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(54) **ENHANCED CONTENT MANAGER**

Related U.S. Application Data

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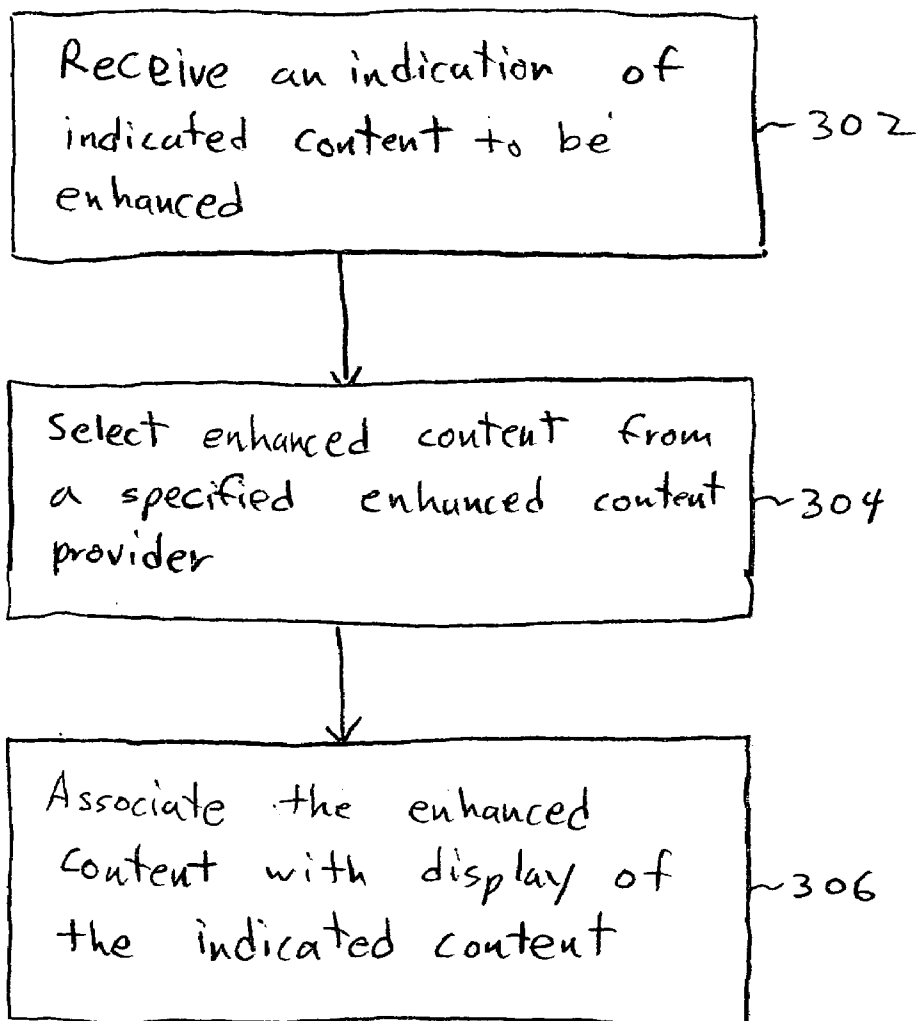
(57) **ABSTRACT**

Delivering enhanced content is disclosed. An indication of content included on a webpage that is to be enhanced is received. Enhanced content is selected from a specified enhanced content provider previously specified from among a plurality of enhanced content providers. The selected enhanced content is associated with the content to be enhanced. The enhanced content is associated with a display of the webpage.

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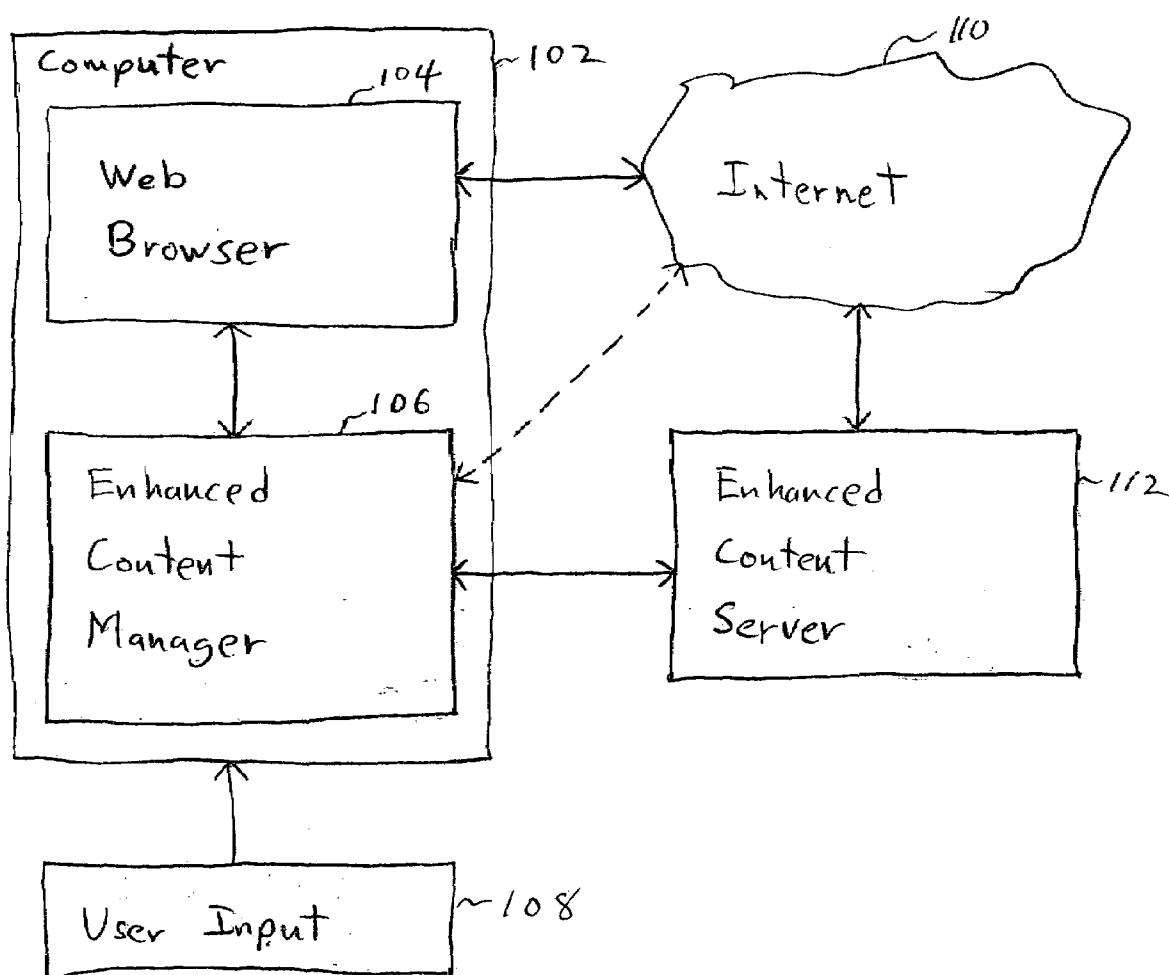


