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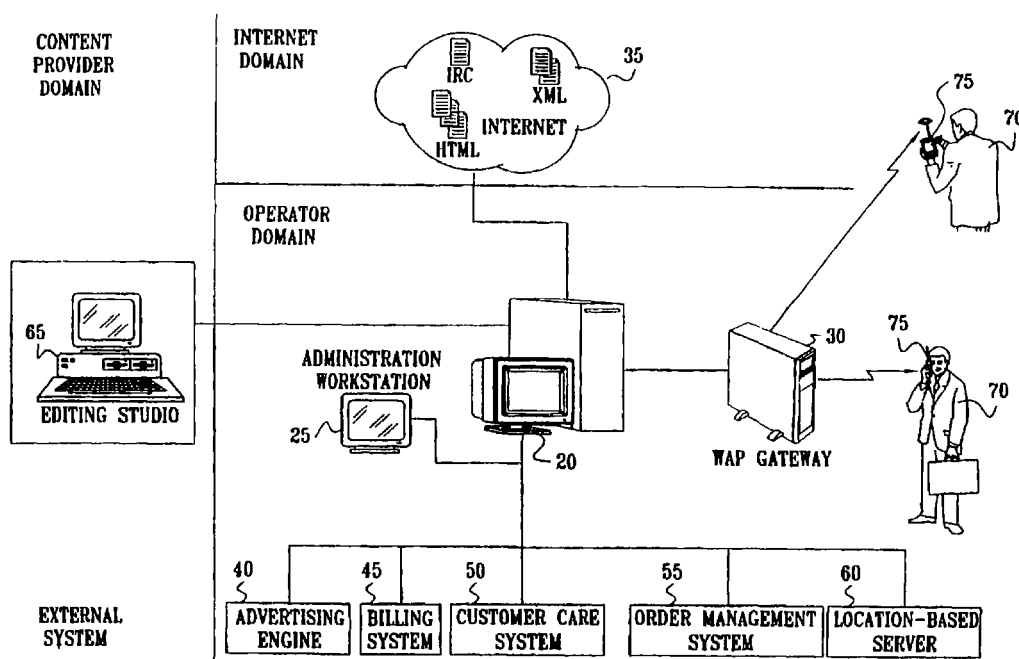
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54) Title: BROADCAST CONTENT OVER CELLULAR TELEPHONES

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(57) Abstract: A method for broadcasting information, comprising providing at a host site (20) computer-readable code representing a sequence of frames of content of a broadcast channel, receiving signals at the host site from a plurality of mobile telephone devices (75) via a wireless network, invoking the broadcast channel, and transmitting the code via the wireless network to the plurality of mobile telephone devices concurrently, causing the devices to display the sequence of frames to respective users of the devices substantially simultaneously.

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