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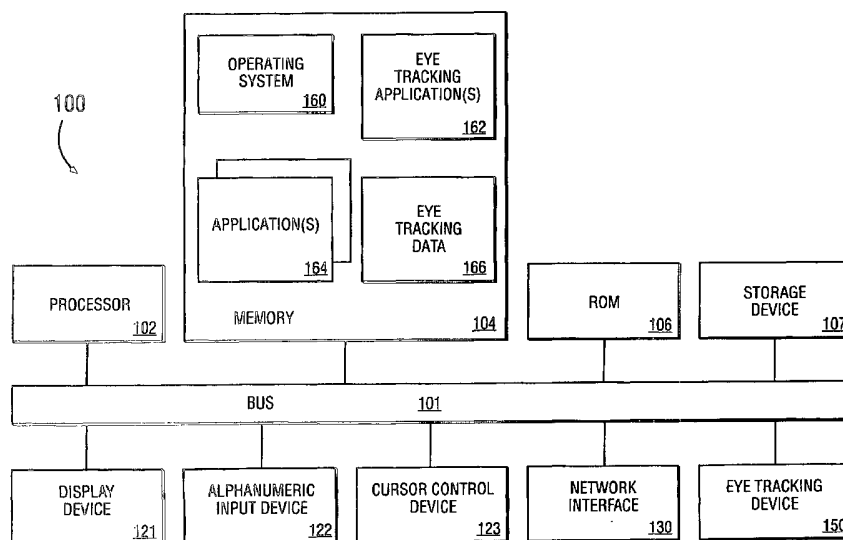
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(54) Title: TECHNIQUES FOR FACILITATING USE OF EYE TRACKING DATA



(57) Abstract: Individual eye tracking data (100) can be used to determine whether an individual has actually looked at a particular region of a visual field. Aggregation of data corresponding to multiple individuals can provide trends and other data useful for designers of graphical representation (e.g., Web pages, advertisements) as well as other indicates both regions viewed and regions not viewed, can be accomplished using several different techniques. For example, percentages of the number of viewers that viewed a particular region can be represented as a particular color, or the underlying image being viewed can be blurred based on and acuity gradient and the number of individuals viewing various regions. The various regions represented as viewed can be selected based on the type of viewing activity (e.g., reading, gazing) is associated with a particular region.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US02/39696

<b>A. CLASSIFICATION OF SUBJECT MATTER</b>																	
IPC(7) : A61B 3/10, 3/14, 3/00; G09G 5/08; G03B 17/00																	
US CL : 351/205, 209, 210, 246; 345/157, 158; 396/51																	
According to International Patent Classification (IPC) or to both national classification and IPC																	
<b>B. FIELDS SEARCHED</b>																	
Minimum documentation searched (classification system followed by classification symbols) U.S. : 351/205, 209, 210, 246; 345/157, 158; 396/51																	
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) Please See Continuation Sheet																	
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>																	
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.															
X --- Y	US 2001/0011211 A1 (BUSHEY et al) 02 August 2001 (02.08.2001), entire document.	1-3, 5-7, 11-18, 20-22, 26-31, 34-36 ----- 4, 8-10, 23-25, 32, 33, 37-44															
Y	US 6,102,870 (EDWARDS) 15 August 2000 (15.08.2000), entire document.	1-3, 7, 11-18, 21, 26-31, 34-36															
Y	US 6,070,098 A (MOORE-EDE et al) 30 May 2000 (30.05.2000), entire document.	11-15, 26-28															
Y,P	US 2002/0107972 A1 (KEANE) 08 August 2002 (08.08.2002), entire document.	1-5, 7, 11, 12, 15-21, 26, 27, 39-46															
Y	US 6,067,565 A (HORVITZ) 23 May 2000 (23.05.2000), entire document.	7, 11, 12, 39-46															
A,P	US 2002/0015064 A1 (ROBOTHAM et al) 07 February 2002 (07.02.2002), entire document.	8-10, 23-26, 32, 33, 37, 38															
A	US 5,651,107 A (FRANK et al) 22 July 1997 (22.07.1997), entire document.	8-10, 23-26, 32, 33, 37, 38															
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.																	
<p>* Special categories of cited documents:</p> <table border="0"> <tr> <td>"A" document defining the general state of the art which is not considered to be of particular relevance</td> <td>"T"</td> <td>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</td> </tr> <tr> <td>"E" earlier application or patent published on or after the international filing date</td> <td>"X"</td> <td>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</td> </tr> <tr> <td>"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)</td> <td>"Y"</td> <td>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</td> </tr> <tr> <td>"O" document referring to an oral disclosure, use, exhibition or other means</td> <td>"&amp;"</td> <td>document member of the same patent family</td> </tr> <tr> <td>"P" document published prior to the international filing date but later than the priority date claimed</td> <td></td> <td></td> </tr> </table>			"A" document defining the general state of the art which is not considered to be of particular relevance	"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	"E" earlier application or patent published on or after the international filing date	"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	"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)	"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	"O" document referring to an oral disclosure, use, exhibition or other means	"&"	document member of the same patent family	"P" document published prior to the international filing date but later than the priority date claimed		
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"P" document published prior to the international filing date but later than the priority date claimed																	
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Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703)305-3230		Authorized officer John R. Sanders <i>D Smith A</i> Telephone No. (703) 308-0858															

INTERNATIONAL SEARCH REPORT

PCT/US02/39696

**Continuation of B. FIELDS SEARCHED Item 3:**

PROQUEST DIRECT

search terms: eye tracking, gaze tracking