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**Samaniego et al.**

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(54) **AUTOMATED PROCESSING AND DELIVERY OF MEDIA TO WEB SERVERS**

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(58) **Field of Search** ..... 715/513, 517, 715/501.1; 707/102; 345/735, 800, 629; 709/203, 219

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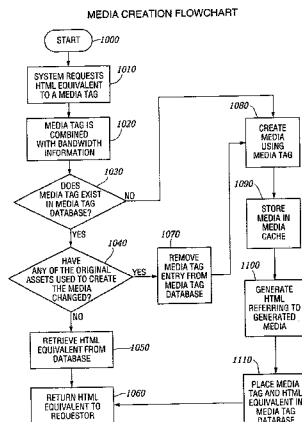
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(57) **ABSTRACT**

A system using as input original media, an HTML document or browser language having proprietary tags, Web server traffic, and Web-client capabilities to generate an optimized Web media and HTML to refer to the generate media, and to automatically deploy the HTML and media to the Web server is provided. A Web authoring process is provided for facilitating creation of the media, assignment of a unique name to the media, and modification of the HTML document or browser language to contain a proprietary tag. Viewing capability is provided by the Web server passing the HTML or browser language, client browser capabilities, and current server traffic to the system, which parses the HTML or browser language searching for the proprietary tags. If a proprietary tag is found, the tag is processed to generate the Web media. Information is stored in the system database in case identical proprietary tags are processed.

