CLAIMS:

1. A method to display a first video in an html compliant email on a computerized device, the method comprising:

defining a predetermined number of frames to be included in said first video;

creating at least one first video file comprising said frames wherein said frames are ordered in a selected sequence;

storing said first video file on a server;

embedding a hot link in an html code of said email to automatically call said first video file from said server and to display said video frames of said first video file in an email page of said email when said email is opened or otherwise viewed and without executing a local video player; and

providing a landing web page comprising a video player,

wherein said landing web page is configured to be opened after said email is opened or otherwise viewed; and

wherein said video player comprises instructions to analyze a bandwidth associated with said computerized device to provide a second video feed to said computerized device with minimal delay.

2. The method of claim 1, wherein said landing web page is configured to be opened when a user clicks on said email page of said email.

3. The method of claim 2, wherein a second video file is stored on a server and said second video file is streamed onto said landing web page.

4. The method of claim 1, wherein a second video file on said landing web page begins to be downloaded when said email is opened or viewed.

5. The method of claim 1, wherein a second video file on said landing web page is opened after said video frames of said first video file have been displayed.

6. The method of claim 1, further comprising determining the number of times said sequence of said frames will be displayed.

7. The method of claim 6, further comprising implementing said html code to create a loop for the display of said first video file according to said number of times.

8. The method of claim 1 wherein said screen for displaying said video frames has a shape other than a rectangle.

9. The method of claim 8, wherein said shape of said screen is selected from a star and a circle.

10. The method of claim 1, wherein said first video file is created by a frame editing system.

11. A system to display a first video in an html compliant email, the system comprising:

a server to store at least one first video file comprising a predetermined number of frames, wherein said frames are ordered in a selected sequence;

a computerized device for displaying an email;

wherein a link is embedded in an html code of said email to automatically call said first video file from said server and to display said video frames of said first video file in an email page of said email when said email is opened or otherwise viewed and without executing a local video player; and

a landing web page comprising a video player,

wherein said landing web page is configured to be opened after said email is opened or otherwise viewed; and

wherein said video player comprises instructions to analyze a bandwidth associated with said computerized device to provide a second video feed to said computerized device with minimal delay.

12. The system of claim 11, wherein said landing web page is configured to be opened when a user clicks on a page of said email.

13. The system of claim 12, wherein a second video file is stored on a server and said second video file is streamed onto said landing web page.

14. The system of claim 11, wherein said sequence of frames of said first video file is displayed a predetermined number of times by creating a loop in said html code of said email.

15. The system of claim 11, wherein a second video file on said landing web page begins to be downloaded when said email is opened or viewed.

16. The system of claim 11, wherein a second video file on said landing web page is automatically opened after said video frames of said first video file have been displayed.

17. The system of claim 11, wherein said first video file is created by a frame editing system.

18. A computerized device, comprising:

a memory for storing an html compliant email, said email comprising a hot link embedded in the html code of said email; and

a processor coupled to said memory, said processor being configured for using said hot link to automatically call at least one first video file stored on a server and to display video frames of said first video file in an email page of said email when said email is opened or otherwise viewed and without executing a local video player;

wherein said computerized device is configured to communicate with a landing web page comprising a video player,

wherein said landing web page is configured to be opened after said email is opened or otherwise viewed; and

wherein said video player comprises instructions to analyze a bandwidth associated with said computerized device to provide a second video feed to said computerized device with minimal delay.

19. The computerized device of claim 18, wherein said frames of said first video file are displayed a predetermined number of times by creating a loop in said html code of said email.

Claims

1. A method to display a first video in an html compliant email on a computerized device without the need to execute a video player on said device, comprising:
   a. defining a predetermined number of video frames to be included in said first video;
   b. creating a first video file containing all of said frames in a particular sequence;
   c. storing said first video file on a server;
   d. embedding a hot link in the html code of said email to call said first video file and to sequently display said video frames when said email is opened or otherwise viewed.

2. The method of claim 1, further comprising the step of providing a landing web page comprising a second video file, said landing page being opened when a user clicks on said email page.

3. The method of claim 2, wherein said second video file is stored on a server and said second video file is streamed onto said landing page.

4. The method of claim 1, further comprising the step of providing a landing page comprising a second video, wherein said second video file of said second video begins to be downloaded when said email is opened or viewed.

5. The method of claim 1, further comprising the step of providing a landing page comprising a second videowhich is automatically opened when said all of video frames of said first video have been displayed.

6. The method of claim 1, further comprising the step of determining the number of time said sequence of said frames will be displayed.

7. The method of claim 6, further comprising the step of implementing said html code to create a loop for the display of said first video file according to said number of time.

8. The method of claim 2, further comprising the step of providing a process residing on said server, said process including instructions to test the bandwidth of said computerized device to provide the optimum bit stream of said computerized device for the display of said second video, utilizing maximum available bandwidth.

9. A system to display a first video in an html compliant email on a computerized device without the need to execute a video player on said device, comprising:
   a. a first video file comprising a predetermined number of frames, all of said frames ordered in a particular sequence;
   b. a server to store said first video file;
   c. an email in which a hot link is embedded the html code of said email to call said first video file and to sequently display said video frames when said email is opened or otherwise viewed on said computerized device.

10. The system of claim 9, further comprising a landing page comprising a second video, said landing page being opened when a user clicks on said email page.

11. The system of claim 10, wherein said second video file is stored on a server and said second video file is streamed onto said landing page.

12. The system of claim 9, further comprising a landing page comprising a second video, wherein said second video file of said second video begins to be downloaded when said email is opened or viewed.

13. The system of claim 9, further comprising a landing page comprising a second video which is automatically opened when said all of video frames of said first video have been displayed.

14. The system of claim 9, wherein said first video is displayed a predetermined number of times by creating a loop in said html code of said email.

15. The system of claim 10, further comprising the step of providing a process residing on said server, said process including instructions to test the bandwidth of said computerized device to provide the optimum bit stream of said computerized device for the display of said second video, utilizing maximum available bandwidth.

16. An html compliant email residing on an individual computerized device, said email displaying a first video without the need to execute a video player on said device, comprising:

a. a hot link in the code of said email, said hot link calling a first video file composed by a plurality of frames, said frames being sequently displayed when said email is opened or otherwise viewed.

17. The email of claim 16, wherein said first video is displayed a predetermined number of times by creating a loop in said html code of said email.

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