

43. The apparatus as claimed in claim **38**, wherein the XHTML data setting unit configures printing settings.

44. The apparatus as claimed in claim **43**, wherein the XHTML data setting unit further comprises a print medium size specifying unit to specify a size of a print medium on which the contents to be printed are to be printed.

45. The apparatus as claimed in claim **38**, wherein the XHTML data setting unit comprises:

an element selection unit to classify the one or more predetermined contents of the one or more standard data items according to a content type and to select the

contents to be printed from among the classified one or more predetermined contents.

46. The apparatus as claimed in claim **45**, wherein contents, from among the classified one or more predetermined contents, corresponding to a content type that cannot be generated as XHTML printing data cannot be selected.

47. A computer readable recording medium encoded with the method of claim **1** implemented by a computer.

48. A computer readable recording medium encoded with the method of claim **29** implemented by a computer.

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