EXHIBIT H
PART 2

Additional support for the Examiner's Office Notice is an article by Walter Salm, "Buying a Real Computer Monitor," which was published in Popular Mechanics in October 1984, over a decade prior to the earliest possible priority date of the '314 patent. Therefore, Salm qualifies as prior art at least under 35 U.S.C. § 102(b).   Salm describes a variety of options for users considering buying a monitor for the computers rather than using a television. (Salm, p. 102) ("If your computer has been sharing the family's TV set, it's time to get it a monitor of its own.") Thus, Salm discloses that a "*display device*" could comprise a "*television*," as recited in claims 2, 4, 6, 8, 11, and 14.

D.   U.S. Patent No. 5,913,040 to Rakavy, et al ("Rakavy")

During original prosecution, Rakavy was applied by the Office in a § 102 rejection of all the original prosecution claims. (Office Action July 30, 2002.) A requester is not estopped from presenting a substantial new question of patentability based on a reference previously applied by the Office if the reference is presented in a new light or a different way that escaped review during earlier examination. *In re Swanson*, 540 F.3d. 1368 (Fed. Cir. 2008); *see also* MPEP § 2616. In the rejection presented in the July 2002 Office Action, the Examiner cited only three small portions of Rakavy: col. 7, line 54, col. 7, line 63 to col. 8, line 3, and col. 3, lines 30-33. In response to this rejection, the Patent Owner amended each independent prosecution claim to add the limitation:

> *wherein for each set the respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data.*

(*See* Response filed December 30, 2002, pp. 9-12.) Citing to Rakavy at 2:60-3:63, 5:30-6:30, 9:15-10:30, the Patent Owner argued that "Rakavy teaches transmitting and

displaying advertising content by employing a local agent to download and display advertisements, with the content being determined by user-indicated preferences and configuration information." Therefore Rakavy failed to teach the limitation added to the independent prosecution claims. (Response filed December 30, 2002, p. 6)

Important for this Request, neither the Patent Owner nor the Examiner cited to FIG. 5 of Rakavy and the associated description provided at col. 7, lines 13-29, col. 10, line 66 – col. 11, line 30, or col. 12, lines 19-40. These citations from Rakavy disclose that an advertisement may include: (a) self-contained scheduling information (including an expiration date, see e.g., Rakavy FIG. 5); (b) files that are "animated" or contain "executable code" and thus necessarily include duration, sequencing or timing information provided by a content provider to a display system. (*See* e.g, Rakavy 7:21-23) Moreover, neither the Patent Owner nor the Examiner addressed portions of Rakavy that disclose that "the display and other presentation capabilities of for each advertisement are *self contained within the advertisement 50 itself*" meaning they necessarily come from the provider of the advertisement (i.e., the content provider). (Rakavy 10:66-11:1) (emphasis added.). Rakavy explains that because the ads were self contained, "the Advertisement Display Manager **210** can support a virtually unlimited number of presentation techniques. The code need for presenting the advertisement such as digital sound or video decoder or animation file player, is a resource available from the Resource List **52** *within the Advertisement structure 50.*" (Rakavy 11:1-7)(emphasis added.) In addition, Rakavy explains that advertisements may be presented in "scripted code such as that used in Hot Java" (Rakavy, 11:7-9), and it also explains that "Hot Java, available from Sun Microsystems, supports execution of small applications" (applets) to allow for richer content, such as animations. (Rakavy, 1:46-51.) This information

provided with the advertisement of Rakavy is an instruction *"tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data"* provided by the *"respective content provider."* Accordingly, these newly cited portions of Rakavy disclose the features alleged to be missing from Rakavy by the Patent Owner.

Additionally, as noted above with respect to Kjorsvik, in the Statement for Reasons of Allowance, the Examiner found the *"content provider* limitation" (added to distinguish the Farber reference) – *"wherein each associated content provider is located in a different physical location than at least one other content provider and each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system"* – of the original prosecution claims to be missing from the prior art. (Notice of Allowance, p. 2.) Rakavy discloses this allegedly missing feature and, importantly, neither the Examiner nor the Patent Owner address Rakavy for this feature.

Specifically, Rakavy discloses that users may receive content from multiple different sources. For example, Rakavy describes the "Local Computer Software Modules" in connection with FIG. 4 and explains that the local computer software modules include the Advertisements Feeder **250** and Internet Ad Feeder **270**. (Rakavy, 7:30-38.) Rakavy explains that a plurality of servers may store advertisements. (Rakavy 5:54-57.) Further, Rakavy also explains that the local computer (i.e., content display system) with the "Advertisement Feeder **250** is not dependent on the type of advertisement source and may receive Advertisements **50** from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite

agents shown by references **271** and **272**, respectively in FIG. 4. (Rakavy 12:8-15.)
These multiple servers and multiple "on-line services" represent different content
providers; thus, Rakavy discloses the "content provider limitation."

Accordingly, Requester is presenting Rakavy in a new light that escaped review
by the Office during original prosecution. As discussed in detail below, Rakavy forms
the basis for a substantial new question of patentability as to claims 1-15 of the '314
patent.

Rakavy was filed on August 22, 1995, which is prior to the earliest possible
priority date of the '314 patent. Therefore, Rakavy qualifies as prior art at least under 35
U.S.C. § 102(e). Furthermore, because the claims of the '314 patent are not entitled to
this earliest possible priority date and are instead only entitled to the actual filing date of
March 20, 2000, Rakavy also qualifies as prior art under 35 U.S.C. § 102(b).

The technical teachings of Rakavy relative to the limitations of claims 1-15 of the
'314 patent are described below. The manner of applying the teachings of Rakavy in
prior art rejections of claims 1-15 of '314 patent are described in Sections VIC, D, and E
below.

