or in another embodiment user can share user specific unique link or URL 2649 (discussed in detail in figure 29-33) and in the event of click or tap on ephemeral content sharing icon options 1156, user is presented with said selected contacts associated type of contact(s) specific sharing application(s). For example user device 100 phone book 290 has phone contact number of selected contact 1151 then user is presented with SMS application or interface with said generated link or short link or web address or URL 1155 OR in another embodiment user specific unique link or URL 2649 inside input area of draft message and selecting of contact for one tap sending said SMS contains said clickable link or short link or web address or URL 1155 to said contact 1151. In another example user device 100 phone book 290 has e-mail address of selected contact 1152 then user is presented with default or selected email client application or interface with said generated link or short link or web address or URL 1155 OR in another embodiment user specific unique link or URL 2649 inside email draft or compose area and selecting of email address for one tap sending said auto composed email which contains said clickable link or short link or web address or URL 1155 to said contact 1152.

In an embodiment if user wants to select contacts that are not registered with the network 110 and user device does not have contacts including phone numbers, e-mail address then user can select other contacts option 1170.

For example user selects other contacts option 1170 and then taps on 1157 then server module 171 receives, processes (provide identity), stores content item e.g. photo 1015 and associated ephemeral settings and rules (if any else use default) and then server module 172 generates and associate link or short link or web address or URL for said stored content e.g. photo 1015 and presents link or short link or web address or URL 1158 OR in another embodiment user specific

unique link or URL 2649 and in the event of click or tap on ephemeral content sharing icon options 1160, user is presented with various types of sharing options 1190 (287) available on user device 200 or enabling user to copy and paste said presented link or short link or web address or URL 1158 and send or share said link or short link or web address or URL 1158 via user selected one or more applications and web sites including email, SMS, Facebook TM, WhatsApp and like.

In an embodiment user can select save 1171 to save one or more types of one or more content items 1015 at local storage 286 of user device 200, select save at server or memories 1172 to save one or more types of one or more content items 1015 at server database or storage medium 115 and allow only posting or sending user to access said posted or stored content items, select “My stories” 1173 (discussed in detail in figure 29-33) to send one or more types of one or more content items 1015 to all or pre-set default one or more contacts or mutual contacts, select “Our stories” 1174 to save one or more types of one or more content items 1015 at server database or storage medium 115 for making them viewable or searchable for other users of network, select “Followers” 1175 to send one or more types of one or more content items 1015 to all followers of posting user and send one or more types of one or more content items 1015 to one or more selected group(s) 1176 by clicking or tapping on “send” or “submit” or “broadcast” or “post” button or icon or link 1160.

In an embodiment user can share user specific unique link or URL 2649 via one or more sharing applications, websites and user accounts to one or more contacts in said selected one or more sharing applications, websites and user accounts (discussed in detail in figures 26 and 29-33) to make connections for present system network, wherein connections happen based on clicking or tapping on said link or URL by link or URL receiving user.

Figure 12 illustrates exemplary mobile device of receiving user who is registered with the device independent ephemeral content sharing system or network or application or website or server 110. In the event of selecting contact 1138 and sharing or sending or posting 140 of ephemeral content item e.g. photo 1015 by user device 200, user device 1200 of receiving user is notify 1205 about receiving of new ephemeral content item e.g. photo 1015 via push notification from sharing user device 200 i.e. from identified user e.g. “Yogesh” who is in contact of said receiving user. In the event of click or tap on said notification 1205 by receiving user from display or interface or lock screen or notification area 1235 of receiving user device 1200, it automatically launch or open or invoke client application of the device independent ephemeral content sharing

system or network and present said ephemeral content item e.g. photo 1015 and starts view timer 1240 based on ephemeral content settings and rules 1090 associated with said presented ephemeral content item e.g. photo 1015, wherein view timer is allowed pre-set duration of time to view set by sharing user for receiving or viewing user and in the event of expiration of said timer 1240 viewing user is presented with next ephemeral content item (if any) on display 1255 of viewing user device 1200. In an embodiment in the event of expiration of said timer 1240 system 174 installed or executed or loaded in server 110 removes said presented ephemeral content item e.g. photo 1015 from receiving or viewing user device 1200 and/or from server database 115 and/or from sending or sharing user device 200. In an embodiment based on ephemeral content settings and rules 1090 associated with said presented ephemeral content item e.g. photo 1015, viewing user is enabled to view said presented ephemeral content item e.g. photo 1015 for unlimited number of times for pre-set duration of time within pre-set life period of time and in the event of expiration of said pre-set life period of time associated with particular identified content item(s) system 174 installed or executed or loaded in server 110 removes said presented ephemeral content item e.g. photo 1015 from receiving or viewing user device 1200 and/or from server database 115 and/or from sending or sharing user device 200.

In another embodiment receiving users of link or short link or web address or URL 1155 can access or click or tap on said received link or short link or web address or URL 1155 from one or more sharing, communication, collaboration and social networking applications, clients, interfaces, devices, web pages, user accounts or web page from one or more web sites and web sites including SMS application, instant messenger(s), chat application including WhatsApp TM, WeChat TM, Snapchat TM, social networking websites including Facebook TM, e-mail clients including Gmail TM and in the event of clicking or tapping on said received link or short link or web address or URL 1155 user is automatically presented with web browser and address bar 1260 of web browser automatically fills or enters said clicked link or short link or web address or URL 1155 and automatically loads or executes or directs user to said link or short link or web address or URL 1155 associated web site and server module 173 receives request via said link or short link or web address or URL 1155 and searches, identifies and retrieves or fetches said link or short link or web address or URL 1155 associated stored ephemeral content item(s) and associated ephemeral settings and rules e.g. 1090 from server database 115 and dynamically generating web page and presenting to requesting user said dynamically generated web page 1265 in web browser or mobile browser of user device and presents to user first ephemeral content item 1262 and server module or ephemeral message controller 174 monitors, tracks and stores updated remaining view time or timer, remaining life time to view, remaining allowed

number of times to view 1270 based on presented content item e.g. 1262 associated ephemeral settings and rules e.g. 1090 and in the event of expiration of allowed pre-set view time user is presented with next ephemeral content item. In an embodiment based on ephemeral content settings and rules 1090 associated with said presented ephemeral content item e.g. photo 1015, viewing user is enabled to view said presented ephemeral content item e.g. photo 1015 or 1262 for unlimited number of times for pre-set duration of time within pre-set life period of time and in the event of expiration of said pre-set life period of time associated with particular identified content item(s) system 174 installed or executed or loaded in server 110 removes said presented ephemeral content item e.g. photo 1015 or 1262 from receiving or viewing user device and/or from server database 115 and/or from sending or sharing user device 200 (discuss in detail in figures 14-20).

Figure 13 illustrates user to user sending and receiving of push notification 1305 or registered user to non-registered user sending and receiving of push notification 1305 or non-registered user to non-registered user sending and receiving of push notification 1305 about receiving of ephemeral content item and in the event of tapping or clicking on received push notification 1305, enabling receiving user of ephemeral content item to view said received ephemeral content item(s) e.g. 1360 in web site or web page 1390 of the device independent ephemeral content sharing system 110 presented in web browser or mobile browser of receiving user device. In another embodiment Figure 13 illustrates receiving of push notification 1305 on display 1335 of user device 1330, who does not register with the device independent ephemeral content sharing system or network or application or website or device or database 115 or server 110, from identified sharing user device 200 who registered with the device independent ephemeral content sharing system or network or application or website or device or database 115 or server 110 or receiving of push notification 1305 on display 1335 of user device 1330, who does not register with the device independent ephemeral content sharing system or network or application or website or device or database 115 or server 110, from sharing user device who does not register with the device independent ephemeral content sharing system or network or application or website or device or database 115 or server 110 for enabling receiving user to view said received push notification 1305 associated ephemeral content item(s) 1360 in said clicked link or short link or web address or URL associated website or web page 1390 loaded or presented in web browser of user device .

In the event of clicking or tapping on said received notification 1305 associated link or short link or web address or URL 1340, user is automatically presented with web browser and address bar

1350 of web browser automatically fills or enters said clicked link or short link or web address or URL 1350 and automatically loads or executes or directs user to said link or short link or web address or URL 1350 associated web site and server module 173 receives request via said link or short link or web address or URL 1350 and searches, identifies and retrieves or fetches said link or short link or web address or URL 1340 associated stored ephemeral content item(s) 1360 and associated ephemeral settings and rules from server database 115 and dynamically generating web page and presenting to requesting user said dynamically generated web page 1390 in web browser or mobile browser of user device and presents to user first ephemeral content item 1360 and server module or ephemeral message controller 174 monitors, tracks and stores updated remaining view time or timer, remaining life time to view, remaining allowed number of times to view 1355 based on presented content item e.g. 1360 associated ephemeral settings and rules e.g. 1090 or 690 or and in the event of expiration of allowed pre-set view time user is presented with next ephemeral content item. In an embodiment based on ephemeral content settings and rules associated with said presented ephemeral content item e.g. photo 1360, viewing user is enabled to view said presented ephemeral content item e.g. photo 1360 for unlimited number of times for pre-set duration of time within pre-set life period of time and in the event of expiration of said pre-set life period of time associated with particular identified content item(s) system 174 installed or executed or loaded in server 110 removes said presented ephemeral content item e.g. photo 1360 from receiving or viewing user device and/or from server database 115 and/or from sending or sharing user device 200 (discuss in detail in figures 14-20).

Figure 14 illustrates processing operations associated with the ephemeral message controller 174. Initially, at 1415 link or short link or URL receiving user clicks or taps on received link or short link or URL from one or more applications 287 of user device 200, then at 1425 based on said clicking or clickable link or short link or URL, server module 173 receives request to access link or short link or web address or web link associated one or more types of one or more ephemeral content items including photo(s) or video(s); at 1427 server module 173 searches and identifies said link or short link or web address or web link associated one or more files or content items including photo(s) or video(s) from sever database 115 responsive to receiving request by selecting or clicking or tapping or accessing of said link or short link or web address or web link by requestor from web browser 284 of user device 200 and in the event of link or short link or web address or web link found, fetching or retrieving the associated one or more files or content items including photo(s) or video(s) and ephemeral content settings from server database or storage medium 115 or from remote one or more database(s) or storage medium(s); at 1428 dynamically generating web page based on said fetched or retrieved one or more files or content

items including photo(s) or video(s) and associated ephemeral content settings & other settings and presenting said fetched one or more files or content items including photo(s) or video(s) in web browser or mobile browser 284 of requesting user device 200; Initially, an ephemeral message is displayed 1430. A timer is then started 1432. The timer may be associated with the server 110 processor.

Haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is then monitored 1434. If haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon exists (1434--Yes), then the current message is deleted (1438) from user device 200 and/or deleted (1438) from server database 115 and/or mark as viewed or not allow to view (1438) at server database 115 and remove from display 210 or remove from presented web page of user device 200 and the next message, if any, is displayed 1430. If haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon does not exist (1434--No), then the timer is checked 1432 by server module 174 which continuously monitors, tracks & updates said timer. If the timer has expired (1437--Yes), then the current message is deleted (1438) from user device 200 and/or deleted (1438) from server database 115 and/or deleted (1438) from server database 115 after expiration of pre-set life duration of said presented content item (e.g. pre-set life maximum duration of content item is 24 hours which counts from content item received date & time and after expiration of 24 hours starts from received date & time, server module ephemeral message controller 174 removes said expired content item from server database 115) and/or mark as viewed or not allow to view (1438) at server database 115 and remove from display 210 or remove from presented web page of user device 200 and the next message, if any, is displayed 1430. If the timer has not expired (1437--No), then another haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon check is made 1434. This sequence between blocks 1434 and 1437 is repeated until haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is identified or the timer expires.

FIG. 14 (C) illustrates the exterior of electronic device 200. The figure also illustrates the display 210. FIG. 14 (B) illustrates server module 173 identifies set of ephemeral messages 1480 available for viewing. A first message 1491 may be displayed. Upon expiration of the timer, a second message 1490 is displayed. Alternately, if haptic contact is received before the timer expires the second message 1490 is displayed.

Figure 15 illustrates processing operations associated with the ephemeral message controller 174. Initially, at 1505 server module 171 receives content item(s) including photo, video, text, link associated content, link or URL, location, voice, file, emoticons and any combination thereof and associate ephemeral content settings & rules and other settings, then at 1507 after receiving said content item(s), server module 171 process and store said received content item(s) and associate ephemeral content settings & rules and other settings, at 1509 server module 172 generates unique link or short link or URL or web address for said received and stored content item(s), at 1515 server module 172 stores and associate said generated unique link or short link or URL or web address with said stored content item(s), at 1517 server module 172 presents said generated unique link or short link or URL or web address, at 1520 presenting user of said generated unique link or short link or URL or web address shares said presented unique link or short link or URL or web address, at 1522 link or short link or URL receiving user clicks or taps on received link or short link or URL from one or more applications 287 of user device 200, then at 1525 based on said clicking or clickable link or short link or URL, server module 173 receives request to access link or short link or web address or web link associated one or more types of one or more ephemeral content items including photo(s) or video(s); at 1527 server module 173 searches and identifies said link or short link or web address or web link associated one or more files or content items including photo(s) or video(s) from sever database 115 responsive to receiving request by selecting or clicking or tapping or accessing of said link or short link or web address or web link by requestor from web browser 284 of user device 200 and in the event of link or short link or web address or web link found, fetching or retrieving the associated one or more files or content items including photo(s) or video(s) and ephemeral content settings from server database or storage medium 115 or from remote one or more database(s) or storage medium(s); at 1528 dynamically generating web page based on said fetched or retrieved one or more files or content items including photo(s) or video(s) and associated ephemeral content settings & other settings and presenting said fetched one or more files or content items including photo(s) or video(s) in web browser or mobile browser 284 of requesting user device 200; At 1530, an ephemeral message is displayed 1530. A timer is then started 1532. The timer may be associated with the server 110 processor.

Haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is then monitored 1534. If haptic contact exists (1534--Yes), then the remaining life duration is checked, if remaining life duration is not available (e.g. 1565) (1540—Yes), then the remaining number of times of view is checked, if remaining number of times of view (e.g. 1568) is not available (1539—Yes) then based on pre-set rule the current message is deleted (1538) from user device 200 and/or delete (1538) from server database 115 and/or mark as viewed (1538) at server database 115 and remove from display 210 or remove from presented web page of user device 200 and the next message, if any, is displayed 1530. If haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon does not exist (1534--No), then the timer is checked 1532 by server module 174 which continuously monitors, tracks & updates said timer. If the timer has expired (1537--Yes), then the remaining life duration is checked, if remaining life duration is not available (e.g. 1565) (1540—Yes), then the remaining number of times of view is checked, if remaining number of times of view (e.g. 1568) is not available (1539—Yes) then based on pre-set rule current message is deleted (1538) from user device 200 and/or deleted (1538) from server database 115 and/or deleted (1538) from server database 115 after expiration of pre-set life duration of said presented content item (e.g. pre-set life maximum duration of content item is 24 hours which counts from content item received date & time and after expiration of 24 hours starts from received date & time, server module ephemeral message controller 174 removes said expired content item from server database 115) and/or mark as viewed or not allow to view (1538) at server database 115 and remove from display 210 or remove from presented web page of user device 200 and the next message, if any, is displayed 1530. If the timer has not expired (1537--No), then another haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon check is made 1534.

Figure 16 with Figure 18 illustrates processing operations associated with the ephemeral message controller 174 Initially, at 1615 link or short link or URL receiving user clicks or taps on received link or short link or URL (e.g. 1863) from one or more applications 287 of user device 200, then at 1616 based on said clicking or clickable link or short link or URL (e.g. 1863), server module 173 receives request to access link or short link or web address or web link (e.g. 1863 or 1802) associated one or more types of one or more ephemeral content items including photo(s)

or video(s) (e.g. 1811); at 1617 server module 173 identifies viewing or requesting user's global unique device or browser identity (e.g. 1864) OR (2) in another embodiment identifies viewing or requesting user's Unique Code w1899 which identifies all devices of user OR (3) in another embodiment identifies viewing or requesting user's unique user identity of registered user based on Logged-In information provided by user while log-in to system or website or application including UID, password / mobile number 1872; at 1618 server module 173 searches and identifies said link or short link or web address or web link (e.g. 1863) associated one or more files or content items including photo(s) or video(s) (e.g. 1811) from sever database 115 and in the event of link or short link or web address or web link (e.g. 1863) associated one or more files or content items including photo(s) or video(s) (e.g. 1811) and ephemeral content settings (e.g. 1850) from server database or storage medium 115 or from remote one or more database(s) or storage medium(s) found, based on identified viewing or requesting user's global unique device or browser identity (e.g. 1864) OR (2) in another embodiment identified viewing or requesting user's Unique Code 1899 which identifies all devices of user OR (3) in another embodiment identified viewing or requesting user's unique user identity of registered user based on Logged-In information provided by user while log-in to system or website or application including UID, password / mobile number 1872, check content item(s) already viewed or not viewed (e.g. 1893 – "Allow to View") or filter available to view content item(s) (e.g. 1811) which user not viewed on said identified unique user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872 and fetching or retrieving said available to view or content item (e.g. 1811) mark as not viewed or allow to view (e.g. 1893) content item(s); at 1628 dynamically generating web page based on said fetched or retrieved one or more files or content items including photo(s) or video(s) (e.g. 1811) and associated ephemeral content settings & other settings (e.g. 1851) and presenting said fetched one or more files or content items including photo(s) or video(s) (e.g. 1811) in web browser or mobile browser e.g. 284 of requesting user's identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872; FIG. 16 (A) illustrates processing operations associated with the ephemeral message controller 174. Initially, an ephemeral message (e.g. 1811) is displayed 1630 available

to display on identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment an ephemeral message (e.g. 1811) is displayed 1630 available to display on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment an ephemeral message (e.g. 1811) is displayed 1630 available to display on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872. A timer (e.g. 1860) is then started 1632. The timer (e.g. 1860) may be associated with the server processor.

10 Haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is then monitored 1634. If haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area exists (1634--Yes), then the server module 174 stores mark as viewed or not allow to view (e.g. 1892) status or value with said currently presented  
 15 content item or ephemeral message (e.g. 1811) in server database 115 or remove currently presented content item or ephemeral message (e.g. 1811) from server database 115 for preventing viewing user to again view said currently presented content item or ephemeral message (e.g. 1811) on identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user  
 20 having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872 and the next message, if any, is displayed 1630. If haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area does not exist (1534--No), then the timer is checked  
 25 1637. If the timer has expired (1637--Yes), then the server module 174 stores mark as viewed status with said currently presented content item or ephemeral message in server database 115 or remove currently presented content item or ephemeral message (e.g. 1811) from server database 115 for preventing user to again view said currently presented content item or ephemeral message (e.g. 1811) on identified user device e.g. 200 having particular unique global device  
 30 identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872 and the next message, if any, is displayed 1630. If the timer has not expired (1637--No), then another haptic  
 35 contact or one or more types of predefined user sense(s) or click or tap on predefined area check

is made 1634. This sequence between blocks 1634 and 1637 is repeated until haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area is identified or the timer expires.

5 FIG. 16 (C) illustrates the exterior of electronic device 200 having one or more types of global unique device identity (e.g. 1864) OR (2) in another embodiment any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing unique user identity (UID) including user name or email address and password or mobile number  
10 1872. The figure also illustrates the display 210. FIG. 16 (B) illustrates server module 173 identifies set of ephemeral messages 1680 (e.g. 1811) available for viewing on device e.g. 200 having unique global identity (e.g. 1864) OR (2) in another embodiment any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by  
15 providing unique user identity (UID) including user name or email address and password or mobile number 1872. A first message 1691 (e.g. 1811) may be displayed. Upon expiration of the timer (e.g. 1864), a second message 1690 is displayed and the server module set or stores or updates “mark as viewed” or “Not Allow to View” status or value with first viewed content item (e.g. 1811) at server database 115 or remove first viewed content item (e.g. 1811) content item or  
20 ephemeral message (e.g. 1811) from server database 115 for preventing link or sort link or URL (e.g. 1802 or 1803 or 1863) accessing user to again view said viewed content item (e.g. 1811) on said viewing user device e.g. 200 having unique global identity (e.g. 1864) OR (2) in another embodiment any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of  
25 identified user on which user Logged-In by providing unique user identity (UID) including user name or email address and password or mobile number 1872. Alternately, if haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area is received before the timer expires the second message 1690 is displayed and the server module set or stores or updates “mark as viewed” or “Not Allow to View” (e.g. 1892) status with first viewed  
30 content item (e.g. 1811) at server database 115 or remove first viewed content item (e.g. 1811) content item or ephemeral message (e.g. 1811) from server database 115 for preventing link or sort link or URL (e.g. 1802 or 1803 or 1863) accessing user to again view said viewed content item (e.g. 1811) on said viewing user device e.g. 200 having unique global identity (e.g. 1864) OR (2) in another embodiment any user device e.g. 200 of identified user having Unique Code  
35 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g.

200 of identified user on which user Logged-In by providing unique user identity (UID) including user name or email address and password or mobile number 1872. In an embodiment server 110 may remove shared content received from users after pre-set period of time from server database 115. In an embodiment server 110 may manually remove shared content received  
5 from users from server database 115.

Figure 17 illustrates processing operations associated with the ephemeral message controller 174. Initially, at 1705 server module 171 receives content item(s) including photo, video, text, link associated content, link or URL, location, voice, file, emoticons and any combination thereof  
10 (e.g. 1811) and associate ephemeral content settings & rules and other settings (e.g. 1851), then at 1707 after receiving said content item(s) (e.g. 1811), server module 171 process and store said received content item(s) (e.g. 1811) and associate ephemeral content settings & rules and other settings (e.g. 1851 e.g. in XML format), at 1709 server module 172 generates unique link or short link or URL or web address (e.g. 1809) for said received and stored content item(s) (e.g.  
15 1811), at 1715 server module 172 stores and associate said generated unique link or short link or URL or web address (e.g. 1809) with said stored content item(s) (e.g. 1811), at 1717 server module 172 presents said generated unique link or short link or URL or web address (e.g. 1809), at 1720 user is presented with said generated unique link or short link or URL or web address (e.g. 1809) to enabling user to share or send said presented unique link or short link or URL or  
20 web address (e.g. 1809), at 1722 link or short link or URL receiving user (e.g. 1864) clicks or taps on received link or short link or URL (e.g. 1809) from one or more applications e.g. 287 of user device e.g. 200, then at 1723 based on said clicking or clickable link or short link or URL (e.g. 1809), server module 173 receives request to access link or short link or web address or web link (e.g. 1863 or 1809 or 1810) associated one or more types of one or more ephemeral content  
25 items including photo(s) or video(s) (e.g. 1811); at 1724 server module 173 identifies viewing or requesting user's global unique device or browser identity (e.g. 1864) OR (2) in another embodiment identifies viewing or requesting user's Unique Code w1899 which identifies all devices of user OR (3) in another embodiment identifies viewing or requesting user's unique user identity of registered user based on Logged-In information provided by user while log-in to  
30 system or website or application including UID, password / mobile number 1872; at 1725 server module 173 searches and identifies said link or short link or web address or web link (e.g. 1863 or 1809 or 1810) associated one or more files or content items including photo(s) or video(s) (e.g. 1811) from sever database 115 and in the event of link or short link or web address or web link (e.g. 1809 i.e. short link or 1810 i.e. short link 1809 associated actual link) associated one or  
35 more files or content items including photo(s) or video(s) (e.g. 1811) and ephemeral content

settings (e.g. 1851) from server database or storage medium 115 or from remote one or more database(s) or storage medium(s) found, based on identified viewing or requesting user's global unique device or browser identity (e.g. 1864) OR (2) in another embodiment identified viewing or requesting user's Unique Code 1899 which identifies all devices of user OR (3) in another embodiment identified viewing or requesting user's unique user identity of registered user based on Logged-In information provided by user while log-in to system or website or application including UID, password / mobile number 1872, check content item(s) already viewed or not viewed (e.g. 1893 – "Allow to View") based on status (e.g. 1892) or filter available to view content item(s) (e.g. 1811) which user not viewed on said identified unique device (e.g. 1864) and fetching or retrieving said available to view or content item (e.g. 1811) mark as not viewed content item(s); at 1728 dynamically generating web page based on said fetched or retrieved one or more files or content items including photo(s) or video(s) (e.g. 1811) and associated ephemeral content settings & other settings (e.g. 1851) and presenting said fetched one or more files or content items including photo(s) or video(s) (e.g. 1811) in web browser or mobile browser e.g. 284 of requesting user's identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872; then flowchart illustrates processing operations associated with the ephemeral message controller 174. Initially, an ephemeral message (e.g. 1811) is displayed 1730 available to display on identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment an ephemeral message (e.g. 1811) is displayed 1630 available to display on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment an ephemeral message (e.g. 1811) is displayed 1730 available to display on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872. A timer (e.g. 1860) is then started 1732. The timer (e.g. 1860) may be associated with the server processor.

Haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is then monitored 1734. If haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area exists (1734--Yes), then the remaining number of times of view (e.g. 1869) is checked (based on allow number of times (e.g. 1868) on unique

global device identity (e.g. 1864) – Number of times viewed (e.g. 1869) on unique global device identity (e.g. 1864) for pre-set duration of time (e.g. 1867)), if number of times of view (e.g. 1869) is exceeded than allowed number of times of view (e.g. 1869) (1750—Yes) then based on pre-set rule(s) the current message is marked as viewed or store not allow to view status or value

5 1751 (e.g. 1893) with said currently presented content item or ephemeral message (e.g. 1811) in server database 115 or remove currently presented content item or ephemeral message (e.g. 1811) from server database 115 for preventing user to again view said currently presented content item or ephemeral message (e.g. 1811) on identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user

10 device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872 and remove from display 210 or remove from presented web page of user device 200, then the passes life duration (e.g. 1814 – calculated based on pre-set life

15 duration e.g. 1813 (24 Hour) – time elapsed from receiving date & time e.g. 1812 (e.g. 4 Hours ago server database 115 received and store said content item e.g. 1811) = Remaining Life Duration e.g. 1814 (e.g. 20 Hour)) is checked, if passed life duration (e.g. 1814) is exceeded than allowed maximum life period of time (1748—Yes) then the current message is deleted 1752 from the server database or storage medium 115 or from remote storage medium(s) for user to

20 again view said currently presented content item or ephemeral message (e.g. 1811) on identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or

25 email address and password or mobile number 1872 and the next message, if any, is displayed 1730. If number of times of view is does not exceeded (1750—No) then server module 174 updates remaining number of times of view or number of times viewed 1749 (e.g. 1869) on device e.g. 200 having unique global device identity (e.g. 1864). If haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area does not exist (1734--No),

30 then the timer (e.g. 1867) is checked 1732 by server module 174 which continuously monitors, tracks & updates said timer (e.g. 1867). If the timer (e.g. 1867) has expired (1737--Yes), then the passes life duration (e.g. 1814) is checked, if passed life duration (e.g. 1814) is exceeded than allowed maximum life period of time (1748—Yes), then the remaining number of times of view (e.g. 1868 minus 1869) is checked, if number of times of view (e.g. 1868) is exceeded 1750—

35 Yes) then based on pre-set rule the current message (e.g. 1811) is marked as viewed or store not

allow to view status or value 1751 (e.g. 1893) with said currently presented content item or ephemeral message (e.g. 1811) in server database 115 or remove currently presented content item or ephemeral message (e.g. 1811) from server database 115 for preventing user to again view said currently presented content item or ephemeral message (e.g. 1811) on identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872 and remove from display 210 or remove from presented web page of user device 200, then the passes life duration (e.g. 1814 – calculated based on pre-set life duration e.g. 1813 (24 Hour) – time elapsed from receiving date & time e.g. 1812 (e.g. 4 Hours ago server database 115 received and store said content item e.g. 1811) = Remaining Life Duration e.g. 1814 (e.g. 20 Hour)) is checked, if passed life duration (e.g. 1814) is exceeded (1748—Yes), then the current message is deleted 1752 from the server database or storage medium 115 or from remote storage medium(s) for user to again view said currently presented content item or ephemeral message (e.g. 1811) on identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872 and remove from display 210 or remove from presented web page of user device 200 and the next message, if any, is displayed 1730. If number of times of view is does not exceeded (1750—No) then server module 174 updates remaining number of times of view on identified user device e.g. 200 having particular unique global device identity (e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872. If the timer has not expired (1737--No), then another haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area check is made 1734. This sequence between blocks 1734 and 1737 is repeated until haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area is identified or the timer expires.

In an embodiment server module 173 identifies set of ephemeral messages (e.g. 1811) available for viewing on identified user device e.g. 200 having particular unique global device identity

(e.g. 1864) OR (2) in another embodiment on any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing user identity (UID) including user name or email address and password or mobile number 1872. A first message (e.g. 1811) may be displayed. Upon expiration of the timer (e.g. 1867), a second message is displayed and the server module set or stores or updates “mark as viewed” or “not allow to view” status or value (e.g. 1892) with first viewed content item (e.g. 1811) at server database 115 or remove first viewed content item (e.g. 1811) content item or ephemeral message (e.g. 1811) from server database 115 for preventing link or sort link or URL (e.g. 1863) accessing user to again view said viewed content item (e.g. 1811) on said viewing user device e.g. 200 having unique global identity (e.g. 1864) OR (2) in another embodiment any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing unique user identity (UID) including user name or email address and password or mobile number 1872. Alternately, if haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area is received before the timer (e.g. 1867) expires the second message is displayed and the server module set or stores or updates “mark as viewed” or “Not Allow to View” (e.g. 1893) status with second viewed content item (e.g. 1811) at server database 115 or remove first viewed content item (e.g. 1811) content item or ephemeral message (e.g. 1811) from server database 115 for preventing link or sort link or URL (e.g. 1863) accessing user to again view said viewed content item (e.g. 1811) on said viewing user device e.g. 200 having unique global identity (e.g. 1864) OR (2) in another embodiment any user device e.g. 200 of identified user having Unique Code 1898 which identifies all devices of user OR (3) in another embodiment on any user device e.g. 200 of identified user on which user Logged-In by providing unique user identity (UID) including user name or email address and password or mobile number 1872. In an embodiment server 110 may remove shared content received from users after pre-set period of time from server database 115. In an embodiment server 110 may manually remove shared content received from users from server database 115.

Figure 19 illustrates processing operations associated with the ephemeral message controller 174. Initially, check is made whether registered user (e.g. 1950) is logged-In or not logged-in, if logged-in (1926—No) then instruct user to log-In 1928, if logged-in (1926—Yes) then an ephemeral message (e.g. 1952 or 1991) or first content item (e.g. 1952 or 1991) is displayed 1930 from server database or storage medium 115 or from remote storage medium(s). A timer is then started 1932. The timer (e.g. 1957) may be associated with the server 110 processor and

server 110 monitors, tracks and store updated times value (e.g. 1957) at server database or storage medium 115 or from remote storage medium(s).

Haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is then monitored 1434. If haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon exists (1434--Yes), then the current message (e.g. 1952 or 1991) is removed or hide or not show from display or presented web page of user device and server 110 stores and updates "viewed" or "not allow to view" status or value (e.g. 1977) 1938 with said presented content item (e.g. 1952) at server database or storage medium 115 or from remote storage medium(s) for preventing said identified or unique registered user (e.g. 1950) to further view said content item or ephemeral message (e.g. 1952 or 1991) from one or more device or client application or web site and the next message, if any, is displayed 1930. If haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon does not exist (1934--No), then the timer (e.g. 1957) is checked 1932 by server module 174 which continuously monitors, tracks & updates said timer value (e.g. 1957) at server database 115. If the timer (e.g. 1957) has expired (1437--Yes), then the current presented message (e.g. 1991) is removed or hide or not show on/from display or presented web page of user device and server 110 stores and updates "viewed" or "not allow to view" status or value (e.g. 1977) 1938 with said presented content item (e.g. 1991) at server database or storage medium 115 or from remote storage medium(s) for preventing said identified or unique registered user (e.g. 1950) to further view said content item or ephemeral message (e.g. 1991) from one or more device or client application or web site and the next message (e.g. 1961), if any, is displayed 1930. If the timer (e.g. 1957) has not expired (1937--No), then another haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon check is made 1934. This sequence between blocks 1934 and 1937 is repeated until haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is identified or the timer expires. In an embodiment after viewing of said content item by each targeted recipient or content item expires based on one or more rules or settings or reasons, server 110 removes or deletes said content item from server database 115. In an embodiment at 1930 server loads and display next content item or ephemeral content item based

on one or more user contacts of network, selected contact from e.g. Inbox or list or contact's profile page who sends to user new content item or ephemeral message, sender preferences, receiving user's preferences, sever identified user specific preferences, one or more rules from rule base, user's requests, user's search query, advertisements and associated one or more target

5 criteria, send by contacts including send by favorite contacts, rank of contacts, viewing user sending frequently to particular contact, frequently interacted or sending contacts, type and priorities or rank of relationships including family member, favorite person, best friends, relatives, collage friends, partners, associates, colleagues, club members, employees, followers, user followed sources, like minded users, searched users of network based on one or more search

10 queries or rules or criteria and user data including user profile associated one or more fields and associated value(s) including name, age, gender, educations, skills, work location, home location, interests, income ranges, one or more types of logged or stored or accessed activities, actions, behavior data, installed applications, visited websites, events, senses, transactions, status, current locations or checked-in places or visited places, contacts or places surround user's current or past

15 or related locations, recency of receiving of contents, user's calendar & schedules, user status, presence information and availability, frequency of receiving of contents from source(s), most liked & comment by user or other users of network contents from particular source(s), and user contacts or user connections' and associated or related contextual data from one or more sources discussed above any permutations, sequences, orchestrations and combinations thereof. In an

20 embodiment at 1930 next message or content item presented by server based on push technology or based on viewing user's or user device's or user device associated application's or web browser's request or user selections or detection of one or more types of pre-defined user actions or senses including scrolling, tapping, clicking, tap on particular button or control, voice command, timer, change in climate, change in location, particular type of eye movement or

25 gesturer or hovering or user search query. In an embodiment in the event of minimize or close of application or online client send push notification to user regarding receiving of new ephemeral message or content item.

Figure 20 illustrates processing operations associated with the ephemeral message controller 174.

30 Initially, check is made whether registered user (e.g. 2050) is logged-In or not logged-in, if logged-in (2026—No) then instruct user to log-In 2028, if logged-in (2026—Yes) then an ephemeral message (e.g. 2052) or first content item (e.g. 2052) is displayed 2030 from server database or storage medium 115 or from remote storage medium(s). A timer is then started 2032. The timer (e.g. 2057) may be associated with the server 110 processor and server 110 monitors,

tracks and store updated times value (e.g. 2057) at server database or storage medium 115 or from remote storage medium(s).

Haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is then monitored 2034. If haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon exists (2034--Yes), then the remaining number of times of view (e.g. 2088) is checked, if number of times of view is not available (e.g. 2088) (2039—Yes) then based on pre-set rule then the current message (e.g. 2052) is removed or hide or not show from display or presented web page of user device and server 110 stores and updates “viewed” or “not allow to view” status or value (e.g. 2095) 2038 with said presented content item (e.g. 2052) at server database or storage medium 115 or from remote storage medium(s) for preventing said identified or unique registered user (e.g. 2050) to further view said content item or ephemeral message (e.g. 2052) from one or more device or client application or web site, then the remaining life duration is checked, if no remaining life duration available (e.g. 2086) (2040—Yes) then the current message (e.g. 2052) is deleted 2025 from the server database or storage medium 115 or from remote storage medium(s) for preventing said identified or unique registered user (e.g. 2050) to further view said content item or ephemeral message (e.g. 2052) from one or more device or client application or web site and the next message, if any, is displayed 2030. If haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon does not exist (2034--No), then the timer (e.g. 2057) is checked 2032 by server module 174 which continuously monitors, tracks & updates said timer value (e.g. 2057) at server database 115. If the timer (e.g. 2057) has expired (2037--Yes), then the remaining number of times of view (e.g. 2088) is checked, if number of times of view (e.g. 2088) is not available (2039—Yes) then based on pre-set rule the current presented message (e.g. 2052) is removed or hide or not show on/from display or presented web page of user device and server 110 stores and updates “viewed” or “not allow to view” status or value (e.g. 2095) 2038 with said presented content item (e.g. 2052) at server database or storage medium 115 or from remote storage medium(s) for preventing said identified or unique registered user (e.g. 2050) to further view said content item or ephemeral message (e.g. 2052) from one or more device or client application or web site, then the remaining life duration is checked, if remaining life duration is not available (e.g. 2086) (2040—Yes) then the current message (e.g. 2052) is deleted 2025 from the server database or storage medium 115 or from

remote storage medium(s) for preventing said identified or unique registered user (e.g. 2050) to further view said content item or ephemeral message (e.g. 2052) from one or more device or client application or web site and the next message (e.g. 2061), if any, is displayed 1930. If the timer (e.g. 2057) has not expired (2037--No), then another haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon check is made 2034. This sequence between blocks 2034 and 2037 is repeated until haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon is identified or the timer expires. In an embodiment after viewing of said content item by each targeted recipient or content item expires based on one or more rules or settings or reasons, server 110 removes or deletes said content item from server database 115. In an embodiment at 2030 server loads and display next content item or ephemeral content item based on one or more user contacts of network, selected contact from e.g. Inbox or list or contact's profile page who sends to user new content item or ephemeral message, sender preferences, receiving user's preferences, sever identified user specific preferences, one or more rules from rule base, user's requests, user's search query, advertisements and associated one or more target criteria, send by contacts including send by favorite contacts, rank of contacts, viewing user sending frequently to particular contact, frequently interacted or sending contacts, type and priorities or rank of relationships including family member, favorite person, best friends, relatives, collage friends, partners, associates, colleagues, club members, employees, followers, user followed sources, like minded users, searched users of network based on one or more search queries or rules or criteria and user data including user profile associated one or more fields and associated value(s) including name, age, gender, educations, skills, work location, home location, interests, income ranges, one or more types of logged or stored or accessed activities, actions, behavior data, installed applications, visited websites, events, senses, transactions, status, current locations or checked-in places or visited places, contacts or places surround user's current or past or related locations, recency of receiving of contents, user's calendar & schedules, user status, presence information and availability, frequency of receiving of contents from source(s), most liked & comment by user or other users of network contents from particular source(s), and user contacts or user connections' and associated or related contextual data from one or more sources discussed above any permutations, sequences, orchestrations and combinations thereof. In an embodiment at 2030 next message or content item presented by server based on push technology or based on viewing user's or user device's or user device associated application's or web browser's request or user selections or detection of one or more types of pre-defined user actions

or senses including scrolling, tapping, clicking, tap on particular button or control, voice command, timer, change in climate, change in location, particular type of eye movement or gesturer or hovering or user search query. In an embodiment in the event of minimize or close of application or online client send push notification to user regarding receiving of new ephemeral message or content item.

