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(54) **TECHNIQUES FOR MANAGING MEDIA CONTENT**

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(75) **Inventors:** **Pieter S. Van der Meulen**, Los Altos, CA (US); **Matt W. Crowley**, Los Altos, CA (US)

(57) **ABSTRACT**

Various media management techniques are described. A mobile computing device may comprise a metadata information database to store metadata, a media object database to store media objects, and a media content manager to couple to the metadata information database and the media object database. The media content manager may comprise a metadata manager to retrieve and associate metadata from the metadata information database with different media objects. The media content manager may further comprise a media object classifier to classify the media objects into hierarchical categories based on the metadata. The media content manager may still further comprise an album generator to generate a media album representing a hierarchical category. Other embodiments may be described and claimed.

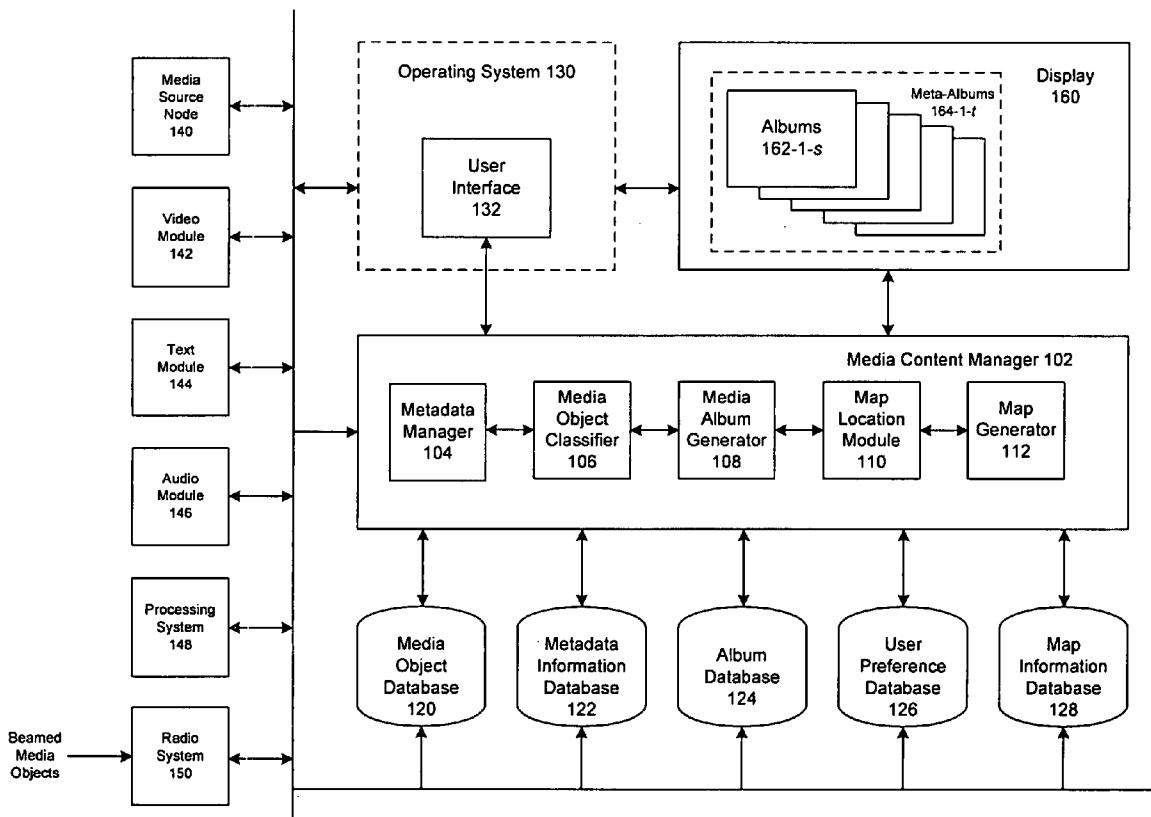
Correspondence Address:  
**KACVINSKY LLC**  
**C/O INTELLEVATE**  
**P.O. BOX 52050**  
**MINNEAPOLIS, MN 55402**