**9 Claims, 16 Drawing Sheets**



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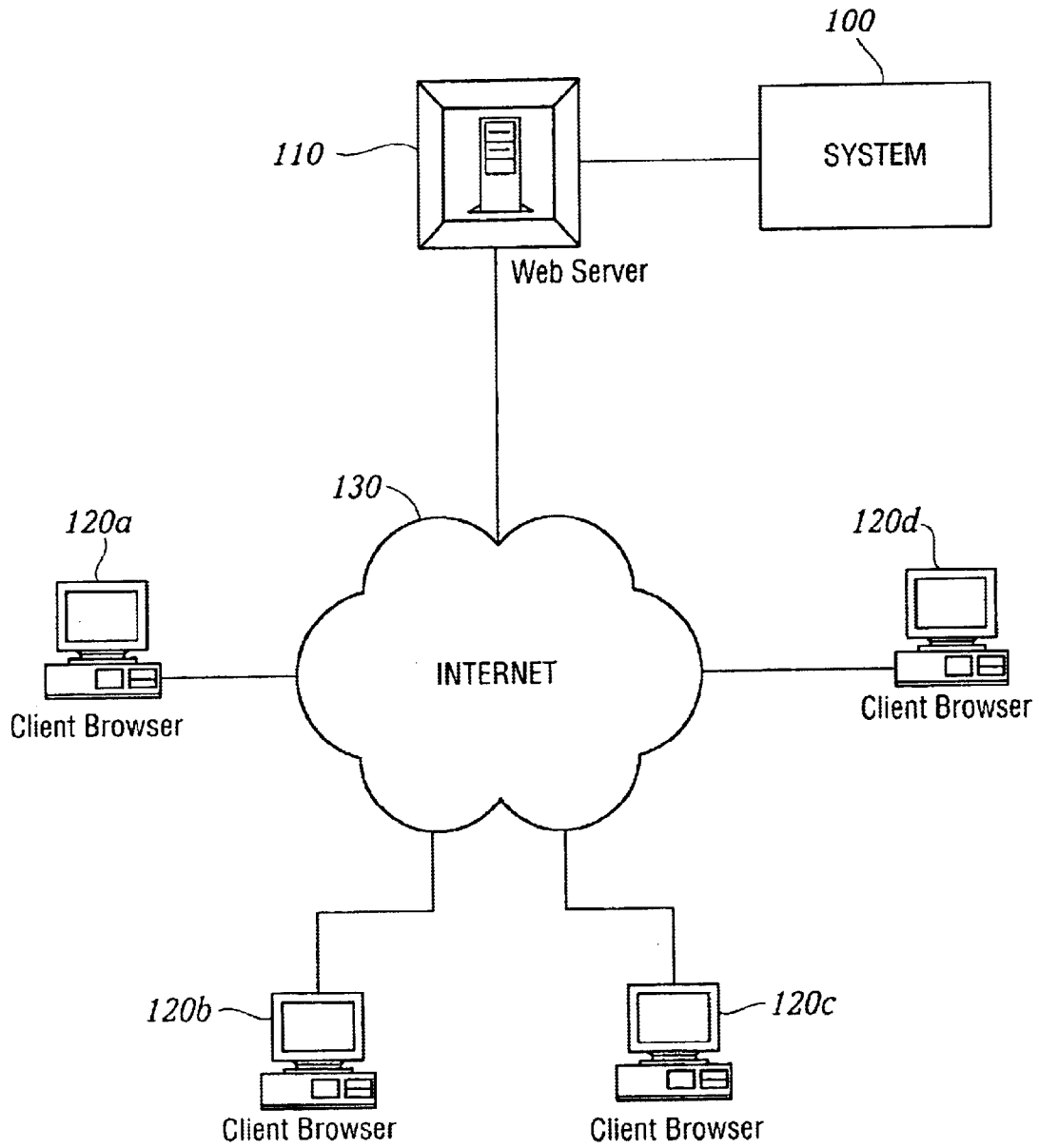
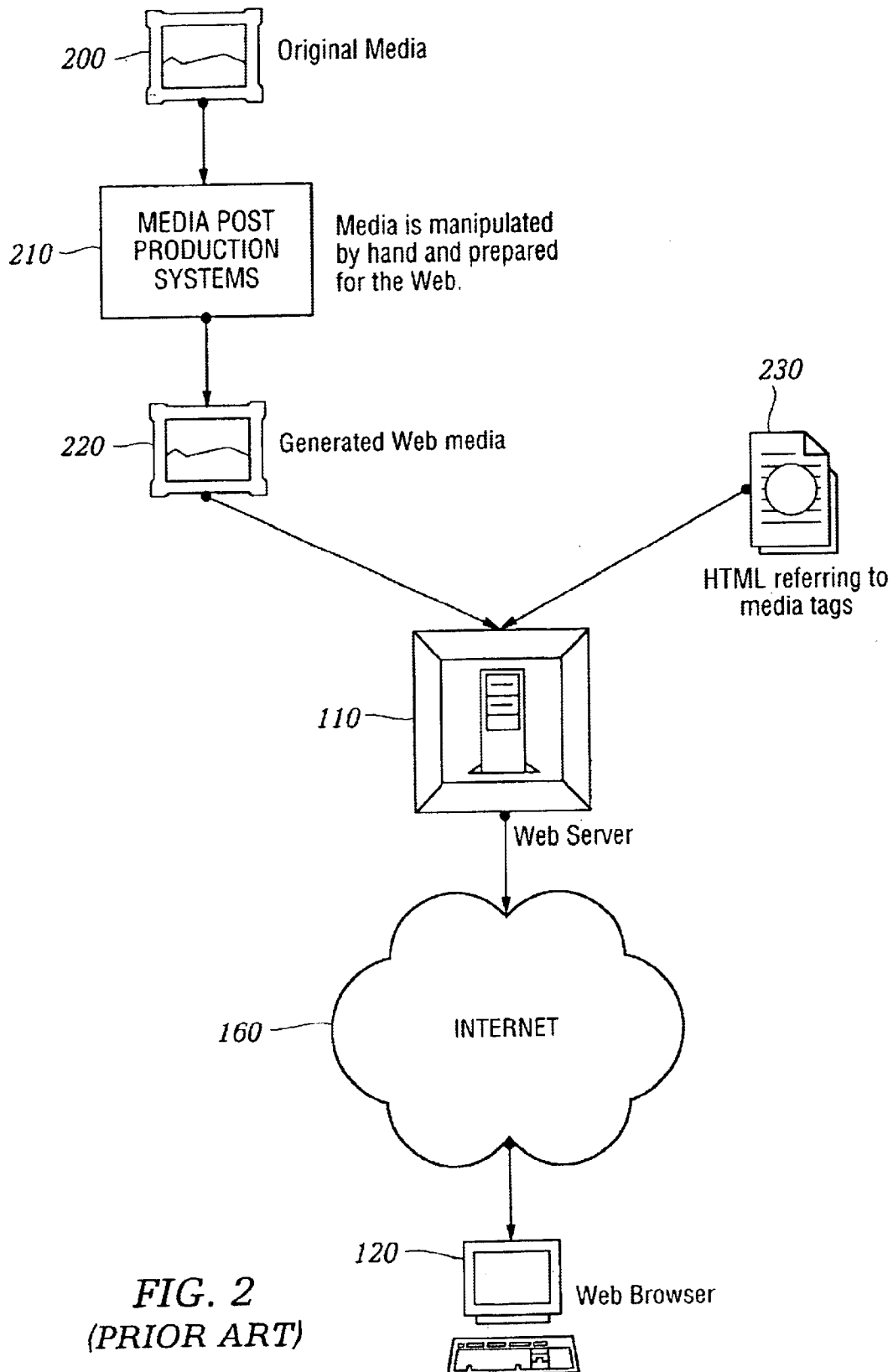