Figures 21-33 illustrates exemplary website which implements present invention. Figure 21 illustrates web page 2101 of web site 2105, wherein user can prepare one or more types of ephemeral post 2125. In an embodiment user does not need to register with the network or platform or server 110, present invention enables system without registration required by users of network. In another embodiment user can register 2116 with the network or platform or server 110. In an embodiment present invention works from mobile browser or web browser. User does not need to install application, update or upgrade application each time, register with the system or platform or network or website or server 110. In an embodiment optionally user can provide or update name 2118 / 2119 and/or profile photo 2117 / 2120 of user. User can select, paste, import and input or edit or update text 2125 and/or select or capture photo via clicking on photo icon 2111 and add one or more selected or captured photo(s) to post 2125 and/or can select or record video via clicking on video icon 2112 and add one or more selected or recorded video(s) to post 2125 and/or select and add to post 2125 one or more types of one or more emoji's or emoticons or reaction images via clicking on icon 2113 and/or search, match, browse, navigate and select location from map or from list of places or select current location via clicking on location or place selection icon 2114. In an embodiment user can set ephemeral settings via clicking on icon 2115 (discuss in detail in figure 26). In an embodiment user can tap on 21125 which directs user to web page 2200 (Figure 22), wherein user can prepare post. User is presented with user profile photo 2210 which user added or can remove or updates 2117 / 2120 / 2606 and presented with name or nick name 2212 which user can added or can update or remove 2118 / 2119 / 2605. User can add, input, edit, update, import, select, and auto-fill text or text data 2221. User can add link or URL or web link 2217. In the event of clicking on photo icon 2205 / 2250, user is presented with interface 2290, wherein user can select various photo capture options 2290. For example when user clicks on icon 2275, user is enable to capture one or more photo(s) via device camera application or other photo capturing application(s). For example when user clicks on icon 2278, user is enable to select one or more photo(s) from mobile device local storage or file explorer or gallery. After capturing or selecting photo(s) user is presented with captured or selected photo(s) 2223 in post preparing interface or web page 2200, which user can edit 2224 or can remove 2222 one or more added photos 2223. User can further add (capture and select) one or more photos via

clicking or tapping on photo icon 2205 / 2250. In the event of clicking on video icon 2206 / 2252, user is presented with interface 2290, wherein user can select various video recording options 2290. For example when user clicks on icon 2276, user is enable to record one or more video(s) via device camera application or other video recording application(s). For example  
5 when user clicks on icon 2278, user is enabled to select one or more video(s) from mobile device local storage or file explorer or gallery. After capturing or selecting video(s) user is presented with recorded or selected video(s) 2233 in post preparing interface or web page 2200, which user can edit 2234 or can remove 2231 one or more added videos 2233. User can further add (record and select) one or more videos via clicking or tapping on video icon 2206 / 2252. User can  
10 preview video 2232 before submit post. In an embodiment user an also select or record voice and add to post via icon 2277. In the event of clicking or tapping on icon 2207, user is enabling to search and select from one or more sources and add one or more emoticons or emoji or user reaction icons or images 2216. In the event of clicking or tapping on add location or place icon 2208, user is presented with map interface wherein user can select current location, select place  
15 from map or list, search location or place from map or list and add location or place 2215 to post 2201.

In an embodiment in the event of entering web address or URL 2105 of web site of device independent ephemeral content sharing system, user is presented or serves with homepage of  
20 website 2100 by server 110, wherein user can draft and submit post 2102 (describe in detail in figure 22) and view or remove saved or posted content items 2125, enable to select photo post 2172 option (discuss in detail in figure 23) to present draft and submit photo(s) post 2303 webpage or user interface, enable to select video post 2173 option (discuss in detail in figure 24) to present draft and submit video(s) post 2403 webpage or user interface, in the event of tapping  
25 or clicking on submit post for generating link option 2135 after uploading post or post associated content item(s) 2125 / 2201 / 2303 / 2403 user is directed to sharing webpage (discuss in detail in figure 25) to share generated link 2507 with one or more contacts of one or more applications or websites or social networks or email services via one or more sharing applications, enable to select setting option 2175 to apply various types of settings (discuss in detail in figure 26),  
30 enable to select outbox or send or posted posts or consent items logs or status interface or list 2176 to view send posts logs, statistics and status (discuss in detail in figure 27), in the event of click or tap on received link user is directed to webpage wherein user is enable o view link associated ephemeral or non- ephemeral post (discuss in detail in figure 28), so user can also access other options 2895 (which helps new user to use device independent ephemeral content  
35 sharing system including prepare posts, save or submit post, share link associated with post or

my stories, view or search public feeds, view news items posted by user's contacts, view or remove all user posted posts, view locally saved posts, view or remove saved posts at server and like to make website viral among new users or contacts of user who received link from user), enable to select inbox or "Mt stories" 2177 option to view updates or received one or more new posts and associate statistics, logs, status, posted comments from user's contact(s) (discuss in detail in figures 29 and 30), enable to select non-ephemeral posts or news feed news items 2178 option to view non-ephemeral posts or news feed news items posted by contacts of user (discuss in detail in figure 30 (3075)), enable to select search and view public posts option 2179 to view searched or presented public posts or view public posts via categories directories or view public posts via plotted locations or places on map (discuss in detail in figure 31), enable to select user saved posts option 2180 to enable user to view or remove post posted and saved by user (discuss in detail in figure 32), enable to select live video option 2182 to broadcast live video stream (discuss in detail in figure 33 (3350/3355/3365)) and enable to view live video stream by clicking or tapping on link 3395 (discuss in detail in figure 33 (3385)) and enable to select QRcode scanner or reader option 2183 to upload or select or drag and drop QRcode to read it and view associated ephemeral or non-ephemeral content item(s).

In an embodiment user can send post to one or more selected contacts or connections 2136, wherein said list of connections (describe in detail in figures 29-33 (3341 and 3342)) created based on storing link sharing user's or link owner's identity (e.g. 3342) with said shared unique user specific unique link accessing user's identity (e.g. 3344/3346).

In an embodiment user is enable to save said prepared post or post associate one or more types of content item including photo or video 2125 or 2201 to user device local storage via tapping or clicking on save icon 2130.

In an another embodiment user is enable to save via clicking or tapping on icon 2131 said prepared post or post associate one or more types of content item including photo or video 2125 or 2201 at server database 115 for later access, view, re-share and remove by user only (discuss in detail in figure 32).

In an another embodiment user is enable to save via clicking or tapping on icon 2132 said prepared post or post associate one or more types of content item including photo or video 2125 or 2201 at server database 115 to make it public access or making them searchable for other

users of network (discuss in detail in figure 31) which posting or submitting or owner user can remove or re-share (discuss in detail in figure 32).

In an another embodiment after preparing post2201 user can tap or click on button or icon or link  
 5 2135 to send or submit or upload said post 2201 including text, link & emoticon 2221, photo  
 2223 and video 2233 to sever module 171 via server 110 which stores said post or post  
 associated one or more types of one or more content items and instructs server module 172 to  
 generate sharable or clickable link and/or one or more types of code including QRcode and  
 associate and store with said received and stored post or content items and present said generated  
 10 link 2507 to user which user can click or tap on link to preview associated content item(s),  
 discard or remove link and associated posted content items via remove or discard icon 2509, save  
 link 2513 for share it within pre-set duration (e.g. within 24 hours) and after expiring of pre-set  
 life duration remove said link 2507 and associated posted content items or post 2125 / 2201,  
 copy link 2507 via clicking or tapping on copy icon 2512, share said link 2507 with one or more  
 15 contacts or group(s) or type(s) of user(s) via one or more sharing applications 2555. In an  
 embodiment user is automatically presented with one or more sharing applications 2555, so user  
 can instantly share said link to one or more contacts or group(s) or type(s) of user(s) via one or  
 more selected sharing applications 2555 installed in user device.

20 Figure 23 illustrates user interface or webpage 2300 wherein user prepare photo post including  
 click or tap on add photo 2361 which pop-ups or provides photo capturing 2381 and photo  
 selections from device storage or gallery 2382 options for enabling user to capture new photo or  
 select already exists photos in user device storage medium and add one or more photos 2350 /  
 2352 to post 2303 which user can remove from post 2303 via remove button or icon or link  
 25 2307. In an embodiment user can edit or augment photo via click or tap on edit option 2309 or  
 2353, wherein edit includes apply one or more types of photo filters 2322, draw on photo via pen  
 2323, add text on or with photo 2324, add or overlays emoticons, voice, geo-filters, image(s),  
 emoji(s) on photo 2325, add location or place information including select from list, search and  
 select from map, select current location or place 2326, crop photo 2328, rotate  
 30 photo 2329, remove part from photo 2330, resize photo, add tags or hashtags or categories or  
 keywords with photo 2330, add password with photo to enable receiving user to view photo by  
 entering said password 2332, select or enter name or type of one or more sharing applications  
 through which user will share link of said photo 2321, add URL or web address or link or short  
 link 2327, apply ephemeral settings 2333 including set view duration 2334 (e.g. select from list  
 35 2334 particular number of seconds), select from list 2335 particular number of times, life

duration 2340, make post as non-ephemeral 2341. After preparing photo post user is enable to select save option 2371 to save said photo at gallery or local storage of user device, enable to select “Memories” or “Save at server” option 2372 to save said photo at server database or storage medium 115 for enabling user to view or remove photo from server by posting user only, enable to select “Our stories” option 2373 to save said photo at server database or storage medium 115 and make said photo searchable for other users or make it as public so other users can find it, view it and re-share it until user remove it, enable to select “My stories” option 2374 to save said photo at server database or storage medium 115 and associate or relate with unique “My Stories” link of posting user and enable contacts of user to whom user shared “My Stories” link to access said post by clicking on said shared “My stories” link and enable to submit said photo to server 110 via option 2375 which stores said photo at server database or storage medium 115 via server module 171 which instruct server module 172 to generate, store and associate link with said stored photo to make said link accessing user to view said link associated photo from any web browser or mobile browser and present said generated link 2507 to said posting user for enabling to share said link 2507 with one or more contacts via one or more sharing applications 2555, so link receiving user can click or tap on said received link 2507 to view said link associated post 2303 or photos 2305 & 2352 for pre-set duration of time and/or unlimited number of times within pre-set life duration and/or view particular number of times within pre-set life duration based on applied pre-set ephemeral settings provided by posting user.

Figure 24 illustrates user interface or webpage 2400 wherein user prepare video post including click or tap on add video 2461 which pop-ups or provides video recording 2481 and video selections from device storage or gallery 2482 options for enabling user to record new video or select already exists videos in user device storage medium or gallery and add one or more video 2408 / 2423 to post 2403 which user can remove from post 2403 via remove button or icon or link 2405 / 2421. In an embodiment user can edit or augment video(s) 2408 / 2423 via click or tap on edit option 2409 / 2424, wherein edit or augment or apply ephemeral settings includes apply one or more types of video filters, draw on video via pen, add text on or with video, add or overlays emoticons, geo-filters, image(s), emoji(s) on video frame(s), add location or place information including select from list, search and select from map, select from map, select current location or place, crop video, change quality of video, add tags or hashtags or categories or keywords with video, add password with video to enable receiving user to view video by entering said password, select or enter name or type of one or more sharing applications through which user will share link of said video, add URL or web address or link or short link, apply ephemeral settings including set view duration (e.g. select from list particular number of

seconds), select from list particular number of times, life duration, make post as non-ephemeral. After preparing video post user is enable to select save option 2471 to save said video at gallery or local storage of user device, enable to select “Memories” or “Save at server” option 2472 to save said video at server database or storage medium 115 for enabling user to view or remove video from server by posting user only, enable to select “Our stories” option 2473 to save said video at server database or storage medium 115 and make said video searchable for other users or make it as public so other users can find it, view it and re-share it until user remove it, enable to select “My stories” option 2474 to save said video at server database or storage medium 115 and associate or relate with unique “My Stories” link of posting user and enable contacts of user to whom user shared “My Stories” link to access said post by clicking on said shared “My stories” link and enable to submit said video to server 110 via option 2475 which stores said video at server database or storage medium 115 via server module 171 which instruct server module 172 to generate, store and associate link with said stored video to make said link accessing user to view said link associated video from any web browser or mobile browser and present said generated link 2507 to said posting user for enabling to share said link 2507 with one or more contacts via one or more sharing applications 2555, so link receiving user can click or tap on said received link 2507 to view said link associated post 2403 or videos 2408 & 2423 for pre-set duration of time and/or unlimited number of times within pre-set life duration and/or view particular number of times within pre-set life duration based on applied pre-set ephemeral settings provided by posting user.

Figure 25 illustrates user interface or webpage 2500 which user can invoke by tapping or clicking on icon 2590 for viewing generated link or saved or bookmarked link 2507 or QRcode 2508 and enable to share one or more links with one or more contacts via one or more sharing applications 2555.

Figure 26 illustrates various types of settings apply on particular post via clicking or tapping on icon 2115 or apply on all post until changes or select for particular post. User is enabling to add or remove or update profile photo 2606 or add or remove or update user name or nick name 2605. User is enable to select or set or update ephemeral settings and rules including view time 2610, life duration of posted content item 2611, and allowed number of times of view 2612. In an embodiment user can select default settings 2615. In an embodiment user is enabling to make post as non-ephemeral 2613. In an embodiment user is enable to instruct or set to generate QRCode with generated link 2620 (e.g. link 2507).

In an embodiment user is enable to save all posts or post(s) associate one or more types of content item including photo or video to user device local storage via applying setting by tapping or clicking on checkbox 2625.

- 5 In an another embodiment user is enable to save all posts or post(s) associate one or more types of content item including photo or video at server database 115 for later access, view, re-share and remove by user only (discuss in detail in figure 32) via selecting checkbox or set as checked 2632.
- 10 In an another embodiment user is enable to save all posts or post(s) associate one or more types of content item including photo or video at server database 115 to make it public access or making them searchable for other users of network (discuss in detail in figure 31) which posting or submitting or owner user can remove or re-share (discuss in detail in figure 32) via selecting checkbox or set as checked 2634. In an another embodiment user can provide preferences 2640
- 15 including one or more sources or source names, keywords, categories to view public feed or subscribed feed items (discuss in detail in figure 31).

In an embodiment user is provided with default link 2649 or enabling user to generate link 2649 via clicking or tapping on generate link 2641 for enabling user to post content items under said

- 20 link which link accessing user(s) can view said posted content items based on ephemeral settings and rules. So user doesn't need to share link each time with contacts. First time user need to share link to one or more contacts via one or more sharing applications and after that link receiving user can tap or click or access or open link to view newly posted content items by said link owner or posting user until user generates and shares new link via clicking or tapping on
- 25 generate link 2641 which generates new unique link for user, so user can share again said new link 2649 for one or more contacts via one or more sharing applications and services by clicking or tapping on sharing icon 2642 to invoke one or more sharing applications. In an embodiment in the event of accessing of links of other users, system or website 2105 or server 110 determines based on structure of or code inside link that said link is need to store or bookmark for later
- 30 access by user to view updates from said link associated user or contact of user and stores said link(s) and associate profile photo and name (if profile photo 2117/2120/2606 or name or nick name 2117/2120/2605 provided by said link owner in their profile) to server database 115 and presents said accessed links 2690 or 2691 to user in list of links 2695 for enabling user to view updates from said link(s) 2690 or 2691 associated user by clicking or tapping or opening of said
- 35 link(s) 2690 or 2691. If profile photo and name of said contact of user not available then enable

receiving user to enter or input link associated name or nick name and/or photo of said link associated user 2671 and add to list 2695 via tapping or clicking on add or save or update link button or link or icon 2672. In an embodiment user can remove 2684/2689. In an embodiment user can provide email address or mobile phone number 2652 to receive notification regarding one or more updates from contacts of user via push notification 2653 or short message service (SMS) 2655 or e-mail or web notification or alerts. In an embodiment user can view status or number of new updates 2697 or 2698 and can click or tap on link(s) 2683 or 2688 to view newly or pending to view posted content item(s) by said link associated user or contact of user or owner or admin of link 2683 or 2688. In an embodiment when user generates and share newly generated link 2649 via tapping or clicking on icon 2641 instructing server module 172. In an embodiment user is presented with list of users (list item comprises profile, name or nick name, share via name of sharing application, date & time of sharing) who received and accessed user's unique link 2649 shared by user with them via one or more sharing applications and enabling user to remove or block 2656 users from list (not shown in drawing) for preventing removed user(s) to receive user's posts or updates. In an embodiment user can unblock blocked user(s) 2656. In an embodiment user can share or send links to one or more contacts via one or more sharing application with or without schedule or date & time and in the event of tapping or clicking on link user is presented with chat or instant messaging or real-time sharing of one or more types of contents interface for enabling link sharing user and each link receiving or accessing user to chat or real-time exchanging, sharing, collaborating, communicating, participating, presenting one or more types of contents or media including text, photo, video, VOIP, video chat, live video streaming, slideshows, link, location, files, emoticons with each other. In an embodiment Chat interface shows photo and name or nick name (if any) of each participant user In an embodiment Chat interface shows schedule date & time of chat or remaining time to start chat. In an embodiment link sharing user is treat as admin and have rights to remove one or more chat or instant messaging or real-time sharing participant users or add one or more users via sharing link. In an embodiment link receiving user can send or receive message any time from any other link receiving user and link sharing user or link owner. In an embodiment link receiving user(s) and link sharing user or link owner is/are notified about receiving of new message or starting of live chat or schedule of real-time chat session via presenting notification 2922 on list 2905, so user can click or tap on notification item 2922 and can start chat or view newly received message or view schedule of upcoming chat or real-time sharing session. In an embodiment in the event of link sharing user or link owner ends or finishes chat or real-time sharing then system ends current chat session until started by link owner. In an embodiment participant users or system can provide status including away, busy, ended or want

to close, online, offline. In an embodiment make exchanged content or message as ephemeral or non-ephemeral. In an embodiment enable link owner to make exchanged content or message as ephemeral or non-ephemeral by providing settings.

- 5 In an embodiment enabling in the event of first time access of website or webpage of device independent sharing & viewing system from web browser or mobile browser of first device of first user who is not registered with the said website, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code 2694 (3320) to identify first device of first user, which user have to remember or note down and enabling user to identify second or subsequent each device associate with user by entering said unique code presented in first device of first user in second device of first device in text box 2673 by opening web site of device independent sharing & viewing system in second device of second user and save via save icon 2672 which saves in user device or browse of user device as well as saved 3305 at server database 115. In the event of user forgets said unique code presented at first device, user can request new code from first device by clicking or tapping on option “request unique code” 2657. In an embodiment user can scan code presented in first device (e.g. PC) from second device (e.g. Mobile) via viewing code presented in website accessed from PC via camera display screen of mobile device and click or tap on scan code of first device 2675.
- 20 Figure 21 illustrates in an another important embodiment user can add said prepared post or post associate one or more types of content item including photo or video 2125 or 2201 to My stories via tapping or clicking on icon 2133, wherein server module 171 receives and stores said post or post associate one or more types of content item including photo or video 2125 or 2201 and instruct server module 172 to determine or identify my stories link 2649 based on link structure or code inside link and store said received post or content item(s) 2125 or 2201 with my stories link 2649 for enabling link accessing user to view said link associated said post or content item(s) 2125 or 2201.

In an embodiment Figure 27 illustrates status of send posts including date & time, photo or video thumbnail or in the event of clicking on link 2710 preview send one or more types of content item(s) inducing post (photo, video, text, link, location, emoticon & like), name of sharing application through user send's post, number of likes, dislikes, reactions, views, comments, and ratings 2718, type (s) of content item(s) including photo, video, text, link, location, emoticon and any combination thereof, saved to local storage and/or saved to server database 115 for personal access and/or post under user updates (My Stories) which access via My Stories link and/or post

under “Our Stories” option to making post searchable for other users or allow public access and/or post under Newsfeed which is non-ephemeral feed and can access by other users of network including all users who have link to access newsfeed. In an another embodiment sending user can view profile photo, name or nick name and other details of profile of users or contacts of user to whom user sends link via one or more sharing applications based on user’s contacts’ profile information or data provided by 3<sup>rd</sup> parties applications, services, databases, websites, servers, networks or accessing user’s contacts’ profile information or data provided by 3<sup>rd</sup> parties applications, services, databases, websites, servers, networks via application programming interface (API), software development toolkit (SDK) and web services. In an embodiment when user sends post or one or more types of content to selected friends 2136 from list of connections, wherein connections created based on sharing unique link from 3<sup>rd</sup> parties’ applications and storing and relating unique identity or code of link sharing user with link accessing user (discussed figure 29-33) which shown in outbox or status of list of send content interface (2740).

Figure 21 (2103) illustrates that user can view their own posted content items including view ephemeral posts for pre-set life duration after that server removes it and if user not saved locally or at server or posted at “our stories” then user cannot view it in user’s feed 2103. In an embodiment user can view and remove saved posts 2103 stored in local storage. In an embodiment user can view and remove saved posts 2103 at server. In an embodiment user can remove user posted ephemeral post or remove ephemeral posted content item 2103 or remove non-ephemeral posted content item(s) 2103 via tapping or clicking on remove icon 2165.

In an embodiment user can select save locally option 2130 and/or select save at server option 2131 (which enables posting user only access) and/or select post to “our stories” option 2132 (which make said post as public accessible and making them searchable for other users) and/or select post to “my stories” option 2133 (which make said post accessible for posting user’s contacts for pre-set duration to whom user share’s “my stories” link) and/or make post as non-ephemeral (which make said post accessible for posting user’s contacts to whom user share’s “Newsfeed” link) and after selectin said one or more options, in the event of tapping or clicking on send or save or update or submit or post and get link icon 2135, based on selected save post 2125 or 2201 at local storage option 2130, system stores said post or one or more types of content item(s) including photo(s) or video(s) 2125 or 2201 locally and/or based on selected save at server option 2131, server module 171 of server 110 saves said post or one or more types of content item(s) including photo(s) or video(s) 2125 or 2201 at server database 115 which user

can view or remove from server and/or based on selected “Our Stories” option 2132, server module 171 of server 110 saves said post or one or more types of content item(s) including photo(s) or video(s) 2125 or 2201 at server database 115 and makes it searchable for users of network and which posting user can remove as per user discretion and/or based on selected “My Stories” option 2133, server module 171 of server 110 saves said post or one or more types of content item(s) including photo(s) or video(s) 2125 or 2201 at server database 115 and make it accessible for users, for pre-set period of duration, who have link of “My Stories” which shared by user to their one or more contacts via one or more sharing applications and/or, server module 171 of server 110 saves said post or one or more types of content item(s) including photo(s) or video(s) 2125 or 2201 at server database 115 and generates link (discuss in detail in figures 3 (307), 4 (422), 6 (605 & 637), 7 (708 & 750), 8 (815 & 880, 835 & 890), (1155 & 1158) and figure 25) for specific posted content items which user can share with one or more contacts via one or more sharing applications.

In an embodiment sharing via device independent ephemeral content sharing and viewing system can integrate with 3<sup>rd</sup> parties website, web pages, applications, clients, interfaces, devices, databases, web services, sources, user profiles, user accounts, one or more types of feeds or timelines or gallery via button, link, application programming interface (API), software development toolkit (SDK) and web services and enables user to select one or more types of content items including text, video, photo, voice, file, location, link or URL or web address, selected content from web page from 3<sup>rd</sup> parties website, web pages, applications, interfaces, devices, databases, web services, sources, user profile, folders, device gallery or storage or file explorer, user accounts, one or more types of feeds or timelines or gallery and said selected one or more types of one or more content items presenting to user in posting interface or webpage 2101 or partial web page 2102 in draft post area (2125 / 2201 / 2303 / 2403), so user is enable to access, and select one or more preferred options discussed in detail in figures 21-33.

Figure 28 illustrates in the event of accessing or clicking or tapping on link from one or more applications, presenting of web page comprise presenting of link 2805 associated ephemeral post or content item(s) 2812 including text, status & link 2811, location 2807 and on or more photo(s) or video(s) 2814, profile photo and name (if any) of posting user 2806. In an embodiment user is enable to view number of views indicators 2816, likes 2817, comments 2818 and provide like, comment and report 2819. In the event of expiration of post associated pre-set view timer 2810 or life duration prevent viewing of post 2812 at particular user device (discussed in detail in figures 9, 16-20). In an embodiment in the event of clicking or tapping on link user is presented

with dynamically generated web page 2808 (discussed in detail in figure 9), which also shows all options 2895, so user is enable to draft and post one or more types of content item(s) including text, link, location, emoticons or emoji, photo, video, live video stream and one or more types of one or more share link(s) with one or more contacts via one or more sharing applications, apply settings, view sent or received posts and associated statistics, status, logs and metadata, search or browse public posts, view user's own album, broadcast live video stream, and scan QRcode to view associated content item(s).

Figure 29 shows inbox wherein user can view newly received post or message or one or more types of content item(s) in my stories or news feed. Based on received links and link associate pre-defined structure or code inside link 2695, system identifies sender and one or more target recipients for particular post. When posting user posts content item(s) 2125 or 2201 and selects "My Stories" 2133 option or non-ephemeral post 2613 and tap or click on submit or send icon 2135 then server module 171 receives and stores content items 2125 or 2201 at server database 115 via server 110 and instruct server module 172 to associate said stored content with user's "My Stories" or "News feed" link 2649 at server database 115. Server module 173 identifies said newly received post or content item(s) associate link based on posting user associated "My Stories" or "News feed" link 2649 and identifies and matches who received or accessed said link from list of links 2695 earlier to identify target recipients of said newly received post or content item(s) (user is enable to share said link 2649 with one or more contacts of user via one or more sharing applications 2642 or manually copy and paste link and share with one or more types of one or more contacts or groups via one or more sharing applications) and notifies and present to user about receiving of new one or more posts or content item(s) from one or more users or contacts of user in inbox interface or web page or list 2905. In an embodiment user can click or tap on link 2910 and can view associated ephemeral or non-ephemeral content item(s). In an embodiment user can select one or more items 2901 & 2902 from list 2905 and can tap or click on play icon 2945 to view selected list item(s) associated content items one by one based on expiration of each post associated pre-set view duration timer and tap on next icon to view next post or haptic contact engagement to view next post. User can also view other details associated with received post notification 2915 including view status including pending to view or viewed, reaction provided by user including like, dislike, emoticons, comments, report & ratings, number of likes, views, comments, reactions, number and types of content item(s) in received post, profile photo and/or name or nick name of sender (if any), date & time of received post. In an embodiment user is enable to view all non-expired or non-ephemeral posts received from particular selected user by tapping or clicking on particular list item or link 2930 / 2935 / 2940.

In an embodiment user is enable to view all non-expired or non-ephemeral posts received from one or more selected users or contacts of user by tapping or clicking on list item or link 2930 / 2935 / 2940 and then tap or click on play icon 2945.

- 5 In an embodiment user can select one or more connections from list 2945, wherein list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device and enable user to sort 2951, filter 2952, rank 2953, view near-by connections on map 2957, refer or share 2954, group or list 2955, apply one or more types of categories 2956, keywords, tags, remove 2944 particular connection e.g. 2943 or remove one or
  - 10 more selected connections 2944, add by sharing unique link or URL 2958 to one or more contacts of 3<sup>rd</sup> parties applications, websites and user accounts via websites and user accounts, search users or profile of users of device independent content sharing & communication network, website, service, application & platform and follow or send invitation or request to connect with invitee and enable to accept invitation of other users of network to connect with them, wherein
    - 15 each list item may comprise unique user name or unique identity, photo, video, icon, profile details including age, gender, birthday, job profile, education, skill, qualification, experience, interests, work and home address and like, current online or offline status, user status, current location, checked-in place.
  - 20 In an embodiment user can select one or more connections from list 2945 and enabling to create or manage one or more groups by adding or removing one or more selected connections from said list 2945 and apply one or more types of privacy settings to one or more groups, wherein privacy settings may include allow or not-allow to view post or one or more types of content items or one or more types of feeds or updates, allow or not-allow to provide reactions, allow or
    - 25 not-allow to view live video stream, allow or not-allow to participate in real-time instant messaging or chat and/or presentation and/or sharing, allow or not-allow to view user's full or partial profile, allow or not-allow to user's logs, allow or not-allow to view user's status, allow or not-allow to view user's current location, allow or not-allow to view user's checked-in place, allow or not-allow to view user's online or offline status, allow or not-allow to last seen, allow or
      - 30 not-allow to connect for particular selected one or more type(s) and name(s) of applications, services, features, one or more selected type(s) and name(s) of activities, actions, events, communications, collaborations, sharing, participations and transactions.

In an embodiment server 110 provides default "My stories" unique link 2649 to unique user or
 

- 35 enabling user to generate unique link 2649 via clicking or tapping on icon 2641 to instructing

server module 172 to generate unique link 2649, wherein unique user identified based on unique global device or browser identity and enabling user to send or share said user associated unique link 2649 to one or more contacts via one or more sharing applications and websites 2642 (e.g. 2555). In the event of clicking or tapping on said received link 2649, from one or more applications, by receiving user of said link 2649, server module 173 receives request to access link 2649 from link accessing user. Based on unique global device or browser, server module 173, identifies unique identity of link accessing user and associates or relates and stores said accessed link 2649 with identity of identified link accessing user and present to user in list of “My stories” links 2695. When posting user posts one or more types of one or more content item(s) 2125 / 2201 / 2303 / 2403 and selects “My stories” option 2132 and submits or send said post 2125 / 2201 / 2303 / 2403 via send icon 2135 to server module 171 wherein server module 171 receives said post or one or more types of one or more content item(s) 2125 / 2201 / 2303 / 2403 and stores said received post or one or more types of one or more content item(s) 2125 / 2201 / 2303 / 2403. Server module 172 identifies posting user associated unique link 2649 based on unique global device or browser identity and associates or relates and stores said received post or one or more types of one or more content item(s) 2125 / 2201 / 2303 / 2403 with said posting user associated unique link 2649 and identifies users associated or related with said link (i.e. users who received “My stories link” earlier from said posting user and accessed first time from one or more application(s) including 3<sup>rd</sup> parties applications and in the event of access server module 172 stores link with access user’s unique identity) and notifies (Figure 29) user(s) associated or related with said link about said received post or one or more types of one or more content item(s) from posting user or unique link associated unique user and enables notified user to tap on notification item 2910 / 2915 / 2930 / 2935 / 2940 from list 2905 to access or view said notification associated link associated post or one or more types of one or more content item(s). In the event of tap or click on said notification item 2910 / 2915 / 2930 / 2935 / 2940, server module 173 receives request to access or view said link associated post or one or more types of one or more content item(s) and retrieves link associated stored post or one or more types of one or more content item(s) from server database or storage medium 115 and presents said link associated stored post or one or more types of one or more content item(s) including photo, video, live video streaming, text, link, location, emoticons, voice & like to viewing user in web browser in the form of web page 3001 / 3024 / 3055 / 3075.

Figure 31 illustrates flowchart describing providing to each unique user, unique link or enable to generate unique link. User is enabling to share said link with one or more contacts via one or more 3<sup>rd</sup> parties sharing applications, websites, services, utilities, and user accounts. In the event

of accessing or clicking or tapping on said link by receiving user from 3<sup>rd</sup> party application, website, service, utility, and user account including from message in instant messenger or chat application including WhatsApp TM, Line TM, WeChat TM and Snapchat TM, from email in email client or email account including Gmail TM, from SMS from SMS application or interface, from social network user account including Facebook TM and LinkedIn, from communication application including Skype TM, relate or connect or map or associate and store said link provided user identity with said link accessing user identity to establish identified connection between them. Figure 31 illustrates enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and enabling first registered user to log-in to identify one or more user devices of first user including mobile device, personal computer, tablet and laptop or in the event of first time access of website or webpage from web browser or mobile browser of first device of first user who is not registered, generate and provide unique global device or browser(s) identity or set of identities to first device of first user, generate and provide unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user specific unique link or short URL which comprise top-level domain name associated with a unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/m3q2xt> has a key of m3q2xt) wherein generate unique key to identify type of link or URL; associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number (if user is registered) or said unique code (if user is not-registered); if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to first device of first user; in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code ; if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user; enabling user to send or share said user unique link or URL to one or more contacts via one or more 3rd parties sharing applications and websites; in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3rd party application, receiving, by the server system, request to access said link or URL associated webpage; and associating or relating and storing, by the server system, unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of link or URL accessing user with unique user name, password and/or mobile

number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner. At 3105 enabling user to click on link or URL or enter link or URL in address bar of web browser to invoke or open web site in web browser or online client application of the device independent ephemeral content sharing system; At 3106 check is made that user logged in; at 3107 if user is not registered and send request to server 110 to register user with unique user name 3317, password 3318 and/or mobile number 3319. In an embodiment user is enable to provide other information while registration including name or nick name, photo(s), video(s), age, gender, e-mail, social account information, education, skill, qualification, income range, interests, home & work address, current location and other profile information (not shown in figure) in the format of one or more type(s) of field(s) and associated value(s) format. At 3110 server 110 verifies, processes and stores said registration and authentication information (3317 / 3318) in server database 115. In an embodiment server 110 identifies user via sending one time password (OTP) on user provided mobile device via SMS which user can enter in text box or auto verify to verify user device. In an embodiment server 110 verifies uniqueness of user provided user name or user identity or email address and password and in the event of non-uniqueness instruct user to provide unique user name or user identity or email address and password. In an embodiment server 110 sends activation link to user via email which verifies user and activate user account by clicking on link from sent email. After successful registration user is enabled to login with the system or website via entering or providing authentication login information (3317 / 3318). At 3120 check is made whether user is logged-in. If the user logged-in (3120--Yes) then at 3135 server 110 auto generates, stores with said unique user identity of registered user (3317 / 3318) and presents Unique link or short URL 3320 for unique user who identified by unique user identity of registered user (3317 / 3318), wherein generating, by the server system, unique link or short URL 3320 which comprise top-level domain name associated with a generated unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/y1c2r3> has a key of y1c2r3). At 3108 user is enable to decide use website 3105 without registration or login with the system. At 3112, if non-registered user (3108--Yes) opened website first time from first device (3112--Yes) then at 3125 server 110 generates and stores (1) one or more types of Unique Global Device or Browser(s) identities 3304 to one or more browser(s) of first device 3303 of first user (3320) via cookie or device fingerprinting or browser fingerprint (A device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification. Fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off), (2) generates, stores and presents Unique Code to identify first device of first user and enable user to provide said Unique Code in second or subsequent device of first user to identify all

devices related to user. At 3135 server 110 auto generates, stores with said unique code 3320 generated for user and provided to user and presents Unique link or short URL 3324 for unique user who identified by Unique Code 3320 (if non-registered user), wherein generating, by the server system, unique link or short URL 3320 which comprise top-level domain name associated with a generated unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/12n2p3> has a key of 12n2p3). At 3115 if first user first time accesses website 3105 from second or subsequent device (3115--Yes) then serve 110 generates and stores one or more types of Unique Global Device or Browser(s) identities 3306 for second 3306 or subsequent device 3308 of first user and enable user to enter Unique Code 3320, presented first time in first device of first user, in second 3305 or subsequent device 3307 of first user from website of the device independent ephemeral content sharing system 3105, presented in web browser or online client application, to identify all devices related to user. At 3140 registered user 3317 is enable to send or share said user unique link or URL 3320 or unregistered user 3320 is enable to send or share said user unique link or URL 3324 via one or more 3rd parties sharing applications and websites to one or more contacts of user account of 3rd parties sharing applications and websites. At 3145 in the event of first time clicking or tapping on said shared link or URL 3320 or first time opening from web browser said link or URL 3320 at 3150 server module 173 receives request to first time access said link or URL 3324 associated webpage. At 3155 in the event of first time receiving request to access said link or URL 3324, server module 173 associates or relates and stores unique user name or user identity, password and/or mobile number (if registered user) 3344 (3325) or unique code (if not registered user) of link or URL 3320 accessing user with unique user name or user identity 3343 (3317), password and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL 3320 sharing user or link or URL owner.

