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Strober

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

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(71) Applicant: **Touchstream Technologies, Inc.**,
Valhalla, NY (US)

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(72) Inventor: **David Strober**, Rye, NY (US)

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(73) Assignee: **Touchstream Technologies, Inc.**,
Valhalla, NY (US)

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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 0 days.

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Primary Examiner — Tadesse Hailu

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Assistant Examiner — Darrin Hope

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(74) *Attorney, Agent, or Firm* — Shook, Hardy & Bacon LLP

Related U.S. Application Data

(63) Continuation of application No. 13/532,546, filed on Jun. 25, 2012, now Pat. No. 9,767,195, which is a (Continued)

(57) **ABSTRACT**

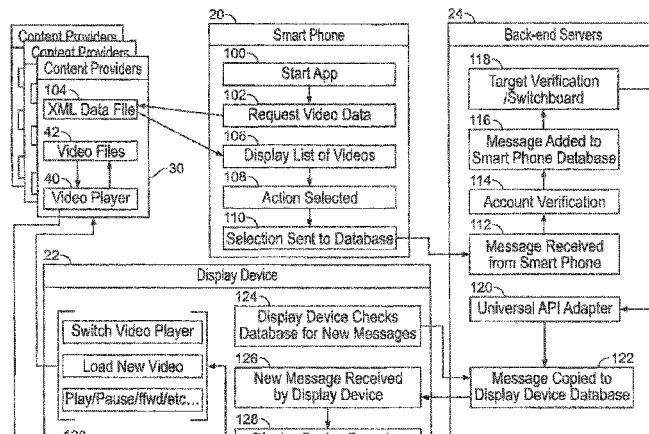
A system for presenting and controlling content on a display device includes a network, a server system coupled to the network and comprising one or more servers, a display device coupled to the network and having a display, and a personal computing device operable to transmit a first message according 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.

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G06F 9/44 (2018.01)
(Continued)

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CPC **G06F 16/74** (2019.01); **G06F 9/452** (2018.02); **G06F 16/951** (2019.01)

(58) **Field of Classification Search**
USPC 715/716
See application file for complete search history.

20 Claims, 9 Drawing Sheets



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21, 2011.
- (51) **Int. Cl.**
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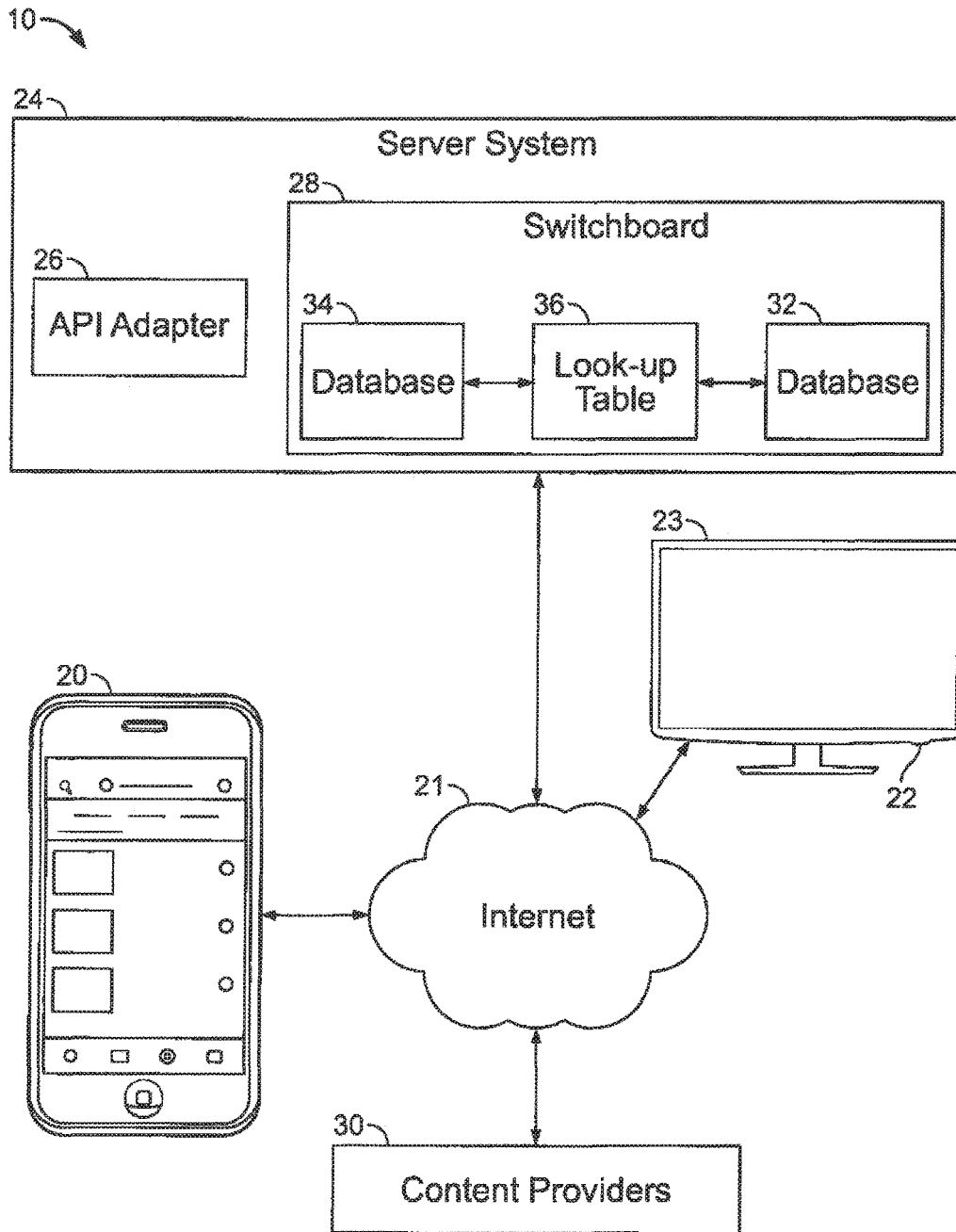


