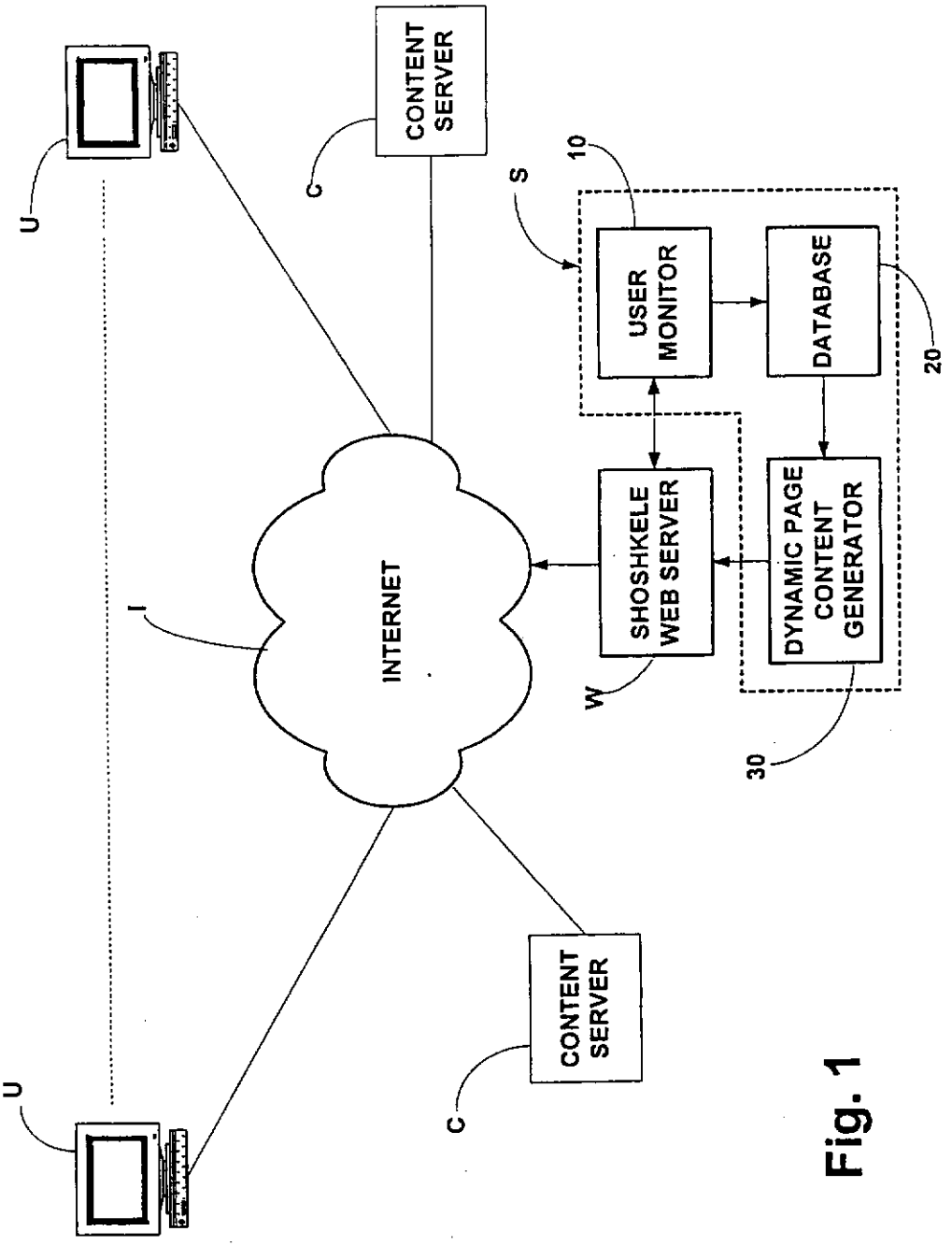

CONTENT SERVER
C
U
S
10
USER MONITOR
DATABASE
20
INTERNET
I
SHOSHKELE WEB SERVER
W
DYNAMIC PAGE CONTENT GENERATOR
30
CONTENT SERVER
C
U