In an embodiment server 110 provides default "My stories" unique link or URL 2649 / 3320 to unique user or enabling user to generate unique link or URL 2649 via clicking or tapping on icon 2641 to instructing server module 172 to generate unique link or URL 2649 / 3320, wherein unique user identified based on unique global device or browser identity 3304 OR (2) in an embodiment unique user identified based on Unique Code 3320/3303 which identifies all devices of user OR (3) in another embodiment unique user identified based on unique identity (UID) or unique user name 3317 and/or mobile number 3319 and enabling user to send or share said user associated unique link or URL 2649 to one or more contacts via one or more sharing applications and websites 2642 (e.g. 2555). In the event of clicking or tapping on said received link or URL 2649 / 3320 / 3324, from one or more applications, by receiving user of said link 2649, server

module 173 receives request to access link or URL 2649 / 3320 / 3324 from link accessing user. Based on unique global device or browser identities 3304 OR (2) Unique Code 3320 which identifies all devices of user OR (3) unique identity (UID) or unique user name 3325 and/or mobile number 3327, server module 173, identifies unique identity of link accessing user 3320/3325 and associates or relates and stores said identified unique identity of link accessing user (3344/3346) with link or URL owner or link or URL sharing user's identity 3343/3345 and presents to user in list of "My stories" links 2695. When posting user posts one or more types of one or more content item(s) 2125 / 2201 / 2303 / 2403 and selects "My stories" option 2132 and submits or send said post 2125 / 2201 / 2303 / 2403 via send icon 2135 to server module 171 wherein server module 171 receives said post or one or more types of one or more content item(s) 2125 / 2201 / 2303 / 2403 and stores said received post or one or more types of one or more content item(s) 2125 / 2201 / 2303 / 2403. Server module 172 identifies posting user associated unique link 2649 based on unique global device or browser identity 3302 OR (2) Unique Code 3320 which identifies all devices of user OR (3) unique user identity (UID) 3317 / mobile number 3319 and associates or relates and stores said received post or one or more types of one or more content item(s) 2125 / 2201 / 2303 / 2403 with said posting user associated unique link 2649 or user's global unique device or browser identity 3302 OR (2) Unique Code 3320 which identifies all devices of user OR (3) unique user identity (UID) 3317 / mobile number 3319 and identifies users associated or related with said link (i.e. users who received "My stories link" earlier from said posting user and accessed first time from one or more application(s) including 3<sup>rd</sup> parties applications and in the event of access of said link, server module 172 stores link access user's unique identity (3344/3346) with link owner user's or link sharing user's identity (3343/3345)) and notifies (Figure 29) user(s) associated or related with said link, by using global unique device or browser identity 3302 OR (2) Unique Code 3346 which identifies all devices of user OR (3) unique user identity (UID) 3344 / mobile number 3327 of each user, about said received post or one or more types of one or more content item(s) from posting user or unique link associated unique user and enables notified user to tap on notification item 2910 / 2915 / 2930 / 2935 / 2940 from list 2905 to access or view said notification associated identified 3381 post 3358 or one or more types of one or more content item(s) (33A3/33A4) shared by posting user 3357. In the event of tap or click on said notification item 2910 / 2915 / 2930 / 2935 / 2940, server module 173 receives request to access or view said notification associated identified 3381 post 3358 or one or more types of one or more content item(s) (33A3/33A4) shared by posting user 3357 and retrieves said notification associated identified 3381 post 3358 or one or more types of one or more content item(s) (33A3/33A4) shared by posting user 3357 from server database or storage medium 115 and presents said

notification associated stored identified 3381 post 3358 or one or more types of one or more content item(s) (33A3/33A4) including photo, video, live video streaming, text, link, location, emoticons, voice to viewing user in web browser in the form of web page 3001 / 3024 / 3055 / 3075. Figure 16 with Figures 18 and 33 illustrates processing operations associated with the ephemeral message controller 174 Initially, at 1615 link or short link or URL receiving user clicks or taps on received link or short link or URL (e.g. 2649 2910 / 2915 / 2930 / 2935 / 2940) (e.g. 1863) (e.g. 3320 / 3324) from one or more applications 287 of user device 200, then at 1616 based on said clicking or clickable link or short link or URL (e.g. 2649 / 2910 / 2915 / 2930 / 2935 / 2940) (e.g. 1863) (e.g. 3320 / 3324), server module 173 receives request to access link or short link or web address or web link (e.g. 2649 2910 / 2915 / 2930 / 2935 / 2940) (e.g. 1863 or 1802) (e.g. 3320 / 3324) associated one or more types of one or more ephemeral content items including photo(s) or video(s) (e.g. 2125 / 2201 / 2303 / 2403) (e.g. 1811) (e.g. 3358); at 1617 server module 173 identifies and stores viewing or requesting user's global unique device or browser identity (e.g. 1864) OR (2) in an embodiment identifies Unique Code 1898 / 1899 (3346/3385) which identifies all devices of user OR (3) in an embodiment identifies unique user identity (UID) 1872 (3346/3384) or mobile number 1872 of registered user; at 1618 server module 173 searches and identifies said link or short link or web address or web link (e.g. 1863) (e.g. 2649 / 2910 / 2915 / 2930 / 2935 / 2940) (e.g. 3320 / 3324) associated one or more files or content items including photo(s) or video(s) (e.g. 1811) (e.g. 2125 / 2201 / 2303 / 2403) from sever database 115 and in the event of link or short link or web address or web link (e.g. 1863) (e.g. 3358 / 3362) (e.g. 2649 / 2910 / 2915 / 2930 / 2935 / 2940) associated one or more files or content items including photo(s) or video(s) (e.g. 1811) (e.g. 2125 / 2201 / 2303 / 2403) and ephemeral content settings (e.g. 1850) from server database or storage medium 115 or from remote one or more database(s) or storage medium(s) found, based on identified viewing or requesting user's global unique device or browser identity (e.g. 1864) OR (2) in an embodiment identified Unique Code 1898 / 1899 (3320) which identifies all devices of user OR (3) in an embodiment identified unique user identity (UID) (1872 / 3357) / mobile number 1872 / 3319, check content item(s) already viewed or not viewed (e.g. 1893 – “Allow to View”) or filter available to view content item(s) (e.g. 1811) (e.g. 3358 / 3362) (e.g. 2125 / 2201 / 2303 / 2403) which user not viewed on said identified unique device (e.g. 1864) and fetching or retrieving said available to view or content item (e.g. 1811) (e.g. 3358 / 3362) (e.g. 2125 / 2201 / 2303 / 2403) mark as not viewed or allow to view (e.g. 1893) content item(s); at 1628 dynamically generating web page based on said fetched or retrieved one or more files or content items including photo(s) or video(s) (e.g. 1811) (e.g. 3358 / 3362) (e.g. 2125 / 2201 / 2303 / 2403) and associated ephemeral content settings & other settings (e.g. 1851) (e.g. 3360 / 3364) and presenting said

5 fetched one or more files or content items including photo(s) or video(s) (e.g. 1811) (e.g. 3358 / 3362) (e.g. 2125 / 2201 / 2303 / 2403) in web browser or mobile browser e.g. 284 (e.g. 3001 / 3024 / 3055 / 3070) of requesting user device e.g. 200 (identified by global unique identity e.g. 1864 OR (2) in an embodiment on viewing device e.g. 200 identified by Unique Code 1898 / 1899 (3361) which identifies all devices of user OR (3) in an embodiment on viewing device e.g. 200 identified by unique user identity (UID) (3357) / mobile number 1872/3319); FIG. 16 (A) illustrates processing operations associated with the ephemeral message controller 174. Initially, an ephemeral message (e.g. 1811) (e.g. 2305) (e.g. 33A3) is displayed 1630 available to display on identified user device e.g. 200 identified by particular unique global device identity (e.g. 1864) OR (2) in an embodiment on viewing device e.g. 200 identified by Unique Code 1898 / 1899 (3346/3385) which identifies all devices of user OR (3) in an embodiment on viewing device e.g. 200 identified by unique user identity (UID) (3346/3384) / mobile number. A timer (e.g. 1860) is then started 1632. The timer (e.g. 1860) may be associated with the server processor. Haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on predefined area including click or tap on next icon or skip icon or remove icon (e.g. 3013) is then monitored 1634. If haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area exists (1634--Yes), then the server module 174 stores mark as viewed or not allow to view (e.g. 1892) status or value with said currently presented content item or ephemeral message (e.g. 1811) (e.g. 2305) in server database 115 for preventing viewing user to again view said currently presented content item or ephemeral message (e.g. 1811) (e.g. 2305) on same viewing device e.g. 200 identified by unique global device identity (e.g. 1864) OR (2) in an embodiment on viewing device e.g. 200 identified by Unique Code 1898 / 1899 (3346/3385) which identifies all devices of user OR (3) in an embodiment on viewing device e.g. 200 identified by unique user identity (UID) (3346/3384), password / mobile number 1872 and the next message (e.g. 2352), if any, is displayed 1630. If haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area does not exist (1534--No), then the timer is checked 1637 (e.g. 3010). If the timer has expired (1637--Yes), then the server module 174 stores mark as viewed status with said currently presented content item or ephemeral message (e.g. 2305) in server database 115 for preventing user to again view said currently presented content item or ephemeral message (e.g. 1811) (e.g. 2305) on same viewing device e.g. 200 identified by unique global device identity (e.g. 1864) OR (2) in an embodiment on viewing device e.g. 200 identified by Unique Code 1898 / 1899 which identifies all devices of user OR (3) in an embodiment on viewing device e.g. 200 identified by unique user identity (UID) 3344 / mobile number 1872 and the next message (e.g. 2352), if any, is displayed 1630. If the timer has not expired (1637--No), then another haptic

contact or one or more types of predefined user sense(s) or click or tap on predefined area (e.g. 3013) check is made 1634. This sequence between blocks 1634 and 1637 is repeated until haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area is identified or the timer expires. FIG. 16 (C) illustrates the exterior of electronic device 200

5 identified by one or more types of global unique device identity (e.g. 1864) OR (2) in an embodiment device e.g. 200 identified by Unique Code 1898 / 1899 which identifies all devices of user OR (3) in an embodiment device e.g. 200 identified by logged-In information including UID, password / mobile number 1872. The figure also illustrates the display 210. FIG. 16 (B) illustrates server module 173 identifies set of ephemeral messages 1680 (e.g. 1811) (e.g. 2305

10 and 2352) available for viewing on device e.g. 200 identified by unique global identity (e.g. 1864) OR (2) in an embodiment device e.g. 200 identified by Unique Code 1898 / 1899 which identifies all devices of user OR (3) in an embodiment device e.g. 200 identified by logged-In information including UID, password / mobile number 1872. A first message 1691 (e.g. 1811) (e.g. 2305) may be displayed. Upon expiration of the timer (e.g. 1864) (e.g. 3010), a second

15 message 1690 (e.g. 2352) is displayed and the server module set or stores or updates “mark as viewed” or “Not Allow to View” status or value with first viewed content item (e.g. 1811) at server database 115 for preventing link or sort link or URL (e.g. 1802 or 1803 or 1863) accessing user to again view said viewed content item (e.g. 1811) (e.g. 2305) on said viewing user device e.g. 200 identified by unique global identity (e.g. 1864) OR (2) in an embodiment device e.g. 200

20 identified by Unique Code 1898 / 1899 which identifies all devices of user OR (3) in an embodiment device e.g. 200 identified by logged-In information including UID, password / mobile number 1872. Alternately, if haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area (e.g. 3013) is received before the timer expires the second message (e.g. 2352) 1690 is displayed and the server module set or stores or updates

25 “mark as viewed” or “Not Allow to View” (e.g. 1892) status with first viewed content item (e.g. 1811) at server database 115 for preventing link or sort link or URL (e.g. 1802 or 1803 or 1863) accessing user to again view said viewed content item (e.g. 1811) (e.g. 2352) on said viewing user device e.g. 200 identified by unique global identity (e.g. 1864) OR (2) in an embodiment device e.g. 200 identified by Unique Code 1898 / 1899 which identifies all devices of user OR

30 (3) in an embodiment device e.g. 200 identified by logged-In information including UID, password / mobile number 1872. In an embodiment server 110 may remove shared content received from users after pre-set period of time from server database 115. In an embodiment server 110 may manually remove shared content received from users from server database 115. In an embodiment identifying type of link, to differentiate link with other one or more types of

35 links, based on structure of link or identified pre-define particular type of code inside link. In an

embodiment enabling to send or share said user associated unique link to one or more contacts via one or more applications, services, websites including communication, sharing, collaboration, social networks accounts, applications and websites, instant messenger (IM) or chat application, SMS, Email. In an embodiment link may in the form of QRcode.

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As described in figure 31, after storing mutual connections based on link or URL 3320 sharing user or link owner 3343 and link accessing user(s) 3344/3346, Figure 32 illustrates flowchart describing at 3302 enabling posting user to post one or more types of one or more content item(s) 2125/2201/2303/2403; at 3305 receiving, by the server system 110 or server module 171, post or one or more types of one or more content item(s) 2125/2201/2303/2403; at 3207 storing, by the server system 110 or server module 171, received post or one or more types of one or more content item(s) 3358 (33A3/33A4); at 3209 identifying, by the server system 110 or server module 172, posting user associated unique user name or user identity 3317 and/or mobile number 3319 (if registered user) based on login information provided by user while login to system or unique code 3303 based on user device or browser associated stored one or more types of identities 3304 (if not registered user), wherein in the event of receiving post from posting user from website server module 171 identifies and retrieves said posting user's browser or shared object or user device's associated one or more types identities and based on matching said retrieved one or more types identities match with server database 115 stored said one or more types identities 3304 and identifies associates unique code 3303; associating or relating and storing, by the server system 110 or server module 172, said received post 3358 or one or more types of one or more content item(s) (33A3/33A4) with said posting user associated said unique user name or user identity 3357 if registered user) or said unique code 3361 (if not registered user). In an embodiment server module 172 generates and stores unique identity for each received post or one or more types of content item(s) from each posting or sending or sharing or broadcasting user; at 3218 identifying, by the server system 110 or server module 173, unique user names 3344 / 3348 or unique codes 3346 associated or related with said posting user's unique user name 3343 (if registered user) or unique code 3347 (if not registered user); notifying, by the server system or server module 173, said identified unique user names 3344 or unique codes 3346 associated or related users about said received post 3358 or one or more types of one or more content item(s) (33A3/33A4); enabling notified user 3344/3346 to access or view said received post 3358 or one or more types of one or more content item(s) (33A3/33A4) by clicking or tapping on said notification message, wherein notification may comprise profile photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user action(s); at 3223 receiving, by the server system 110 or server module 173, request to

35

access or view said clicked notification 2910 or link or URL 3005 / 3320 or unique identity 3317 or unique code 3320 related to said posting user associated stored post 3358 or one or more types of one or more content item(s) (33A3/33A4); at 3225 searching, by the server system 110 or server module 173, said clicked notification or link or URL or unique user name or user identity or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s) and ephemeral content settings and rules and other settings, wherein based on ephemeral content settings and rules determine that said post is available to view for user and retrieving, by the server system 110 or server module 173, said notification or link or URL associated unique user name or user identity and/or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s); at 3228 dynamically generating web page based on fetched or retrieved available to view post or one or more types of content item(s) including photo(s) or video(s) and ephemeral content settings and rules and other settings; then flowchart illustrates processing operations associated with the ephemeral message controller 174. Initially, an ephemeral message 3002 (33A3) is displayed 3230 available to display on identified user device e.g. 200 identified by matching user device stored one or more types of one or more unique global device identities with stored one or more types of one or more unique global device identities (e.g. 3304) at server database 115 OR identified by matching user device stored Unique code with Unique code (e.g. 3303) at server database 115 OR identified by logged-in user's unique user name or unique user identity (3317) or mobile number 3319. A timer (e.g. 3010) (3368) is then started 1732. The timer (e.g. 3010) (3368) may be associated with the server processor. Haptic contact or one or more types of predefined user sense(s) based on one or more types of device sensors or click or tap on display or predefined area including click or tap on next icon or skip icon or remove icon (e.g. 3013) is then monitored 1734. If haptic contact or one or more types of predefined user sense(s) or click or tap on display or predefined area (e.g. 3013) exists (3234--Yes), then the remaining number of times of view (e.g. 3367) is checked, if number of times of view is exceeded than allowed number of times of view (e.g. 33A9) (3250—Yes) then based on pre-set rule(s) the current message (e.g. 3012 / 33A3) is marked as viewed and update remaining number of times of views 3370 with said currently presented content item or ephemeral message (e.g. 3012 / 33A3) in server database 115 for allowing user to view said currently presented content item or ephemeral message (e.g. 3012 / 33A3) for pre-set allowed number of times and remove from display 210 or remove from presented web page of user device 200, then the remaining life duration is checked, if remaining life duration is zero (3348--Yes) then the current message (e.g. 3012 / 33A3) is deleted 1752 from the server database or storage medium 115 or from remote storage medium(s) and the next message (e.g. 33A4), if any, is displayed 1730. If number of times of view does not

exceeded (3250—No) then server module 174 updates remaining number of times of view or number of times viewed 3249 (e.g. 3370). If haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area (e.g. 3013) does not exist (3234--No), then the timer (e.g. 3010) is checked 3232 by server module 174 which continuously monitors, tracks & updates said timer (e.g. 3368). If the timer (e.g. 3310/3368) has expired (3237--Yes), then the remaining life duration (e.g. 3369) is checked, if life duration is zero (e.g. 3369) then the remaining number of times of view (e.g. 1868 minus 1869) is checked, if number of times of views (e.g. 1868) is exceeded 3250—Yes) then based on pre-set rule the current message (e.g. 33A4) is marked as viewed with said currently presented content item or ephemeral message (e.g. 33A4) in server database 115 and remove from display 210 or remove from presented web page of user device 200 and the next message, if any, is displayed. **If** number of times of view is does not exceeded (3250—No) then server module 174 updates remaining number of times of view. If the timer has not expired (3237--No), then another haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area check is made 3234. This sequence between blocks 3234 and 3237 is repeated until haptic contact or one or more types of predefined user sense(s) or click or tap on predefined area is identified or the timer expires.

In an embodiment server module 173 identifies set of ephemeral messages available for viewing on device e.g. 200 identified by unique global identity (e.g. 3304) OR (2) in an embodiment on viewing device e.g. 200 identified by Unique Code 3320 which identifies all devices of user OR (3) in an embodiment on viewing device e.g. 200 identified by unique user identity (UID) (3317) / mobile number 3319). A first message (e.g. 33A3) (3012) may be displayed. Upon expiration of the timer (3010/3368/3371), a second message (e.g. 33A4) is displayed and the server module set or stores or updates “mark as viewed” or “not allow to view” status or value with first viewed content item (e.g. 33A3) at server database 115 or remove first viewed content item (e.g. 33A3) from server database 115. Alternately, if haptic contact or one or more types of predefined user sense(s) or click or tap on display 3001 or predefined area (e.g. 3013) is received before the timer (e.g. 3010 / 3368 / 3371) expires the second message (e.g. 33A4) is displayed and the server module set or stores or updates “mark as viewed” or “Not Allow to View” status with second viewed content item (e.g. 33A4) at server database 115 or remove first viewed content item (e.g. 33A4) from server database 115. In an embodiment identifying type of link, to differentiate link with other one or more types of links, based on structure of link or identified pre-define particular type of code inside link. In an embodiment enabling to send or share said user associated unique link to one or more contacts via one or more applications, services, websites including communication, sharing, collaboration, social networks accounts, applications

and websites, instant messenger (IM) or chat application, SMS, Email. In an embodiment link may in the form of QRcode.

Figure 34 illustrates web page 3400 wherein user can search 3405 public posts or contents 3450, which users of network posts via selecting “Our Stories” 2132 option while posting or submitting post(s) or contents, based on one or more search criteria or advance search options including search based on one or more keywords, categories, hashtags, source names, locations or places, date and time ranges, search based on matching supplied or provided image with matched photos or videos based on image recognition technologies. User can also access or view or browse categories publicly posted contents including top trended, categories, type of content, location(s) or place(s) specific, type of activity specific, source name specific including celebrities, brands, products, services, companies and one or more types of entities, one or more user preferences specific set by user, newly published posts, top ranked posts, categories live public video streams, random contents based on one or more factors including past views, posted contents, current date & time and associate information, user locations or places surround use’s current locations, user activities, status & actions and any combination thereof. In an embodiment user is enable to sort or filter presented contents.

Figure 35 illustrates web page 3500 wherein user can search 3505 and view saved posts 3550 of user, posted by user via selecting “Memories” or “Album” or “User Gallery” or “Saved Posts” 2131 option and/or “Our Stories” 2132 option while posting or submitting post(s) or contents. In an embodiment user is enable to remove on or more selected content items 3541. In an embodiment user is enable to select one or more content items and post to “Our Stories” 3542 and/or “My Stories” 3543 or enable to generate link 3544 for said selected content items and share with one or more contacts via one or more sharing applications for enabling link receiving user to tap or click on said received link to view associated ephemeral or non- ephemeral content item(s).

Figure 36 illustrates graphical user interface or web page for enabling broadcaster to share live video streaming link and broadcast live video streaming which link receiving user can view by clicking on link.

In the event of clicking or tapping on live video streaming icon 2290 user is presented with broadcasting of live video streaming interface or webpage 3650, wherein user can provide description about live video streaming 3640, provide location 3607 via searching, selecting

location or place from list or map 3643, select type of broadcasting including video 3630 or voice 3632 or multimedia presentation including photos, slideshows, videos, text, link, location, application & like (not shown in figure) , select front camera or back camera via camera switching icon 3635. In an embodiment user can set schedule for live stream 2650. After setting live video streaming, user can click or tap on start live video streaming via icon 3645. In the event of selecting of video 3630 and tapping or clicking on live video streaming icon or button or link 3645, user is presented with user interface or webpage 3655, wherein user is presented with device camera application 3660 and starting recording of video, wherein system may employ various available technologies to enable video recording, pausing, resuming, stopping, uploading, downloading, limit recording time, viewing from web browser including HTML5 video, HTML5 Video Recording API, Flash Video Recorder, Media Source Extensions (MSE), Dynamic Adaptive Streaming over HTTP (DASH), Adobe Systems HTTP Dynamic Streaming, Apple Inc. HTTP Live Streaming (HLS) and Microsoft Smooth Streaming, Adobe's Flash plugin and Flash Media Server. Live streaming refers to online streaming media simultaneously recorded and broadcast in real time to the viewer. It is often simply referred to as streaming. Server module 171 receives video stream data from broadcasting user device or browser. In an embodiment each unique user is provided with unique live stream default link 2649 or generates new link 2649 via generate link icon 2641 and share with one or more contacts via one or more sharing applications which enables link receiving or accessing user to view live stream video broadcasted by user or view live stream video at schedule date & time broadcasted by user, wherein unique user is identified based on global unique device or browser one or more types of identities. As discussed in figures 29 & 30 with figures 16-18 link 2649 receiving and accessing user relates or associates or map with link sharing user to identify connection between them and shows in list 2695 and in the event of new live video broadcasting by link owner or link sharing user, link receiving or accessing user or based on received link, user who relates with said link sharing user is notified about live video streaming or scheduled live video streaming e.g. 2745. When user enters link in web browser address bar 3695 or click or tap on link 2649 or 3695 or tap on received notification 2745 then user is presented with live video streaming user interface or webpage 3685 and shows live video 3681. In an embodiment broadcasting user can view profile photos and name or nick name of viewing user(s). In an embodiment broadcasting user can switch front or back camera 3651, view number of viewers 3653, view duration of live video streaming by user 3652. In an embodiment live video viewing user can view profile photo and/or name or nick name 3680, set by broadcasting user in settings 2606/ 2605, view location information 3682 provided by broadcasting user or current location 3682 of broadcasting user. In an embodiment live video viewing user can close viewing of live video by tapping on icon 3684.

In an embodiment live video viewing user can chat 3686 / 3687 / 3688 with broadcasting user. In an embodiment live video viewing user can chat 3686 / 3687 / 3688 with broadcasting user and other viewer(s) of live video. In an embodiment enabling live video viewing user to provide one or more types of reactions on live video, wherein reactions 3691 includes one or more types of emoticons, emoji, icon, image, voice, video selected from list or provided by user which can view by broadcasting user and/or other viewers of live video. In an embodiment enabling live video viewing user to report live video as spam or inappropriate by tapping or clicking on report icon 3693. In an embodiment broadcasting user is enabled to end or finish live video streaming by tapping or clicking on icon or button or link 3654 which instruct system to stop recording of video and make live video streaming status as end. In the event of ending or finishing of live video streaming by broadcasting user, broadcasting user is directed to web page 3665 wherein broadcasting user can preview broadcasted video 3664, save broadcasted video 3666, save broadcasted video at server database or storage medium 115 for later access by user 3667 (discuss in figure 32), make said broadcasted video as public which stores by server database or storage medium 115 and make it viewable or searchable for other users (discuss in figure 31), post under "My stories" which notifies, accesses and view by link 2649 receiving and accessing user (discussed in detail in figures 29 & 30 with figures 16-18) and generate link 2507 for video 3664 via tapping or clicking on button or link or icon 3670 and share generated link 2507 with one or more contacts via one or more sharing applications 2555, so link 2507 receiving user can tap or click on link and access or view ephemeral video or based on settings 2613 non-ephemeral video. In an embodiment broadcasting user can remove video 3664 by tapping or clicking on button or link or icon or user control 3672.

Figure 37 illustrates examples to describe present invention in some of the embodiments. Present invention enables registered user (e.g. 3770), who identified by unique user name or unique user identity via login with the website or service or application, as well as non-registered user (i.e. user who access or use features of website without registering) (e.g. 3790), who identified by unique code stored in web browser or first device of user and enter by user in second or subsequent device of user, with the device independent sharing and communication system, network, platform, website, service and application. For example User [Y] 3770 after registering and login with the website from one or more devices including mobile 3701 can draft post 2125/ 2201 / 2303 / 2403 and submit 2135 to server for getting generated URL or link 2507 associated with said posted content items 2125/ 2201 / 2303 / 2403 and open preferred 3<sup>rd</sup> parties application installed user device e.g. WhatsApp TM or tap on sharing button or icon or link 2511 to open list of sharing applications, which installed and registered by user and follow other users

or invite users for creating mutual connections or accept invitation of other users' invitation and creates connections or followers from network of said 3<sup>rd</sup> party application by user. After opening of said 3<sup>rd</sup> party application e.g. WhatsApp 3706, user [Y] share said URL or link 2507 with one or more selected contacts or groups of said 3<sup>rd</sup> party application e.g. WhatsApp 3706 and send 3731 said URL or link 2507 to e.g. User [L] 3790 which receives, views and taps or clicks on said URL or link 2507 from 3<sup>rd</sup> party application e.g. WhatsApp 3740 which opens link associated website or web page 3721 in e.g. mobile browser 3721 of mobile device 3771 of e.g. User [L] 3790 which sends request to server 110 to view said URL or link 2507 associated post 2125/ 2201 / 2303 / 2403 and based on ephemeral rules and settings view for transitory period of time and in the event of expiration of said pre-set view duration remove from web page presented to user and present next post or message or one or more types of content item(s) (if any).

In another example un-registered user e.g. User [L] 3790 first time opens website of device independent sharing and viewing system from first device, system stores unique code in user device or browser of user device in the form of cookie or in shared object which user can enter via second device of user to uniquely identify all devices of user and presents user specific particular type of unique link or URL 2649. For example User [L] 3790 share 3732 said unique link or URL 2649 to all friends of Facebook TM via user device installed application Facebook TM 3742 which received and view by e.g. User [Y] 3770 on user device installed Facebook TM application 3707 from personal computer (PC) 3702 of User [L] 3790. In the event of first time clicking or tapping on received link or URL 2649 from Facebook TM 3707 application, server 110 receives request to access unique link or URL 2649. Server 110 check first time access or not and in the event of first time access server 110 relates and stores said unique link or URL 2649 accessing user e.g. registered User [Y] 3770 related unique identity or user name with unique code of said unique link or URL 2649 sharing user e.g. un-registered User [L] 3790 and presents to e.g. registered User [Y] 3770, web page 3722 which may show message indicates that viewing e.g. registered User [Y] 3770 connected with e.g. un-registered User [L] 3790. Both connected users e.g. un-registered User [L] 3790 and e.g. registered User [Y] 3770 can view each other in list of connections 2925 with name or nick name, photo, video, icon, date & time added, profile, updated status, current location, online or offline status, last seen, type of contact including phone, email, instant messenger or chat, VOIP, social network, business social network, job network, publishing network, particular name of 3<sup>rd</sup> party application through which user first time clicked link or URL or contact related to particular name of 3<sup>rd</sup> party application including WhatsApp TM, Line TM, WeChat TM, Snapchat TM, Facebook TM and

LinkedIn, Skype TM, Twitter TM, Gmail TM, Phone, SMS, category of contact including Social network mutual connection, Business mutual connection, Followers, E-mail contacts, Instant messaging mutual contacts, Phone contacts, VOIP contacts, Photo sharing mutual connections.

After successful connection between e.g. un-registered User [L] 3790 and e.g. registered User [Y] 3770, for example un-registered User [L] 3790 visits website from mobile device 3771 and draft post 2125/ 2201 / 2303 / 2403 and selects option e.g. "My stories" and send or submit 2135 said post 2125/ 2201 / 2303 / 2403 to server 110 which identifies said posting user associated connected users based on unique code including e.g. User [Y] 3770 and sends browser push notification and also presents in inbox webpage or list of notifications at user device of User [Y] 3770 regarding new post or ephemeral photo from User [L] 3790 and in the event of clicking or tapping on said notification message or presented list item in inbox, user is presented with said posted item 2125/ 2201 / 2303 / 2403 in web page 3723, for example User [Y] 3770 is presented with ephemeral photos posted by User [L] 3790 which User [Y] 3770 can view in web page 3723 for transitory period of time only. After presenting said content, timer starts and in the event of expiry of timer based on pre-set view duration, user is presented with next page and new timer starts and in the event of haptic contact or click on next before expiry of said newly presented post associated timer, user is presented with other message (if any). If no new message pending to view available then user redirects to different web page including web page shows message regarding end of viewing of post or web page shows advertisements or close the web page or redirects to home page of website of device independent sharing & viewing or redirects to inbox to view other pending to view messages from other users (if any).

So device independent sharing & viewing system provides to each unique user, unique link or URL. User is enabling to share said link with one or more contacts via one or more 3<sup>rd</sup> parties sharing applications, websites, services, utilities, and user accounts. In the event of accessing or clicking or tapping on said link by receiving user from 3<sup>rd</sup> party application, website, service, utility, and user account including from message in instant messenger or chat application including WhatsApp TM, Line TM, WeChat TM and Snapchat TM, from email in email client or email account including Gmail TM, from SMS from SMS application or interface, from social network user account including Facebook TM and LinkedIn, from communication application including Skype TM, relate or connect or map or associate and store said link provided user identity with said link accessing user identity to establish identified connection between them and in the event of posting of content server identifies target recipient based on said link and notifies about new post via presenting notification in inbox and in the event of clicking on notification or presented list item about receiving of new post in inbox, user is presented with

ephemeral post. So without registration, installing of application, creating mutual connections, identifying connections based on link and presenting newly posted content items by posting user to one or more contacts or connections of user. Device independent sharing & viewing system may have (1) Registered or (2) Not-Registered types of users and said users can act as (1) Sender or broadcaster or sharing user and/or (2) Viewer or viewing user or participants and said use can send or share (1) Variable type of link for each post for enabling link receiving user to access and view said link specific post only and/or (2) send or share User specific unique link (like UID) for connecting with link accessing user and enabling each other to send post or send each post and view post or view each post based on contact selections from list of connections, type of option (e.g. "My stories), applied privacy settings, rules and preferences. User can post or broadcast or view (1) Ephemeral contents, (2) Non-Ephemeral contents, (3) Live video stream, (4) Messaging (IM) (any time send or view message(s)), (5) Real-time chat/IM/sharing session (start or scheduled) and (6) one or more types of communications, collaborations, sharing and participations. Device independent sharing & viewing system based on link based connections from already exists one or more types of connections (mutual connections, followers) from 3<sup>rd</sup> party applications and user need not to search and invite other users of network from website and creates connections and/or Device independent sharing & viewing system enables to create connections within network by sending invitation and in the event of accepting of invitations creates mutual connection between them or allow to follow each other. Device independent sharing & viewing system related posting users or viewing users can communicate via (1) Web Browser To Web Browser, (2) App To Web Browser, (3) Web Browser To App and (4) App To App and can access from one or more types of devices including Mobile, PC, Tablet, Laptop , digital watch and one or more types of smart devices and facilitates communication between type of users including communication between [A] Registered (Sender) To Registered (Viewer), [B] Non-Registered (Sender) To Non-Registered (Viewer), [C] Registered (Sender) To Non-Registered (Viewer) and [D] Non-Registered (Sender) To Registered (Viewer)

It is contemplated for embodiments described herein to extend to individual elements and concepts described herein, independently of other concepts, ideas or system, as well as for embodiments to include combinations of elements recited anywhere in this application.

Although embodiments are described in detail herein with reference to the accompanying drawings, it is to be understood that the invention is not limited to those precise embodiments.

As such, many modifications and variations will be apparent to practitioners skilled in this art.

Accordingly, it is intended that the scope of the invention be defined by the following claims and their equivalents. Furthermore, it is contemplated that a particular feature described either

individually or as part of an embodiment can be combined with other individually described features, or parts of other embodiments, even if the other features and embodiments make no mention of the particular feature. Thus, the absence of describing combinations should not preclude the inventor from claiming rights to such combinations.

5

Various components of embodiments of methods as illustrated and described in the accompanying description may be executed on one or more computer systems, which may interact with various other devices. One such computer system is illustrated by FIG. 38. In different embodiments, computer system 1000 may be any of various types of devices,  
10 including, but not limited to, a personal computer system, desktop computer, laptop, notebook, or notebook computer, mainframe computer system, handheld computer, workstation, network computer, a camera, a set top box, a mobile device, a digital watch, a consumer device, video game console, handheld video game device, application server, storage device, a peripheral device such as a switch, modem, router, or in general any type of computing or electronic  
15 device.

In the illustrated embodiment, computer system 1000 includes one or more processors 1010 coupled to a system memory 1020 via an input/output (I/O) interface 1030. Computer system 1000 further includes a network interface 1040 coupled to I/O interface 1030, and one or more  
20 input/output devices 1050, such as cursor control device 1060, keyboard 1070, multitouch device 1090, and display(s) 1080. In some embodiments, it is contemplated that embodiments may be implemented using a single instance of computer system 1000, while in other embodiments multiple such systems, or multiple nodes making up computer system 1000, may be configured to host different portions or instances of embodiments. For example, in one embodiment some  
25 elements may be implemented via one or more nodes of computer system 1000 that are distinct from those nodes implementing other elements.

In various embodiments, computer system 1000 may be a uniprocessor system including one processor 1010, or a multiprocessor system including several processors 1010 (e.g., two, four,  
30 eight, or another suitable number). Processors 1010 may be any suitable processor capable of executing instructions. For example, in various embodiments, processors 1010 may be general-purpose or embedded processors implementing any of a variety of instruction set architectures (ISAs), such as the x86, PowerPC, SPARC, or MIPS ISAs, or any other suitable ISA. In multiprocessor systems, each of processors 1010 may commonly, but not necessarily, implement  
35 the same ISA.

In some embodiments, at least one processor 1010 may be a graphics processing unit. A graphics processing unit or GPU may be considered a dedicated graphics-rendering device for a personal computer, workstation, game console or other computing or electronic device. Modern GPUs may be very efficient at manipulating and displaying computer graphics, and their highly parallel structure may make them more effective than typical CPUs for a range of complex graphical algorithms. For example, a graphics processor may implement a number of graphics primitive operations in a way that makes executing them much faster than drawing directly to the screen with a host central processing unit (CPU). In various embodiments, the methods as illustrated and described in the accompanying description may be implemented by program instructions configured for execution on one of, or parallel execution on two or more of, such GPUs. The GPU(s) may implement one or more application programmer interfaces (APIs) that permit programmers to invoke the functionality of the GPU(s). Suitable GPUs may be commercially available from vendors such as NVIDIA Corporation, ATI Technologies, and others.

System memory 1020 may be configured to store program instructions and/or data accessible by processor 1010. In various embodiments, system memory 1020 may be implemented using any suitable memory technology, such as static random access memory (SRAM), synchronous dynamic RAM (SDRAM), nonvolatile/Flash-type memory, or any other type of memory. In the illustrated embodiment, program instructions and data implementing desired functions, such as those for methods as illustrated and described in the accompanying description, are shown stored within system memory 1020 as program instructions 1025 and data storage 1035, respectively. In other embodiments, program instructions and/or data may be received, sent or stored upon different types of computer-accessible media or on similar media separate from system memory 1020 or computer system 1000. Generally speaking, a computer-accessible medium may include storage media or memory media such as magnetic or optical media, e.g., disk or CD/DVD-ROM coupled to computer system 1000 via I/O interface 1030. Program instructions and data stored via a computer-accessible medium may be transmitted by transmission media or signals such as electrical, electromagnetic, or digital signals, which may be conveyed via a communication medium such as a network and/or a wireless link, such as may be implemented via network interface 1040.

In one embodiment, I/O interface 1030 may be configured to coordinate I/O traffic between processor 1010, system memory 1020, and any peripheral devices in the device, including network interface 1040 or other peripheral interfaces, such as input/output devices 1050. In some

embodiments, I/O interface 1030 may perform any necessary protocol, timing or other data transformations to convert data signals from one component (e.g., system memory 1020) into a format suitable for use by another component (e.g., processor 1010). In some embodiments, I/O interface 1030 may include support for devices attached through various types of peripheral buses, such as a variant of the Peripheral Component Interconnect (PCI) bus standard or the Universal Serial Bus (USB) standard, for example. In some embodiments, the function of I/O interface 1030 may be split into two or more separate components, such as a north bridge and a south bridge, for example. In addition, in some embodiments some or all of the functionality of I/O interface 1030, such as an interface to system memory 1020, may be incorporated directly into processor 1010.

Network interface 1040 may be configured to allow data to be exchanged between computer system 1000 and other devices attached to a network, such as other computer systems, or between nodes of computer system 1000. In various embodiments, network interface 1040 may support communication via wired and/or wireless general data networks, such as any suitable type of Ethernet network, for example; via telecommunications/telephony networks such as analog voice networks or digital fiber communications networks; via storage area networks such as Fiber Channel SANs, or via any other suitable type of network and/or protocol.

Input/output devices 1050 may, in some embodiments, include one or more display terminals, keyboards, keypads, touchpads, scanning devices, voice or optical recognition devices, or any other devices suitable for entering or retrieving data by one or more computer system 1000. Multiple input/output devices 1050 may be present in computer system 1000 or may be distributed on various nodes of computer system 1000. In some embodiments, similar input/output devices may be separate from computer system 1000 and may interact with one or more nodes of computer system 1000 through a wired and/or wireless connection, such as over network interface 1040.

As shown in FIG. 38, memory 1020 may include program instructions 1025, configured to implement embodiments of methods as illustrated and described in the accompanying description, and data storage 1035, comprising various data accessible by program instructions 1025. In one embodiment, program instruction 1025 may include software elements of methods as illustrated and described in the accompanying description. Data storage 1035 may include data that may be used in embodiments. In other embodiments, other or different software elements and/or data may be included.

Those skilled in the art will appreciate that computer system 1000 is merely illustrative and is not intended to limit the scope of methods as illustrated and described in the accompanying description. In particular, the computer system and devices may include any combination of hardware or software that can perform the indicated functions, including computers, network devices, internet appliances, PDAs, wireless phones, pagers, etc. Computer system 1000 may also be connected to other devices that are not illustrated, or instead may operate as a stand-alone system. In addition, the functionality provided by the illustrated components may in some embodiments be combined in fewer components or distributed in additional components. Similarly, in some embodiments, the functionality of some of the illustrated components may not be provided and/or other additional functionality may be available.

Those skilled in the art will also appreciate that, while various items are illustrated as being stored in memory or on storage while being used, these items or portions of them may be transferred between memory and other storage devices for purposes of memory management and data integrity. Alternatively, in other embodiments some or all of the software components may execute in memory on another device and communicate with the illustrated computer system via inter-computer communication. Some or all of the system components or data structures may also be stored (e.g., as instructions or structured data) on a computer-accessible medium or a portable article to be read by an appropriate drive, various examples of which are described above. In some embodiments, instructions stored on a computer-accessible medium separate from computer system 1000 may be transmitted to computer system 1000 via transmission media or signals such as electrical, electromagnetic, or digital signals, conveyed via a communication medium such as a network and/or a wireless link. Various embodiments may further include receiving, sending or storing instructions and/or data implemented in accordance with the foregoing description upon a computer-accessible medium. Accordingly, the present invention may be practiced with other computer system configurations.

Various embodiments may further include receiving, sending or storing instructions and/or data implemented in accordance with the foregoing description upon a computer-accessible medium. Generally speaking, a computer-accessible medium may include storage media or memory media such as magnetic or optical media, e.g., disk or DVD/CD-ROM, volatile or non-volatile media such as RAM (e.g. SDRAM, DDR, RDRAM, SRAM, etc.), ROM, etc., as well as transmission media or signals such as electrical, electromagnetic, or digital signals, conveyed via a communication medium such as network and/or a wireless link.

The various methods as illustrated in the Figures and described herein represent examples of embodiments of methods. The methods may be implemented in software, hardware, or a combination thereof. The order of method may be changed, and various elements may be added, reordered, combined, omitted, modified, etc. Various modifications and changes may be made as would be obvious to a person skilled in the art having the benefit of this disclosure. It is intended that the invention embrace all such modifications and changes and, accordingly, the above description to be regarded in an illustrative rather than a restrictive sense.

In an embodiment a program is written as a series of human understandable computer instructions that can be read by a compiler and linker, and translated into machine code so that a computer can understand and run it. A program is a list of instructions written in a programming language that is used to control the behavior of a machine, often a computer (in this case it is known as a computer program). A programming language's surface form is known as its syntax. Most programming languages are purely textual; they use sequences of text including words, numbers, and punctuation, much like written natural languages. On the other hand, there are some programming languages which are more graphical in nature, using visual relationships between symbols to specify a program. In computer science, the syntax of a computer language is the set of rules that defines the combinations of symbols that are considered to be a correctly structured document or fragment in that language. This applies both to programming languages, where the document represents source code, and markup languages, where the document represents data. The syntax of a language defines its surface form. Text-based computer languages are based on sequences of characters, while visual programming languages are based on the spatial layout and connections between symbols (which may be textual or graphical or flowchart(s)). Documents that are syntactically invalid are said to have a syntax error. Syntax – the form – is contrasted with semantics – the meaning. In processing computer languages, semantic processing generally comes after syntactic processing, but in some cases semantic processing is necessary for complete syntactic analysis, and these are done together or concurrently. In a compiler, the syntactic analysis comprises the frontend, while semantic analysis comprises the backend (and middle end, if this phase is distinguished). There are millions of possible combinations, sequences, ordering, permutations & formations of inputs, interpretations, and outputs or outcomes of set of instructions of standardized or specialized or generalized or structured or functional or object oriented programming language(s).

