

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
6 December 2007 (06.12.2007)

PCT

(10) International Publication Number
WO 2007/139656 A2

- (51) International Patent Classification: Not classified
- (21) International Application Number: PCT/US2007/010630
- (22) International Filing Date: 2 May 2007 (02.05.2007)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 11/439,613 23 May 2006 (23.05.2006) US
- (71) Applicant (for all designated States except US): APPLE INC. [US/US]; 1 Infinite Loop, Cupertino, California 95014 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): HODGE, Andrew, Bert [US/US]; 221 Walter Hays Drive, Palo Alto, California 94302 (US). BAR-NAHUM, Guy [US/US]; 265 Claremont Boulevard, San Francisco, California 94127 (US). GETTEMY, Shawn, R. [US/US]; 14744 Elton Court, San Jose, California 95124 (US). TUPMAN,

David, John [GB/US]; 1028 Church Street, San Francisco, California 94114 (US).

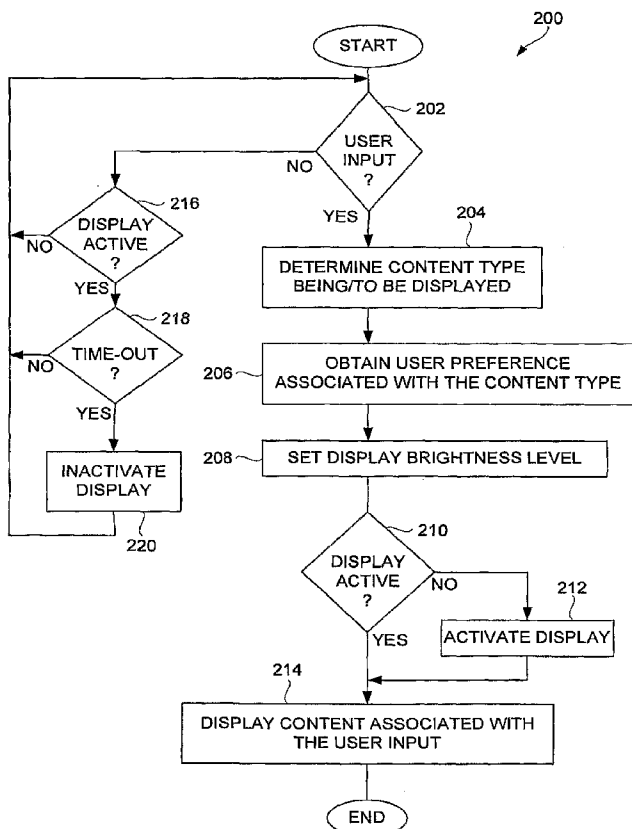
(74) Agents: FERRAZANO, Michael, J. et al.; BEYER WEAVER LLP, P.O. Box 70250, Oakland, California 94612-0250 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,

[Continued on next page]

(54) Title: PORTABLE MEDIA DEVICE WITH POWER-MANAGED DISPLAY



(57) Abstract: Improved techniques for controlling power utilization of a display device are disclosed. The improved techniques reduce power consumption by lowering display intensity at appropriate times. In one embodiment, the display intensity can be controlled depending on the type of content being displayed. In another embodiment, the display intensity can be controlled depending on the characteristics of the content being displayed. In still another embodiment, the display intensity can be controlled depending on the type and characteristics of content being displayed. The improved techniques are well suited for use with portable media devices.

WO 2007/139656 A2



FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,
PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

- *without international search report and to be republished upon receipt of that report*

PORTABLE MEDIA DEVICE WITH POWER-MANAGED DISPLAY
BACKGROUND OF THE INVENTION

Field of the Invention

5 [0001] The invention relates to media devices and, more particularly, to portable media devices having displays.

Description of the Related Art

[0002] Portable media devices, such as MP3 players, video players, cell phones, and PDAs, are typically small, lightweight and highly portable. The primary source of
10 power to these media devices are rechargeable batteries housed within the media devices. These batteries are typically recharged through a cable that connects to an AC adapter or a peripheral port of a personal computer. A portable media device typically includes a display that presents a user interface to a user of the device. The user interface can assist with user control or navigation of the media device as well as
15 displaying information pertaining to media being played. For example, as to user control or navigation, the display can display menus or lists, volume level, user preferences, playback status, etc. As another example, when an audio item (e.g., song) is being played by the media device, the title and possibly the artwork associated with the song (or its associated album) can be displayed on the display. As
20 still another example, when a video item (e.g., movie) is being played by the media device, video frames can be sequentially displayed on the display.

[0003] Some portable media devices dim or turn-off their displays when not being used. Dimming or deactivating a display serves to reduce its power consumption. For example, a display might be dimmed or turned-off after a lack of any user
25 interaction for a period of time. As another example, when a housing (e.g., clam shell type cell phone housing or laptop computer housing) is closed, its display is typically turned off since it is no longer usable by the user.

[0004] Nevertheless, there is an increasing demand for larger and brighter displays on portable media devices. Unfortunately, however, the increased power consumption of
30 larger and brighter displays leads to substantial increases in the overall power consumption of the portable media devices. Accordingly, larger and brighter displays increase the demand for power from the batteries. As a result, portable media devices may need to provide larger, heavier batteries in order to power the larger and brighter displays for a sufficient duration of time. The conventional approaches to dimming or

deactivating displays are not able to address the power consumption difficulties due to the larger and brighter displays.

[0005] Thus, there remains a need for improved techniques to intelligently manage power consumption of portable media devices.

5

SUMMARY OF THE INVENTION

[0006] The invention relates to improved techniques for controlling power utilization of a display device so as to reduce power consumption. The improved techniques reduce power consumption by lowering display intensity at appropriate times. In one embodiment, the display intensity can be controlled depending on the type of content
10 being displayed. For example, when displaying certain types of content, the display intensity can be lowered from its otherwise high, constant intensity level. In another embodiment, the display intensity can be controlled depending on the characteristics of the content being displayed. For example, when displaying images that are light, the display intensity can be lowered from its otherwise high, constant intensity level.
15 In still another embodiment, the display intensity can be controlled depending on the type and characteristics of content being displayed.

[0007] The invention is well suited for use with portable media devices. The portable media devices can, for example, be battery-powered media playback devices. The battery-powered media playback devices can be highly portable, such as handheld or
20 pocket-sized media players.

[0008] The invention can be implemented in numerous ways, including as a method, system, device, apparatus, or computer readable medium. Several embodiments of the invention are discussed below.

[0009] As a method for controlling display intensity of a display device of a portable
25 electronic device, one embodiment of the invention includes at least the acts of: identifying content being displayed or to be displayed on the display device, the content having a content type associated therewith; determining the content type of the identified content; and setting an output intensity for the display device based on the determined content type.

30 [0010] As a method for controlling brightness of a display device of a portable electronic device, another embodiment of the invention includes at least the acts of: identifying content to be displayed on the display device, the content having a content type associated therewith; determining the content type of the identified content; obtaining a user preference associated with the content type; and setting a brightness

level for the display device based on at least one of the determined content type and the user preference.

