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(54) **Title:** ENVIRONMENT AND METHOD FOR CROSS-PLATFORM DEVELOPMENT OF SOFTWARE APPLICATIONS

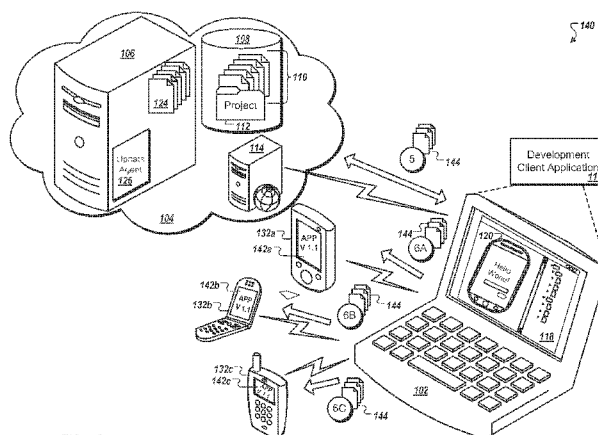


FIG. 1C

(57) **Abstract:** A method may include obtaining content files, where the content files include one or more presentation files, where each presentation file includes respective instructions which, when interpreted at runtime by a separate computing device, are configured to provide at least one of (a) a functionality and (b) a user interface of a software application executing upon the separate computing device. The method may include providing the content files to the separate computing device. After providing the content files, the method may include identifying a change in at least a first presentation file, and providing at least the first presentation file to the separate computing device, where the software application is configured to execute the first presentation file as at least one of (a) the functionality and (b) the user interface of the software application without need for re-installing or re-loading the software application on the separate computing device.

