

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

LG ELECTRONICS, INC., LG ELECTRONICS U.S.A., INC.,
Petitioner

U.S. Patent No. 9,247,174

**DECLARATION OF ANDREW LIPPMAN,
UNDER 37 C.F.R. § 1.68 IN SUPPORT OF PETITION FOR
INTER PARTES REVIEW**

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I, Andrew Lippman, do hereby declare as follows:

I. INTRODUCTION

1. I am making this declaration at the request of LG Electronics, Inc. in the matter of the *Inter Partes* Review of U.S. Patent No. 9,247,174 (“the ’174 patent”) to Sirpal *et al.*

2. I am being compensated for my work in this matter at my standard hourly rate. I am also being reimbursed for reasonable and customary expenses associated with my work and testimony in this investigation. My compensation is not contingent on the outcome of this matter or the specifics of my testimony.

3. I have been asked to provide my opinions regarding whether claims 1-14 (“the Challenged Claims”) of the ’174 patent are unpatentable as they would have been obvious to a person having ordinary skill in the art (“POSITA”) at the time of the alleged invention, in light of the prior art. It is my opinion that all of the elements of the Challenged Claims would have been obvious to a POSITA.

4. In the preparation of this declaration, I have studied:

- a. the ’174 patent, Ex.1001;
- b. the prosecution history of the ’174 patent (“’174 File History”),
Ex.1002;
- c. U.S. Patent Publication No. 2010/0262938 to Woods et al. (“Woods”),
Ex.1005;

- d. U.S. Patent Publication No. 2002/0060750 to Istvan et al. (“Istvan”), Ex.1006;
- e. “*CurioView: TV Recommendations Related to Content Being Viewed*,” Hideki Sumiyoshi, IEEE International Symposium on Broadband Multimedia System and Broadcasting 2010 (“CurioView”), Ex.1007;
- f. U.S. Patent Publication No. 2007/0047920 to Machida et al. (“Machida”), Ex.1008;
- g. U.S. Patent Publication No. 2011/0219395 to Moshiri et al. (“Moshiri”), Ex.1009;
- h. WO2013133915 to Cherry et al. (“Cherry”), Ex.1010;
- i. U.S. Patent Publication No. 2012/0054794 to Kim et al. (“Kim”), Ex.1011;

5. In forming the opinions expressed below, I have considered: the documents listed above; the relevant legal standards, including the standard for obviousness; and my own knowledge and experience based upon my work in the field of televisions as described below, and any additional authoritative documents as cited in the body of this declaration.

6. Unless otherwise noted, all emphasis in any quoted material has been added.

II. QUALIFICATIONS AND PROFESSIONAL EXPERIENCE

7. My qualifications and professional experience are described in my *Curriculum Vitae*, a copy of which can be found in Exhibit 1004. The following is a brief summary of my relevant qualifications and professional experience.

8. I earned my undergraduate degree in Electrical Engineering from MIT in 1971. I earned a Master of Science degree in Computer Graphics from MIT in 1978. I earned a Ph.D. in Electrical Engineering from the École Polytechnique Fédérale de Lausanne (Switzerland) in 1995. My thesis was on scalable video, a technique for representing visual data in a fluid and variable networking and processing environment, similar to what we call streaming today.

9. I am currently a Senior Research Scientist at the Massachusetts Institute of Technology (“MIT”) and Associate Director of the MIT Media Laboratory, an approximately \$80 million per year research and teaching facility at MIT, which I helped establish in the early 1980s.

10. At MIT, I have supervised over 50 Masters and Ph.D. theses in the Media Arts and Sciences program and have taught courses such as Digital Video and MIT’s freshman physics seminar. Through the course of my career, I have directed and served as principal investigator of research projects supported by the Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), The National Science Foundation (NSF), and over 50 industrial

companies. I have never precisely calculated my net research volume, but it is in excess of \$50 million.

11. I am named as an inventor on six patents in the area of video and digital processing and have served on the advisory boards for technology companies in fields ranging from video conferencing to music analysis. I have authored or coauthored over 65 published papers in the fields of interactivity, communications, video coding, and television. I served on the editorial board of the Image Communication Journal between 1989 and 2003. I have served as an expert witness in patent cases since 2001, addressing diverse features of interactive television, electronic program guides, and user interaction.

