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(54) **Title:** SYSTEM, METHOD, AND COMPUTER-READABLE MEDIUM FOR PROVIDING OPTIMAL DYNAMIC CONTENT OF A SERVICE TO A USER

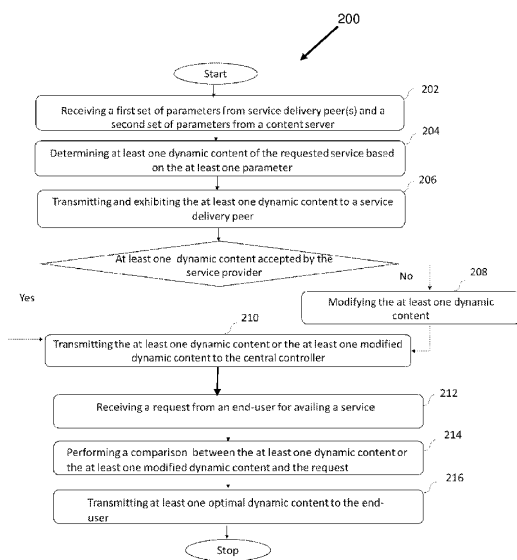


Figure 2

(57) **Abstract:** The disclosure relates to a method, system, and computer-readable medium for providing optimal dynamic content of a service by receiving a first set of parameters and a second set of parameters pertaining to the service by a central controller; determining a dynamic content for the service based on the first and the second sets of parameters; transmitting the dynamic content to at least one service delivery terminal; transmitting the dynamic content to a controller when the dynamic content is accepted by the at least one service delivery terminal, transmitting modified dynamic content to the central controller when the dynamic content is not accepted; receiving a request for availing the service; comparing the request and one of the dynamic content and the modified dynamic content to obtain the optimal dynamic content, and transmitting the obtained optimal dynamic content to the end-user.

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