

**SYSTEM INTEGRATED WITH AN ELECTRONIC DISPLAY UNIT AND METHOD
FOR ADAPTIVE REPRESENTATION OF CONTENT**

ABSTRACT

Exemplary embodiments of the present disclosure are directed towards a system integrated with an electronic display unit (preferably supporting transparency) for adaptive representation of content is disclosed. The system includes a content management and serving unit to store and serve multimedia content to be displayed over one or more electronic display units, a content analyzing unit for analyzing and providing metadata corresponding to the multimedia content and data related to physical objects positioned behind the one or more electronic display units, one or more sensors externally positioned around the one or more electronic display units to detect and collect ambient data and store the collected ambient data in an ambient data repository unit and an adaptive representation decision engine in communication with the content analyzing unit and the ambient data repository unit for analyzing the metadata corresponding to the multimedia content and the stored ambient data for providing protocols to the one or more electronic display units.