12. I have worked generally on video interaction systems since the 1970s. In the early 1970s, I developed font representations that permitted high quality display of text on standard broadcast television receivers. In 1978, I directed a DARPA-funded project called the “Movie-Map” that used computing and optical video and image storage to create an “experiential map” that featured “surrogate travel,” the ability to recreate the visual experience of traveling through a real place, a city. This is similar to Google’s Street-View and mapping systems.

13. In the 1980s, I was principal investigator of Office of Naval Research funded programs in video and graphics computer systems for interactive learning dedicated to maintenance and repair. I also developed networked video

communications systems that included scripting languages for specifying audiovisual content and representing it on various monitoring terminals.

14. In 1991, I created the “Media Bank” program at MIT, the purpose of which was to allow a diverse set of networked devices to access appropriate forms of content for which they had the bandwidth and processing power to display. This entailed maintaining state information about terminal devices at a server and using that to determine the best representation of the audiovisual material to deliver to them. In addition, it included and developed cryptographic distribution methods that ensured secure delivery of information on the network. Related to this work, I also supervised Masters theses on networked distribution of video and coding specifically for diverse uses on the Internet. My colleagues and I created demonstrations of interactive television systems for news that combined the evening newscast with additional data from print sources so the viewer could learn more about the story than was available in the live broadcast.

15. Also in 1991, I created the Television of Tomorrow program at MIT. This program addressed the digital representation and delivery of video at diverse scales and through diverse networks. This program built on work on scalable representations of images that were standards-independent and interactive.

16. In 1993, I was invited to be a member of Robert Kahn’s “Cross Industry Working Group” the goal of which was to develop the ideas for a

National Information Infrastructure. At DARPA, Kahn had initiated the research to develop the Arpanet and the Internet. Throughout this period, my students and I worked on distributed interactive systems for consumer use (television, electronic newspapers, learning) including the basic technology of the network and the client-server interactions.

17. I was a member of the Motion Picture Experts Groups, an ISO standards committee effort that defined the standards for common distribution of “MP3” music and storage and distribution of “MPEG Video.” I co-wrote the paper defining the requirements for the MPEG-2 standard with Okubo and McCann in 1995. MPEG standards remain the predominant encoding for distribution of digital video to this day. I was also the principal investigator on industry-funded programs addressing digital motion pictures — the “Movies of the Future” program at MIT, and high definition television, “Television of Tomorrow.” At MIT, I created the “Digital Life” consortium, the purpose of which was to explore and develop ideas relevant to an Internet-connected society.

III. LEVEL OF ORDINARY SKILL IN THE ART

18. I understand there are multiple factors relevant to determining the level of ordinary skill in the pertinent art, including (1) the levels of education and experience of persons working in the field at the time of the invention; (2) the sophistication of the technology; (3) the types of problems encountered in the field;

and (4) the prior art solutions to those problems.

19. A person of ordinary skill in the art (“POSITA”) in the field of the ’174 patent, as of its earliest possible filing date of August 17, 2012, would have been someone knowledgeable and familiar with the television display technology that is pertinent to the ’174 patent. A POSITA would have had a bachelor’s degree in Electrical Engineering, Software Engineering, or Computer Engineering, or equivalent training, and approximately two years of experience working in the field of television systems and networking, human-computer interaction, or related technologies. Lack of work experience can be remedied by additional education, and vice versa.

20. For purposes of this Declaration, in general, and unless otherwise noted, my statements and opinions, such as those regarding my experience and the understanding of a POSITA generally (and specifically related to the references I consulted herein), reflect the knowledge that existed in the field as of the priority date of the ’174 patent. Unless otherwise stated, when I provide my understanding and analysis below, it is consistent with the level of a POSITA prior to the priority date of the ’174 patent.

IV. RELEVANT LEGAL STANDARDS

21. I am not an attorney. In preparing and expressing my opinions and considering the subject matter of the ’174 patent, I am relying on certain basic

legal principles that counsel have explained to me. These principles are discussed below.

22. I understand that prior art to the '174 patent includes patents and printed publications in the relevant art that predate the priority date of the alleged invention recited in the '174 patent. For purposes of this Declaration, I am applying August 17, 2012 as the earliest possible priority date of the '174 patent.

