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(54) Title: DELIVERING COMPOSITE MEDIA TO A CLIENT APPLICATION

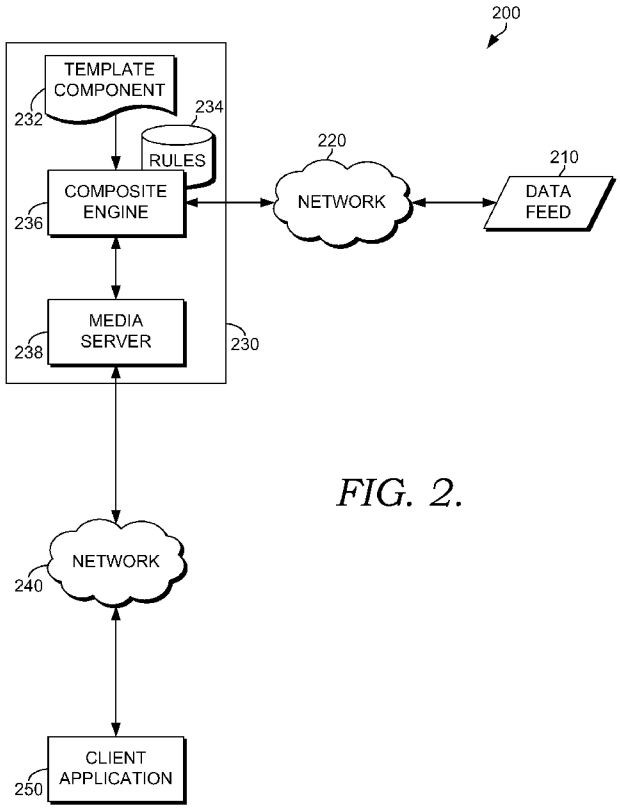


FIG. 2.

(57) Abstract: An approach is provided for generating composite media and delivering the composite media to a client application. Data is received from one or more external sources, and a portion of the data is selected to be used in the composite media according to the time period of delivery of the client application, user information, or the type of client application requesting the media, if a request has been made. The selected data is integrated into a pre-created template to generate the composite media, such as an advertisement, special offers, or weather and stock information. The composite media may be modified prior to being delivered to the client application. The selection of the pre-created template and the modification of the composite media are made according to requirements of the client application, user information, or the type of client application (e.g., gaming application) requesting the media.

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ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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A. CLASSIFICATION OF SUBJECT MATTER

G06F 15/16(2006.01)i, G06F 13/14(2006.01)i, G06F 17/00(2006.01)i, G06F 9/06(2006.01)i

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)

IPC: G06F

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

Korean Utility models and applications for Utility models since 1975

Japanese Utility models and applications for Utility models since 1975

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

eKOMPASS(KIPO internal) "Keywords: Generating composite media, integration of data and template and similar terms"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2007-216761 A1 (GRONNER et al.) 20 September 2007 See the abstract, figures 4-7, and paragraphs [0047-0100].	1-20
A	US 2004-0177117 A1 (HUANG, C.-S.) 09 September 2004 See the whole document.	1-20
A	US 6,192,363 B1 (YASUMURA, Y.) 20 February 2001 See the abstract, figures 3-6, and col.6 line 10- col.7 line 8.	1-20
A	US 2007-0016657 A1 (ITO, A.) 18 January 2007 See the whole document.	1-20

☐ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

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"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
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Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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