

~~1. A system for generating code to provide content on a display of a device, said system comprising:~~

15. A method of displaying content on a display of a device having a player and non-volatile computer memory storing:

a) symbolic names required for evoking one or more web components each related to a set of inputs and outputs of a web service obtainable over a network, where the symbolic names are character strings that do not contain either a persistent address or pointer to an output value accessible to the web service, where each symbolic name has an associated data format class type corresponding to a subclass of User Interface (UI) objects that support the data format type of the symbolic name, and where each symbolic name has a preferred UI object, and

b) an address of the web service; said method comprising:

~~an authoring tool configured to:~~

~~define~~ defining a UI object for presentation on the display,

where said ~~defined~~ UI object corresponds to a web component included in ~~said~~ the computer memory, where said web component is selected from a group consisting of an input of ~~the~~ a web service and an output of the web service, where each defined UI object is either:

- 1) selected by a user of the authoring tool; or
- 2) automatically selected by the system as the preferred UI object corresponding to ~~the~~ a symbolic name of the web component selected by the user of the authoring tool;

~~access said computer memory to select~~ selecting the symbolic name corresponding to the web component of the defined UI object;

~~associate~~ associating the selected symbolic name with the defined UI object, where the selected symbolic name is only available to UI objects that support the defined data format associated with that symbolic name;

~~store~~ storing information representative of said defined UI object and related settings in a database;

~~retrieve~~ retrieving said information representative of said one or more said UI object settings stored in said database; and

~~build~~ building an application consisting of one or more web page views from at least a portion of said database utilizing ~~at least one~~ the player, where said player utilizes information stored in said database to generate for the display of at least a portion of said one or more web pages,

wherein, when the application and player are provided to the device and executed on the device, and

when the user of the device provides one or more input values associated with an input symbolic name to an input of the defined UI object, 1) the device provides the user provided one or more input values and corresponding input symbolic name to the web

service, 2) the web service utilizes the input symbolic name and the user provided one or more input values for generating one or more output values having an associated output symbolic name,
and 3) the player receives the output symbolic name and corresponding one or more output values and provides instructions for the display of the device to present an output value in the defined UI object.

317. The systemmethod of claim +15, where said web component is a text chat, a video chat, an image, a slideshow, a video, or an RSS feed.

519. The systemmethod of claim +15, where said UI object is an input field for a web service.

620. The systemmethod of claim +15, where said UI object is an input field usable to obtain said web component, where said input field includes a text field, a scrolling text box, a check box, a drop down-menu, a list menu, or a submit button.

721. The systemmethod of claim +15, where said web component is an output of a web service, is the text provided by one or more simultaneous chat sessions, is the video of a video chat session, is a video, an image, a slideshow, an RSS display, or an advertisement.

1125. The systemmethod of claim +15, where further comprising:

providing said ~~code is provided~~application and player over said network.

1226. The systemmethod of claim +15, wherein said ~~defined~~ UI object corresponds to a widget.

1327. The systemmethod of claim +15, where said player is activated and runs in a web browser.