

EXHIBIT A



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(54) **SYSTEMS AND METHODS FOR ADAPTIVE AND RESPONSIVE VIDEO**

USPC 345/158; 375/240.03; 386/248, 230;
715/716, 723; 725/93; 348/581
See application file for complete search history.

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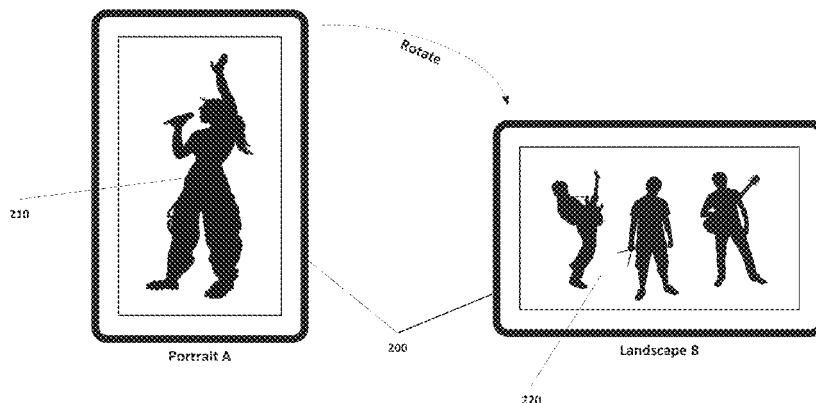
(57) **ABSTRACT**

Systems and methods for providing adaptive and responsive media are disclosed. In various implementations, a video for playback is received at a user device having a plurality of associated properties. Based on at least one of the properties, a first state of the video is configured, and the video is presented according to the first state. During playback of the video, a change in one of the device properties is detected, and the video is seamlessly transitioned to a second state based on the change.

(58) **Field of Classification Search**

CPC H04N 21/4307; H04N 21/4516; H04N 21/4524; H04N 21/4532; H04N 21/47202; H04N 21/47205; H04N 21/47217; H04N 21/4758; H04N 21/8456; H04N 21/8541

18 Claims, 11 Drawing Sheets



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