23. I have been informed that a claimed invention is unpatentable under 35 U.S.C. § 103 if the differences between the invention and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which the subject matter pertains. I have also been informed by counsel that the obviousness analysis takes into account factual inquiries including the level of ordinary skill in the art, the scope and content of the prior art, and the differences between the prior art and the claimed subject matter.

24. I have been informed by counsel that the Supreme Court has recognized several rationales for combining references or modifying a reference to show obviousness of claimed subject matter. Some of these rationales include the following: (a) combining prior art elements according to known methods to yield predictable results; (b) simple substitution of one known element for another to obtain predictable results; (c) use of a known technique to improve a similar device

(method, or product) in the same way; (d) applying a known technique to a known device (method, or product) ready for improvement to yield predictable results; (e) choosing from a finite number of identified, predictable solutions, with a reasonable expectation of success; and (f) some teaching, suggestion, or motivation in the prior art that would have led one of ordinary skill to modify the prior art reference or to combine prior art reference teachings to arrive at the claimed invention.

V. THE '174 PATENT

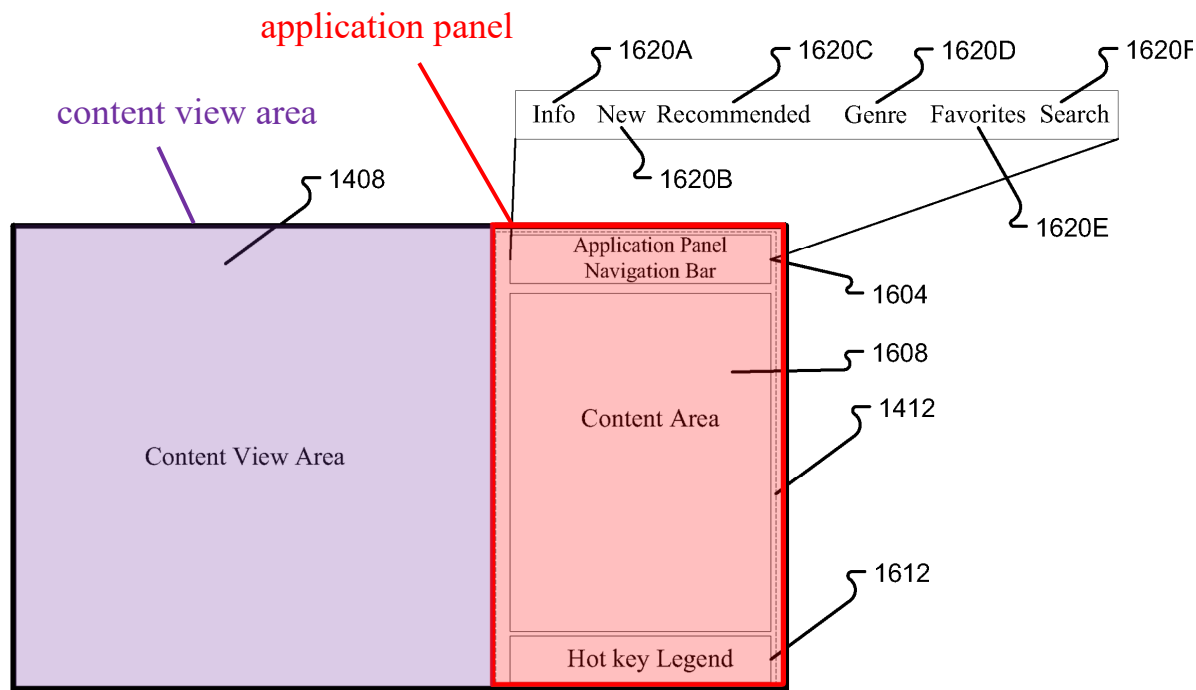
A. Overview of the '174 Patent

25. The '174 patent is directed to an “intelligent television and methods for displaying content.” Ex.1001, abstract. The '174 patent states that “[t]here is a need for an Intelligent TV with intuitive user interfaces and with seamless user interaction capability.” Ex.1001, 2:1-2. The purported solution to this need is an “*application panel interface*” that provides to a user information about the content currently being displayed on the television. The “*application panel interface*” includes a “*first content panel*” to display a first type of information. In response to directional inputs from a user, the “*application panel interface*” instead displays a “*second content panel*” that displays a different type of information. Claim 1 of the '174 patent is shown below with colored highlighting that corresponds to the highlighting in the figures accompanying the discussion below.

