

Exhibit 1



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Strober

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

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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 4 days.

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Related U.S. Application Data

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(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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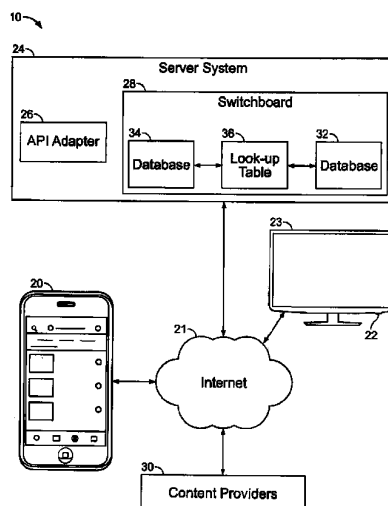
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(57) **ABSTRACT**

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.

26 Claims, 9 Drawing Sheets



US 8,356,251 B2

Page 2

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Sheet 1 of 9

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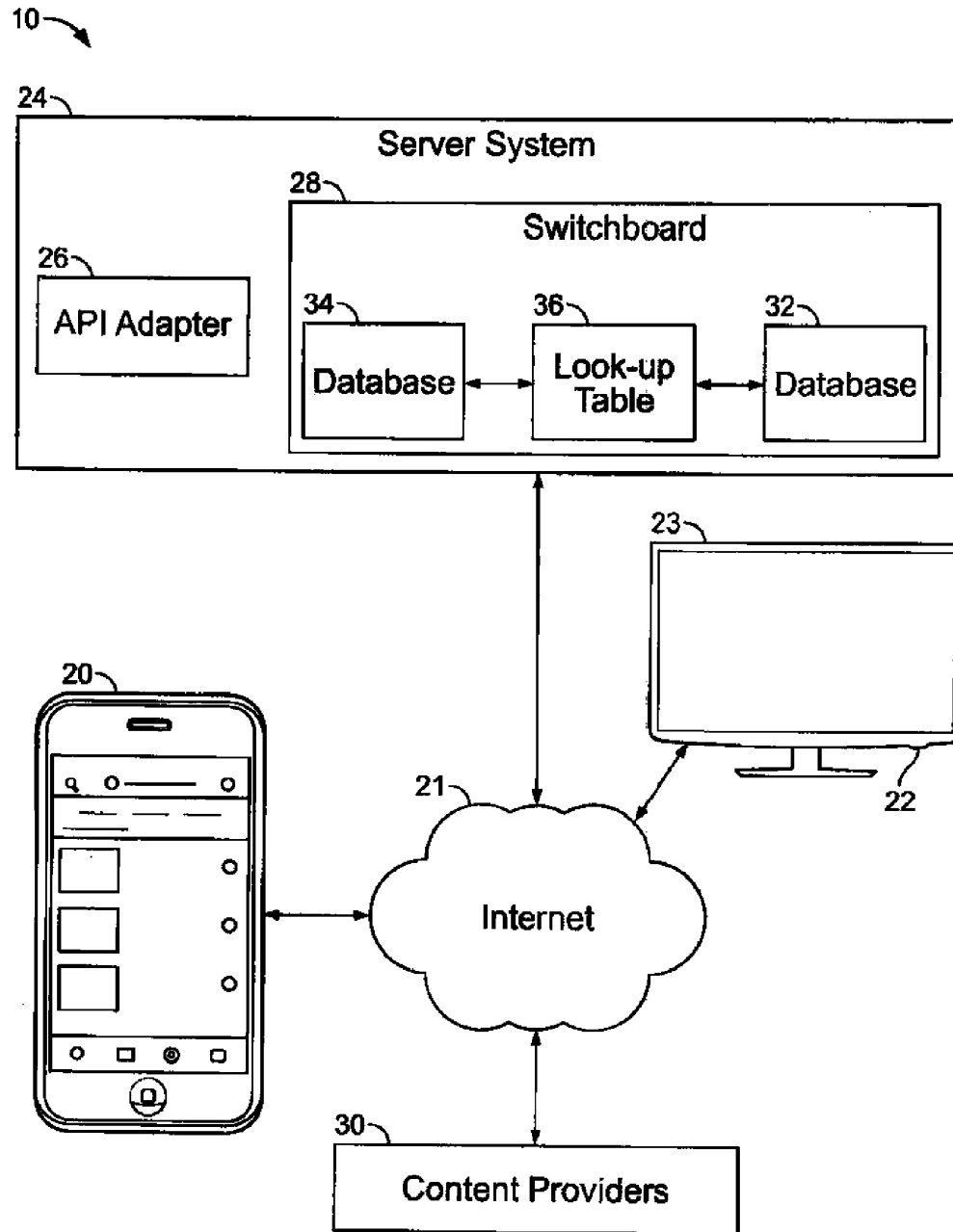


FIG. 1

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