[0011] As a method for controlling display intensity of a display device of a battery-powered electronic device, the electronic device also having a user input device, one embodiment of the invention includes at least the acts of: receiving a user input via
5 the user input device; determining content to be displayed in response to the received user input; determining a content type for the content to be displayed; establishing a display intensity for the display device based on the content type; activating the display device if not already activated; displaying the content on the display device in
10 accordance with the display intensity; and subsequently deactivating the display device if a subsequent user input is not received within a predetermined period of time after the received user input was received.

[0012] As a method for controlling display intensity of a display device of a portable electronic device, still another embodiment of the invention includes at least the acts
15 of: identifying content to be displayed on the display device, the content having at least one content characteristic associated therewith; determining at least one content characteristic of the identified content; and setting an output intensity level for the display device based on the at least one determined content characteristic.

[0013] As a computer readable medium including at least computer program code for
20 displaying content on a display of a portable electronic device in a power efficient manner, one embodiment of the invention includes at least: computer program code for identifying content being displayed or to be displayed on the display, the content having a content type associated therewith; computer program code for determining the content type of the identified content; computer program code for setting an
25 output intensity for the display based on the determined content type; and computer program code for displaying the content on the display in accordance with the output intensity level that has been set.

[0014] As a computer readable medium including at least computer program code for
30 displaying content on a display of a portable electronic device in a power efficient manner, another embodiment of the invention includes at least: computer program code for identifying content to be displayed on the display, the content having a content type and at least one content characteristic associated therewith; computer program code for determining the content type and at least one content characteristic of the identified content; computer program code for setting an output intensity level

for the display based on the determined content type and the at least one determined content characteristic; and computer program code for displaying the content on the display in accordance with the output intensity level that has been set.

[0015] As a portable media device, one embodiment of the invention includes at least:
5 a rechargeable battery that provides power to the portable media device; a media store that stores media files pertaining to media items, the media files include at least media content for the media items; a display device; and a processor capable of processing a media file from the media store and producing media output signals for controlling
10 the display device, wherein at least one of the media output signals controls display intensity of the display device based on the media item associated with the media file.

[0016] Other aspects and advantages of the invention will become apparent from the following detailed description taken in conjunction with the accompanying drawings which illustrate, by way of example, the principles of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

15 [0017] The invention will be readily understood by the following detailed description in conjunction with the accompanying drawings, wherein like reference numerals designate like structural elements, and in which:

[0018] FIG. 1 is a flow diagram of an intensity control process according to one embodiment of the invention.

20 [0019] FIG. 2 is a flow diagram of a display activation/deactivation process according to one embodiment of the invention.

[0020] FIG. 3 is a flow diagram of an intensity control process according to another embodiment of the invention.

25 [0021] FIG. 4 is a flow diagram of a video display process according to one embodiment of the invention.

[0022] FIGs. 5A, 5B and 5C are representative user preference windows according to embodiments of the invention.

[0023] FIG. 6 is a block diagram of a media player according to one embodiment of the invention.

30 **DETAILED DESCRIPTION OF THE INVENTION**

[0024] The invention relates to improved techniques for controlling power utilization of a display device so as to reduce power consumption. The improved techniques reduce power consumption by lowering display intensity at appropriate times. In one embodiment, the display intensity can be controlled depending on the type of content

being displayed. For example, when displaying certain types of content, the display intensity can be lowered from its otherwise high, constant intensity level. In another embodiment, the display intensity can be controlled depending on the characteristics of the content being displayed. For example, when displaying images that are light,
5 the display intensity can be lowered from its otherwise high, constant intensity level. In still another embodiment, the display intensity can be controlled depending on the type and characteristics of content being displayed.

[0025] The invention is well suited for use with portable media devices. The portable media devices can, for example, be battery-powered media playback devices. The
10 battery-powered media playback devices can be highly portable, such as handheld or pocket-sized media players. Examples of portable media device include media players (e.g., MP3 players or video players), cell phones having media support, and PDAs.

[0026] Embodiments of the invention are discussed below with reference to FIGs. 1 –
15 6. However, those skilled in the art will readily appreciate that the detailed description given herein with respect to these figures is for explanatory purposes as the invention extends beyond these limited embodiments.

[0027] FIG. 1 is a flow diagram of an intensity control process 100 according to one embodiment of the invention. The intensity control process 100 is suitable for
20 controlling an output intensity for a display device in a power efficient manner. The intensity control process 100 is, for example, performed by a media device when operating to control an output intensity of a display device associated with the media device.

[0028] The intensity control process 100 initially identifies 102 content being
25 displayed or to be displayed on a display device. The content type of the identified content can then be determined 104. Examples of content type include text, photos or video. After the content type has been determined, an output intensity level for the display device can be set 106 based on the determined content type. Following the block 106, the intensity control process 100 is complete and ends. In this
30 embodiment, the output intensity level for the display device is controlled based on the content type of content that is currently being displayed, was recently displayed, or will soon be displayed.

[0029] The advantage of controlling the output intensity level, in accordance with any of the embodiments described herein, is that the output intensity level can be

intelligently lowered when appropriate so that the power consumption of the display device is reduced. By lowering the power consumption of the display device, the media device utilizing the display device operates in a more power efficient manner such that the battery that supplies power to the media device can power the media device for a longer duration.

5 [0030] FIG. 2 is a flow diagram of a display activation/deactivation process 200 according to one embodiment of the invention. The display activation/deactivation process 200 is, for example, performed by a media device having a user input device and a display device.

10 [0031] The display activation/deactivation process 200 begins with a decision 202. The decision 202 determines whether a user input has been received. For example, a user of the media device can interact with the user input device to provide a user input to the media device. When the decision 202 determines that a user input has been received, it is assumed that the user input is identifying content to be displayed.

15 Hence, a content type for the content to be displayed is determined 204. Typically, the content to be displayed has a single content type, such as text, image or video. However, if the content to be displayed has multiple content types, then a primary or dominant content type can be used. In another embodiment, a content type can be associated with mixed content types (e.g., mixed text and images).

20 [0032] In addition, a user preference associated with the content type can be obtained 206. In some cases, a user may not have provided a user preference associated with the content type, in such cases, either a default user preference or no user preference can be utilized. Next, a display brightness level for the display device is set 208. In one embodiment, the display brightness level is set 208 based on one or both of the content type and the user preference.

25 [0033] Next, a decision 210 determines whether the display device is active. When the decision 210 determines that the display device is not active, the display device is activated 212. Following the block 212 or directly following the decision 210 when the display device is active, the content associated with the user input is displayed 214. The content is thus displayed 214 in accordance with the display brightness level that has been set 208. For example, if the display device uses a backlight, the activation of the display device can cause the backlight to be turned on or turned upward/downward to a brightness associated with the display brightness level.

[0034] Following the block 214, the display activation/deactivation process 200 ends. However, it should be noted that upon receiving a subsequent user input, the display activation/deactivation process 200 can be repeated.

