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[Continued on next page]

(54) Title: FORMATTING AND COMPRESSION OF CONTENT DATA

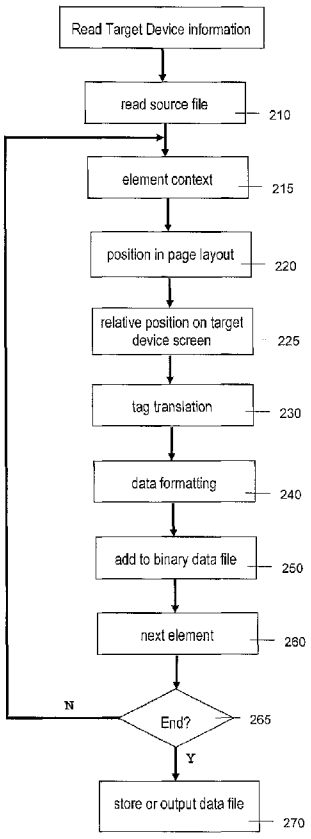


Figure 2

(57) Abstract: Embodiments include a method and system for reducing the quantity of data used to reproduce rich content formatted for display, such as a web page, on a target device. Reducing the quantity of data may be by translating text based formatting instructions into a numerical based formatting instruction format, resizing any visual content data appropriately for display on a screen of the target, and/or compressing the translated and resized content data. The quantity of content data may be reduced before transmitting the content data to the target device.

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Declaration under Rule 4.17:
— *of inventorship (Rule 4.17(iv))*

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