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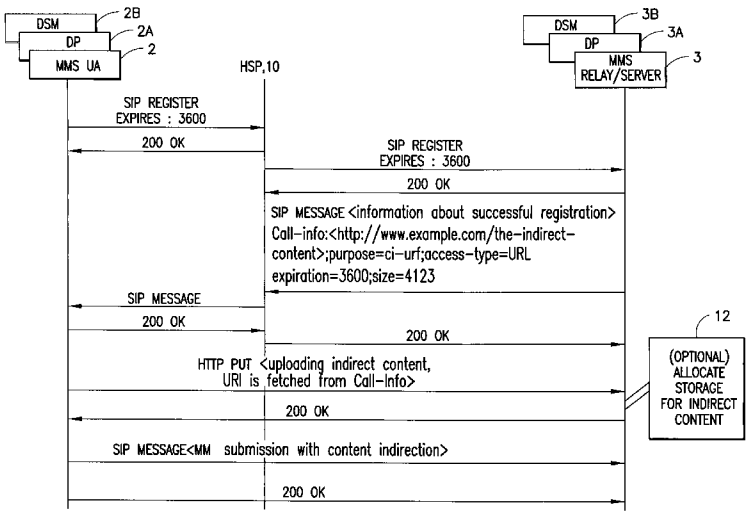
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(54) **Title:** METHOD AND APPARATUS TO CONVEY A URI FOR CONTENT INDIRECTION USE IN SIP



(57) **Abstract:** A content indirection communications method, server, device, data storage medium and computer program product, where in a method executed by the server, in response to a Session Initiation Protocol (SIP) registration request from a device, informing the device in a SIP message of the identity of an address where the device may send information that is to be referenced by a SIP content indirection operation, and allocating storage for the information. Informing the device preferably uses a SIP message Call-Info header field with. a purpose parameter set to ci-uri for indicating that the Call-Info header field contains a Uniform Resource Identifier (URI) that specifies an identity of the storage location.

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