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(12) **United States Patent**
Strober

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(54) **VIRTUALIZED HOSTING AND DISPLAYING OF CONTENT USING A SWAPPABLE MEDIA PLAYER**

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Related U.S. Application Data

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G06F 3/01 (2006.01)
G06F 17/30 (2006.01)
G06F 9/44 (2006.01)

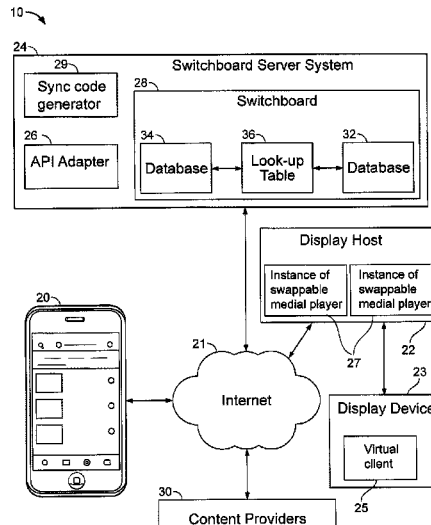
(52) **U.S. Cl.**
CPC **G06F 17/30846** (2013.01); **G06F 9/4445** (2013.01); **G06F 17/30864** (2013.01)

(58) **Field of Classification Search**
CPC G06F 3/01
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(57) **ABSTRACT**

A system for presenting content includes a display device storing a virtual client. A display host is operable to execute multiple instances of a browser each of which operates as a swappable media player that is operable to retrieve and load any of a plurality of different media players needed to play specified content. The display host is operable to perform operations including receiving from a switchboard server system a message indicating that a specified media player is to be used to play particular content using a first instance of a swappable media player, retrieving and loading the specified media player from a content provider using the first instance of the swappable media player, playing the particular content in a first session using the specified media player, and causing a presentation of the content to be mirrored onto the virtual client residing on the display device.

20 Claims, 4 Drawing Sheets



Related U.S. Application Data

- (60) Provisional application No. 61/477,998, filed on Apr. 21, 2011.
- (58) **Field of Classification Search**
 USPC 715/716
 See application file for complete search history.

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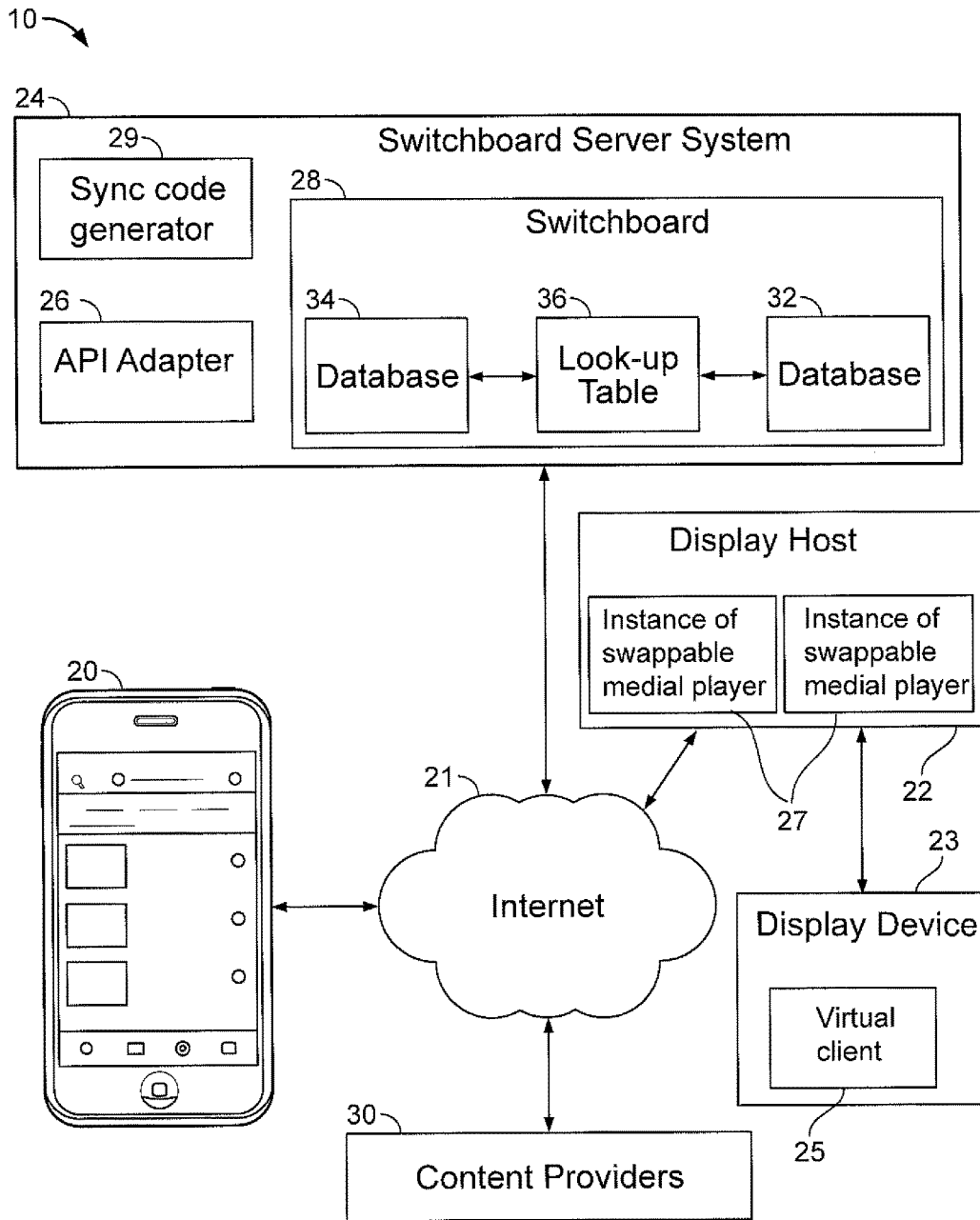