The present invention has been described in particular detail with respect to a limited number of embodiments. Those of skill in the art will appreciate that the invention may additionally be practiced in other embodiments. First, the particular naming of the components, capitalization of terms, the attributes, data structures, or any other programming or structural aspect is not  
5 mandatory or significant, and the mechanisms that implement the invention or its features may have different names, formats, or protocols. Furthermore, the system may be implemented via a combination of hardware and software, as described, or entirely in hardware elements. Also, the particular division of functionality between the various system components described herein is merely exemplary, and not mandatory; functions performed by a single system component may  
10 instead be performed by multiple components, and functions performed by multiple components may instead be performed by a single component. Additionally, although the foregoing embodiments have been described in the context of a social network website, it will appear to one of ordinary skill in the art that the invention may be used with any social network service, even if it is not provided through a website. Any system that provides social networking  
15 functionality can be used in accordance with the present invention even if it relies, for example, on e-mail, instant messaging or any other form of peer-to-peer communications, or any other technique for communicating between users. Systems used to provide social networking functionality include a distributed computing system, client-side code modules or plug-ins, client-server architecture, a peer-to-peer communication system or other systems. The invention  
20 is thus not limited to any particular type of communication system, network, protocol, format or application.

The foregoing description of the embodiments of the invention has been presented for the purpose of illustration; it is not intended to be exhaustive or to limit the invention to the precise  
25 forms disclosed. Persons skilled in the relevant art can appreciate that many modifications and variations are possible in light of the above disclosure.

Some portions of this description describe the embodiments of the invention in terms of algorithms and symbolic representations of operations on information. These algorithmic  
30 descriptions and representations are commonly used by those skilled in the data processing arts to convey the substance of their work effectively to others skilled in the art. These operations, while described functionally, computationally, or logically, are understood to be implemented by computer programs or equivalent electrical circuits, microcode, or the like. Furthermore, it has also proven convenient at times, to refer to these arrangements of operations as modules, without

loss of generality. The described operations and their associated modules may be embodied in software, firmware, hardware, or any combinations thereof.

Any of the steps, operations, or processes described herein may be performed or implemented with one or more hardware or software modules, alone or in combination with other devices. In one embodiment, a software module is implemented with a computer program product comprising a computer-readable medium containing computer program code, which can be executed by a computer processor for performing any or all of the steps, operations, or processes described.

Embodiments of the invention may also relate to an apparatus for performing the operations herein. This apparatus may be specially constructed for the required purposes, and/or it may comprise a general-purpose computing device selectively activated or reconfigured by a computer program stored in the computer. Such a computer program may be stored in a tangible computer readable storage medium or any type of media suitable for storing electronic instructions, and coupled to a computer system bus. Furthermore, any computing systems referred to in the specification may include a single processor or may be architectures employing multiple processor designs for increased computing capability.

Embodiments of the invention may also relate to a computer data signal embodied in a carrier wave, where the computer data signal includes any embodiment of a computer program product or other data combination described herein. The computer data signal is a product that is presented in a tangible medium or carrier wave and modulated or otherwise encoded in the carrier wave, which is tangible, and transmitted according to any suitable transmission method.

Finally, the language used in the specification has been principally selected for readability and instructional purposes, and it may not have been selected to delineate or circumscribe the inventive subject matter. It is therefore intended that the scope of the invention be limited not by this detailed description, but rather by any claims that issue on an application based here on. Accordingly, the disclosure of the embodiments of the invention is intended to be illustrative, but not limiting, of the scope of the invention, which is set forth in the following claims.

I claim:

1. A server comprising:

- a) receiving request to access link or short link or web address or web link associated one or more types of one or more ephemeral content items including photo(s) or video(s);
- b) identifying one or more types of one or more global unique device or browser identities of user device or accessed browser of requesting user;
- c) searching said link or short link or web address or web link associated one or more files or content items including photo(s) or video(s) and ephemeral or view restriction settings or rules responsive to receiving request by selecting or entering in address bar of browser or clicking or tapping or accessing of said link or short link or web address or web link by requestor;
- d) based on identified viewing or requesting user's one or more types of one or more global unique device or browser identity, check said link or short link or web address or web link associated searched or identified content item(s) not yet viewed or available to view on said requesting user's identified unique device or browser;
- e) fetching or retrieving said link or short link or web address or web link associated available to view one or more files or content items including photo(s) or video(s) and ephemeral content settings on said requesting user's identified unique device or browser;
- f) dynamically generating web page based on fetched or retrieved available to view one or more files or content items including photo(s) or video(s) and ephemeral content settings and rules and other settings;
- g) present on the display a first ephemeral content item or message of the set of available to view ephemeral content items or messages for a first transitory period of time defined by a timer, wherein the first content item or ephemeral message is removed or hide or prevent to show on display of device having identified one or more types of global unique device identities when the first transitory period of time expires;
- h) receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time;
- i) wherein the ephemeral message controller hide the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense

signal and proceeds to present on the display a second ephemeral message of the available to view set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller remove or hide or prevent to show on display of device having identified one or more types of global unique device identities when the second transitory period of time expires;

- j) wherein the second ephemeral message is removed or hide or prevent to show on display of device having identified one or more types of global unique device identities when the touch controller receives another haptic contact signal indicative of another gesture applied to the display during the second transitory period of time or the sensor controller receives another pre-defined one or more types of user sense signal during the second transitory period of time; and
- k) wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

2. A client device comprising: memory resources that store a set of instructions; network resources configured to enable the user device to communicate on a network; one or more processors configured by the set of instructions to: sending request to generate link or short link or html link or URL for uploaded or send one or more types of content items and selected or updated ephemeral settings & rules and other settings; receiving generated link or short link or html link or URL; sharing said generated link or short link or html link or URL with one or more contacts or connections or users via one or more applications, clients, web sites, web pages, user accounts, devices, networks and services; sending request to access or view said received link or short link or html link or URL associated ephemeral content item(s) or message(s) by clicking or tapping or entering said received link or short link or html link or URL from web browser; and viewing said request specific ephemeral content item(s) or message(s) based on associated ephemeral settings and rules.

3. The user device of claim 2, wherein enabling user to select name, type, channel name of sharing application, service, tool, utilities, and website.

4. The user device of claim 2, wherein enabling user to select integrated 3<sup>rd</sup> parties one or more sharing applications, services, user accounts, web sites, interfaces, objects, widgets, tools, utilities within one or more types of client applications of the device independent ephemeral content sharing system, wherein enabling the device independent ephemeral content sharing system to identify which identified user sends which identified one or more types of

ephemeral content item(s) via which selected identified one or more sharing, communication, collaboration & social network applications, services, user accounts, web sites, interfaces, objects, widgets, tools, utilities with which identified contacts of said selected sharing applications, services, user accounts, web sites, interfaces, objects, widgets, tools, utilities on which date & time and viewed by viewing user on which date & time by clicking or tapping or entering said received link or short link or html link or URL link by accessing or receiving user.

5. The user device of claim 2, wherein enabling user to sharing and viewing ephemeral content items from/on any web browser or mobile browser or web client without installing or updating of client application and registration with the device independent ephemeral content sharing system, without need to have client application installed, update & registered by receiving contacts and without need to accumulating, searching, inviting, accepting invitation, connecting, importing & making of contacts or connections or mutual connections.

6. The user device of claim 2, wherein enabling user to send or upload one or more types of contents including a photo, a video, a voice, a live stream, a text, one or more types of file, a web page, a location, a links or URLs, an emoticons or emoji, an user reactions.

7. The user device of claim 2, wherein enabling user to select, set, update or apply ephemeral settings and rules for shared ephemeral one or more types of content item(s) including set allow period of time to view each said shared ephemeral content item, allow number of times to view each said shared ephemeral content item, wherein each said view allow for set period of time to view, allow for unlimited number of times to view within set maximum life period of time to view for each said shared ephemeral content item.

8. The user device of claim 2, wherein enabling user to apply other settings including set or provide password to one or more or group of shared ephemeral content item.

9. The user device of claim 2, wherein enabling user to edit including resize, crop, rotate, change format or quality, draw, write caption, augment, select emoticons or emoji, select and apply one or more photo or video filters, location filters, filters provided by advertisers on shared ephemeral photo or video and use one or more types of content editing tools.

10. The user device of claim 2, wherein enabling user to send said generated link or short link or html link or URL with one or more contacts or connections or users via one or more types of

one or more sharing, communication, and social network applications, clients, web sites, web pages, user accounts, devices, networks, communication channels and services including SMS applications, phone call, voice over internet (VOIP) application, e-mail accounts & clients, instant messenger & chat applications, web browser, web page, video call, MMS, push notification service, application programming language (API), web service, Bluetooth, QRcode scan, near location sharing with contacts, direct sharing.

11. The user device of claim 2, wherein enabling user to share or send and view said request specific ephemeral content item(s) or message(s) from one or more types of web browsers or mobile browsers or online or web client applications.

12. The user device of claim 2, wherein enabling user to send or upload one or more types of content items from one or more 3<sup>rd</sup> parties' applications, web sites, operating systems, devices via application programming language (APIs), Software Development Toolkit (SDKs) and web services.

13. The user device of claim 2, wherein unique global device and browser identity comprise web tracking refers to the process of calculating or assigning unique and reasonably stable identifiers to each browser that visits a website this is done for the purpose of correlating future visits from the same person or machine with historical data, wherein client identification mechanisms or client-side identifiers for globally uniquely identifies user device or client or web browser or web site or web page comprises HTTP cookies, Adobe Flash TM local shared objects, Silverlight TM Isolated Storage, HTML5 client-side storage mechanisms including localStorage, File, and IndexedDB APIs, Cached objects, Unique markers stored within locally cached resources or in cache metadata including ETag and Last-Modified, HTML5 AppCache, Adobe Flash TM resource cache, Data encoded in SDCH compression dictionaries and dictionary metadata or SDCH dictionaries, Other script-accessible storage mechanisms and Lower-level protocol identifiers or ChannelID, Fingerprints derived from browser-generated Origin-Bound Certificates for SSL connections, Bits encoded in HTTP Strict Transport Security pin lists across several attacker-controlled host names to identify uniqueness of the ID assigned to a particular client, inherent client device characteristics that identify a particular machine including screen resolution, operating system, browser type, device type, language, time zone, system language and any combination thereof.

14. A server comprising:

- a) receiving request to access link or short link or web address or web link associated one or more types of one or more ephemeral content items including photo(s) or video(s);
- b) identifying one or more types of one or more global unique device or browser identities of user device or accessed browser of requesting user;
- c) searching said link or short link or web address or web link associated one or more files or content items including photo(s) or video(s) and ephemeral or view restriction settings or rules responsive to receiving request by selecting or entering in address bar of browser or clicking or tapping or accessing of said link or short link or web address or web link by requestor;
- d) based on identified viewing or requesting user's one or more types of one or more global unique device or browser identity, check said link or short link or web address or web link associated searched or identified content item(s) not yet viewed or available to view on said requesting user's identified unique device or browser;
- e) fetching or retrieving said link or short link or web address or web link associated available to view one or more files or content items including photo(s) or video(s) and ephemeral content settings on said requesting user's identified unique device or browser;
- f) dynamically generating web page based on fetched or retrieved available to view one or more files or content items including photo(s) or video(s) and ephemeral content settings and rules and other settings;
- g) present on the display a first ephemeral content item or message of the set of available to view ephemeral content items or messages for a first transitory period of time defined by a timer, wherein the first content item or ephemeral message is remove or hide or prevent to show on display of device having identified one or more types of global unique device identities when first transitory period of time expire or the first content item or ephemeral message is remove or hide or prevent to show on display of device having identified one or more types of global unique device identities when the pre-set number of times of views reached or pre-set life time expires;
- h) receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time;

- i) wherein the ephemeral message controller remove or hide or prevent to show on display of device, having identified one or more types of global unique device identities, the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal and proceeds to present on the display a second ephemeral message of the available to view set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller remove or hide or prevent to show on display of device, having identified one or more types of global unique device identities, when the second transitory period of time expires or the second content item or ephemeral message is deleted when the pre-set number of times of views reached or pre-set life time expires;
- j) wherein the second content item or ephemeral message is removed or hide or prevent to show on display of device having identified one or more types of global unique device identities when the touch controller receives another haptic contact signal indicative of another gesture applied to the display during the second transitory period of time; and
- k) wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

15. A server comprising:

- a) receiving request to log-in with the system;
- b) in the event of successful authentication log-in user;
- c) identify one or more content items or ephemeral message or set of content items or ephemeral messages available for viewing based on one or more factors;
- d) present on the display a first content item or ephemeral message of the set of content items or ephemeral messages for a first transitory period of time defined by a timer, wherein the first ephemeral message is marked as viewed or marked as not allow to view when the first transitory period of time expires;
- e) receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time;
- f) wherein the ephemeral message controller marks as viewed or marks as not allow to view the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal and proceeds to present on the display a second ephemeral message of the set of ephemeral messages for a second transitory

period of time defined by the timer, wherein the ephemeral message controller marks as viewed or marks as not allow to view the second ephemeral message upon the expiration of the second transitory period of time;

- g) wherein the second ephemeral message is marked as viewed or marked as not allow to view when the touch controller receives another haptic contact signal indicative of another gesture applied to the display or pre-defined one or more types of user sense signal during the second transitory period of time; and
- h) wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

16. A client device comprising: memory resources that store a set of instructions; network resources configured to enable the user device to communicate on a network; one or more processors configured by the set of instructions to: enabling user to register with the device independent ephemeral content sharing system; log-in with the device independent ephemeral content sharing system and send log-in request; in the event of logged-in, sending request to generate link or short link or html link or URL for uploaded or send one or more types of content items and selected or updated ephemeral settings & rules and other settings; receiving generated link or short link or html link or URL; sharing said generated link or short link or html link or URL with one or more contacts or connections or users via one or more applications, clients, web sites, web pages, user accounts, devices, networks and services; sending request to access or view said received link or short link or html link or URL associated ephemeral content item(s) or message(s) by clicking or tapping or entering said received link or short link or html link or URL from web browser; and viewing said request specific ephemeral content item(s) or message(s) based on associated ephemeral settings and rules.

17. The user device of claim 16, wherein enabling user to send or upload one or more types of contents including a photo, a video, a voice, a live stream, a text, one or more types of file, a web page, a location, a links or URLs, an emoticons or emoji, an user reactions.

18. The user device of claim 16, wherein enabling user to select, set, update or apply ephemeral settings and rules for shared ephemeral one or more types of content item(s) including set allow period of time to view each said shared ephemeral content item, allow number of times to view each said shared ephemeral content item, wherein each said view allow for set period

of time to view, allow for unlimited number of times to view within set maximum life period of time to view for each said shared ephemeral content item.

19. The user device of claim 16, wherein enabling user to apply other settings including set or provide password to one or more or group of shared ephemeral content item.

20. The user device of claim 16, wherein enabling user to edit including resize, crop, rotate, change format or quality, draw, write caption, augment, select emoticons or emoji, select and apply one or more photo or video filters, location filters, filters provided by advertisers on shared ephemeral photo or video and use one or more types of content editing tools.

21. The user device of claim 16, wherein enabling user to share or send and view said request specific ephemeral content item(s) or message(s) from one or more types of devices and web browsers or mobile browsers or one or more types of client applications.

22. The user device of claim 16, wherein enabling user to send or upload one or more types of content items from one or more 3<sup>rd</sup> parties' applications, web sites, operating systems, devices via application programming language (APIs), Software Development Toolkit (SDKs) and web services.

23. A server comprising:

- a) receiving request to log-in with the system;
- b) in the event of successful authentication log-in user;
- c) identify one or more content items or ephemeral message or set of content items or ephemeral messages available for viewing based on one or more factors;
- d) present on the display a first content item or ephemeral message of the set of content items or ephemeral messages for a first transitory period of time defined by a timer, wherein the first ephemeral message is marked as viewed or marked as not allow to view when the first transitory period of time expires or number of times of view not exceeded than allowed number of times of views or the first ephemeral message is deleted when the maximum allowed period of time to view ephemeral message expires;
- e) receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time;

- f) wherein the ephemeral message controller marks as viewed or marks as not allow to view the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal or number of times of view not exceeded than allowed number of times of views or the first ephemeral message is deleted when the maximum allowed period of time to view ephemeral message expires and proceeds to present on the display a second ephemeral message of the set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller marks as viewed or marks as not allow to view the second ephemeral message upon the expiration of the second transitory period of time or number of times of view not exceeded than allowed number of times of views or the first ephemeral message is deleted when the maximum allowed period of time to view ephemeral message expires;
- g) wherein the second ephemeral message is marked as viewed or marked as not allow to view when the touch controller receives another haptic contact signal indicative of another gesture applied to the display or pre-defined one or more types of user sense signal or number of times of view not exceeded than allowed number of times of views or the first ephemeral message is deleted when the maximum allowed period of time to view ephemeral message expires during the second transitory period of time; and
- h) wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

24. A method comprising:

- a) enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and/or user provided details including name and photo and enabling first registered user to log-in to website of device independent sharing & communication system to identify one or more user devices of first user including mobile device, personal computer, tablet and laptop or in the event of first time access of said website or webpage from web browser or mobile browser of first device of first user who is not registered with the said website, enable user to provide details including name or nick name, profile photo, icon, age, gender, email, mobile number and other profile details, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user specific unique link or short URL which

comprise top-level domain name associated with a unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/m3q2xt> has a key of m3q2xt) wherein generate unique key to identify type of link or URL, wherein storing said unique user identity (if registered user), unique code (if not registered user), one or more types of global device or browser identities and user provided details including name at server and at/with/in user device or user device browser(s) or shared object(s) or one or more browser(s) of one or more user devices on which user opens or invokes said website of device independent sharing system via cookie or device fingerprinting or browser fingerprint, wherein a device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification and fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off;

- b) associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number and user provided details (if user is registered) or said unique code and user provided details (if user is not-registered);
- c) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to first device of first user;
- d) in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code ;
- e) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user;
- f) enabling user to send or share said user unique link or URL to one or more contacts via one or more 3<sup>rd</sup> parties sharing applications and websites;
- g) in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3<sup>rd</sup> party application, receiving, by the server system, request to access said link or URL associated webpage;
- h) if said link or URL accessing user is first time visitor of said website or link associated domain from first device then go-to step (a-c) then step (h) else if user is registered user or already assigned with unique code then identifying, by the server system, unique link or URL owner or unique link or URL sharing user and said unique link or URL accessing

user based on (1) associated unique user name or user identity and/or mobile number (if registered user) based on login information provided by user while login to system and browser cookie(s) or shared object(s) or user device stored unique user name or user identity or (2) associated unique code based on user device or browser associated stored one or more types of identities including unique code associated with all devices of unique user (if not registered user), wherein retrieve unique code from stored in browser cookie(s) or shared object(s) or user device; and

- i) check if already associated else associating or relating and storing, by the server system, unique user name and/or mobile number (if registered user) or unique code (if not registered user) of each link or URL receiving and accessing user with unique user name and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner.

25. The method of claim 24 wherein before associating ask user that user want to connect with particular named user.

26. The method of claim 24 wherein enabling posting user to post or submit or send one or more types of one or more content item(s); receiving, by the server system, post or one or more types of one or more content item(s); storing, by the server system, received post or one or more types of one or more content item(s); identifying, by the server system, posting user associated unique user name or user identity and/or mobile number based on login information (if registered user) or identify unique code based on user device or browser associated stored one or more types of identities (if not registered user); associating or relating and storing, by the server system, said received post or one or more types of one or more content item(s) with said posting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); identifying, by the server system, unique user names or unique codes associated or related with said posting user's unique user name (if registered user) or unique code (if not registered user);

27. The method of claim 26 wherein notifying, by the server system, said identified unique user names or unique codes associated or related users about said received post or one or more types of one or more content item(s); enabling notified user to access or view said received post or one or more types of one or more content item(s) by clicking or tapping on said notification message, wherein notification may comprise profile photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user

action(s); receiving, by the server system, request to access or view said clicked notification or link or URL or unique identity or unique code related to said posting user of said content associated stored post or one or more types of one or more content item(s); identify viewing or requesting user's one or more types of global unique device or browser identities based on client side stored one or more types of global unique device or browser identities OR (2) identity Unique Code based on Unique Code associated with said one or more types of identified global unique device or browser identities which identifies all devices of user OR (3) identify unique user identity or unique user name based on logged-in by user; searching and retrieving, by the server system, said clicked notification or link or URL or unique user name or user identity or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s) and ephemeral content settings and rules and other settings; and present, by the server system, said retrieved post or one or more types of one or more content item(s).

28. The method of claim 24 wherein enabling user to start video streaming or schedule video streaming; identifying, by the server system, unique user names or unique codes associated or related with said video stream broadcasting user's unique user name (if registered user) or unique code (if not registered user); notifying, by the server system, said users related to said identified unique user names or unique codes associated or related with said video stream broadcasting user's unique user name (if registered user) or unique code (if not registered user) about starting of video streaming; by clicking or tapping on notification message or unique link or URL associated with said video broadcasting user, enabling user to view video streaming; receiving, by the server system, video stream data or one or more types of one or more content item(s); storing, by the server system, received video stream data or one or more types of one or more content item(s); identifying, by the server system, video stream data broadcasting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); associating or relating and storing, by the server system, said received video stream data or one or more types of one or more content item(s) with said video stream broadcasting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); receiving, by the server system, request to access or view said link or URL associated stored video stream data or one or more types of one or more content item(s); retrieve, by the server system, said link or URL associated unique user name, password and/or mobile number or unique code of video broadcasting user associated stored video stream data or one or more

types of one or more content item(s); and present, by the server system, said retrieved video stream data or one or more types of one or more content item(s).

29. The method of claim 28 wherein enabling link owner to start live or real-time video streaming broadcasting and in the event of starting of live video streaming instruction from link owner, notify users who are associated or related or connected or linked with user about live video streaming.

30. The method of claim 24 wherein enabling user to start or schedule real-time chat or instant messaging or sharing or presentation session; identifying, by the server system, unique user names or unique codes associated or related with said real-time chat or instant messaging or sharing or presentation started user's unique user name (if registered user) or unique code (if not registered user); notifying, by the server system, said users related to said identified unique user names or unique codes associated or related with said real-time chat or instant messaging or sharing or presentation started user's unique user name (if registered user) or unique code (if not registered user) about starting of real-time chat or instant messaging or sharing or presentation; by clicking or tapping on notification message or unique link or URL associated with said real-time chat or instant messaging or sharing or presentation started user, enabling user to participate in real-time chat or instant messaging or sharing or presentation session and send and receive messages or one or more types of content items, view presentation, provide reactions on shared on or more type of content item(s); receiving, by the server system, message(s) or one or more types of one or more content item(s); storing, by the server system, received message(s) or one or more types of one or more content item(s); identifying, by the server system, real-time chat or instant messaging or sharing or presentation started user's unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); associating or relating and storing, by the server system, said received message(s) or one or more types of one or more content item(s) with said real-time chat or instant messaging or sharing or presentation started user's unique user name, password and/or mobile number (if registered user) or unique code (if not registered user); receiving, by the server system, request to access or view said link or URL associated stored message(s) or one or more types of one or more content item(s); retrieve, by the server system, said link or URL associated unique user name, password and/or mobile number or unique code of real-time chat or instant messaging or sharing or presentation started user associated stored message(s) or one or more types of one or more content item(s); and present, by the server system, said retrieved message(s) or one or more types of one or more content item(s).

31. The method of claim 30 wherein enabling link owner to start real-time conversation or sharing and in the event of starting of real-time conversation or sharing instruction from link owner, notify users who associated or related or connected or linked with user about starting  
5 of real-time conversation or sharing.
32. The method of claim 30 wherein enabling link or URL owner to end or finish real-time chat or instant messaging or sharing or presentation session and in the event of end or finish of real-time chat or instant messaging or sharing or presentation session instruction from link or  
10 URL owner, close current real real-time chat or instant messaging or sharing or presentation session.
33. The method of claim 24 wherein identifying and store type of link, to differentiate link with other one or more types of links, based on structure of link or identified or decoded pre-  
15 define particular type of code or structure or sequence inside link.
34. The method of claim 24 wherein enabling to send or share said user associated unique link to one or more contacts via one or more applications, services, websites including communication, sharing, collaboration, social networks accounts, applications and websites,  
20 instant messenger (IM) or chat application, SMS, Email.
35. The method of claim 24 wherein link may in the form of QRcode.
36. The method of claim 24 wherein identify, associate or relate and store name including  
25 WhatsApp TM, Line TM, WeChat TM, Gmail TM, Skype TM, Viber TM, Facebook TM, Linked-In TM, Twitter TM, Snapchat TM, Instagram TM and one or more type(s) including instant messaging, communication, phone calling, SMS, VOIP, email, chat, social network, business or job social network of 3<sup>rd</sup> parties application(s), service(s), and web site(s) through which sharing user send link or URL and accessing user access or click or tap on said link or  
30 URL with unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of link or URL accessing user and unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner, to identify which user is connected with or following to or have mutual contacts with which user(s) of which 3<sup>rd</sup> parties application(s),  
35 service(s), web site(s), user account(s).

37. The method of claim 36 wherein based on said name of 3<sup>rd</sup> parties application(s), service(s), and web site(s), enable user to provide associate details including phone number, email address, social account name or credentials or login information and enable to access corresponding 3<sup>rd</sup> parties application(s), service(s), and web site(s) via application programming language (API), software development toolkit (SDK) and web services of corresponding 3<sup>rd</sup> parties application(s), service(s), and web site(s).

38. The method of claim 36 wherein based on said type of 3<sup>rd</sup> parties application(s), service(s), and web site(s), present or enable to download, install & register and access online or smart client application or web site or web page or interface to user including for instant messaging type, present instant messaging application or online web application, for particular type of social network type, present particular type of social network application or online web application, for email type, present email application or client or online web application, for VOIP type, present VOIP application or online web application, for SMS type, present SMS application or online web application, for phone call type, present phone calling or phone dialer and caller identity application or online web application, for microblogging type, present microblogging application or online web application, for photo sharing type, present photo sharing or ephemeral photo sharing application or online web application.

39. The method of claim 24 wherein enabling user to remove one or more connected or related or linked users from list related to user for not receiving notifications from said removed user(s) and blocking said removed user(s) to receive posted contents from said user.

40. The method of claim 24 wherein enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device, wherein each list item may comprise unique user name or unique identity, photo, video, icon, profile details including age, gender, birthday, job profile, education, skill, qualification, experience, interests, work and home address and like, current online or offline status, user status, current location, checked-in place.

41. The method of claim 24 wherein enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device and enable to create or manage one or more groups by adding or removing one or more selected connections from said list and apply one or more types of privacy settings to one or more groups, wherein privacy settings may include allow or not-allow to view post or one or more types of content items or one or more types of feeds or updates, allow or not-allow to provide

reactions, allow or not-allow to view live video stream, allow or not-allow to participate in real-time instant messaging or chat and/or presentation and/or sharing, allow or not-allow to view user's full or partial profile, allow or not-allow to user's logs, allow or not-allow to view user's status, allow or not-allow to view user's current location, allow or not-allow to view user's checked-in place, allow or not-allow to view user's online or offline status, allow or not-allow to last seen, allow or not-allow to connect for particular selected one or more type(s) and name(s) of applications, services, features, one or more selected type(s) and name(s) of activities, actions, events, communications, collaborations, sharing, participations and transactions.

42. The method of claim 24 wherein enabling user to view list of connections established based on sharing of link or URL and accessing of said link or URL first time from first device and enable to sort, filter, rank, view near-by connections on map, refer or share, group or list, apply one or more types of categories, keywords, tags, remove, add by sharing unique link or URL to one or more contacts of 3<sup>rd</sup> parties applications, websites and user accounts via websites and user accounts, search users or profile of users of device independent content sharing & communication network, website, service, application & platform and follow or send invitation or request to connect with invitee and enable to accept invitation of other users of network to connect with them.

43. The method of claim 24 wherein enabling posting user to post or submit or send one or more types of one or more content item(s) to one or more selected connections or group(s) of connections or type(s) of connections including name of 3<sup>rd</sup> parties application relate connections, wherein connections established based on identifying, associating, relating and storing one or more types of unique identities of sharing user of unique link or URL with one or more types of unique identities of said unique link or URL accessing user first time from first device.

44. The method of claim 24 wherein make public profile of users searchable for other users of network and allow to tap or click on follow button to follow said profile associated user for receiving each posted on or more types of content item and allow to tap or click on connect button to connect with said profile associated user for communicating, collaborating, sharing and participating with each other.

45. The method of claim 24 wherein enabling un-registered user to register and replace unique code with user identity to identify unique user and unique user devices based on login by user by providing user name or user identity, password and/or verified mobile number.

5 46. The method of claim 24 wherein enabling registered user to un-register and replace unique user name or unique identity with unique code to identify unique user and unique user devices based unique code without login and access device independent sharing system from one or more user devices without registration and without login from web browser.

10 47. The method of claim 24 wherein enabling user to generate selected type specific unique link or URL including generate selected type specific unique link or URL posting and viewing ephemeral posts or contents including text, photo, video and any combination thereof, posting and viewing non-ephemeral posts or contents or news feed items, broadcasting and viewing live video streaming, starting and ending and participating in real-time instant messaging, communication, sharing, collaboration, and presentation.

15 48. The method of claim 24 wherein enabling user to share unique link or URL to enable link or URL reeving user to access or view ephemeral posted contents, non-ephemeral posted contents or newsfeed, broadcasted live video streaming, participate in live or real-time instant messaging, sharing and presentation session started and end by link or URL associated  
20 unique user or link or URL owner.

25 49. The method of claim 24 wherein finding link or URL (if short link or URL) associated original or actual link or URL to URL, wherein shortening is a technique on the World Wide Web in which a Uniform Resource Locator (URL) may be made substantially shorter and still direct to the required page and achieved by using a redirect which links to the web page that has a long URL; (For example, the URL "http://example.com/assets/category\_B/subcategory\_C/Foo/" can be shortened to "https://example.com/Foo", and the URL "http://example.com/about/index.html" can be shortened to "https://goo.gl/aO3Ssc")

30 50. A method comprising:

- 35 a) enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and/or user provided details including name and photo and enabling first registered user to log-in to website of device independent sharing & communication system to identify one or more user devices of first user

including mobile device, personal computer, tablet and laptop or in the event of first time access of said website or webpage from web browser or mobile browser of first device of first user who is not registered with the said website, enable user to provide details including name or nick name, profile photo, icon, age, gender, email, mobile number and other profile details, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user specific unique link or short URL which comprise top-level domain name associated with a unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/m3q2xt> has a key of m3q2xt) wherein generate unique key to identify type of link or URL, wherein storing said unique user identity (if registered user), unique code (if not registered user), one or more types of global device or browser identities and user provided details including name at server and at/with/in user device or user device browser(s) or shared object(s) or one or more browser(s) of one or more user devices on which user opens or invokes said website of device independent sharing system via cookie or device fingerprinting or browser fingerprint, wherein a device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification and fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off;

- b) associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number and user provided details (if user is registered) or said unique code and user provided details (if user is not-registered);
- c) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to first device of first user;
- d) in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code ;
- e) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user;

- f) enabling user to send or share said user unique link or URL to one or more contacts via one or more 3rd parties sharing applications and websites;
- g) in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3rd party application, receiving, by the server system,  
5 request to access said link or URL associated webpage;
- h) if said link or URL accessing user is first time visitor of said website or link associated domain from first device then go-to step (a-c) then step (h) else if user is registered user or already assigned with unique code then identifying, by the server system, unique link or URL owner or unique link or URL sharing user and said  
10 unique link or URL accessing user based on (1) associated unique user name or user identity and/or mobile number (if registered user) based on login information provided by user while login to system and browser cookie(s) or shared object(s) or user device stored unique user name or user identity or (2) associated unique code based on user device or browser associated stored one or more types of identities  
15 including unique code associated with all devices of unique user (if not registered user), wherein retrieve unique code from stored in browser cookie(s) or shared object(s) or user device;
- i) check if already associated else associating or relating and storing, by the server system, unique user name, password and/or mobile number (if registered user) or  
20 unique code (if not registered user) of link or URL accessing user with unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner;
- j) enabling posting user to post one or more types of one or more content item(s);
- k) receiving, by the server system, said post or one or more types of one or more content  
25 item(s);
- l) storing, by the server system, said received post or one or more types of one or more content item(s);
- m) identifying, by the server system, posting user associated unique user name or user identity and/or mobile number based on login information (if registered user) or  
30 identify unique code based on user device or browser associated stored one or more types of identities (if not registered user);
- n) associating or relating and storing, by the server system, said received post or one or more types of one or more content item(s) with said posting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not  
35 registered user);

- o) identifying, by the server system, unique user names or unique codes associated or related with said posting user's unique user name (if registered user) or unique code (if not registered user);
- p) notifying, by the server system, said identified unique user names or unique codes associated or related users about said received post or one or more types of one or more content item(s);
- q) enabling notified user to access or view said received post or one or more types of one or more content item(s) by clicking or tapping on said link or URL from notification message, wherein notification may comprise profile photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user action(s);
- r) receiving, by the server system, request to access or view said clicked notification or link or URL or unique identity or unique code related to said posting user of said content associated stored post or one or more types of one or more content item(s);
- s) identify viewing or requesting user's one or more types of global unique device or browser identities based on client side stored one or more types of global unique device or browser identities OR (2) identity Unique Code based on Unique Code associated with said one or more types of identified global unique device or browser identities which identifies all devices of user OR (3) identify unique user identity or unique user name based on logged-in by user;
- t) searching, by the server system, said clicked notification or link or URL or unique user name or user identity or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s) and ephemeral content settings and rules and other settings;
- u) retrieving, by the server system, said link or URL associated unique user name or user identity and/or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s); and
- v) present, by the server system, said retrieved post or one or more types of one or more content item(s).

51. A method comprising:

- a) enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and/or user provided details including name and photo and enabling first registered user to log-in to website of device independent sharing & communication system to identify one or more user devices of first user

including mobile device, personal computer, tablet and laptop or in the event of first time access of said website or webpage from web browser or mobile browser of first device of first user who is not registered with the said website, enable user to provide details including name or nick name, profile photo, icon, age, gender, email, mobile number and other profile details, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user specific unique link or short URL which comprise top-level domain name associated with a unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/m3q2xt> has a key of m3q2xt) wherein generate unique key to identify type of link or URL, wherein storing said unique user identity (if registered user), unique code (if not registered user), one or more types of global device or browser identities and user provided details including name at server and at/with/in user device or user device browser(s) or shared object(s) or one or more browser(s) of one or more user devices on which user opens or invokes said website of device independent sharing system via cookie or device fingerprinting or browser fingerprint, wherein a device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification and fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off;

- b) associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number and user provided details (if user is registered) or said unique code and user provided details (if user is not-registered);
- c) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to first device of first user;
- d) in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code ;
- e) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user;

- f) enabling user to send or share said user unique link or URL to one or more contacts via one or more 3rd parties sharing applications and websites;
- g) in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3rd party application, receiving, by the server system,  
5 request to access said link or URL associated webpage;
- h) if said link or URL accessing user is first time visitor of said website or link associated domain from first device then go-to step (a-c) then step (h) else if user is registered user or already assigned with unique code then identifying, by the server system, unique link or URL owner or unique link or URL sharing user and said  
10 unique link or URL accessing user based on (1) associated unique user name or user identity and/or mobile number (if registered user) based on login information provided by user while login to system and browser cookie(s) or shared object(s) or user device stored unique user name or user identity or (2) associated unique code based on user device or browser associated stored one or more types of identities  
15 including unique code associated with all devices of unique user (if not registered user), wherein retrieve unique code from stored in browser cookie(s) or shared object(s) or user device; and
- i) check if already associated else associating or relating and storing, by the server system, unique user name, password and/or mobile number (if registered user) or  
20 unique code (if not registered user) of link or URL accessing user with unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner;
- j) enabling posting user to post one or more types of one or more content item(s);
- k) receiving, by the server system, post or one or more types of one or more content  
25 item(s);
- l) storing, by the server system, received post or one or more types of one or more content item(s);
- m) identifying, by the server system, posting user associated unique user name or user identity and/or mobile number based on login information (if registered user) or  
30 identify unique code based on user device or browser associated stored one or more types of identities (if not registered user);
- n) associating or relating and storing, by the server system, said received post or one or more types of one or more content item(s) with said posting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not  
35 registered user);

- o) identifying, by the server system, unique user names or unique codes associated or related with said posting user's unique user name (if registered user) or unique code (if not registered user);
- 5 p) notifying, by the server system, said identified unique user names or unique codes associated or related users about said received post or one or more types of one or more content item(s);
- 10 q) enabling notified user to access or view said received post or one or more types of one or more content item(s) by clicking or tapping on said notification message, wherein notification may comprise profile photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user action(s);
- 15 r) receiving, by the server system, request to access or view said clicked notification or link or URL or unique identity or unique code related to said posting user of said content associated stored post or one or more types of one or more content item(s);
- s) identify viewing or requesting user's one or more types of global unique device or browser identities based on client side stored one or more types of global unique device or browser identities OR (2) identity Unique Code based on Unique Code associated with said one or more types of identified global unique device or browser identities which identifies all devices of user OR (3) identify unique user identity or unique user name based on logged-in by user;
- 20 t) searching, by the server system, said clicked notification or link or URL or unique user name or user identity or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s) and ephemeral content settings and rules and other settings;
- 25 u) based on ephemeral content settings and rules determine that said post is available to view for user;
- v) retrieving, by the server system, said link or URL associated unique user name or user identity and/or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s);
- 30 w) dynamically generating web page based on fetched or retrieved available to view post or one or more types of content item(s) including photo(s) or video(s) and ephemeral content settings and rules and other settings;
- x) present on the display a first ephemeral content item or message of the set of available to view ephemeral content items or messages for a first transitory period of time defined by a timer, wherein the first content item or ephemeral message is

removed or hide or prevent to show on display of viewing user device when the first transitory period of time expires;

y) receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time;

z) wherein the ephemeral message controller hide the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal and proceeds to present on the display a second ephemeral message of the available to view set of ephemeral messages for a second transitory period of time defined by the timer, wherein the ephemeral message controller remove or hide or prevent to show on display of viewing user device when the second transitory period of time expires;

aa) wherein the second ephemeral message is removed or hide or prevent to show on display of viewing user device when the touch controller receives another haptic contact signal indicative of another gesture applied to the display during the second transitory period of time or the sensor controller receives another pre-defined one or more types of user sense signal during the second transitory period of time; and

bb) wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.