Fig. 1

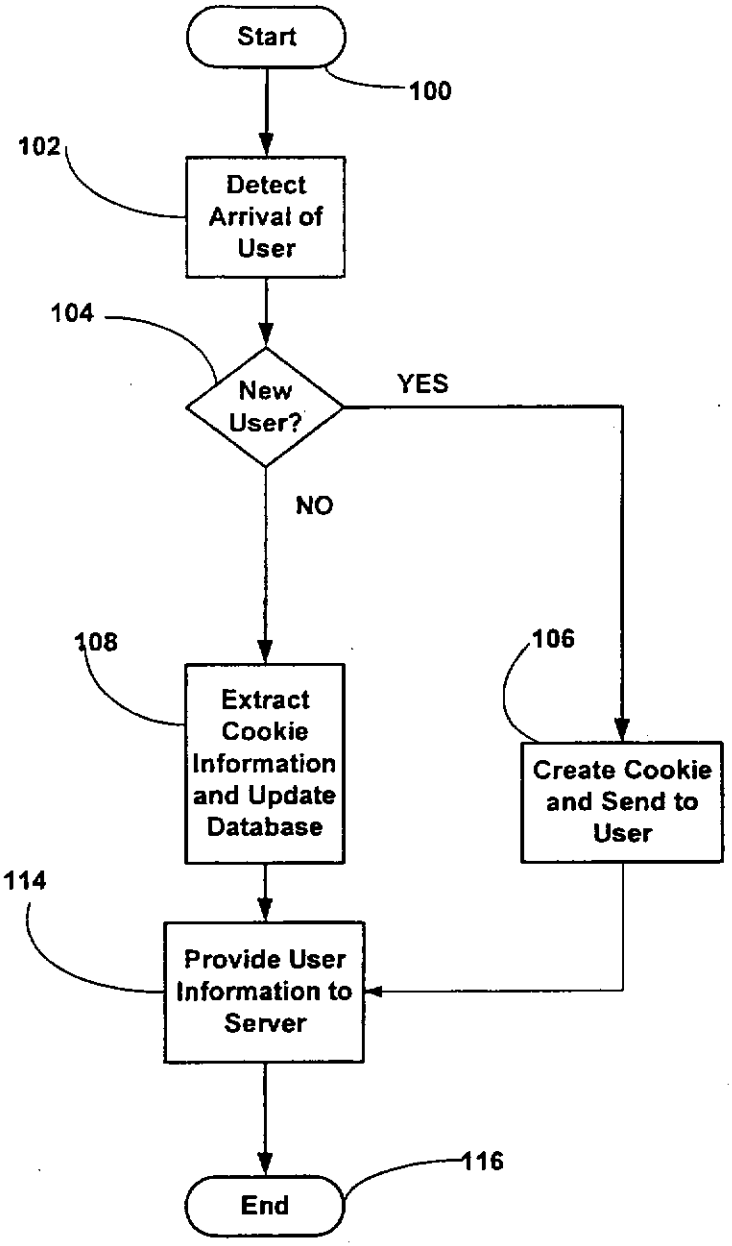