1. A method for displaying content on a television, comprising:
receiving a first input via an input device associated with the television;
in response to the first input, displaying, via the television, an application panel interface;
determining content currently being shown on the television;
identifying at least one of a content source and content information associated with the content currently being displayed via the television;
based on the content and the at least one of the content source and the content information, providing a first content panel in the application panel interface, wherein the first content panel is a first type of application panel;
receiving a first directional input via the input device associated with the television;
determining, based on a first direction associated with the first directional input, a second content panel to display via the television in the application panel interface, wherein the second content panel is a second type of application panel;
retrieving, from memory, a second content information based on the second type of content panel; and
displaying, via the television, the second content information in the second content panel.

26. The claimed “*application panel interface*” is described in an example of the ’174 patent specification as an application content panel 1412: “The application panel 1412 may provide access to contextually relevant functionality based on the currently viewing/recently viewed material.” Ex.1001, 30:42-44. The application panel 1412 “may be displayed in such a manner as to provide a user the ability to view content displayed in content view area 1408,” (Ex.1001, 30:22-23) i.e., the “*content currently being displayed via the television*,” shown in Fig. 16A

below.



Ex.1001, Fig. 16A (annotated).

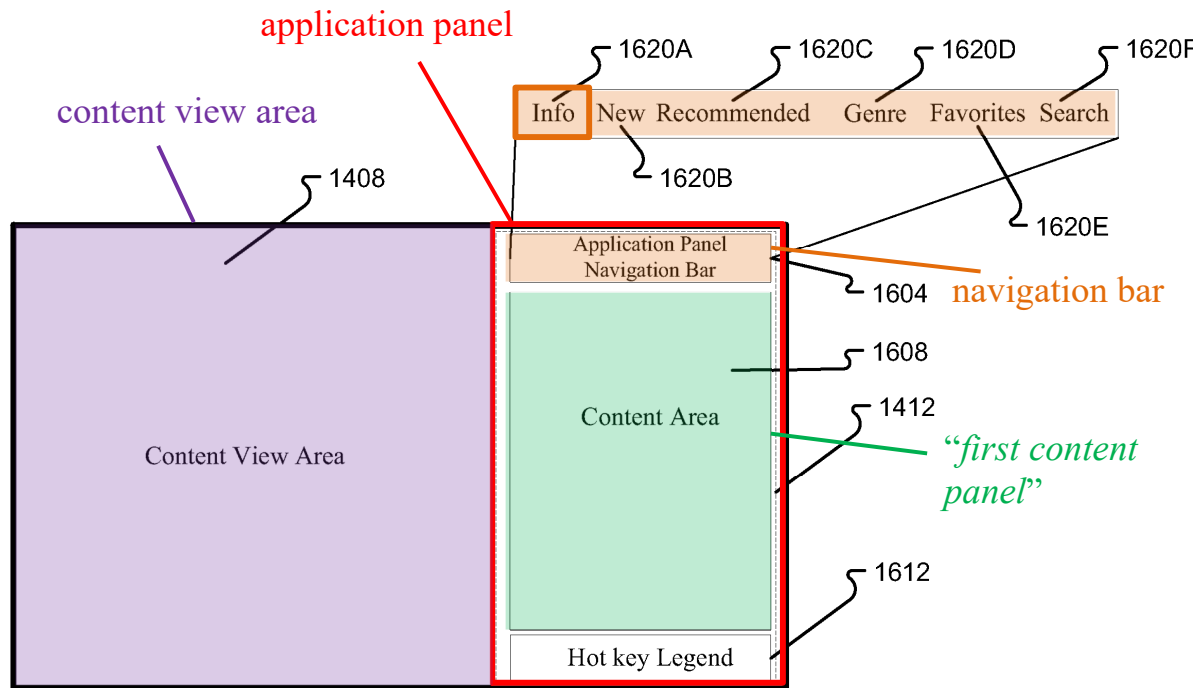
27. “The application panel 1412 may comprise ... a content area 1608.”

Ex.1001, 32:47-49. As explained in the '174 patent, “[t]he panel content area 1608 is panel view specific, i.e., when the panel view in focus changes, the panel content area 1608 updates to the corresponding panel view that is currently in focus.”