52. A method comprising:

a) enabling first user, by the server system, to register by providing unique user name, password and/or mobile number and/or user provided details including name and photo and enabling first registered user to log-in to website of device independent sharing & communication system to identify one or more user devices of first user including mobile device, personal computer, tablet and laptop or in the event of first time access of said website or webpage from web browser or mobile browser of first device of first user who is not registered with the said website, enable user to provide details including name or nick name, profile photo, icon, age, gender, email, mobile number and other profile details, generate and store unique global device or browser(s) identity or set of identities to first device of first user, generate and store unique code to identify first device of first user and enable user to identify second or subsequent each device associate with user and generating, by the server system, first user specific unique link or short URL which comprise top-level domain name

associated with a unique key, which is the part after its said top-level domain name (For example, <http://iSnapn.et/m3q2xt> has a key of m3q2xt) wherein generate unique key to identify type of link or URL, wherein storing said unique user identity (if registered user), unique code (if not registered user), one or more types of global device or browser identities and user provided details including name at server and at/with/in user device or user device browser(s) or shared object(s) or one or more browser(s) of one or more user devices on which user opens or invokes said website of device independent sharing system via cookie or device fingerprinting or browser fingerprint, wherein a device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification and fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off;

- b) associating or relating and storing, by the server system, unique link or URL with unique user name, password and/or mobile number and user provided details (if user is registered) or said unique code and user provided details (if user is not-registered);
- c) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to first device of first user;
- d) in the event of access of website or webpage from web browser or mobile browser of second device or subsequent device of first user who is not registered, generate and provide, by the server system, unique global device or browser(s) identity to second device or subsequent device of first user and enabling user to provide or enter said unique code ;
- e) if the user is not registered then associating or relating and storing, by the server system, said unique code with said unique global device or browser(s) identity to second device or subsequent device of first user;
- f) enabling user to send or share said user unique link or URL to one or more contacts via one or more 3rd parties sharing applications and websites;
- g) in the event of clicking or tapping on said received clickable link or URL by link or URL receiving user from 3rd party application, receiving, by the server system, request to access said link or URL associated webpage; and
- h) if said link or URL accessing user is first time visitor of said website or link associated domain from first device then go-to step (a-c) then step (h) else if user is registered user or already assigned with unique code then identifying, by the server system, unique link or URL owner or unique link or URL sharing user and said

unique link or URL accessing user based on (1) associated unique user name or user identity and/or mobile number (if registered user) based on login information provided by user while login to system and browser cookie(s) or shared object(s) or user device stored unique user name or user identity or (2) associated unique code based on user device or browser associated stored one or more types of identities including unique code associated with all devices of unique user (if not registered user), wherein retrieve unique code from stored in browser cookie(s) or shared object(s) or user device;

i) check if already associated else associating or relating and storing, by the server system, unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of link or URL accessing user with unique user name, password and/or mobile number (if registered user) or unique code (if not registered user) of said link or URL sharing user or link or URL owner.

j) enabling posting user to post one or more types of one or more content item(s);

k) receiving, by the server system, post or one or more types of one or more content item(s);

l) storing, by the server system, received post or one or more types of one or more content item(s);

m) identifying, by the server system, posting user associated unique user name or user identity and/or mobile number based on login information (if registered user) or identify unique code based on user device or browser associated stored one or more types of identities (if not registered user);

n) associating or relating and storing, by the server system, said received post or one or more types of one or more content item(s) with said posting user associated unique user name, password and/or mobile number (if registered user) or unique code (if not registered user);

o) identifying, by the server system, unique user names or unique codes associated or related with said posting user's unique user name (if registered user) or unique code (if not registered user);

p) notifying, by the server system, said identified unique user names or unique codes associated or related users about said received post or one or more types of one or more content item(s);

q) enabling notified user to access or view said received post or one or more types of one or more content item(s) by clicking or tapping on said notification message,

wherein notification may comprise profile photo, name or nick name, thumbnail or abstract, link or URL associated with said posting user, date & time, user action(s);

r) receiving, by the server system, request to access or view said clicked notification or link or URL or unique identity or unique code related to said posting user of said content associated stored post or one or more types of one or more content item(s);

s) identify viewing or requesting user's one or more types of global unique device or browser identities based on client side stored one or more types of global unique device or browser identities OR (2) identity Unique Code based on Unique Code associated with said one or more types of identified global unique device or browser identities which identifies all devices of user OR (3) identify unique user identity or unique user name based on logged-in by user;

t) searching, by the server system, said clicked notification or link or URL or unique user name or user identity or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s) and ephemeral content settings and rules and other settings;

u) based on ephemeral content settings and rules determine that said post is available to view for user;

v) retrieving, by the server system, said notification or link or URL associated unique user name or user identity and/or mobile number or unique code of posting user associated stored post or one or more types of one or more content item(s);

w) dynamically generating web page based on fetched or retrieved available to view post or one or more types of content item(s) including photo(s) or video(s) and ephemeral content settings and rules and other settings;

x) present on the display a first ephemeral content item or message of the set of available to view ephemeral content items or messages for a first transitory period of time defined by a timer, wherein the first content item or ephemeral message is remove or hide or prevent to show on display of viewing user device when first transitory period of time expire or the first content item or ephemeral message is remove or hide or prevent to show on display of viewing user device when the pre-set allowed number of times of views associated with said presented post or one or more types of content item(s) reached or pre-set life time associated with post or one or more types of content item(s) expires or pre-set allowed number of times of views associated with post or one or more types of content item(s) reached within pre-set life time associated with post or one or more types of content item(s) expires;

- y) receive from a touch controller a haptic contact signal indicative of a gesture applied to the display during the first transitory period of time or receive from a sensor controller pre-defined one or more types of user sense signal during the first transitory period of time;
- 5 z) wherein the ephemeral message controller remove or hide or prevent to show on display of viewing user device, the first ephemeral message in response to the haptic contact signal or pre-defined one or more types of user sense signal and proceeds to present on the display a second ephemeral message of the available to view set of ephemeral messages for a second transitory period of time defined by the timer,
- 10 wherein the ephemeral message controller remove or hide or prevent to show on display of device when the second transitory period of time expires or the second content item or ephemeral message is deleted when the pre-set allowed number of times of views associated with said presented post or one or more types of content item(s) reached or pre-set life time associated with post or one or more types of content item(s) expires or pre-set allowed number of times of views associated with post or one or more types of content item(s) reached within pre-set life time associated with post or one or more types of content item(s) expires;
- 15 aa) wherein the second content item or ephemeral message is removed or hide or prevent to show on display of viewing user device when the touch controller receives another haptic contact signal indicative of another gesture applied to the display during the second transitory period of time; and
- 20 bb) wherein the ephemeral message controller initiates the timer upon the display of the first ephemeral message and the display of the second ephemeral message.
- 25 53. The method of claim 52 wherein before associating ask user that user want to connect with particular named user.
54. The method of claim 52 wherein identifying type of link, to differentiate link with other one or more types of links, based on structure of link or identified pre-define particular type of code inside link.
- 30 55. The method of claim 52 wherein enabling to send or share said user associated unique link to one or more contacts via one or more applications, services, websites including communication, sharing, collaboration, social networks accounts, applications and websites, instant messenger (IM) or chat application. SMS. Email.
- 35

56. The method of claim 52 wherein link may in the form of QRcode.

57. The method of claim 52 wherein enabling user to remove one or more connected or related or  
5 linked users from list related to user for not receiving notifications from said removed user(s)  
and blocking said removed user(s) to receive posted contents from said user.

58. The method of claim 52 wherein enabling user to view list of connections established based  
on sharing of link or URL and accessing of said link or URL first time from first device,  
10 wherein each list item may comprise unique user name or unique identity, photo, video, icon,  
profile details including age, gender, birthday, job profile, education, skill, qualification,  
experience, interests, work and home address and like, current online or offline status, user  
status, current location, checked-in place.

59. The method of claim 52 wherein enabling user to view list of connections established based  
on sharing of link or URL and accessing of said link or URL first time from first device and  
enable to create or manage one or more groups by adding or removing one or more selected  
connections from said list and apply one or more types of privacy settings to one or more  
groups, wherein privacy settings may include allow or not-allow to view post or one or more  
20 types of content items or one or more types of feeds or updates, allow or not-allow to provide  
reactions, allow or not-allow to view live video stream, allow or not-allow to participate in  
real-time instant messaging or chat and/or presentation and/or sharing, allow or not-allow to  
view user's full or partial profile, allow or not-allow to user's logs, allow or not-allow to  
view user's status, allow or not-allow to view user's current location, allow or not-allow to  
25 view user's checked-in place, allow or not-allow to view user's online or offline status, allow  
or not-allow to last seen, allow or not-allow to connect for particular selected one or more  
type(s) and name(s) of applications, services, features, one or more selected type(s) and  
name(s) of activities, actions, events, communications, collaborations, sharing, participations  
and transactions.

60. The method of claim 52 wherein enabling user to view list of connections established based  
on sharing of link or URL and accessing of said link or URL first time from first device and  
enable to sort, filter, rank, view near-by connections on map, refer or share, group or list,  
apply one or more types of categories, keywords, tags, remove, add by sharing unique link or  
35 URL to one or more contacts of 3<sup>rd</sup> parties applications, websites and user accounts via  
websites and user accounts, search users or profile of users of device independent content

sharing & communication network, website, service, application & platform and follow or send invitation or request to connect with invitee and enable to accept invitation of other users of network to connect with them.

- 5 61. The method of claim 52 wherein enabling posting user to post or submit or send one or more types of one or more content item(s) to one or more selected connections or group(s) of connections or type(s) of connections including name of 3<sup>rd</sup> parties application relate connections, wherein connections established based on identifying, associating, relating and storing one or more types of unique identities of sharing user of unique link or URL with one  
10 or more types of unique identities of said unique link or URL accessing user first time from first device.
62. The method of claim 52 wherein make public profile of users searchable for other users of network and allow to tap or click on follow button to follow said profile associated user for  
15 receiving each posted on or more types of content item and allow to tap or click on connect button to connect with said profile associated user for communicating, collaborating, sharing and participating with each other.
63. The method of claim 52 wherein enabling un-registered user to register and replace unique  
20 code with user identity to identify unique user and unique user devices based on login by user by providing user name or user identity, password and/or verified mobile number.
64. The method of claim 52 wherein enabling registered user to un-register and replace unique user name or unique identity with unique code to identify unique user and unique user  
25 devices based unique code without login and access device independent sharing system from one or more user devices without registration and without login from web browser.
65. The method of claim 52 wherein enabling user to generate selected type specific unique link or URL including generate selected type specific unique link or URL posting and viewing  
30 ephemeral posts or contents including text, photo, video and any combination thereof, posting and viewing non-ephemeral posts or contents or news feed items, broadcasting and viewing live video streaming, starting and ending and participating in real-time instant messaging, communication, sharing, collaboration, and presentation.
- 35 66. The method of claim 52 wherein enabling user to share unique link or URL to enable link or URL reeving user to access or view ephemeral posted contents, non-ephemeral posted contents or newsfeed, broadcasted live video streaming, participate in live or real-time instant

messaging, sharing and presentation session started and end by link or URL associated unique user or link or URL owner.

67. The method of claim 52 wherein finding link or URL (if short link or URL) associated  
5 original or actual link or URL to URL, wherein shortening is a technique on the World Wide  
Web in which a Uniform Resource Locator (URL) may be made substantially shorter and  
still direct to the required page and achieved by using a redirect which links to the web page  
that has a long URL.

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1/38

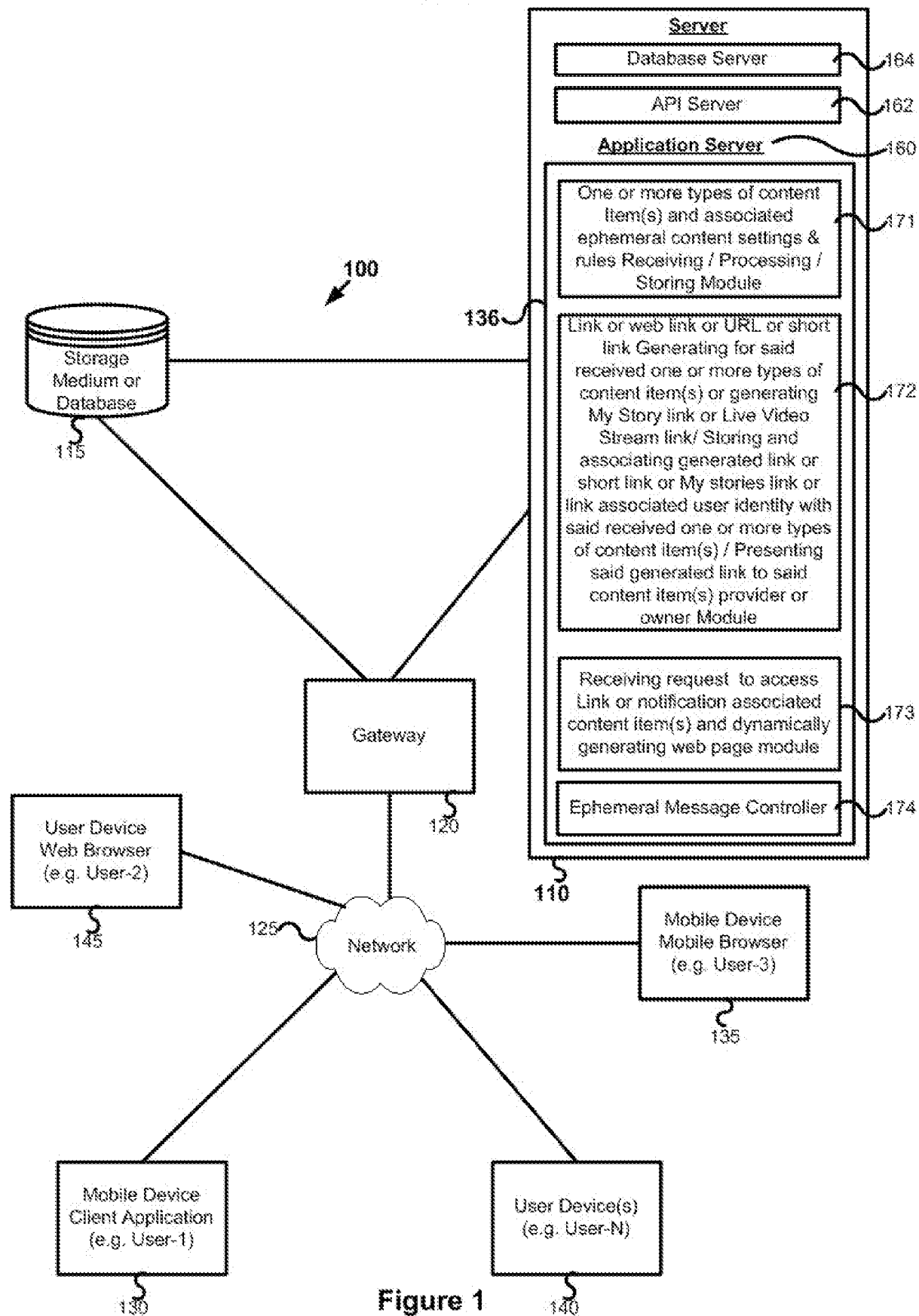
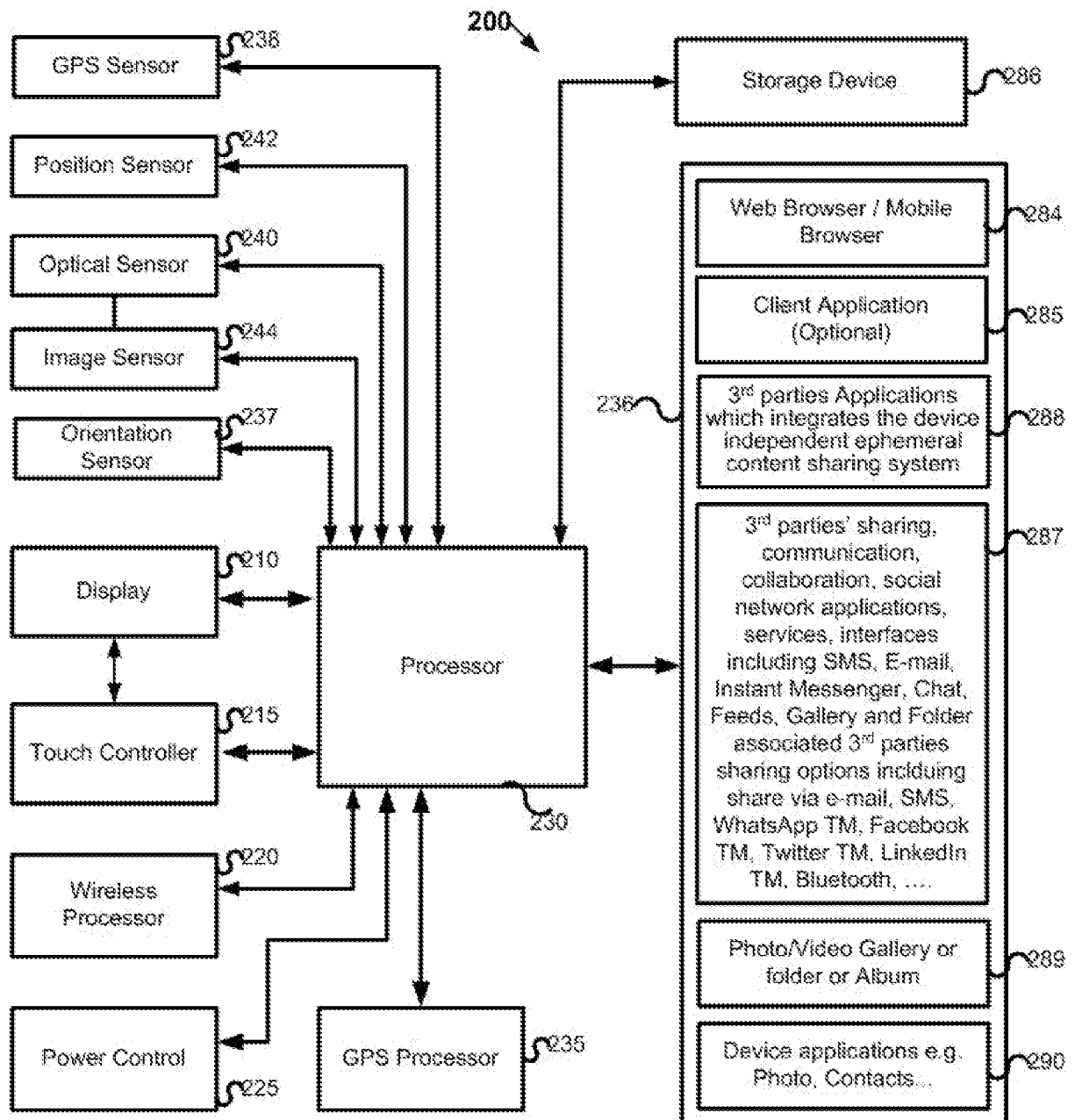


**Figure 1**  
201

2/38

**Figure 2**

202

3/38

Address or enter link or URL: <https://www.iSnapnet.com> 305

**No Registration Required. Upload File(s) and generate web link for ephemeral content sharing immediately**

Add, attach and select one or more types of content items or media (e.g. Photo / Video):

C:/Photo/Image\_1 306

**Upload & Generate Link** 307 308 310

311 Drag file or past copied image here or select and upload file (e.g. photos or videos)

312 See More Options

Set View Time: 10 Second 315

Set Max. Life Duration: 24 Hour 316

Set Number of Times Allow to View: 318

☒ Default 325

**Password Protect File** 320

**Augment (Filter, Edit)** 322

Added or selected or attached:

C:/Photo/Image\_1 327

C:/Photo/Image\_5 328

C:/Photo/Image\_7 329

**Remove All** 332 **Add** 330

Generate Link for (optional):

☐ SMS

☐ WhatsApp TM

☐ WeChat TM

☐ E-mail

☐ Facebook TM

☐ Twitter TM

☐ Skype TM 301

<Tag(s)> **Add** 303

Statue of Liberty 304

New York Tour 305

Generated Unique URL or Web Link or Short Link: <https://iSn.apps/ycr123> 337

338 339 340 342

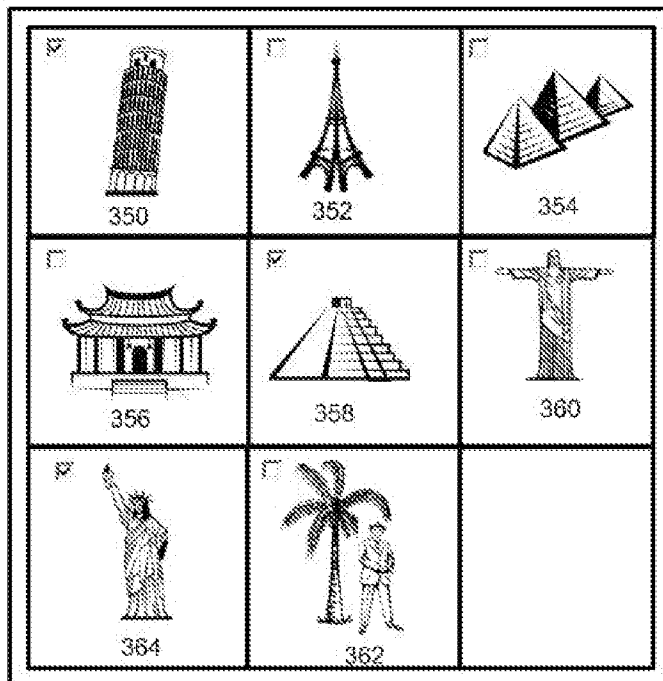


Figure 3

4/38

Address or enter link or URL: <https://www.iSnapnet.com> 405

Dear, Today we will meet at Taj Hotel at 5:30 PM 407

☐ 411 ☐ 412 ☐ 413 ☐ 414 ☐ 415 ☐ 416 ☐ 417 ☐ 418 ☐ 419

Set View Time: 10 Second 430  
 Set Max. Life Duration: 432  
 Set Number of Times Allow to View: 3 Times 433  
☒ Default 440

Added or selected or attached:  
 442 ☐ C:/Photo/text\_1 453  
 444 ☐ C:/Photo/Image\_5 454  
 446 ☐ C:/Photo/video\_3 455

Remove All 454 Add 456

Log-out (Yogesh) 491  
 Accounts 492  
 Profile 493  
 Inbox 494  
 Settings 495  
 Invite via search, e-mail and phone contacts 496  
 Upload & Generate Link 422  
 Password Protect File 435  
 Augment (Filter, Edit) 438  
 Generate Link for (optional):  
☐ SMS  
☐ WhatsApp TM  
☐ WeChat TM  
☐ E-mail  
☐ Facebook TM  
☐ Twitter TM  
☐ Skype TM

Generate Link for (optional): 400  
 Select Contacts and Send or Share 402

Generated Unique URL or Web Link or Short Link: <https://iSn.apps/ycr456> 457  
 458 459 460 462

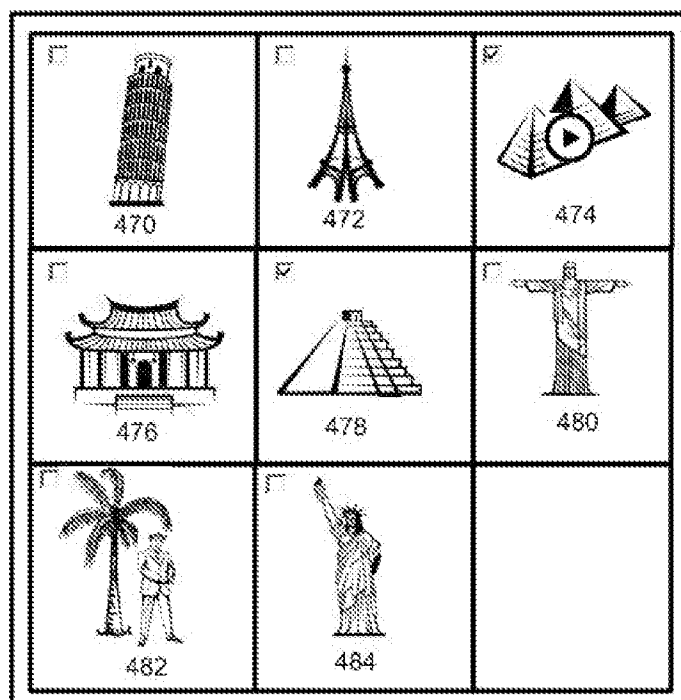


Figure 4

5/38

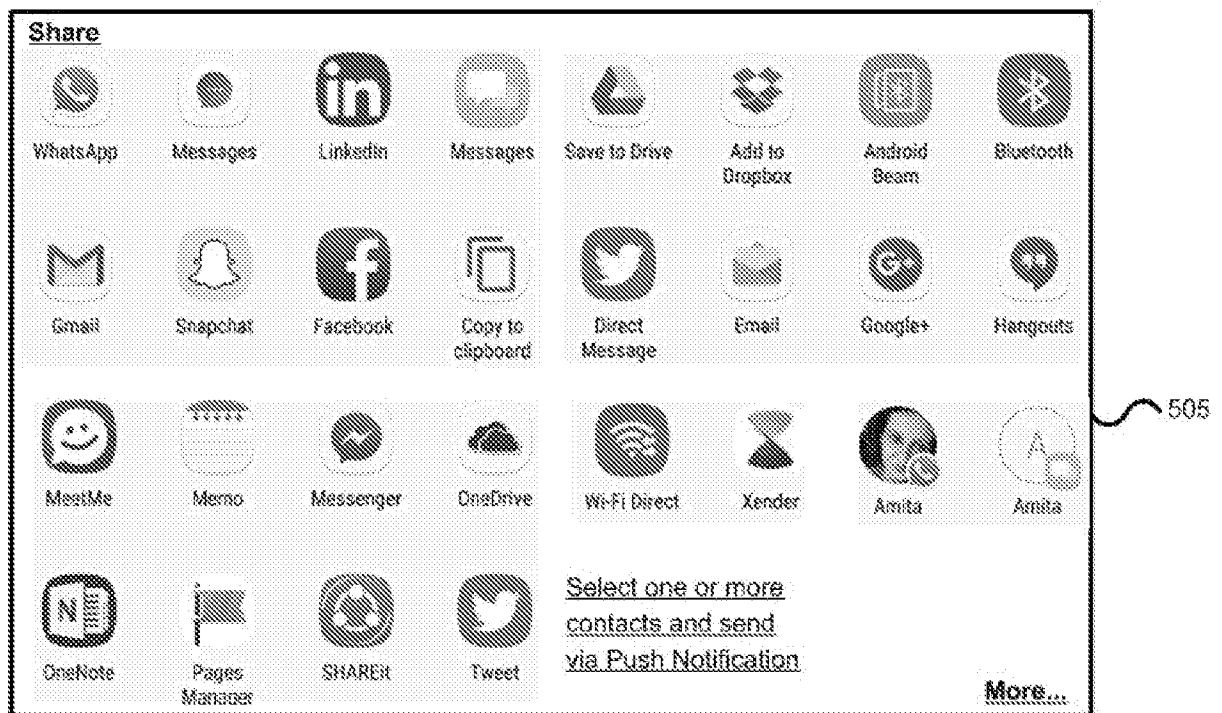


Figure 5

205

6/38

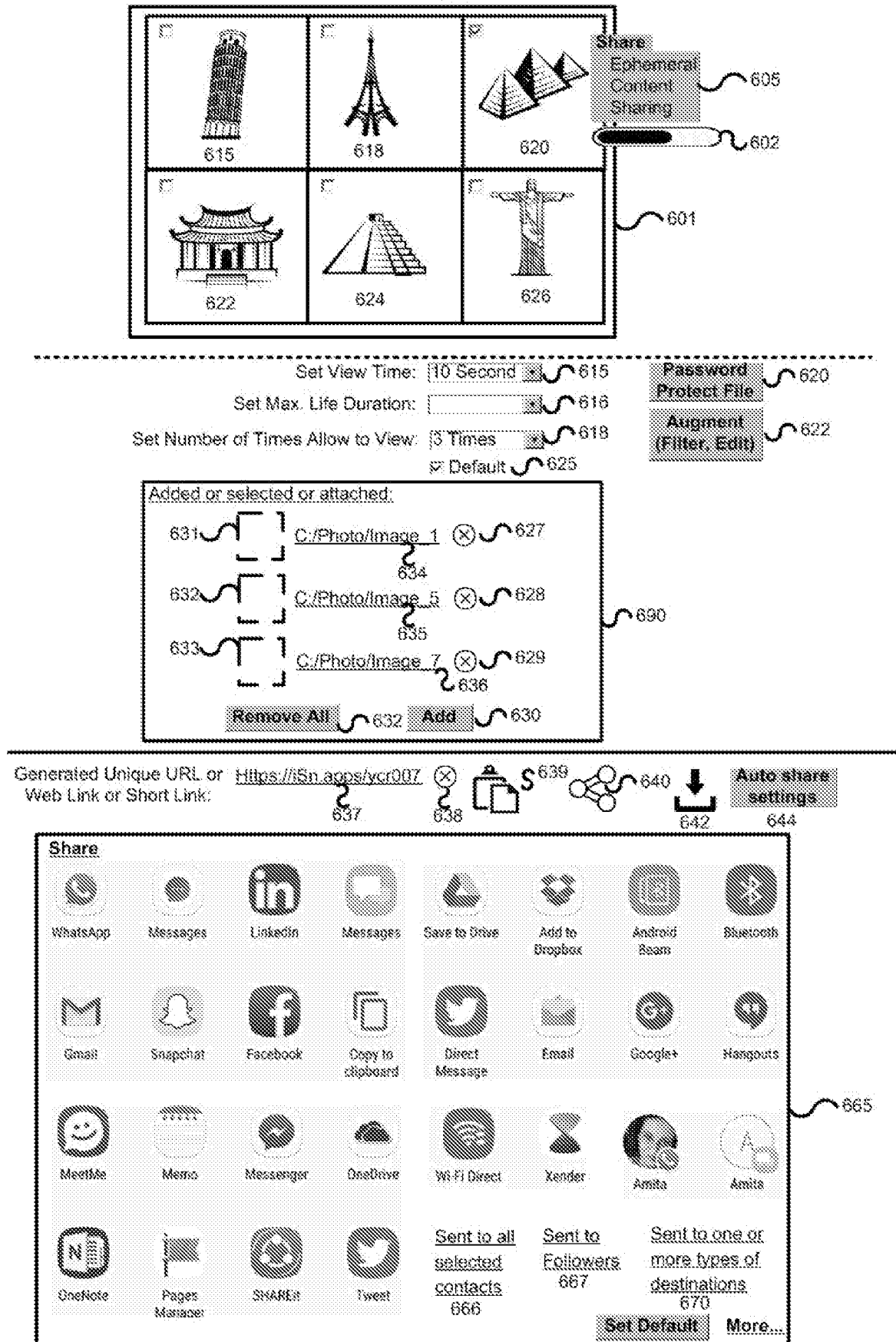


Figure 6

7/38

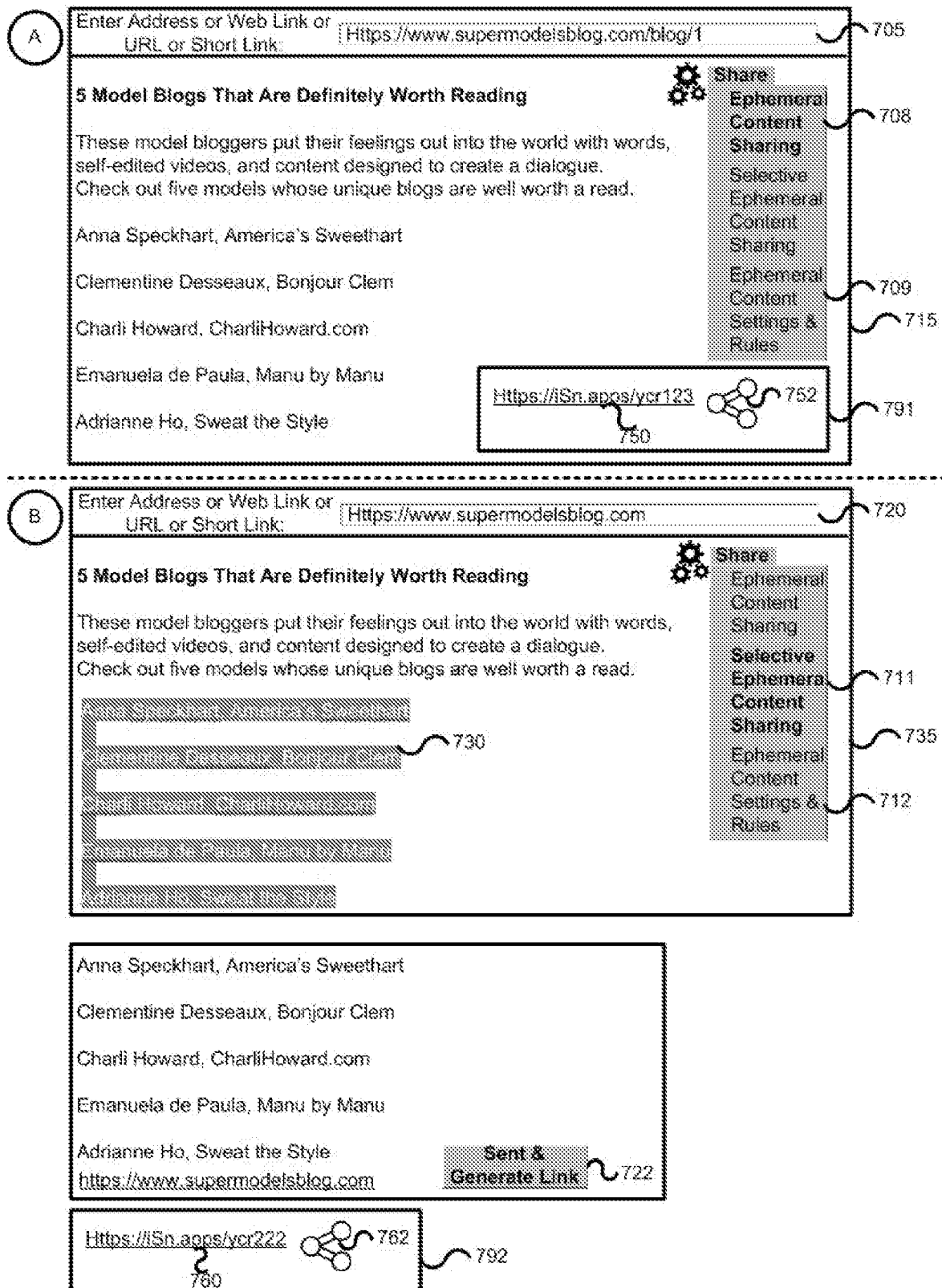


**Figure 7**  
207

8/38

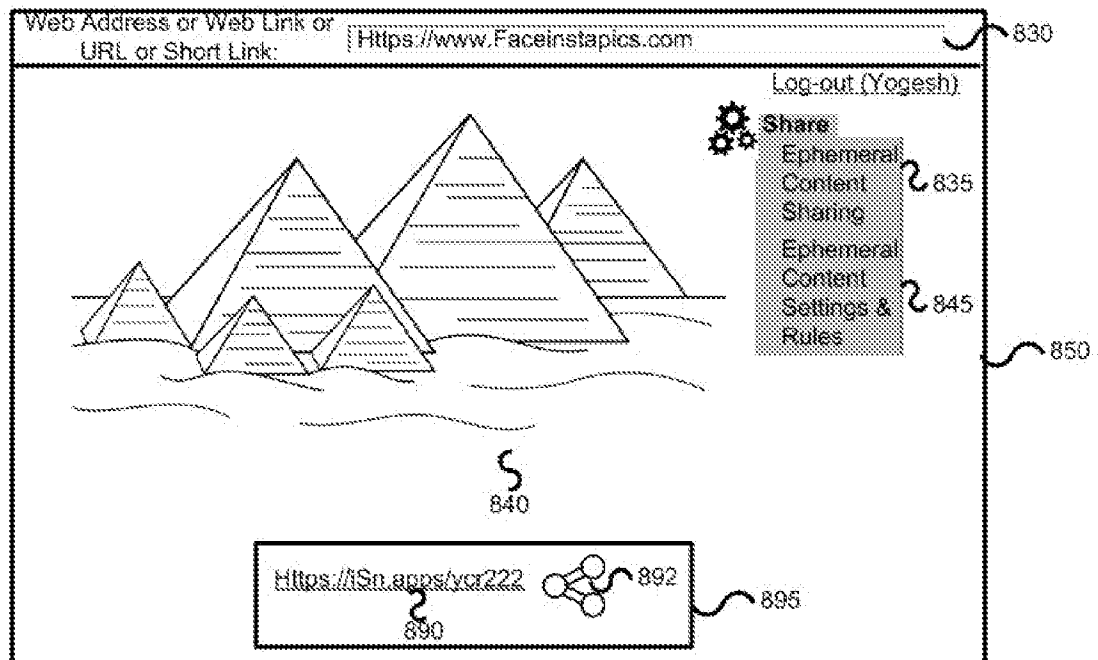
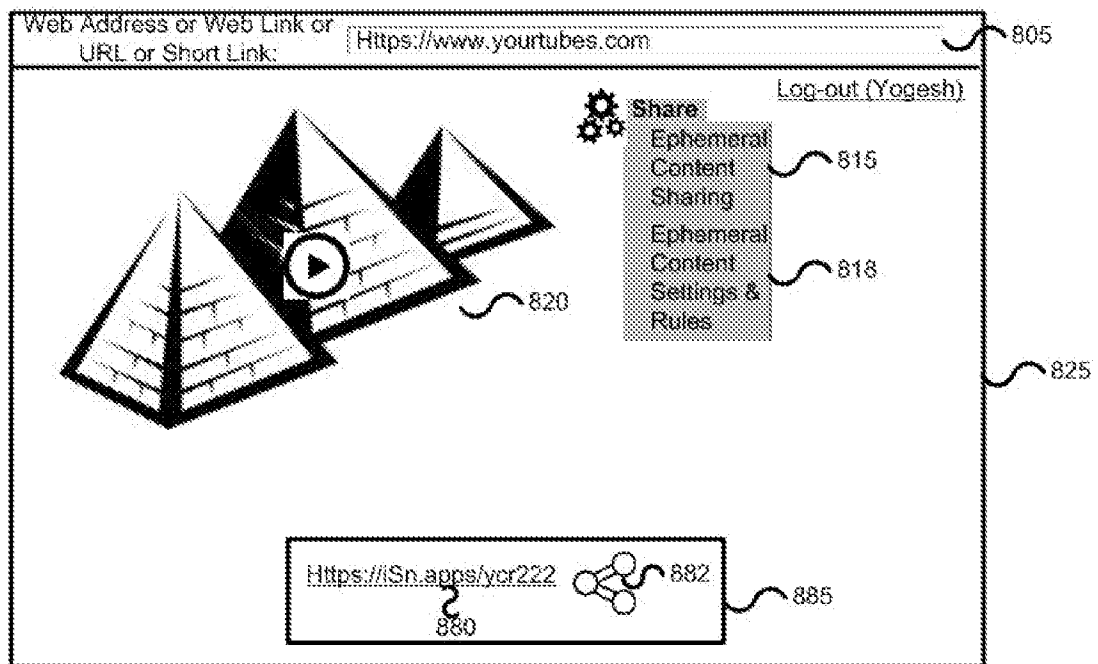


