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(12) **United States Patent**  
**Samaniego et al.**

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(54) **AUTOMATED MEDIA DELIVERY SYSTEM**

(58) **Field of Search** ..... 715/501.1, 517,  
715/513; 709/203; 345/629

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(73) **Assignee:** **Automated Media Processing Solutions, Inc.**, Mill Valley, CA (US)

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(\*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 754 days.

\* cited by examiner

(21) **Appl. No.:** **09/929,904**

(22) **Filed:** **Aug. 14, 2001**

(65) **Prior Publication Data**

US 2002/0078093 A1 Jun. 20, 2002

**Related U.S. Application Data**

(63) Continuation-in-part of application No. 09/425,326, filed on Oct. 21, 1999.

(60) Provisional application No. 60/226,043, filed on Aug. 16, 2000.

(51) **Int. Cl.<sup>7</sup>** ..... **G06F 15/00; G06F 17/00; G06F 15/16**

(52) **U.S. Cl.** ..... **715/501.1; 715/513; 715/517; 709/203**

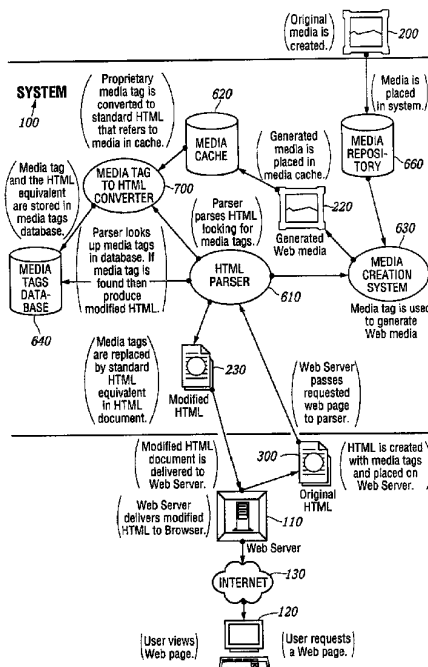
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(57) **ABSTRACT**

An automatic graphics delivery system that operates in parallel with an existing Web site infrastructure is provided. The system streamlines the post-production process by automating the production of media through content generation procedures controlled by proprietary tags placed by an author within URLs embedded within Web documents.

