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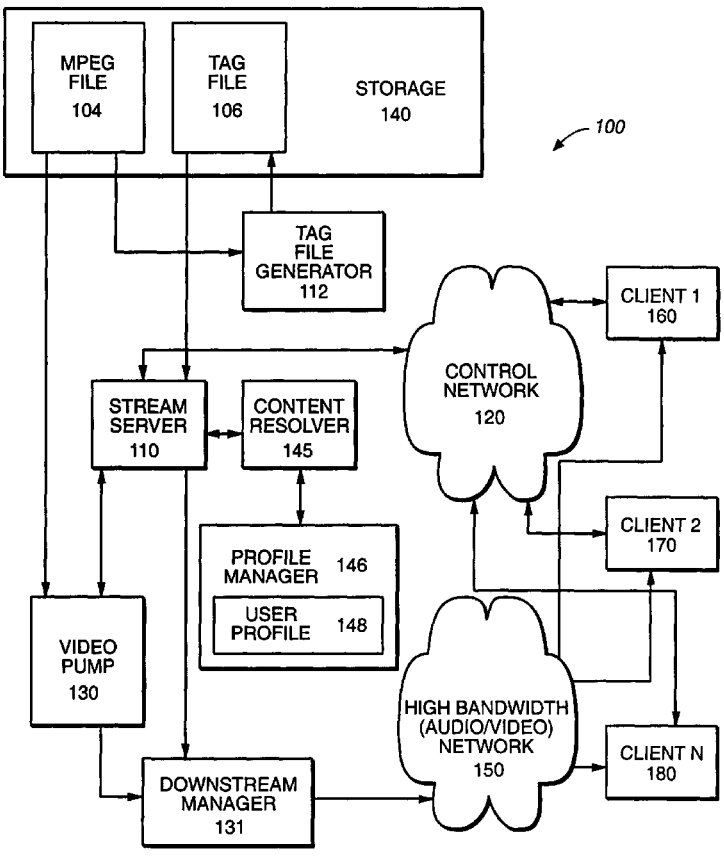
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(54) Title: DYNAMIC GENERATION OF VIDEO CONTENT FOR PRESENTATION BY A MEDIA SERVER



(57) Abstract: A method and apparatus is provided for dynamically generating digital video streams (Fig. 1) without an equivalent analog stream. The apparatus includes a configuration manager. The configuration manager presents configuration option to a user. User selections are recording as user preferences (Step 202-204). The configuration manager is coupled to a media generator, which generates intermediate digital content based upon the user preferences (step 208). The media generator may be coupled to a local storage for storing electronic audio and visual information. The intermediate digital content is transferred to an encoder, which encodes the intermediate digital content to a digital format specified by in the user preferences (step 210).

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