FIG. 1

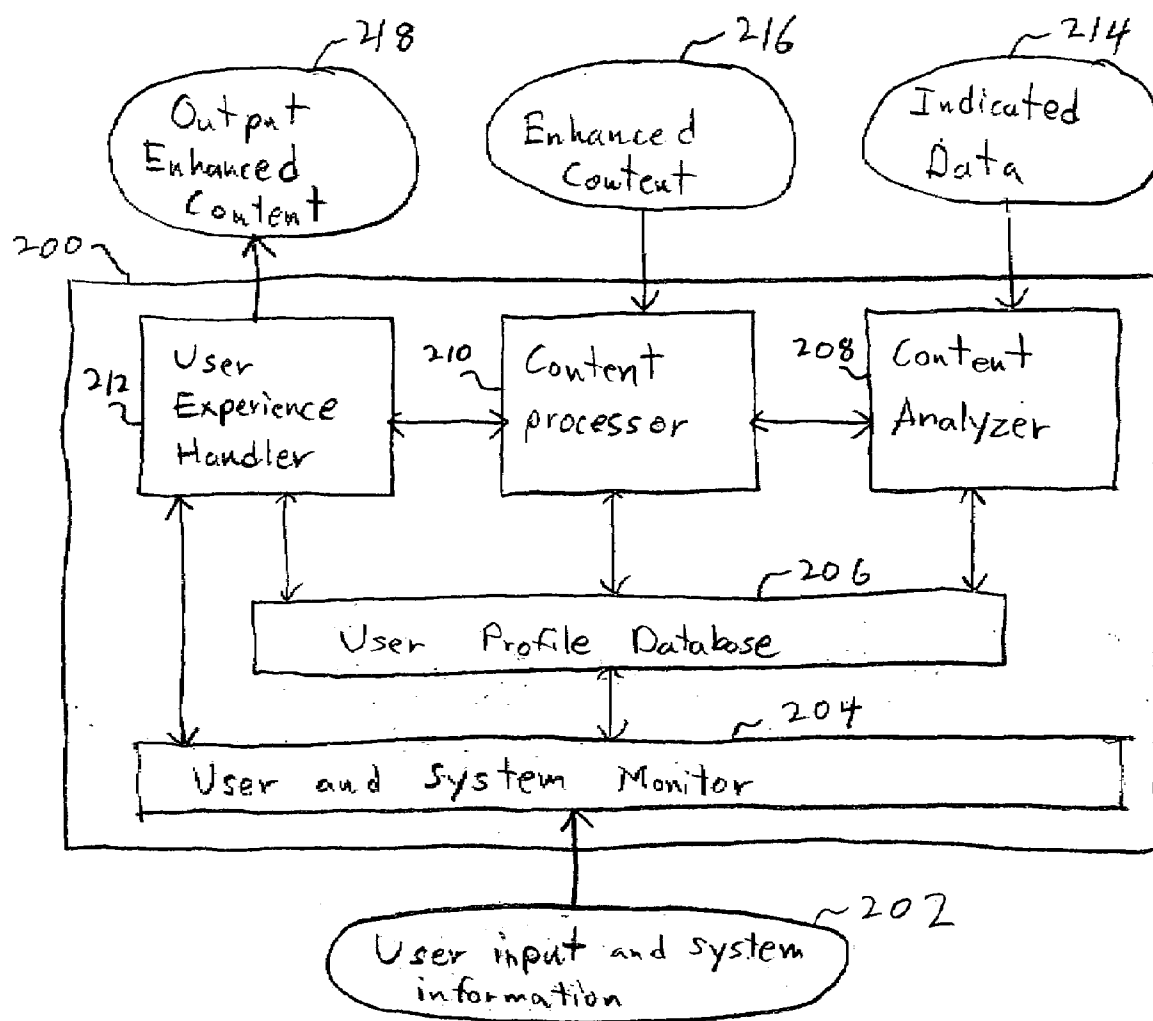


FIG. 2

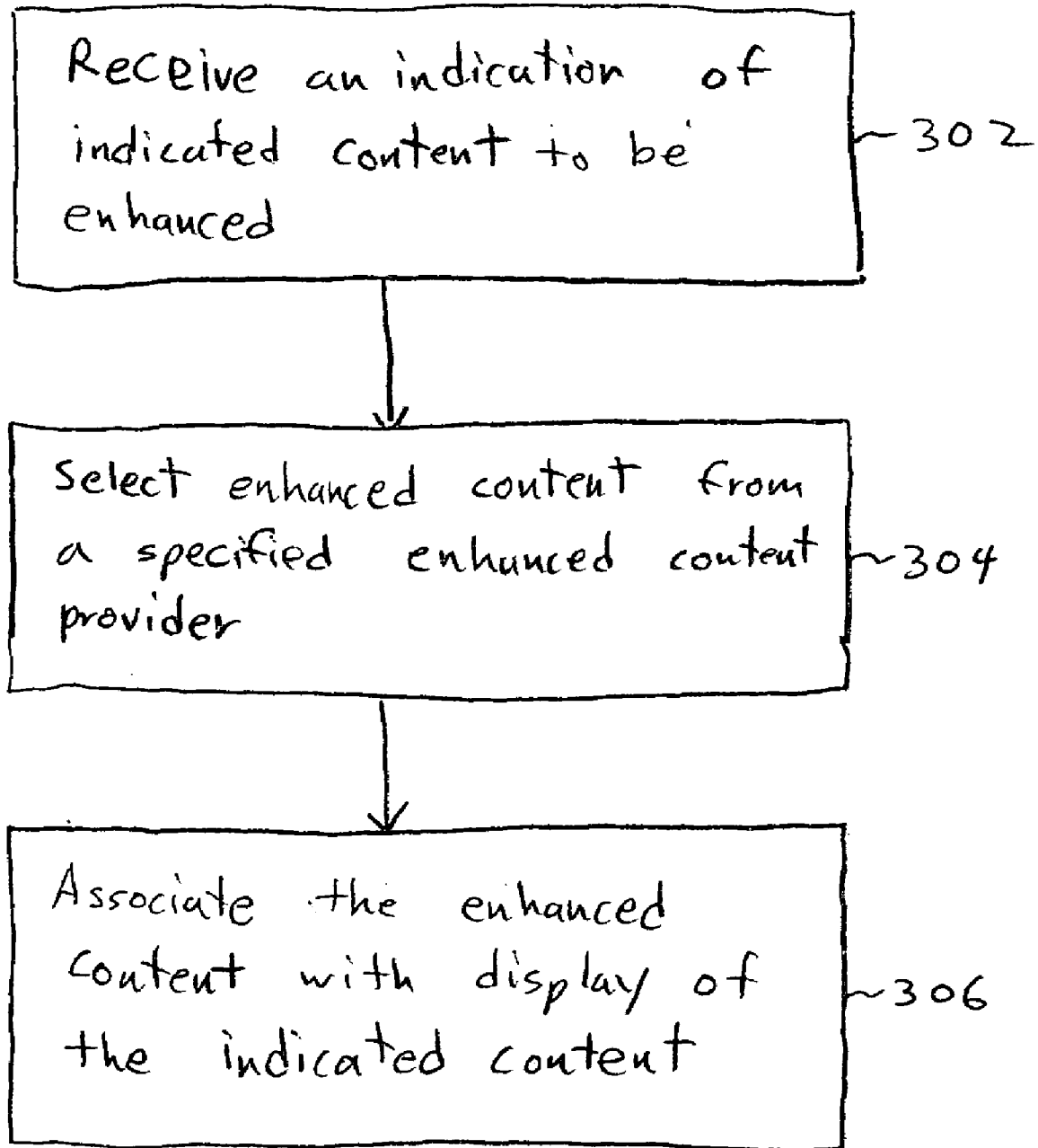


FIG. 3

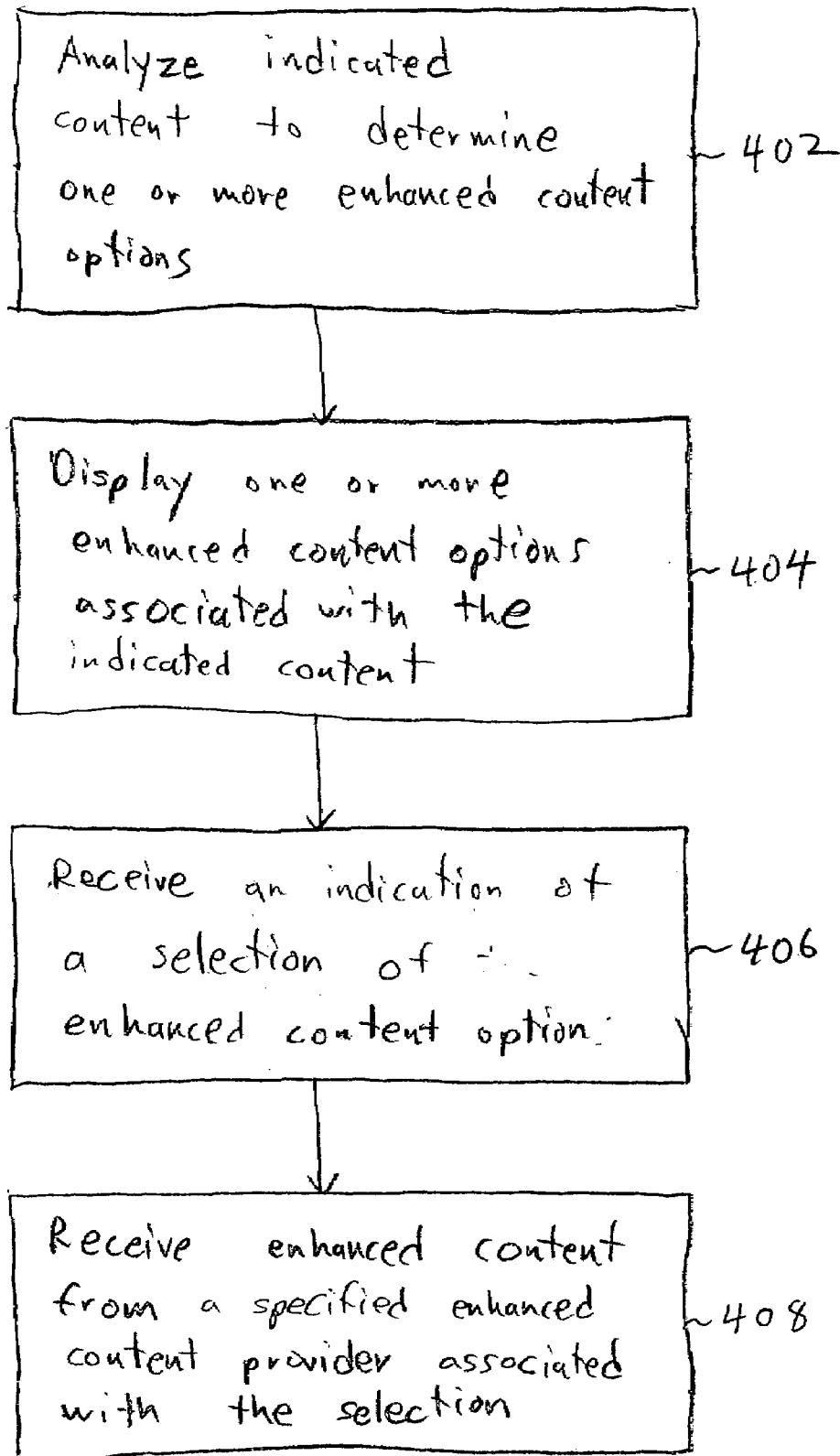


