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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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*Primary Examiner* — Tadeese Hailu  
*Assistant Examiner* — Darrin Hope  
(74) *Attorney, Agent, or Firm* — Shook, Hardy & Bacon L.L.P.

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

(73) Assignee: **TOUCHSTREAM TECHNOLOGIES, INC.**, New York, NY (US)

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(Continued)

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**G06F 17/30** (2006.01)  
**G06F 9/44** (2006.01)

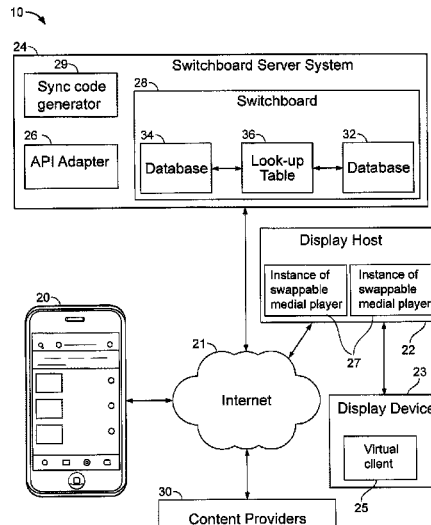
(52) **U.S. Cl.**  
CPC ..... **G06F 17/30846** (2013.01); **G06F 9/4445** (2013.01); **G06F 17/30864** (2013.01)

(58) **Field of Classification Search**  
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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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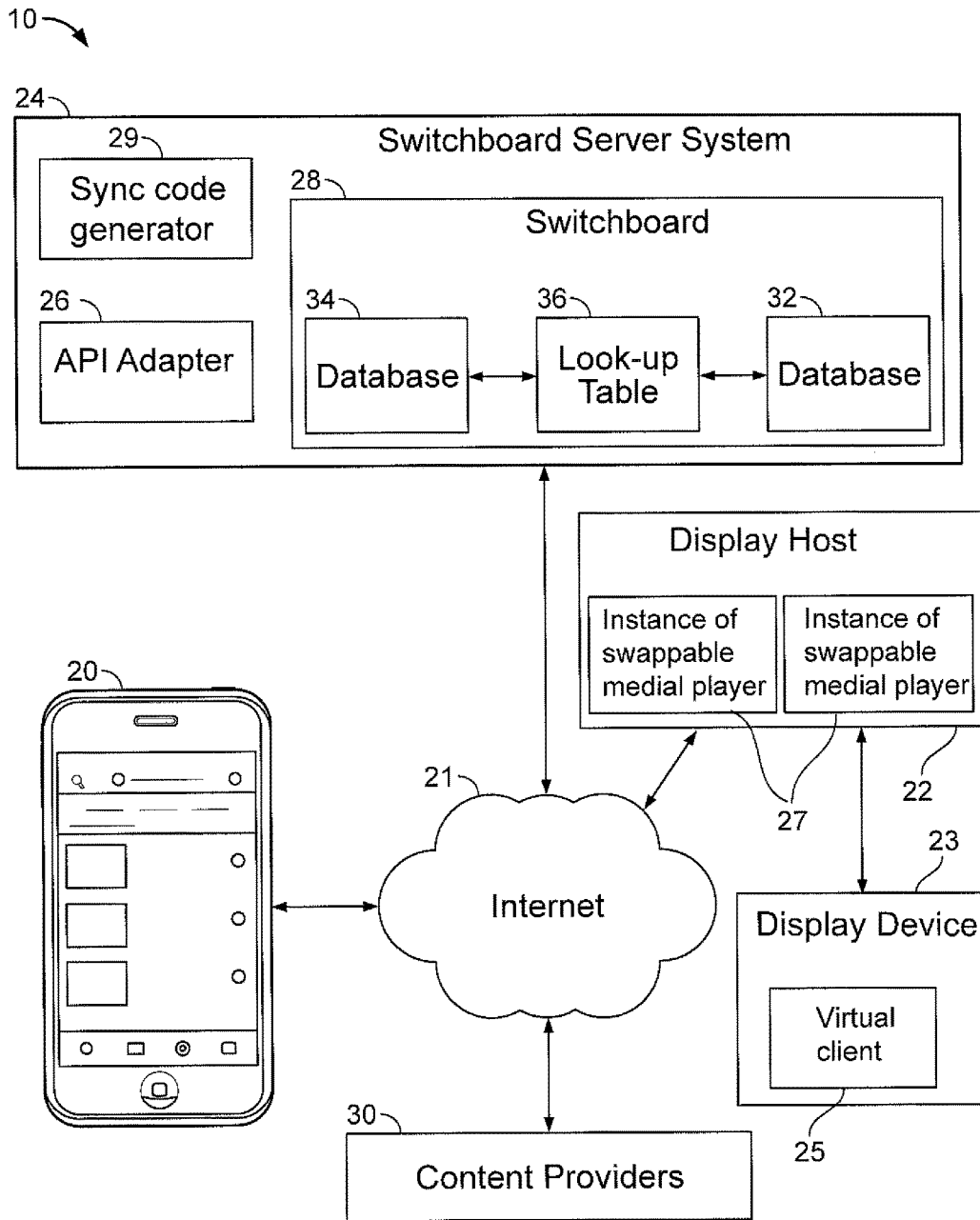