Ex.1001, 32:65-33:1. The view that is in focus is determined based on the menu item highlighted in the navigation bar 1604: “[T]he panel navigation bar 1604 may include fixed tab regions (also called tabs or panel views herein) 1620A-1620F corresponding to navigable menus and further comprising Info, New, Recommended, Genre, Favorites, and Search.” Ex.1001, 32:55-59. For example, a

first “type” of content panel may be the “Info” type, and a second “type” of content panel may be the “Recommended” type. The different types of content panels displayed within content area 1608 are thus referred to as “panel content types.”

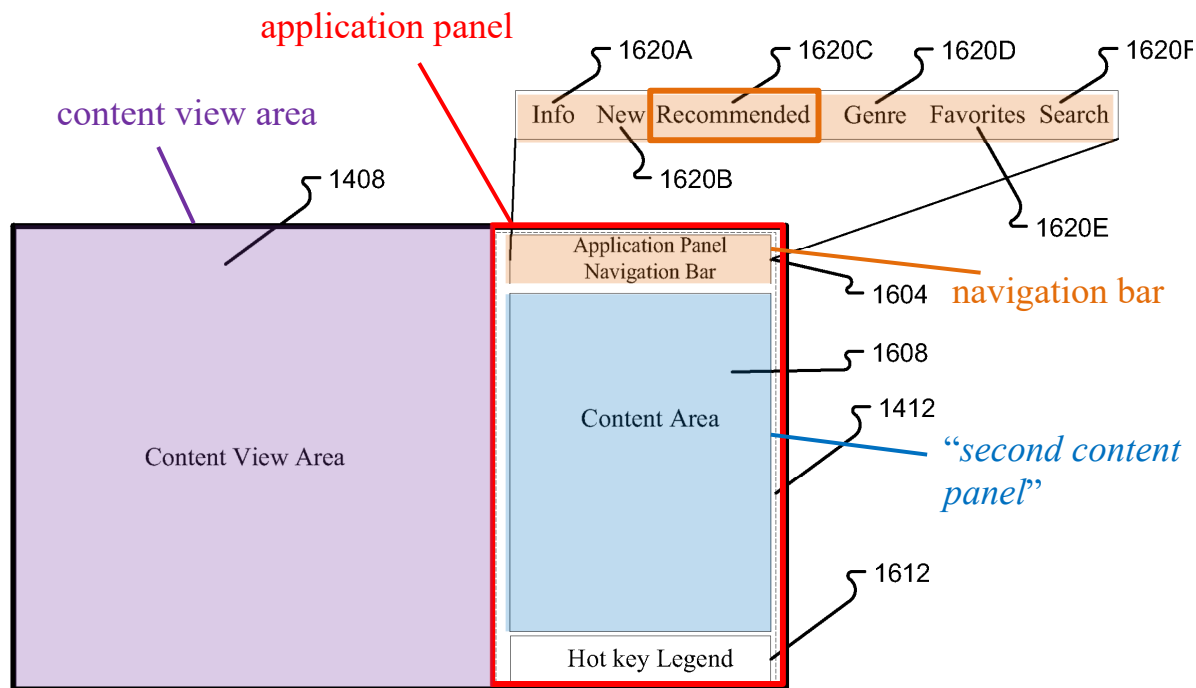
Ex.1001, 34:3-4. An example of the claimed “*first content panel*” of a first type (Info) is identified in the annotated figure below.



Ex.1001, Fig. 16A (annotated).

28. In the example above, when the user has selected “tab 1620A corresponding to info ... [a]n indicator, such as indicator 1640, may display which panel view 1620A-C is selected or has the current focus.” Ex.1001, 33:58-61. The user may use directional keys to navigate the navigation bar and place the focus on a different menu item: “Using the left and right arrows on the D-Pad navigates

between the various panel views 1620.” Ex.1001, 34:25-27. When the user navigates from the info tab (1620A) to the “recommended” tab 1620C, the information within content panel 1608 changes accordingly, as shown in the figure below.



Ex.1001, Fig. 16A (annotated).

29. The '174 patent illustrates the concept of changing the type of “content panel” being displayed through directional inputs in Figs. 20C and 21A, as shown below.

