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Sogani et al.

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(54) **TECHNIQUES FOR EFFICIENT ACCESS OF SOFTWARE APPLICATION FUNCTIONALITY IN SEARCH**

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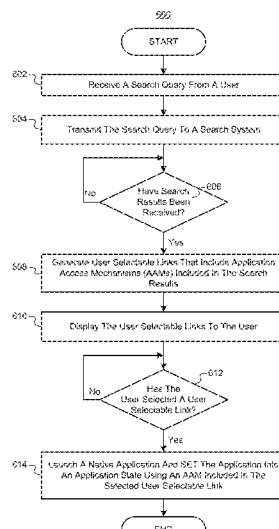**Related U.S. Application Data**

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H04L 29/08   (2006.01)
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See application file for complete search history.

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(57)   **ABSTRACT**

Techniques include transmitting a search query to a search system and receiving search results from the search system. The search results include an application access mechanism (AAM) that specifies a native application state and an application download address (ADA) that indicates a location for downloading the application. The search results also include preview data associated with the state and/or a web access mechanism (WAM) that specifies a web-based application state. The techniques further include generating a selectable link including the AAM, ADA, and one or both of the preview data and WAM, displaying the link, and receiving a user selection of the link. The techniques also include, in response to receiving the user selection, performing one or more of downloading, installing, and launching the native application, and setting the application into the state, displaying the preview data, and launching the web-based application, and setting the application into the web state.

27 Claims, 19 Drawing Sheets

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  G06Q 10/02   (2012.01)
  G06Q 30/02   (2012.01)

