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(54) **BEACON APPLICATIONS FOR CONTENT DISCOVERY AND INTERACTION**

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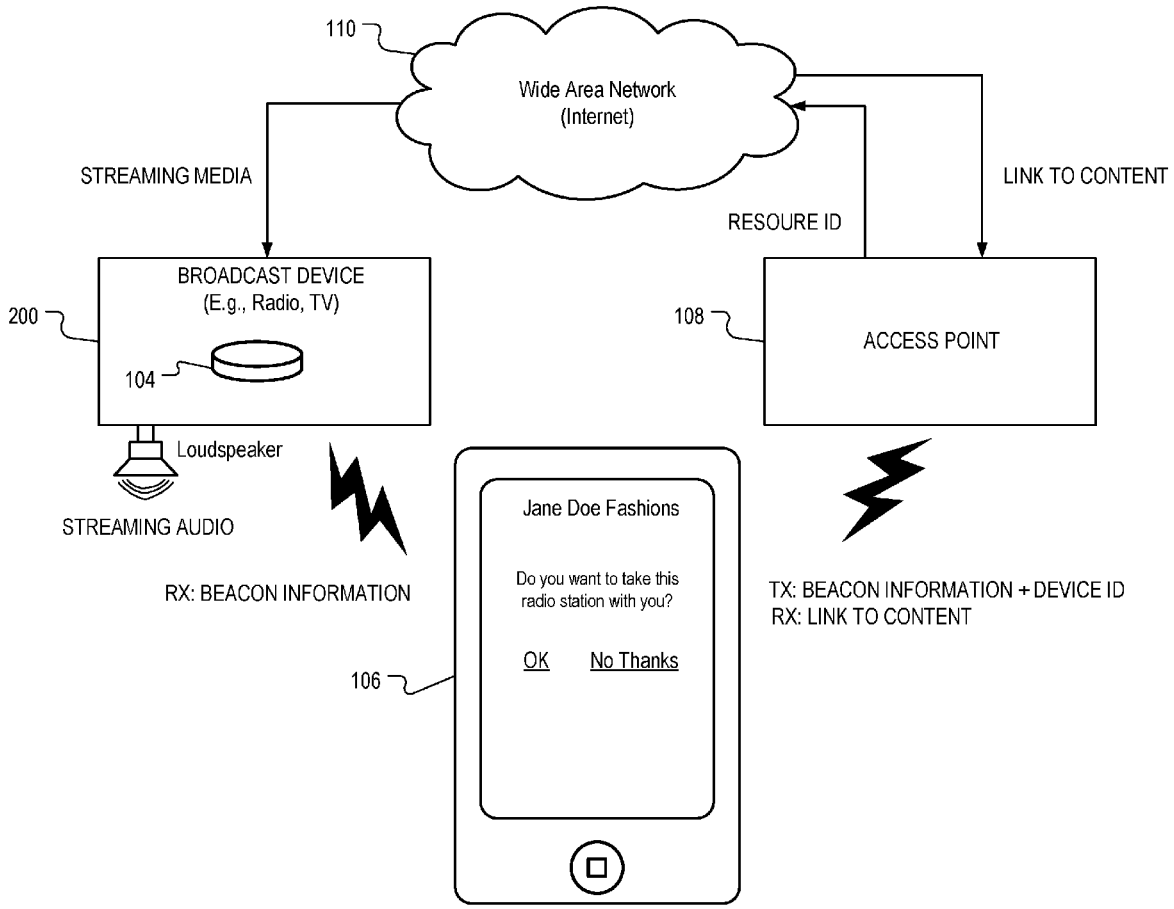
(57) **ABSTRACT**

Beacon applications for content discovery and interaction include triggering features in applications, application discovery, embedding beacon information in streaming media, synchronizing the presentation of content on mobile devices and automatic configuration of mobile devices.