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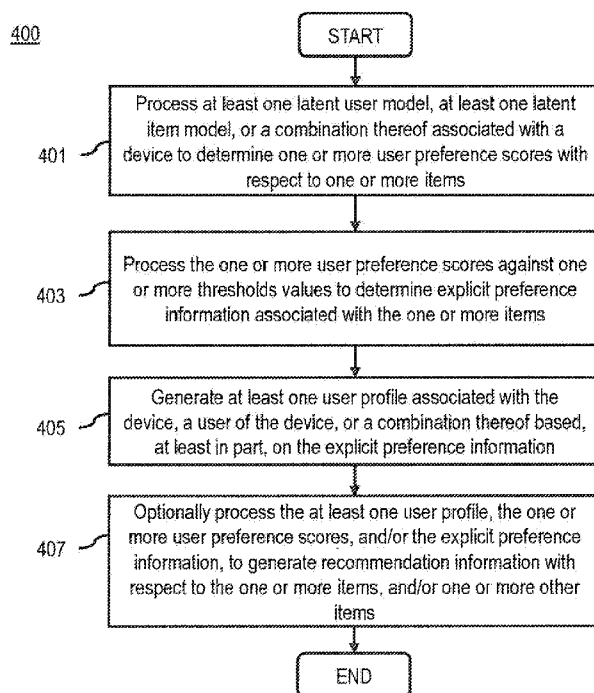
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(54) Title: METHOD AND APPARATUS FOR EXTRACTING EXPLICIT PROFILE REPRESENTATION THROUGH ADAPTIVE RECOMMENDER SYSTEM

FIG. 4A



(57) Abstract: An approach is provided for providing recommendations based on preloaded models and for generating user profiles to personalize a user experience with a device or service. A recommendation model platform processes at least one latent user model, at least one latent item model, or a combination thereof associated with a device to determine one or more user preference scores with respect to one or more items. The recommendation platform also processes the one or more user preference scores against one or more thresholds values to determine explicit preference information associated with the one or more items. The recommendation platform also generates at least one user profile associated with the device, a user of the device, or a combination thereof based, at least in part, on the explicit preference information.



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

See extra sheet

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: G06F

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

FI, SE, NO, DK

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

EPO-Internal, WPI, XPAIP, XPESP, XPESP2, XPIEE, XPIOP, XPIPCOM, XPI3E, XPMISC, XPOAC, XPRD, COMPDX, INSPEC, TDB

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 2007034355 A2 (KONINKL PHILIPS ELECTRONICS NV et al.) 29 March 2007 (29.03.2007) abstract; 1st paragraph of page 1; Fig. 1; 1st-3rd paragraphs of page 4; Table 1; 1st paragraph of page 5 – 3rd paragraph of page 6; 1st and 2nd paragraph of page 7	1-48
X	US 2010122178 A1 (KONIG YOCHAI et al.) 13 May 2010 (13.05.2010) Fig. 1; paragraphs [0002], [0011], [0054], [0055], [0057], [0063], [0123]-[0128]	1-48
X	US 2005076093 A1 (MICHELITSCH STEFAN et al.) 07 April 2005 (07.04.2005) Figs. 1, 2; paragraphs [0060]-[0089], [0127]	1-48

☐ Further documents are listed in the continuation of Box C.☒ See patent family annex.

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