Rakavy "relates generally to advertisement computer display systems." (Rakavy,
1:7-8.) Rakavy explains that "the advertisements are preferably displayed during idle
time as a screen saver utility . . . . Other techniques for displaying the advertisement,
such as periodic audio only messages, screen background wallpaper . . . are also
available." (Rakavy 3:27-33.)(emphasis added.) One embodiment of the system of
Rakavy (illustrated in FIG. 1, reproduced below) includes a Local Computer 500 coupled
to Advertising System Server 600 (as discussed above there may be multiple such
servers) via a communications network 700. The "Local Computer 500 preferably

includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, *a*

Display Device 513, input devices such as a Keyboard 514 and a Pointing Device 515

(e.g., mouse, track ball, pen, slide pointer or similar device), and a Mass Storage Device
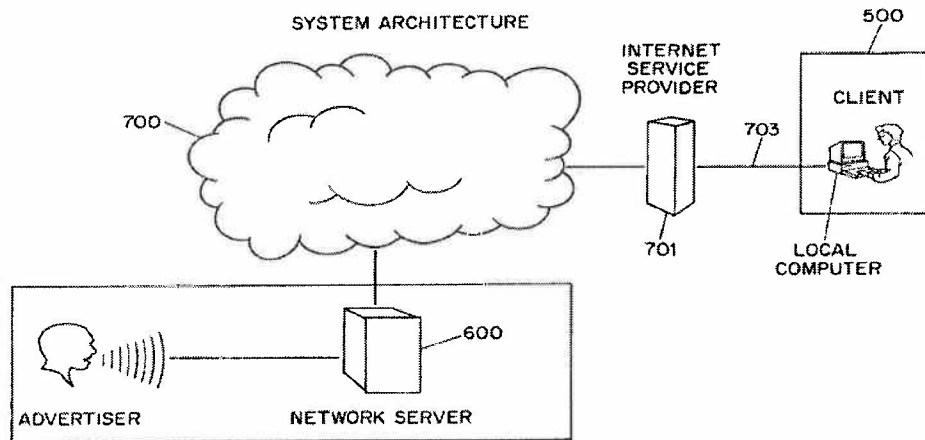
516." (Rakavy, 4:47-52.)(emphasis added).

FIG. 1

The specification of the '314 patent describes that "content providing systems 202

and content display systems 203 can be implemented using appropriately programmed

digital computers." ('314 patent, 14:19-21.) Thus, Rakavy discloses "*a content display

system associated with the display device and located entirely in the same physical

location as the display device*" recited in claims 1 and 3.FIG. 4 of Rakavy (reproduced

below) is a block diagram of the software modules and processes of the software
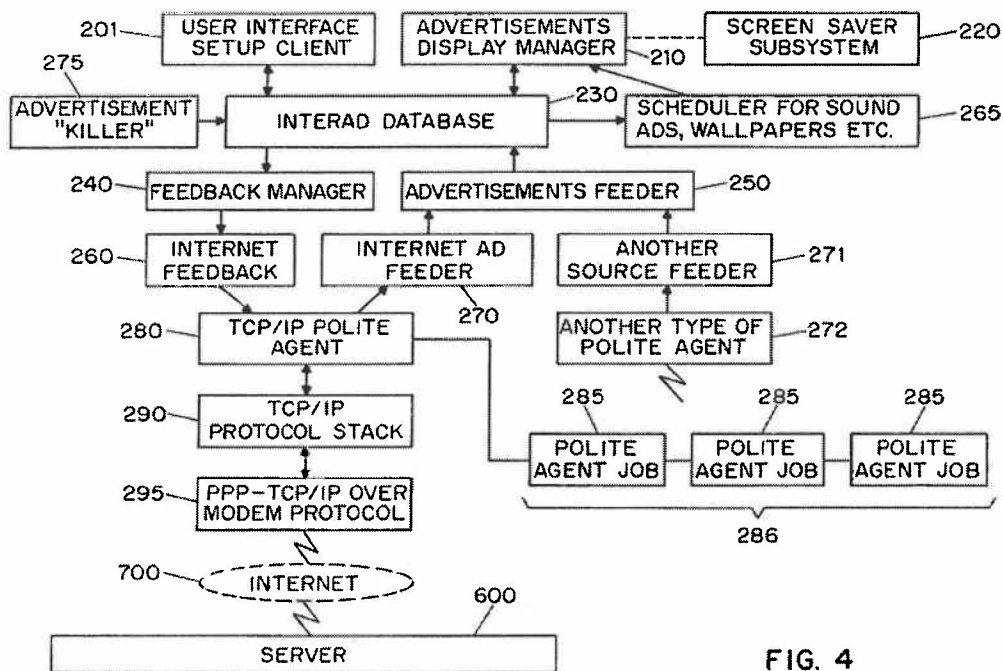
architecture for the Local Computer.

FIG. 4

ACQUIRING/PROVIDING SETS OF CONTENT DATA

An advertisement 50 in Rakavy may be associated with a "collection of bitmaps, animation, and sound clips." (Rakavy, 10:52-54.) An animation consists of a set of images arranged in a specific sequence. An advertisement 50 of Rakavy is therefore a "*set of content data*" as recited in the claims of the '314 patent.

Rakavy discloses that the Local Computer with an Advertisements Feeder **250** obtains advertisements through an Internet Feeder from a plurality of advertising system servers 600 or through other feeders from other sources, such as commercial on-line services. (Rakavy, 5:54-57; 12:6-15.) Thus, Rakavy discloses "*one or more sets of content data [presentations] are selected from a plurality of sets of content data,*" as recited in claims 1, 3, 5, 7, 10, and 13.

In Rakavy "[t]he Advertisement Feeder 250 of Local Computer 500 is responsible for adding new Advertisements 50 to the User Preference and Advertisement Database 230 [of Local Computer 500]. Advertisements 50 preferably are provided from the Internet through the Internet Feeder 270, however, the Advertisements Feeder 250 is not dependent on the type of advertisement source and may receive Advertisements 50 from other sources, such as commercial on-line services, via other feeder mechanisms and other types of polite agents." (Rakavy, 12:6-15.) Rakavy therefore discloses "*providing one or more sets of content data to a content display system*," as recited in claim 1; "*instructions for providing one or more sets of content data to a content display system*," as recited in claim 3; "*instructions for acquiring a set of content data from a content providing system*," as recited in claims 5 and 13; "*data acquisition apparatus that enables acquisition of a set of content data*," as recited in claim 7; and "*acquiring a set of content data from a content providing system*," as recited in claim 10.

Advertisement System Server and each commercial on-line service of Rakavy is a "*content provider*." Furthermore, each advertisement system server and each commercial on-line service are different network servers hosting content data. Accordingly, in accordance with the position taken by the Patent Owner in the concurrent litigation on the scope of this limitation, the network servers meet the limitation "*wherein each associated content provider is located in a different physical location than at least one other content provider*" recited in claims 1, 3, 5, 7, 10, and 13.