FIG. 4

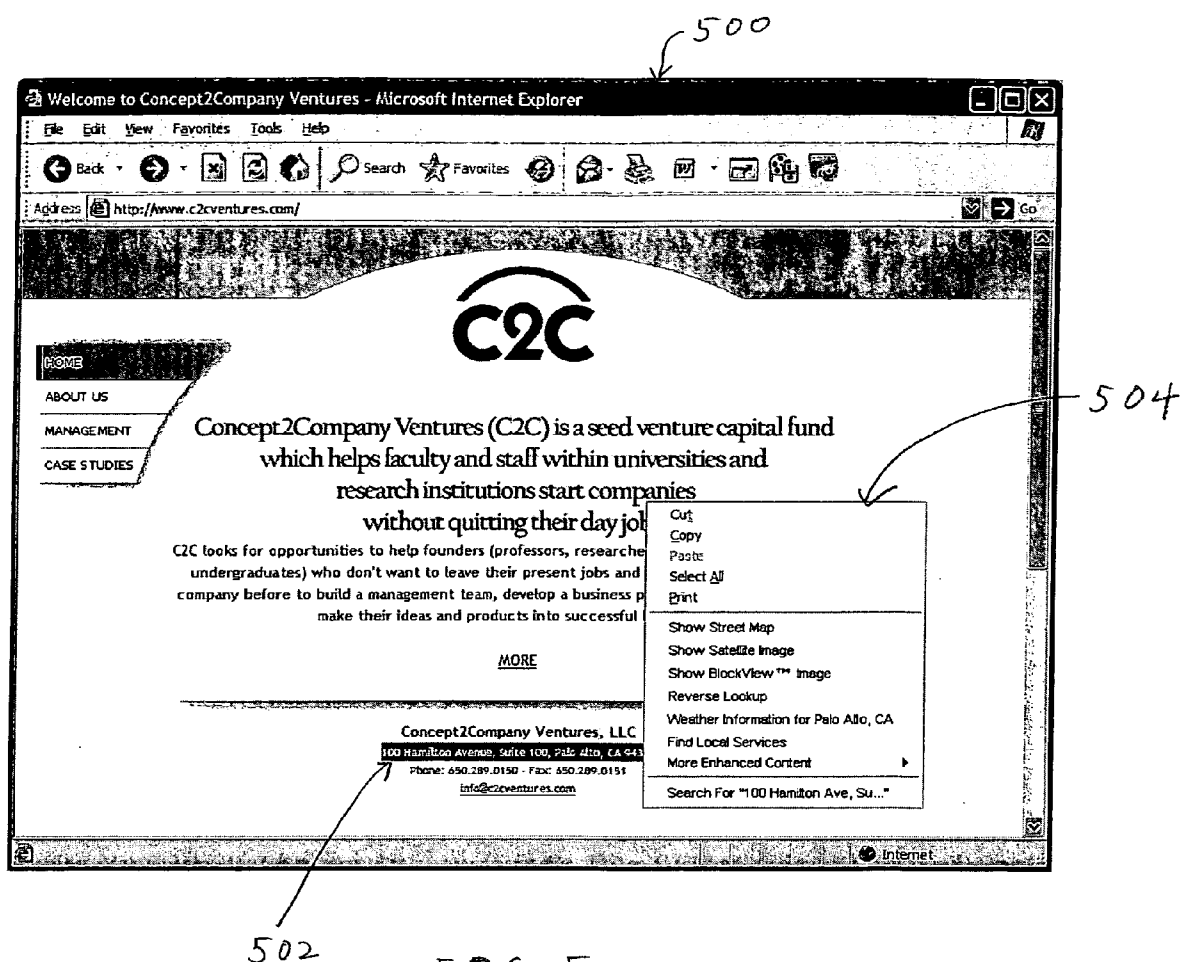


FIG. 5

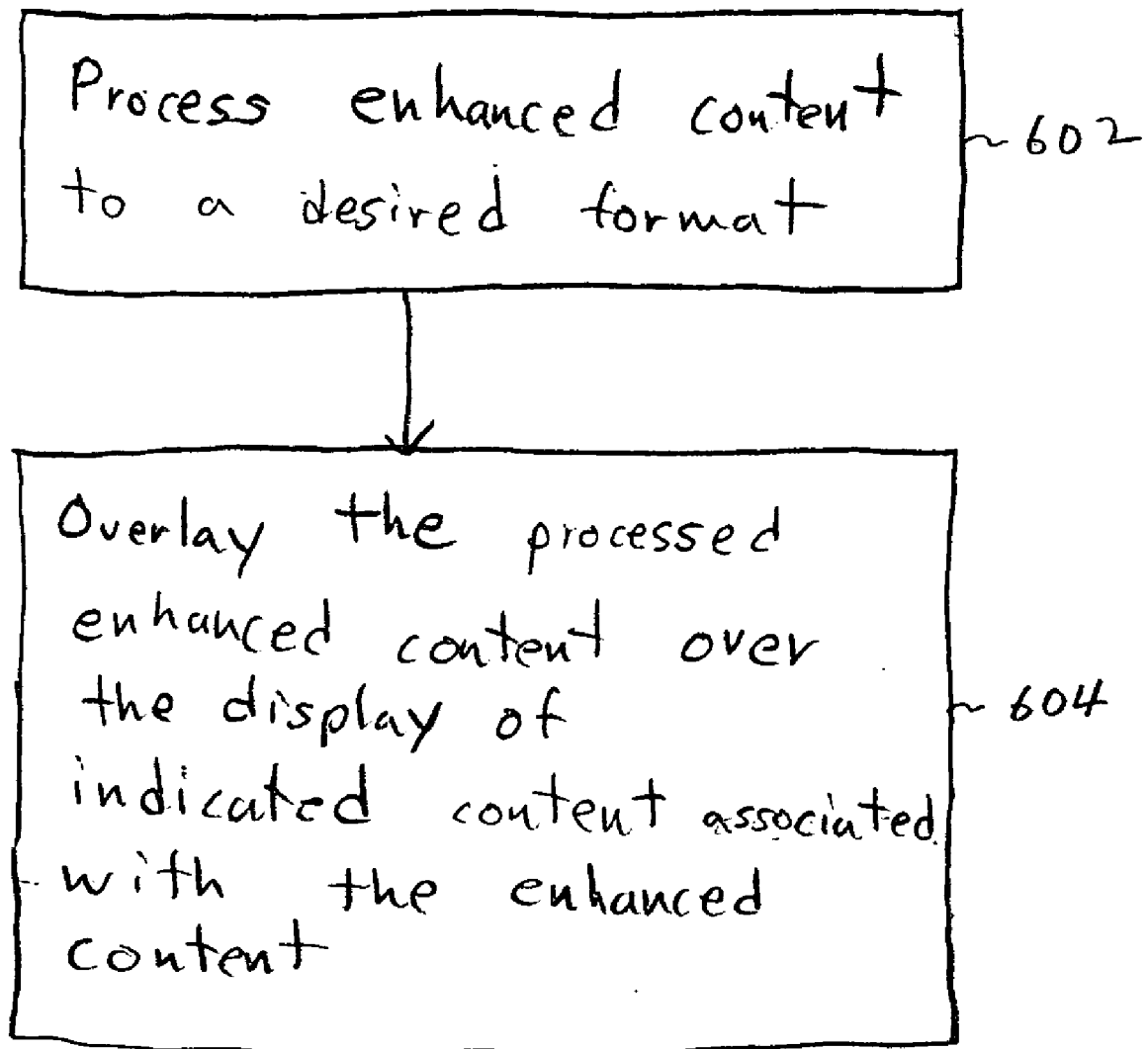
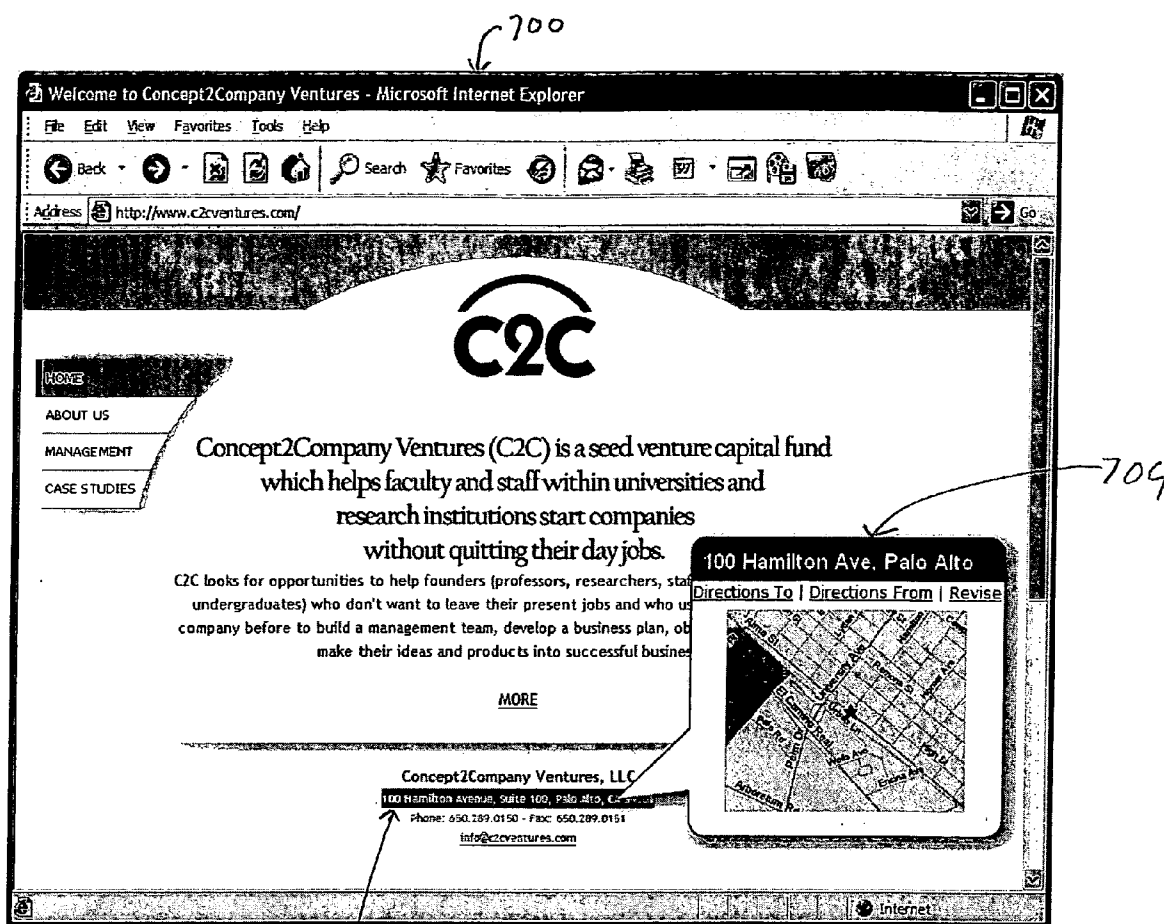


