Abstract of the Disclosure

TITLE: ON-DEMAND SYSTEM FOR SERVING MULTIMEDIA INFORMATION IN A FORMAT ADAPTED TO A REQUESTED CLIENT

Prior to sending to a requesting client device a requested multimedia application which comprises a plurality of kinds of materials and a scenario which defines a role of each material, the server converts an input (or original) format of a certain kind of materials of the requested application into a format with which the requesting client device can deal and converts format-dependent data of the scenario accordingly. This enables every consuming device to consume any of the multimedia applications stored in the server regardless of the material format with which the consuming device can deal with respective to a certain kind of materials. Four schemes different in conversion timing of the materials and the scenario are disclosed. The original format of the materials may be limited to a master data format, e.g., the DV format if the certain kind of materials are moving picture materials.

Figure 2.