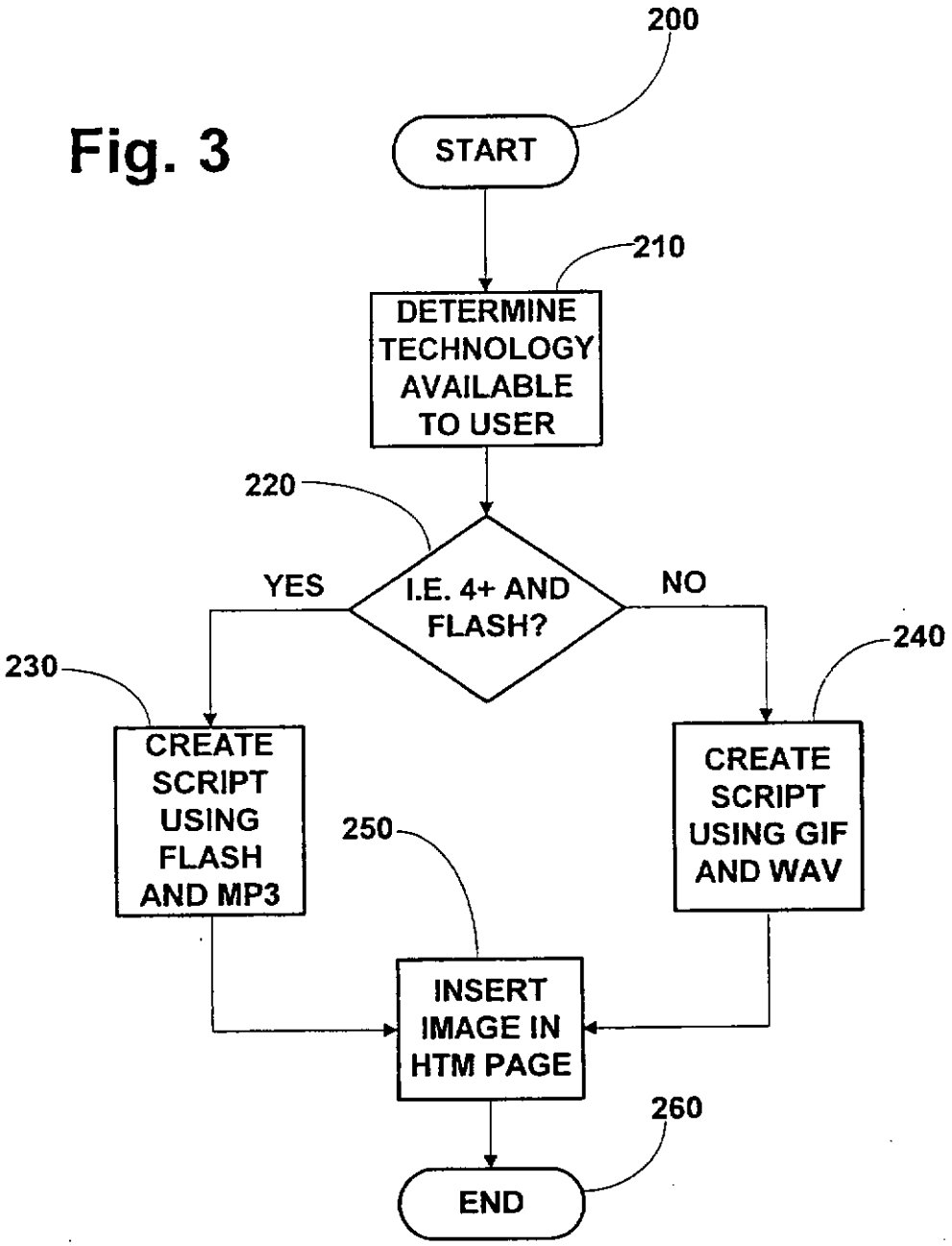