**8 Claims, 23 Drawing Sheets**



Akamai Ex. 1011

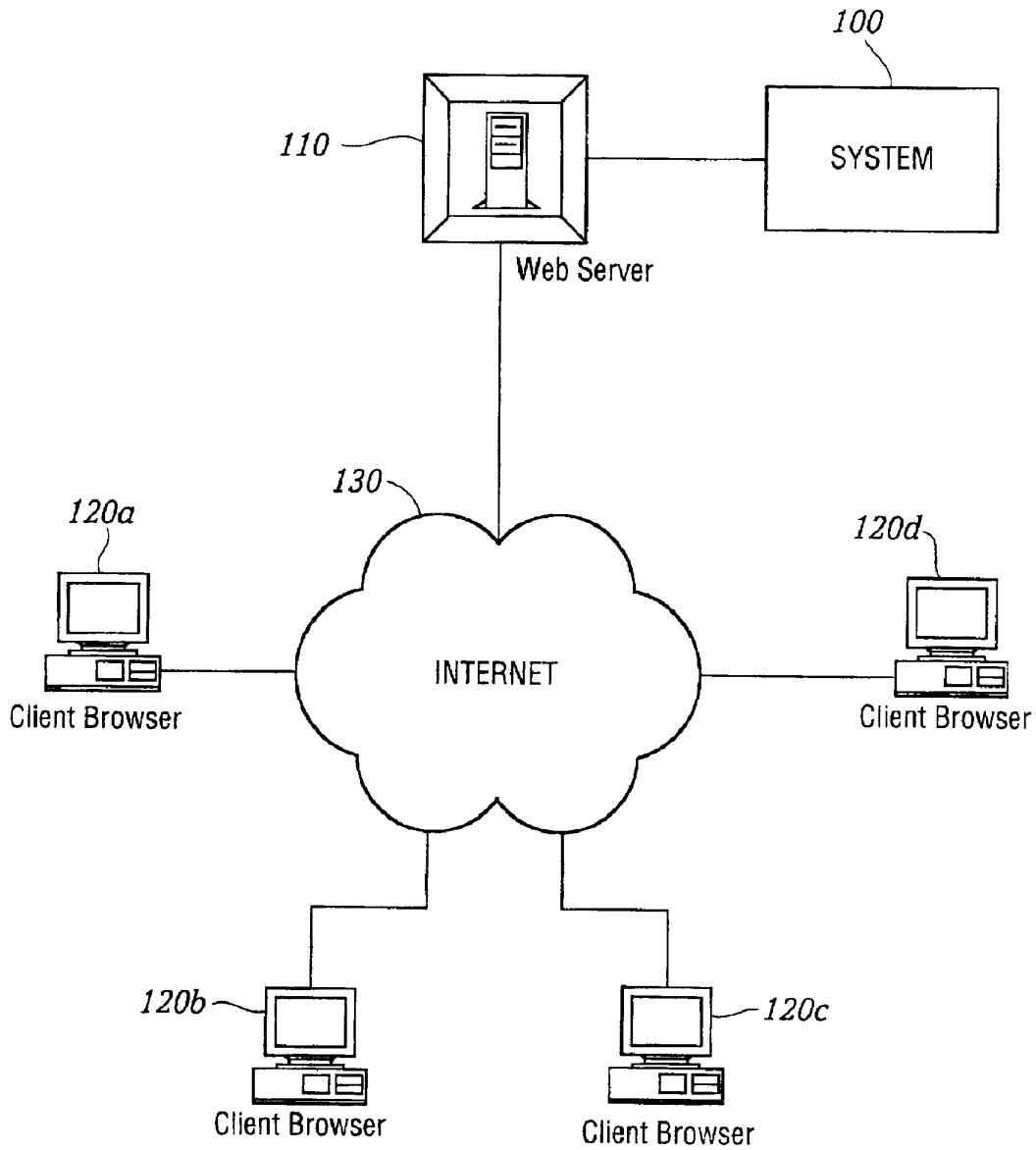
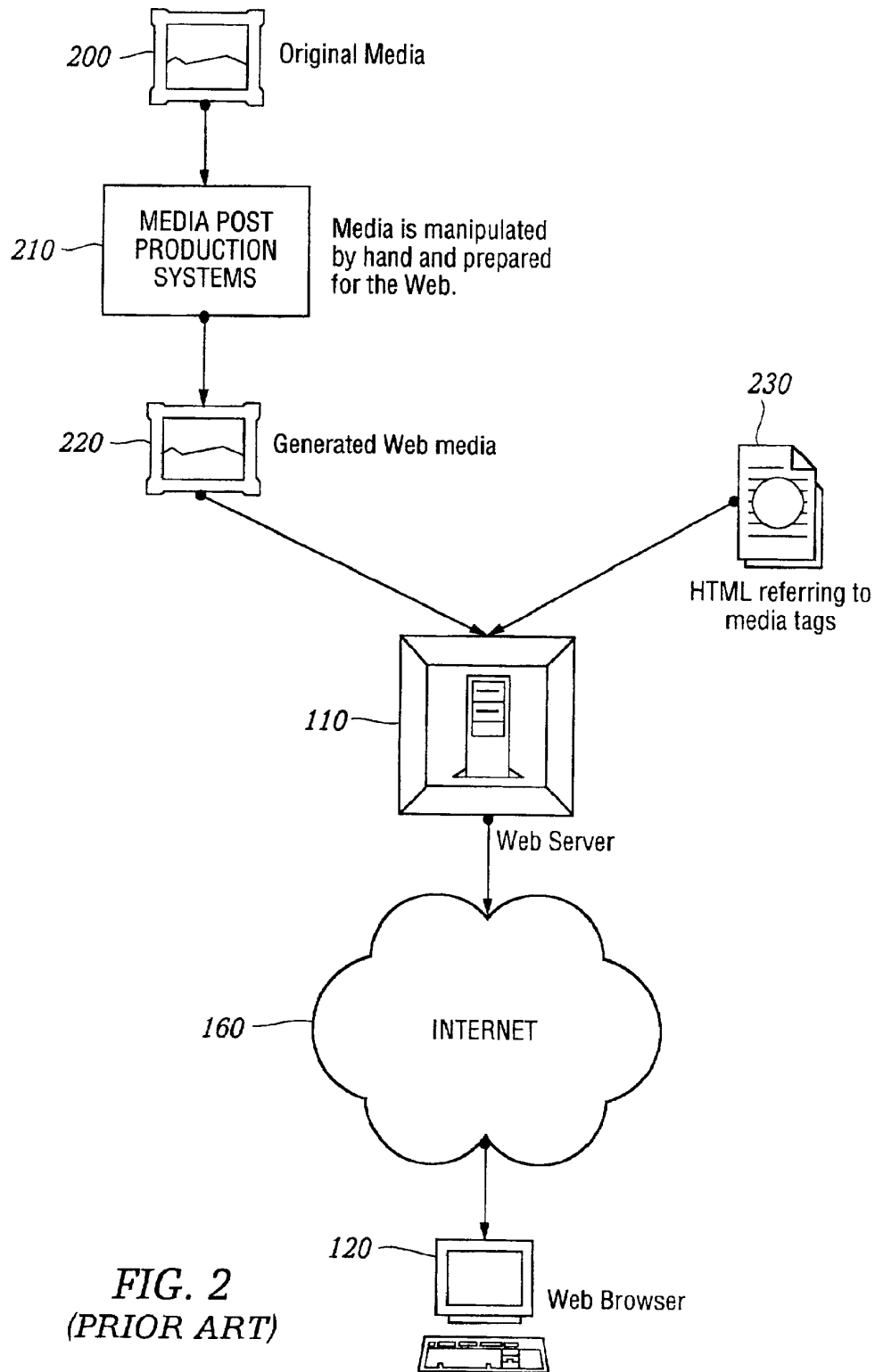


