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Fries et al.

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(54) **INTERACTIVITY EMULATOR FOR BROADCAST COMMUNICATION**

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(76) **Inventors: Robert M. Fries, Redmond, WA (US); Chia-Chi Teng, Redmond, WA (US)**

(57) **ABSTRACT**

Correspondence Address:
LEE & HAYES PLLC
421 W RIVERSIDE AVENUE SUITE 500
SPOKANE, WA 99201

Described herein is a technology for in the realm of digital video broadcast technology or other such technology. One implementation, described herein, relates to broadcasting web content to client devices in a DVB (digital video broadcast) environment using rotational sequences of data modules (e.g., DSMCC carousels). One implementation, described herein, relates to emulating an interactive browsing experience of web content over a broadcast channel. One implementation, described herein, relates to the client device "smartly" caching select portions of the web content being broadcast. The scope of the present invention is pointed out in the appending claims.

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