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[Continued on next page]

(54) **Title**: DEVICE ORIENTATION BASED TRANSLATION SYSTEM

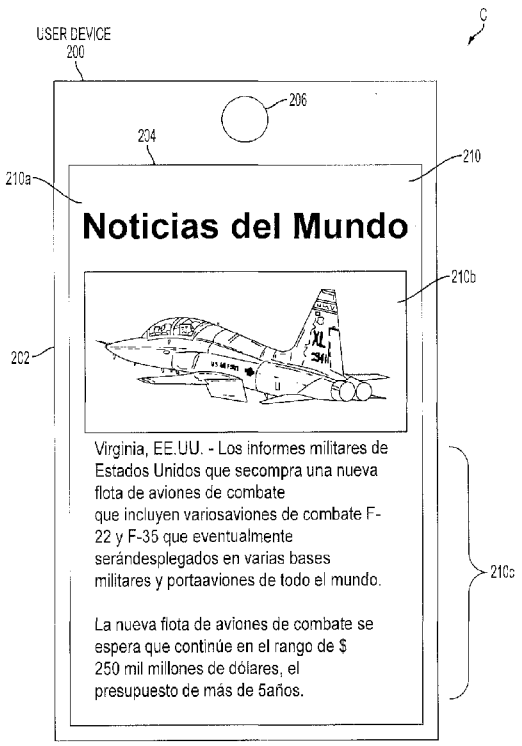


FIGURE 2b

(57) **Abstract**: A method for translating content includes providing a plurality of content on a user device. The plurality of content is associated with a first region display mode. The plurality of content is displayed on the user device in the first region display mode. A predefined orientation is then detected in the user device. The plurality of content is then translated according to a second region display mode to produce a plurality of translated content. The plurality of translated content is then displayed on the user device. In different embodiments, the plurality of content may have been previously provided on the user device, may be retrieved over a network by the user device, or my be received through a user interface on the user device. A specific embodiment allows a user to rotate the user device 180 degrees to quickly and easily translate text displayed on the user device.

WO 2013/141936 A3

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USPC - 704/2
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)
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 345/649; 345/659; 704/3; 704/4; 705/35, 705/37
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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PatBase, Google Web, Google Patents;
Orientation, rotate, flip, language, currency, translation, exchange, location, position, gps, country, region,

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ---- Y	US 2010/0030549 A1 (Lee et al.) 04 February 2010 (04.02.2010), Fig. 5, para [0035], [0037], [0041], [0048], [0052]	1-4, 7-11, 14-18 and 20 ---- 5-6, 12-13, 19
Y	US 7,020,601 B1 (Hummel et al.) 28 March 2006 (28.03.2006), col 3, ln 35-48 and col 7, ln 18-62	5, 12, 19
Y	US 2004/0158471 A1 (Davis et al.) 12 August 2004 (12.08.2004), Fig. 1, para [0002] and [0020]	6, 13
A	US 2011/0301835 A1 (Bongiorno) 08 December 2011 (08.12.2011) entire document	1-20
A	US 2003/0149557 A1 (Cox et al.) 07 August 2003 (07.08.2003) entire document	1-20
A	US 2005/0192794 A1 (Ertemalp et al.) 01 September 2005 (01.09.2005) entire document	1-20

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