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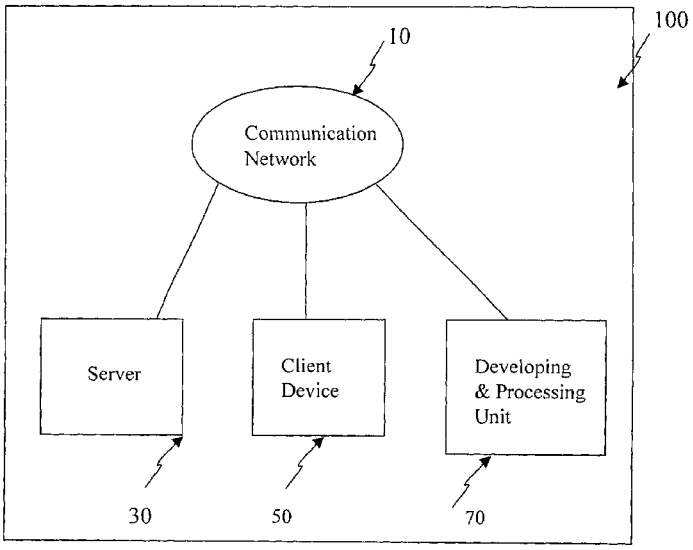
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(54) Title: METHOD AND APPARATUS FOR DEVELOPING AND DISTRIBUTING INTERACTIVE ADVERTISEMENTS



(57) Abstract: A method for distributing interactive advertisements includes at least one server that has a server interface operative to at least request and deliver the interactive advertisements across a plurality of communication channels, and at least one client device that has a client interface operative to provide a user with the capability to receive, store, transfer, exchange or redeem the interactive advertisements across a plurality of communication channels. A developing and processing unit including a developing interface adapted to be interactively coupled to the client interface and the server interface for transmission and reception of the interactive advertisements across a plurality of communication channels, and a developer operative to create the interactive advertisements and adapted to update and maintain the interactive advertisements is also included.

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