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(54) **SYSTEM AND METHODS FOR PROVIDING WEB-BASED MULTIMEDIA PRESENTATIONS**

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(57) **ABSTRACT**

Various features are provided for allowing content providers (typically web site operators) to provide customized, multimedia presentations to end users within web pages. One feature involves a web-based player architecture that provides multiple display screens, each of which may correspond to a different content type (e.g., video, menu, caption, logo, animation, etc.). Another feature involves the use of scripting commands embedded within the video file or other streamed content to control various display attributes of the screens and of the player. These display attributes preferably include the visibility states and positions of the screens, such that a video or other streamed content can switch content items into and out of display and/or move screens to new positions during playing of the streamed content.
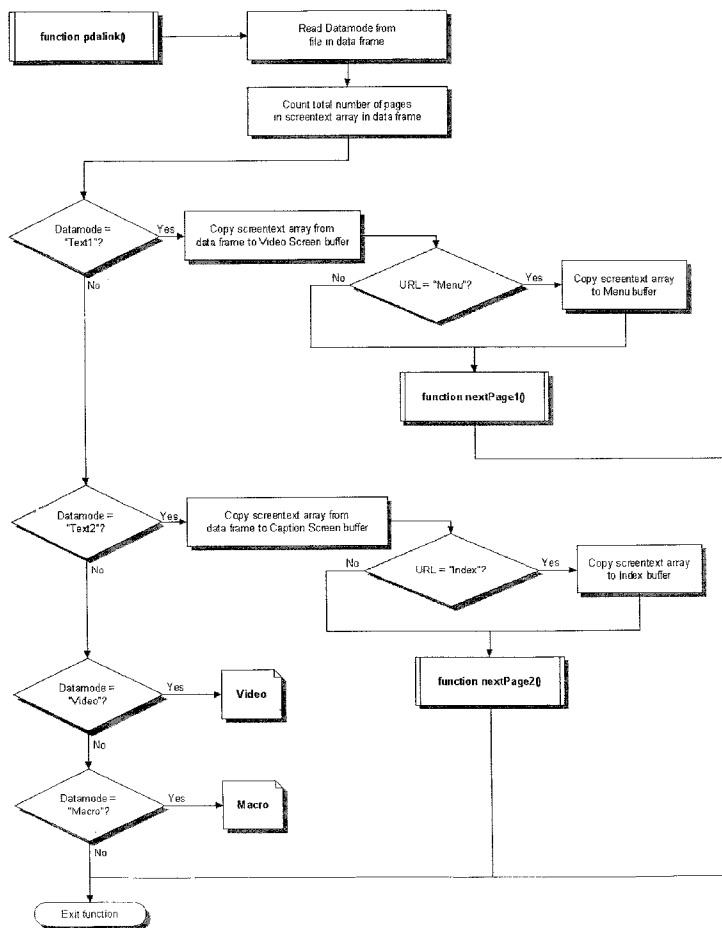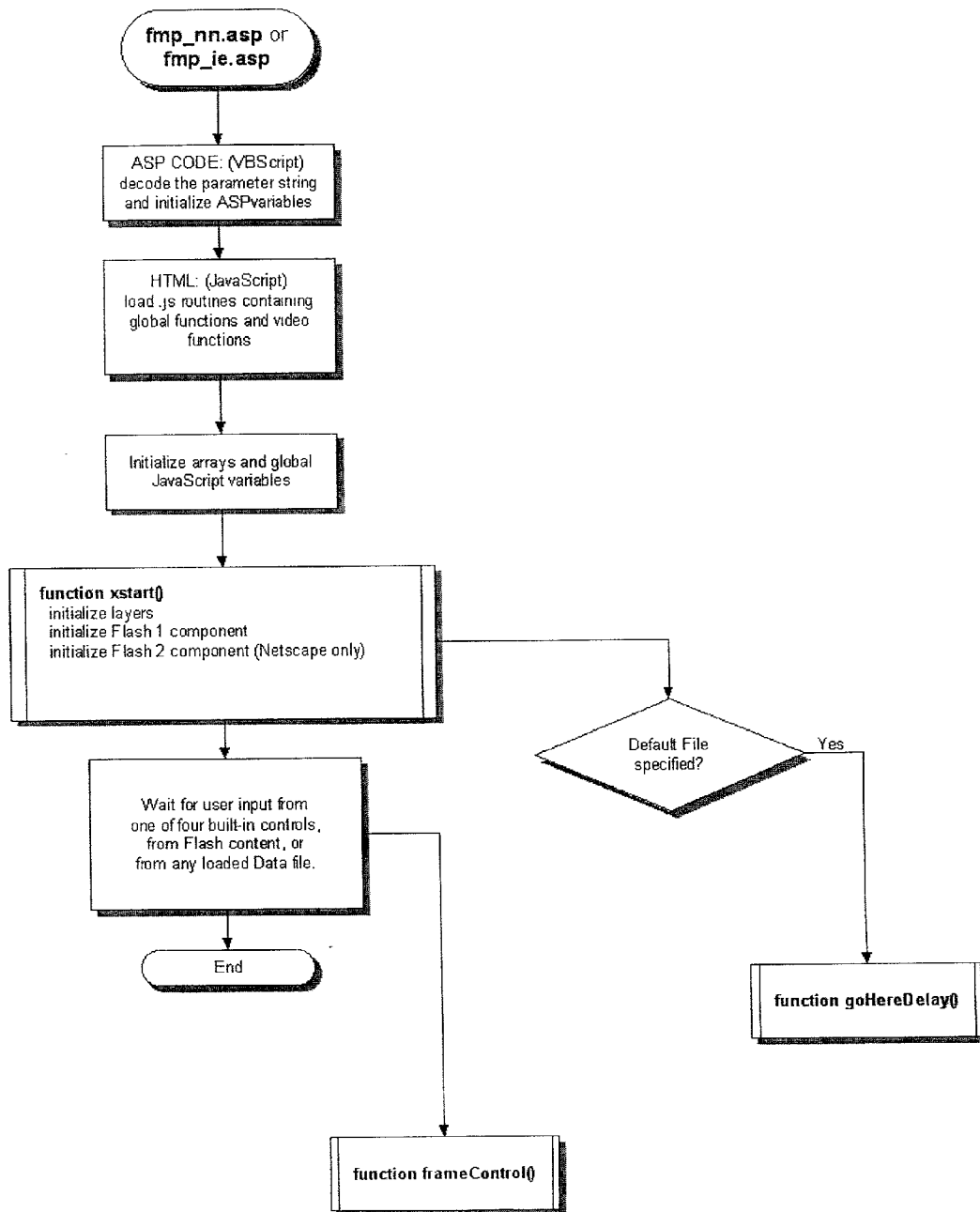

