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**Balderrama et al.**

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[54] **PROCESS AND SYSTEM FOR CONFIGURING INFORMATION FOR PRESENTATION AT AN INTERACTIVE ELECTRONIC DEVICE**

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[51] **Int. Cl.<sup>6</sup>** ..... **H04Q 9/00**

[52] **U.S. Cl.** ..... **707/104**; 395/200.47; 345/327

[58] **Field of Search** ..... 364/514 A; 395/357, 395/227, 226, 616, 329, 960, 962, 615, 200.33; 379/74, 434; 340/825.29; 345/327; 707/1, 6, 10, 104

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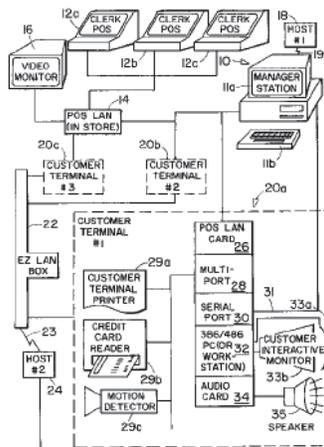
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[57] **ABSTRACT**

A process for configuring electronic information for presentation at an interactive electronic device with which an item may be ordered, including the steps of: providing an original template presentation created at a first location to include a plurality of template items; providing a database to include a plurality of database items; and configuring, using a computer, the information to include each template item that is also a database item. A template data record can be associated with each template item, and a local data record can be associated with each database item. Additionally, a process for presenting display information at an interactive electronic device, including the step of configuring the display information for presentation by tagging as active for display, a cell associated with a template item that is also a database item. Different types of cells can be accommodated. Also, a system for configuring electronic information for presentation at an interactive electronic device, including: an original template presentation created at a first location to include a plurality of template items; a database to include a plurality of database items; and a communications medium for transmitting the original template presentation to a computer; wherein the template presentation includes a set of instructions for configuring, using the computer, the information to include each template item that is also a database item.

**22 Claims, 14 Drawing Sheets**



RPX Exhibit 1006

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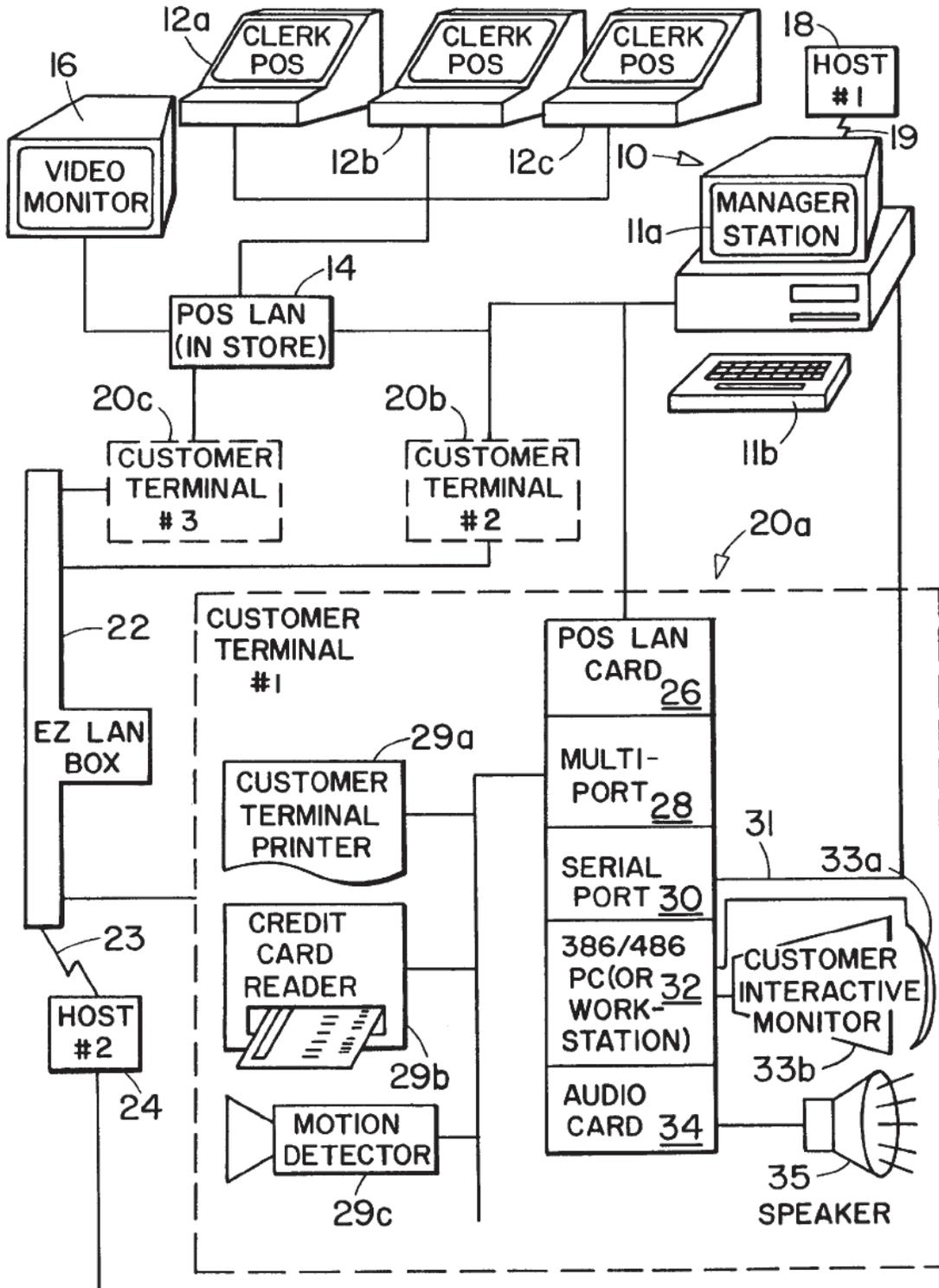