FIG. 1

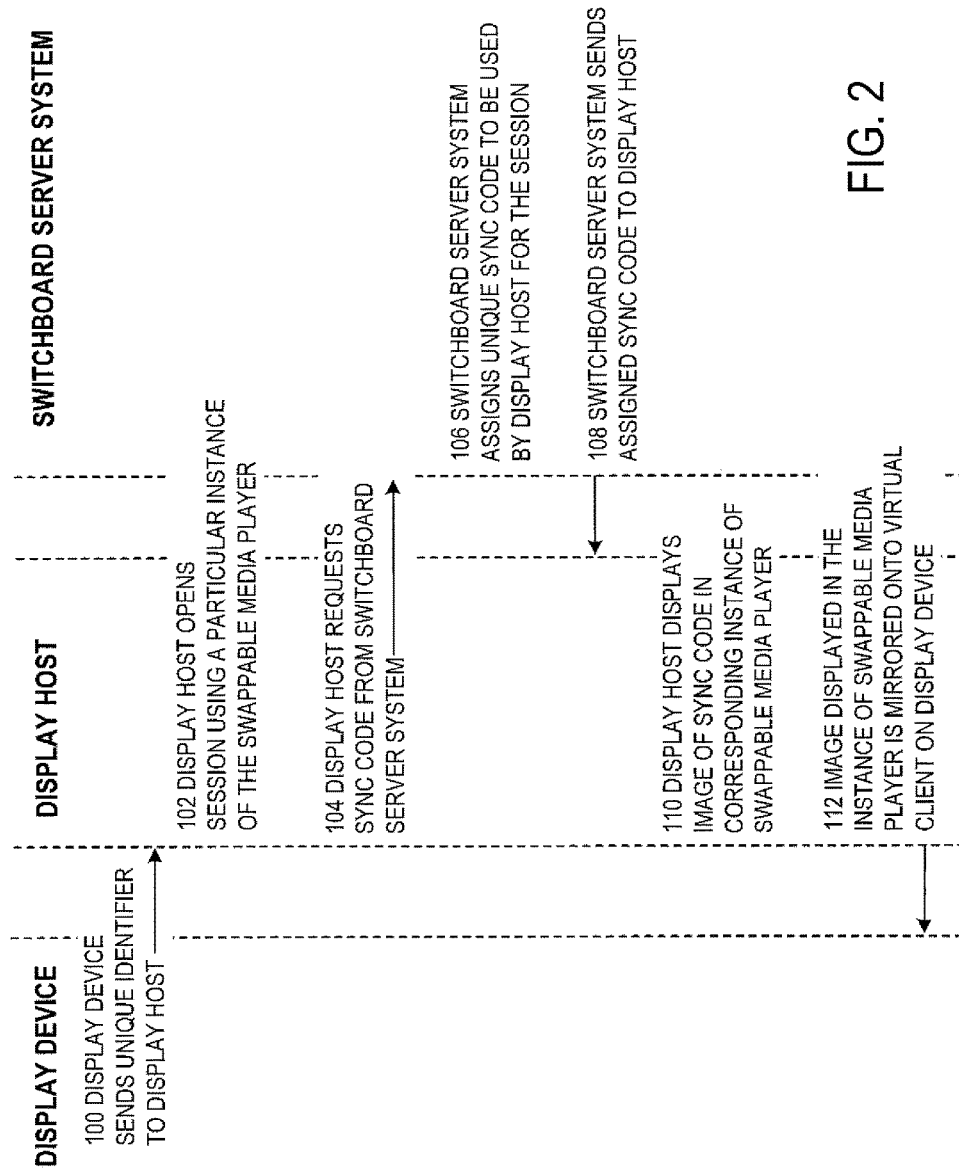


FIG. 2

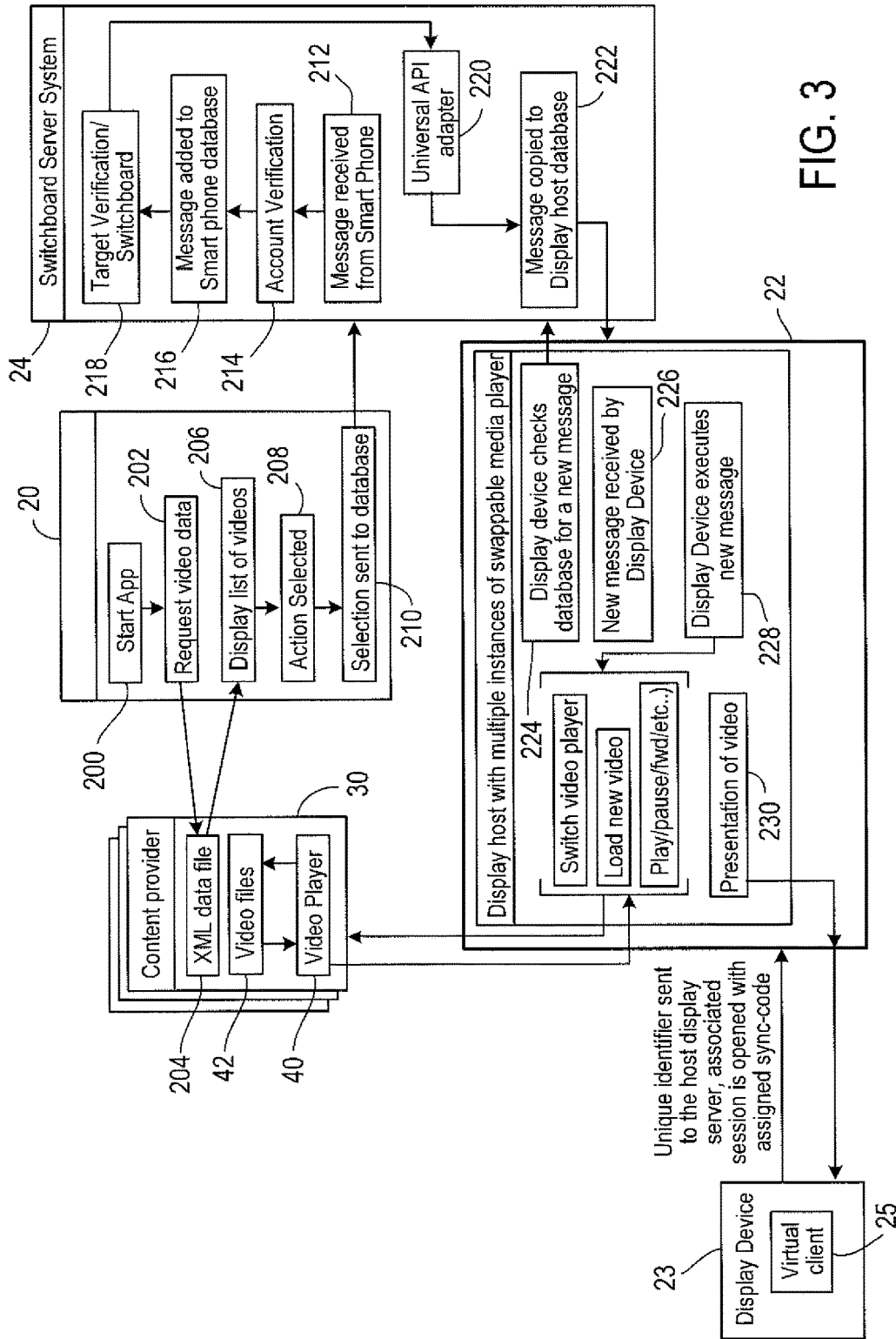


FIG. 3

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