FIG. 6



702

FIG. 7

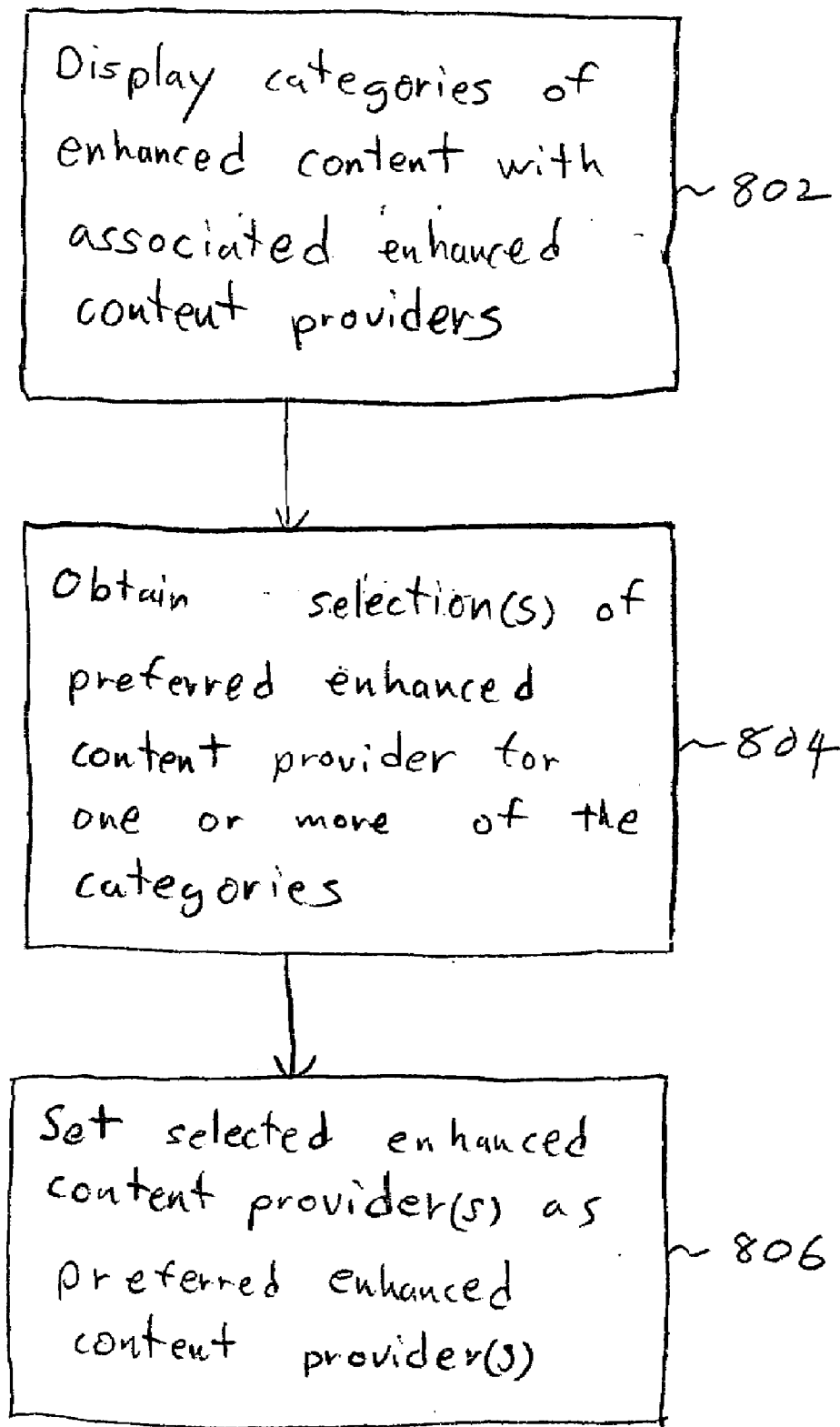


FIG. 8

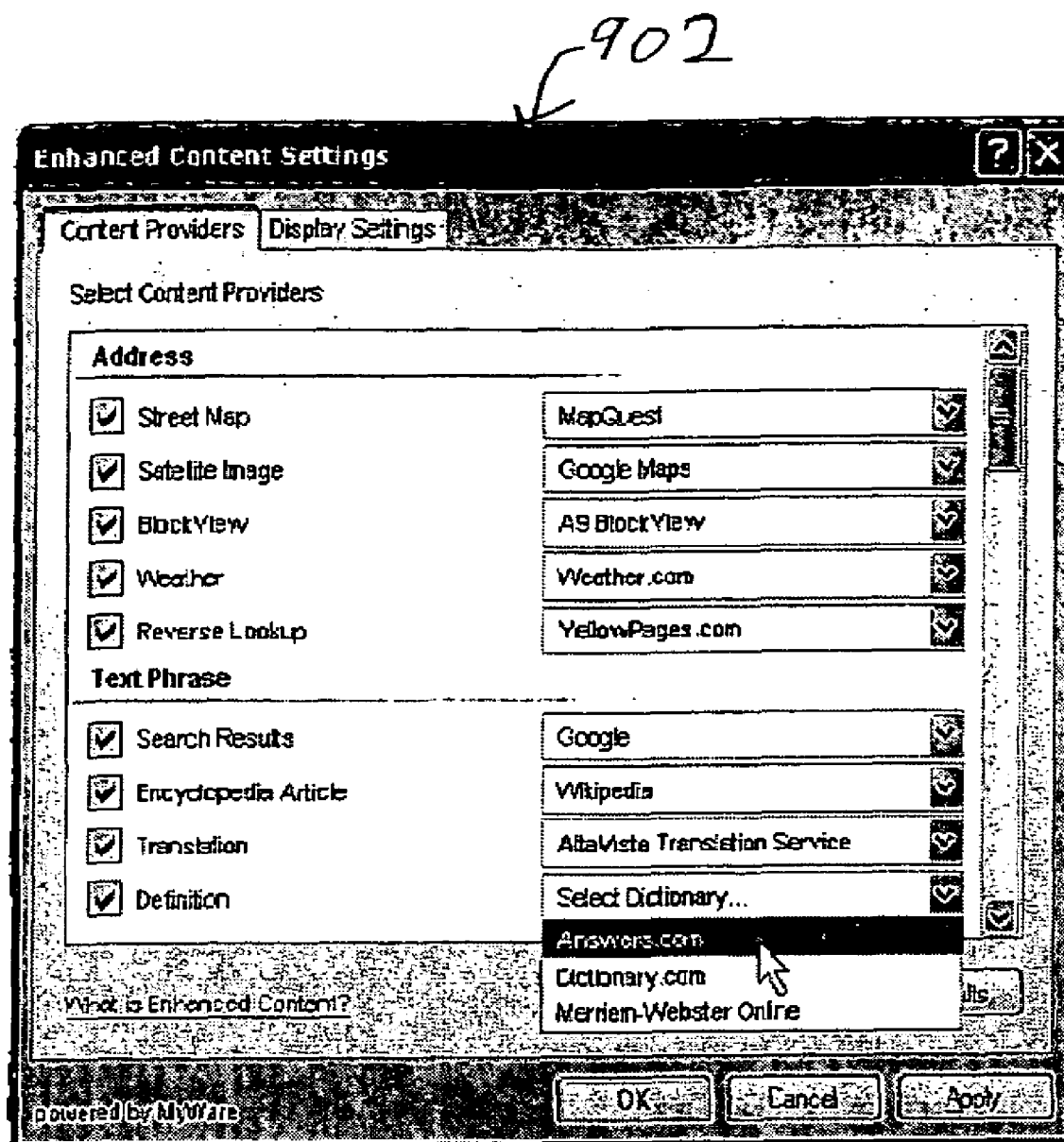


FIG. 9

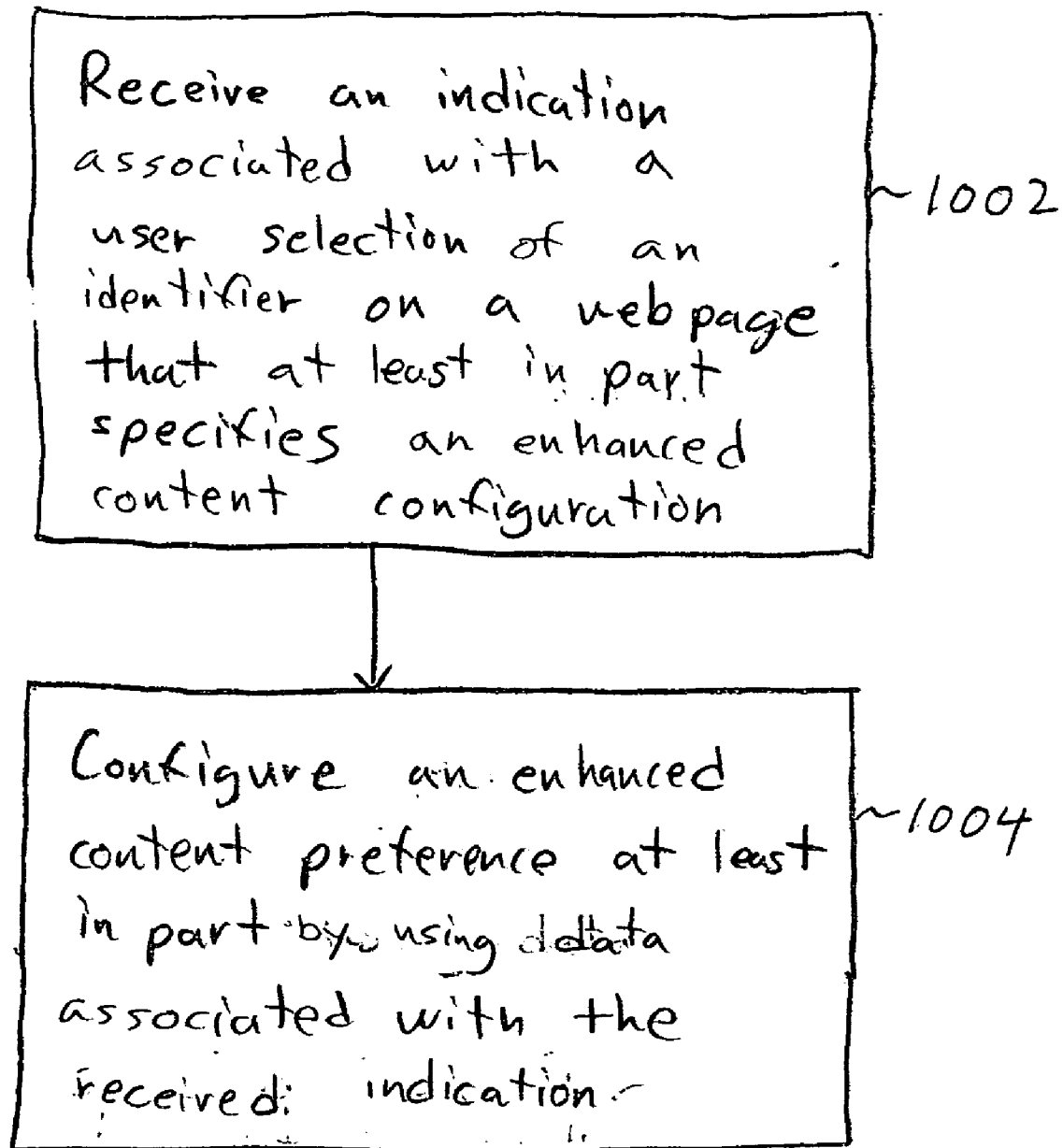


FIG. 10

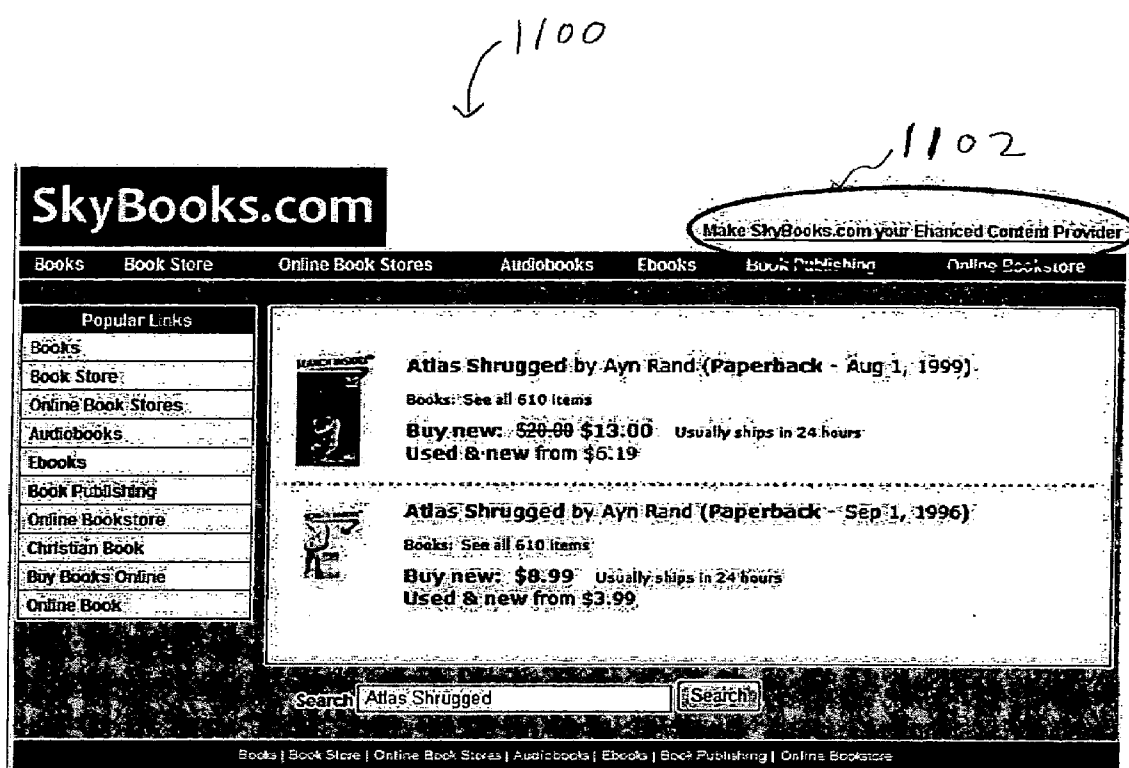


FIG. 11

ENHANCED CONTENT MANAGER

CROSS REFERENCE TO OTHER APPLICATIONS

[0001] This application claims priority to U.S. Provisional Patent Application No. 60/784,835 (Attorney Docket No. MYWAP001+) entitled ENHANCED CONTENT MANAGER filed Mar. 21, 2006 which is incorporated herein by reference for all purposes, and U.S. Provisional Patent Application No. 60/802,050 (Attorney Docket No. MYWAP002+) entitled ENHANCED CONTENT MANAGER filed May 18, 2006 which is incorporated herein by reference for all purposes.

