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(54) **CONFIGURING CONTENT IN AN INTERACTIVE MEDIA SYSTEM**

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(57) **ABSTRACT**

A method for configuring content to be provided to a client comprises receiving information specifying characteristics of the client; modifying reference content that represents content to be provided to the client according to multiple modification processes to generate multiple versions of the reference content, each modification process applying different modifications related to the characteristics of the client; for each version, determining respective values associated with multiple attributes of the version; for each of the values for the different versions that are associated with the same attribute, normalizing the value to be comparable with values associated with the other attributes; for each version, generating a combination of the normalized values associated with the multiple attributes of the version; and selecting one of the modification processes based on a value of the combination of the normalized values.
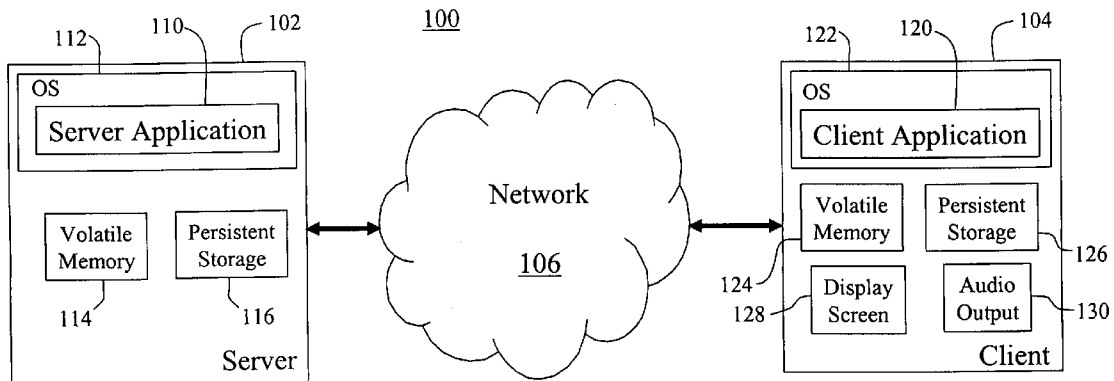
FIG. 1