[0035] On the other hand, when the decision 202 determines that a user input has not
5 been received, additional processing can be performed to cause the display device to be inactivated when not being utilized. By inactivating the display device when not being utilized, the power consumption by the display device can be reduced. In this regard, a decision 216 determines whether the display device is active. When the decision 216 determines that the display device is active, a decision 218 determines
10 whether a time-out has occurred. The time-out is associated with a predetermined period of time following the last user input. Hence, a time-out timer can be utilized to determine whether there has been no activity with respect to user inputs for the predetermined period of time. The predetermined period of time can vary widely with application. As one example, the predetermined period of time can be 10 seconds.
15 When the decision 218 determines that a time-out has occurred (i.e., inactivity for the predetermined period of time), then the display device is inactivated 220. For example, if the display device uses a backlight, the inactivation of the display can cause the backlight to be turned downward to a lower display brightness level or be completely turned off. Following the block 220, as well as following the decision 216
20 when the display device is not active or following the decision 218 when a time-out has not occurred, the display activation/deactivation process 200 can return to repeat the decision 202 and subsequent blocks so that other incoming user inputs can be processed.

[0036] FIG. 3 is a flow diagram of an intensity control process 300 according to
25 another embodiment of the invention. The intensity control process 300 is suitable for controlling an output intensity for a display device in a power efficient manner. The intensity control process 300 is, for example, performed by a media device when operating to control an output intensity of a display device associated with the media device.

[0037] The intensity control process 300 initially identifies 302 content being
30 displayed or to be displayed on the display device. Then, at least one content characteristic of the identified content is determined 304. For example, the content characteristics can include brightness, contrast or color of the content. The color of the content can pertain to the color itself or color characteristics such as absolute or

relative color. Then, an output intensity level can be set 306 based on the at least one determined content characteristic. Following the block 306, the intensity control process 300 is complete and ends.

5 [0038] In general, intensity control can make use of one or both of content type and characteristics of the content. Hence, in one embodiment, the intensity control process 300 and the intensity control process 100 can be combined. In such an embodiment, the output intensity level can be set based on content type and at least one content characteristic.

10 [0039] FIG. 4 is a flow diagram of a video display process 400 according to one embodiment of the invention. The video display process 400 is performed by a media device while presenting (e.g., displaying) video content on a display device.

15 [0040] The video display process 400 initially identifies 402 a video item to be played. After the video item to be played has been identified 402, a frame of the video item is selected 404. One or more characteristics of the selected frame are then obtained 406. Here, the characteristics can, for example, include lightness, darkness, contrast, and color. The brightness level for the display device can then be set 408 based on the characteristics of the selected frame. In one embodiment, a controller (e.g., a graphics controller) is aware of the characteristics of a frame that is being output to a display device, and thus can operate to set the brightness level for the display device in view of the characteristics of the selected frame. After the
20 brightness level is set 408, the selected frame is then displayed 410 in accordance with the brightness level.

[0041] Following the block 410, a decision 412 determines whether there are more frames of the video item to be processed. When the decision 412 determines that
25 there are more frames of the video item to be displayed, the video display process 400 returns to repeat the block 404 so that a next frame can be selected and similarly processed. On the other hand, when the decision 412 determines that there are no more frames of the video item to be displayed, then the video display process 400 is complete and ends.

30 [0042] In general, brightness control can be determined or influenced by one or more of user preferences, content type, content characteristics, power source, ambient light conditions, brightness, contrast, degree image is dynamic, and display type.

[0043] FIGs. 5A, 5B and 5C are representative user preference windows according to embodiments of the invention. One or more user preference windows can be

presented on a display device to assist a user in setting user preferences. In particular, these user preference windows assist a user in setting brightness preferences for the display device. In particular, FIG. 5A illustrates a user preference window 500 that enables a user to set brightness preferences. The user preference window 500

5 includes a window label (or title) 502 that designates the window as pertaining to "Brightness Preferences". Within the user preference window 500, the brightness preference can be independently provided for each of text, photos and video. In other words, a brightness preference can be separately set for different content types.

Specifically, text 506 can have a user brightness preference 507 set by user controls
10 508. In this example, the user controls 508 allow the user to increment or decrement the user brightness preference 507. In this example, the user brightness preference reflects a percentage of a maximum brightness. For example, when the user brightness preference is "50", the user brightness preference is requesting brightness for text to be at 50% of maximum brightness. In addition, photos 510 can have a user
15 brightness preference 511 set through use of user controls 512, and video 514 can have a user preference 515 set through use of user controls 516.

[0044] FIG. 5B illustrates a user preference window 520 that enables a user to set brightness preferences. In this example, the brightness preferences are established by selection of a brightness mode. In FIG. 5B, a user preference window 520 includes a
20 window label 522 that designates the window as pertaining to "Brightness Mode". In this example, there are three different available brightness modes: (i) high performance, (ii) intermediate and (iii) power efficient. Through use of control buttons 524, 526 and 528, a user can respectively select one of the available brightness modes to be utilized in controlling a display device. Each of these
25 different modes can control the display brightness differently. These different modes can control brightness in general and/or can control brightness depending upon the type of content being displayed or depending on the characteristics of the content being displayed.

[0045] FIG. 5C illustrates a user preference window 540 that enables a user to set
30 brightness preferences. The user preference window 540 includes a window label (or title) 542 that designates the window as pertaining to "Brightness Preferences". The user preference window 540 allows the user to determine the type of dynamic brightness control to be utilized. For example, the brightness control can be dynamic in view of content, ambient light or power source. Through check boxes 544, 546 and

548, a user can select one or more of the different types of dynamic control. When the checkbox 544 is selected, the brightness of the display device can be dynamically controlled in view of the content (e.g., content type and/or characteristics) being displayed. When the checkbox 546 is checked, the brightness of the display device can be dynamically controlled in view of ambient light in the vicinity of the media device. When the checkbox 548 is selected, the brightness of the display device can be dynamically controlled in view of the available power source. For example, the brightness can be different depending upon whether the media device is operating under battery power or connected to an AC power source. Besides content, ambient light or power source, other user preferences can be used to determine the type of dynamic brightness control to be utilized.

[0046] The characteristics for content can be acquired in a variety of different ways. One way is to inspect each image to be displayed. Another way is to inspect several images, such as stored in a buffer. This would facilitate performing calculations on past, current and upcoming images.

[0047] When the content type or the characteristics of content are being utilized to alter the brightness while the media is being displayed, the determination of content type or content characteristics can be determined in real time or can be determined at a slower pace. For example, when displaying video at thirty (30) frames per second, not every frame needs to be examined to determine the appropriate content type or content characteristics. For example, content type tends to be the same depending upon the type of media item being selected. Also, content characteristics tend not to change that rapidly in the case of video frames. For example, it may be suitable to examine every 2nd, 5th or 10th frame and adjust the brightness based on such examination.

[0048] Further, the content whose characteristics are being monitored can pertain to a current frame, a prior frame or a subsequent frame, or even some combination thereof. One example of a combination would be averaging of the current frame, the prior frame and the subsequent frame. The effect of combining, by averaging or other computations, can serve to smooth out the transitions of brightness level. Other limitations can be imposed to limit the rate or degree with which the brightness level can be adjusted.

