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(54) Title: PROCESSES AND SYSTEMS FOR CREATING IDIOMORPHIC MEDIA AND DELIVERING GRANULAR MEDIA SUITABLE FOR INTERSTITIAL CHANNELS

New Blu-ray Players Are Coming Soon

A new generation of HDTV DVD players will soon arrive in stores.

These players use a new blue light laser with a much smaller bandwidth, permitting much more information to be placed on a disc. The result is more resolution suitable for ...

VERSION FOR TECHNOPHILE (201)

New Blu-ray Players Are Coming Soon

A new generation of HDTV DVD players will soon arrive in stores.

Sales of new players and new HDTV versions of new films and TV programs as well as library programs have stocks of hardware manufacturers and program producers on the rise ...

VERSION FOR BUSINESS PERSON (202)

New Blu-ray Players Are Coming Soon

A new generation of HDTV DVD players will soon arrive in stores.

Many film directors and critics love the new level of quality, as to many cinemaphiles and HDTV owners. However, others feel that the only way to see a film is in a theater, and other ...

VERSION FOR MEDIA ENTHUSIAST (203)

New Blu-ray Players Are Coming Soon

A new generation of HDTV DVD players will soon arrive in stores.

The variety of models and features can seem overwhelming. But, here is everything you need to know, so that you can focus your time on finding the lowest price on-line or at your ...

VERSION FOR CONSUMER/SHOPPER (204)

(57) Abstract: Creation or modification of various media to a form that is suitable for delivery (e.g., display) during gaps (generally temporal) in an information display to, or interaction with, a human user. Media is prepared to be granular in nature; consisting of relatively many, relatively small, cognitively separable sequential or stand-alone segments. Program material (and, optionally advertising) is customized or custom selected, for receipt and display on various fixed and mobile digital media devices via any network, broadcast or other distribution system. Source material is video, audio, print or otherwise and optionally converted between media. Edits produce diverse elements or versions, abstracted for different amount of information, level of detail, running time, or with content skewed for end-user interest or preference.

FIGURE 2: IDIOMORPHIC MEDIA TAILORED TO USER INTEREST

WO 2012/091731 A3

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2011/001978

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - H04N 9/89 (2012.01)

USPC - 386/248

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(8) - H04N 9/79, 9/87, 9/89 (2012.01)

USPC - 386/241, 248; 725/32, 141

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)

PatBase, Google Patents, Google Scholar

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ---	US 2009/0129747 A1 (CASAGRANDE) 21 May 2009 (21.05.2009) entire document	1-5, 7-9
Y		6
Y	US 2008/0126470 A1 (KADNER et al) 29 May 2008 (29.05.2008) entire document	6
A	US 2009/0300699 A1 (CASAGRANDE et al) 03 December 2009 (03.12.2009) Abstract, para 0029-0046, fig 2-5	1-9
A	US 2007/0204301 A1 (BENSON) 30 August 2007 (30.08.2007) abstract, Fig. 2, Fig. 4A-B, paragraphs 21-22, 24-25	1-9

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	“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
“A” document defining the general state of the art which is not considered to be of particular relevance	“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
“E” earlier application or patent but published on or after the international filing date	“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
“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)	“&” document member of the same patent family
“O” document referring to an oral disclosure, use, exhibition or other means	
“P” document published prior to the international filing date but later than the priority date claimed	

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2011/001978

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

- 1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

- 2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

- 3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

See extra sheet.

- 1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
- 2. As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
- 3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

- 4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
1-9

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2011/001978

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claims 1-9, drawn to a process and system for providing segments of a granular presentation tailored to the expected length of inciting events, and synchronizing the presentation of segments with inciting events.

Group II, claims 10, 15-34, drawn to a process for constructing program material for users comprising processing content program information including tag or metadata information to assemble user-specific data, and creating distinct packages of program information based on the user-specific data to present to the user.

Group III, claims 11-14, drawn to creating and using a provisional demographic profile to select a sample audience, providing a work to be socially edited through collective feedback from sample audience and using said feedback to update at least some element of the demographic profile or work.

The inventions listed as Groups I, II and III do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: the special technical feature of the Group I invention: providing segments of a granular presentation tailored to the expected length of inciting events, and synchronizing the presentation of segments with inciting events as claimed therein is not present in the invention of Groups II and III. The special technical feature of the Group II invention processing content program information including tag information to assemble user-specific data, and creating distinct packages of program information based on the user-specific data to present to the user as claimed therein is not present in the invention of Groups I or III. The special technical feature of the Group III invention creating and using a provisional demographic profile to select a sample audience, providing a work to be socially edited through collective feedback from sample audience and using said feedback to update at least some element of the demographic profile or work as claimed therein is not present in the invention of Groups I or II.

Groups I, II and III lack unity of invention because even though the inventions of these groups require the technical feature of receiving media content comprising content and meta-information, processing the content based on the meta-information and delivering segments of the processed content to the user, this technical feature is not a special technical feature as it does not make a contribution over the prior art in view of US 2007/0204301 A1 (BENSON) 30 August 2007 (30.08.2007) abstract, Fig. 2, Fig. 4A-B, paragraphs 21-22, 24-25.

Since none of the special technical features of the Group I, II or III inventions are found in more than one of the inventions, unity of invention is lacking.