BACKGROUND OF THE INVENTION

[0002] Often when browsing a webpage, additional information related to an item of the webpage is desired. For example, a definition of a word found on the webpage or directions to an address found on the webpage is desired. To obtain the desired information, typically a user selects a link, if provided, on the webpage and/or performs a search for the desired information. Although a provided link can be a convenient in some cases, a link is often not provided for the desired information. In many cases, the provided link leads to incorrect, undesired, and/or unpreferred information, causing the user to backtrack to the originating webpage to pursue other search options (e.g., a user may prefer a specific electronic map provider not linked on the originating webpage). The process of searching for the desired information requires the user to leave the originating webpage or open a new browsing window. In addition to the hassle of the search process, juggling various webpages and/or various windows can be inconvenient, especially when information is quickly desired and/or desired without interrupting the browsing of the originating webpage. Therefore, there exists a need for a more efficient way of obtaining desired information associated with at least a portion of an originating webpage.

BRIEF DESCRIPTION OF THE DRAWINGS

[0003] Various embodiments of the invention are disclosed in the following detailed description and the accompanying drawings.

[0004] FIG. 1 is a block diagram illustrating an embodiment of an enhanced content environment.

[0005] FIG. 2 is a block diagram illustrating an embodiment of an enhanced content manager.

[0006] FIG. 3 is a flowchart illustrating an embodiment of a process for associating enhanced content with a display of indicated content.

[0007] FIG. 4 is a flowchart illustrating an embodiment of a process for receiving enhanced content from a specified enhanced content provider.

[0008] FIG. 5 is a diagram illustrating an example of an enhanced content option menu.

[0009] FIG. 6 is a flowchart illustrating an embodiment of a process for processing enhanced content.

[0010] FIG. 7 is a diagram illustrating an example of an overlaid enhanced content display.

[0011] FIG. 8 is a flowchart illustrating an embodiment of a process for setting a preferred enhanced content provider associated with an enhanced content category.

[0012] FIG. 9 is a diagram illustrating an example of an enhanced content configuration window.

[0013] FIG. 10 is a flow chart illustrating an embodiment of a process for configuring an enhanced content preference.

[0014] FIG. 11 is a diagram illustrating an example of a webpage including a link associated with configuring an enhanced content preference.

DETAILED DESCRIPTION

[0015] The invention can be implemented in numerous ways, including as a process, an apparatus, a system, a computer readable medium such as a computer readable storage medium or a computer network wherein program instructions are sent over optical or electronic communication links. In this specification, these implementations, or any other form that the invention may take, may be referred to as techniques. A component such as a processor or a memory described as being configured to perform a task includes both a general component that is temporarily configured to perform the task at a given time or a specific component that is manufactured to perform the task. In general, the order of the steps of disclosed processes may be altered within the scope of the invention.

[0016] A detailed description of one or more embodiments of the invention is provided below along with accompanying figures that illustrate the principles of the invention. The invention is described in connection with such embodiments, but the invention is not limited to any embodiment. The scope of the invention is limited only by the claims and the invention encompasses numerous alternatives, modifications and equivalents. Numerous specific details are set forth in the following description in order to provide a thorough understanding of the invention. These details are provided for the purpose of example and the invention may be practiced according to the claims without some or all of these specific details. For the purpose of clarity, technical material that is known in the technical fields related to the invention has not been described in detail so that the invention is not unnecessarily obscured.

[0017] Enhanced content management is disclosed. In some cases, a user desires to specify a desired information provider. For example, a user may prefer one provider to provide a map for an address on a webpage, but another to provide a definition of a word or a program for dialing a phone number. In some embodiments, an enhanced content manager gives users the choice of which enhanced content provider should be used to provide particular information on a webpage without requiring the user to leave the webpage. In some embodiments, content included on the webpage that is to be enhanced is associated with enhanced content from a specified enhanced content provider previously specified from among a plurality of enhanced content providers. For example, user-desired enhanced content associated with one or more user-indicated portions of the webpage is overlaid on the webpage in a display bubble. Types of enhanced content include one or more of the following: text, image, link, audio, video, data input field, and various other multimedia and web content. Examples of enhanced content include one or more of the following: a preview of a link, an advertisement, a definition, a translation, an article, a search result, directory information, a stock quote, a map, a navigation direction, a satellite image, a street level image, weather information, a review of a product, data enabling purchase of a product and/or service, and data enabling

communication (e.g., telephonic call, video conference, instant message, text message, email, fax). The overlaid enhanced content is displayed without using and/or altering encoding of the webpage. For example, the overlaid enhanced content is displayed without altering the underlying markup language and scripting language encoding (e.g., HTML, XML, Java Script, AJAX, etc.) used by a web browser to render the webpage. A user may indicate a portion of the web page by selecting text or pausing over a link, as well as other methods. In some embodiments, the enhanced content is selected by using a user indication (e.g., a selection of item on a context specific shortcut menu) specifying which enhanced content category should be associated with the content to be enhanced.

[0018] FIG. 1 is a block diagram illustrating an embodiment of an enhanced content environment. Computer 102 receives user input 108 from, for example, a keyboard and/or a cursor pointing device. Computer 102 includes web browser 104 and enhanced content manager 106. Web browser 104 is used by a user of computer 102 to display web content. Web browser 104 accesses Internet 110 to obtain web content. Enhanced content manager 106 manages enhanced content associated with at least a portion of a webpage displayed by web browser 104. Managing enhanced content includes obtaining enhanced content and/or managing configurations/preferences associated with enhanced content. In various embodiments, enhanced content manager 106 is included in and/or executed in computer 102 as one or more of the following: a web browser plug-in, an application program, a background software process, an imbedded function of a web browser, and an imbedded function of an operating system.

[0019] Data is communicated between web browser 104 and enhanced content manager 106. For example, data indicating web browser content to be enhanced is communicated between web browser 104 and enhanced content manager 106. In some embodiments, user interaction data associated with computer 102 is communicated between enhanced content manager 106 and enhanced content server 112. Examples of user interaction data includes data associated with one or more of the following: an identifier of a desired enhanced content, a menu selection, a web content selection, an advertisement tracking information, and a user input (e.g., cursor movement, cursor selection, keyboard input). In some embodiments, by receiving user interaction data from multiple enhanced content managers, enhanced content server 112 can aggregate and/or process user interaction data from multiple users. In some embodiments, at least a portion of the enhanced content obtained by enhanced content manager 106 is received from enhanced content server 112. Enhanced content server 112 is connected to Internet 110 and can obtain content from Internet 110. For example, at least a portion of enhanced content requested by enhanced content manager 106 is returned by enhanced content server 112 by obtaining content from an enhanced content provider accessed through Internet 110. In some embodiments, enhanced content server 112 provides cached data to enhanced content manager 106. In some embodiments, at least a portion of the enhanced content is obtained by enhanced content manager 106 is obtained directly from an enhanced content provider through Internet 110.

[0020] FIG. 2 is a block diagram illustrating an embodiment of an enhanced content manager. In some embodiments, enhanced content manager 200 is enhanced content

manager 106 of FIG. 1. Enhanced content manager 200 includes user and system monitor 204, user profile database 206, content analyzer 208, content processor 210, and user experience handler 212. User and system monitor 204 monitors and processes user input and system information 202. User input and system information 202 includes at least a portion of input data received from one or more user input devices and/or status, indication, or state information associated with an operating system, an application, a process, or a component included a system containing enhanced content manager 200. Indicated data 214 is associated with content indicated by a user to be enhanced. For example, the indicated data includes a highlighted word in a webpage to be enhanced by obtaining a definition of the word. Content analyzer 208 analyzes indicated data 214 to determine one or more possible enhanced content types that can be obtained. For example, the indicated data can be identified as an address and one possible enhanced content type is a map showing the location of the address.

[0021] Enhanced content 216 includes enhanced content received through an enhanced content server and/or the Internet in response to a request for the enhanced content. Content processor 210 processes enhanced content 216. For example, content processor 210 requests the enhanced content from an enhanced content provider determined at least in part by using analysis of content analyzer 208. The requested enhanced content is received by content processor 210 and processed into a format associated with a desired output enhanced content format. Output enhanced content 218 includes at least a portion of enhanced content 216 in an output format (e.g., format of a content display bubble overlaid on content to be enhanced). User experience handler 212 at least in part outputs and/or manages output enhanced content 218. User experience handler 212 uses data from user and system monitor 204 to perform one or more of its functions. For example, user experience handler 218 manages displaying of an enhanced content display bubble in response to a user input monitored by user and system monitor 204. User and profile database 206 includes data associated with one or more of the following: user preferences (e.g., a user preference of a preferred enhanced content provider), a user profile (e.g., data identifying demographics of user), user interaction data (e.g., a record of user cursor selection and movements associated with enhanced content), and advertisement tracking data (e.g., interaction data associated with an advertisement—advertisement clicks, actions, amount of time spent interacting with advertisement). User profile database 206 is read, updated, and/or used by user experience handler 212, content processor 210, content analyzer 208, and user and system monitor 204. The components of enhanced content manager 200 in the example shown are merely illustrative. One or more of the components and/or interactions between components may be optional and additional components not shown in the Figure may be included.

