



- (51) International Patent Classification:  
G06T 15/20 (2011.01)
- (21) International Application Number:  
PCT/IL2014/050082
- (22) International Filing Date:  
23 January 2014 (23.01.2014)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
61/756,090 24 January 2013 (24.01.2013) US
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM,

DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, 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, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

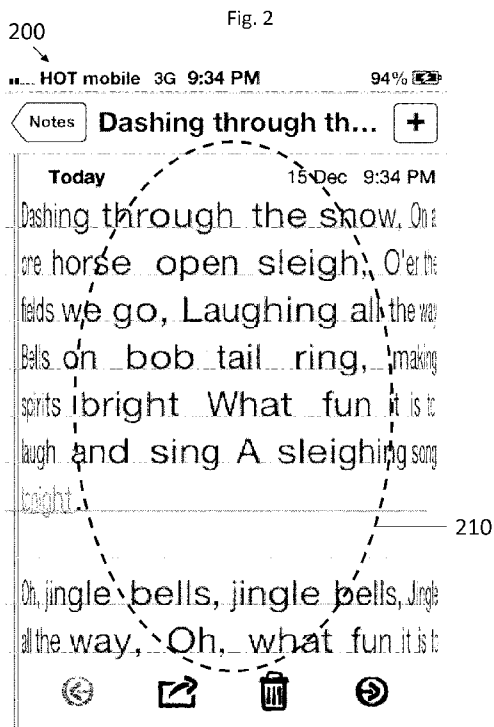
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

**Published:**

— with international search report (Art. 21(3))

(88) Date of publication of the international search report:  
5 November 2015

(54) Title: SYSTEM AND METHOD FOR DYNAMICALLY DISPLAYING CHARACTERS OVER A SCREEN OF A COMPUTERIZED MOBILE DEVICE



(57) Abstract: A method of changing a display of an original image on a screen of a computerized mobile device is provided herein. The method comprises the following steps: (i) dynamically identifying conditions related to display changes. The identified conditions are as a result of an identified event; (ii) dynamically selecting at least one area of the original image that is displayed on the screen that is defined as an Area of interest (AOI), according to the identified conditions; and (iii) dynamically changing the display of the original image according to the AOI by visually enhancing said AOI area such that the visual enhancement gradually decreases from the AOI and farther thereto, to visually emphasize the AOI area while maintaining visual continuity of the entire original image. The visual continuity in each area of visual enhancement in the original image is maintained by a convex visual effect.

WO 2014/115145 A3

<b>INTERNATIONAL SEARCH REPORT</b>		International application No. PCT/IL14/50082		
<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC: <b>G06T 15/20( 2011.01)</b>  USPC: <b>715/802</b> According to International Patent Classification (IPC) or to both national classification and IPC				
<b>B. FIELDS SEARCHED</b>				
Minimum documentation searched (classification system followed by classification symbols) U.S. : 715/802, 801, 815				
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) EAST				
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>				
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.		
X --- Y	US 6,073,036 A (HEIKKINEN et al.) 06 June 2000 (06.06.2000), entire document.	1-3, 5-6, 10-14 ----- 4, 7-9		
Y	US 2009/0189904 A1 (ROTH) 30 July 2009 (30.07.2009), entire document.	4,		
Y	US 2012/0105589 A1 (THORN) 03 May 2012 (03.05.2012), entire document.	7-9		
Y	US 8,217,947 B2 (ROTH) 10 July 2012 (10.07.2012), entire document.	4		
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.				
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Date of the actual completion of the international search 24 March 2014 (24.03.2014)		Date of mailing of the international search report <b>25 MAR 2014</b>		
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201		Authorized officer Brian Johnson Telephone No. 571-272-3595		