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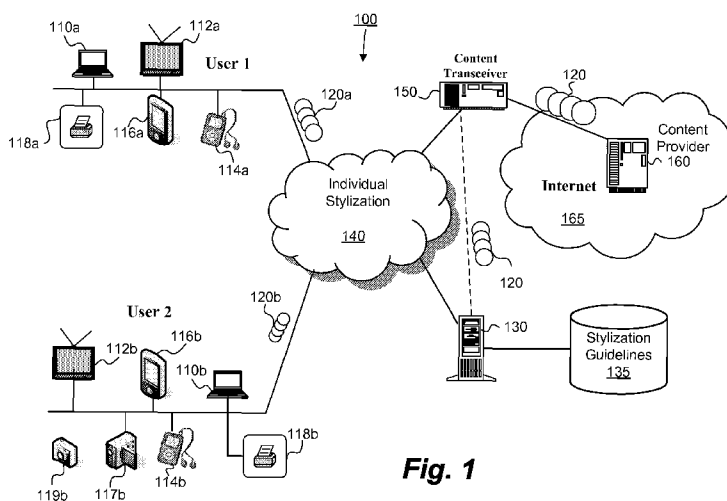


Fig. 1

(57) Abstract: Prestimulus and/or Post-event cognitive processing preferences of individuals are identified and classified to develop informational content that appeals in substance and format to those individuals identified according to the identification and classification process. Versioning of content by tagging content in all media forms, such as print, audio, and visual is conducted in accordance to classifications of cognitive processing preferences of individual users. Versioned content is automatically matched to individual preferences of a requesting individual or system prior to distribution.



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A. CLASSIFICATION OF SUBJECT MATTER**G06Q 50/00(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)

IPC8: G06Q 50/00; G06F 17/60; G06F 17/00; G06F 15/16; G06F 19/00

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 since 1975.

Japanese utility models and applications for utility models since 1975.

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

e-KIPASS(KIPO internal) "preference, user, individual, customer, cognitive, stylization, device, learning type"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 10-2002-0004000 A (AMISYS, INC.) 16 January 2002 See the abstract, figures 1-8, pages 3-5 and claims 1-40	1-14
Y	KR 10-2004-0094236 A (SK TELECOM CO., LTD.) 09 November 2004 See the abstract, figure 2, pages 3-5 and claims 1-10.	1-14
A	US 6330592 B1 (MICHAEL K. MAKUCH and NEIL WEBBER) 11 December 2001 See the abstract, figures 3-4, columns 2-3 and claims 1-19.	1-20
A	US 6029182A (SMADAR NEHAB et al.) 22 February 2000 See the abstract, figures 5A-8, columns 5-25 and claims 1, 7, 14, 20.	1-20
A	JP 2005-524132 A (SONY ELECTRONICS, INC.) 11 August 2005 See the abstract, figures 1A-12, and pages 2-12.	1-20
A	KR 10-2002-0045303 A (SIRI CO., LTD.) 19 June 2002 See the abstract, figures 1-3, pages 2-4 and claims 1, 3.	1-20

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

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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KR 10-2004-0094236 A	09.11.2004	None	
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KR 10-2002-0045303 A	19.06.2002	None	