[0022] FIG. 3 is a flowchart illustrating an embodiment of a process for associating enhanced content with a display of indicated content. At 302, an indication of indicated content to be enhanced is received. In some embodiments, the indication is associated with indicated data 214 of FIG. 2. The indicated content is a portion of content, such as a webpage, that has been indicated as of interest to be enhanced. In various embodiments, a user indicates a portion of content in one or more of the following ways:

highlighting desired content, underlining desired content, selecting (e.g., clicking, touching) desired content with a cursor/pointer, pausing over desired content with a cursor/pointer, and gesturing (e.g., circling, boxing, underlining) desired content with a cursor/pointer. The cursor/pointer can be controlled by a user by using one or more of the following: a mouse, a touch pad, a pointing stick, a tablet, a joystick, a keyboard, a touch screen device, and any pointing device. At **304**, enhanced content from a specified enhanced content provider is selected. The selected enhanced content is associated with the indicated content. The specified enhanced content provider is determined at least in part by using a predetermined, default, and/or indicated preference of a preferred enhanced content provider. In some embodiments, the preference of a preferred enhanced content provider is associated with a specific category of enhanced content. At **306**, enhanced content is associated with a display of the indicated content. The enhanced content includes at least a portion of the selected enhanced content. The selected enhanced content may be processed before being associated with the display of the indicated content. In some embodiments, associating the enhanced content with the display of the indicated content includes displaying the enhanced content in association with the display of the indicated content. Examples of displaying the enhanced content include overlaying the enhanced content over the display of the indicated content, displaying the enhanced content in a web browser window/tab/pop-up, and displaying the enhanced content in a display bar (e.g., sidebar, toolbar).

[0023] FIG. 4 is a flowchart illustrating an embodiment of a process for receiving enhanced content from a specified enhanced content provider. In some embodiments, the process of FIG. 4 is included in **304** of FIG. 3. At **402**, indicated content is analyzed to determine one or more enhanced content options. In some embodiments, the indicated content includes at least a portion of the indicated content in **302** of FIG. 3. In some embodiments, the enhanced content options include one or more options associated with which enhanced content to select and/or how to associate/display enhanced content. For example, if the indicated content is analyzed to be likely an address, enhanced content options corresponding to various categories of enhanced content possible to be obtained for an address are determined. In some embodiments, the determined enhanced content options are a subset of enhanced content options determined to be most likely relevant (e.g., most likely selected by a user) to the indicated content from a set of available enhanced content options. In various embodiments, analyzing the indicated content includes performing one or of the following: pattern matching, semantic matching, and using previous selection/analysis history data. At **404**, one or more of the determined enhanced content options are displayed. In some embodiments, the options are displayed as a menu of enhanced content options. The menu is associated with one or more of the following: a menu bar, a toolbar, a sidebar menu, a shortcut menu (e.g., right-click menu), a context menu, an icon menu, and a pop-up menu. For example, a user may right-click on the indicated content to display a dynamically determined shortcut menu containing menu items corresponding to determined enhanced content options.

[0024] The menu of options may also contain default menu options. At **406**, an indication of a selection of an enhanced content option is received. For example, a selec-

tion of a menu item associated with a displayed menu of enhanced content options is received. In some embodiments, the selection is associated with a specific category of enhanced content. At **408**, enhanced content is received from a specified enhanced content provider associated with the selection. In some embodiments, the enhanced content is received by an enhanced content manager. The received enhanced content is received in response to a request determined at least in part by using the enhanced content option selection. At least a portion of the enhanced content can be received via an enhanced content server and/or directly received from the enhanced content provider. The specified enhanced content provider is determined by using a predetermined configuration and/or by using a dynamically indicated enhanced content option. In some embodiments, a specified enhanced content provider is predetermined for each category of enhanced content that can correspond to a selectable enhanced content option displayed in **404**.

[0025] FIG. 5 is a diagram illustrating an example of an enhanced content option menu. In some embodiments, the menu shown in the Figure is associated with **404** of FIG. 4. Web browser window **500** is displaying a webpage. The webpage includes indicated content **502**. Indicated content **502** is an address that has been highlighted by a user as indication of content to be enhanced. Menu **504** includes a shortcut menu in response to a selection of indicated content **504**. Menu **504** includes items associated with enhanced content options. A portion of the menu items are determined by analyzing indicated content **502**. For example, since indicated content **504** includes data associated with a location, menu **504** includes menu items of location associated enhanced content options. The menu items, "Show Street Map", "Show Satellite Image", "Show BlockView Image", "Reverse Lookup", "Weather Information", and "Find Local Services" are each associated an enhanced content category and a specified enhanced content provider of that category. If the desired enhanced content option is not listed in menu **504**, a user may select "More Enhanced Content" menu item to cascade a list of all available enhanced content options. By analyzing indicated content **502** to display the most likely relevant subset of all enhanced content options, a user is able to more quickly select the desired enhanced content option.

[0026] FIG. 6 is a flowchart illustrating an embodiment of a process for processing enhanced content. In some embodiments, the process of FIG. 6 is included in **306** of FIG. 3. At **602**, enhanced content is processed to a desired format. The enhanced content includes at least a portion of content received from an enhanced content provider. In some embodiments, processing the enhanced to the desired format includes reformatting and/or converting at least a portion of the enhanced content to a display format of the enhanced content. In some cases, the enhanced content is formatted to fit in a smaller display space than an original display format of the content. In some embodiments, one or more options for formatting the enhanced content can be configured using an enhanced content manager. For example, formatting preferences, such as enhanced content display size, can be specified in configuration preferences of the enhanced content manager. In some embodiments, one or more preferences specified in a web browser setting are used in processing the enhanced content. For example, font size, font preference, display plug-in preference, security preferences, and various other web content preferences of a web browser

are used in processing the enhanced content. In various embodiments one or more of following settings are used in processing the enhanced content: an operating system setting, a toolbar preference setting, and a setting specified online. At **604**, the processed enhanced content is displayed over the display of the associated indicated content. In some embodiments, overlaying the processed content includes displaying the enhanced content in a content display bubble. In some embodiments, the overlaid enhanced content display is closed/hidden in association with one or more of following: a selection of a user interface button (e.g., a button for closing a display area), a keyboard command, movement of a cursor/pointer, and a cursor/pointer selection outside a display area of the enhanced content.

[0027] FIG. 7 is a diagram illustrating an example of an overlaid enhanced content display. In some embodiments, the example shown in the Figure is associated with **604** of FIG. 6. Web browser window **700** is displaying a webpage. The webpage includes indicated content **702**. Indicated content **702** includes an address that has been highlighted by a user as indication of content to be enhanced. Display bubble **704** includes enhanced content overlaid on the display of the webpage including indicated content **702**. Display bubble **704** includes an indicator pointing to indicated content **702**. When the webpage of window **700** is scrolled, display bubble **704** moves together with the webpage. A link selected on display bubble **704** displays content associated with the selected link in the same display bubble and/or in a web browser window. In some cases, the displayed enhanced content includes one or more input fields, and data responsive to a submitted data in the input fields is displayed in the enhanced content display space and/or a web browser window.

[0028] FIG. 8 is a flowchart illustrating an embodiment of a process for setting a preferred enhanced content provider associated with an enhanced content category. In some embodiments, the preference is at least in part specified by using enhanced content manager **200** of FIG. 2. In some embodiments, the preferences are at least in part specified by modifying configuration preferences of a web browser. At **802**, categories of enhanced content with associated enhanced content providers are displayed. Each category of enhanced content is associated with one or more enhanced content providers, and one enhanced content provider is specified as a preferred enhanced content provider of the category. In some embodiments, a new enhanced content provider can be added by providing a URL and/or an IP address that can be used communicated with the new enhanced content provider. At **804**, one or more selections of a preferred enhanced content provider for one or more of the categories are obtained. For example, a preferred enhanced content provider is selected from a dropdown list of one or more enhanced content providers associated with an enhanced content category. At **806**, the selected enhanced content providers are set as the preferred enhanced content providers. Enhanced content is obtained from the preferred enhanced content provider of the desired enhanced content category. In some embodiments, an enhanced content category is not associated with any preferred providers. For example, link preview enhanced content is generated directly by an enhanced content manager.