FIG. 1

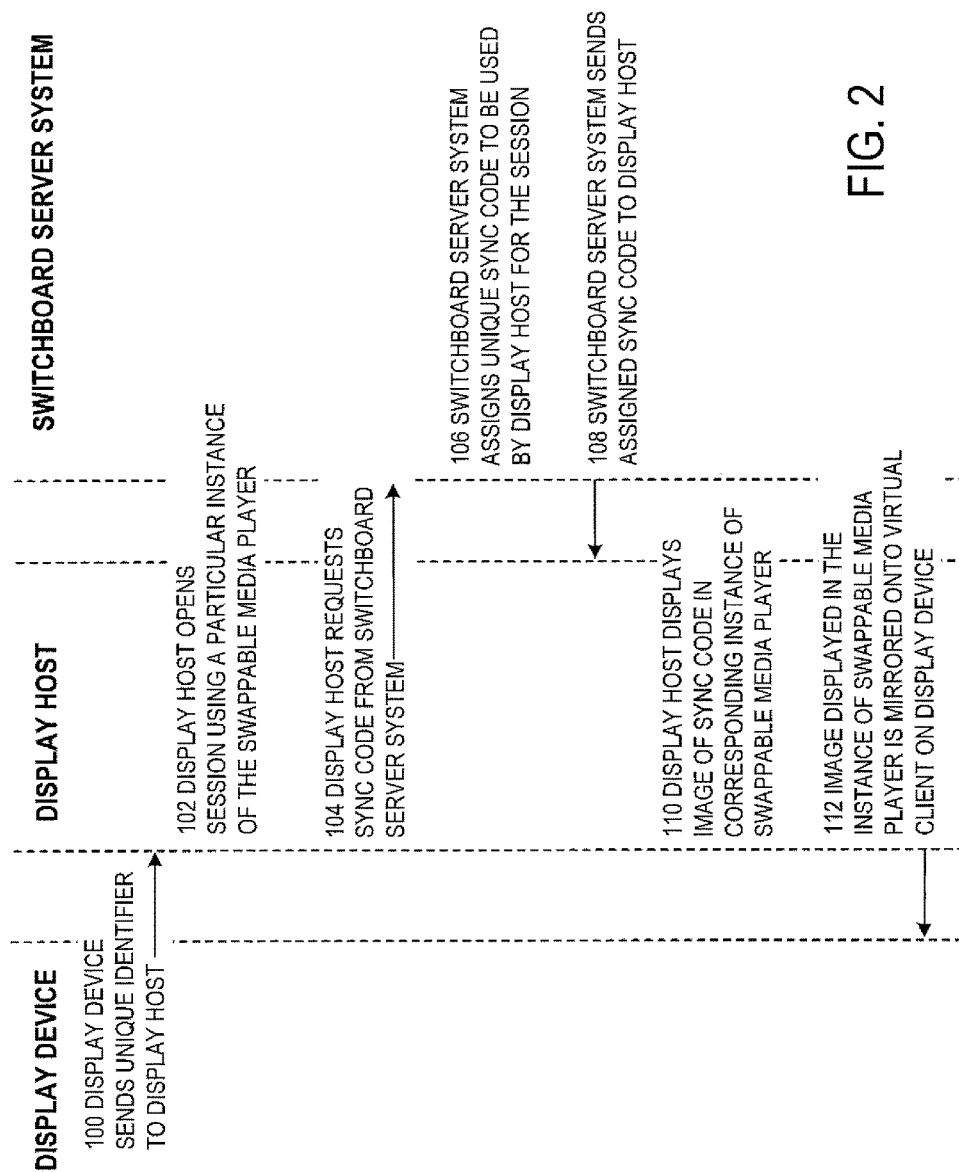


FIG. 2

