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Rosen et al.

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- (54) **MESSAGING SYSTEM AND METHOD**
- (71) Applicants: **Gil Rosen**, Tel Mond (IL); **Yaacov Ziv**, Ramat Yishai (IL)
- (72) Inventors: **Gil Rosen**, Tel Mond (IL); **Yaacov Ziv**, Ramat Yishai (IL)
- (73) Assignee: **Triplay Communications Ltd.**, Ramat Hasharon (IL)
- (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 124 days.

USPC 709/206
See application file for complete search history.

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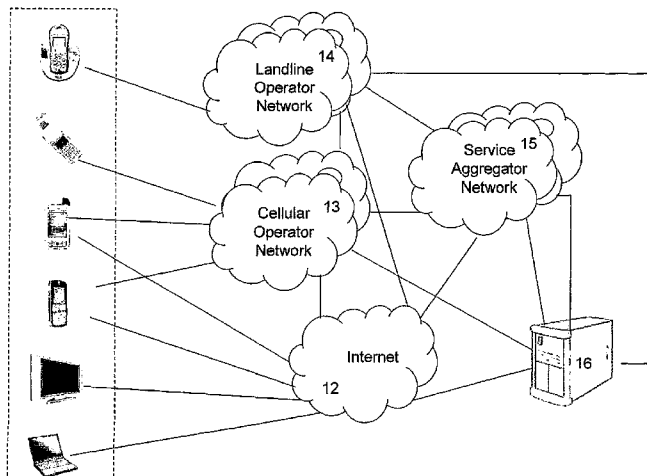
(74) *Attorney, Agent, or Firm* — Browdy and Neimark, PLLC

(57) **ABSTRACT**

A method of cross-platform messaging including receiving, by a messaging system, at least one initial message having a message format, an initial message layout and data indicative of at least one user associated with the at least one initial message, and before delivery to a destination communication device associated with the at least one user, converting, by the messaging system, an initial message into an adapted message, and facilitating, by the messaging system, delivery of the adapted message to the destination communication device. The adapted message is characterized by, at least, an adapted message layout, and the adapted message layout differs from the initial message layout in a characteristic associated with respective message layout such as number of media objects, a graphical image of a media object, a size of a placeholder related to a media object, and a location of a media object within a respective message layout.