[0049] Additionally, in one embodiment, brightness determinations can be done in advance. For example, a brightness determination can be processed before the

associated content is to be displayed. Since the brightness determination is already known (at least partially), the content itself can include or be associated with brightness information. When the content includes such brightness information, the computational burden placed on the media device, often a portable media device, is substantially lessened. Instead, in one embodiment, the content itself can carry or associate to the brightness information. In another embodiment, a host computer (e.g., personal computer) can operate in advance to process the brightness determination.

5
10 [0050] A display device typically has a maximum brightness. The brightness control can be performed on an absolute or relative basis. For example, the relative brightness control could adjust brightness to a percentage of maximum brightness.

[0051] In controlling the display intensity, namely, brightness, of a display device, the particular one or more techniques being utilized can differ depending on the technology of the display device. For example, in the case of a liquid crystal display (LCD), the display technology typically utilizes a backlight. Hence, the display intensity of the display device can be controlled by controlling the amount of light being produced by the backlight. On the other hand, with a OLED type display, individual LEDs can be controlled, such that display intensity can be controlled by controlling individual LEDs. Here, the display intensity can be controlled on a single LED basis or on an area or group of LEDs basis.

15
20 [0052] FIG. 6 is a block diagram of a media player 600 according to one embodiment of the invention. The media player 600 includes a processor 602 that pertains to a microprocessor or controller for controlling the overall operation of the media player 600. The media player 600 stores media data pertaining to media items in a file system 604. More particularly, media files for the media items are stored in the file system 604. The file system 604 is typically a mass storage device, such as a storage disk or a plurality of disks. Alternatively, the file system 604 can be provided by other non-volatile data storage devices, such as EEPROM or FLASH memory. The file system 604 typically provides high capacity storage capability for the media player 600. The file system 604 can store not only media data but also non-media data (e.g., when operated in a data storage or disk mode). However, since the access time to the file system 604 is relatively slow, the media player 600 can also include a cache 606 (cache memory). The cache 606 is, for example, Random-Access Memory (RAM) provided by semiconductor memory. The relative access time to the cache

606 is substantially shorter than for the file system 604. However, the cache 606 does not have the large storage capacity of the file system 604. Further, the file system 604, when active, consumes substantially more power than does the cache 606. Since the media player 600 is normally a portable media player that is powered by a battery 607, power consumption is a general concern. Hence, use of the cache 606 can enable the file system 604 to be inactive or off more often than if no cache 606 were used, thereby reducing power consumption of the portable media player.

[0053] The media player 600 also includes a user input device 608 that allows a user of the media player 600 to interact with the media player 600. For example, the user input device 608 can take a variety of forms, such as a button, keypad, dial, etc. Still further, the media player 600 includes a display 610 (screen display) that can be controlled by the processor 602 to display information to the user. A data bus 611 can facilitate data transfer between at least the file system 604, the cache 606, the processor 602, and a coder/decoder (CODEC) 612..

[0054] In one embodiment, the media player 600 serves to store a plurality of media items (e.g., videos) in the file system 604. When a user desires to have the media player 600 play a particular media item, a list of available media items can be displayed on the display 610. Then, using the user input device 608, a user can select one of the available media items. Upon receiving a selection of a particular media item, the media data (e.g., video file) for the particular media item is accessed by the processor 602 and then supplied to a coder/decoder (CODEC) 612. In the case of video and audio output, the CODEC 612 produces video output signals for the display 610 (or a display driver) and produces analog output signals for a speaker 614 (in this case the CODEC 612 can include one CODEC for audio and another CODEC for video). The speaker 614 can be a speaker internal to the media player 600 or external to the media player 600. For example, headphones or earphones that connect to the media player 600 would be considered an external speaker.

[0055] The media player 600 also includes a network/bus interface 616 that couples to a data link 618. The data link 618 allows the media player 600 to couple to a host computer. The data link 618 can be provided over a wired connection or a wireless connection. In the case of a wireless connection, the network/bus interface 616 can include a wireless transceiver.

[0056] Further, the media player 600 also includes a RAM 620 and a Read-Only Memory (ROM) 622. The ROM 622 can store programs, utilities or processes to be

executed in a non-volatile manner. The ROM 622 can be implemented such that it is re-programmable, e.g., using EEPROM or FLASH technologies. The RAM 620 provides volatile data storage, such as for the cache 606.

[0057] Moreover, the processor 602 includes a display intensity manager 624. The display intensity manager 624 can be a software module or a hardware component internal to the processor 602. Alternatively, the display intensity manager 624 could be a separate software module or hardware components external to the processor 602. For example, another hardware component that includes the display intensity manager 624 could be the CODEC 612, a display controller or a graphics controller. The display intensity manager 624 can manage display intensity (e.g., brightness) of the display 610 in a dynamic and automatic fashion. The display intensity manager 624 can perform any of the processing noted above with regard to FIGs. 1-4. In general, the display intensity manager 624 manages the display intensity for the display 610 such that the display intensity is lowered at appropriate times so that power consumption by the display 610 can be reduced without having any significant detrimental effect on the user's experience in using the display 610.

[0058] Another feature of the invention is that when the display intensity (e.g., brightness) level is to be reduced, the reduction in display intensity can be done smoothly in all cases but the rate in which the display intensity is reduced can vary over a number of step reductions. For example, when the device detects a user input, the display can be activated for a predetermined period of time, then if no additional inputs have been received during the predetermined period of time, the display device can be deactivated. Alternatively, the predetermined period of time can be reduced into two or more segments. Then, after each segment, the display intensity level can be stepwise reduced.

[0059] Although the above-described techniques operate to dynamically control output intensity of a display device, it should be understood that these above-described techniques can be used separately or in conjunction with various other power saving approaches known in the art. For example, the output intensity of a display device might also be influenced by ambient light in the vicinity of the media device. As another example, the output intensity of a display device might also be influenced by the available power source, whereby output intensity can vary depending upon whether the media device is operating under battery power or AC power.

[0060] As used herein, a display device is also referred to as a display. The display device can be based on a variety of different technologies. The different technologies can control their output intensity in different ways. A liquid crystal display (LCD) typically utilizes a backlight to provide its output intensity. A OLED type display typically controls individual LEDs to provide its output intensity.

[0061] In one embodiment, a portable media device is a portable computing device dedicated, at least in part, to processing media such as audio, video or images. For example, the media player 100 can be a media player (e.g., MP3 player, video player), a game player, a video recorder, a camera, an image viewer and the like. These devices are generally battery operated and highly portable so as to allow a user to listen to music, play games or videos, record video or take pictures wherever the user travels. In one implementation, the media player is a handheld device that is sized for placement into a pocket or hand of the user. By being handheld, the media player is relatively small and easily handled and utilized by its user. By being pocket-sized, the user does not have to directly carry the device and therefore the device can be taken almost anywhere the user travels (e.g., the user is not limited by carrying a large, bulky and often heavy device, as in a portable computer). Furthermore, the device may be operated by the users hands, no reference surface such as a desktop is needed.

[0062] The various aspects, embodiments, implementations or features of the invention can be used separately or in any combination.

