

Title (en)

SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING PERSONALIZED MEDIA

Title (de)

SYSTEM UND VERFAHREN ZUR ERZEUGUNG UND VERTEILUNG VON PERSONALISIERTEN MEDIEN

Title (fr)

SYSTEME ET PROCEDE DESTINES A GENERER ET A REPARTIR DES SUPPORTS PERSONNALISES

Publication

EP 1847102 A1 20071024 (EN)

Application

EP 05711731 A 20050120

Priority

US 2005001853 W 20050120

Abstract (en)

[origin: WO2006078246A1] Personalized media is generated by obtaining a master clip (201) having predefined insert points (203), obtaining an insert clip (202), seamlessly merging the insert clip into the selected master clip to generate a personalized media clip (204) with undetectable transitions between spliced clips. An insert clip (202) is utilized for purposes of adding variables such as a name, place, time, gender, product name or any other desirable information to a master clip. Dynamic context data may be added and transmitted to a client playback device. This distribution process may be in real-time or asynchronous until requested. The playback device may use the clip for ring tone, ringback tone or voice message or any other purpose. Although the contents of the master clip and/or the insert clip may use any voice including the originator's voice, celebrity voices or the voices of celebrity impersonators may be utilized. The master clip and insert clip may be seamlessly merged using uncompressed or compressed data in given formats.

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