FIG. 1

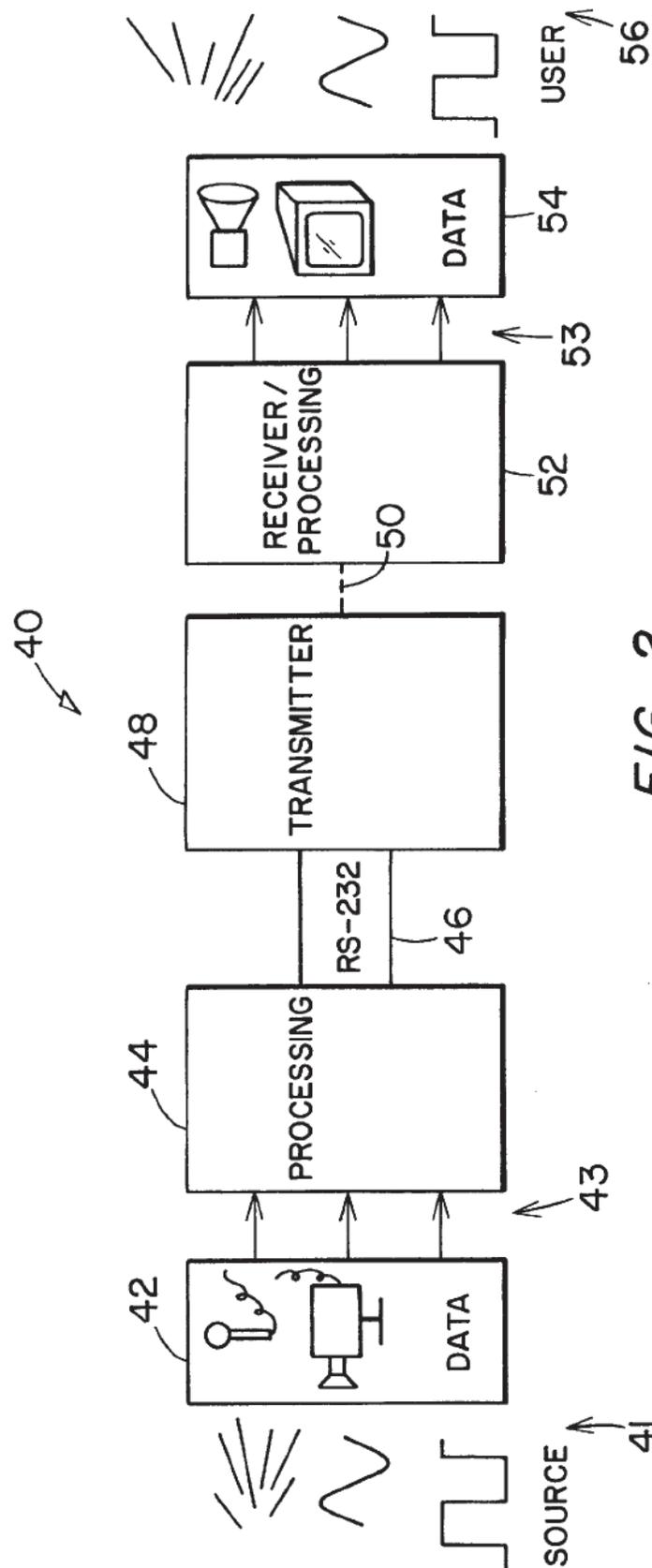


FIG. 2



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