

CLAIMS

WHAT IS CLAIMED IS:

1. An exchange component of a web-based transactional service comprising:
 - a plurality of application components;
 - a switching component;
 - an object routing component;
 - a web page component, wherein the web page component provides a web page to a user that allows the user to select a particular transactional service, the switching component switches information between the user and an application component related to the particular transactional service, and the object routing component routes media content objects between the particular transactional service and the user.
2. The exchange component of claim 1, wherein the switching component is a value added network switch.
3. The exchange component of claim 1, wherein some of the application programs are point of service applications.
4. The exchange component of claim 1, wherein the exchange component receives a handoff message from a server when a user requests the particular transactional service.
5. The exchange component of claim 4, wherein the server is remote from the exchange component.
6. The exchange component of claim 1, wherein the web page component provides the user with a graphical user interface containing a list of available transactional services.

7. The exchange component of claim 6, wherein the web page component allows the user to choose a transactional service from the list.
8. The exchange component of claim 7, wherein the switching component switches the user to one of the application components based upon a choice from the list.
9. A multi-media network object routing service comprising:
 - a virtual information store located on one or more networked computers containing a plurality of information entries and a plurality of object attributes, wherein each of the information entries and each of the object attributes is associated with a particular multi-media web service network object, the multi-media web service network object having both a network object identity and a unique network address.
10. The service of claim 9, wherein the unique network address is an IP address.
11. The service network object routing service of claim 9, wherein multi-media web service network object resides on a node having an IP address.
12. The service of claim 11, wherein the unique network address is based on the IP address of the node.
13. The service of claim 11, wherein the node is a web server having a particular IP address.
14. The service of claim 13, wherein the unique network address is related to the particular IP address of the web server.
15. The service of claim 13, wherein the unique network address is related hierarchically to the particular IP address of the web server.