As discussed above, the Advertisement Feeder acquires advertisements from each server and from each on-line service without going through an aggregator. Additionally, as explained in Rakavy, "the selected advertisement may be stored on any one of the plurality of advertising system servers connected to the Network 700. In this

embodiment, the Local Computer 500 initiates communication with a predetermined advertising system server. The predetermined advertising system server will select the next Advertisement 50 to be downloaded and transmit the network address of the advertising system server storing the Advertisement 50. The Local Computer 500 uses the transmitted network address to request the selected Advertisement 50 from the appropriate advertising system server." (Rakavy, 5:54-65.) The Local Computer 500 therefore goes directly to the advertising system server hosting the advertisement using the address of the advertising system server. If advertisements were aggregated in Rakavy, the Local Computer would not require an address associated with a specific advertisement. That is, since Local Computer 500 has an address associated with each specific advertisement, each advertisement is at a different address, and advertisements are not aggregated at a single address. Accordingly, Rakavy also meets the limitation "*each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system*," as recited in claims 1, 3, 5, 7, 10, and 13.

SELECTIVELY DISPLAYING ... IN AN UNOBTRUSIVE MANNER

The Advertisement Display Manager 210 of Rakavy "is responsible for selecting and displaying Advertisements 50 from the User Preference and Advertisement Database 230." (Rakavy, 7:44-46.) As discussed in detail above, during prosecution, the Patent Owner identified "screen saver" and wallpaper embodiments as meeting the "unobtrusive manner" limitation of the claims. Rakavy discloses both "screen saver" and wallpaper embodiments. In the Screen Saver embodiment of Rakavy, "Screen Saver Subsystem

220 tracks user interaction with the system. When the Screen Saver Subsystem 220 detects that the system has been idle, for example, when there has been no user interaction with the computer (through the use of the keyboard, mouse, pointing device or other user input device), for a preconfigured time, it activates the Advertisements Display Manager 210 which will select an advertisement and display it." (Rakavy, 7:63-8:3; *see also* 10:45-48)("The Advertisement Display Manager 210 is typically activated by the Screen Saver Subsystem 220 when the user has not entered input for a predetermined time".) "The Advertisement Display Manager 210 selects and displays Advertisements 50 from the User Preference and Advertisements Database 230." (Rakavy, 10:43-45.) "By utilizing on-line communications, the screen saver [of Rakavy] provides a wide variety of potential content themes which may be personalized and modified on a timely basis in accordance with user preferences." (Rakavy, 7:9-13.) In addition to screen savers, other techniques disclosed in Rakavy for displaying advertisements include screen background wallpaper and display in a window on the user's computer display. (Rakavy, 3:30-33.)

Thus, Rakavy discloses "*instructions for detecting an idle period of predetermined duration,*" as recited in claim 5. As discussed in detail above, during prosecution, the Patent Owner identified such "screen saver" and wallpaper embodiments as meeting the "unobtrusive manner" limitation. Accordingly, Rakavy discloses "*selectively display [ing] [on the display device][after detection of an idle period and], in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, and image or images generated from a set of content data*" as recited in claims 1, 3, 5, 7, 10, and 13.

The Advertisement Display Manager of the Local Computer 500 selects and displays Advertisements.   As described above, the Local Computer 500 of Rakavy is a conventional computer. In the specification, the Patent Owner explained that installation instruction were "conventional and readily available for use with the attention manager of the invention." ('314 patent, 16:24-25.)   Accordingly, Rakavy discloses "*providing to the content display system a set of instructions for enabling the content display system to selectively display ...*" as recited in claim 1, "*instructions for providing to the content display system a set of instructions ...*" as recited in claim 3; "*instructions for selectively displaying on the display device ...*" as recited in claims 5 and 13; and "*apparatus that effects selective display on the display device,*" as recited in claim 7.

<div align="center">SCHEDULING</div>

Rakavy discloses that an advertisement may include: (a) self-contained scheduling information (including an expiration date, see e.g., Rakavy FIG. 5); (b) files that are "animated" or contain "executable code" and thus necessarily include duration, sequencing or timing information (*See* e.g, Rakavy 7:21-23) provided by a content provider to a display system. Rakavy further discloses that "the display and other presentation capabilities of each advertisement are *self contained within the advertisement 50 itself*" meaning they necessarily come from the provider of the advertisement (i.e., the content provider). (Rakavy 10:66-11:1)(emphasis added.). Rakavy explains that because the ads were self-contained, "the Advertisement Display Manager **210** can support a virtually unlimited number of presentation techniques. The code need for presenting the advertisement such as digital sound or video decoder or animation file player, is a resource available from the Resource List **52** *within the*

Advertisement structure 50." (Rakavy 11:1-7)(emphasis added.)   In addition, Rakavy explains that advertisements may be presented in "scripted code such as that used in Hot Java" (Rakavy, 11:7-9) and also explains that "Hot Java, available from Sun Microsystems, supports execution of small applications" (applets) to allow for richer content, such as animations. (Rakavy, 1:46-51.)

As described in Rakavy, each advertisement "comprises an Advertisement Information Record 51 and a Resource List 52. The Advertisement Information Record 51 contains information identifying the advertisement (including the Advertisement-ID 55), its category, its size, and the hardware required to display the advertisement, such as sound boards, screen resolution and multimedia requirements." (Rakavy, 7:13-21.) The Advertisement Information Record is provided by the content provider with the advertisement.

FIG. 5 (reproduced below) is a schematic representation of an Advertisement. As can be seen in FIG. 5, an advertisement record includes an "Ad expiration date." (Rakavy, FIG. 5.) The "ad expiration date" defines the duration of time during which an advertisement can be displayed before expiring. Rakavy therefore discloses "*wherein for each set the respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data,*" as recited in claims 1, 3, 5, 7, 10, and 13.

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55 ─╮     ┌──────────────────────────────────┐  ╭─ 50
          │  Ad Information:                  │
          │ ╶Ad ID: ...                       │
          │  Advertiser name: ...             │
          │  Advertisement name: ...          │  ╭─ 51
          │  Ad version number: ...           │
          │  Ad expiration date: ...          │
          │  Ad Category: ...                 │
          │  Runs on platform: ...            │
          │  Ad startup DLL name: ...         │
          │  Ad startup entry point name: ... │
          │  Memory needed: ...               │
          │  Sound device needed: ...         │
          │  Screen resolution needed: ...    │
          │  ...                              │
          ├──────────────────────────────────┤
          │  List of resources:               │
          │    1: File name, version, size: ..│  ╭─ 52
          │    2: File name, version, size: ..│
          │    3: File name, version, size: ..│
          │    ...                            │
          └──────────────────────────────────┘
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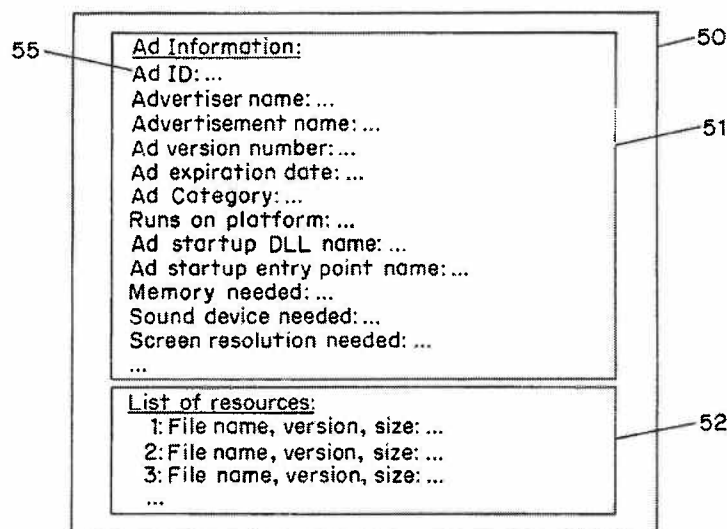
FIG. 5

