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Barger et al.

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(54) **OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT**

G06F 17/30038 (2013.01); *G06F 17/30058* (2013.01); *G06F 17/30905* (2013.01)

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(58) **Field of Classification Search**
CPC ... *G06F 17/211*; *G06F 17/2264*; *G06F 17/27*; *G06F 17/2235*; *G06F 17/30017*; *G06F 17/30058*; *G06F 17/30038*
See application file for complete search history.

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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 273 days.

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(Continued)

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"Tables of Contents service for Computers & Geosciences", Computers and GeoSciences, vol. 23, Issue 5; <http://library. iem.ac. ru/comp&geol00983004/sz977014.html>, retrieved on Mar. 18, 2004 from website., 1997, 2, pp.

(Continued)

Related U.S. Application Data

(60) Continuation of application No. 12/238,842, filed on Sep. 26, 2008, now Pat. No. 8,381,110, which is a division of application No. 12/173,747, filed on Jul. 15, 2008, now Pat. No. 8,656,046, which is a division

(Continued)

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Assistant Examiner — David Faber

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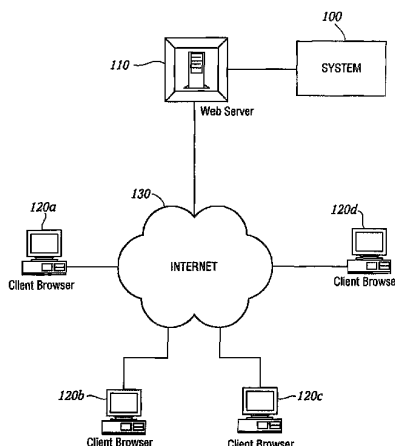
(51) **Int. Cl.**
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G06F 17/21 (2006.01)
(Continued)

(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.

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14 Claims, 23 Drawing Sheets



Akamai Ex. 1001

Related U.S. Application Data

of application No. 11/269,916, filed on Nov. 7, 2005, now abandoned, which is a continuation-in-part of application No. 09/929,904, filed on Aug. 14, 2001, now Pat. No. 6,964,009, which is a continuation-in-part of application No. 09/425,326, filed on Oct. 21, 1999, now Pat. No. 6,792,575.

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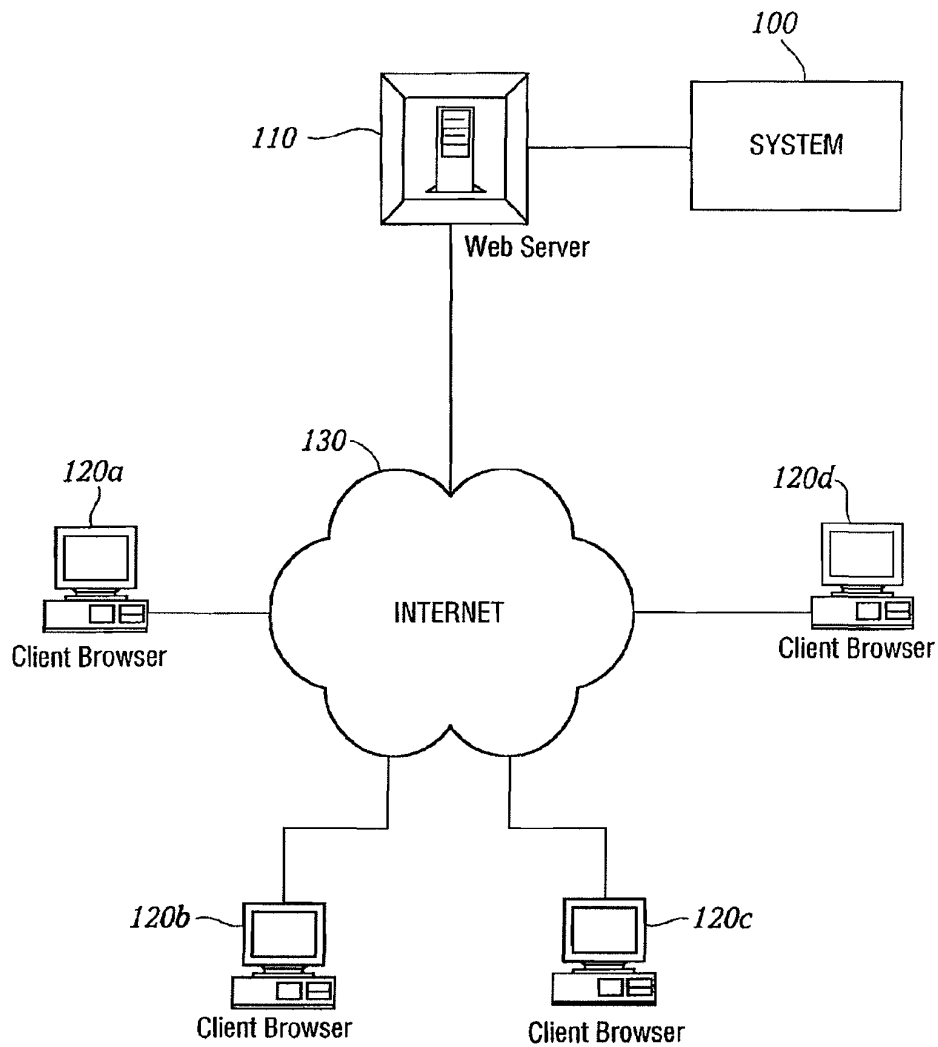


