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(54) **Title**: EXTENSIBLE MEDIA FORMAT SYSTEM AND METHODS OF USE

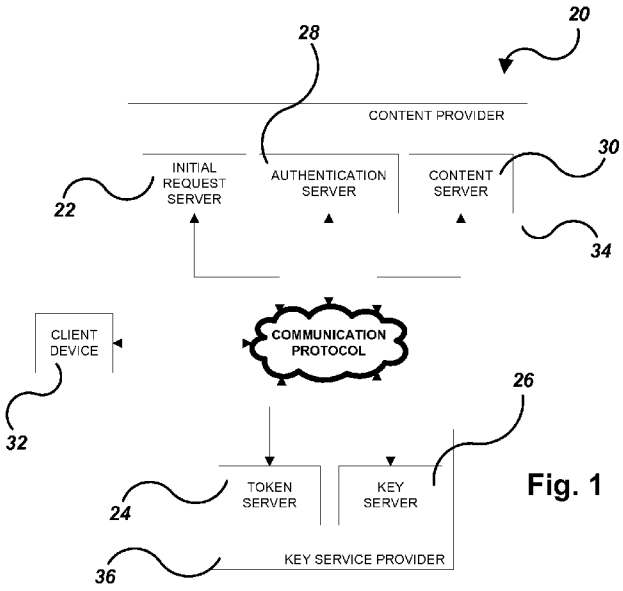

Fig. 1

(57) **Abstract**: A system and associated methods for managing digital content in an extensible media format ("EMF") are disclosed. In at least one embodiment, an initial request server is located in memory on a computing device and configured for receiving and processing content requests from an at least one client device in the possession of a user. A content server is also located in memory on a computing device and is configured for storing and selectively distributing the content. The content server stores the content in an at least one EMF file, each EMF file comprising a frame page containing a frame page identifier and an at least one frame; each frame containing at least a portion of the content along with a frame identifier. Upon the initial request server receiving a content request from the user via the associated client device, the content server transmits the associated EMF files.

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