(73) **Assignee:** **PALM, INC.**

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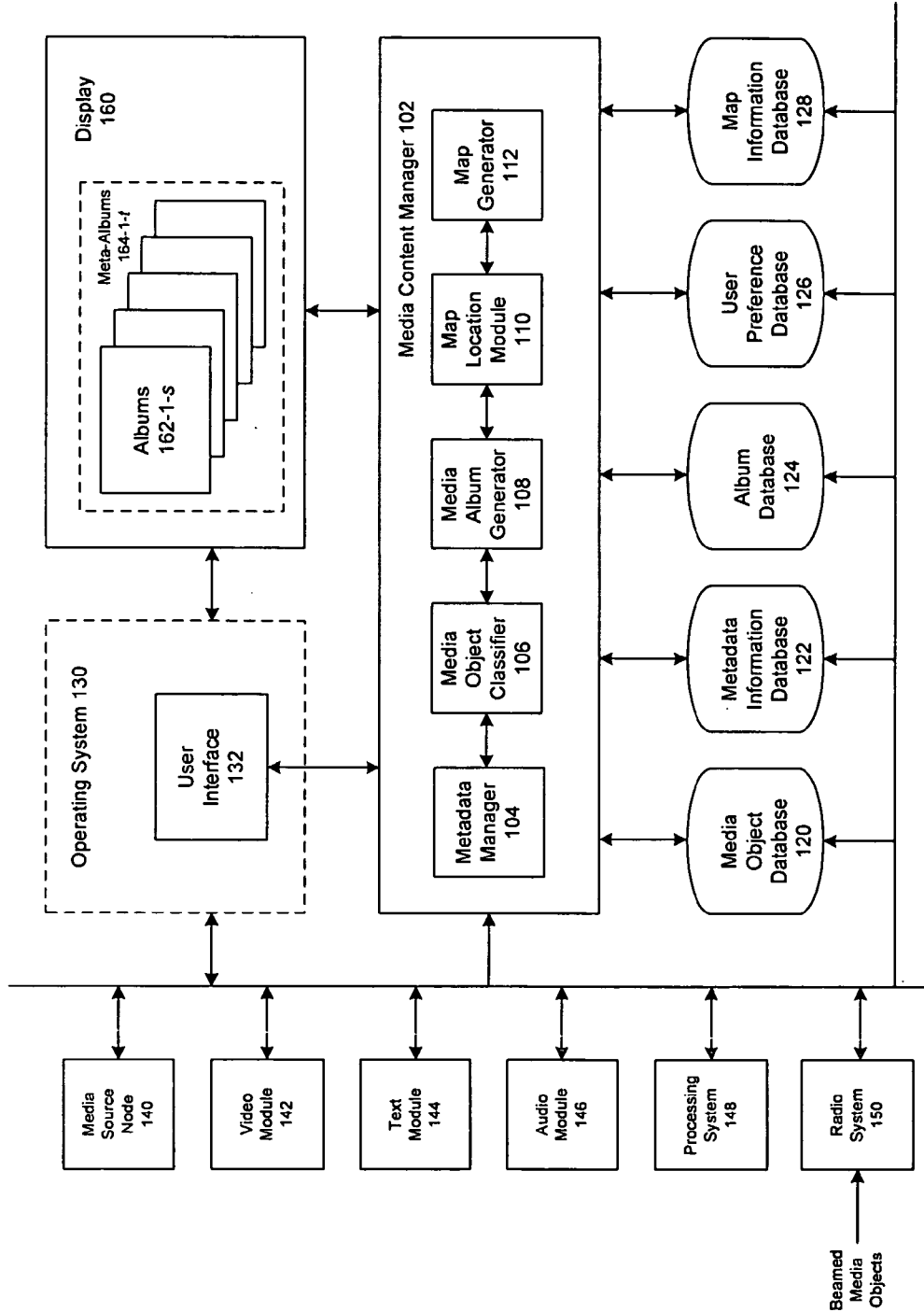
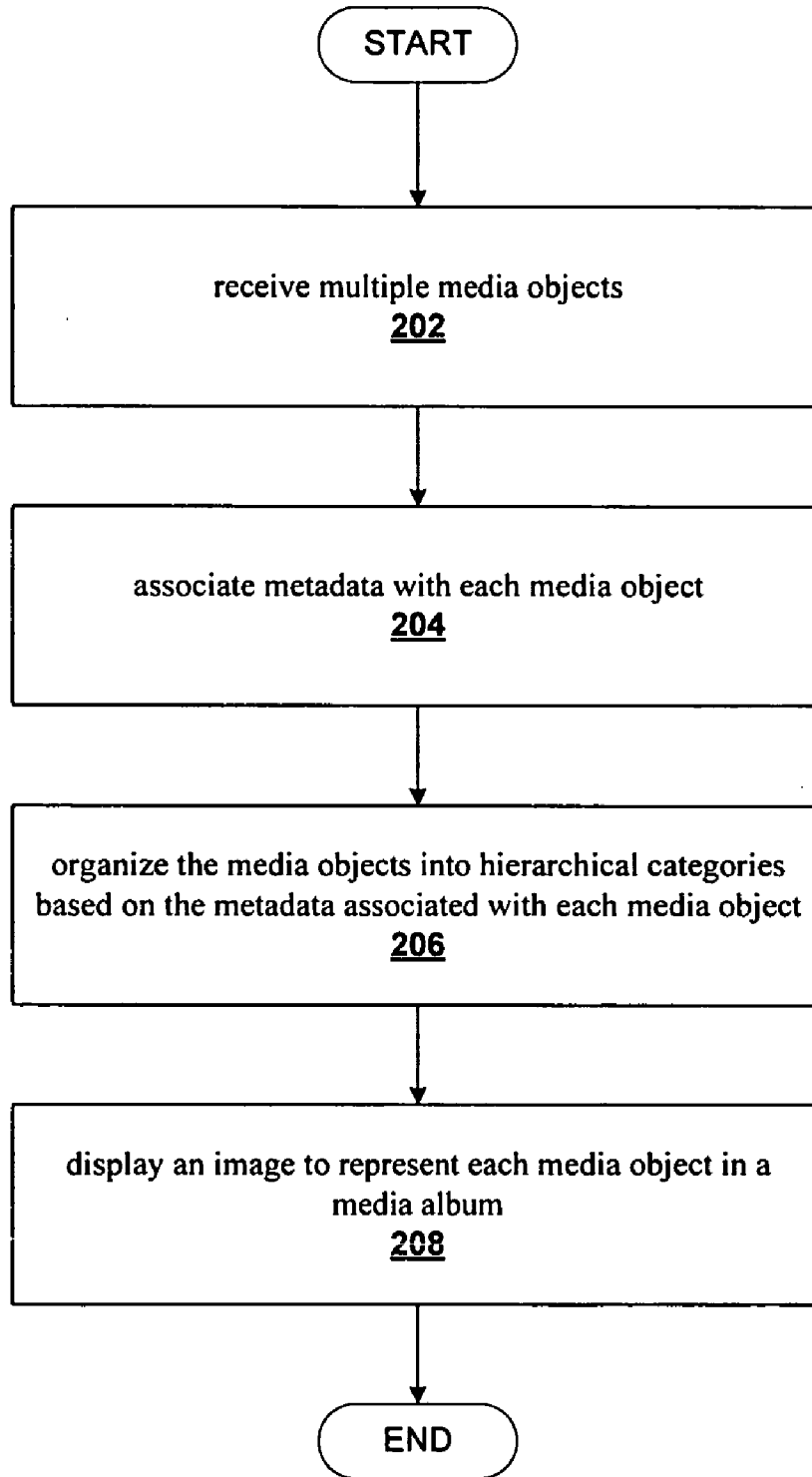


