

Title (en)  
PROCESSES AND SYSTEMS FOR CREATING IDIOMORPHIC MEDIA AND DELIVERING GRANULAR MEDIA SUITABLE FOR INTERSTITIAL CHANNELS

Title (de)  
VERFAHREN UND SYSTEME ZUR ERZEUGUNG IDIOMORPHER MEDIEN UND ZUR AUSGABE PARTIKELFÖRMIGER MEDIEN FÜR INTERSTITIELLE KANÄLE

Title (fr)  
PROCÉDÉS ET SYSTÈMES POUR CRÉER DES SUPPORTS IDIOMORPHES ET METTRE À DISPOSITION DES SUPPORTS GRANULAIRES ADAPTÉS AUX CANAUX INTERSTITIELS

Publication  
**EP 2652945 A2 20131023 (EN)**

Application  
**EP 11854453 A 20111213**

Priority  
• US 45946010 P 20101213  
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• US 2011001978 W 20111213

Abstract (en)  
[origin: WO2012091731A2] Creation or modification of various media to a form that is suitable for delivery (e.g., display) during gaps (generally temporal) in an information display to, or interaction with, a human user. Media is prepared to be granular in nature; consisting of relatively many, relatively small, cognitively separable sequential or stand-alone segments. Program material (and, optionally advertising) is customized or custom selected, for receipt and display on various fixed and mobile digital media devices via any network, broadcast or other distribution system. Source material is video, audio, print or otherwise and optionally converted between media. Edits produce diverse elements or versions, abstracted for different amount of information, level of detail, running time, or with content skewed for end-user interest or preference. Elements or versions are tagged by operator review and input, or automatically, from content (e.g., closed caption, original text material, voice recognition, image recognition) or other sources to include indications of: content subject matter, intended audience, length, rating for age or other purpose, style of presentation, completeness, etc. Information about end-user preferences is matched with content tag information to create customized packages of content and targeted advertising.

IPC 8 full level  
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CPC (source: EP)  
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