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**Strober**

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(54) **PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE**

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This patent is subject to a terminal disclaimer.

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CPC **H04L 65/60** (2013.01); **G06F 3/01** (2013.01);  
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USPC ..... **715/740**; 715/718; 715/736; 715/738;  
715/756; 715/835

(58) **Field of Classification Search**  
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USPC ..... 715/716, 718, 736, 738, 740, 756, 835  
See application file for complete search history.

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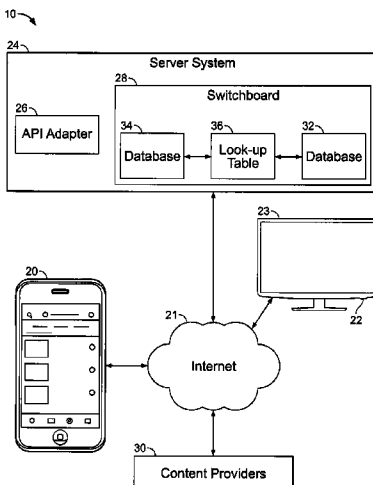
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(57) **ABSTRACT**

A system for presenting and controlling content on a display device includes a network, a server system coupled to the network and comprising one or more servers, a display device coupled to the network and having a display, and a personal computing device operable to transmit a first message according to a specified format over the network to the server system. The server system stores an association between the personal computing device and the display device. The first message identifies user-selected content and a media player to play the content. The server system is operable, in response to receiving the first message from the personal computing device, to provide to the display device a second message identifying the user-selected content and the media player to play the content. In response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display.

**18 Claims, 9 Drawing Sheets**



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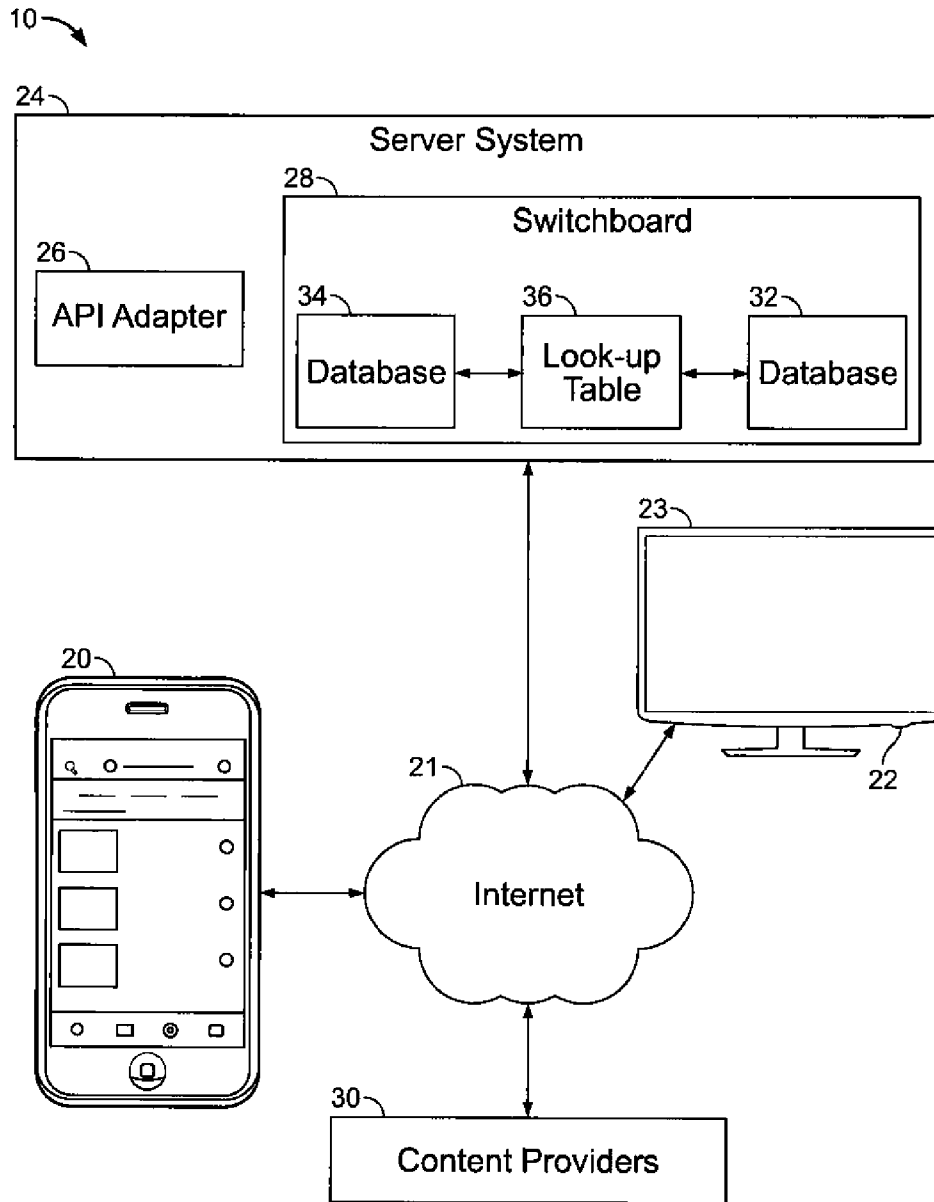