**Figure 8**  
208

9/38

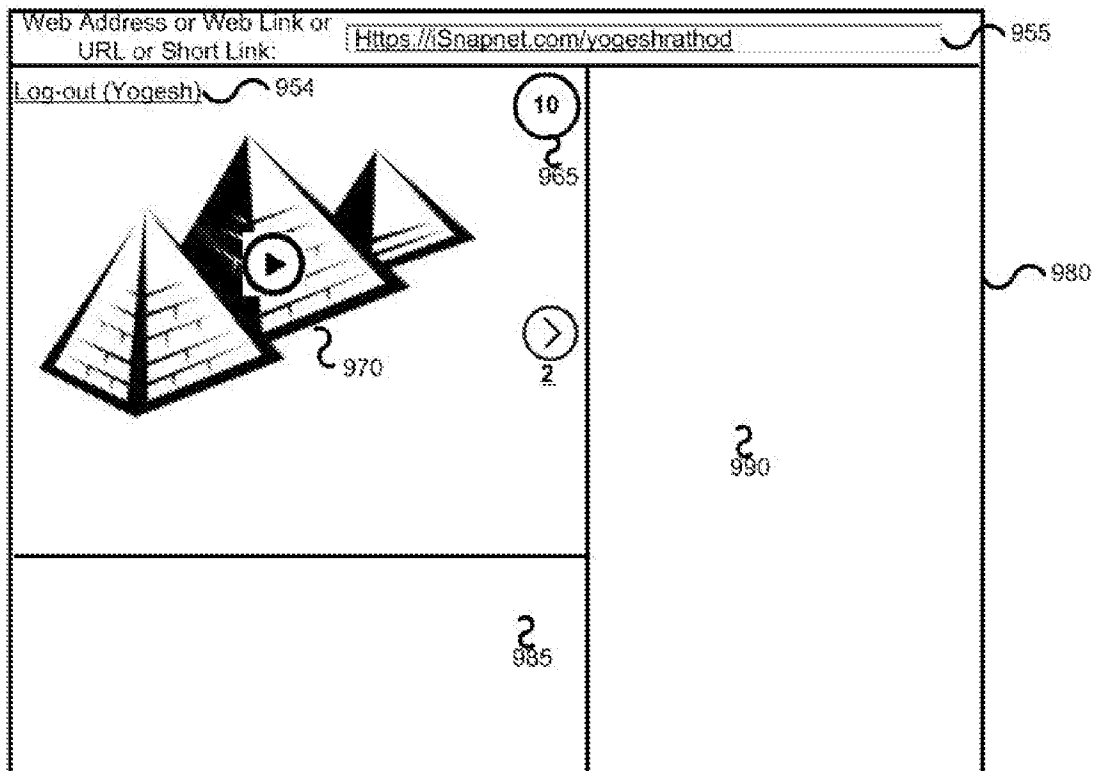
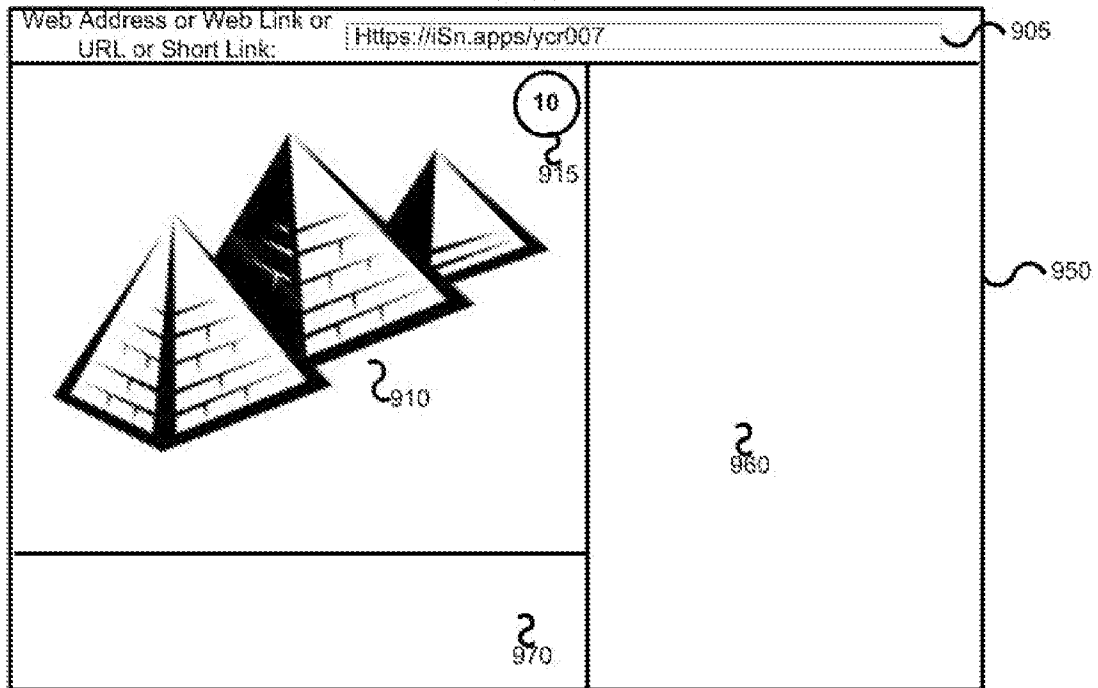


Figure 9  
209

10/38

Device of Yogesh

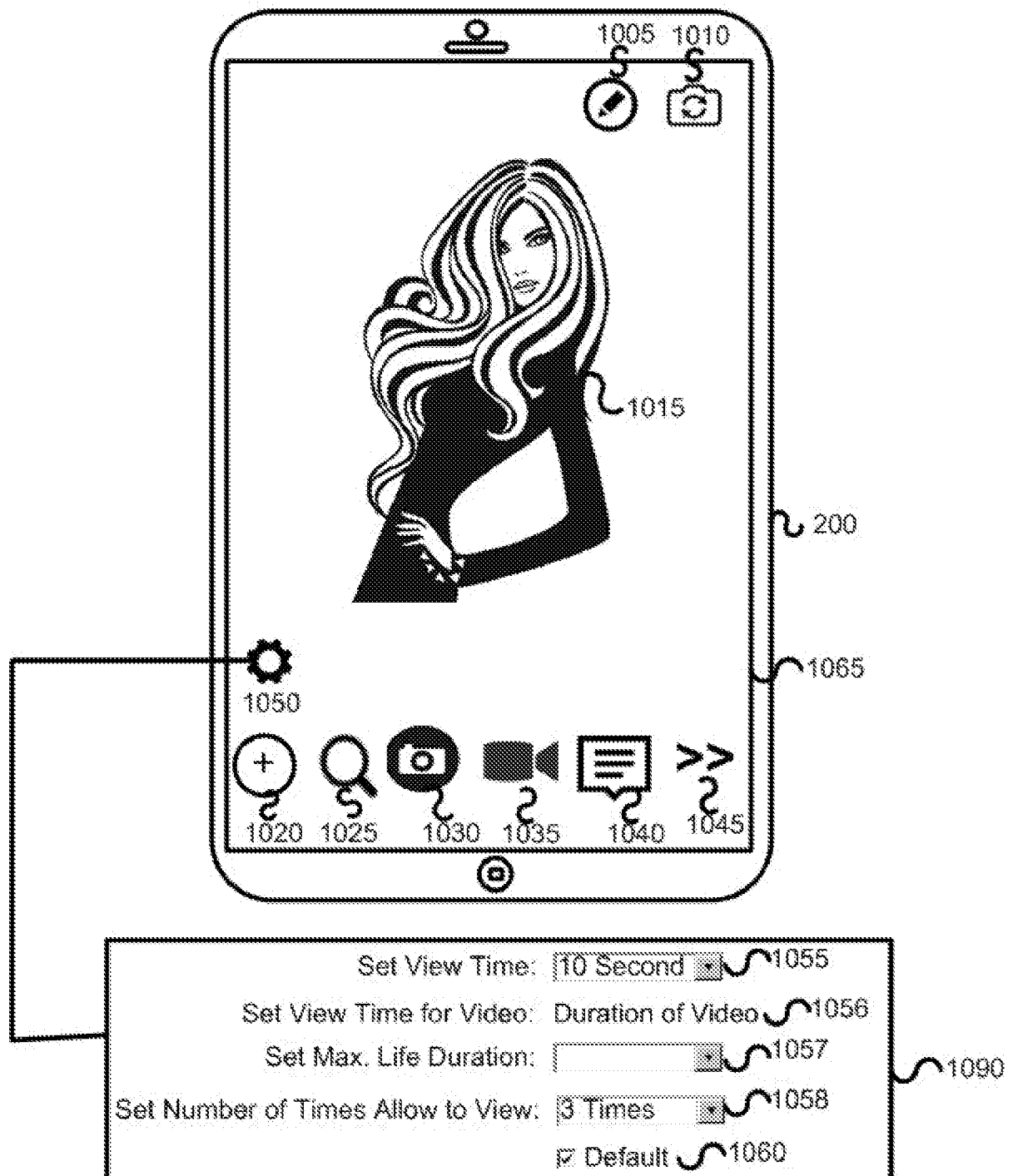
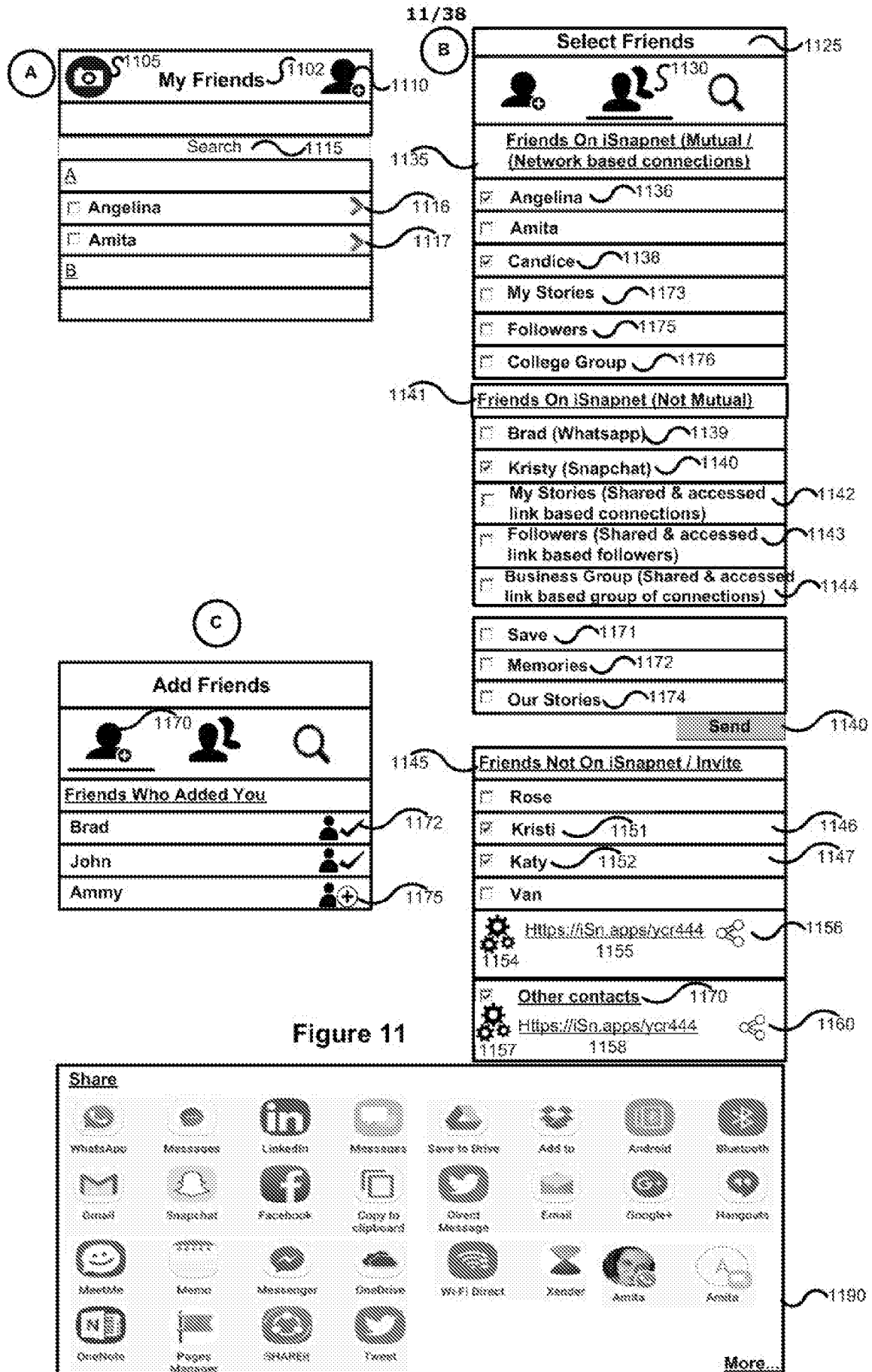


Figure 10

210



12/38

Device of Candice

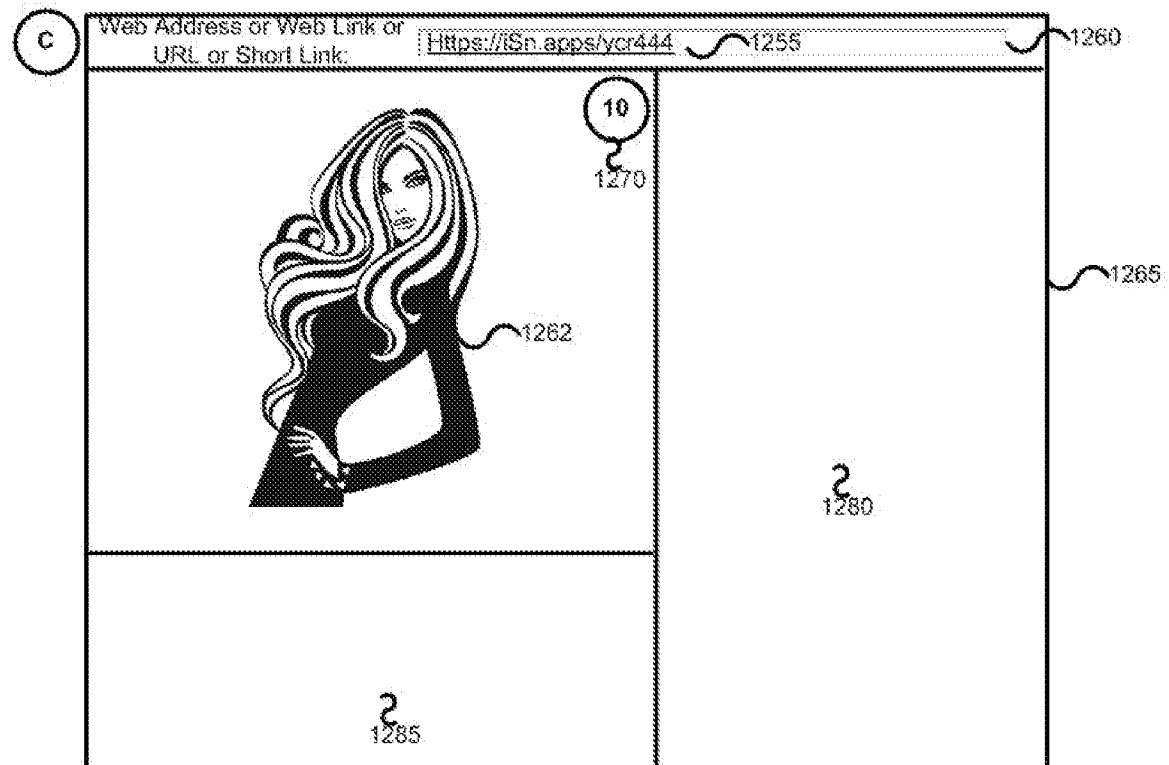
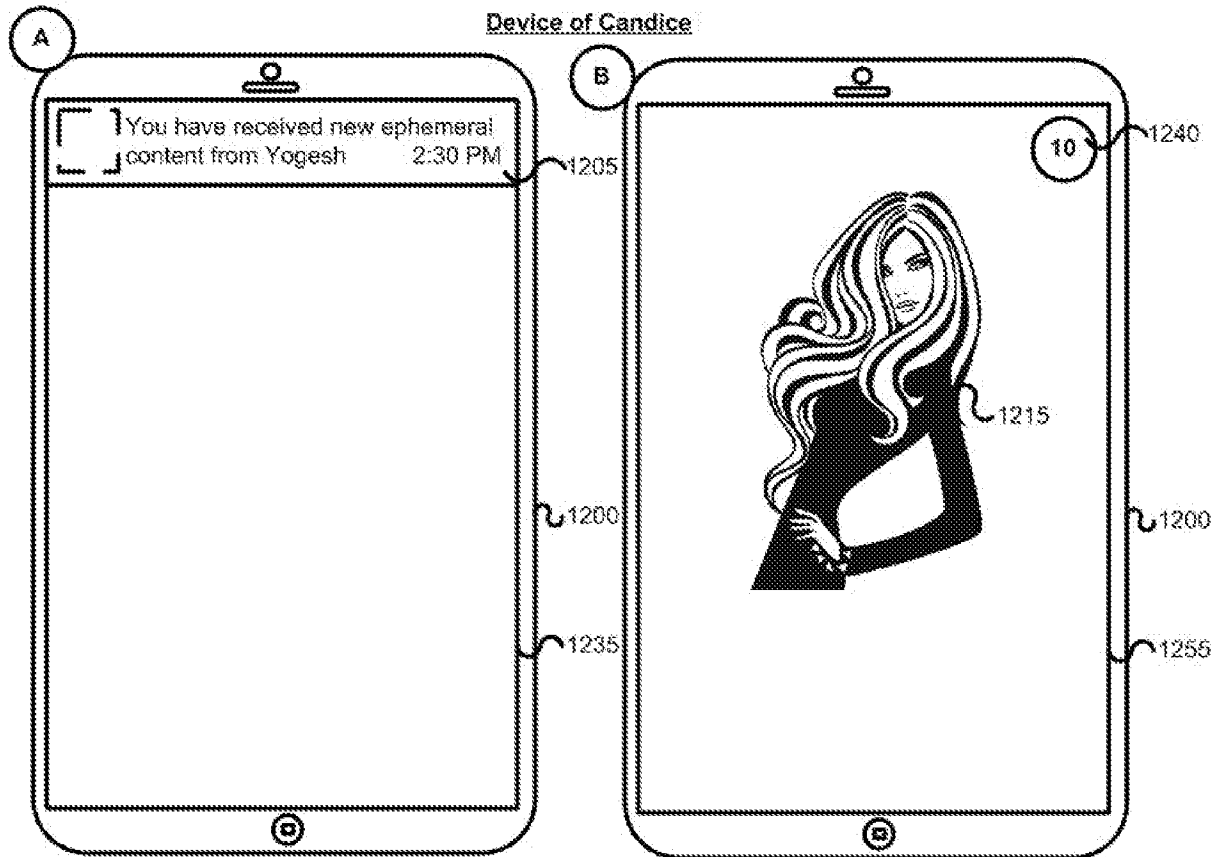


Figure 12

212

13/38

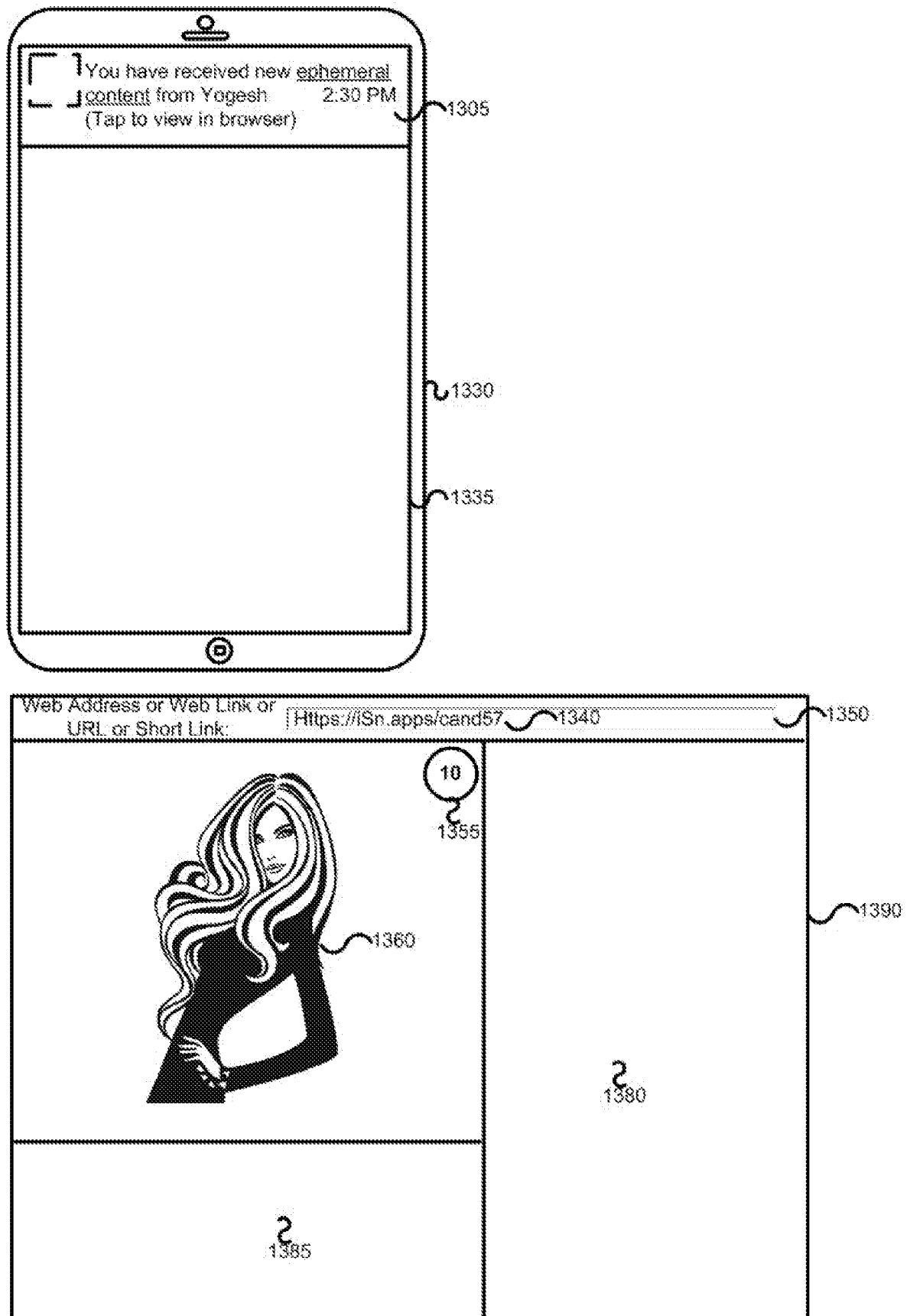
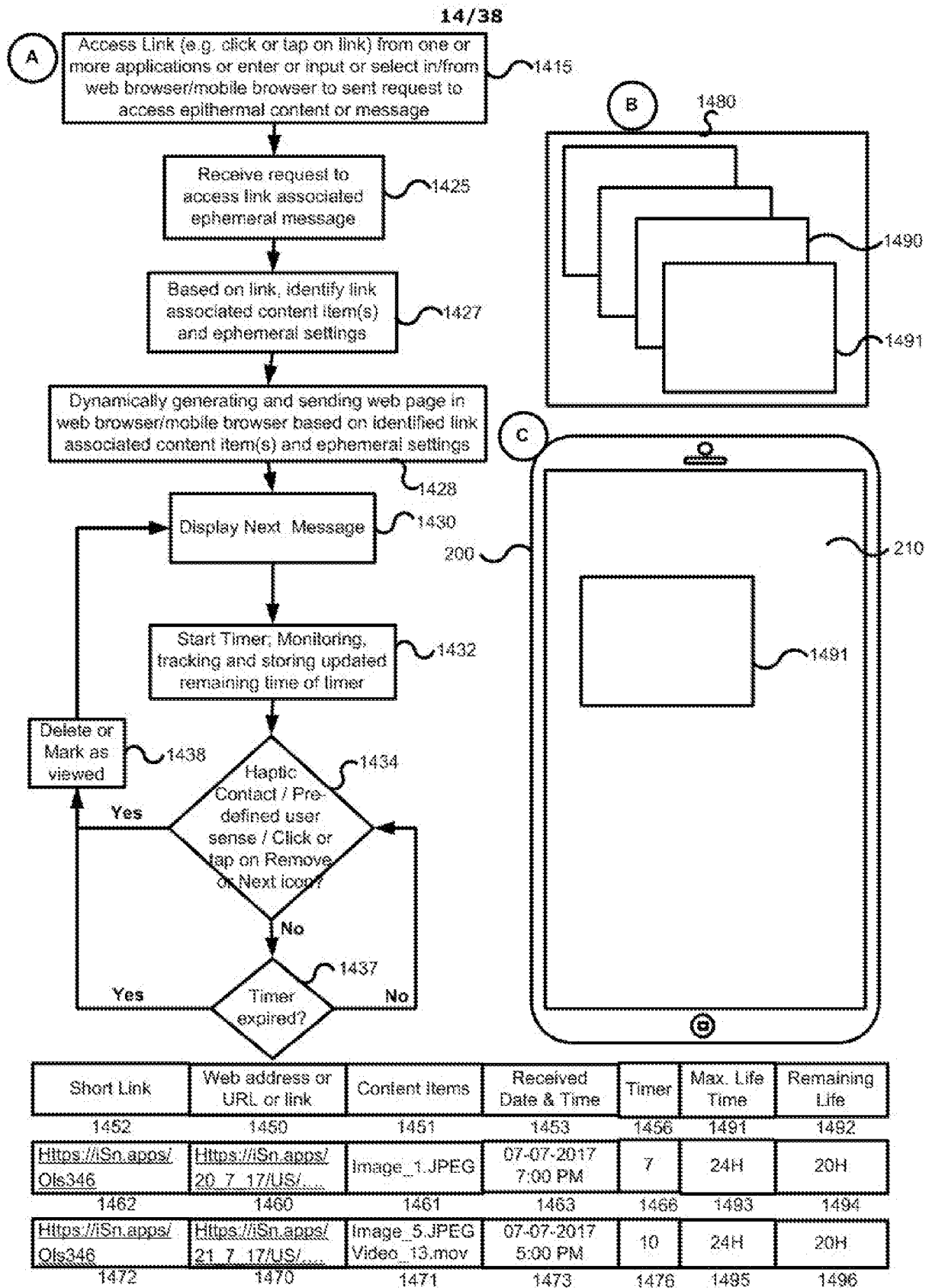
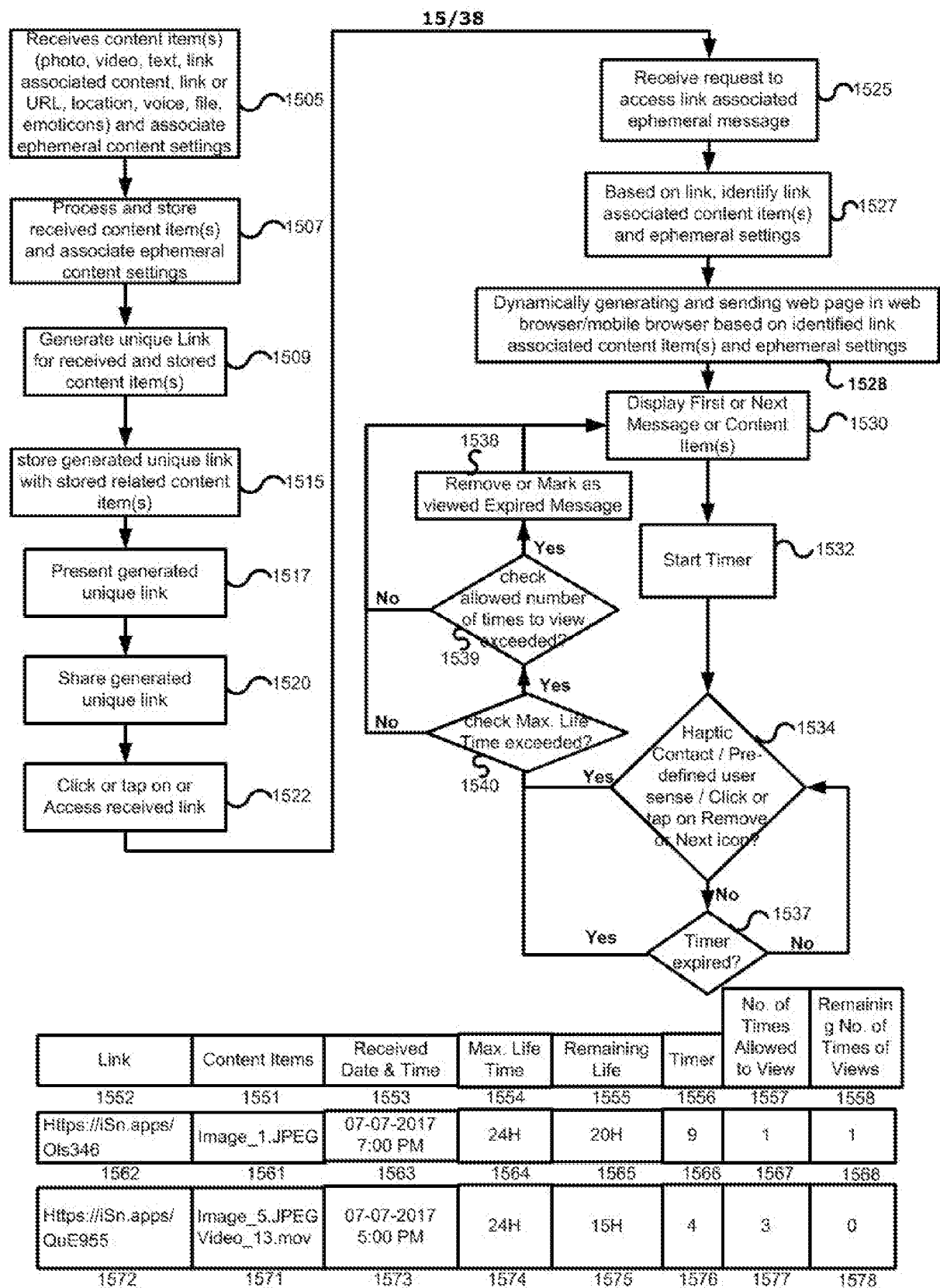


Figure 13  
213

**Figure 14**

**Figure 15**

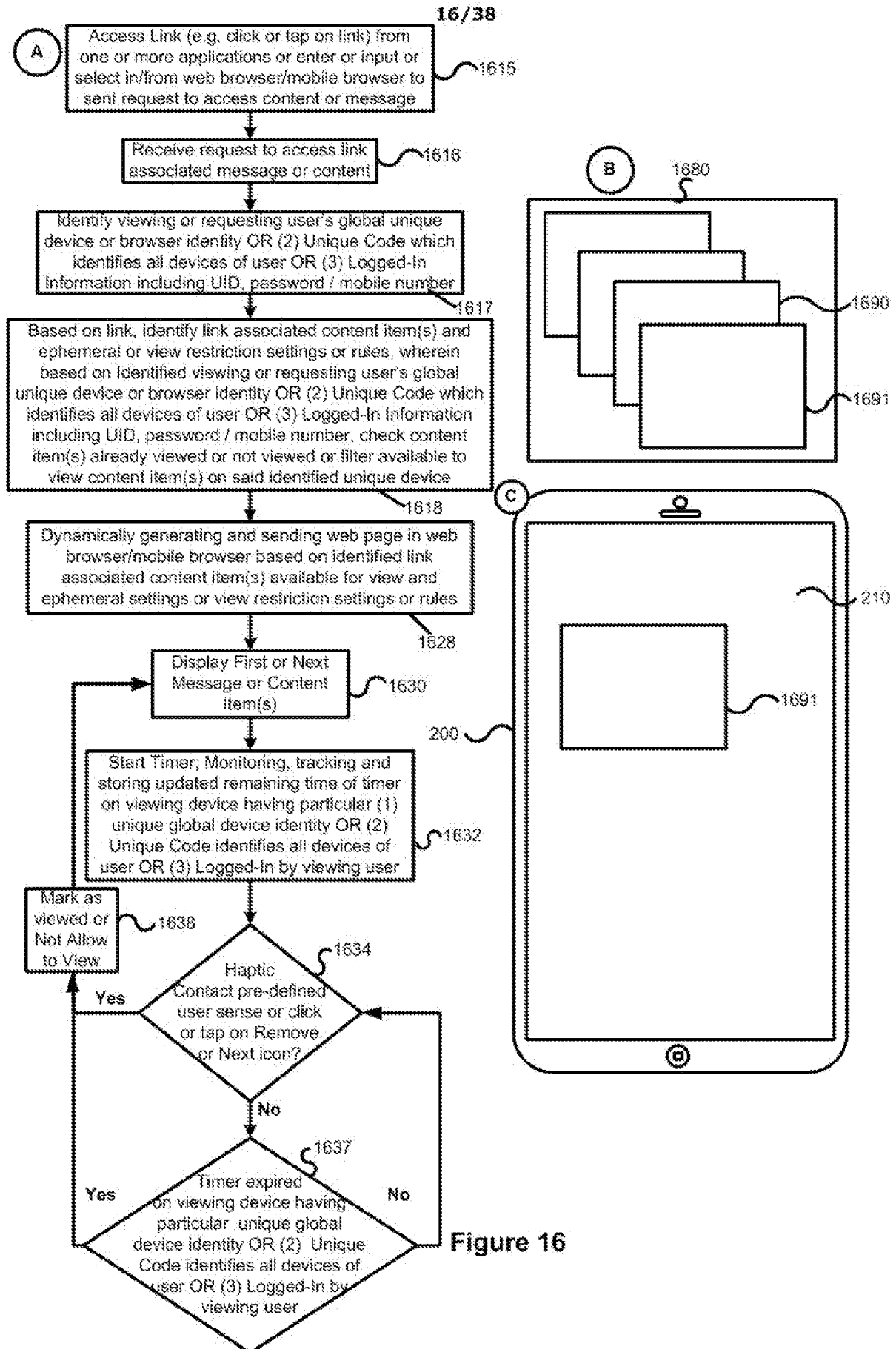
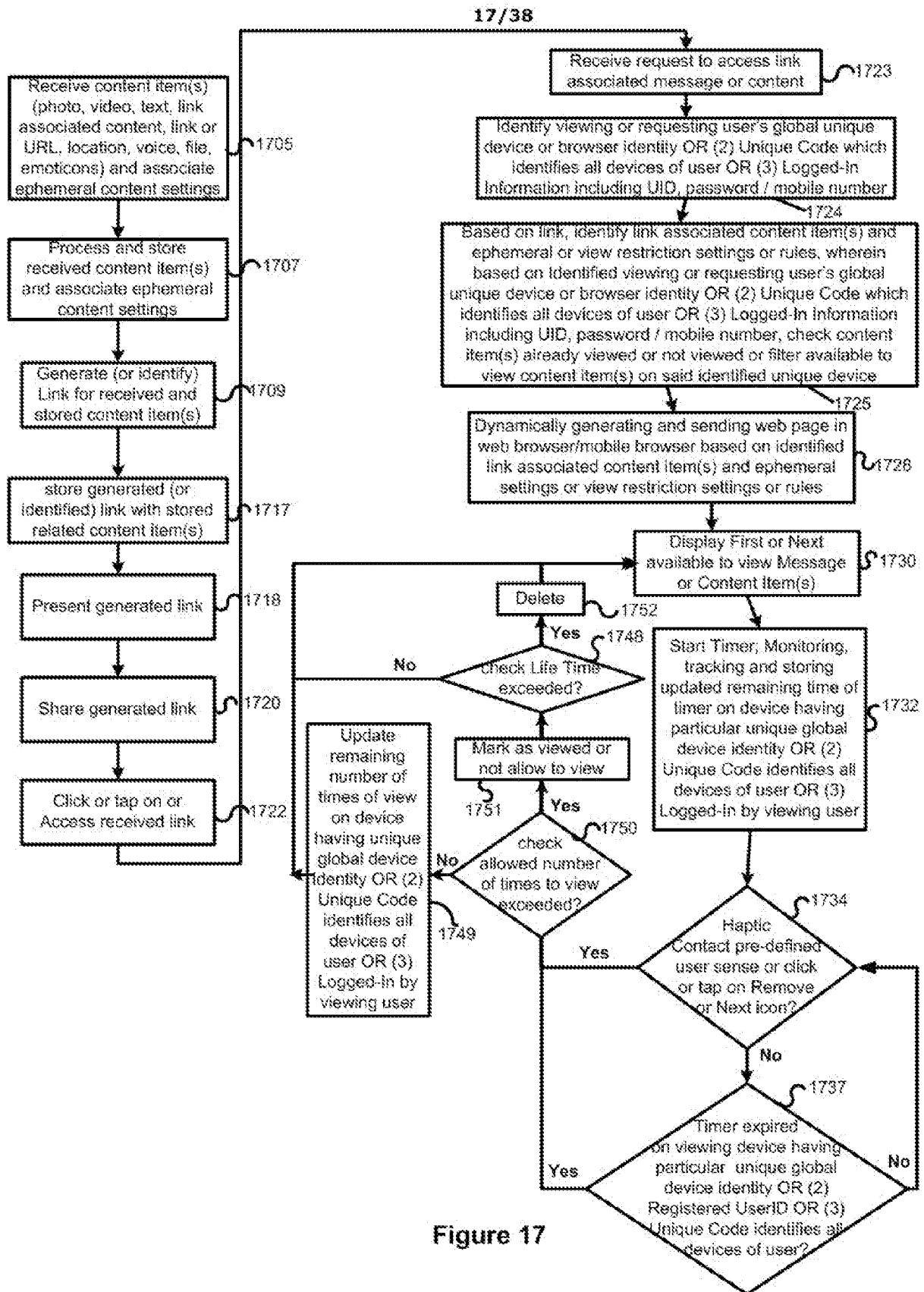