[0063] The invention can be implemented by software, hardware or a combination of hardware and software. The invention can also be embodied as computer readable code on a computer readable medium. The computer readable medium is any data storage device that can store data which can thereafter be read by a computer system. Examples of the computer readable medium include read-only memory, random-access memory, CD-ROMs, DVDs, magnetic tape, optical data storage devices, and carrier waves. The computer readable medium can also be distributed over network-coupled computer systems so that the computer readable code is stored and executed in a distributed fashion.

[0064] The advantages of the invention are numerous. Different aspects, embodiments or implementations may yield one or more of the following advantages. One advantage of the invention is that power consumption of a display device can be reduced by managing its display intensity level. Another advantage of the invention is that the display intensity can be reduced without significant detriment to output

quality or user experience. By taking into consideration the type of content and/or the characteristics of the content being or to be displayed, the display intensity level can be intelligently controlled to reduce power consumption by the display device. Still another advantage of the invention is that one or more user preferences can be used to
5 influence the type, degree or amount of display intensity management to be performed.

[0065] The many features and advantages of the present invention are apparent from the written description and, thus, it is intended by the appended claims to cover all such features and advantages of the invention. Further, since numerous modifications
10 and changes will readily occur to those skilled in the art, the invention should not be limited to the exact construction and operation as illustrated and described. Hence, all suitable modifications and equivalents may be resorted to as falling within the scope of the invention.

15

CLAIMS

1. A method for controlling display intensity of a display device of a portable electronic device, said method comprising:
 - identifying content being displayed or to be displayed on the display device,
 - 5 the content having a content type associated therewith;
 - determining the content type of the identified content; and
 - setting an output intensity for the display device based on the determined content type.
2. A method as recited in claim 1, wherein the determined content type is one of
10 text, photo or video.
3. A method as recited in claims 1 or 2,
 - wherein when the determined content type is text, the output intensity level is set to a lower level,
 - wherein when the determined content type is video, the output intensity level
15 is set to an intermediate level, and
 - wherein when the determined content type is photo, the output intensity level is set to a high level.
4. A method as recited in claim 1, wherein the portable electronic device is a handheld media player.
- 20 5. A method as recited in claim 1, wherein said method further comprises:
 - displaying the content on the display device in accordance with the output intensity level that has been set.
6. A method as recited in claim 1, wherein the output intensity level is a brightness level for the display device.
- 25 7. A method as recited in claim 1, wherein the display device includes at least one light source for illumination, and
 - wherein the output intensity for the display device corresponds to the extent to which the at least one light source is illuminated.

8. A method as recited in claim 7, wherein the light source is a backlight.
9. A method for controlling brightness of a display device of a portable electronic device, said method comprising:
- 5 identifying content to be displayed on the display device, the content having a content type associated therewith;
- determining the content type of the identified content;
- obtaining a user preference associated with the content type; and
- setting a brightness level for the display device based on at least one of the determined content type and the user preference.
- 10 10. A method as recited in claim 9, wherein the user preference is set by the user for each of a plurality of different content types.
11. A method as recited in claim 9, wherein the user preference being obtained is dependent on the content type and is selected from a plurality of user preference brightness levels, each of the user preference brightness levels being associated with a different one of the content types.
- 15 12. A method as recited in claim 11,
- wherein when the determined content type is a first content type, the brightness level is set to a first user preference brightness level, and
- wherein when the determined content type is a second content type, the brightness level is set to a second user preference brightness level.
- 20 13. A method as recited in claim 12, wherein said method further comprises:
- displaying the content on the display device in accordance with the brightness level that has been set.
14. A method for controlling display intensity of a display device of a battery-powered electronic device, the electronic device also having a user input device, said method comprising:
- 25 receiving a user input via the user input device;
- determining content to be displayed in response to the received user input;
- determining a content type for the content to be displayed;

establishing a display intensity for the display device based on the content type;

activating the display device if not already activated;

5 displaying the content on the display device in accordance with the display intensity; and

subsequently deactivating the display device if a subsequent user input is not received within a predetermined period of time after the received user input was received.

15 15. A method for controlling display intensity of a display device of a portable electronic device, said method comprising:

identifying content to be displayed on the display device, the content having at least one content characteristic associated therewith;

determining at least one content characteristic of the identified content; and

15 setting an output intensity level for the display device based on the at least one determined content characteristic.

16. A method as recited in claim 15, wherein the determined content characteristic is lightness, darkness, color or contrast.

17. A method as recited in claim 16,

20 wherein when the determined content characteristic indicates that the content is dark, the output intensity level for the display device is set higher, and

wherein when the determined content characteristic indicates that the content is light, the output intensity level for the display device is set lower.

18. A method as recited in claim 17, wherein the output intensity level is a brightness level for the display device.

25 19. A method as recited in claim 15, wherein the portable electronic device is a handheld media player.

20. A method as recited in claim 19, wherein the display device has a backlight to light the display device, and wherein the output intensity level establishes the brightness of the backlight.
21. A method as recited in claim 15, wherein said method further comprises:
5 displaying the content on the display device in accordance with the output intensity level that has been set.
22. A method as recited in claim 15, wherein said determining of the at least one content characteristic of the identified content is independently performed for a plurality of different regions of the display device, and wherein said setting of the
10 output intensity level is independently performed on the plurality of different regions of the display device based on the at least one content characteristic corresponding thereto.
23. A method as recited in claim 22, wherein the plurality of different regions of the display device are associated with individual pixels.
- 15 24. A computer readable medium including at least computer program code for displaying content on a display of a portable electronic device in a power efficient manner, said computer readable medium comprising:
computer program code for identifying content being displayed or to be displayed on the display, the content having a content type associated therewith;
20 computer program code for determining the content type of the identified content;
computer program code for setting an output intensity for the display based on the determined content type; and
computer program code for displaying the content on the display in
25 accordance with the output intensity level that has been set.
25. A computer readable medium as recited in claim 24, wherein the determined content type is one of text, photo or video.

26. A computer readable medium as recited in claim 25, wherein the display has a backlight to light the display, and wherein the output intensity level corresponds to the brightness of the backlight.

27. A computer readable medium as recited in claim 24, wherein the lower the output intensity level is set, the greater the power efficiency savings.

28. A computer readable medium including at least computer program code for displaying content on a display of a portable electronic device in a power efficient manner, said computer readable medium comprising:

computer program code for identifying content to be displayed on the display, the content having a content type and at least one content characteristic associated therewith;

computer program code for determining the content type and at least one content characteristic of the identified content;

computer program code for setting an output intensity level for the display based on the determined content type and the at least one determined content characteristic; and

computer program code for displaying the content on the display in accordance with the output intensity level that has been set.

29. A computer readable medium as recited in claim 28, wherein when the determined content characteristic indicates that the content is dark, the output intensity level for the display is set higher, and

wherein when the determined content characteristic indicates that the content is light, the output intensity level for the display is set lower.

30. A computer readable medium as recited in claim 28, wherein the portable electronic device is a handheld media player.

31. A computer readable medium as recited in claim 28, wherein the display includes at least one light source for illumination, and

wherein the output intensity for the display corresponds to the extent to which the at least one light source is illuminated.

