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(71) Applicant *(for all designated States except US)*: **NET POWER AND LIGHT, INC.** [US/US]; 1169 Gorgas Avenue, Suite A, San Francisco, California 94129 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **VONOG, Stanislav** [UA/US]; 1169 Gorgas Avenue, Suite A, San Francisco, California 94129 (US). **SURIN, Nikolay** [RU/US]; 1169 Gorgas Avenue, Suite A, San Francisco, California 94129 (US). **LEMMEY, Tara** [US/US]; 1169 Gorgas Avenue, Suite A, San Francisco, California 94129 (US).

(74) Agents: **COLEMAN, Brian R.** et al.; Perkins Coie LLP, P.O. Box 1208, Seattle, Washington 98111-1208 (US).

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(54) **Title**: JUST-IN-TIME TRANSCODING OF APPLICATION CONTENT

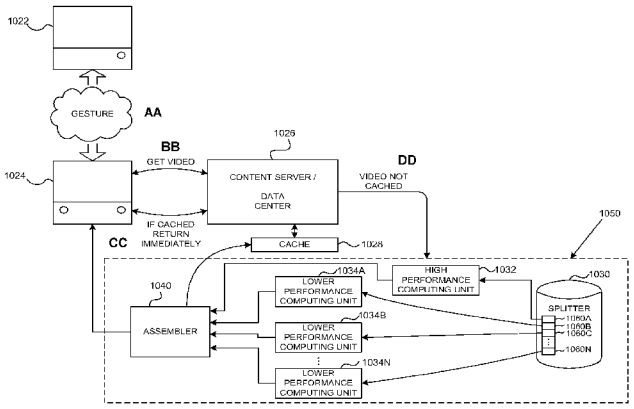


FIG. 17

(57) **Abstract**: The techniques discussed herein contemplate improved methods and systems for transcoding application content to minimize latency in just-in-time conversion of application formats. In embodiments, a target client device requests application content of a particular format from a content provider. If the content provider does not have a local copy of the requested format, the content is split to multiple segments and a first high-priority segment is identified. This first segment is converted using a dedicated high-performance computing unit and transmitted with minimal latency to the target client device for immediate rendering. Concurrently, remaining segments of the content are converted in multiple lower performance computing units and fed into the target client device. By ensuring that at least a first segment of the application is available for immediate rendering while other segments are converted, the transcoding application minimizes latency delay in rendering of the application in the target device.

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