FIG. 1

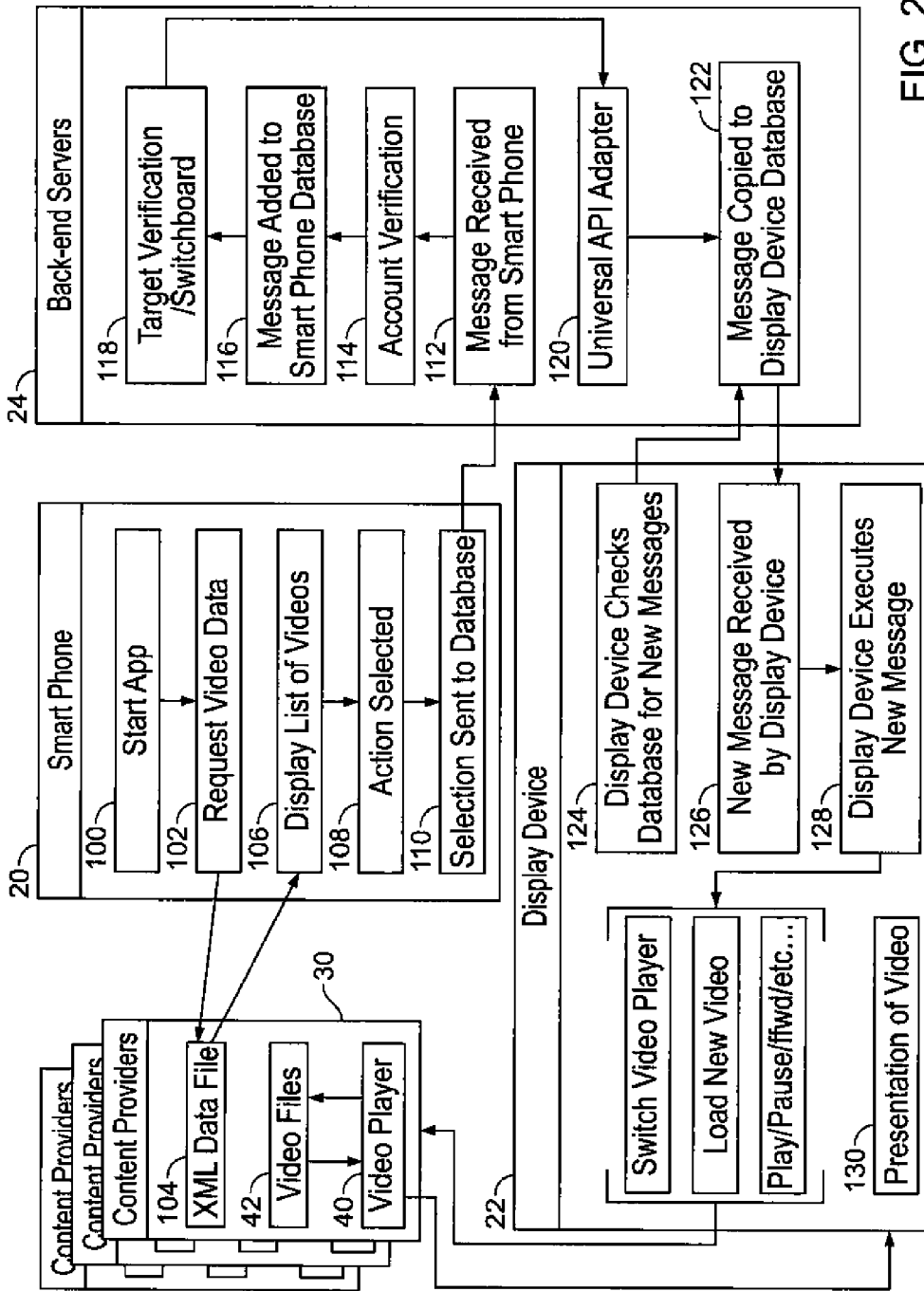


FIG. 2

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