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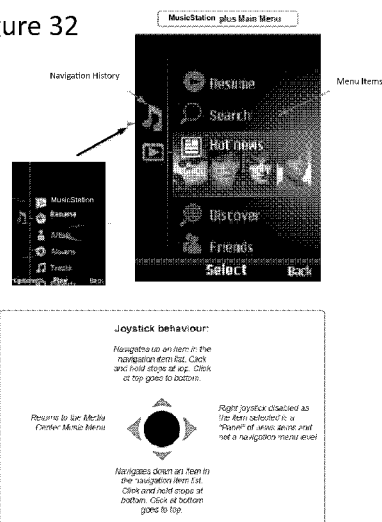
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Figure 32



(57) **Abstract:** A mobile wireless device includes an embedded media player; the functionality of the media player has been extended by integrating a third party application with the media player, the third party application supporting an unlimited music subscription service. Hence, the invention is based on the insight that a third party application that can provide access to an unlimited music subscription service, such as the MusicStation media player, can be integrated with an embedded media player in a mobile wireless device. The device then behaves as though the functionality of the media player has been extended, but without the extensive engineering effort needed to re-write the embedded media player so that it can itself provide access to the unlimited music subscription service.