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(54) **DYNAMIC CINEMAGRAPH PRESENTATIONS**

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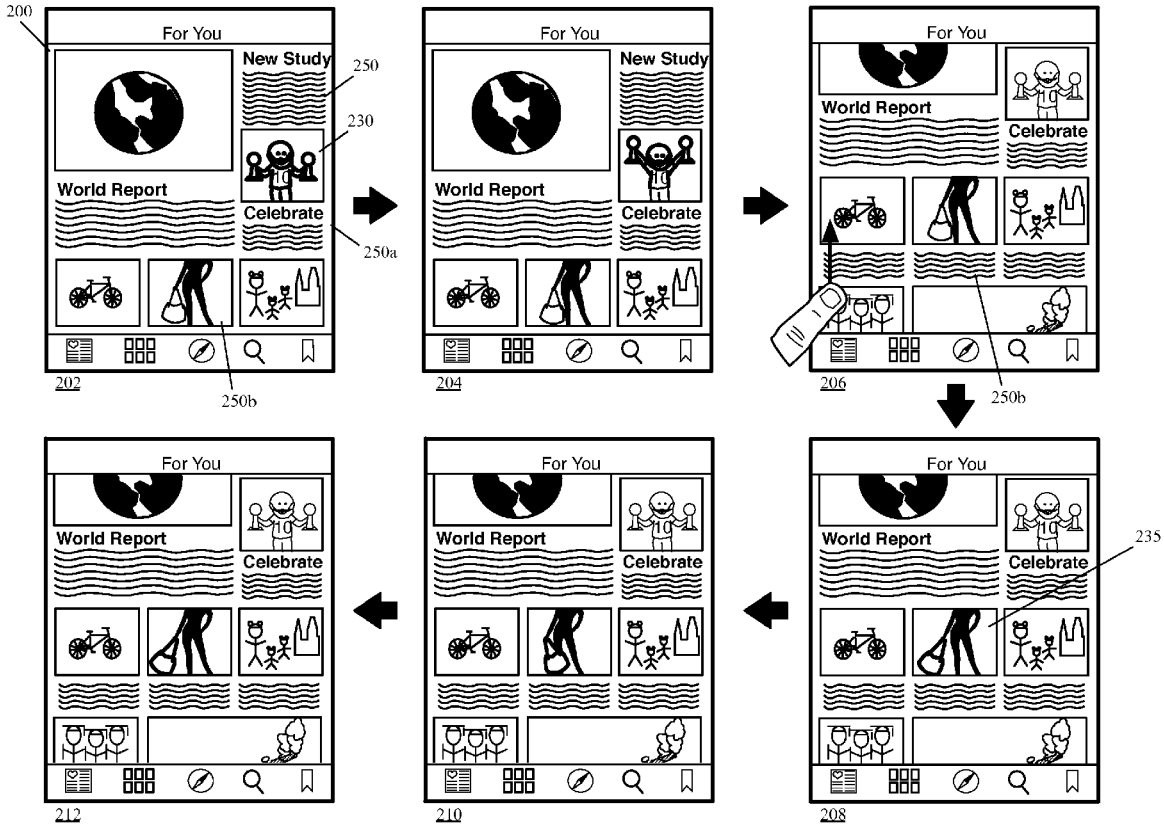
(57) **ABSTRACT**

Some embodiments provide a method that displays, on a display screen, a document with several candidate cinemagraph presentations for display. The method selects, based on a set of at least two criteria, at least one candidate cinemagraph presentation for display. The method displays the selected cinemagraph presentation with the document.