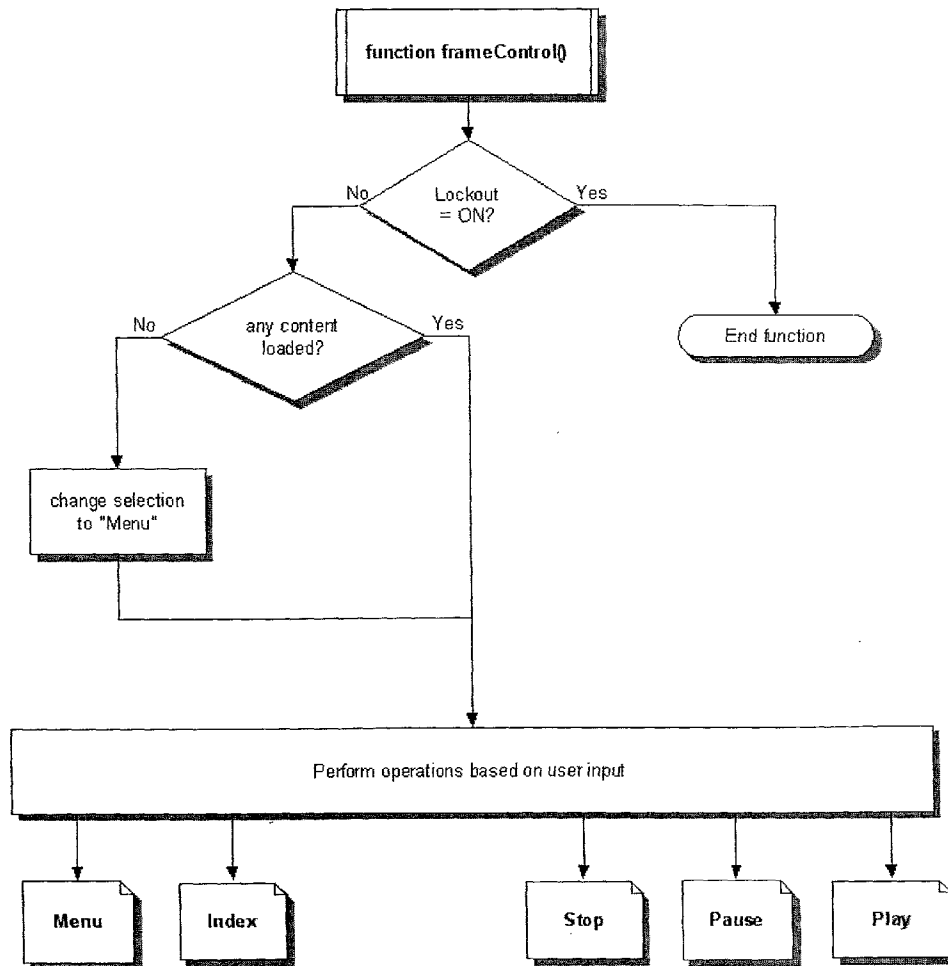MatrixPlayer - Chart 5: function pdalink()

