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(54) Title: A SYSTEM AND A METHOD FOR CREATING AND SHARING INTERACTIVE CONTENT RAPIDLY ANYWHERE AND ANYTIME

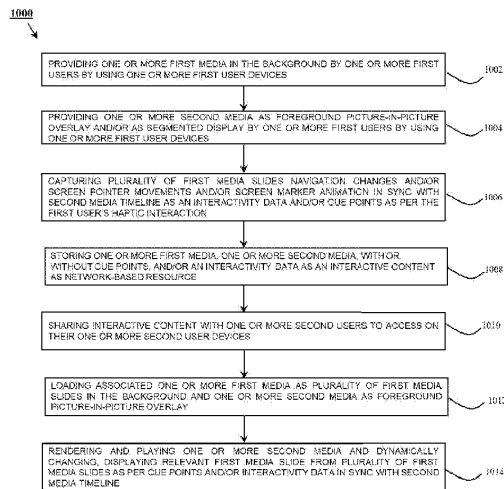


Fig. 2

(57) Abstract: The present invention relates to a system (100) and a method (1000) for creating, sharing and viewing interactive content (1165). The invention facilitates first user devices (104) associated with first users (102) to rapidly create an interactive content (1165) through an authoring module (106) coupled with first user device (104) by providing the plurality of first media(1161) in the background displaying one at a time and providing plurality of second media(1162) in the foreground as picture-in-picture overlay in an insert window. While recording second media (1162) capturing all the haptic interaction with first media (1161) to navigation and change the first media (1161) at display in sync with second media (1162) timeline as interactivity data (1163)/second media cue points. Then store them all as an interactive content (1165) as network-based resource within the interactive content module (116) and share the created interactive content (1165) with second users (114) operating second user devices (112) to access interactive content (1165) within an

[Continued on next page]

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interactive content player (110). Then load associated first media (1161) in the background and second media (1162) in the foreground as picture-in-picture overlay in an insert window. Then play the second media (1162) and change the respective first media (1161) at display as per interactivity data (1163)/second media cue points.