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(54) **Title:** SCRIPTING LANGUAGE, METHOD AND SYSTEM FOR DELIVERING PLATFORM-INDEPENDENT DYNAMICALLY INTERPRETED AND RENDERED INTERACTIVE CONTENT, AND FOR MEASURING THE DEGREE AND NATURE OF USER INTERACTION THEREWITH

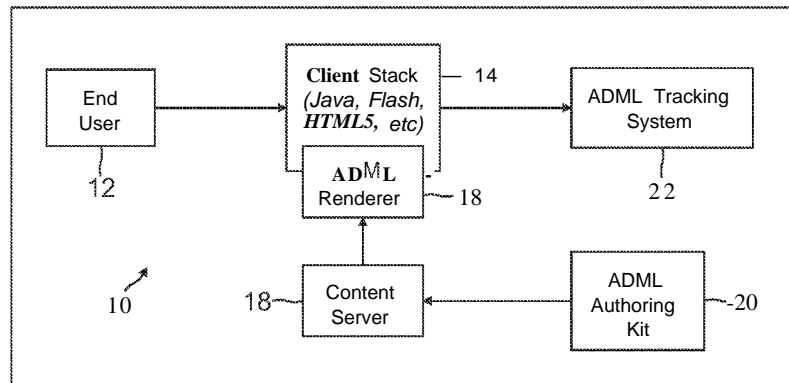


FIG. 1

(57) **Abstract:** Exemplary embodiments provide a scripting language, method and system for delivering platform-independent dynamically interpreted and rendered interactive content, and for measuring the degree and nature of user interaction therewith.

## INTERNATIONAL SEARCH REPORT

International application No.  
**PCT/US2012/031829****A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/02(2012.01)i, G06F 17/21(2006.01)I**

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)

G06Q 30/02; G06F 17/24; G06F 17/30; H04L 12/66; H04N 7/025

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: interactive, content, platform, independence

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2008-0147672 A1 (PENA RONNY A. et al.) 19 June 2008 See abstract, claims 1-21 and figures 1-6.	1-10
A	US 2004-0225994 A1 (WASON ANDREW et al.) 11 November 2004 See abstract .	1-10
A	US 2010-0257550 A1 (SLOTHOUBER LOUIS P. et al.) 07 October 2010 See abstract, claim 1 and figures 1-4.	1-10
A	US 2005-0268225 A1 (EDUARDO PELEGRI-LLOPART et al.) 01 December 2005 See abstract, paragraphs [0011],[0033]-[0037], claims 7-9 and figures 1-4.	1-10
A	US 2011-0069719 A1 (FRIES, IV ROBERT GUSTAV et al.) 24 March 2011 See abstract, claims 1-3,7-9 and figures 1-5.	1-10

 Further documents are listed in the continuation of Box C. See patent family annex.

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"&amp;" document member of the same patent family

Date of the actual completion of the international search

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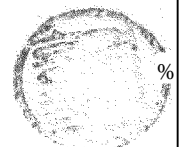
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## INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

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