FIG. 1



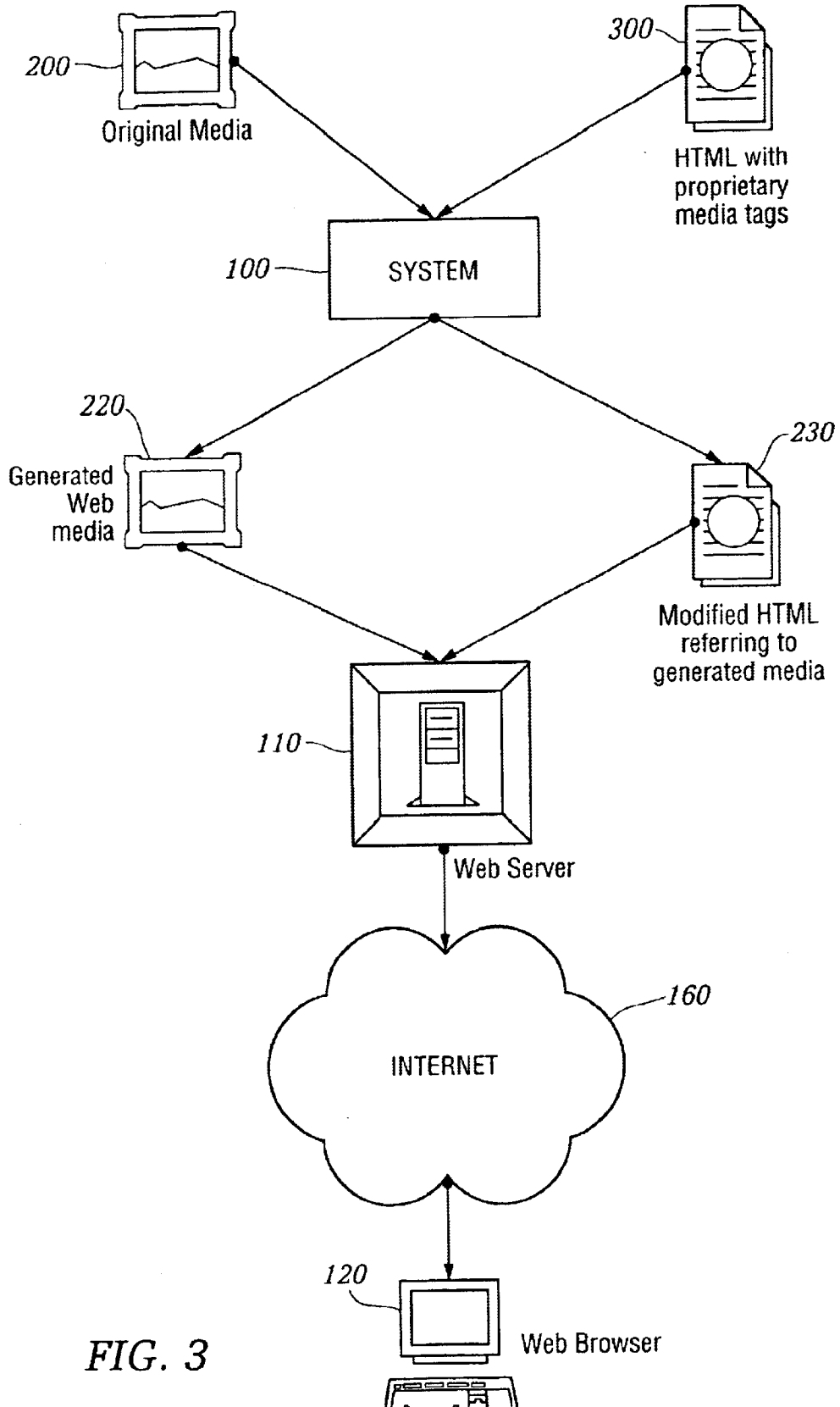


FIG. 3

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