During prosecution of the '652 patent (to which the '314 patent claims priority), one of the listed inventors, Philippe Piernot admitted in his second 131 declaration that a prior art software product, DeskPicture, had capabilities to sequence images and schedule the duration and timing of the display of images generated from a set of content data:

> Lines 31-33 caused the retrieved content data to be used to generate a display of the corresponding image or images: in particular, line 32 caused execution of a computer program called DeskPicture (a commercially available shareware computer program, produced by Peirce Software, that generated a display of an image as 'wallpaper' on a computer display screen) that accessed a set of content data from the appropriate (previously identified; see line 5, discussed above) location on the non-volatile data storage device and produced the corresponding image display ... (the DeskPicture computer program included capabilities for displaying images generated from multiple sets of content data and specifying how long each set of content data was to be used to generate a display of an image)

(Second Piernot Declaration, ¶2.) Thus, the Patent Owner admitted that the scheduling limitation recited in each of the independent claims of the '314 patent was known prior to the earliest possible priority date for the '314 patent.

CONTROL OPTIONS

The system of Rakavy provides control options that permit a user to directly interact with an advertisement and any necessary apparatus for selecting such options. For example, "[w]hen the Advertisement Display Manager 210 is active, all user input is routed directly to the Advertisement Display Manager 210, thus allowing for user interaction with Advertisements 50." (Rakavy, 11:33-36.) "User interaction with the Advertisement Display Manager 210 is preferably initiated by pressing a predesignated key." (Rakavy, 11:31-32.)

The Advertisement Display Manager 210 also "selectively forwards certain keys to the default operating system routine, which will typically terminate the Advertisement Display Manager 210." (Rakavy, 11:36-39.) Advertising Display Manager 210 further "allows users to respond to Advertisements 50 being presented by selecting a user grading box which allows users to judge the Advertisements 50 on a scale from 'do not show me this advertisement again' to 'excellent.'" (Rakavy, 10:12-17.) Rakavy also explains that through the use of an "Advertisement Killer" "Advertisements 50 are purged on user demand through user interaction with the Advertisements. . .." (Rakavy, 12:56-58.) Finally, Rakavy discloses that the "Local Computer 500 preferably includes a Central Processor 510, a Main Memory 511, an Input/Output Controller 512, a Display Device 513, *input devices such as a Keyboard 514 and a Pointing Device 515 (e.g., mouse, track ball, pen, slide pointer or similar device)*, and a Mass Storage Device 516." (Rakavy, 4:47-52.)(emphasis added).

During prosecution of the patent application for the '314 patent, the Patent Owner admitted that the "'*means for selecting a displayed control option*,' ... was embodied by

the content display computer and a conventional computer mouse or keyboard operating in accordance with conventional software for controlling operation of such devices (as known to those skilled in the art)." (Reply to Final Office Action, p. 25.)

Rakavy therefore discloses the "*user input apparatus that enables selection by a user of one or more control options during the selective display of the image or images generated form the set of content data*" limitation recited in claim 7, "*enabling selection by a user of one or more control options during the selective display of the image or images generated from the set of content data* " as recited in claim 10, and "*instructions for enabling selection by a user of one or more control options during the selective display of the image or images generated from the set of content data*," as recited in claim 13. The software of Rakavy carrying out these and other exemplary control options meets the "*a system control device that controls aspects of the operation of the system in accordance with a selected control options*" limitation of claim 7, the "*controlling aspects of the operation of the system in accordance with a selected control option*" limitation of claim 10, and the "*instructions for controlling aspects of the operation of the system in accordance with a selected control option*" limitation of claim 13.

"The user may interact with the Advertisement Display Manager 210 through a number of ways, including answering questioners, initiating a WEB browser to connect directly to an advertiser WEB page on the Network 700, or automatically initiating a voice connection through the Modem 520 to the advertiser." (Rakavy, 11:39-44.) Rakavy's additional functionality of initiating a WEB browser to connect directly to an advertiser meets the limitation "*a link control option enables the user to establish a link with an information location; and the system control device for controlling establishes the link with the information location in response to selection of the link control option*,"

as recited in claim 9; "*wherein a link control option enables the user to establish a link with a information location, the step of controlling aspects of the operation of the system further comprising the step of establishing the link with the information location in response to selection of the link control option,*" as recited in claim 12; and "*wherein a link control option enables the user to establish a link with an information location, the instructions for controlling aspects of the operation of the system further comprising instructions for establishing the link with the information location in response to selection of the link control,*" as recited in claim 15.

AUDITING THE DISPLAY OF SETS OF CONTENT DATA

In Rakavy, the Feedback Manager of Local Computer 500 compiles and sends feedback information including "statistics on displayed Advertisements 50, including user ratings of specific advertisements and the time and length an advertisement was displayed." (Rakavy, 12:61-65; *see also* 3:44-49 ("The system monitors a user's interaction with the advertisements and produces raw data on how many times a particular advertisement was accessed as well as the user's response to advertisements. All pertinent information is stored and sent back to a network server where it is made available to the advertisers."); 5:39-41 ("This user-ID is used by the Advertising System Server 600 to track each user's activity including which Advertisements 50 have been downloaded by the user."); 6:55-59 ("The Server Database 730 contains the system information, including . . . audit logs and statistics.").) Kjorsvik also explains that "[t]he appearance of the successive slides on the PC screen is monitored by the messenger module to ensure that the individual slides in the presentation are presented in sequential order, even if there is a break in the immediate presentation, such as caused by a user

Page 55 of 185

operating the PC." (Kjorsvik, 3:1-6.) Thus, Rakavy discloses "*auditing the display of sets of content data by the content display system*," as recited in claim 1 and "*for auditing the display of sets of content data by the content display system*," as recited in claim 3.