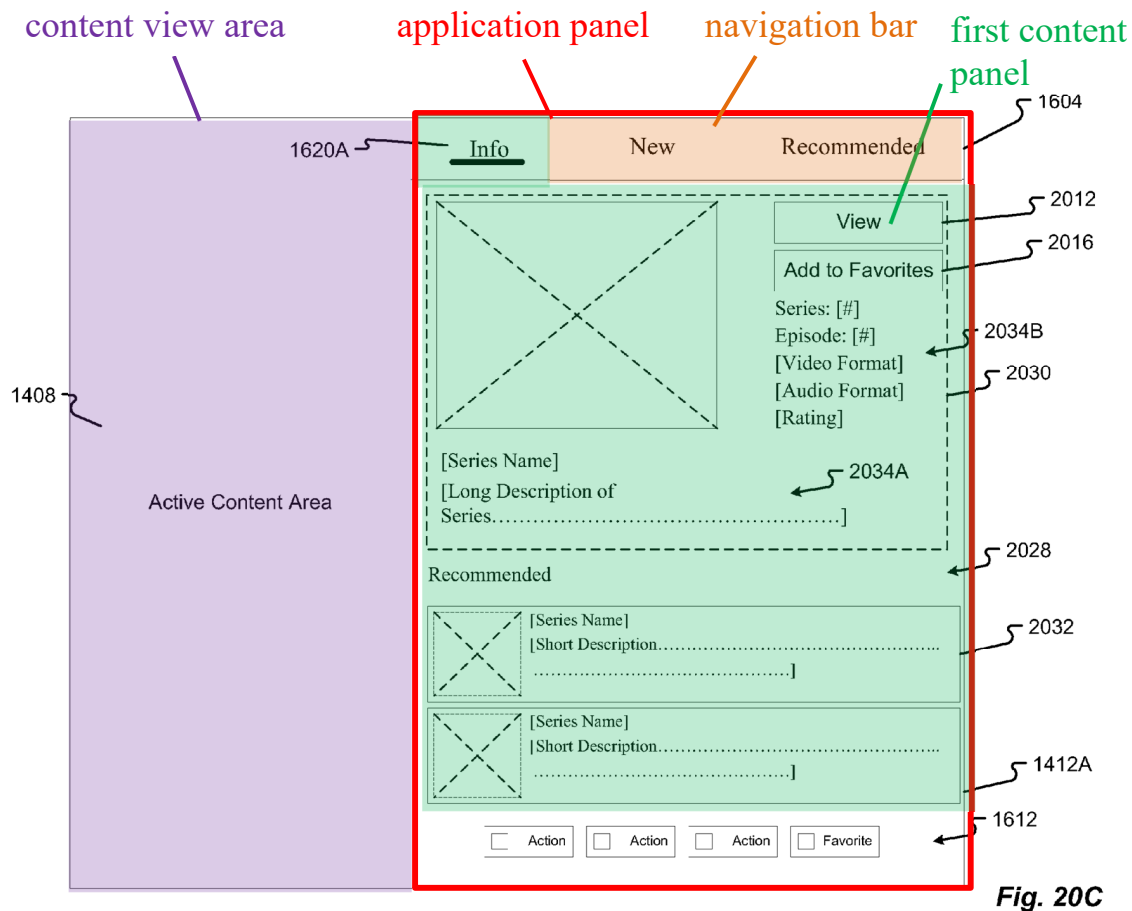
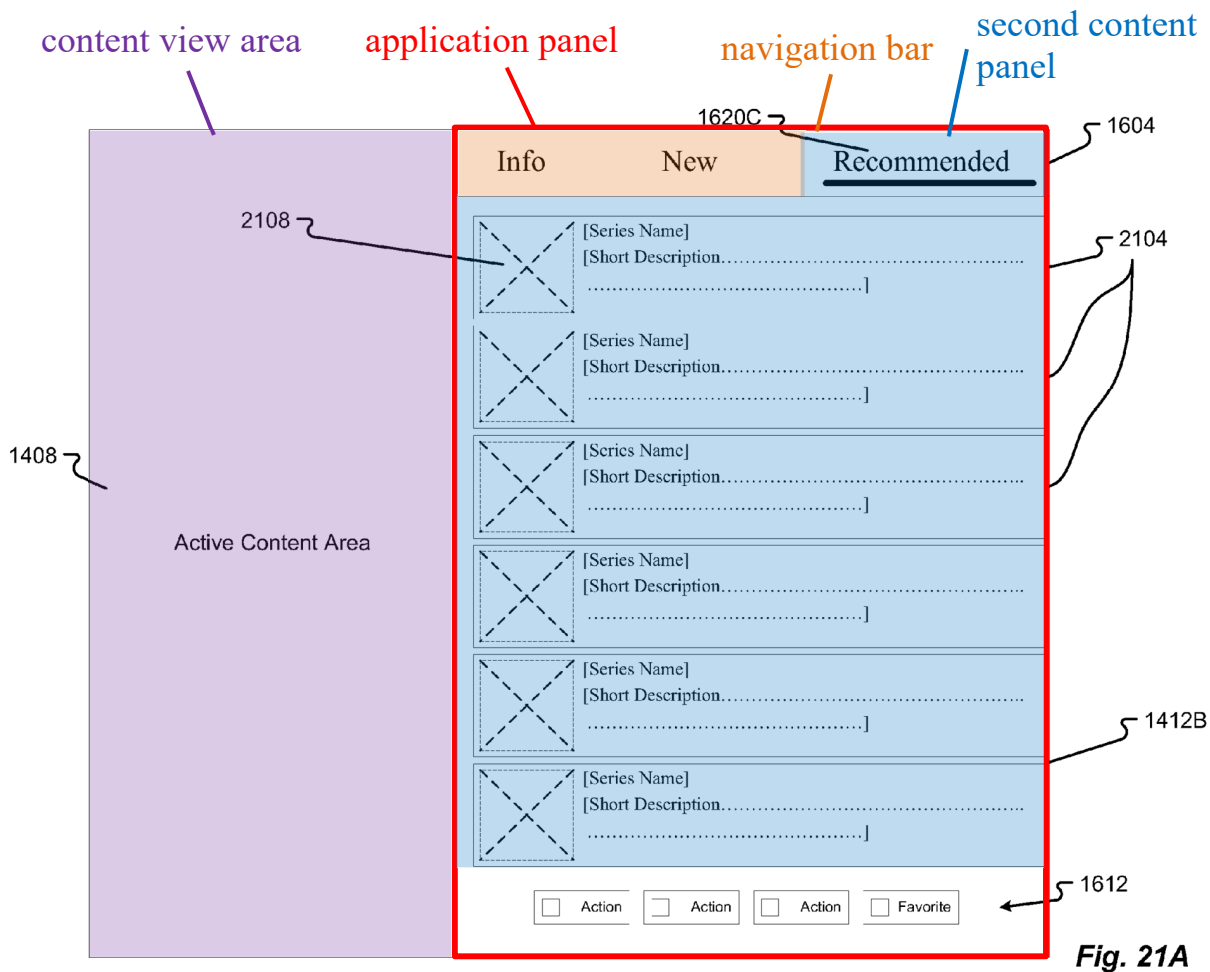