[0029] FIG. 9 is a diagram illustrating an example of an enhanced content configuration window. In some embodiments, the example shown in the Figure is associated with **804** of FIG. 8. Configuration window **902** lists enhanced content categories with a dropdown box listing associated enhanced content providers of the category. The listings of the enhanced content categories are grouped into an enhanced content category group. Examples of enhanced content category groups are (1) a location associated group including enhanced content categories: street map, satellite image, block view, weather, and reverse lookup; (2) a text phrase associated group including enhanced content categories: search results, encyclopedia article, translation, and definition; (3) a stock symbol associated group including enhanced content categories: quote detail and company snapshot; (4) a directory associated group including enhanced content categories: call out and directory lookup; and (5) a product associated group including enhanced content categories: reviews, buy-it-now, and price comparison. Each enhanced content category may be enabled and/or disabled by checking and unchecking an associated checkbox. A preferred enhanced content provider is selected for each enhanced content category by selecting an enhanced content provider in the corresponding dropdown box.

[0030] FIG. 10 is a flow chart illustrating an embodiment of a process for configuring an enhanced content preference. At **1002**, an indication associated with a user selection of an identifier on a webpage that at least in part specifies an enhanced content configuration is received. The identifier may be a text link, an image link, a pop-up dialog window, and/or any content item able to specify an enhanced content preference. For example, when a user selects a link associated with automatically configuring an enhanced content configuration, an indication associated with the selection of the link is received. In some embodiments, the indication is associated with a file that specifies the enhanced content configuration. An example of the enhanced content configuration is a specification of a preferred and/or new enhanced content provider or category. At **1004**, an enhanced content preference is configured at least in part by using data associated with the received indication. For example, a configuration specification file associated with the received indication is used to configure the enhanced content preference. In some embodiments, the enhanced content preference is a configuration preference of an enhanced content manager.

[0031] FIG. 11 is a diagram illustrating an example of a webpage including a link associated with configuring an enhanced content preference. Web browser window **1100** is displaying a webpage. The webpage includes link button **1102** associated with configuring an enhanced content preference. By selecting link button **1102**, the enhanced content provider of the link button is made a preferred enhanced content provider. In some embodiments, a user is required to confirm the configuration before the configuration is implemented.

[0032] Although the foregoing embodiments have been described in some detail for purposes of clarity of understanding, the invention is not limited to the details provided. There are many alternative ways of implementing the invention. The disclosed embodiments are illustrative and not restrictive.

What is claimed is:

1. A method of delivering enhanced content, comprising: receiving an indication of content included on a webpage that is to be enhanced; selecting enhanced content from a specified enhanced content provider previously specified from among a plurality of enhanced content providers, wherein the selected enhanced content is associated with the content to be enhanced; and associating the enhanced content with a display of the webpage.
2. A method as recited in claim 1, wherein the indication is associated with highlighting of the content to be enhanced.
3. A method as recited in claim 1, wherein the indication is associated with pausing over the content to be enhanced with a pointer or a cursor.
4. A method as recited in claim 1, wherein the indication is associated with selecting the content to be enhanced with a pointer or a cursor.
5. A method as recited in claim 1, wherein the plurality of enhanced content providers are associated with a single enhanced content category.
6. A method as recited in claim 5, wherein the enhanced content category is associated with an enhanced content category grouping, and each enhanced content category of the grouping can be used to enhance a same type of indicated content.
7. A method as recited in claim 1, wherein associating the selected enhanced content with the display of the webpage includes displaying the enhanced content in association with the display of the webpage.
8. A method as recited in claim 7, wherein the enhanced content is displayed without altering an encoding of the webpage.
9. A method as recited in claim 7, wherein displaying the selected enhanced content includes overlaying at least a portion of the enhanced content over the display of the webpage.
10. A method as recited in claim 7, wherein displaying the selected enhanced content includes displaying at least a portion of the enhanced content in a display bar.
11. A method as recited in claim 7, wherein the enhanced content is displayed in a display bubble.
12. A method as recited in claim 11, wherein the display bubble points to a display of the content to be enhanced.
13. A method as recited in claim 7, wherein the display of the enhanced content is removed from display in response to one or more of the following: a selection of a user interface button, a keyboard command, movement of a pointer, and a pointer selection outside a display area of the enhanced content.
14. A method as recited in claim 1, wherein selecting the enhanced content includes analyzing at least a portion of the content to be enhanced to determine one or more enhanced content options.
15. A method as recited in claim 14, wherein the determined enhanced content options are a subset of one or more options from a set of available enhanced content options.
16. A method as recited in claim 15, wherein the options included in the subset are options determined to be more likely relevant to the content to be enhanced.
17. A method as recited in claim 15, wherein the options included in the subset are options determined to be more likely to be selected than options not included in the subset.
18. A method as recited in claim 14, wherein analyzing at least the portion of the content to be enhanced includes performing one or more of the following: pattern matching, semantic matching, and using previous selection or analysis history data.
19. A method as recited in claim 14, wherein the determined enhanced content options are displayed in a menu, and a selection of an item in the menu corresponding to an enhanced content option is at least in part used to select the enhanced content.
20. A method as recited in claim 19, wherein the menu includes a list of all available enhanced content options organized in the menu as a lower hierarchy than the menu items of the determined enhanced content options.
21. A method as recited in claim 19, wherein the menu is a dynamically determined shortcut menu.
22. A method as recited in claim 14, wherein each of the determined enhanced content options are associated with a corresponding specified enhanced content provider.
23. A method as recited in claim 14, wherein each of the determined enhanced content options are associated with a corresponding enhanced content category.
24. A method as recited in claim 23, wherein the enhanced content category is associated with a corresponding specified enhanced content provider.
25. A method as recited in claim 1, wherein selecting the enhanced content includes processing enhanced content received from the specified enhanced content provider.
26. A method as recited in claim 25, wherein processing enhanced content includes converting at least a portion of the enhanced content an output display format.
27. A method as recited in claim 25, wherein one or more preferences specified in a web browser setting are used in processing the enhanced content.
28. A method as recited in claim 1, wherein one or more configuration preferences associated with delivering the enhanced content are at least in part specified by modifying configuration preferences of a web browser.
29. A method as recited in claim 1, wherein the enhanced content is selected at least in part by using a user indication specifying which enhanced content category is associated with the content to be enhanced.
30. A method as recited in claim 29, wherein an enhanced content category can be disabled from being able to be indicated by the user.
31. A method as recited in claim 1, wherein the method is performed by one of the following: a web browser plug-in, an application program, a background software process, an imbedded function of a web browser, and an imbedded function of an operating system.
32. A method as recited in claim 1, wherein the enhanced content includes an advertisement.
33. A method as recited in claim 32, further comprising sending to an enhanced content server tracking information associated with the advertisement.
34. A method as recited in claim 33, wherein the enhanced content server aggregates advertisement tracking information from a plurality of entities.
35. A method as recited in claim 1, wherein the enhanced content includes one or more of the following: a preview of a link, a definition, a translation, an article, a search result, directory information, a stock quote, a map, a navigation direction, a satellite image, a street level image, weather

information, a review of a product, data enabling purchase of a product or service, and data enabling communication.

36. A system for delivering enhanced content, comprising:
a processor configured to receive an indication of content included on a webpage that is to be enhanced, select enhanced content from a specified enhanced content provider previously specified from among a plurality of enhanced content providers, wherein the selected enhanced content is associated with the content to be enhanced, and associate the enhanced content with a display of the webpage; and
a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions.

37. A system as recited in claim **36**, wherein the plurality of enhanced content providers are associated with a single enhanced content category.

38. A system as recited in claim **36**, wherein the processor associates the selected enhanced content with the display of the webpage including by displaying the enhanced content in association with the display of the webpage.

39. A system as recited in claim **36**, wherein the processor selects the enhanced content including by analyzing at least a portion of the content to be enhanced to determine one or more enhanced content options.

40. A system as recited in claim **36**, wherein the processor selects the enhanced content including by processing enhanced content received from the specified enhanced content provider.

41. A system as recited in claim **36**, wherein the processor selects the enhanced content including by using a user indication specifying which enhanced content category is associated with the content to be enhanced.

42. A computer program product for delivering enhanced content, the computer program product being embodied in a computer readable medium and comprising computer instructions for:

receiving an indication of content included on a webpage that is to be enhanced;
selecting enhanced content from a specified enhanced content provider previously specified from among a plurality of enhanced content providers, wherein the selected enhanced content is associated with the content to be enhanced; and
associating the enhanced content with a display of the webpage.

43. A computer program product as recited in claim **42**, wherein the plurality of enhanced content providers are associated with a single enhanced content category.

44. A computer program product as recited in claim **42**, wherein associating the selected enhanced content with the display of the webpage includes displaying the enhanced content in association with the display of the webpage.

45. A computer program product as recited in claim **42**, wherein selecting the enhanced content includes analyzing at least a portion of the content to be enhanced to determine one or more enhanced content options.

46. A computer program product as recited in claim **42**, wherein selecting the enhanced content includes processing enhanced content received from the specified enhanced content provider.

47. A computer program product as recited in claim **42**, wherein the enhanced content is selected at least in part by using a user indication specifying which enhanced content category is associated with the content to be enhanced.

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