VI. DETAILED EXPLANATION OF PERTINENCE AND MANNER OF APPLYING CITED PRIOR ART TO EVERY CLAIM FOR WHICH REEXAMINATION IS REQUESTED (37 C.F.R. §1.915(b)(3))

A. *U.S. Patent No. 5,748,190 to Kjorsvik ("Kjorsvik")*

Claims 1, 3, 5, 7, 9, 10, 12, 13, and 15 are unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik as discussed below.

1. *Claim 1*

Claim 1 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

Claim 1	U.S. Patent No. 5,748,190 to Kjorsvik
A method for engaging the peripheral attention of a person in the vicinity of a display device, comprising the steps of:	"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used." (Kjorsvik, Abstract) The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC. A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which may be available to that specific user." (Kjorsvik, Abstract)
providing one or more sets of content data to a content display system associated with the display device and located entirely in the same physical	"Each presentation or script consists of one or more individual slides or screens composed around a particular topic." (Kjorsvik, 3:33-35.) "One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now

Claim 1	U.S. Patent No. 5,748,190 to Kjorsvik
location as the display device;	widely available." (Kjorsvik, 3:60-62.)
	"Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62)
	"The administration module 26 has the basic responsibility of composing, adding to, or deleting information from the database 24 on server 18." (Kjorsvik, 2:55-57.)
	"Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24)
	"In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)

Claim 1	U.S. Patent No. 5,748,190 to Kjorsvik

FIG.10 |
| providing to the content display system a set of instructions for enabling the content display system to selectively display, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, an image or images generated from a set of content data; and | "The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used. The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC." (Kjorsvik, Abstract)

"The messenger modules 22--22 communicate with system database 24 on the network server 18 and provide a certain amount of local control over the presentation at its associated PC. The messenger module can be loaded into a network PC from any external source, including the hard disk on the server." (Kjorsvik, 2:45-50)

"When a personal computer is in its "ON" state but not in use, its computer screen is still lit, which will ultimately lead to damage or degradation of the screen. "Screen saver" techniques are frequently used in such situations, in which a selected image appears on the screen. Such screen |

Claim 1	U.S. Patent No. 5,748,190 to Kjorsvik
	saver images, however, serve no other useful purpose. Accordingly, it would be desirable that useful information or other presentation material be made available to the user on his/her computer screen at selected times when the computer is not being used, as an alternative to conventional screen saver images." (Kjorsvik, 1:26-36)
	"As discussed above, personal computers (PCs), particularly when they are used in a business context, are typically left in an "ON" state during the entire work day, even when they are not actually being used. Such PCs may have a conventional "screen saver" module, which produces certain images on the screen when the computer is not in use, in order to extend the life of the computer screen." (Kjorsvik, 1:66-2:5)
	"The present invention, which is for use in a computer network, in basic overview includes a repertoire of presentations, each of which typically takes the form of a series of successive slides or screen images. These presentations are stored in a system database located on a network server PC, and in operation of the system are provided to the individual network PCs for display on their computer screens. The presentations are initiated for each PC in the network following a selected amount of time during which each PC has been in an "on" state but has not been in use. These presentations in effect replace the conventional screen saver, but in addition, provide information in visual form which is intended to be beneficial to the user of the PC." (Kjorsvik, 2:13-18)
	"When a network PC has not been in use for the specific period of time established for that particular PC, the messenger module, in coordination with the database, will automatically begin the assigned presentation on the PC's screen." (Kjorsvik, 5:4-8)
auditing the display of sets of content data by the content display system;	"The messenger module maintains control of the presentation on the screen to the extent that it has stored in its user's own setup file (a file on the PC's hard disk) the last slide which has been shown in the particular presentation then being used, even if the presentation has been interrupted by use of the PC." (Kjorsvik, 5:8-13.)
wherein the one or more sets of content data are selected from a plurality of sets of content data, each set	"Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and

Claim 1	U.S. Patent No. 5,748,190 to Kjorsvik
being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other content provider, and each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and	images." (Kjorsvik, 2:58-62) "Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24) "In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60) FIG.10
wherein for each set the respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of	"Another function of administration module 26 in the embodiment shown concerns the creation of the individual presentations, which may be alternatively referred to as scripts. Each presentation or script consists of one or more individual slides or screens composed around a particular topic. ... In any event, each script comprises a series or sequence of slides ... Administration module 26 creates

Claim 1	U.S. Patent No. 5,748,190 to Kjorsvik
the display of said image or images generated from the set of content data.	particular presentations by arranging individual slides in a selected sequence." (Kjorsvik, 3:30-43) "Each slide is shown for a preselected period of time, and then, if the PC is still not being used, the next slide in the presentation sequence is shown, again under the control of the messenger module." (Kjorsvik, 5:14-17) "All of the above concerns the composition or creation of individual slides. The basic capability of creating such slides is available in standard PC operating systems. One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available. Administration module 26 is arranged to interface with such operating systems so that slides can be created and then arranged into presentations ..." (Kjorsvik, 3:58-65)

2. *Claim 3*

Claim 3 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

Claim 3	U.S. Patent No. 5,748,190 to Kjorsvik
A computer readable medium encoded with one or more computer programs for enabling engagement of the peripheral attention of a person in the vicinity of a display device, comprising:	"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used." (Kjorsvik, Abstract) "The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC. A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which may be available to that specific user." (Kjorsvik, Abstract)
instructions for providing one or more sets	"Each presentation or script consists of one or more individual slides or screens composed around a particular

Claim 3	U.S. Patent No. 5,748,190 to Kjorsvik
of content data to a content display system associated with the display device and located entirely in the same physical location as the display device;	topic." (Kjorsvik, 3:33-35.) "One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available." (Kjorsvik, 3:60-62.) "Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62) "The administration module 26 has the basic responsibility of composing, adding to, or deleting information from the database 24 on server 18." (Kjorsvik, 2:55-57.) "Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24) "In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)

Claim 3	U.S. Patent No. 5,748,190 to Kjorsvik
	FIG.10
instructions for providing to the content display system a set of instructions for enabling the content display system to selectively display, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, an image or images generated from a set of content data; and	"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used. The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC." (Kjorsvik, Abstract) "The messenger modules 22--22 communicate with system database 24 on the network server 18 and provide a certain amount of local control over the presentation at its associated PC. The messenger module can be loaded into a network PC from any external source, including the hard disk on the server." (Kjorsvik, 2:45-50) "When a personal computer is in its "ON" state but not in use, its computer screen is still lit, which will ultimately lead to damage or degradation of the screen. "Screen saver" techniques are frequently used in such situations, in which a selected image appears on the screen. Such screen