21 Claims, 12 Drawing Sheets

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G06F 15/16 (2006.01)
H04L 12/58 (2006.01)
H04L 29/06 (2006.01)
- (52) **U.S. Cl.**
CPC **H04L 51/36** (2013.01); **H04L 65/4023** (2013.01); **H04L 65/40** (2013.01); **H04L 12/581** (2013.01); **H04L 12/5825** (2013.01); **H04L 12/5895** (2013.01); **H04L 51/04** (2013.01); **H04L 51/06** (2013.01)
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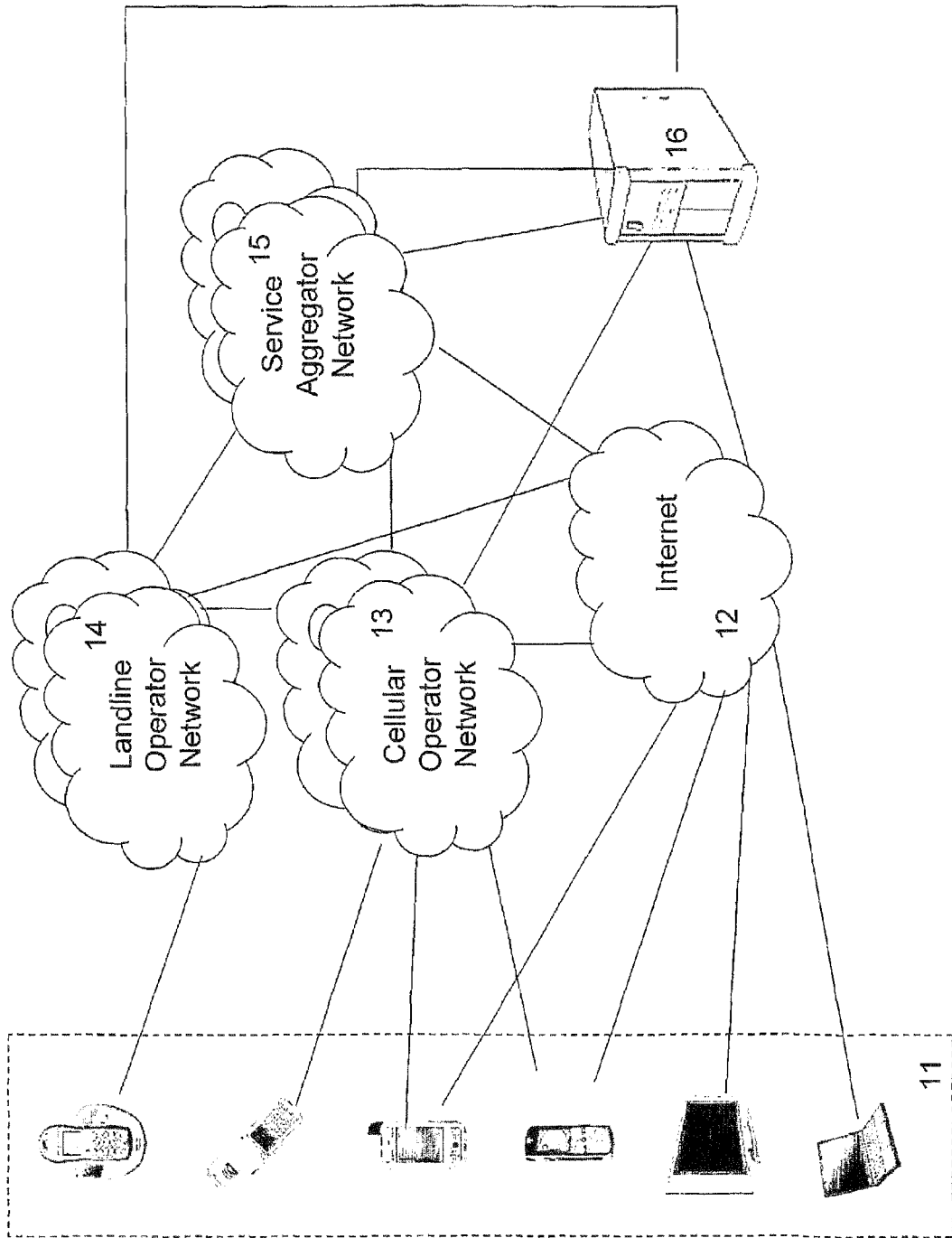
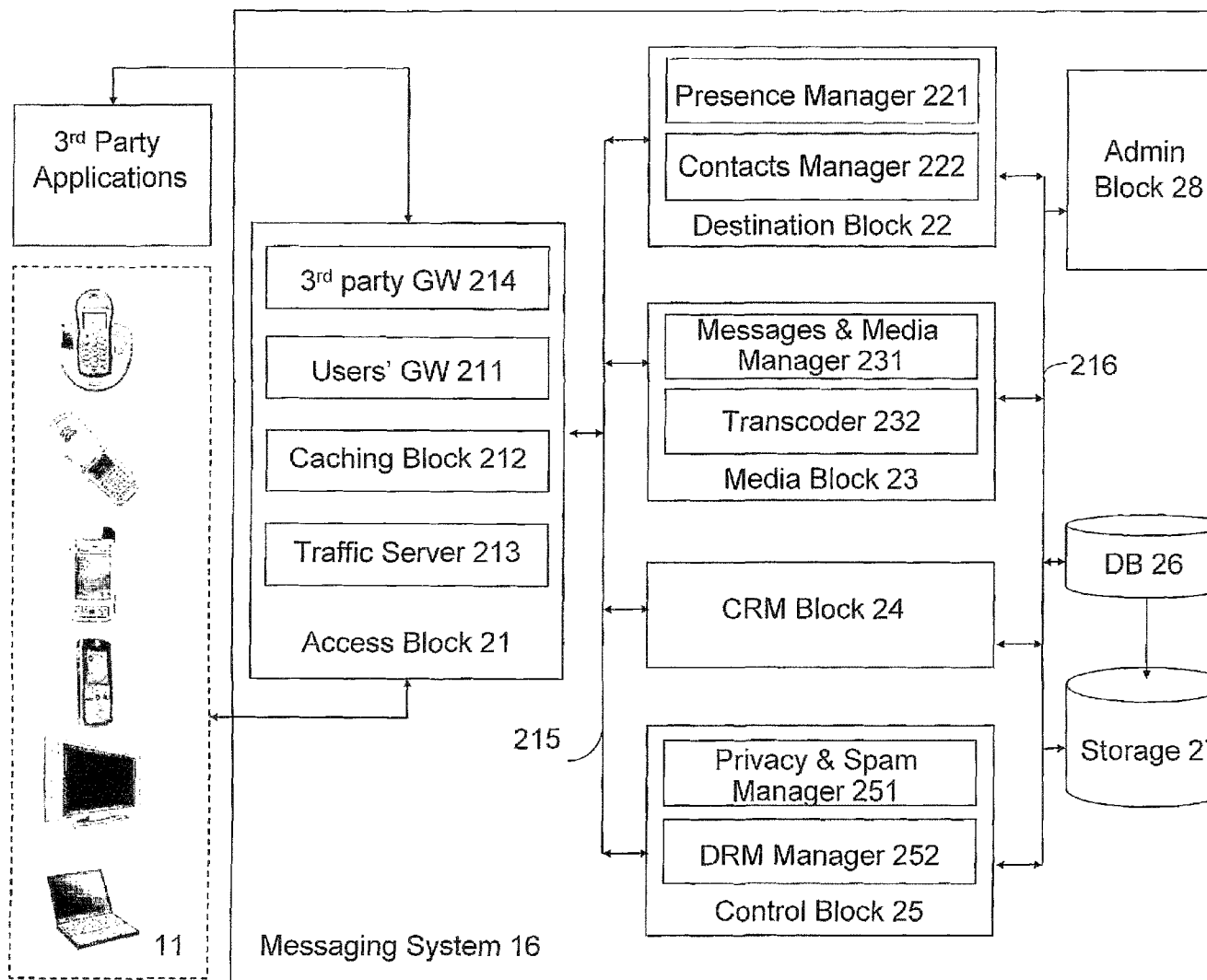


