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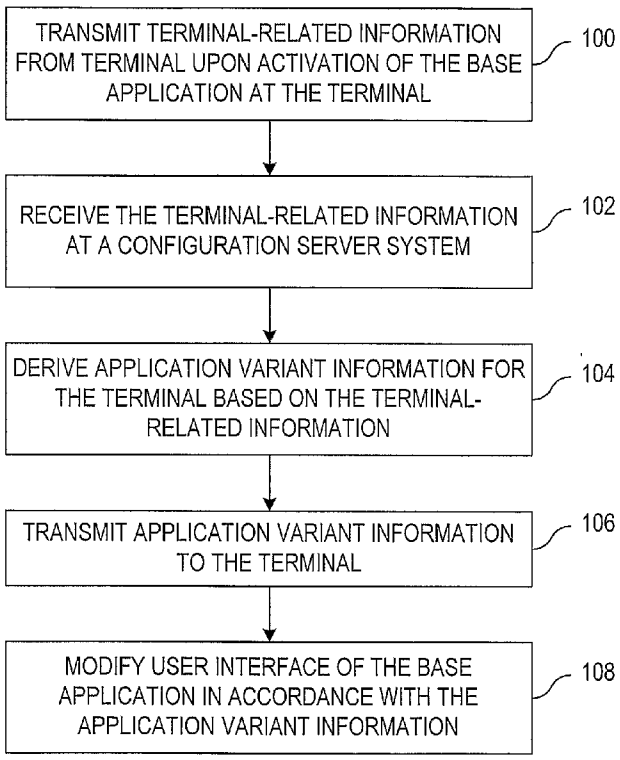
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(54) Title: SYSTEM, APPARATUS, AND METHOD FOR DYNAMICALLY CUSTOMIZING AND CONFIGURING APPLICATIONS



(57) Abstract: A system and method for dynamically customizing and/or configuring applications on devices. The user interface of a base application resident on a terminal can be modified in accordance with the invention. Terminal-related information (316) is transmitted (100) from the terminal (300) upon initial activation of the base application at the terminal (300). The terminal-related information (316) is received (102) at a configuration server system (324), where application variant information for the terminal is derived (104) based on the terminal-related information (316). This application variant information is transmitted (106) back to the terminal (300), and the user interface (334) of the base application is modified (108) as specified by the application variant information (332).

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