30

32. A computer readable medium as recited in claim 31, wherein the light source is a backlight.

33. A portable media device, comprising:

a rechargeable battery that provides power to said portable media device;

5 a media store that stores media files pertaining to media items, the media files include at least media content for the media items;

a display device; and

10 a processor capable of processing a media file from said media store and producing media output signals for controlling said display device, wherein at least one of the media output signals controls display intensity of said display device based on the media item associated with the media file.

34. A portable media device as recited in claim 33, wherein at least one of the media output signals controls the display intensity of said display device based on the media content for the media item associated with the media file.

15 35. A portable media device as recited in claim 33, wherein at least one of the media output signals controls the display intensity of said display device based on the type of the media content for the media item associated with the media file.

20 36. A portable media device as recited in claim 33, wherein at least one of the media output signals controls the display intensity of said display device based on the characteristics of the media content for the media item associated with the media file.

37. A portable media device as recited in claim 33, wherein said portable media device is a portable, handheld media playback device.

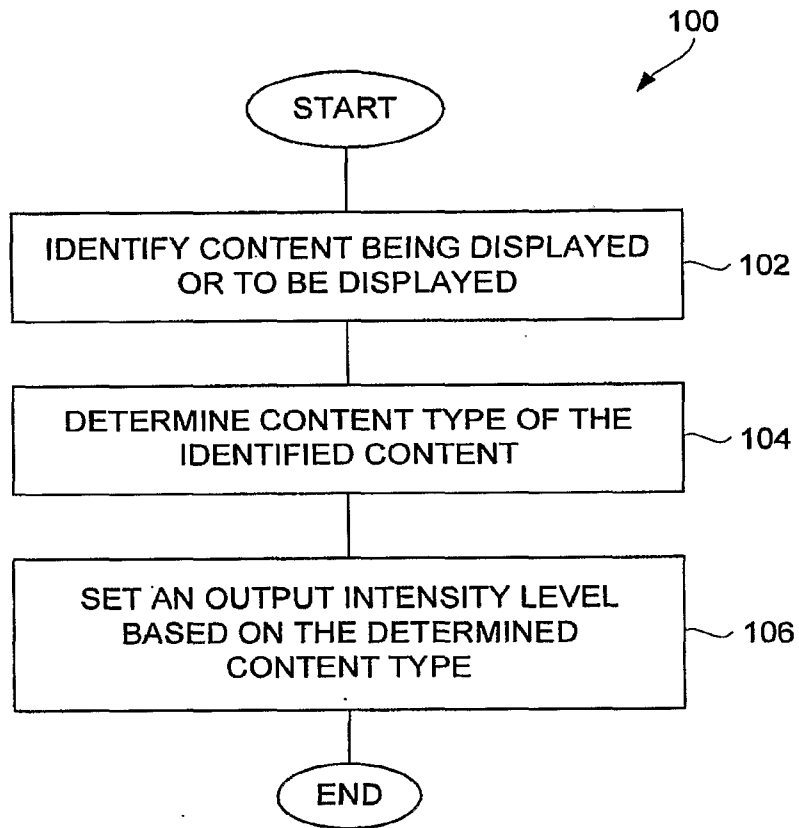


FIG. 1

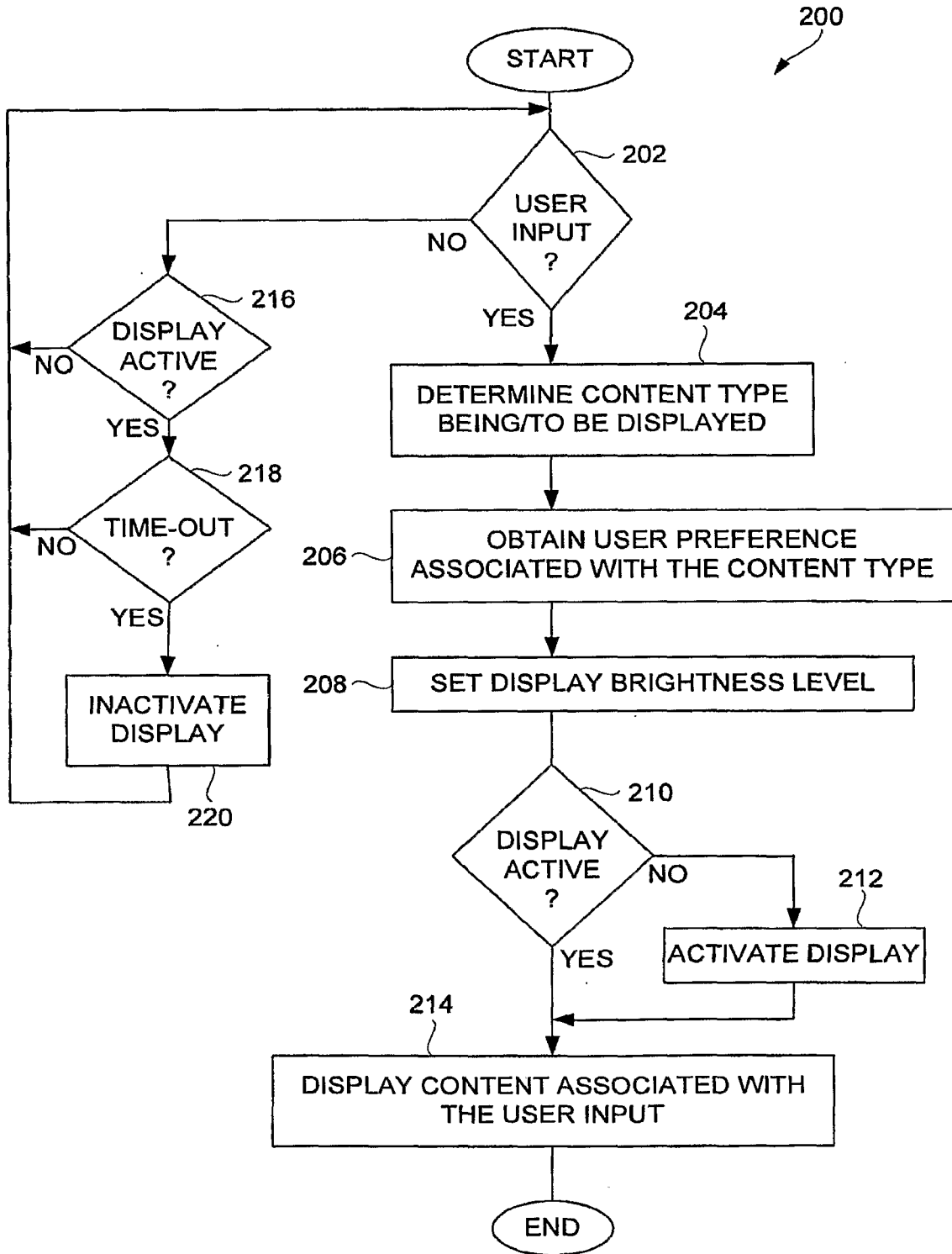


FIG. 2

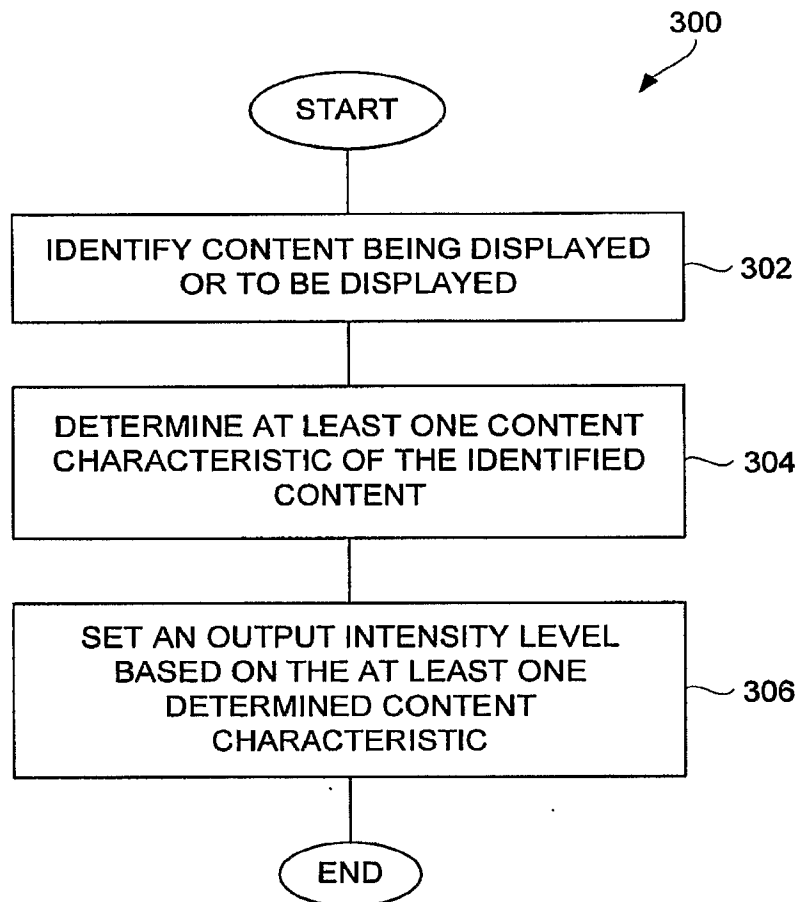


FIG. 3

4/7

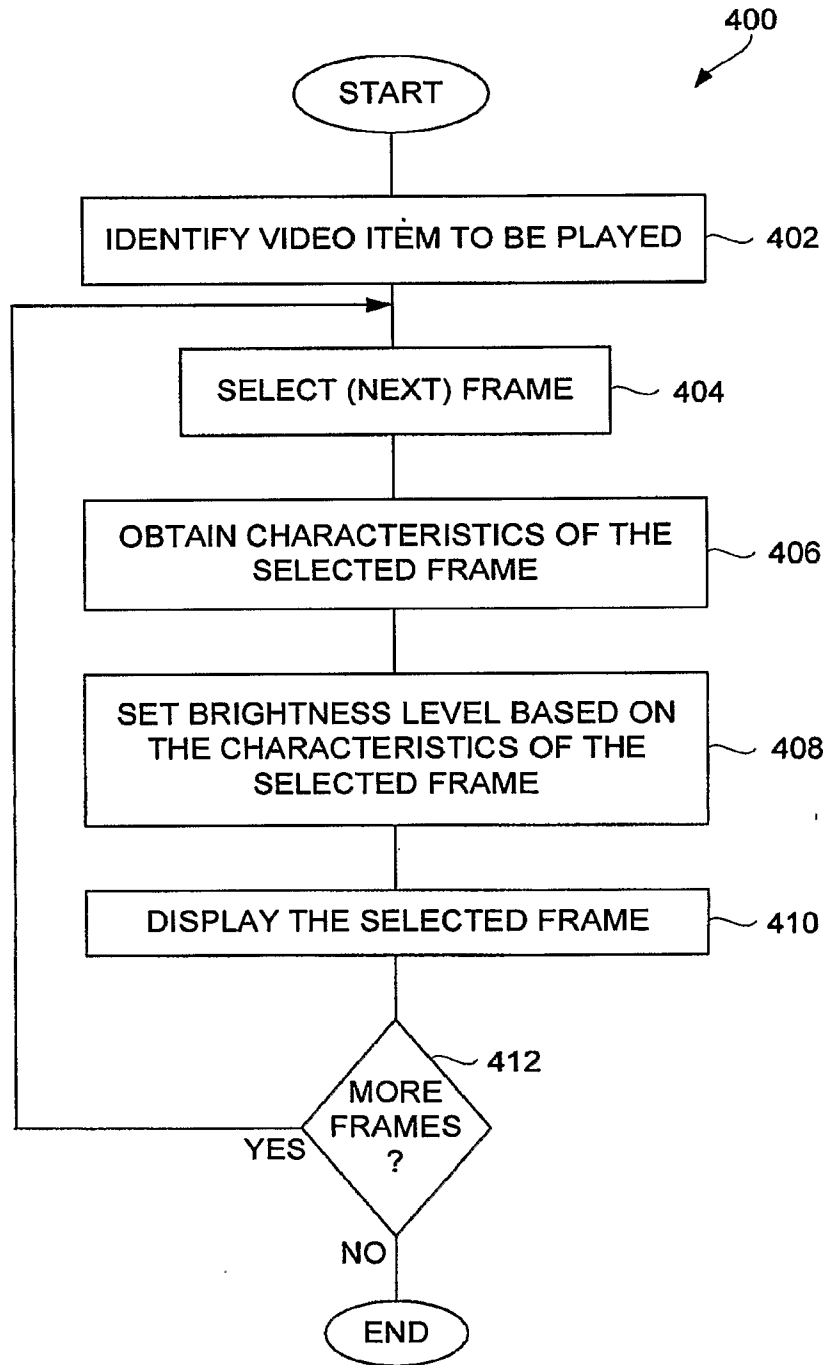


FIG. 4

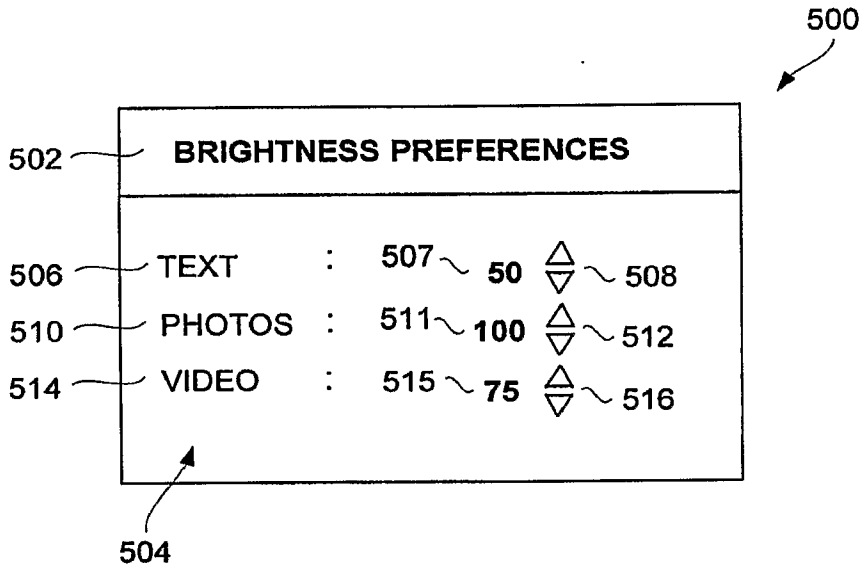


FIG. 5A

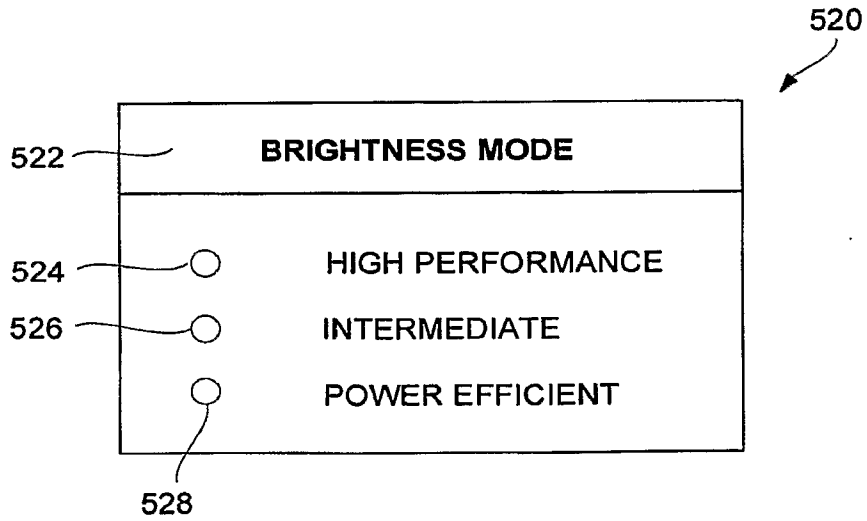


FIG. 5B

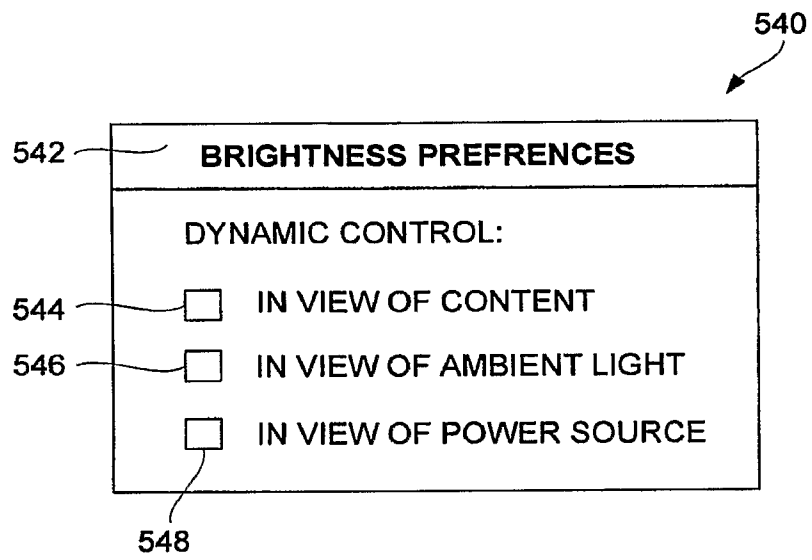


FIG. 5C

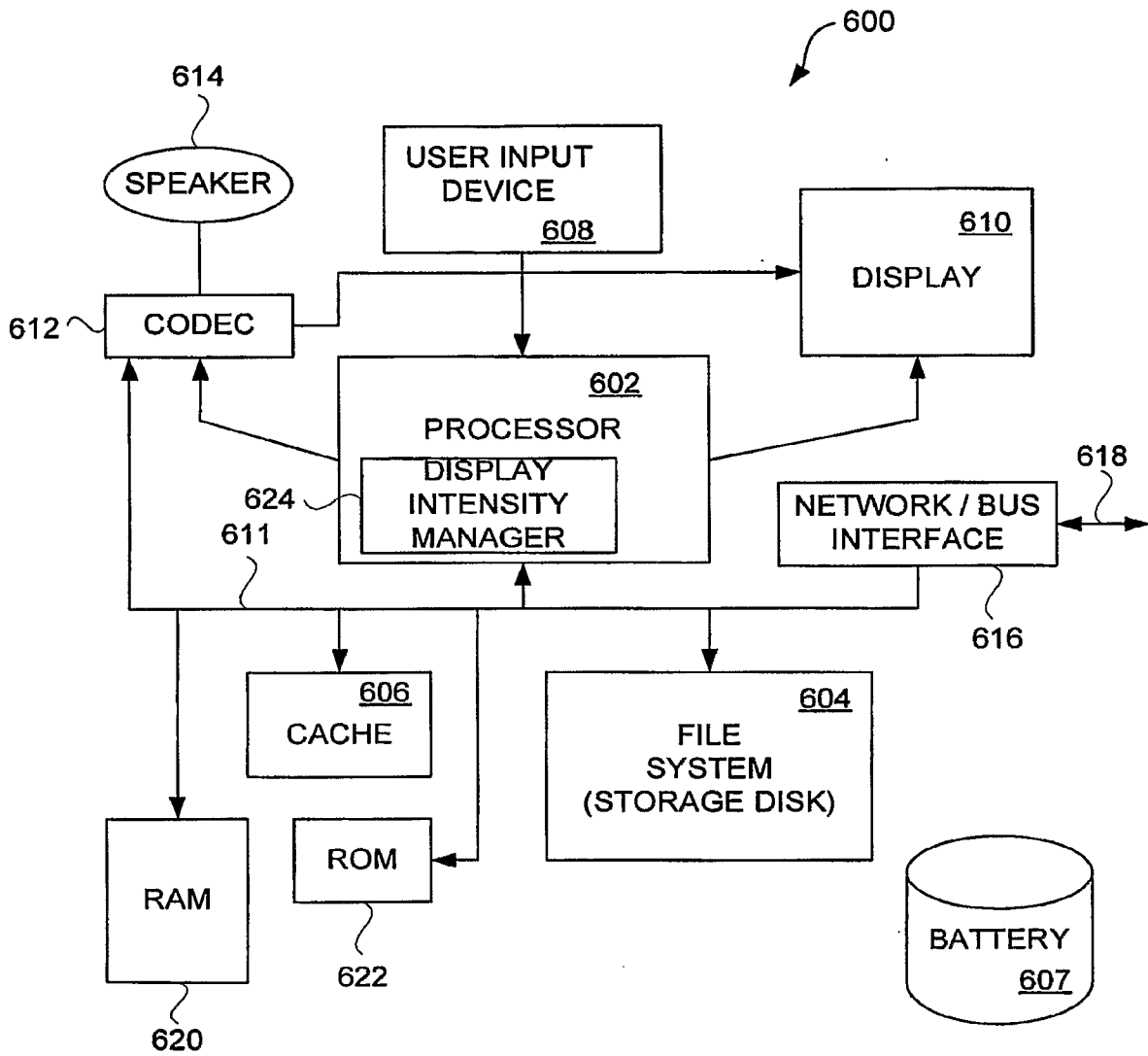


FIG. 6