Claim 3	U.S. Patent No. 5,748,190 to Kjorsvik
	saver images, however, serve no other useful purpose. Accordingly, it would be desirable that useful information or other presentation material be made available to the user on his/her computer screen at selected times when the computer is not being used, as an alternative to conventional screen saver images." (Kjorsvik, 1:26-36)
	"As discussed above, personal computers (PCs), particularly when they are used in a business context, are typically left in an "ON" state during the entire work day, even when they are not actually being used. Such PCs may have a conventional "screen saver" module, which produces certain images on the screen when the computer is not in use, in order to extend the life of the computer screen." (Kjorsvik, 1:66-2:5)
	"The present invention, which is for use in a computer network, in basic overview includes a repertoire of presentations, each of which typically takes the form of a series of successive slides or screen images. These presentations are stored in a system database located on a network server PC, and in operation of the system are provided to the individual network PCs for display on their computer screens. The presentations are initiated for each PC in the network following a selected amount of time during which each PC has been in an "on" state but has not been in use. These presentations in effect replace the conventional screen saver, but in addition, provide information in visual form which is intended to be beneficial to the user of the PC." (Kjorsvik, 2:13-18)
	"When a network PC has not been in use for the specific period of time established for that particular PC, the messenger module, in coordination with the database, will automatically begin the assigned presentation on the PC's screen." (Kjorsvik, 5:4-8)
instructions for auditing the display of sets of content data by the content display system;	"The messenger module maintains control of the presentation on the screen to the extent that it has stored in its user's own setup file (a file on the PC's hard disk) the last slide which has been shown in the particular presentation then being used, even if the presentation has been interrupted by use of the PC." (Kjorsvik, 5:8-13.)
wherein the one or more sets of content data are selected from a plurality of sets of content data, each set	"Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and

Claim 3	U.S. Patent No. 5,748,190 to Kjorsvik
being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other content provider and each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and	images." (Kjorsvik, 2:58-62) "Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24) "In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60) FIG.10
wherein for each set the respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of	"Another function of administration module 26 in the embodiment shown concerns the creation of the individual presentations, which may be alternatively referred to as scripts. Each presentation or script consists of one or more individual slides or screens composed around a particular topic. ... In any event, each script comprises a series or sequence of slides ... Administration module 26 creates

Claim 3	U.S. Patent No. 5,748,190 to Kjorsvik
the display of said image or images generated from the set of content data.	particular presentations by arranging individual slides in a selected sequence." (Kjorsvik, 3:30-43) "Each slide is shown for a preselected period of time, and then, if the PC is still not being used, the next slide in the presentation sequence is shown, again under the control of the messenger module." (Kjorsvik, 5:14-17) "All of the above concerns the composition or creation of individual slides. The basic capability of creating such slides is available in standard PC operating systems. One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available. Administration module 26 is arranged to interface with such operating systems so that slides can be created and then arranged into presentations ..." (Kjorsvik, 3:58-65)

3. *Claim 5*

Claim 5 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

Claim 5	U.S. Patent No. 5,748,190 to Kjorsvik
A computer readable medium encoded with one or more computer programs for enabling engagement of the peripheral attention of a person in the vicinity of a display device, comprising:	"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used." (Kjorsvik, Abstract) "The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC. A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which may be available to that specific user." (Kjorsvik, Abstract)
instructions for acquiring a set of content	"Each presentation or script consists of one or more individual slides or screens composed around a particular

Claim 5	U.S. Patent No. 5,748,190 to Kjorsvik
data from a content providing system;	topic." (Kjorsvik, 3:33-35.) "One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available." (Kjorsvik, 3:60-62.) "Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62) "The administration module 26 has the basic responsibility of composing, adding to, or deleting information from the database 24 on server 18." (Kjorsvik, 2:55-57.) "Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24) "FIGs. 9-13 concern the overall operating means of the system." (Kjorsvik, 4:55-56.) "In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)

Claim 5	U.S. Patent No. 5,748,190 to Kjorsvik
	  FIG.10
instructions for detecting an idle period of predetermined duration; and	A related function of the administration module 26 concerns the particular schedule which is established for the appearance of the individual presentations at each of the network PCs. For instance, each user in the system (each network PC) will have its own unique schedule of presentations, including a particular sequence of different presentations and a specific time of nonuse required before a presentation begins. This scheduling of presentations is established through the administration module and stored in system database 24." (Kjorsvik, 4:9-18)
instructions for selectively displaying on the display device, after detection of the idle period and in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display	"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used. The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC." (Kjorsvik, Abstract) "The messenger modules 22--22 communicate with

Claim 5	U.S. Patent No. 5,748,190 to Kjorsvik
device from a primary interaction with the display device or apparatus, an image or images generated from the set of content data;	system database 24 on the network server 18 and provide a certain amount of local control over the presentation at its associated PC. The messenger module can be loaded into a network PC from any external source, including the hard disk on the server." (Kjorsvik, 2:45-50) "When a personal computer is in its "ON" state but not in use, its computer screen is still lit, which will ultimately lead to damage or degradation of the screen. "Screen saver" techniques are frequently used in such situations, in which a selected image appears on the screen. Such screen saver images, however, serve no other useful purpose. Accordingly, it would be desirable that useful information or other presentation material be made available to the user on his/her computer screen at selected times when the computer is not being used, as an alternative to conventional screen saver images." (Kjorsvik, 1:26-36) "As discussed above, personal computers (PCs), particularly when they are used in a business context, are typically left in an "ON" state during the entire work day, even when they are not actually being used. Such PCs may have a conventional "screen saver" module, which produces certain images on the screen when the computer is not in use, in order to extend the life of the computer screen." (Kjorsvik, 1:66-2:5) "The present invention, which is for use in a computer network, in basic overview includes a repertoire of presentations, each of which typically takes the form of a series of successive slides or screen images. These presentations are stored in a system database located on a network server PC, and in operation of the system are provided to the individual network PCs for display on their computer screens. The presentations are initiated for each PC in the network following a selected amount of time during which each PC has been in an "on" state but has not been in use. These presentations in effect replace the conventional screen saver, but in addition, provide information in visual form which is intended to be beneficial to the user of the PC." (Kjorsvik, 2:13-18) "When a network PC has not been in use for the specific period of time established for that particular PC, the messenger module, in coordination with the database, will automatically begin the assigned presentation on the PC's screen." (Kjorsvik, 5:4-8)

Claim 5	U.S. Patent No. 5,748,190 to Kjorsvik
wherein the set of content data is selected from a plurality of sets of content data, each set being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other content provider and each content provider provides its content data to a content display system associated with the and located entirely in the same physical location as the display device independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and	"Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62) "Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24) "In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)
wherein for each set the respective content provider	"Another function of administration module 26 in the embodiment shown concerns the creation of the individual