(52) **U.S. Cl.**
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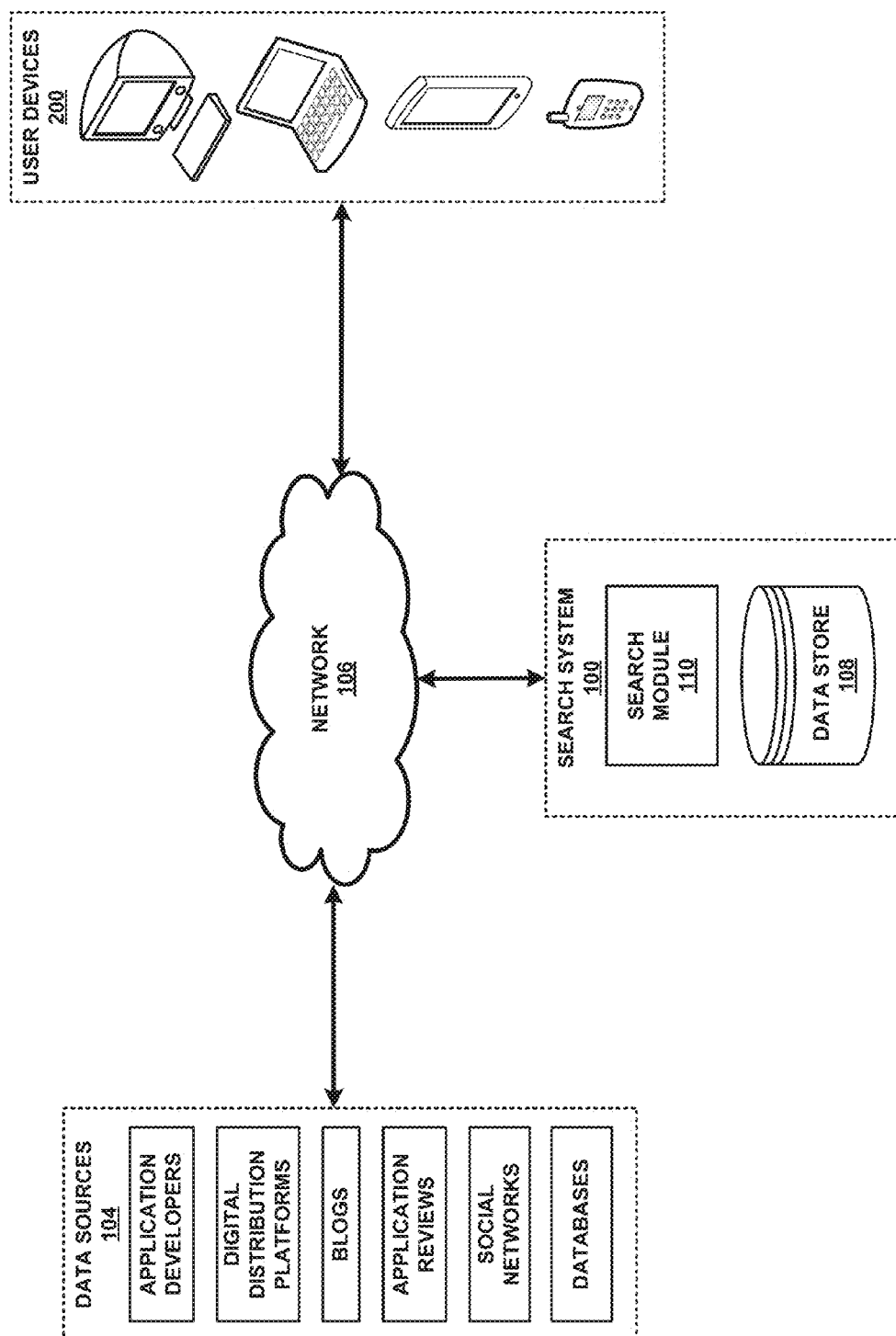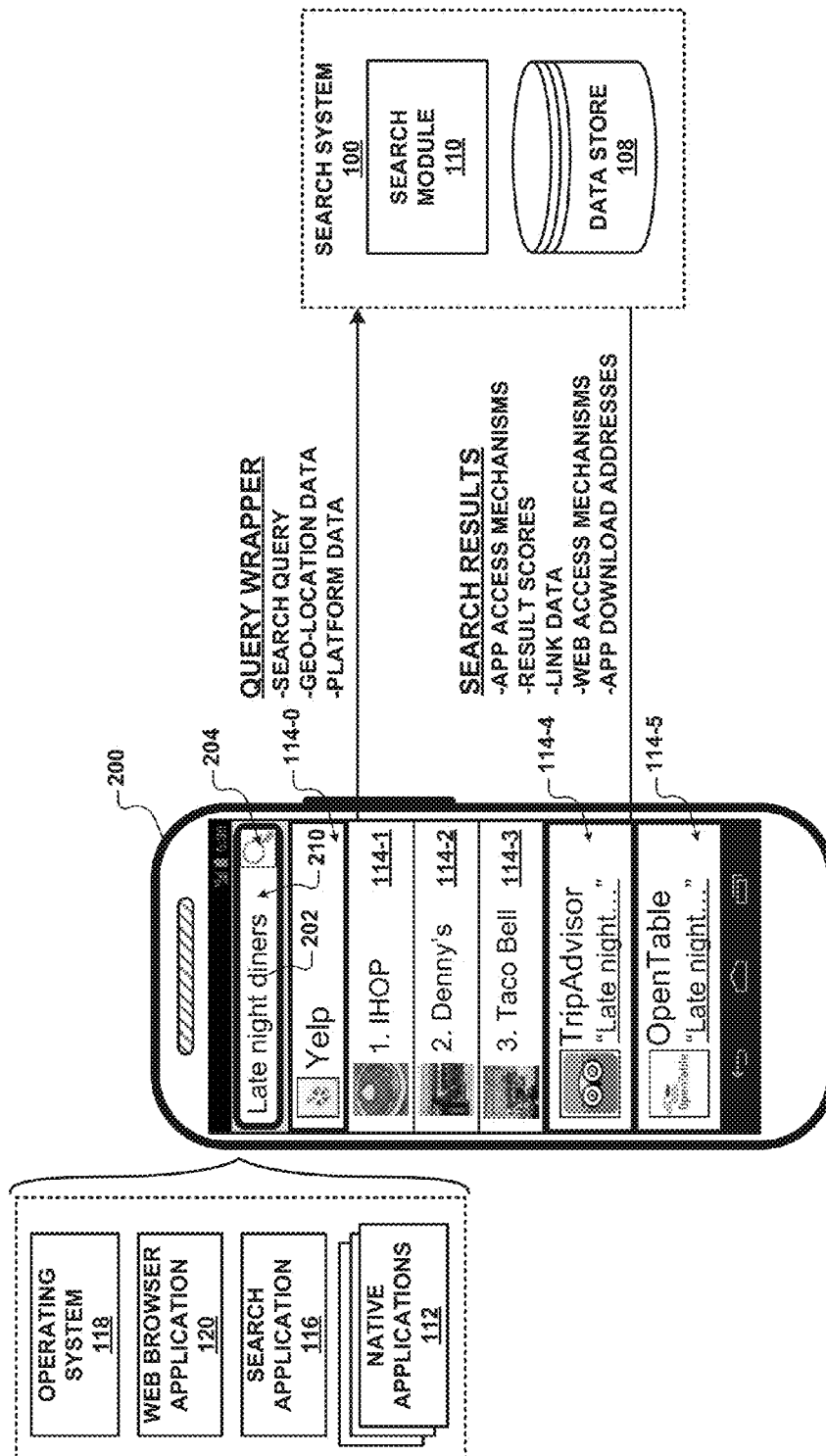