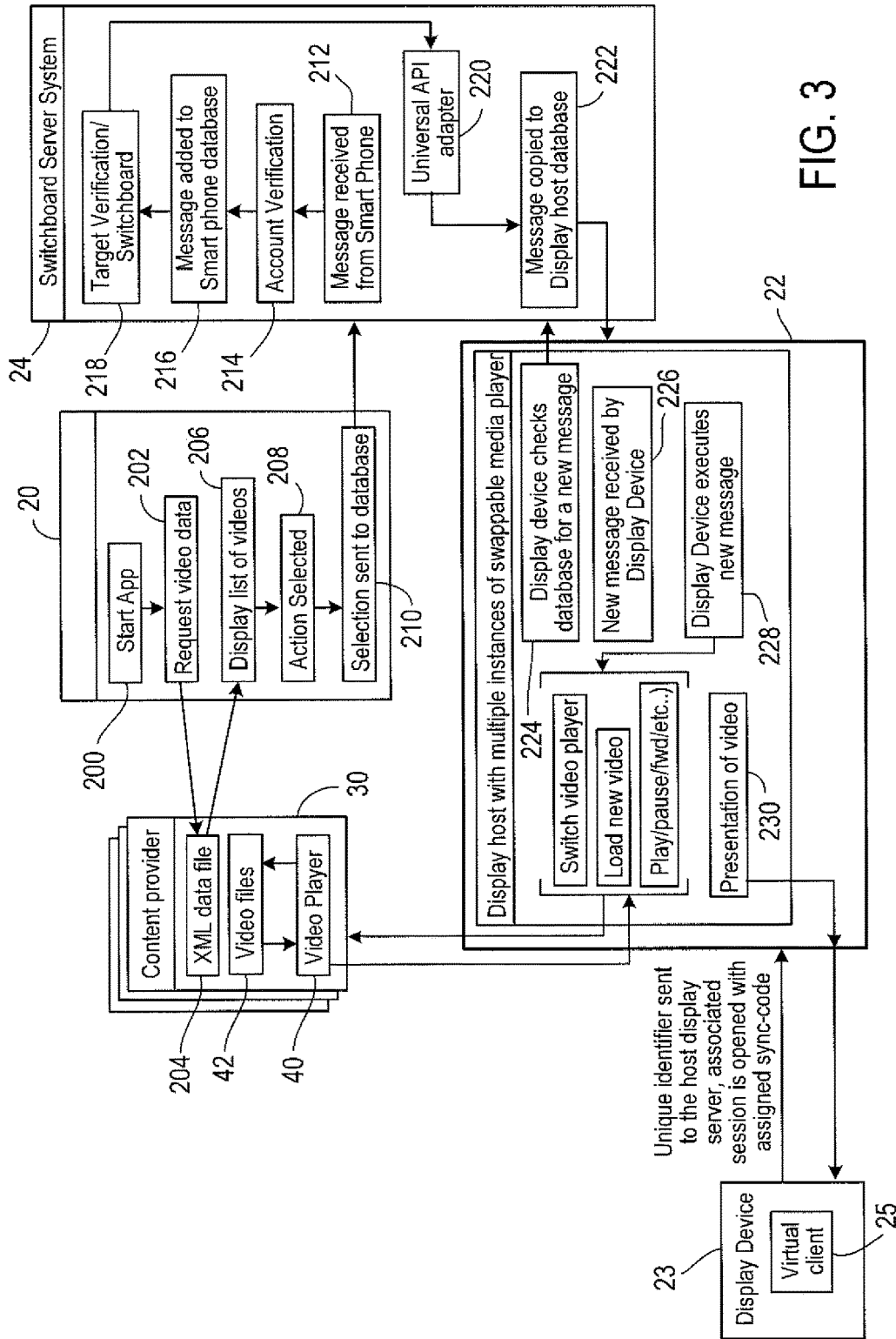


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