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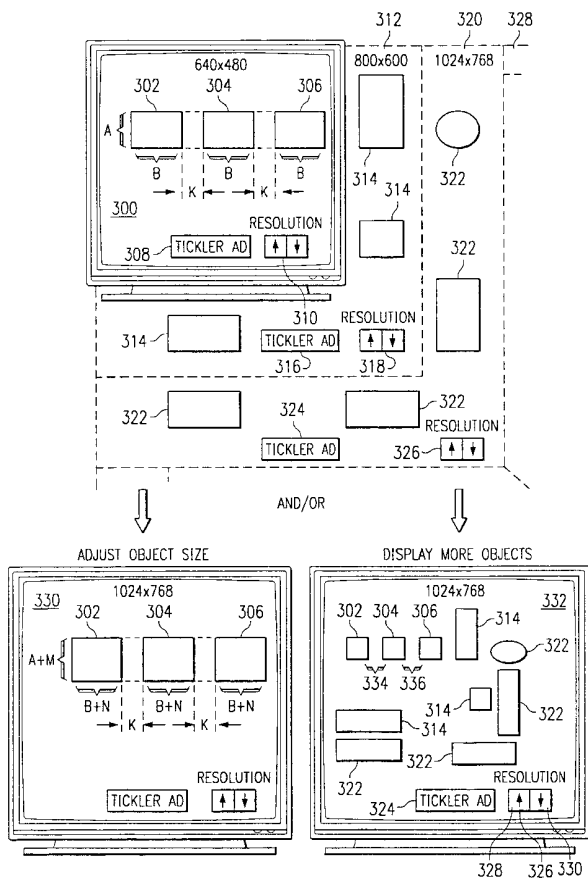
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(54) Title: PRESENTATION OF WEB PAGE CONTENT BASED UPON COMPUTER VIDEO RESOLUTION



(57) Abstract: An architecture for customizing the amount of web page banner advertising content presented to a user. When a user accesses a server node (102) disposed on a network (104), the user computer (100) provides video resolution information to the server node (102). The server node (102) transmits a web page to the user node (100) which corresponds to the video resolution information of the user node (100). The web page increases the amount of banner advertising presented to the user based upon the user video resolution information provided by the user node (100). The amount of banner advertising is increased by either increasing banner object size or providing more banner advertisements.



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patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

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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

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A. CLASSIFICATION OF SUBJECT MATTER
 IPC 7 G06F17/60 H04N1/333

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 7 G06F H04N

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 practical, search terms used)

EPO-Internal, WPI Data, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5 960 409 A (WEXLER DANIEL D) 28 September 1999 (1999-09-28) column 1, line 49 - line 60 ---	1,8
Y	EP 0 889 636 A (FUJI PHOTO FILM CO LTD) 7 January 1999 (1999-01-07) abstract; claims 1,2 ---	1,8
A	US 5 075 784 A (MOMOSE MASANORI) 24 December 1991 (1991-12-24) abstract -----	1,8

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

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Date of the actual completion of the international search

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INTERNATIONAL SEARCH REPORT

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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