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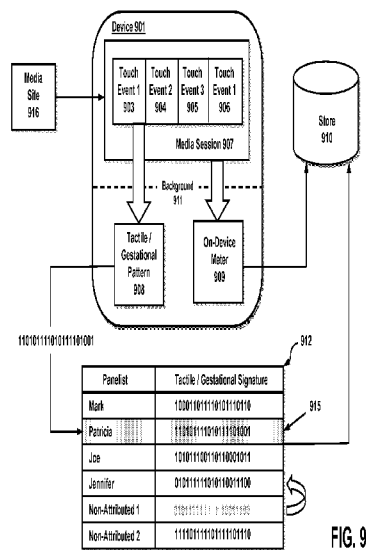
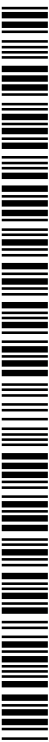


FIG. 9

(57) Abstract: Systems and methods are disclosed for identifying users of touch screens according to a touch/gesture profile. The profile includes stored electrical characteristics of contact with the touch screen. The profile is correlated with applications opened and/or accessed, along with any associated metadata, as well as media exposure data derived from audio received at the device. The correlated information may be used to confirm identification of one or more individuals using a device for audience measurement purposes.



INTERNATIONAL SEARCH REPORT

International application No.
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| A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06K 9/00 (2013.01) USPC - 382/124 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) USPC: 382/124 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 340/5.83; 382/118; 704/246 ; 715/702; 725/11, 12 (keyword limited - see search terms below) | | |
| Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PatBase; Google; Google Scholar Terms: touchscreen, touch, surface, sensitive, display, sensor, content, media, analytics, metadata, profile, account, biometric, fingerprint, identity, identifier, authenticate, correlate, associate, consume, watch, orientation, direction, match, report, table, ancillary. | | |
| C. DOCUMENTS CONSIDERED TO BE RELEVANT | | |
| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
| Y | US 2008/0249867 A1 (Angell et al.) 09 October 2008 (09.10.2008), entire document, especially abstract, para [0068], [0074], [0077], [0121], [0133], [0138], [0140], [0163], [0185]. | 1-20 |
| Y | US 2009/0193052 A1 (FitzGerald et al.) 30 July 2009 (30.07.2009), entire document, especially abstract, para [0034], [0035], [0036], [0064], [0065], [0074], [0122]. | 1-20 |
| Y | EP 2133777 A2 (Kent et al.) 16 December 2009 (16.12.2009), para [0040]-[0051] | 3-6, 13-16 |
| Y | US 2003/0179229 A1 (Van Erlach et al.) 25 September 2003 (25.09.2003), para [0009], [0011], [0013] | 10, 20 |
| A | US 2007/0294705 A1 (Gopalakrishnan et al.) 20 December 2007 (20.12.2007), entire document, especially abstract, para [0061], [0062], [0066], [0090], [0146], [0154], [0172]. | 1-20 |
| A | US 2009/0012927 A1 (Brooks et al.) 08 January 2009 (08.01.2009), entire document, especially abstract, para [0054], [0058], [0093], [0128], [0299]. | 1-20 |
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