Claim 5	U.S. Patent No. 5,748,190 to Kjorsvik
may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data.	presentations, which may be alternatively referred to as scripts. Each presentation or script consists of one or more individual slides or screens composed around a particular topic. ... In any event, each script comprises a series or sequence of slides ... Administration module 26 creates particular presentations by arranging individual slides in a selected sequence." (Kjorsvik, 3:30-43) "Each slide is shown for a preselected period of time, and then, if the PC is still not being used, the next slide in the presentation sequence is shown, again under the control of the messenger module." (Kjorsvik, 5:14-17) "All of the above concerns the composition or creation of individual slides. The basic capability of creating such slides is available in standard PC operating systems. One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available. Administration module 26 is arranged to interface with such operating systems so that slides can be created and then arranged into presentations ..." (Kjorsvik, 3:58-65)

4. Claim 7

Claim 7 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

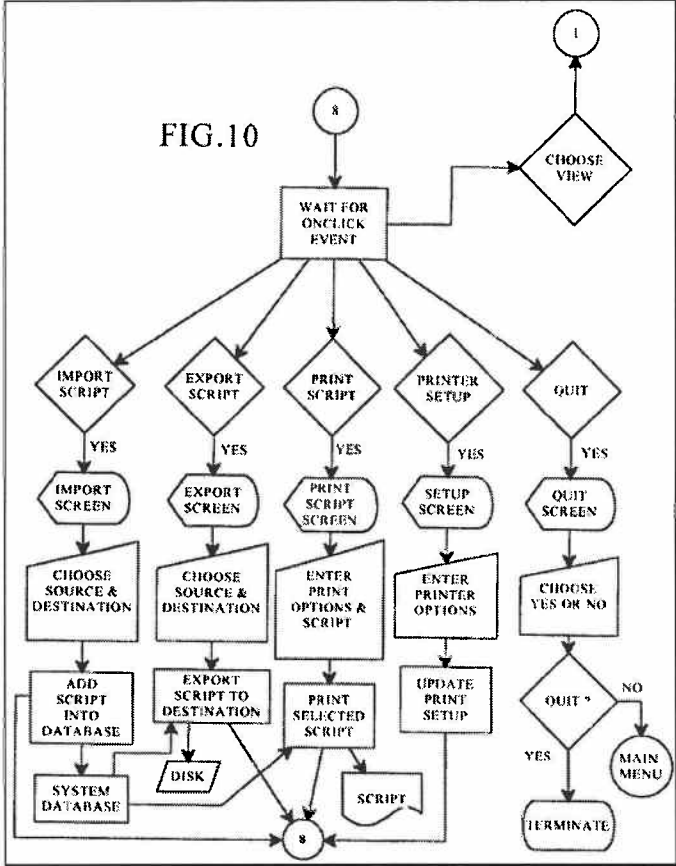| Claim 7	U.S. Patent No. 5,748,190 to Kjorsvik
A content display system for engaging the peripheral attention of a person in the vicinity of a display device located in the same physical location as the content display system, comprising:	"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used." (Kjorsvik, Abstract) "The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC. A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which

Claim 7	U.S. Patent No. 5,748,190 to Kjorsvik
	may be available to that specific user." (Kjorsvik, Abstract)
data acquisition apparatus that enables acquisition of a set of content data;	"Each presentation or script consists of one or more individual slides or screens composed around a particular topic." (Kjorsvik, 3:33-35.) "One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available." (Kjorsvik, 3:60-62.) "Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62) "The administration module 26 has the basic responsibility of composing, adding to, or deleting information from the database 24 on server 18." (Kjorsvik, 2:55-57.) "Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system *to obtain or provide* presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24)(emphasis added) "FIGs. 9-13 concern the overall operating means of the system." (Kjorsvik, 4:55-56.) "In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)

Claim 7	U.S. Patent No. 5,748,190 to Kjorsvik

FIG.10

| display apparatus that effects selective display on the display device, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, of an image or images generated from the set of content data; | "The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used. The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC." (Kjorsvik, Abstract)

"The messenger modules 22--22 communicate with system database 24 on the network server 18 and provide a certain amount of local control over the presentation at its associated PC. The messenger module can be loaded into a network PC from any external source, including the hard disk on the server." (Kjorsvik, 2:45-50)

"When a personal computer is in its "ON" state but not in use, its computer screen is still lit, which will ultimately lead to damage or degradation of the screen. "Screen saver" techniques are frequently used in such situations, in which a selected image appears on the screen. Such screen |

Claim 7	U.S. Patent No. 5,748,190 to Kjorsvik
	saver images, however, serve no other useful purpose. Accordingly, it would be desirable that useful information or other presentation material be made available to the user on his/her computer screen at selected times when the computer is not being used, as an alternative to conventional screen saver images." (Kjorsvik, 1:26-36) "As discussed above, personal computers (PCs), particularly when they are used in a business context, are typically left in an "ON" state during the entire work day, even when they are not actually being used. Such PCs may have a conventional "screen saver" module, which produces certain images on the screen when the computer is not in use, in order to extend the life of the computer screen." (Kjorsvik, 1:66-2:5) "The present invention, which is for use in a computer network, in basic overview includes a repertoire of presentations, each of which typically takes the form of a series of successive slides or screen images. These presentations are stored in a system database located on a network server PC, and in operation of the system are provided to the individual network PCs for display on their computer screens. The presentations are initiated for each PC in the network following a selected amount of time during which each PC has been in an "on" state but has not been in use. These presentations in effect replace the conventional screen saver, but in addition, provide information in visual form which is intended to be beneficial to the user of the PC." (Kjorsvik, 2:13-18) "When a network PC has not been in use for the specific period of time established for that particular PC, the messenger module, in coordination with the database, will automatically begin the assigned presentation on the PC's screen." (Kjorsvik, 5:4-8)
user input apparatus that enables selection by a user of one or more control options during the selective display of the image or images generated form the set of content data; and	"At any point in the presentation, the user may begin use of the PC, such as for work-in-progress, by simply pushing any key on the PC keyboard except for a designated key which is for manual control of the presentation." (Kjorsvik, 3:6-10) "By pushing an eject button or other designated key, the user will also be able to go to another selected presentation among the several available to it through the administration module. The newly selected presentation will remain the "current" presentation until the broadcast