FIG. 1

**200**



**FIG. 2**

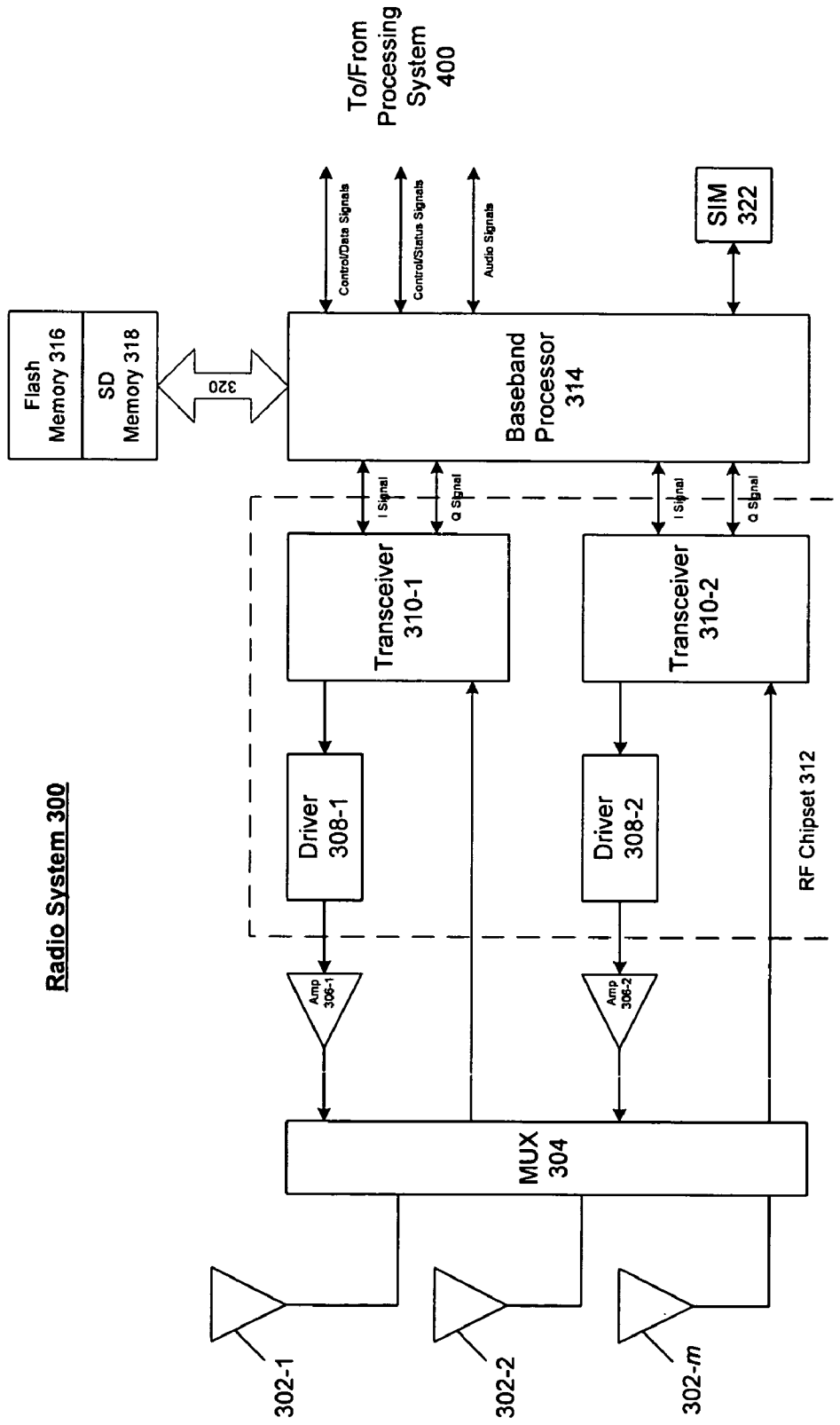
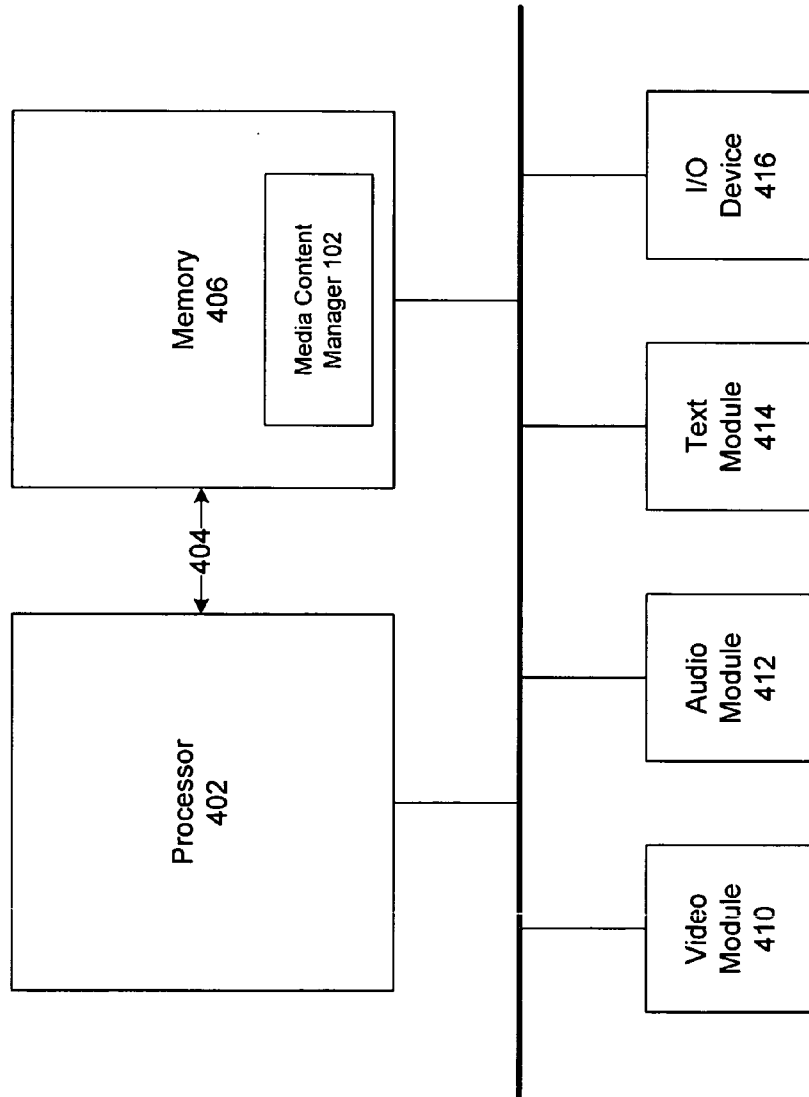


FIG. 3

Processing System 400



**FIG. 4**

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