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METHOD AND APPARATUS FOR AUTHORING AND PUBLISHING WEB PAGES

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Abstract

An author provides display-components comprising text (115) and images (120) to an authoring tool (100). The author sets each selected display-component to be either author-specific i.e. displayed on a web page in accordance with the author's specification, or device-specific i.e. displayed on a web page in accordance with the device's specification, with display-component specifications (134). The author also provides layout information (130). The authoring tool then generates an iFormat markup language (IFML) file, (135) which is stored on a server. When the server receives a web page request (430) from a user device for the IFML authored web page, a request processor (425) determines the type of requesting device, and a markup language that is compatible with the requesting device is selected. An IFML transcoder (410), then transcodes the IFML file into the selected markup language, such that the author–specific display-components and the device-specific display-components are displayed accordingly.

FIGS. 1 & 4 accompany this abstract.