

that do not provide RSS data or content and to convert the non-RSS content into RSS content for utilization by various blog users.

[0118] It should further be understood, that although the majority of embodiments described relate to RSS formatted data, it would be understood by one of ordinary skill in the art that embodiments of the invention would also work very well with and be obviously adaptable to operate with another accepted syndicated-style data format besides RSS, such as for example the ATOM-style data format or other newly created formats for use by syndicated data sources.

[0119] Although only certain embodiments of the apparatus of the present invention have been illustrated in the accompanying drawings and described in the foregoing Detailed Description, it will be understood that the invention is not limited to the embodiments disclosed, but is capable of additional rearrangements, modifications and substitutions without departing from the invention as set forth and defined by the following claims. Accordingly, it should be understood that the scope of the present invention encompasses all such arrangements and is solely limited by the claims as follows:

What is claimed is:

1. A method of providing syndicated-style data information to a user's electronic device, said method comprising:
 - receiving, by a service platform, first syndicated-style data content originating from a standard syndicated data source system;
 - receiving, by said service platform, non-edited content originating from a content source;
 - converting, by said service platform, said non-edited content into blog information and blog data;
 - storing said blog information in a blog database and said blog data in a content database, said blog information comprising a content pointer that points to said blog data;
 - searching said blog database according to a first user's request, said searching comprises searching and correlating said first syndicated-style data content and said blog information based on a multidimensional correlation criteria derived from said first user's request, said searching and said correlating produces a clustered syndicated-style data content;
 - transcoding said clustered syndicated-style data content into transcoded clustered syndicated-style data content, said transcoded clustered syndicated-style data content comprising said content pointer;
 - providing said transcoded clustered syndicated-style data content for transmission to said first user's electronic device.
2. The method of claim 1, wherein said first syndicated-style data content and said transcoded clustered syndicated-style data content each consist of one of RSS and ATOM content.
3. The method of claim 1, wherein said first syndicated-style data content comprises standard syndicated-style data source system attributes, and wherein said step of converting further comprises creating description schema attributes for said blog information.
4. The method of claim 3, wherein said searching further comprises searching and correlating said first syndicated-style data content and said blog information using said standard syndicated-style data source attributes and said

description schema attributes based on said multidimensional correlation criteria derived from said first user's request.

5. The method of claim 1, wherein said content source is a second user's electronic device.
6. The method of claim 5, wherein said second user's electronic device is a wireless mobile device.
7. The method of claim 1, wherein said non-edited content comprises at least one of voice content, audio content, video content, graphic content, and facsimile machine created content.
8. The method of claim 1, wherein said first user's electronic device comprises a wireless mobile device.
9. The method of claim 1, wherein providing further comprises providing said blog data that is pointed to by said content pointer.
10. The method of claim 1, wherein transcoding further comprises, formatting at least a portion of said transcoded clustered syndicated-style data content and said second content to which said content pointer points into a first user's device compatible data format, said first user's device compatible data format comprising at least one of email data, SMS data, voice data, facsimile data, pager data, MMS data, SMIL data, Markup language data, and SIP data.
11. The method of claim 10, wherein formatting is performed according to a device description profile that is part of said first user's request, said device description profile comprising an acceptable first user's device compatible data format.
12. The method of claim 1, wherein said first user's request is stored as a first user's preference in a user profile database.
13. The method of claim 1, wherein said first user's request is a query received by said service platform from said first user's electronic device.
14. A service platform comprising:
 - a blog database for storing searchable blog information, said searchable blog information comprising a first blog information in a second user's blog in accordance with a second user's blog profile, said first blog information comprising content originated from a non-edited content source, said first blog information comprising a pointer that points to a first non-syndicated-style data content;
 - a content database for storing non-syndicated-style data content, said non-syndicated-style data content comprising said first non-syndicated-style data content;
 - a profile database for storing a first user's preferences, said first user's preferences comprising a first content format that a first user's electronic device can receive;
 - a server in data communication with said blog database, with said content database, and with said profile database; said server responds to said first user's request by searching said searchable blog information in said blog database and providing transcoded clustered syndicated-style data content, said transcoded clustered syndicated-style data content comprising said first blog information;
 - a gateway agent for retrieving said transcoded clustered syndicated-style data content, for using said pointer for fetching said first blog information, and for making said transcoded clustered syndicated-style data content