FIG. 1

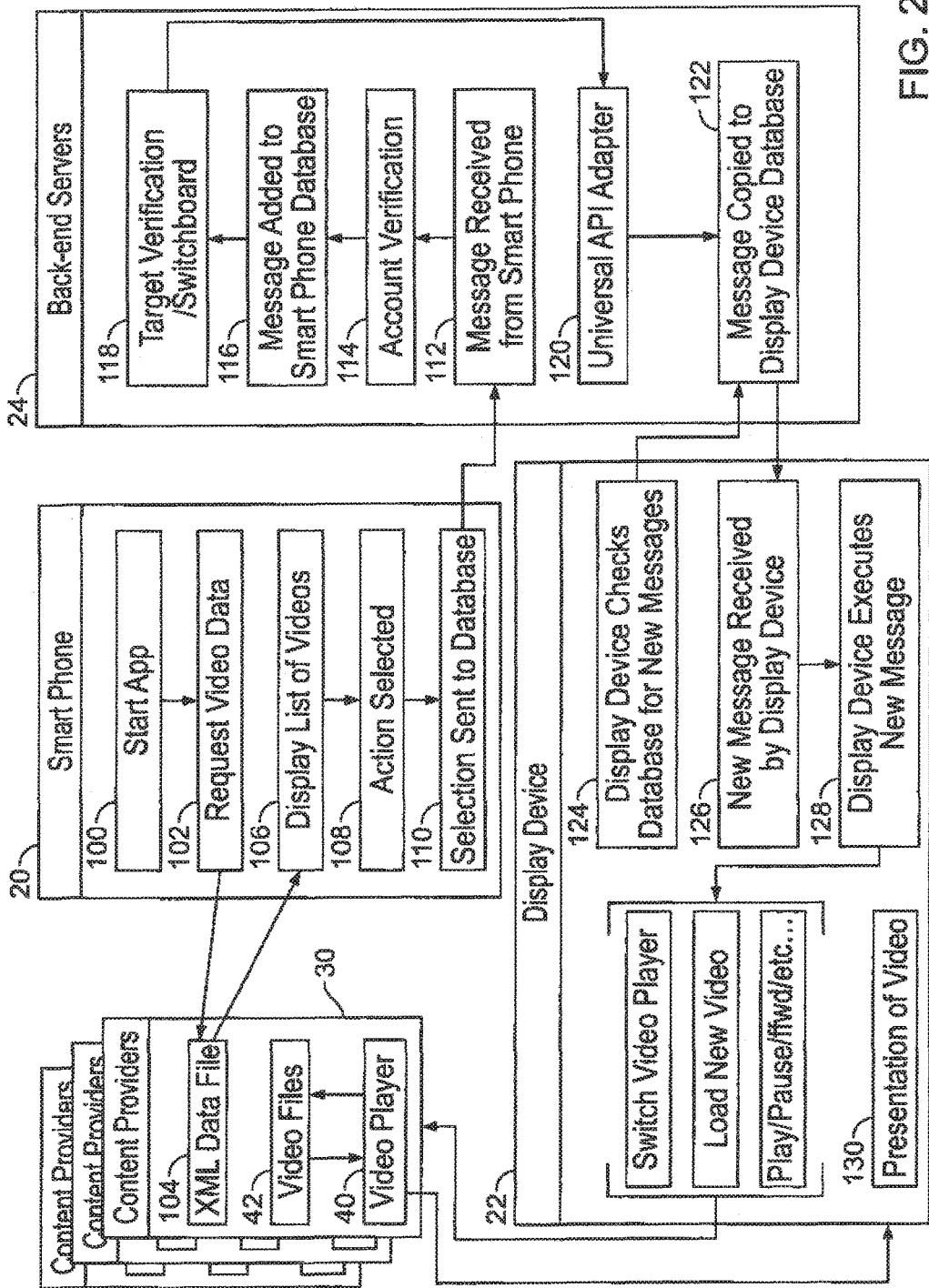


FIG. 2

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