Figure 16



18/38

Sender

| UID or Email<br>& Password/<br>Mobile No. (If<br>Registered)                                                               | Short Link<br>(Unique ID)   | Actual Link / URL<br>/ Web Address<br>(Unique ID) | Content Items<br>(stored in<br>database or<br>file(s) in storage<br>mediums) | Ephemeral<br>Settings &<br>Rules/Other<br>Settings<br>(e.g. XML)         | Received<br>Date & Time                                                    | Allowed<br>Max. Life<br>Time            | Remaining<br>Life |
|----------------------------------------------------------------------------------------------------------------------------|-----------------------------|---------------------------------------------------|------------------------------------------------------------------------------|--------------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------|-------------------|
| 1801                                                                                                                       | 1802                        | 1803                                              | 1804                                                                         | 1850                                                                     | 1805                                                                       | 1806                                    | 1807              |
| YogRathod,<br>yogpatent1,<br>9821898140                                                                                    | https://iSn.apps/<br>Ols346 | https://iSnagnet/...                              | Image_1.JPEG                                                                 | <XML>                                                                    | 22-07-2017<br>2:00 PM                                                      | 24H                                     | 20H               |
| 1808                                                                                                                       | 1809                        | 1810                                              | 1811                                                                         | 1851                                                                     | 1812                                                                       | 1813                                    | 1814              |
|                                                                                                                            | https://iSn.apps/<br>QuE955 | https://iSnagnet/...                              | Image_5.JPEG<br>1853<br>Video_13.mov                                         | <XML>                                                                    | 22-07-2017<br>3:00 PM                                                      | 24H                                     | 15H               |
| 1815                                                                                                                       | 1816                        | 1817                                              | 1818                                                                         | 1852                                                                     | 1819                                                                       | 1820                                    | 1821              |
| One or more types of<br>one or more unique<br>global device /<br>browser identities<br>(e.g. uploading or<br>sharing user) | Device Type<br>& Name       | OS/Platform<br>Type & Name                        | Browser Type<br>& Name                                                       | Geo Location<br>(Country, state,<br>city, district,<br>area, pincode...) | Post content from<br>Browser (website)<br>or 3 <sup>rd</sup> party via API | Unique ID for<br>all devices of<br>user |                   |
| 1822                                                                                                                       | 1823                        | 1824                                              | 1825                                                                         | 1826                                                                     | 1827                                                                       | 1897                                    |                   |
| 1279042176148                                                                                                              |                             |                                                   | Google<br>Chrome                                                             |                                                                          | Browser                                                                    | y1c2r3                                  |                   |
| 1828                                                                                                                       | 1829                        | 1830                                              | 1831                                                                         | 1832                                                                     | 1833                                                                       | 1898                                    |                   |
| 1279042395528                                                                                                              |                             |                                                   | MS Internet<br>Explorer                                                      |                                                                          | Samsung S6<br>Gallery via API                                              | p4q5r6                                  |                   |
| 1834                                                                                                                       | 1835                        | 1836                                              | 1837                                                                         | 1838                                                                     | 1849                                                                       | 1899                                    |                   |

Viewer

| Link/short link/<br>URL<br>(Unique ID)                          | One or more types of<br>one or more unique<br>global device / browser<br>identities (e.g. viewing<br>user) | User Login Info.<br>- UID or Email<br>& Password/<br>Mobile No. (If<br>Registered) | Access<br>Date &<br>Time   | Allow/Not<br>Allow to<br>View? | Timer<br>value                       | No. of Times<br>Allowed to<br>View on Per<br>Unique<br>Device ID | No. of<br>Times<br>Viewed |
|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------|--------------------------------|--------------------------------------|------------------------------------------------------------------|---------------------------|
| 1856                                                            | 1857                                                                                                       | 1858                                                                               | 1859                       | 1892                           | 1860                                 | 1861                                                             | 1862                      |
| https://iSn.apps/<br>Ols346                                     | 5278042176145                                                                                              |                                                                                    | 22-07-2017<br>5:00 PM      | Allow to<br>View               | 9                                    | 3                                                                | 2                         |
| 1863                                                            | 1864                                                                                                       | 1865                                                                               | 1866                       | 1893                           | 1867                                 | 1868                                                             | 1869                      |
| https://iSn.apps/<br>QuE955                                     | 9278042176140                                                                                              | jamesbond,<br>malibu5550,<br>1123456789                                            | 22-07-2017<br>2:30 PM      | Not Allow to<br>View           |                                      |                                                                  |                           |
| 1870                                                            | 1871                                                                                                       | 1872                                                                               | 1873                       | 1894                           | 1874                                 | 1875                                                             | 1876                      |
| Open Link from<br>Source (Apps,<br>sms, email,<br>website etc.) | Geo Location<br>(Country, state,<br>city, district,<br>area, pincode...)                                   | Device Type<br>& Name                                                              | OS/Platform<br>Type & Name | Browser Type<br>& Name         | Unique ID for all<br>devices of user |                                                                  |                           |
| 1877                                                            | 1878                                                                                                       | 1879                                                                               | 1880                       | 1881                           | 1897                                 |                                                                  |                           |
|                                                                 |                                                                                                            |                                                                                    |                            | Google<br>Chrome               | s6t7u6                               |                                                                  |                           |
| 1882                                                            | 1883                                                                                                       | 1884                                                                               | 1885                       | 1886                           | 1898                                 |                                                                  |                           |
|                                                                 |                                                                                                            |                                                                                    |                            | Google<br>Chrome               | x1y2z3                               |                                                                  |                           |
| 1887                                                            | 1888                                                                                                       | 1889                                                                               | 1890                       | 1891                           | 1899                                 |                                                                  |                           |

Figure 18

19/38

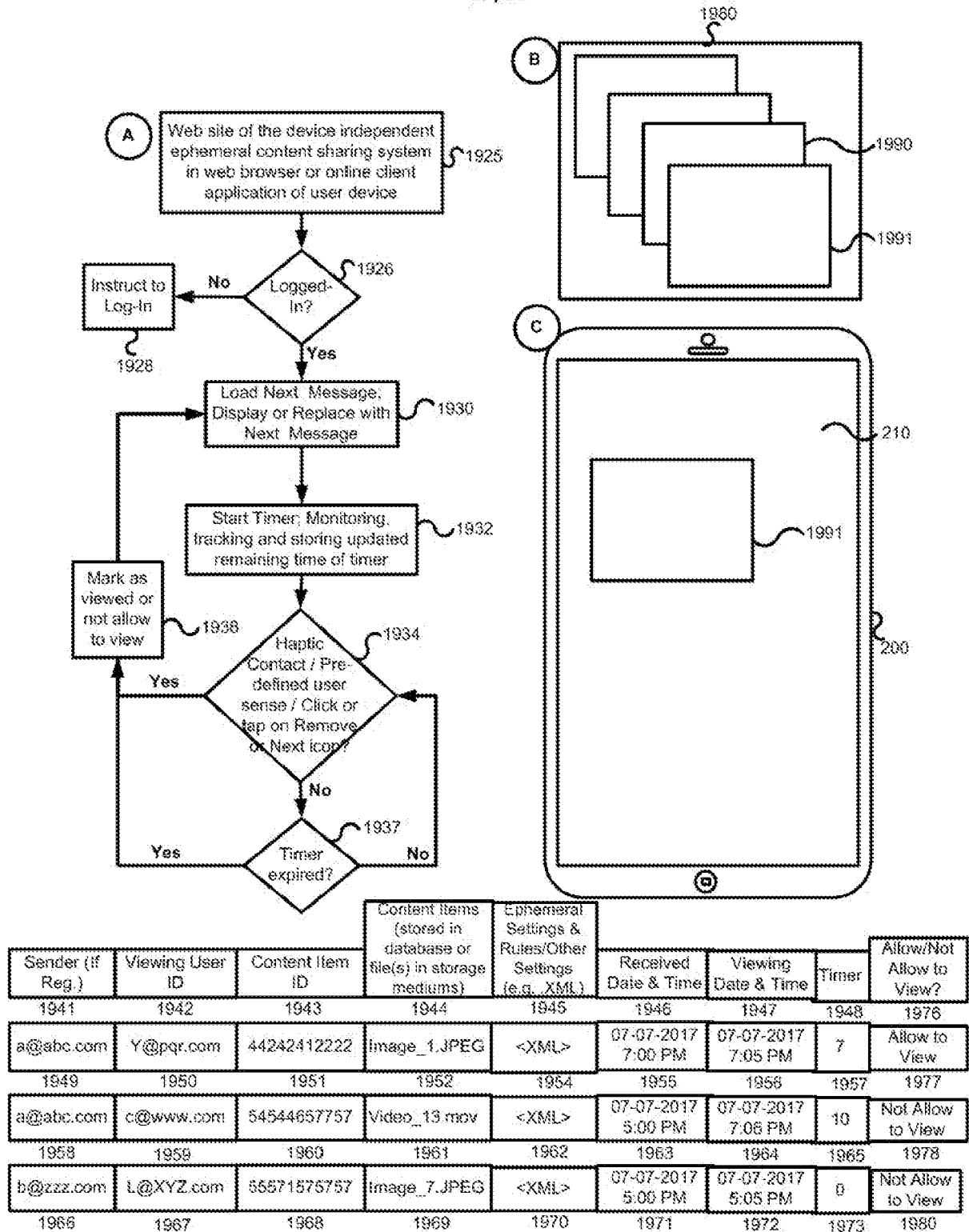


Figure 19

219

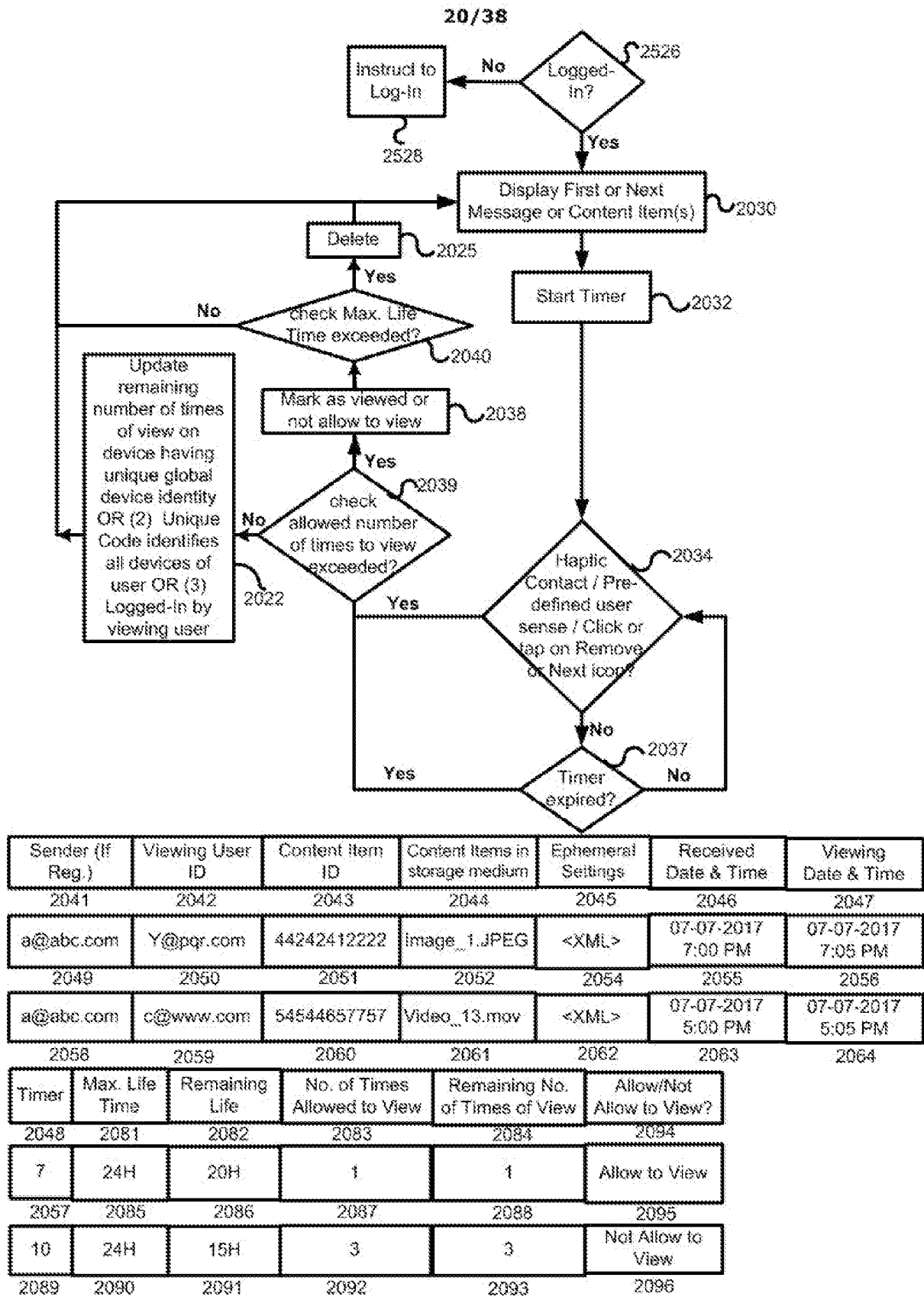


**Figure 20**  
220

21/38

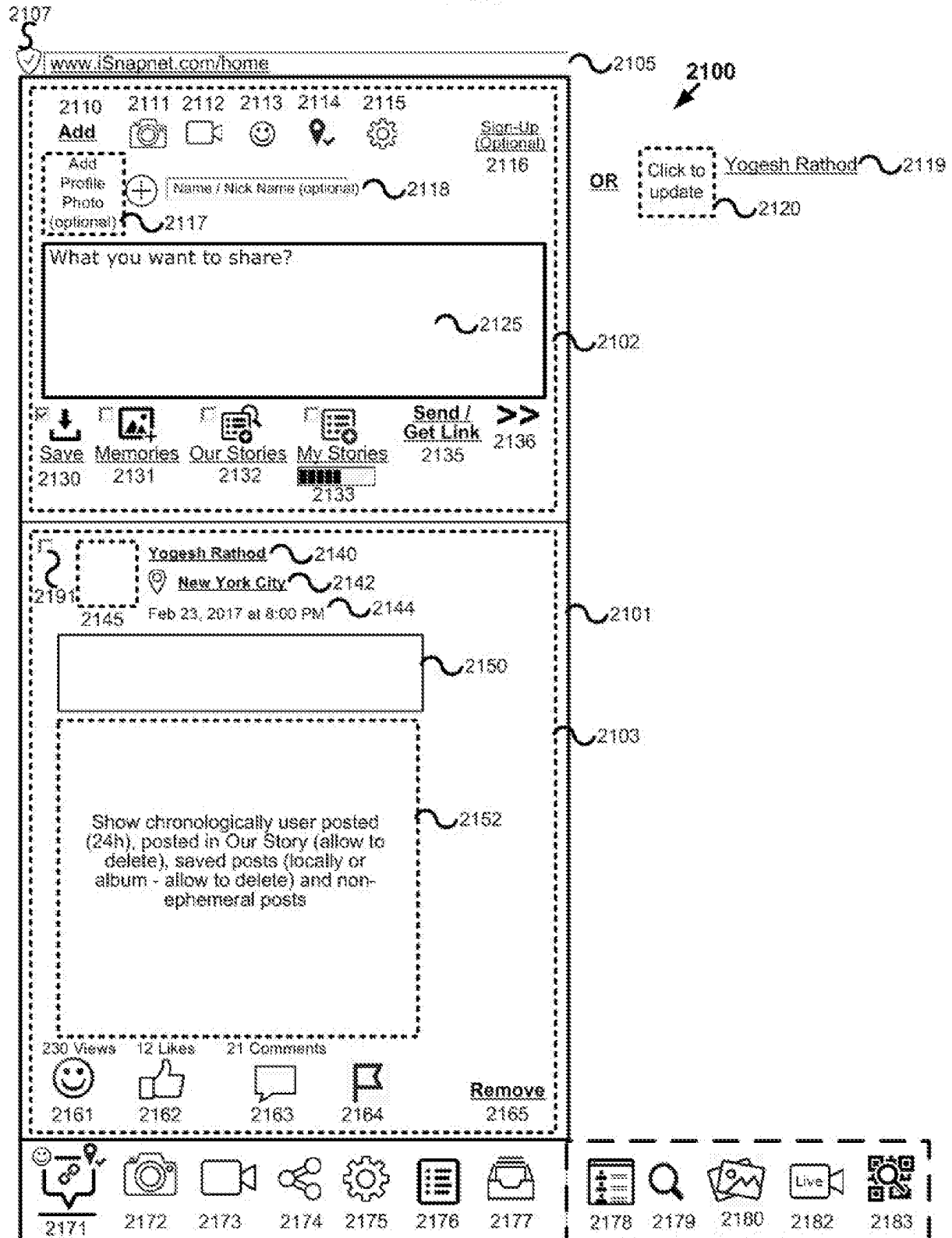


Figure 21

221

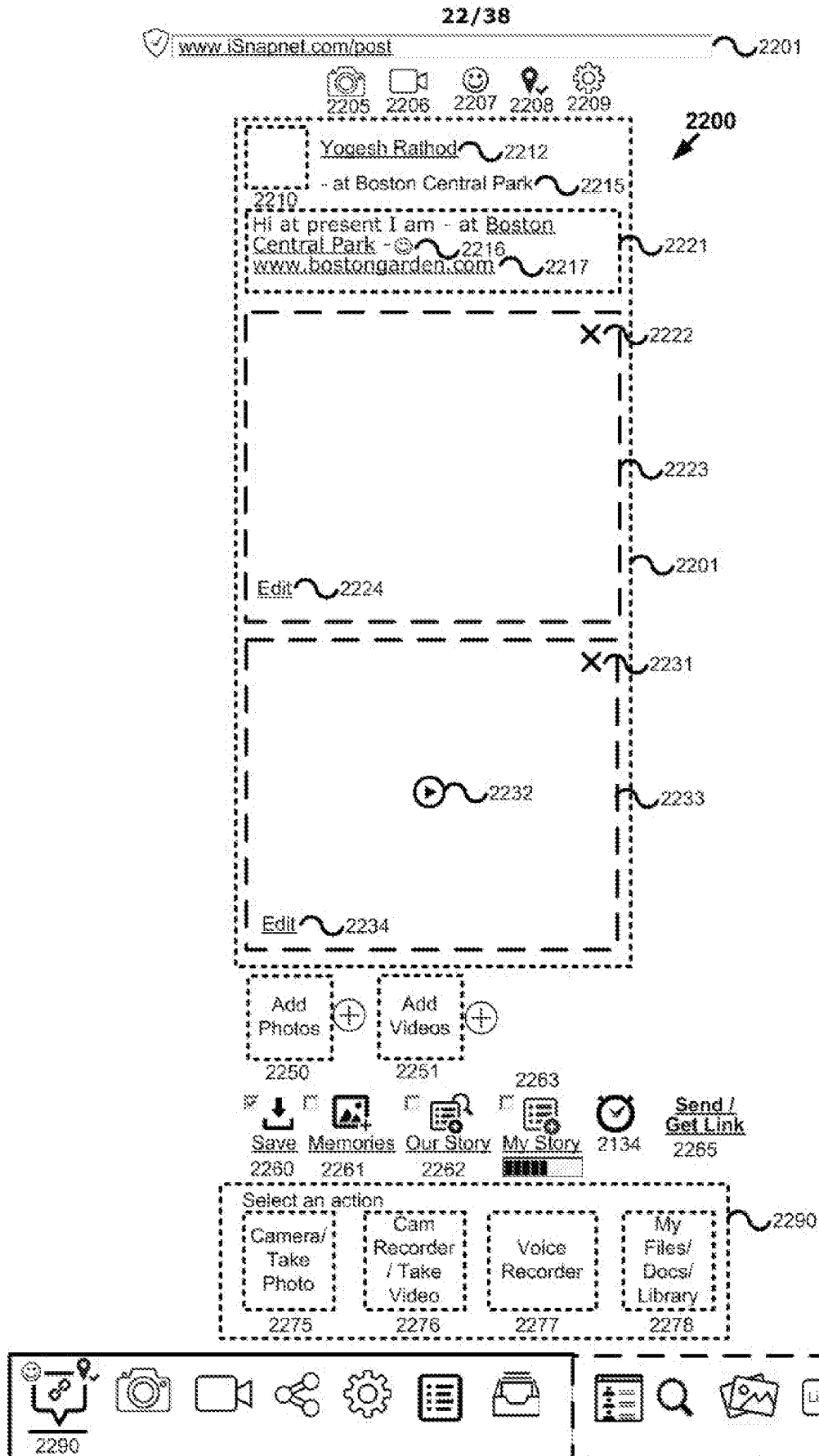


Figure 22  
222

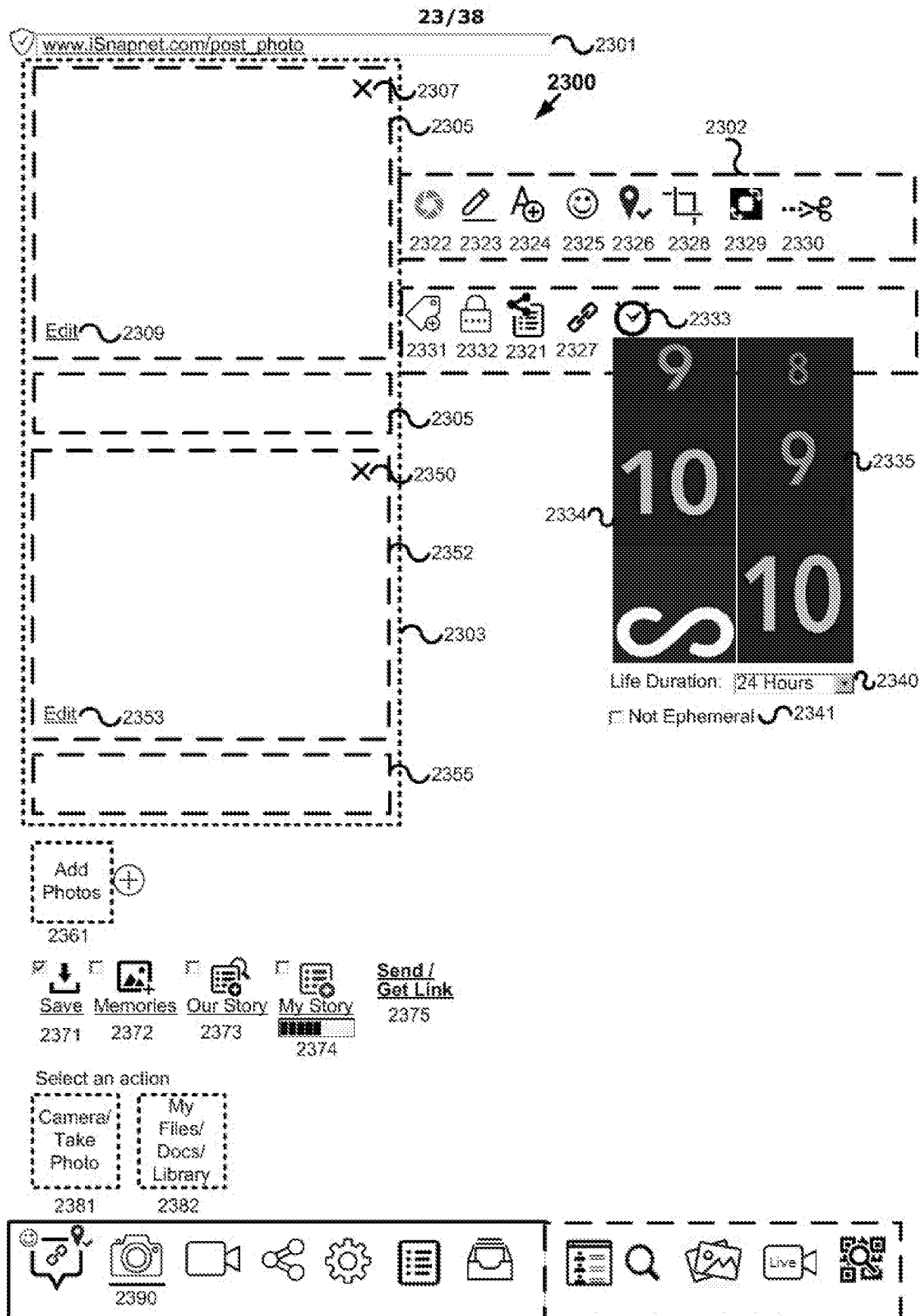


Figure 23

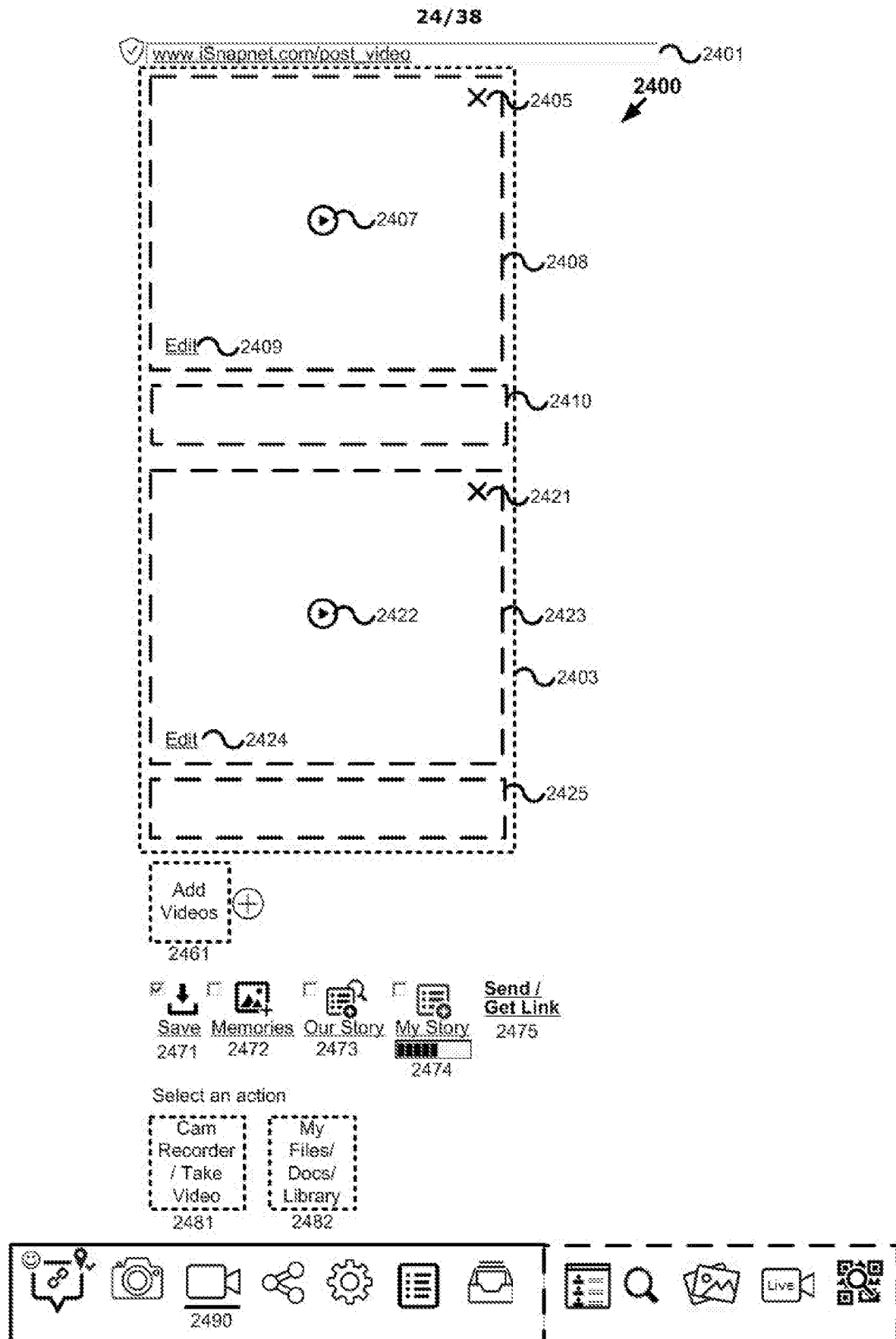
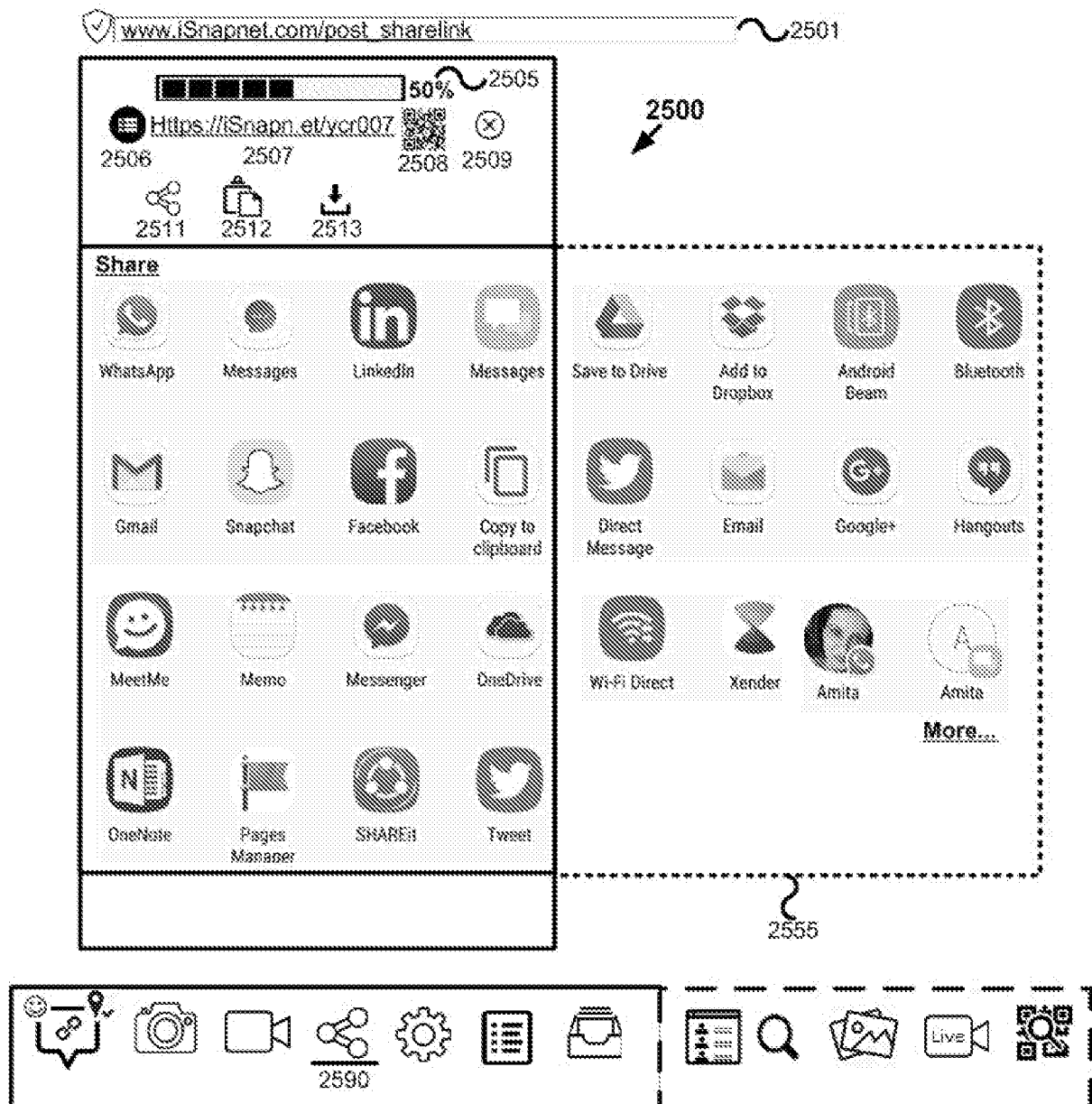


Figure 24  
224

25/38



**26/38**

✓ [www.Snapn.com/settings](http://www.Snapn.com/settings) 2601

**Settings: (Global or Default apply on all posts or apply on current post)**

**Save** 2602

Add Profile

Photo 2606

Name / Nick Name 2605

Set View Time: 10 Second 2610

Set Max. Life Duration: 24 Hour 2611

Set Number of Times Allow to View: 3 2612

☒ Default 2615

☐ Not Ephemeral 2613

☒ Generate QRCode with link 2620

☐ Save Photo / Video in Local Gallery 2625

Save Posts at Server: 2630

☐ Private (Album/Memories) 2632

☐ Public / Our Story / Searchable 2634

Source Preferences (Browse, search, select from list of sources) 2640

Generate My Stories / Live Video / Newsfeed / Chat Link 2641

2646

<https://iSnapn.et/y1c2r3> 2649

2642
 2643
 2644
 2645
 2650
 2647
 2646

Sent Notification (optional) (My Stories / Live Video / Newsfeed / Chat): 2651

Mobile Number 2652

☒ Push Notification 2653

☐ SMS 2655

**View or Add code to identify set of devices related to user to identify unique My Stories / Live Video / Newsfeed / Chat Link (If user not Registered):**

Remember code if this is your 1<sup>st</sup> device 2673

aB1c2t8 2694

 2694

OR

Scan code of 1<sup>st</sup> device 2675

If this is your 2<sup>nd</sup> device then

<enter/paste code of 1<sup>st</sup> device> 2672

Save 2673

Request Code from 1<sup>st</sup> device 2657

**List of My Stories / Live Video / Newsfeed / Chat Links (If user not Registered):**

| Profile Photo | <Date & Time> | Name      | Count  | Link                                                                 |
|---------------|---------------|-----------|--------|----------------------------------------------------------------------|
| 2680          | 2681          | John 2682 | 2 2697 | <a href="https://iSnapn.et/a1b2c3">https://iSnapn.et/a1b2c3</a> 2684 |
| 2685          | 2686          | Kety 2687 | 1 2698 | <a href="https://iSnapn.et/i1o2n3">https://iSnapn.et/i1o2n3</a> 2689 |

Add Name/Photo 2671

2695

2696

Figure 26

27/38

 [www.iSnapnet.com/sendposts\\_outbox](http://www.iSnapnet.com/sendposts_outbox)  2701

| Status of Send Posts                                                                                                                                                                                                                                                                                                                               |      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
|  Photo via WhatsApp  2710<br>10 hours ago                                                                                                                                                                                                                          |      |
|  Video via SMS  2715<br>Feb 23, 2017 at 8:00 PM                                                                                                                                                                                                                    |      |
|  18  32  5  5  | 2718 |
|  Photo + Message +<br>Link + Location +<br>Emoji via Facebook  2725<br>Feb 24, 2017 at 9:00 PM                                                                                                                                                                     |      |
|  Photo + Link via<br>Twitter  2730<br>Feb 23, 2017 at 8:00 PM                                                                                                                                                                                                      |      |
|  Photo via Skype  2735<br>Feb 22, 2017 at 7:00 AM                                                                                                                                                                                                                 |      |
|  3 Photos via E-mail & Saved  2740<br>Feb 21, 2017 at 5:00 PM                                                                                                                                                                                                  |      |
|  Live  2745<br>Scheduled                                                                                                                                                                                                                                       |      |
|  Photo via My Stories  2750<br>Memories & Our Stories<br>Feb 23, 2017 at 8:00 PM                                                                                                                                                                               |      |
|  Send Photo To Kristy  2740<br>Sept 2, 2017 at 8:00 PM                                                                                                                                                                                                         |      |



