



(51) International Patent Classification:
H04L 29/06 (2006.01) *H04L 29/08* (2006.01)

(21) International Application Number:
PCT/IN2010/000777

(22) International Filing Date:
1 December 2010 (01.12.2010)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2780/MUM/2009 1 December 2009 (01.12.2009) IN

(72) Inventor; and

(71) Applicant : TELANG, Prajakta [IN/IN]; B 301, Shiv-
am Apts, Surendranagar, Ajni, Nagpur, Maharashtra 440
015 (IN).

(74) Agents: ALTACIT GLOBAL et al.; Creative Enclave,
III Floor, 148-150 Luz Church Road, Mylapore, Chennai
600004 (IN).

(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ,
CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO,
DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT,
HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP,

KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD,
ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI,
NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD,
SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR,
TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every
kind of regional protection available): ARIPO (BW, GH,
GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG,
ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ,
TM), European (AL, 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, RS, SE, SI, SK,
SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

— of inventorship (Rule 4.17(iv))

Published:

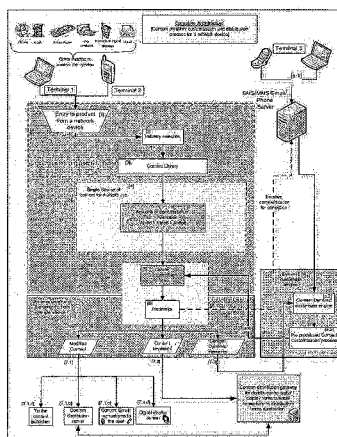
— with international search report (Art. 21(3))

— before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments (Rule 48.2(h))

(88) Date of publication of the international search report:
29 September 2011

(54) Title: DYNAMIC CONTENT CREATION, MODIFICATION AND DISTRIBUTION FROM SINGLE SOURCE OF CON-
TENT IN ONLINE AND OFFLINE SCENARIOS

FIGURE 1:



(57) Abstract: The present invention relates to a method and process of dynamic creation, modification and distribution of con-
tents. More specifically, the invention allows user to create the dynamic content from any network device based on the user modi-
fiable elements, modify and distribute multiple sizes and/or formats on different platforms from the single source of content in on-
line and offline scenarios. The contents can be dynamically modified and distributed through any media. The source of the content
includes audio, video, images, text and any combination thereof. The distribution source includes combination of text, multiple
images, video, and audio formats and is preserved in the single source of format. Moreover, the content thus created and modified
is utilized as an advertisement (individual advertisement or advertisements in a campaign), an artwork, or an expression/greeting,
digital signage content, TV Content, print Content and likewise.

INTERNATIONAL SEARCH REPORT

International application No
PCT/IN2010/000777

A. CLASSIFICATION OF SUBJECT MATTER
INV. H04L29/06 H04L29/08
ADD.

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)
H04L G06F

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)

EP0-Internal, PAJ, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/019812 A1 (BOARD KAREN ELEANOR [CA] ET AL) 14 February 2002 (2002-02-14) abstract paragraphs [0010] - [0011], [0013], [0014], [0018] paragraphs [0044] - [0053] paragraph [0065] -----	1-16
A	US 2009/172161 A1 (SINGH HARVINDER [US]) 2 July 2009 (2009-07-02) the whole document -----	1-16
A	EP 1 043 671 A2 (IBM [US]) 11 October 2000 (2000-10-11) the whole document -----	1-16

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

☒ See patent family annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier document but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"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

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

Date of the actual completion of the international search

11 August 2011

Date of mailing of the international search report

19/08/2011

Name and mailing address of the ISA/

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040,
Fax: (+31-70) 340-3016

Authorized officer

Pereira, Mafalda

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/IN2010/000777

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2002019812	A1	14-02-2002	NONE
US 2009172161	A1	02-07-2009	NONE
EP 1043671	A2	11-10-2000	NONE