

Exhibit 1



US008356251B2

(12) **United States Patent**
Strober(10) **Patent No.:** US 8,356,251 B2
(45) **Date of Patent:** Jan. 15, 2013(54) **PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE**(75) Inventor: **David Strober**, Rye, NY (US)(73) Assignee: **Touchstream Technologies, Inc.**, Valhalla, NY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 4 days.

(21) Appl. No.: 13/245,001

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Related U.S. Application Data

(63) Continuation of application No. 13/157,821, filed on Jun. 10, 2011.

(60) Provisional application No. 61/477,998, filed on Apr. 21, 2011.

(51) **Int. Cl.****G06F 3/00** (2006.01)(52) **U.S. Cl.** 715/740; 715/716; 715/734; 715/738; 715/751; 715/764; 715/835(58) **Field of Classification Search** 715/716, 715/738, 734, 740, 751, 764, 835

See application file for complete search history.

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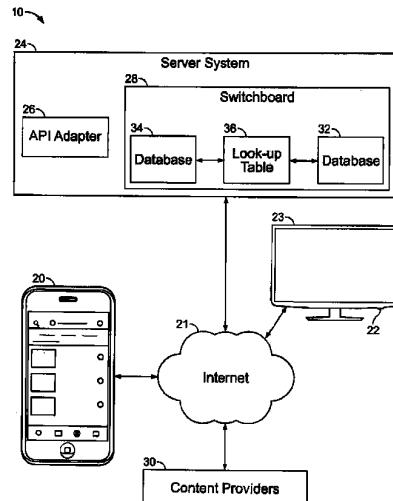
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A system for presenting and controlling content on a display device includes a network, a server system coupled to the network and comprising one or more servers, a display device coupled to the network and having a display, and a personal computing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

26 Claims, 9 Drawing Sheets

US 8,356,251 B2

Page 3

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Jan. 15, 2013

Sheet 1 of 9

US 8,356,251 B2

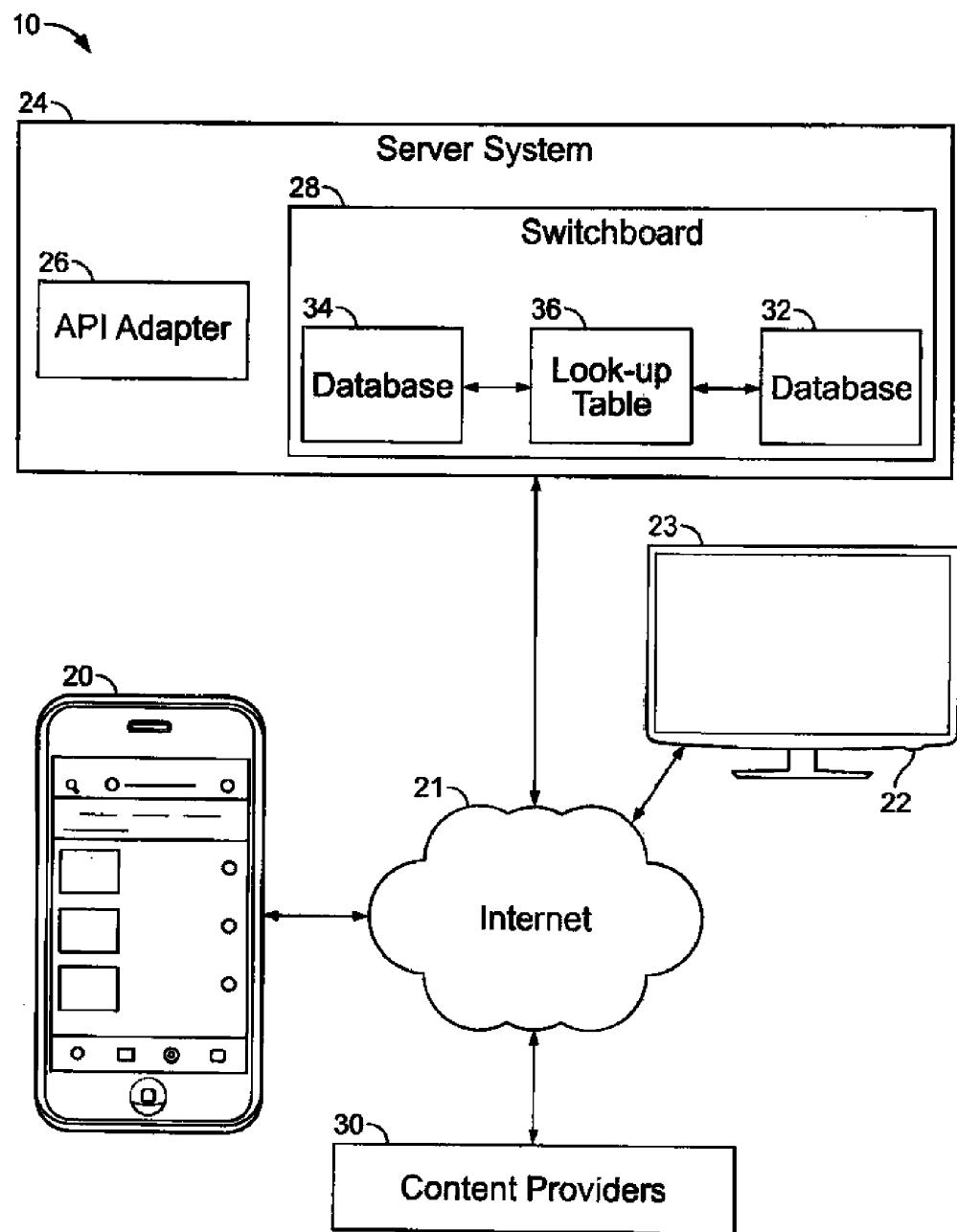


FIG. 1

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