

**29.** The computer system of claim 28, wherein the URL-assembly server further comprises means for extracting the URL template selection code from the data stream.

**30.** The computer system of claim 29, wherein the URL template obtained by the URL-assembly server is also associated with the URL template selection code.

**31.** The computer system of claim 23, wherein the URL-assembly server further comprises means for completing the URL template by filling in least one parameter field with the item identification code.

**32.** The computer system of claim 23, wherein the URL-assembly server further comprises means for completing the URL template by filling in least one parameter field with a device identification code.

**33.** The computer system of claim 32, wherein the client device further comprises means for including the device identification code in the data stream transmitted from the client device to the URL-assembly server.

**34.** The computer system of claim 23, wherein the URL-assembly server further comprises means for further completing the URL template by filling in least one parameter field with user data.

**35.** The computer system of claim 34, further comprising a registration server comprising a user database, wherein the user data is retrieved from the user database.

**36.** The computer system of claim 35, wherein the user database is populated by a user during a first registration process.

**37.** The computer system of claim 35, further comprising a second registration process wherein the user uses the

linkage code to register for a service, and the second registration process uses user data retrieved from said user database.

**38.** The computer system of claim 23, wherein the resolution server comprises means for providing the client device with the primary content file by transmitting to the client device a primary URL for the primary content file, the primary URL comprising an auto-request code that automatically redirects the client device to a content server containing the primary content file.

**39.** The computer system of claim 38, wherein the primary URL is sent to the client device via a browser.

**40.** The computer system of claim 38, wherein the primary URL is sent to the client device via a proxy server.

**41.** The computer system of claim 23, wherein the means for inputting a linkage code comprises a bar code scanning device for scanning a linkage code in the form of a bar code symbol.

**42.** The computer system of claim 23, wherein the means for inputting a linkage code comprises a keypad for entering a linkage code in the form of a human-readable alphanumeric text string.

**43.** The computer system of claim 23, wherein the client device is a wireless device.

**44.** The computer system of claim 43, further comprising a proxy server, by means of which the wireless device communicates with the URL-assembly server, the resolution server and the content server.

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