FIG. 1



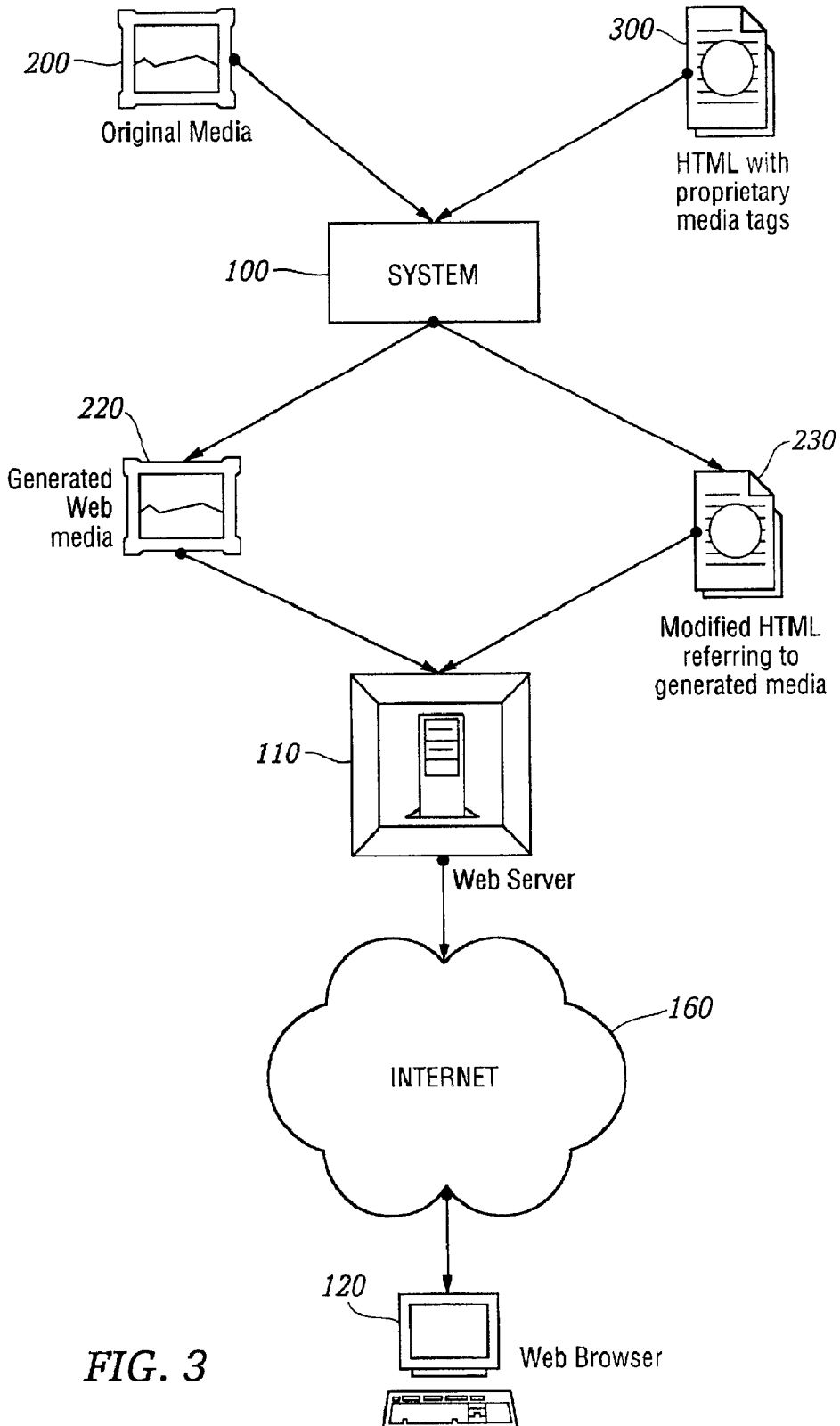
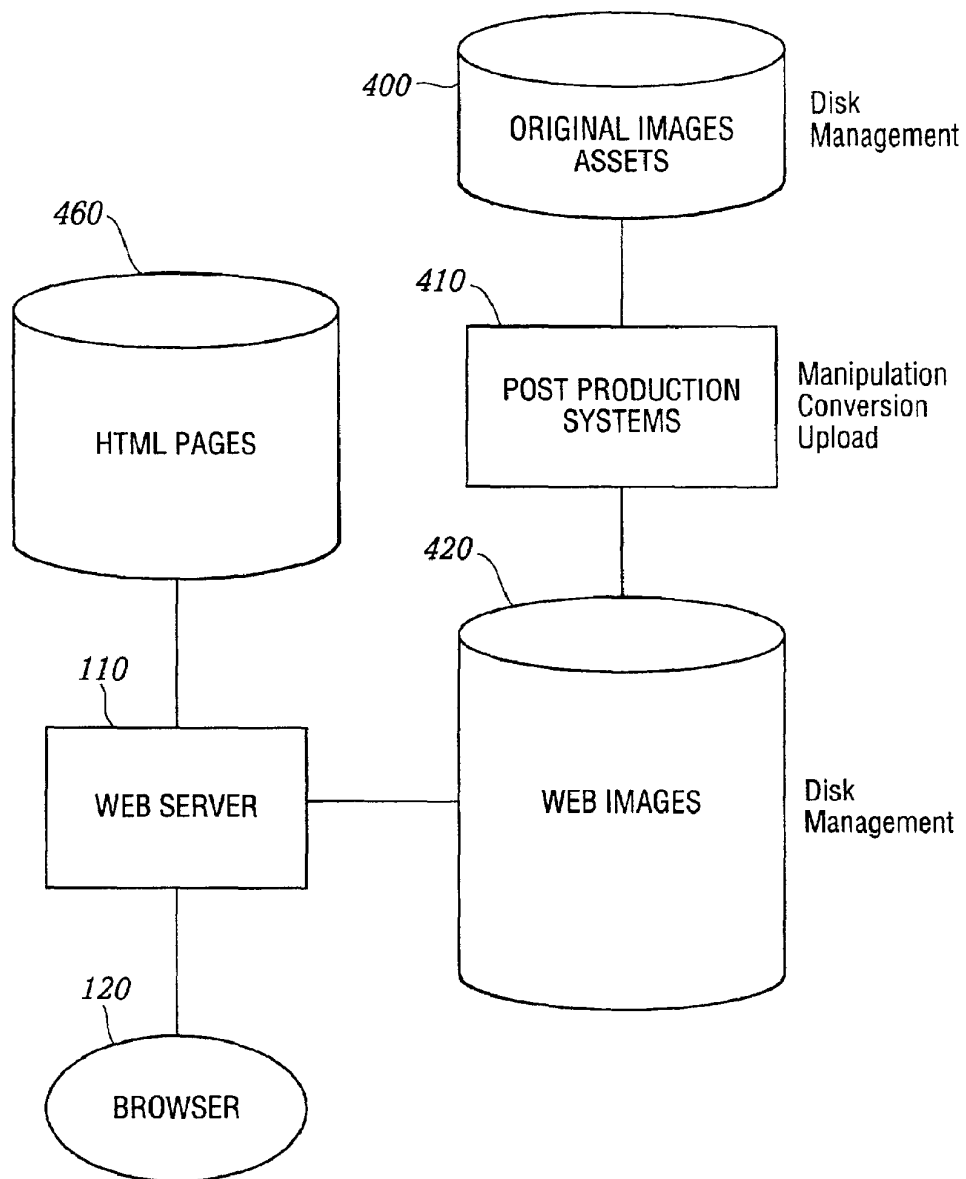


FIG. 3



**FIG. 4**  
**(PRIOR ART)**

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