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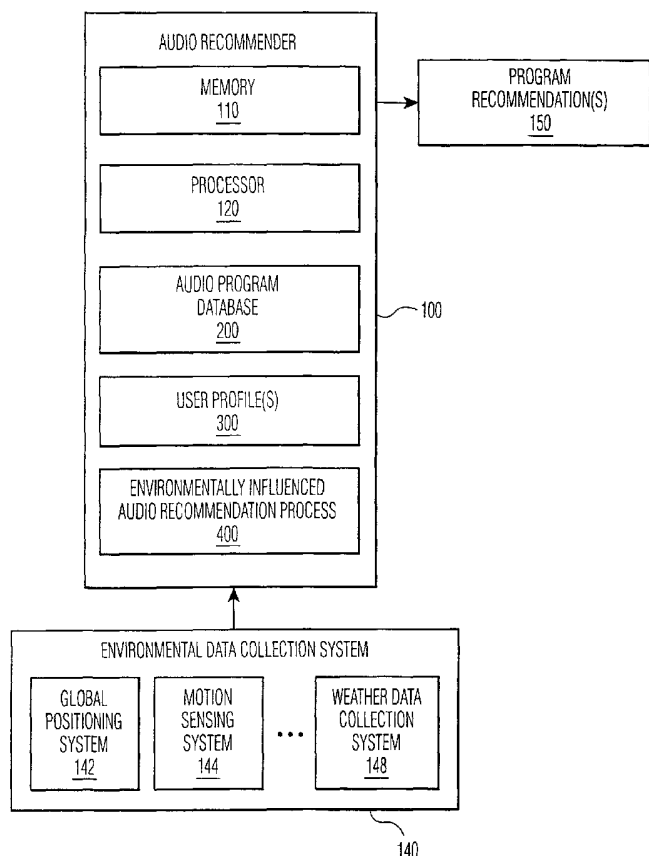
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(54) Title: METHOD AND APPARATUS FOR GENERATING RECOMMENDATIONS BASED ON USER PREFERENCES AND ENVIRONMENTAL CHARACTERISTICS



(57) Abstract: A recommendation system is disclosed that generates recommendations for one or more items based on user preferences and one or more environmental factors. The user's preferences are learned under various environmental conditions using an environmental data collection system. The observed environmental conditions may include, for example, location, characteristics of the location, weather or characteristics of the user's motion, such as a rate of movement. For each positive and negative behavioral example, a number of attributes of the selected item are classified in the user profile together with the prevailing environmental conditions. When recommending an item, the disclosed recommender retrieves the user preferences and evaluates the current environmental conditions. A recommendation score can be generated for each available item based on the user's demonstrated preferences under similar environmental conditions, such as in the same or a similar geographic area or under similar weather conditions.



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INTERNATIONAL SEARCH REPORT

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 A. CLASSIFICATION OF SUBJECT MATTER
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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 7 H04N G06F

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 practical, search terms used)

EPO-Internal, WPI Data, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5 627 549 A (PARK MICHAEL C) 6 May 1997 (1997-05-06) column 6, line 55 -column 7, line 11 ---	1-5, 7-11,13
A	GB 2 344 009 A (ROKE MANOR RESEARCH) 24 May 2000 (2000-05-24) page 2, line 24 -page 3, line 2 page 5, line 13 -page 6, line 4 ---	1,3,4,7, 9,10
A	GUTTA S ET AL: "TV CONTENT RECOMMENDER SYSTEM" PROCEEDINGS NATIONAL CONFERENCE ON ARTIFICIAL INTELLIGENCE, XX, XX, 30 July 2000 (2000-07-30), pages 1121-1122, XP008003365 page 1122, right-hand column, paragraph 2 --- -/--	6,12

 Further documents are listed in the continuation of box C.

 Patent family members are listed in annex.

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INTERNATIONAL SEARCH REPORT

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PCT/JP 02/01172

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
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