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(54) **CONTENT DISSEMINATION USING A MULTI-PROTOCOL CONVERTER**

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(57) **ABSTRACT**

A mobile multimedia content aggregation and dissemination platform is provided that aims to automate the creation, collection, aggregation, and dissemination of RSS, ATOM or other syndicated-style data formats and non-syndicated information for and to interested parties. A method provides data that originates from a syndicated information source and data that originates from a non-syndicated information source to be converted into blog information and blog data. The blog information being, at least, information that points to a storage location of the blog data. The exemplary method further enables a user to search the blog data regardless of whether it originated from a syndicated data source or non-syndicated data source.

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