Start
100
102
Detect Arrival of User
104
New User?
YES
NO
108
Extract Cookie Information and Update Database
106
Create Cookie and Send to User
114
Provide User Information to Server
End
116

Fig. 2

Fig. 3


200
START
210
DETERMINE TECHNOLOGY AVAILABLE TO USER
220
I.E. 4+ AND FLASH?
YES
NO
230
CREATE SCRIPT USING FLASH AND MP3
240
CREATE SCRIPT USING GIF AND WAV
250
INSERT IMAGE IN HTM PAGE
260
END

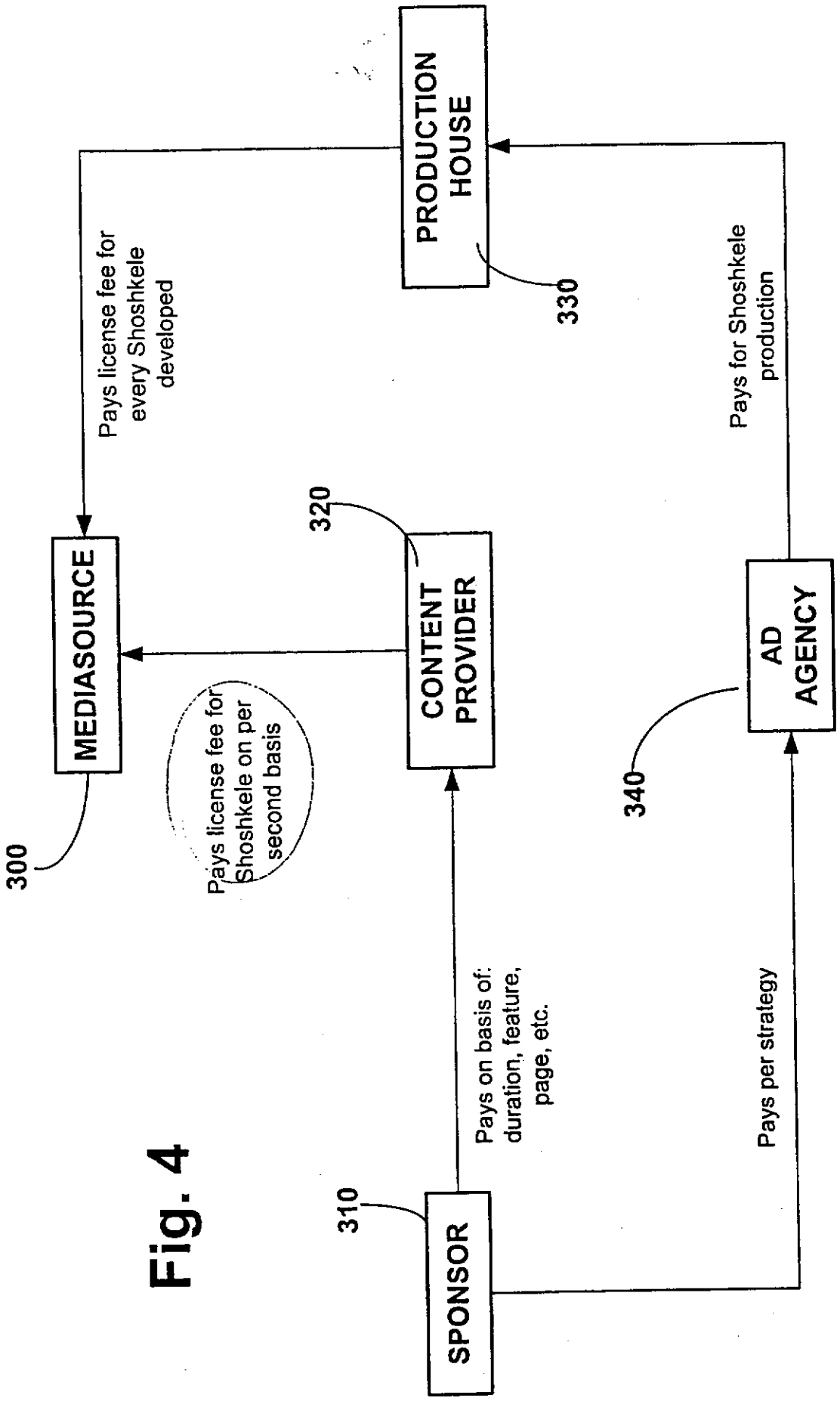

PRODUCTION HOUSE
330
Pays license fee for every Shoshkele developed
Pays for Shoshkele production
320
MEDIASOURCE
CONTENT PROVIDER
AD AGENCY
Pays license fee for Shoshkele on per second basis
300
340
Pays on basis of: duration, feature, page, etc.
Pays per strategy
310
SPONSOR

