We propose a technology to divide/allocate web content elements among devices in accordance with user situation changes. The demo will show you how the elements are freely transferred among smartphones, tablet devices, and television sets when user situations are changed. Users can configure their systems in a “My Style” manner that suits their preferences and the devices they want to use.

**Features**

- The user can continue to use a service seamlessly, even if the devices used are changed, as long as there is an HTML5 browser.
- The content providers have only to complete content within a web page, meaning they can focus on content production without having to consciously develop and test synchronization and communication among devices.
- Because our technology manages relationships and conditions among elements and devices, service providers can distribute loads on portal servers when providing coordinated service among devices.

**Application Scenarios**

- Providing video delivery service that can be watched in a “My Style” manner
- Providing SNS or file sharing service among family members
- Providing remote collaborative games

**NTT Group Global Advantage**

Because this technique is built on the basis of the global standard HTML5 specification, it is easy to expand it to services overseas. It is also effective in increasing the differences in content delivery services NTT provides overseas.