FIG. 2

From
Client

Content Object
Request

Request
Module

300

To
Client

Content Object

Content Object
Module

302

Screen 1 data

Screen 2 data

• • •

Screen M data

304

Text data

Image data

Audio data

Video data

306

FIG. 3

FIG. 4

400

DOCKET ALARM
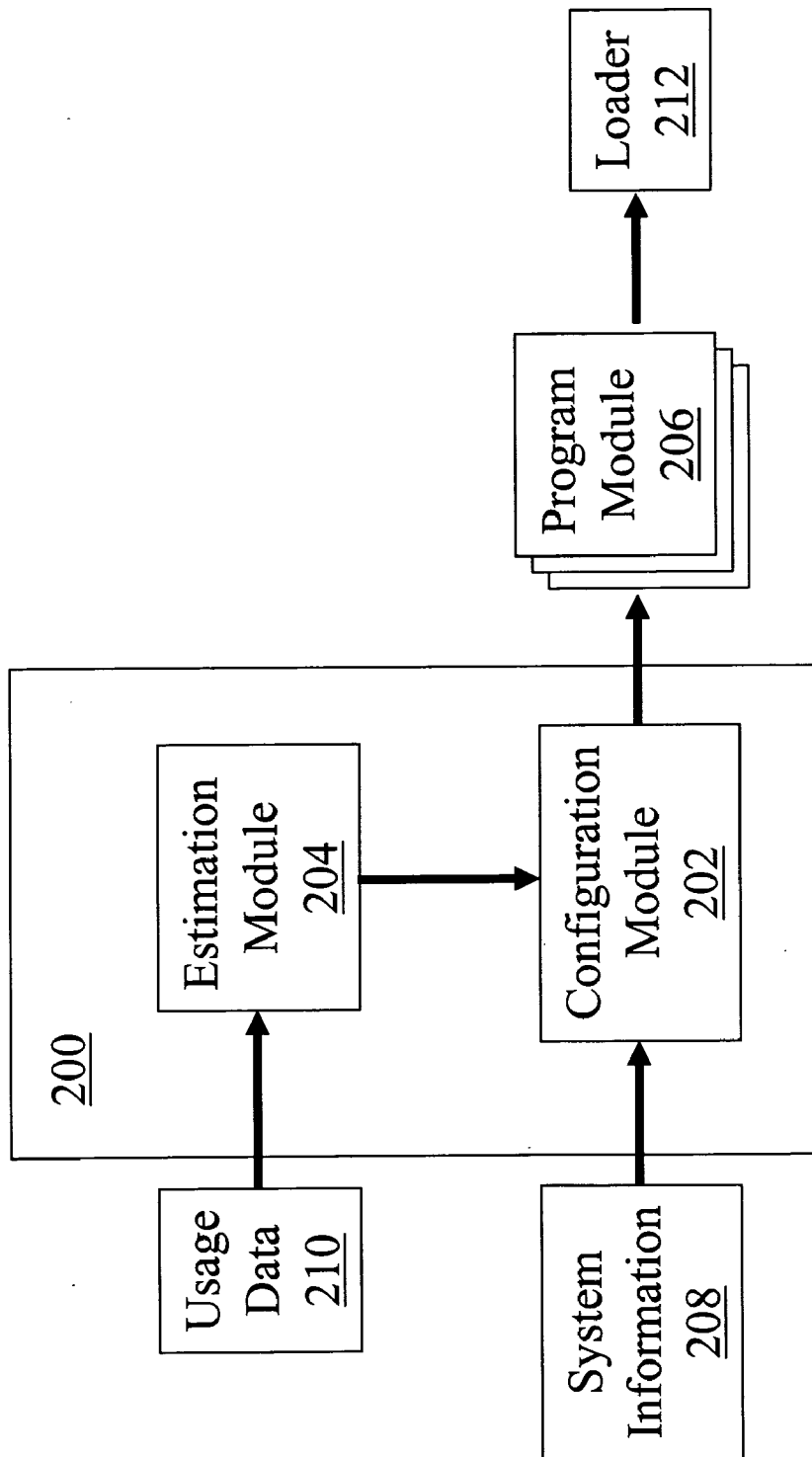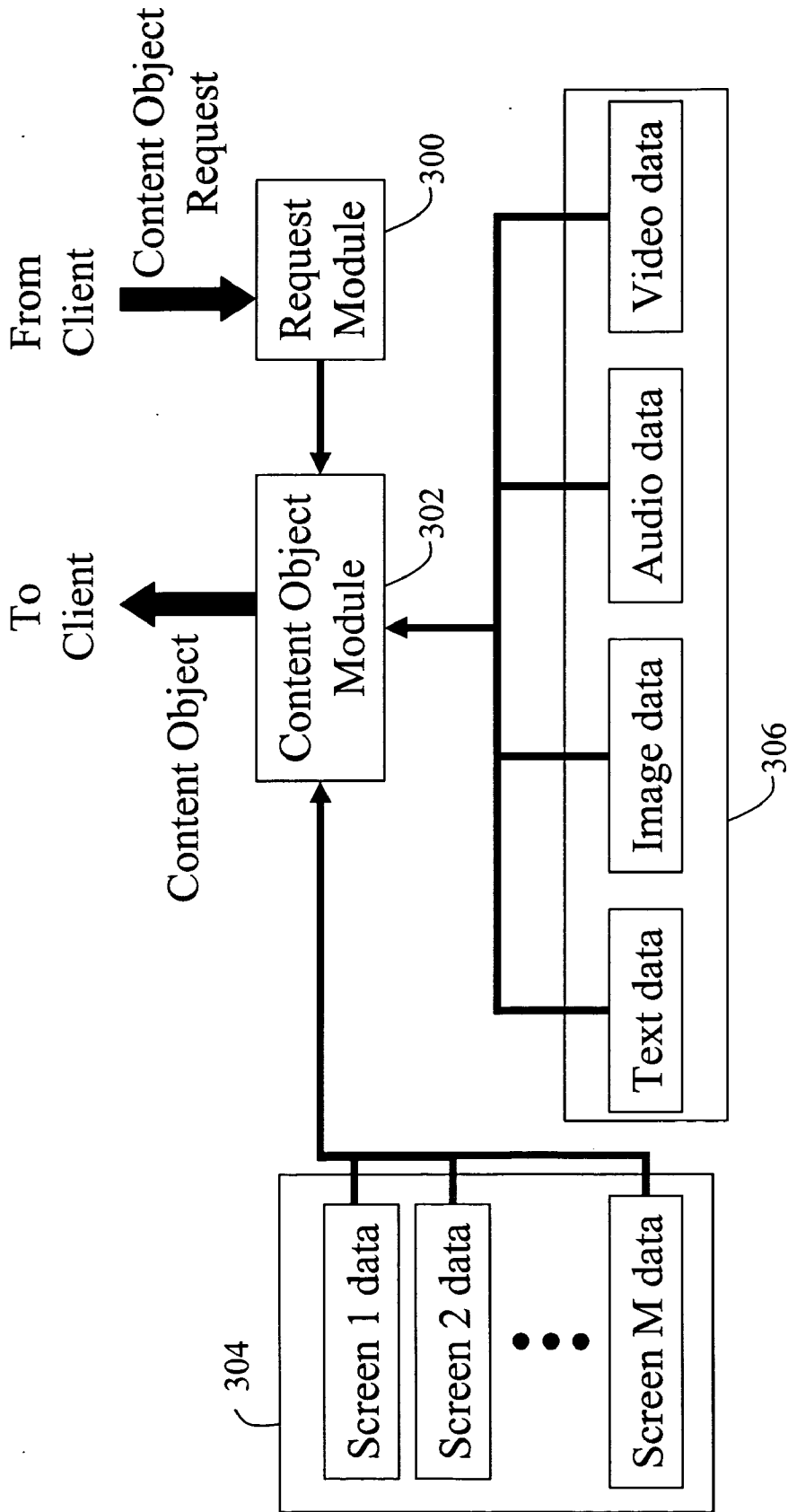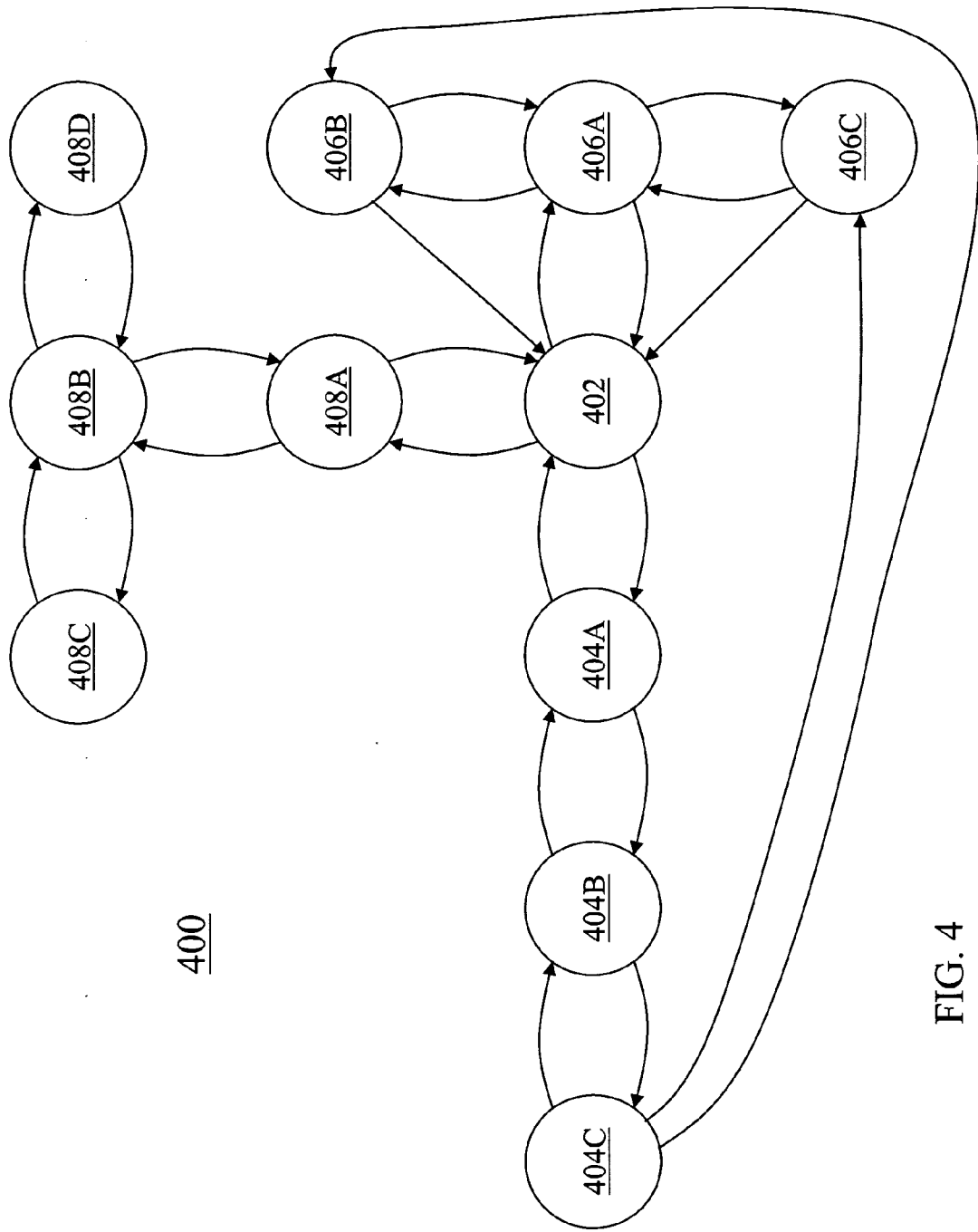
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