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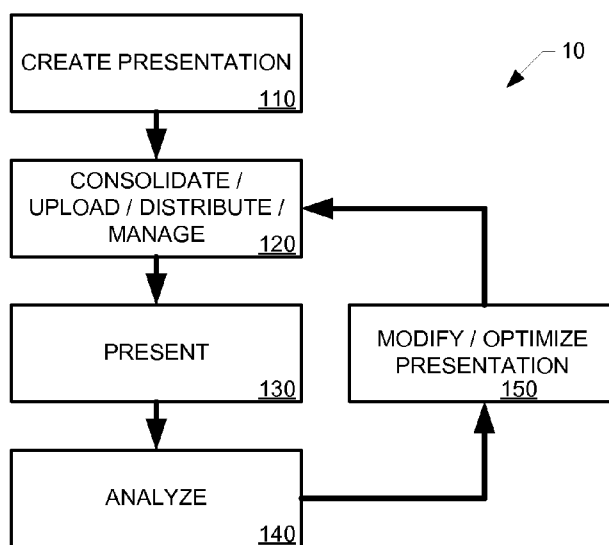
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- with international search report (Art. 21(3))
- with information concerning request for restoration of the right of priority in respect of one or more priority claims; the decision of the receiving Office regarding the request for restoration is pending and will be published separately once available (Rules 26bis.3 and 48.2(j))

[Continued on next page]

(54) **Title:** OPTIMIZING THE PRESENTATION OF INFORMATION**FIGURE 1**

(57) **Abstract:** The present invention is generally directed to systems and methods for optimizing the presentation of information. More specifically, methods may be transacted amongst a central processor in selective communication with a mobile computing device, and may include steps of: receiving at the central processor from the mobile computing device information associated with a presentation; receiving at the central processor information associated with a success rate of the presentation; determining by the central processor, based at least in part upon the information associated with the presentation, aspects of the presentation that should be improved in order to increase future success rates of the presentation.



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12 March 2015

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US14/48654

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 17/40, 19/24 (2014.01)

CPC - G06F 19/24

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC(8) - G06F 17/20, 17/40, 19/00, 19/24, 19/26 (2014.01);

CPC - G06F 17/18, 19/24, 19/26, 19/30; USPC - 382/181; 434/118; 700/108; 702/81, 182; 706/20, 25; 715/730

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PatSeer (US, EP, WO, JP, DE, GB, CN, FR, KR, ES, AU, IN, CA, INPADOC); ProQuest; IEEE/IEEEExplore; Google/Google Scholar;

Keywords: presentation, evaluate, score, grade, metric, success, rate, slideshow, calculate, speaker, quantify, effective, efficiency

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2011/0282968 A1 (OLIVER, IJ et al.) 17 November 2011; Abstract, Figure 5, paragraphs [0050]-[0052], [0055]-[0056], [0059], [0061]-[0062], [0068], [0087]-[0088].	1-9, 16-18
A	US 2012/0002848 A1 (HILL, D) 05 January 2012; the entire document.	1-9, 16-18
A	US 2013/0124951 A1 (SHECHTMAN, E et al.) 16 May 2013; the entire document.	1-9, 16-18

☐ Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

12 December 2014 (12.12.2014)

Date of mailing of the international search report

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US14/48654

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

Group I: Claims 1-9 and 16-18; Group II: Claims 10-15

-Please See Supplemental Page-

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☒ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
1-9 and 16-18

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US14/48654

-Continued from Box No. III - Observations where unity of invention is lacking-

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fee must be paid.

Group I: Claims 1-9 and 16-18 are directed toward a method of optimizing the presentation of information based upon feedback and success rates.

Group II: Claims 10-15 are directed toward a system for optimizing the presentation of information comprising a software application.

The inventions listed as Groups I-II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons:

The special technical features of Group I include providing self-analyses and improvement; determining training data specific to the deficiencies of the presenter; and providing training data to the mobile computing device of the presenter, which are not present in Group II.

The special technical features of Group II include addresses and contact information for recipients of a presentation; historical information regarding past presentations provided to the recipients; and information regarding products and/or services presented to the recipients, which are not present in Group I.

The common technical features shared by Groups I-II are a system for optimizing the presentation of information, comprising a central processor in selective communication with a mobile computing device for: receiving at the central processor information associated with an effectiveness of the presentation; and determining by the central processor, effectiveness of presentation.

However, this common feature is previously disclosed by US 2011/0282968 A1 (Oliver et al). Oliver et al. disclose a system for optimizing the presentation of information (coordinating media presentation on devices; abstract), comprising a central processor in selective communication with a mobile computing device (knowledge processor KP 503 with a communication interface for media content (selective communication) from a mobile phone (computing device); abstract; figure 5; paragraphs [0059], [0061], [0068]) for: receiving at the central processor information associated with an effectiveness of the presentation (knowledge processor KP 503 collects (receiving) information associated with media content presentation quality (effectiveness); abstract; figure 5; paragraphs [0054]-[0055], [0062]); and determining by the central processor, effectiveness of presentation (knowledge processor determines media content presentation quality (effectiveness of presentation); abstract; figure 5; paragraphs [0055], [0057], [0062]).

Since the common technical features are previously disclosed by the Oliver et al. reference, these common features are not special and so Groups I-II lack unity.