

## **TRIGGERING ANIMATION ACTIONS**

### **AND MEDIA OBJECT ACTIONS**

#### **ABSTRACT**

5   **[0001]**       A request may be received to trigger an animation action in response to  
reaching a bookmark during playback of a media object. In response to the request, data is  
stored defining a new animation timeline configured to perform the animation action when  
playback of the media object reaches the bookmark. When the media object is played  
back, a determination is made as to whether the bookmark has been encountered. If the  
10   bookmark is encountered, the new animation timeline is started, thereby triggering the  
specified animation action. An animation action may also be added to an animation  
timeline that triggers a media object action at a location within a media object. When the  
animation action is encountered during playback of the animation timeline, the specified  
media object action is performed on the associated media object.

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FIG. 7