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(71) Applicant *(for all designated States except US)*: BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY [GB/GB]; 81 Newgate Street, London EC1A 7AJ (GB).

(72) Inventor; and

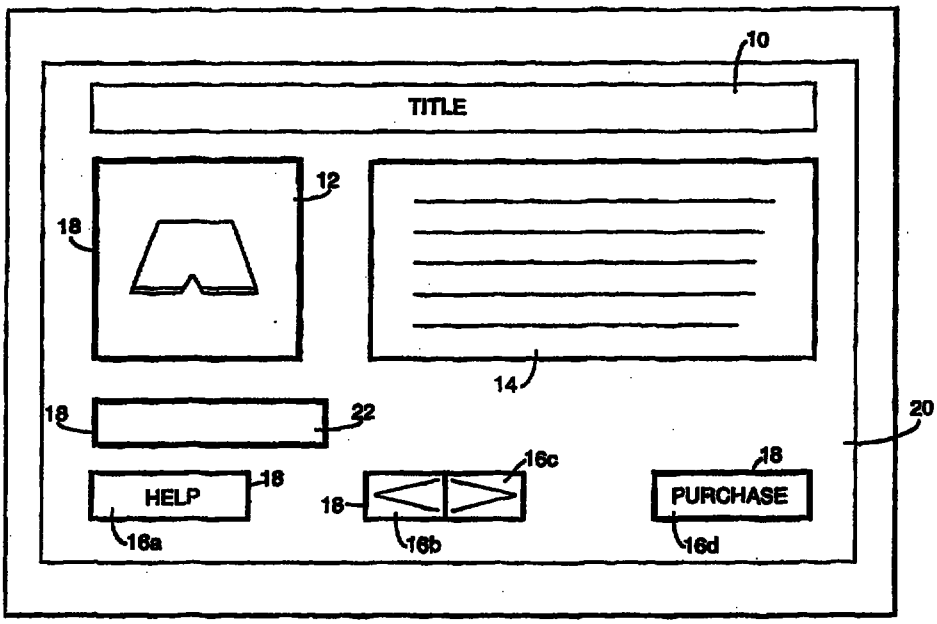
(75) Inventor/Applicant *(for US only)*: BAILEY, John, Harrison [GB/GB]; 330 Spring Road, Ipswich, Suffolk IP4 5NG (GB).

(74) Agent: LLOYD, Barry, George, William; BT Group Legal Services, Intellectual Property Dept., Holborn Centre, 8th floor, 120 Holborn, London EC1N 2TE (GB).

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(54) Title: SERVICE CREATION



(57) Abstract

A service creation method and apparatus for use in preparing a graphical user interface for display to an end user, involve: scanning a coded representation of an image to be displayed for pre-determined formats, e.g. colours and so identifying areas (18) of the image defined by the pre-determined formats; generating a list of the said areas; including in the said list information identifying actions to be performed, each action being associated with a respective one of said areas; and outputting a coded version of the image and the list. Areas having different properties may be identified on the basis of some characteristic, e.g. the size, of that area.