What is claimed is:

1. A computer-implemented method for triggering an animation action ~~(922)~~, the method comprising:

receiving, at a computer system executing a slide show presentation application, a request to trigger an animation action ~~(922)~~ within a slide show presentation created by the slide show presentation application when playback of a media object ~~(924)~~ during viewing of the slide show presentation reaches a bookmark within the media object, the bookmark being specified by a user of the slide show presentation application prior to viewing of the slide show presentation ~~specified point of interest (926)~~; and

in response to receiving the request,

storing data defining a new animation timeline associated with the slide show presentation, the new animation timeline being ~~that is~~ configured to cause the slide show presentation application to determine whether the bookmark has been encountered during ~~perform the animation action (922) when the~~ playback of the media object during viewing of the slide show presentation, ~~(924) reaches the specified point of interest (926);~~

~~playing back the media object (924);~~

~~determining whether the specified point of interest (926) has been encountered during playback of the media object (924); and~~

receiving a selection of the animation action,

displaying a user interface comprising one or more selectable items, each of the selectable items corresponding to a location within the media object that has been defined with respect to the media object, and

receiving a selection of one of the selectable items within the user interface as the bookmark;

in response to encountering the bookmark ~~the specified point of interest (926)~~ during playback of the media object ~~(924)~~, perform~~ing~~ the animation action ~~(922)~~ by transforming the data defining the new animation timeline to a visual depiction for display by the~~a~~ computer system; ~~(900).~~

receiving a second request to add a new animation action to an animation timeline, the new animation action configured to trigger a media object action with respect to an associated media object, wherein the media object action comprises one of an action to stop, start or pause playback of the media object at a specified location within the associated media object of the slide show presentation;

adding the new animation action to the animation timeline in response to the second request; and

performing the media object action on the associated media object in response to encountering the new animation action during playback of the animation timeline.

~~2. The method of claim 1, wherein receiving a request to perform an animation action when playback of a media object reaches a specified point of interest comprises:~~

~~receiving a selection of the animation action;~~

~~displaying a user interface comprising one or more selectable items, each of the selectable items corresponding to a point of interest that has been defined with respect to the media object; and~~

~~receiving a selection of one of the items within the user interface as the specified point of interest.~~

~~3. The method of claim 1, further comprising:~~

~~receiving a request to add an animation action to an animation timeline, the animation action configured to trigger a media object action with respect to an associated media object;~~

~~adding the animation action to the animation timeline in response to the request; and~~

~~performing the media object action on the associated media object in response to encountering the animation action during playback of the animation timeline.~~

~~4. The method of claim 3, wherein the media object action comprises an action to stop playback of the media object at a specified point of interest.~~

~~5. The method of claim 3, wherein the media object action comprises an action to start playback of the media object at a specified point of interest.~~

~~6. The method of claim 3, wherein the media object action comprises an action to pause playback of the media object at a specified point of interest.~~

~~7. The method of claim 3, wherein the media object comprises a video file.~~

~~8. The method of claim 3, wherein the points of interest are defined as bookmarks within a media object.~~

2~~9~~. A computer-implemented method for triggering a media object action, the method comprising:

receiving, at a computer system executing a slide show presentation application, a request to add an animation action ~~(922)~~ to an animation timeline associated with a slide show presentation created by the slide show presentation application, the animation action ~~(922)~~ configured to trigger the~~a~~ media object action at a specified location within ~~point of interest in~~ an associated media object ~~(924)~~ of the slide show presentation, the animation action being specified by a user of the slide show presentation application prior to viewing of the slide show presentation;

adding the animation action ~~(922)~~ to the animation timeline in response to the request, wherein the animation timeline is configured to cause the slide show presentation application presenting the slide show presentation to determine, during viewing of the slide show presentation, if the animation action has been encountered,~~;~~ and

performing the media object action on the associated media object ~~(924)~~ in response to encountering the animation action ~~(922)~~ during playback of the animation timeline within the slide show presentation, the media object action comprises an action to one of stop, start or pause playback of the associated media object at the specified location within the associated media object of the slide show presentation.

~~10. The method of claim 9, wherein the media object action comprises an action to stop playback of the media object at the specified point of interest.~~

~~11. The method of claim 9, wherein the media object action comprises an action to start playback of the media object at the specified point of interest.~~

~~12. The method of claim 9, wherein the media object action comprises an action to pause playback of the media object at the specified point of interest.~~

3~~13~~. The method of claim 2~~12~~, further comprising:

receiving a request to trigger a second animation action when playback of the media object reaches a second location within the associated media object of the slide show presentation ~~point of interest~~;

in response to receiving the request, creating a new animation timeline that is configured to perform the second animation action when the playback of the media object reaches the second location within the associated media object of the slide show presentation ~~point of interest~~;

determining whether the second location within the associated media object of the slide show presentation ~~point of interest~~ has been encountered during playback of the media object; and

performing the second animation action in response to encountering the second location within the associated media object of the slide show presentation ~~point of interest~~ during playback of the media object.

4~~14~~. The method of claim 3~~13~~, wherein receiving the~~a~~ request to trigger the~~a~~ second animation action when playback of the media object reaches the~~a~~ second location within the associated media object of the slide show presentation ~~point of interest~~ comprises:

receiving a selection of the animation action;

displaying a user interface comprising one or more selectable items, each of the selectable items corresponding to a point location within the associated media object of the slide show presentation ~~of interest~~ that has been defined with respect to the media object; and

receiving a selection of one of the items within the user interface as the second location within the associated media object of the slide show presentation~~point of interest~~.

5~~15~~. The method of claim 4~~14~~, wherein the points of interest comprise bookmarks.

6. The method of claim 5, wherein the media object comprises a video file.

7. A computer-readable medium having computer-executable instructions stored thereon which, when executed by a computer, cause the computer to:

receive a request to trigger an animation action when playback of a media object by a slide show presentation created by a slide show presentation application reaches a location specified by a user of the slide show presentation application;

in response to receiving the request,

store data defining a new animation timeline associated with the slide show presentation, the new animation timeline being configured to cause the computer to perform the animation action when the playback of the media object by the slide show presentation reaches the specified location,

receive a selection of the animation action,

display a user interface comprising one or more selectable items, each of the selectable items corresponding to a location within the media object that has been defined with respect to the media object, and

receive a selection of one of the selectable items within the user interface as a bookmark;

present the slide show presentation;

begin playback of the media object during presentation of the slide show presentation based, at least partially, upon the new animation timeline;

determine whether the specified location has been encountered during playback of the media object;

perform the animation action in response to encountering the specified location during playback of the media object;

receiving a second request to add a new animation action to an animation timeline, the new animation action configured to trigger a media object action with respect to an associated media object, wherein the media object action comprises one of an action to stop, start or pause playback of the associated media object at a specified location within the associated media object of the slide show presentation;

adding the animation action to the animation timeline in response to the request; and

performing the media object action on the associated media object in response to encountering the new animation action during playback of the animation timeline.

8. The method of claim 1, wherein the request to trigger the animation action comprises a first request for a forward trigger and a second request for a reverse trigger, the forward trigger comprising a trigger for an animation action in response to reaching a

specified location during playback of the media object, and the reverse trigger comprising a further trigger for an animation action triggered in response to reaching a specified location in the animation timeline.