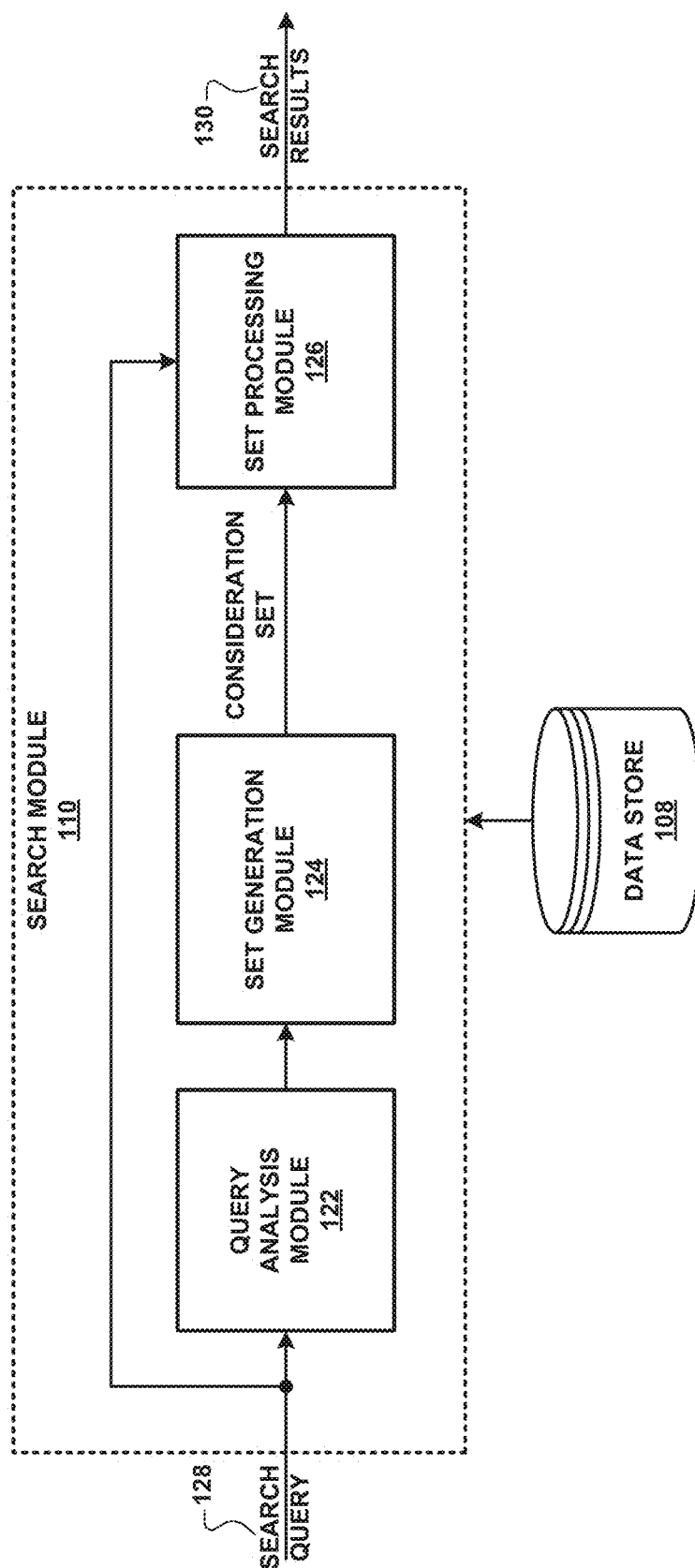
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FIG. 1

FIG. 2

FIG. 3A

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