FIG. 1

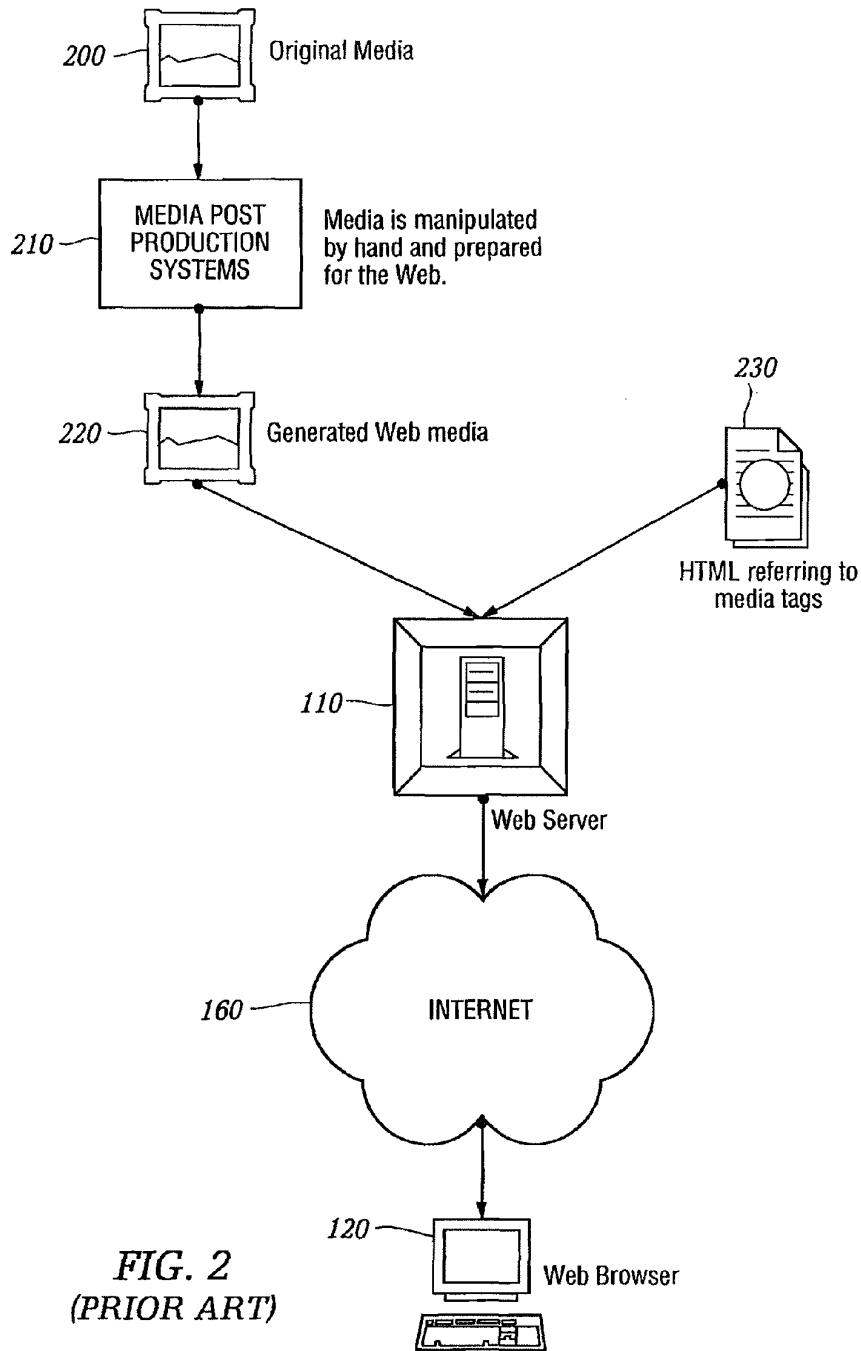
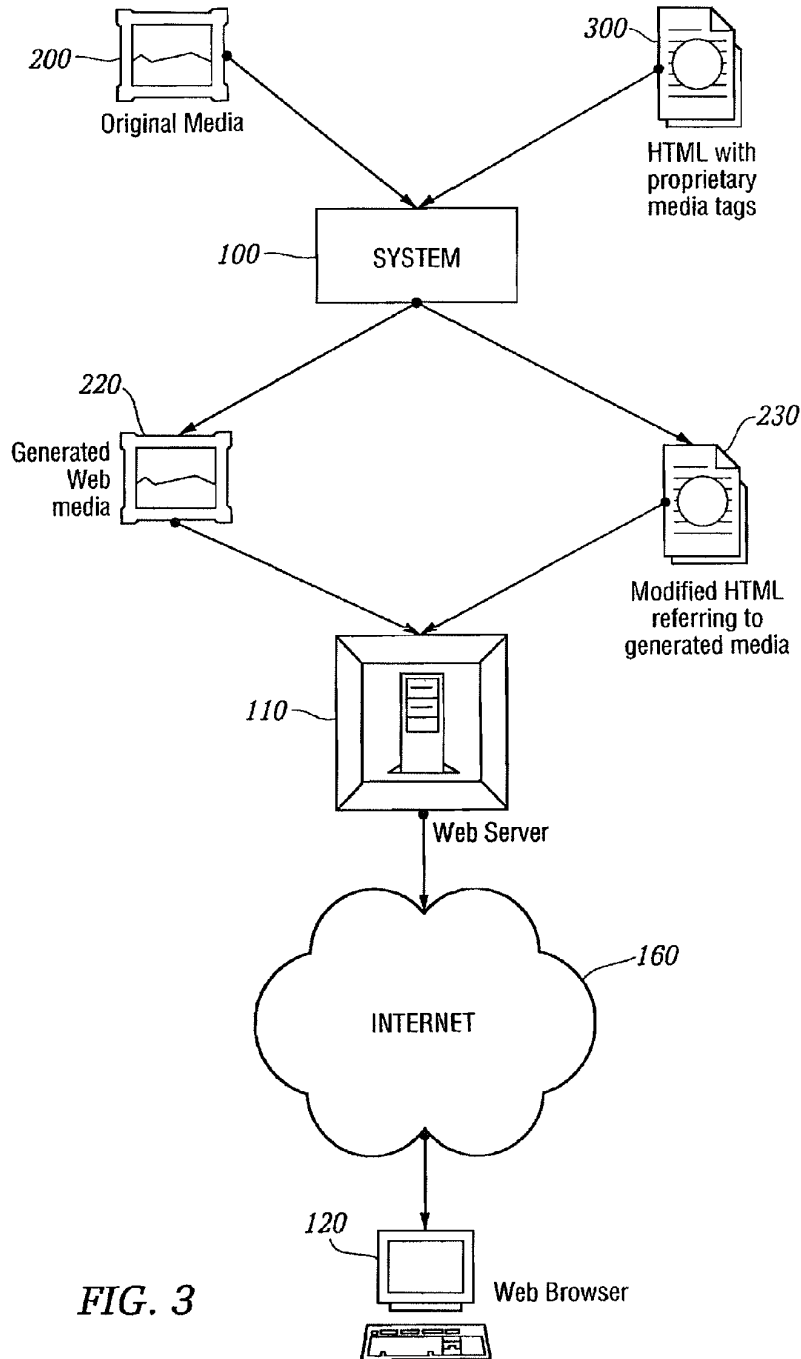


FIG. 2
(PRIOR ART)



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