Title: COMPUTER ARCHITECTURE AND PROCESS OF SEARCHING AND DISPLAYING PRINT ADVERTISEMENTS OVER THE WORLD WIDE WEB

Abstract: A system and/or process for providing content delivery via a computer network. The system includes at least one media operating unit (300) communicating with a Web server (210), which is communicating with the computer network. Each media operating unit (300) includes a press interface proxy server communicatable with one or more advertisement sources so as to receive at least one input image. The press interface proxy server parses at least a text field from each input image. An image conversion server receives from the press interface proxy server the one or more input images and at least the parsed text field, and generates output images from each input image. Each of the output images includes a respective resolution of the input image. The image conversion server transmits the output images and at least one computer network address associated with the media operating unit to the Web server.
For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER
IPC(7) : G06F 1/3/00
US CL : 709/217; 709/14
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)
U.S. : 709/217; 709/14

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X,P</td>
<td>US 6,035,323 A (NARAYEN et al.) 07 March 2000 (17.03.2000), see all.</td>
<td>1-19</td>
</tr>
<tr>
<td>Y</td>
<td>US 5,727,156 A (HERR-HOYMAN et al.) 10 March 1998 (10.03.1998) see abstract</td>
<td>1-19</td>
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☐ Further documents are listed in the continuation of Box C.
☐ See patent family annex.

Date of the actual completion of the international search
15 February 2001 (15.02.2001)

Date of mailing of the international search report
11 APR 2001

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