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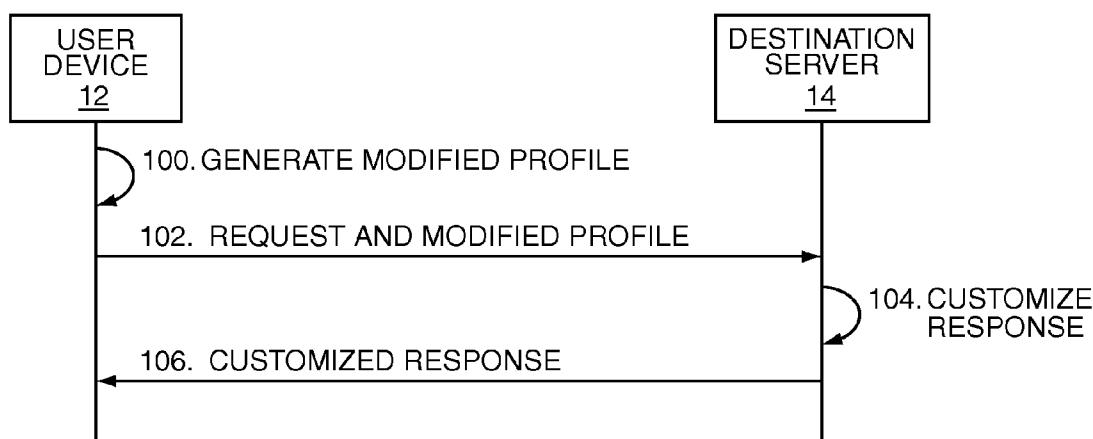


FIG. 2

(57) Abstract: The present invention provides a system and method for modifying a profile of a user device prior to sending the profile to a destination server, wherein the destination server customizes content provided to the user device based on the modified profile. In general, the profile of the user device may include information identifying capabilities of the user device, user preferences, and demographic information regarding a user of the user device. At either the user device or a mediating server interconnecting the user device and the destination server, the profile of the user device is modified based upon one or more rules to provide the modified profile. The modified profile is then provided to the destination server, which customizes content provided to the user device based on the modified profile.

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A. CLASSIFICATION OF SUBJECT MATTER

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B. FIELDS SEARCHED

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US 7124203 B2 (JOSHI ET AL.) 17 October 2006), COL. 7 LINE 1-25.	1-31

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