**Figure 27**  
227

28/38

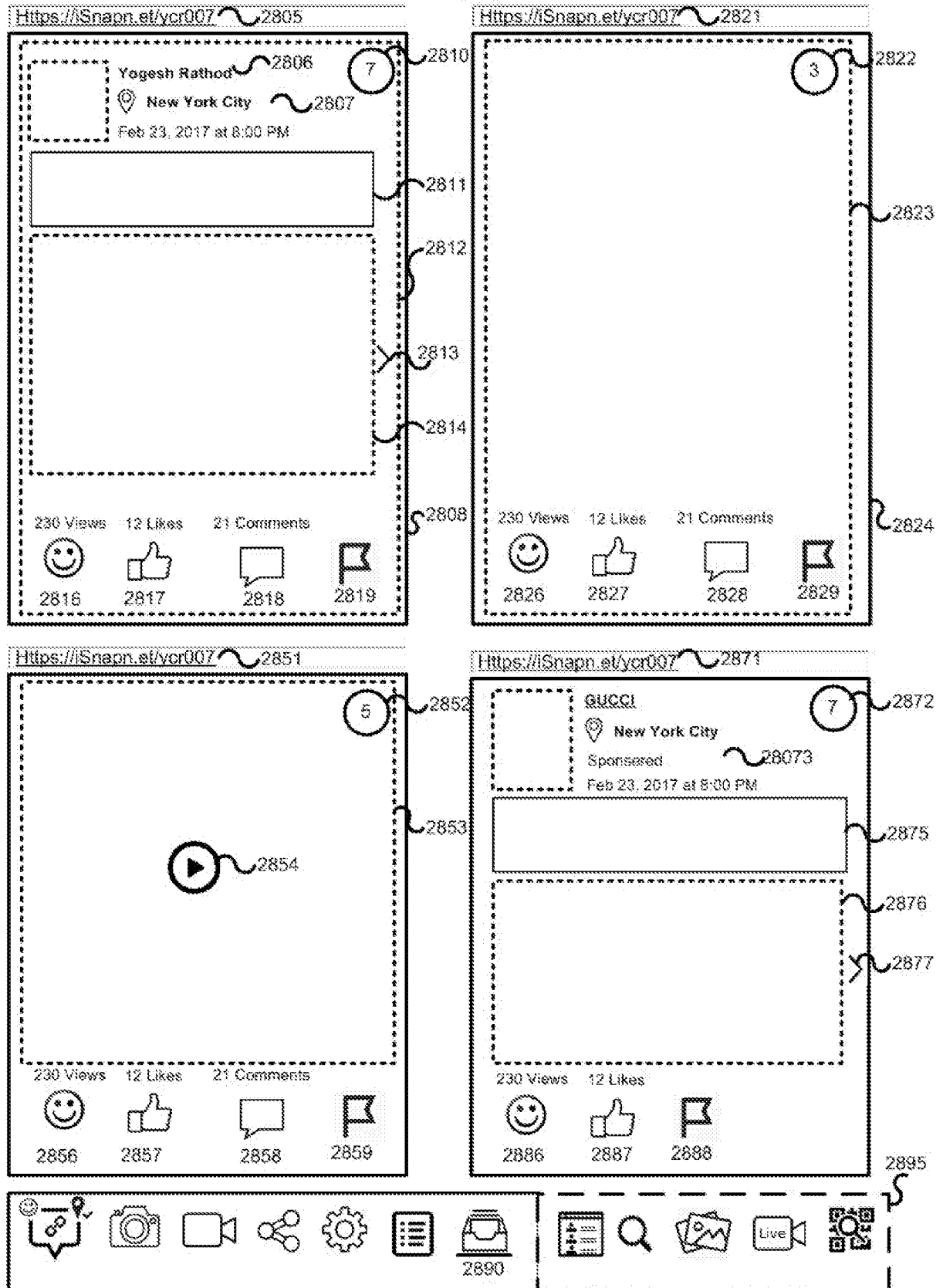


Figure 28

228

29/38

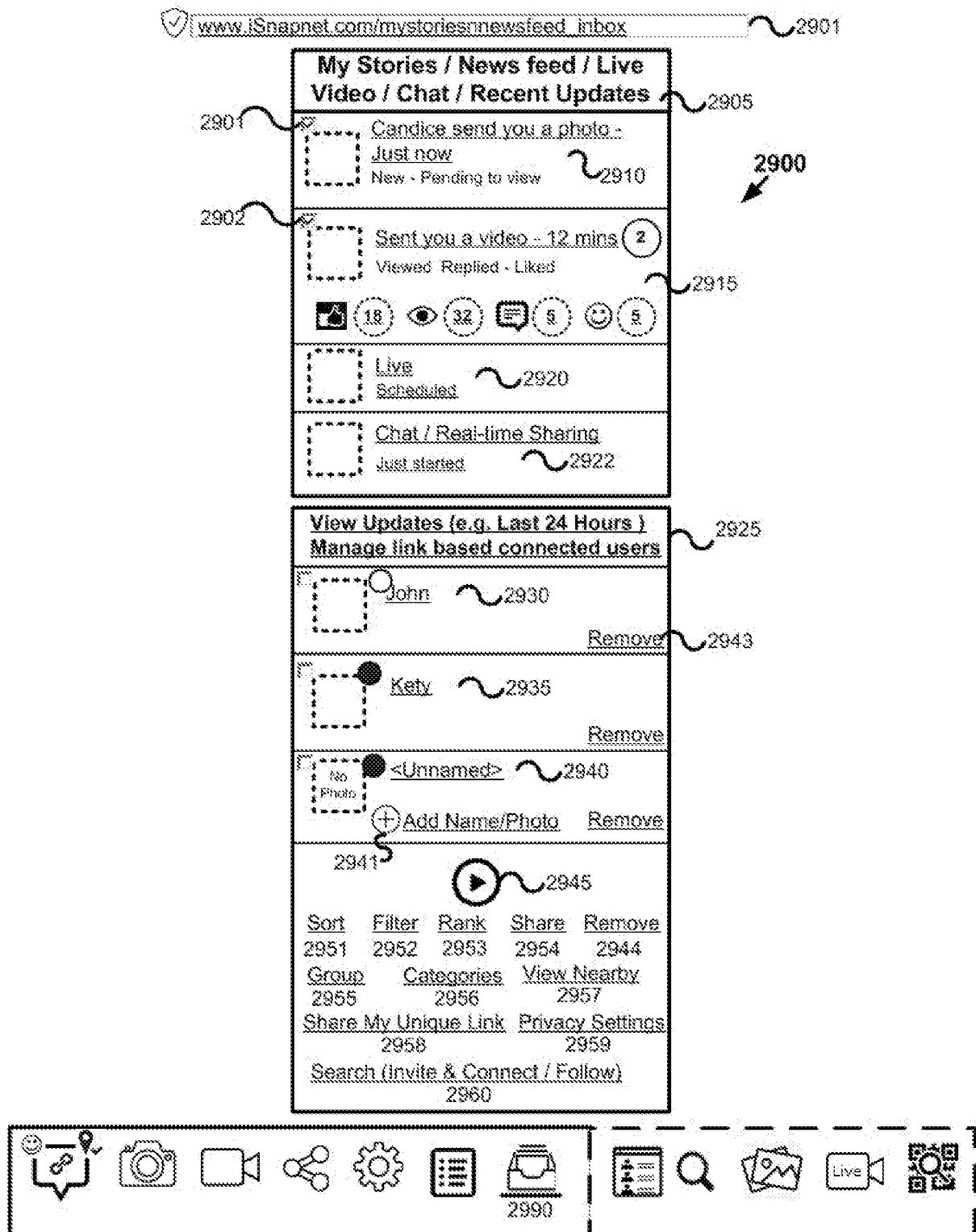


Figure 29

30/38

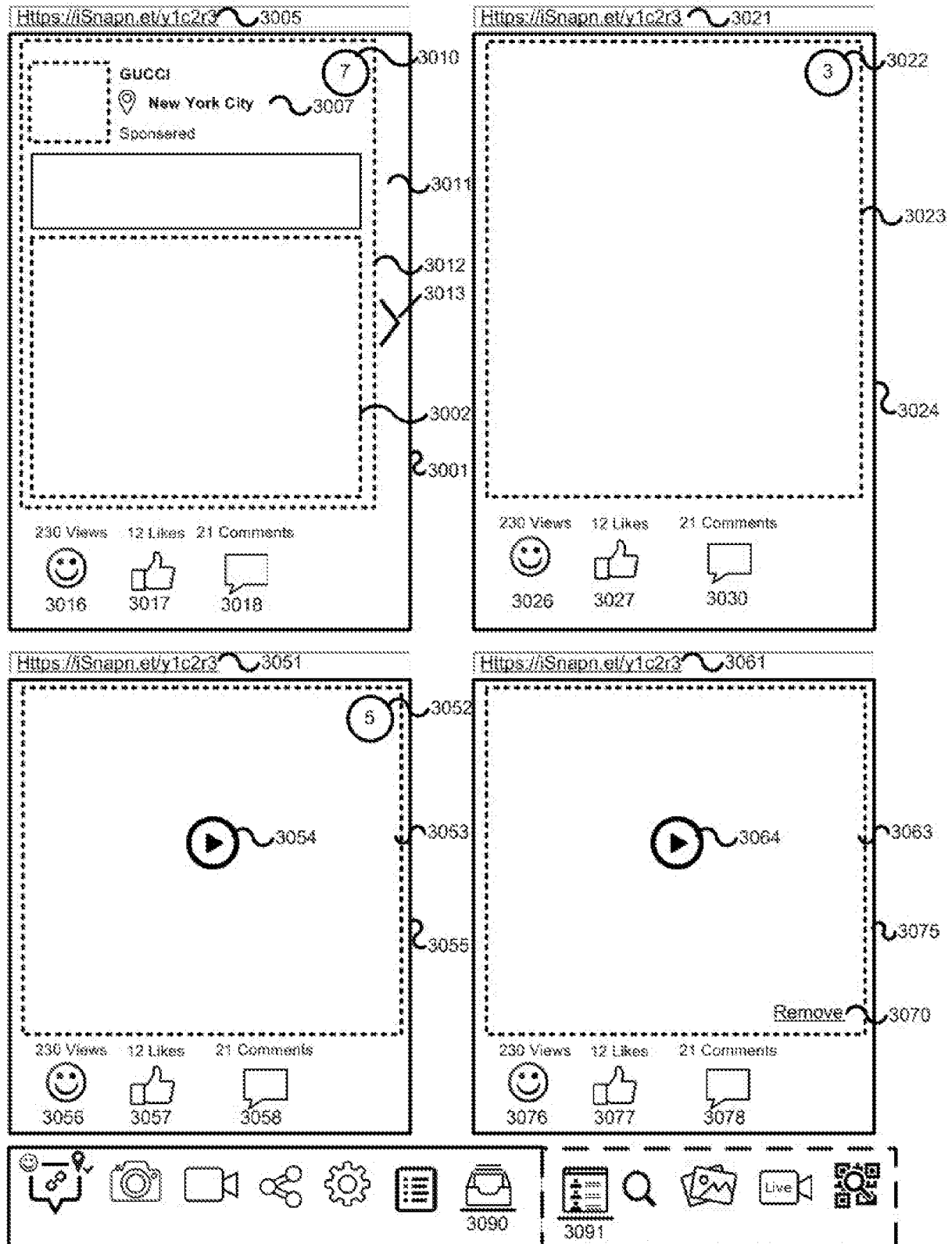


Figure 30

230

31/38

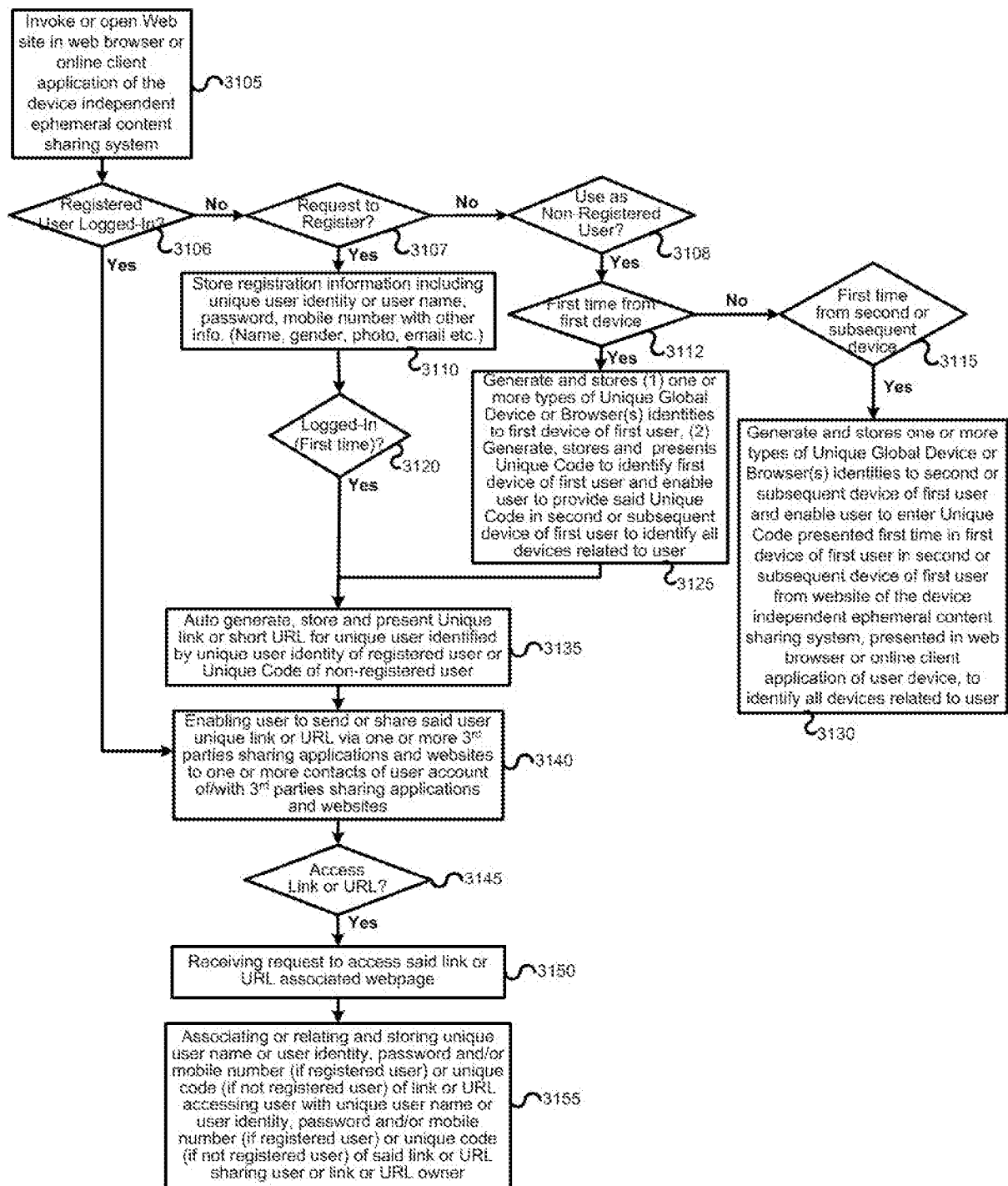


Figure 31

231

32/38

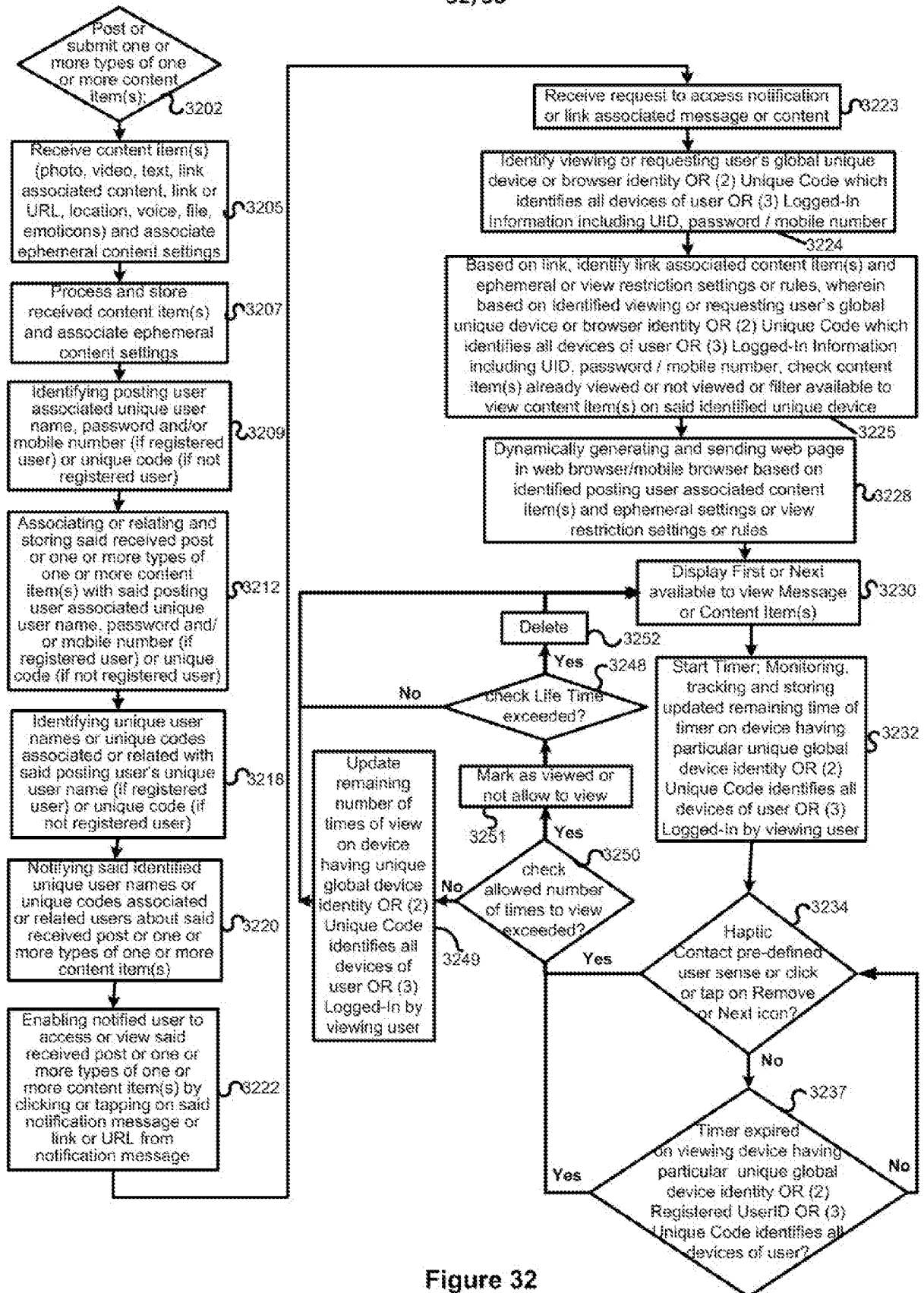


Figure 32

232

33/38

| Unique ID for all devices of user or UID of Registered User<br>3313 | Password<br>3314        | Mobile Number<br>3315 | Unique Link or URL (e.g. My stories Link)<br>3316 | Type(s) of Link<br>3319 | Profile (Name, photo, age, gender, mobile no., email etc.)<br>331G |
|---------------------------------------------------------------------|-------------------------|-----------------------|---------------------------------------------------|-------------------------|--------------------------------------------------------------------|
| Yogesh123<br>3317                                                   | Beverlyhills\$1<br>3318 | 9821898140<br>3319    | Https://iSnapn.et/v1c2r3<br>3320                  | Post<br>3390            | Yogesh<br>331A                                                     |
| S1n2p3<br>3320                                                      | 3322                    | 3323                  | Https://iSnapn.et/12n2p3<br>3324                  | Post<br>3391            | James<br>331B                                                      |
| Candicesp<br>3325                                                   | Superwood<br>3326       | 1233233234<br>3327    | Https://iSnapn.et/c9n5d<br>3328                   | Post<br>3392            | Candice<br>331C                                                    |
| kristi@456<br>3329                                                  | lamodel@555<br>3330     | 1987234567<br>3333    | Https://iSnapn.et/k7s5t<br>3332                   | Post<br>3393            | Kristi<br>331D                                                     |
| amita@1983<br>3333                                                  | Rathod\$2<br>3334       | 9821209883<br>3335    | Https://iSnapn.et/a1m2t<br>3336                   | Post<br>3394            | Amita<br>331E                                                      |
| C5h7i3<br>3337                                                      | 3338                    | 3339                  | Https://iSnapn.et/5h7t13<br>3340                  | Post<br>3395            | John<br>331F                                                       |

| Unique ID for all devices of user or UID of Registered User<br>3301 | One or more types of unique global device / browser identities<br>3302 | Unique ID for all devices of user or UID of Registered User<br>3341 | Related Unique ID for all devices of related user or UID of related Registered User<br>3342 | Type(s) of Contact<br>3374 |
|---------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------|
| S1n2p3<br>3303                                                      | 127907395522<br>3304                                                   | Yogesh123<br>3343                                                   | candicesp<br>3344                                                                           | Sanpchat TM<br>3375        |
| S1n2p3<br>3305                                                      | 112233445566<br>3306                                                   | Yogesh123<br>3345                                                   | s1n2p3<br>3346                                                                              | Phone Contact<br>3376      |
| S1n2p3<br>3307                                                      | 557204539552<br>3308                                                   | s1n2p3<br>3347                                                      | amita@1983<br>3348                                                                          | Facebook TM<br>3377        |
| C5h7i3<br>3309                                                      | 454553423368<br>3310                                                   | candicesp<br>3349                                                   | kristi@456<br>3350                                                                          | Snapchat TM<br>3378        |
| C5h7i3<br>3311                                                      | 675643565324<br>3312                                                   | candicesp<br>3351                                                   | c5h7i3<br>3352                                                                              | Email<br>3379              |

| Unique ID for all devices of user or UID of Registered User (Sender)<br>3353 | Post ID (one or more types of content item(s) in post)<br>3380 | Posted or shared content item(s) or files or live video stream or message (identify via Path in storage medium or database)<br>3354 | Posted Content Item(s) Text Data and metadata<br>3355 | Allowed View Time<br>3356                  | Allowed Maximum Life Duration<br>33A5 | Allowed Number of Times of Views<br>33A8 |
|------------------------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------------|---------------------------------------|------------------------------------------|
| Yogesh123<br>3357                                                            | 95623903489<br>3381                                            | Https://iSnapnet/image/image1<br>33A3<br>Https://iSnapnet/image/image2<br>33A4                                                      | <XML><br>3359                                         | 10<br>3360                                 | 24H<br>33A6                           | 3<br>33A9                                |
| s1n2p3<br>3361                                                               | 23222434344<br>3362                                            | Https://iSnapnet/image/image_w,<br>3362<br>Https://iSnapnet/image/Video_2<br>3363                                                   | <XML><br>3363                                         | 15<br>3364                                 |                                       |                                          |
| Unique ID for all devices of user or UID of Registered User (Viewer)<br>3383 | Post ID (one or more types of content item(s) in post)<br>3388 | Remaining View Timer<br>3365                                                                                                        | Remaining Life Duration<br>3366                       | Remaining Number of times of views<br>3367 |                                       |                                          |
| candicesp<br>3384                                                            | 95623903489<br>3387                                            | 3<br>3368                                                                                                                           | 22H<br>3369                                           | 2<br>3370                                  |                                       |                                          |
| s1n2p3<br>3385                                                               | 95623903489<br>3388                                            | 7<br>3371                                                                                                                           |                                                       |                                            |                                       |                                          |

Figure 33

233

34/38

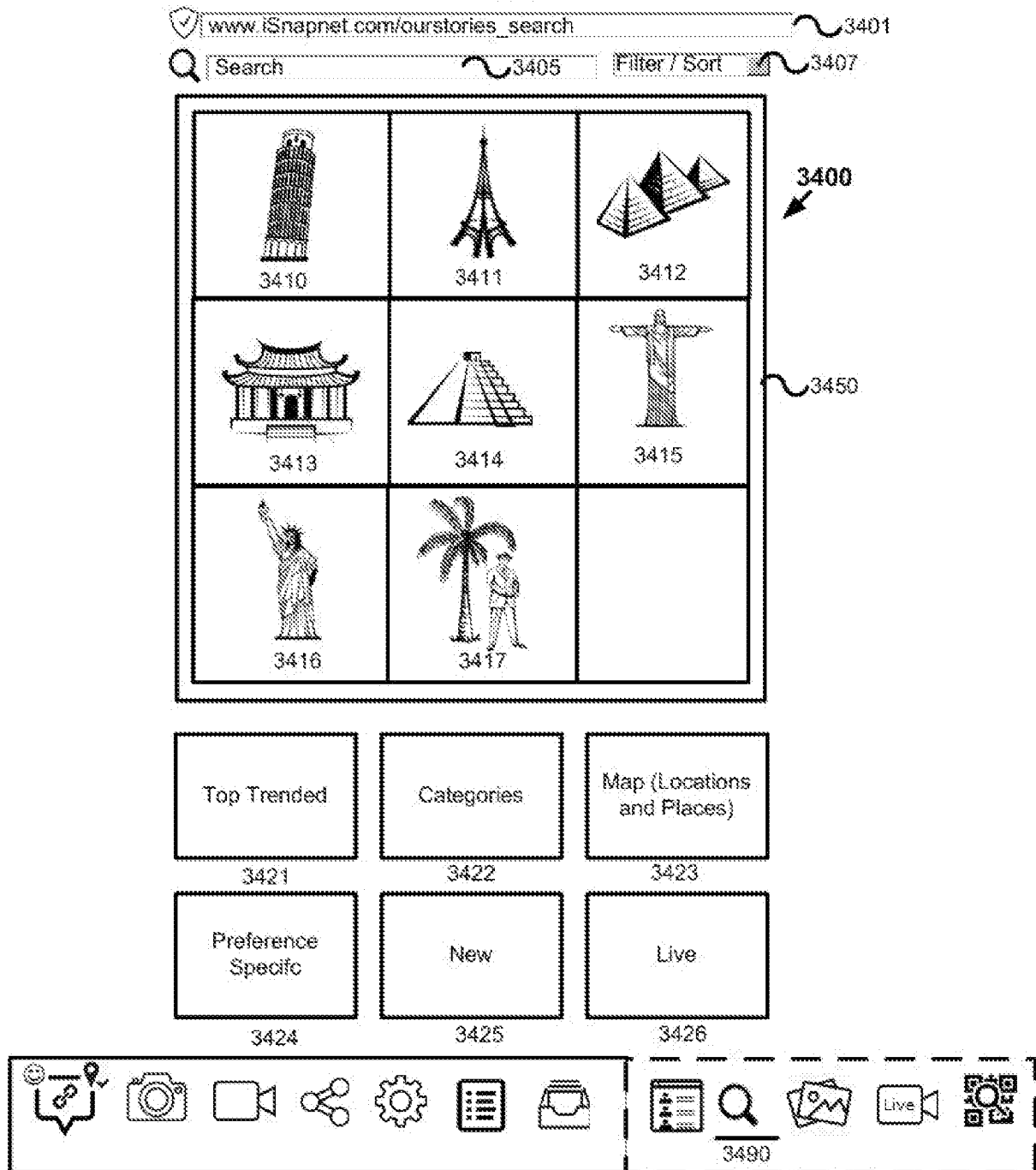


Figure 34  
234

35/38

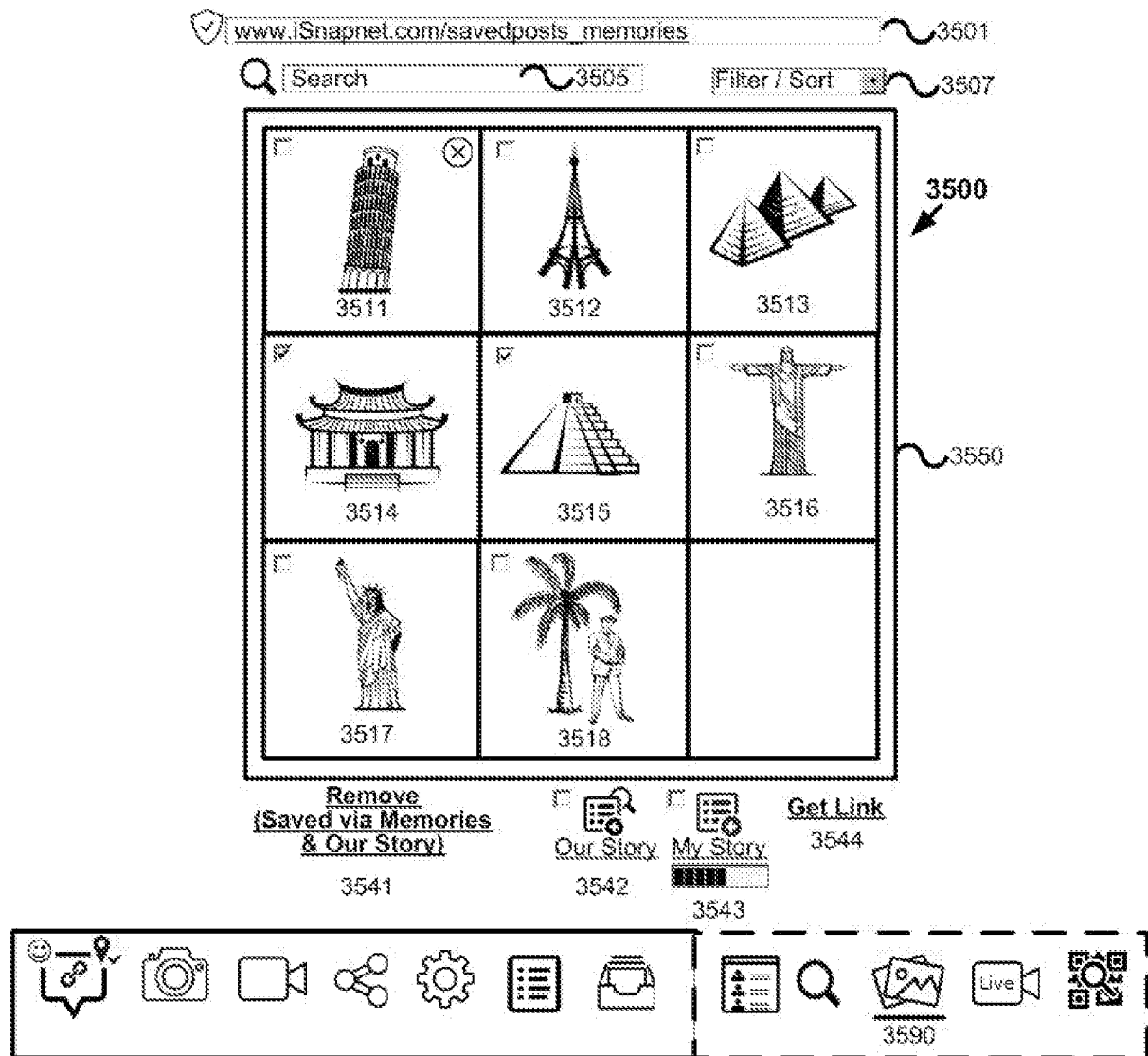


Figure 35  
235

36/38

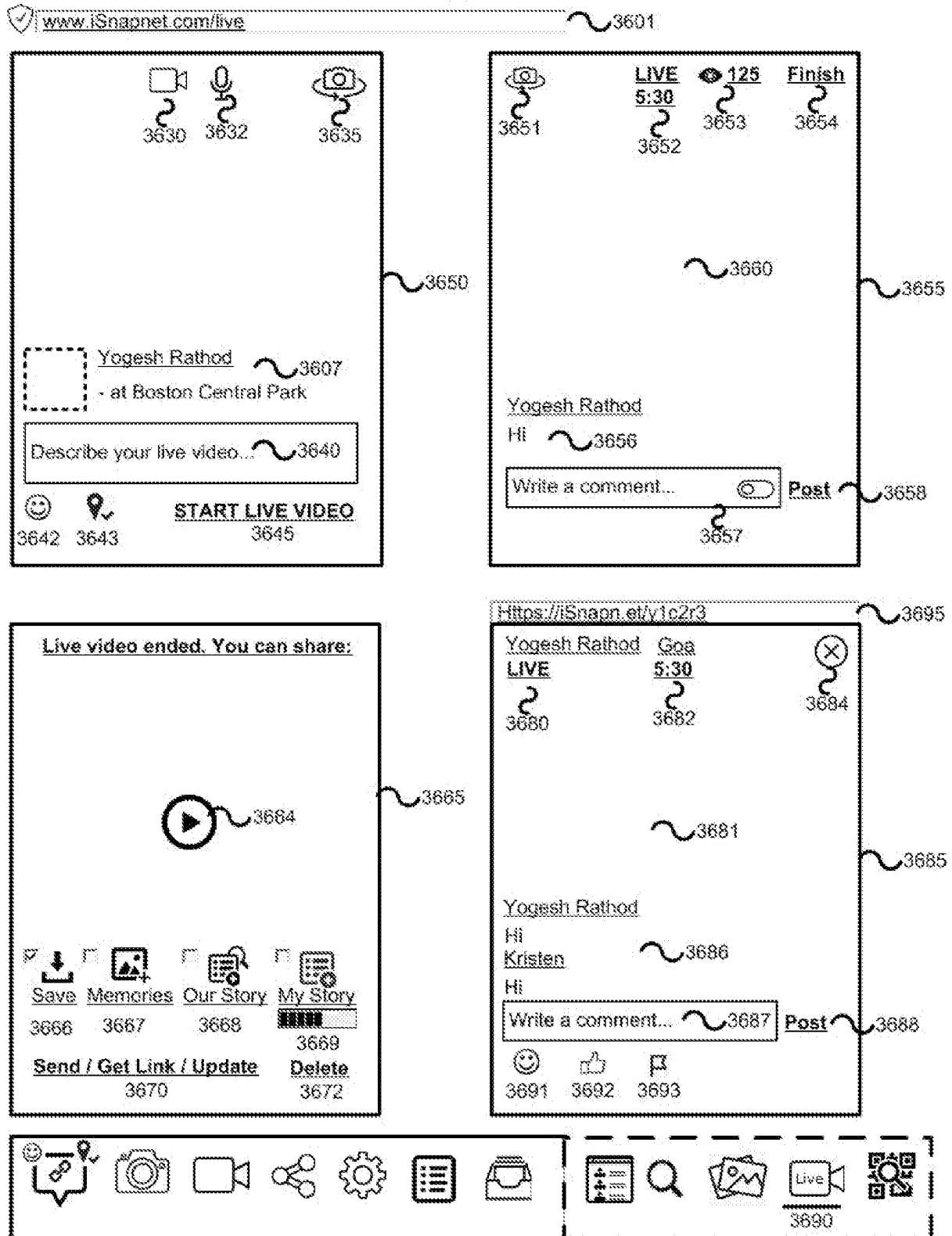


Figure 36

236

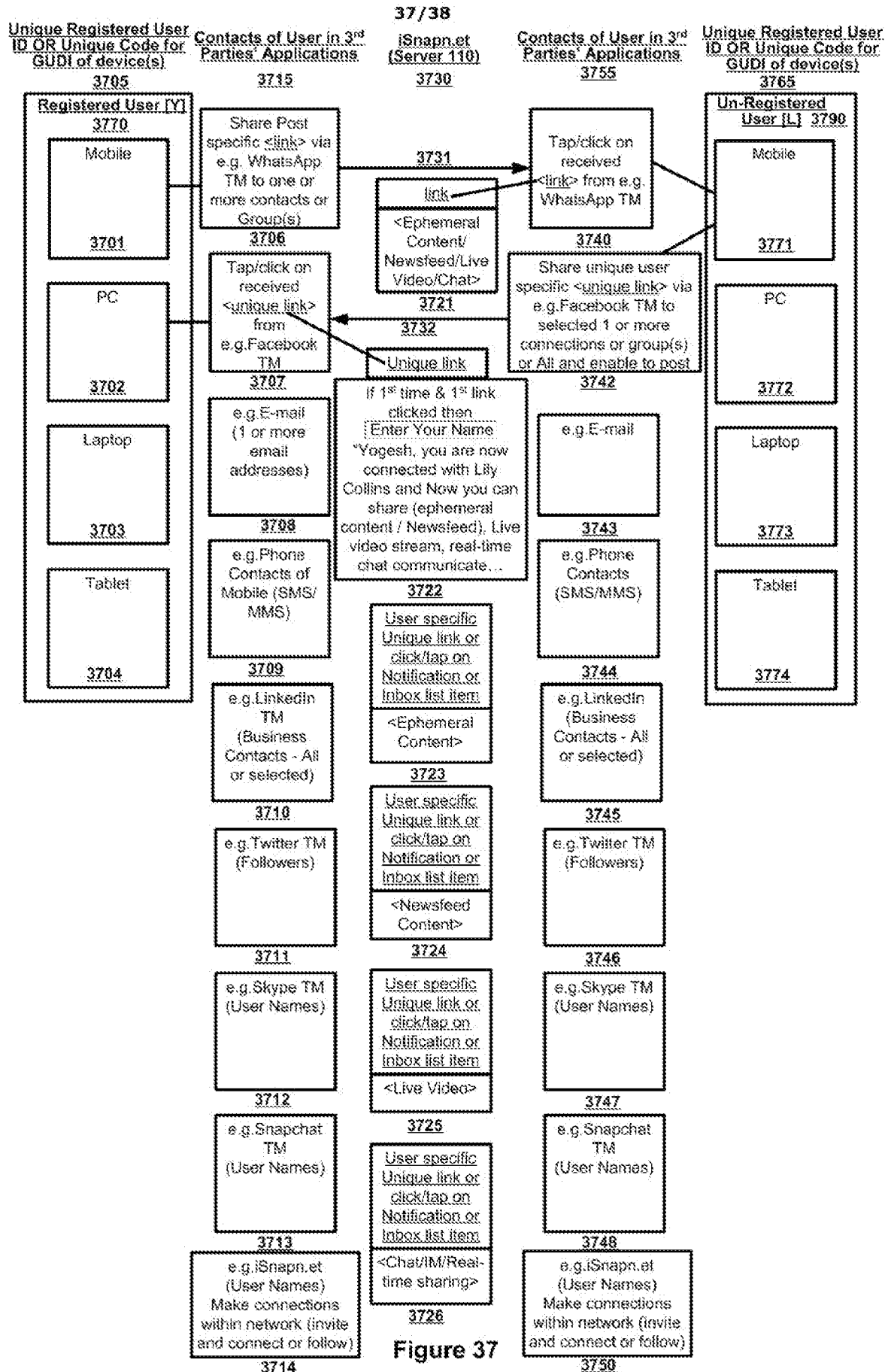


Figure 37

38/38

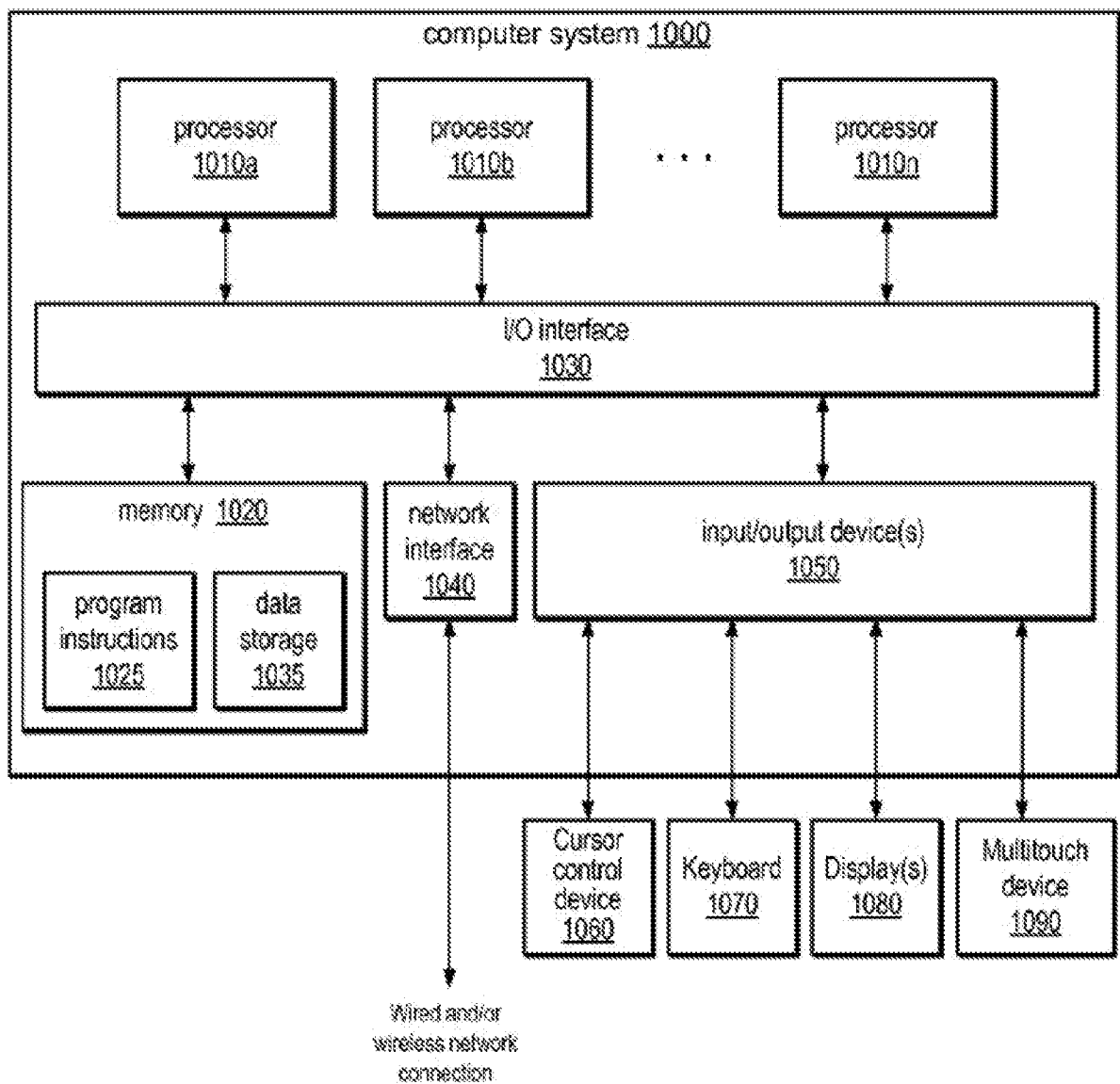


Figure 38

238

## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/IB2017/058028

A. CLASSIFICATION OF SUBJECT MATTER  
G06F15/16, H04L29/08, G06F17/30 Version=2018.01

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

G06F, H04L

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Databases: Patseer, IPO Internal Database

Keywords: short link, ephemeral, content

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages     | Relevant to claim No. |
|-----------|----------------------------------------------------------------------------------------|-----------------------|
| Y         | US 2016/0099901 A1 (Nicholas Allen et al.) 07 April 2016 (07-04-2016) Whole document   | 1-67                  |
| Y         | US 9049176 B2 (Arash Ferdowsi et al.) 02 June 2015 (02-06-2015) Whole document         | 1-67                  |
| Y         | US 2010/0229224 A1 (Craig S. Etchegoyen) 09 September 2010 (09-09-2010) Whole document | 24-67                 |

☐ Further documents are listed in the continuation of Box C. ☒ See patent family annex.

|                                                                                                                                                                         |                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| * Special categories of cited documents:                                                                                                                                | "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention                                              |
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Date of the actual completion of the international search

06-04-2018

Date of mailing of the international search report

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**INTERNATIONAL SEARCH REPORT**  
Information on patent family members

International application No.  
PCT/IB2017/058028

| Citation         | Pub.Date   | Family           | Pub.Date   |
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