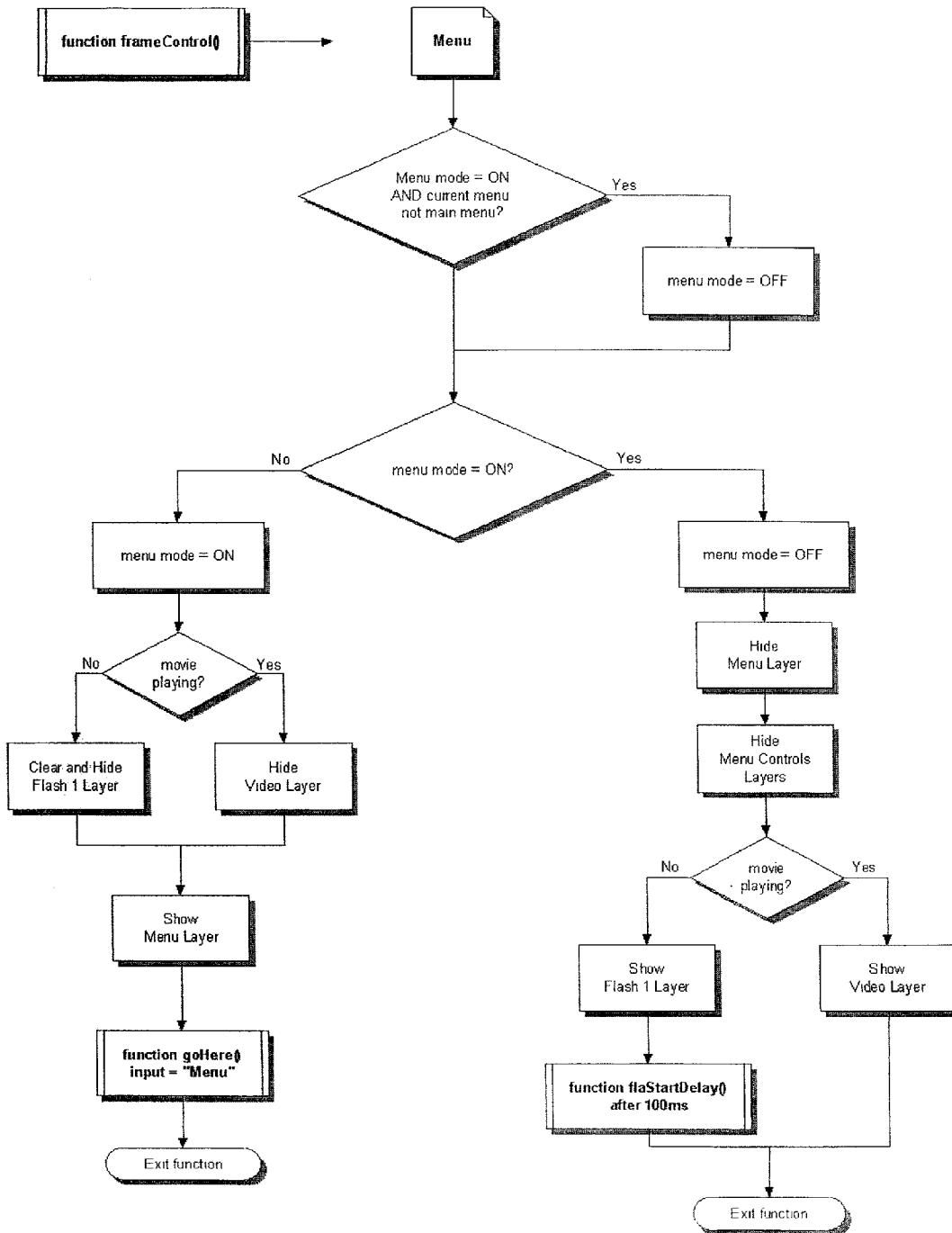MatrixPlayer - Chart 1: Startup and File Structure
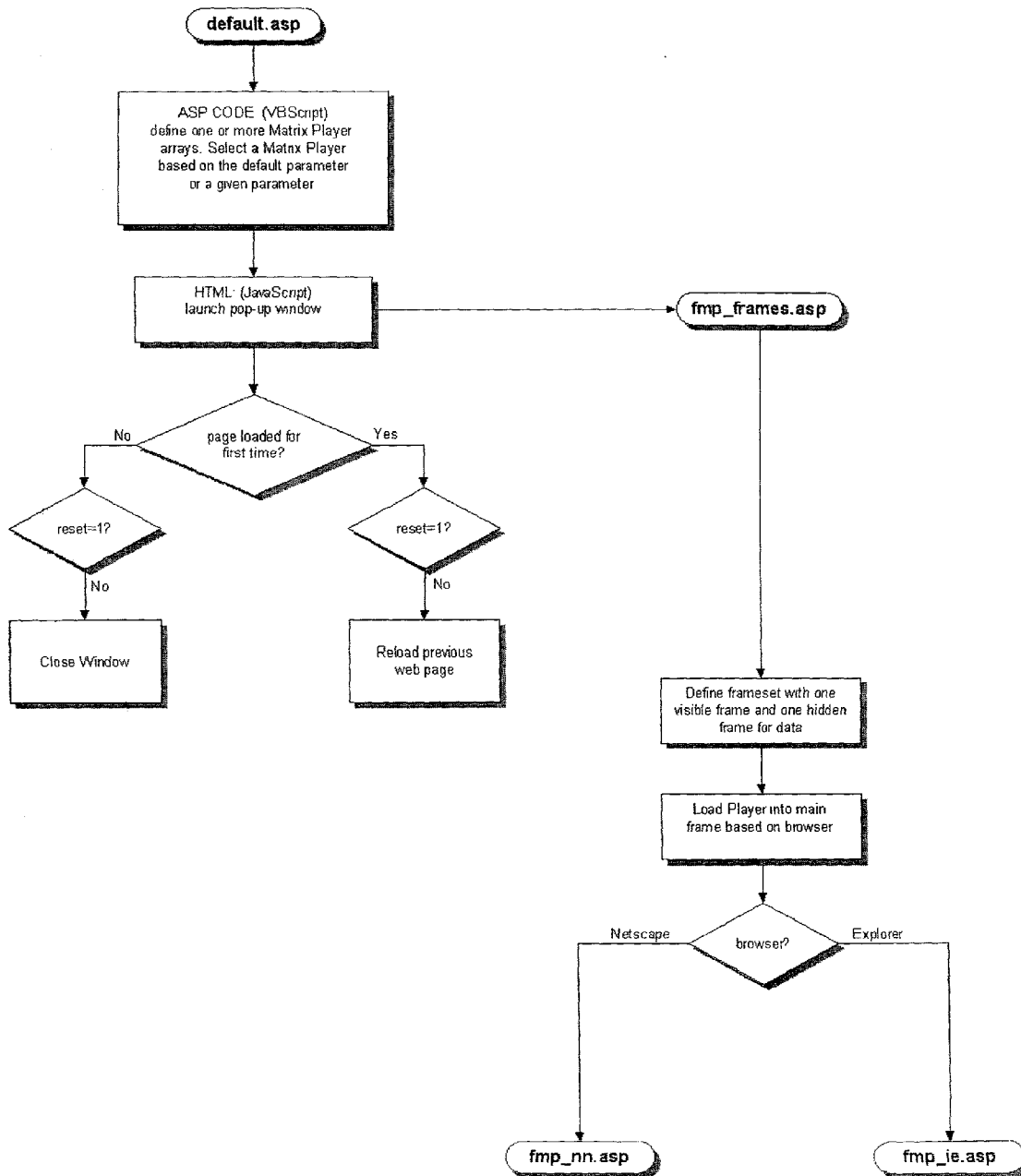
MatrixPlayer - Chart 2: Program Initialization and Overview

MatrixPlayer – Chart 3: function frameControl() overview

MatrixPlayer - Chart 3a: function frameControl(), input = "Menu"

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