Figure 1



Figure

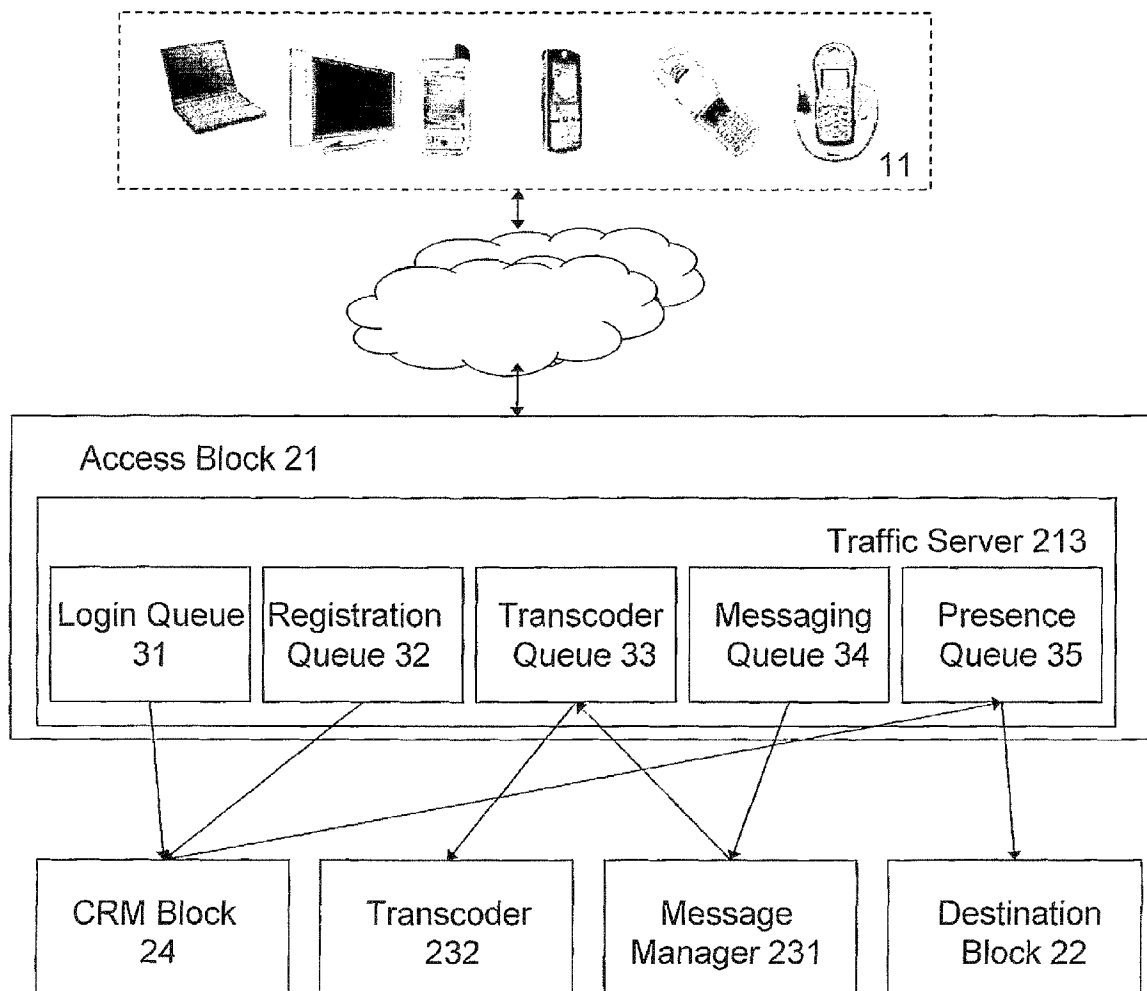


Figure 3

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