Fig. 4

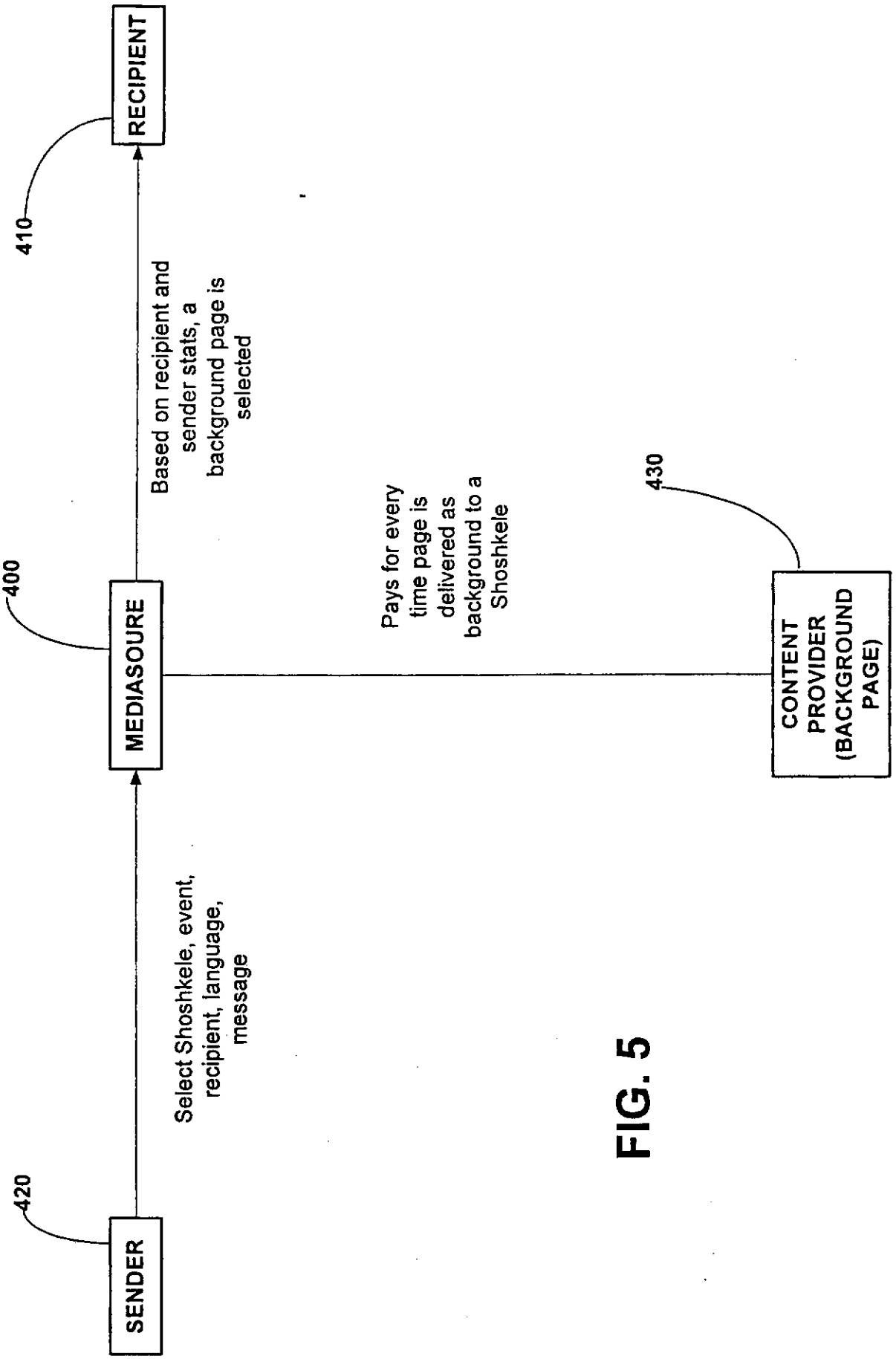

RECIPIENT
410
Based on recipient and sender stats, a background page is selected
400
MEDIASOURE
Pays for every time page is delivered as background to a Shoshkele
430
CONTENT PROVIDER (BACKGROUND PAGE)
Select Shoshkele, event, recipient, language, message
420
SENDER

FIG. 5