Claim 7	U.S. Patent No. 5,748,190 to Kjorsvik
	schedule previously established in the administration module for that PC indicates that another presentation is due." (Kjorsvik, 5:33-39)
a system control device that controls aspects of the operation of the system in accordance with a selected control option;	"A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which may be available to that specific user." (Kjorsvik, Abstract) "Each messenger module is controlled to some extent by the individual PC with which it is associated." (Kjorsvik, 5:23-24) "For instance, by pressing a designated key on the PC keyboard (or the correct mouse button), when a presentation is in progress, a control menu will appear on the user's screen over the current slide. This menu gives the user various possibilities by which to control the presentation. It is possible, for example, to reverse the presentation slide by slide, or the presentation may be fast-forwarded, slide by slide." (Kjorsvik, 5:25-32) "FIG. 16 shows the 'quit' sequence for the messenger module, terminating current operation of its associated network PC in the presentation network. This sequence permits the PCs to return to their previous tasks." (Kjorsvik, 5:48-51) "For instance, by pressing a designated key on the PC keyboard (or the correct mouse button), when a presentation is in progress, a control menu will appear on the user's screen over the current slide. This menu gives the user various possibilities by which to control the presentation. It is possible, for example, to reverse the presentation slide by slide, or the presentation may be fast-forwarded, slide by slide." (Kjorsvik, 5:25-32)
wherein the set of content data is selected from a plurality of sets of content data, each set being provided by an associated content provider, wherein each associated content provider is located in a different physical location than at least one other	"Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62) "Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations

Claim 7	U.S. Patent No. 5,748,190 to Kjorsvik
content provider and each content provider provides its content data to the content display system independently of each other content provider and without the content data being aggregated at a common physical location remote from the content display system prior to being provided to the content display system, and	directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24) "In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60) FIG.10
wherein for each set the respective content provider may provide scheduling instructions tailored to the set of content data to control at least one of the duration, sequencing, and timing of the display of said image or images generated from the set of content data.	"Another function of administration module 26 in the embodiment shown concerns the creation of the individual presentations, which may be alternatively referred to as scripts. Each presentation or script consists of one or more individual slides or screens composed around a particular topic. ... In any event, each script comprises a series or sequence of slides ... Administration module 26 creates particular presentations by arranging individual slides in a selected sequence." (Kjorsvik, 3:30-43) "Each slide is shown for a preselected period of time, and then, if the PC is still not being used, the next slide in the presentation sequence is shown, again under the control of

Claim 7	U.S. Patent No. 5,748,190 to Kjorsvik
	the messenger module." (Kjorsvik, 5:14-17)
	"All of the above concerns the composition or creation of individual slides. The basic capability of creating such slides is available in standard PC operating systems. One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available. Administration module 26 is arranged to interface with such operating systems so that slides can be created and then arranged into presentations ..." (Kjorsvik, 3:58-65)

5. *Claim 9*

Claim 9 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

Claim 9	U.S. Patent No. 5,748,190 to Kjorsvik
A system as in claim 7, wherein: a link control option enables the user to establish a link with an information location; and	Kjorsvik discloses two different types of control options. One type of control option allows a user to import presentations. A second type of control option allows the user to interact with the presentation.
	presentation control options
	As depicted in FIG. 15, when a user selects one of the "SKIP, FIRST/LAST, NEXT/PREV" the messenger module links to the user's setup file and/or the system database to obtain the proper slide to display. Similarly, when a user selects the "EJECT" options, the messenger module also interacts with the system database to obtain the proper script (presentation) to display.
	importing presentations from external sources
	"Lastly, presentations may be obtained or provided to external systems and/or other outside sources over external communication lines. This enables the one administration module for the system to obtain or provide presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24)

Claim 9	U.S. Patent No. 5,748,190 to Kjorsvik
	To obtain a presentation from an external source, in Kjorsvik, a main pulldown menu is presented to a user. (*See* Kjorsvik, FIG. 3.) If a user selects the file menu (FIG. 9), the user can select a control option to import or export scripts (presentations) from an external source. (*See* Kjorsvik, FIGs. 9, 10.) FIG. 10
the system control device establishes the link with the information location in response to selection of the link control option.	*importing presentations from external sources* "Thus, as can be seen from the above basic explanation, the present invention comprises a system database 24 located on the network server, an administration module 26 which communicates with database 24 on server 18, as well as external sources, and a plurality of messenger modules, with one messenger module being present in each network PC. The messenger modules also communicate with the database 24." (Kjorsvik, 3:11-18) *presentation control options*

Claim 9	U.S. Patent No. 5,748,190 to Kjorsvik
	See also FIG. 15 illustrating establishing links to the "user's setup file" and the "system database"

6. *Claim 10*

Claim 10 is unpatentable under 35 U.S.C. § 102(e) as being anticipated by Kjorsvik. The following claim chart provides a detailed comparison of each claim limitation with the relevant teachings of Kjorsvik.

Claim 10	U.S. Patent No. 5,748,190 to Kjorsvik
A method for engaging the peripheral attention of a person in the vicinity of a display device, comprising the steps of:	"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used." (Kjorsvik, Abstract) "The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use by the PC. A PC user has the capability of returning the PC to its conventional use, but also has the capability of controlling the presentation to an extent, or even changing to an entirely different presentation among the several which may be available to that specific user." (Kjorsvik, Abstract)
acquiring a set of content data from a content providing system;	"Each presentation or script consists of one or more individual slides or screens composed around a particular topic." (Kjorsvik, 3:33-35.) "One example is Powerpoint in WINDOWS software from Microsoft, Inc., of Redmond, Washington, which is now widely available." (Kjorsvik, 3:60-62.) "Administration module 26 also has the capability of communicating with external sources, including other network servers with databases having presentation information, as well as other outside sources of data and images." (Kjorsvik, 2:58-62) "The administration module 26 has the basic responsibility of composing, adding to, or deleting information from the database 24 on server 18." (Kjorsvik, 2:55-57.) "Lastly, presentations may be obtained or provided to

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	external systems and/or other outside sources over external communication lines. This enables the one administration module for the system *to obtain or provide* presentations directly from or to external sources, so as to eliminate the need for composing them within the system." (Kjorsvik, 4:19-24)(emphasis added)
	"FIGs. 9-13 concern the overall operating means of the system." (Kjorsvik, 4:55-56.)
	"In FIG. 10, control is provided over the importing and exporting of presentations (scripts) and over the options available for printing the text and the visual information." (Kjorsvik, 4:57-60)
selectively displaying on the display device, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a	"The presentation is displayed on the screens of the individual PCs in the network by the action of a messenger software module present in each PC, following passage of a selected amount of time during which the PC is on but is not used. The messenger module maintains control over the presentation of the images in the particular presentation sequence following interruptions of actual use