Fig. 20C

Ex.1001, Fig. 20C (annotated).

**Fig. 21A****Ex.1001, Fig. 21A (annotated).**

30. However, as I will explain below, the concept of presenting the user with an application panel and navigating a menu bar with directional inputs such that the information in a content panel within the application panel changes was not new as of the time the '174 patent was filed. Indeed, the Woods reference—described in detail below—shows that these claimed concepts were already known.

B. Prosecution History of the '174 Patent

31. The '174 patent was filed on August 16, 2013. It claims priority to a

series of provisional applications, the earliest of which was filed on August 17, 2012.

32. The Office issued a non-final rejection on October 9, 2014, which rejected the claims as being anticipated by U.S. Patent Publication No. 2012/0174039 to Rhoads (“Rhoads”). Ex.1002, 216-27. In response, the Applicant added claim limitations related to the “application panel interface.” Ex.1002, 188-93. In the next Office Action, the Examiner stated that “Independent claims 1 and 16 (and their dependent claims), **as amended**, present a unique combination of elements that are not taught or suggested by the art of record, available to the Examiner at this time, when considering the claims as a whole.” Ex.1002, 135 (emphasis added). The Office then issued a Notice of Allowance on September 4, 2015. Ex.1002, 106-09.

33. However, for the reasons I will explain below, the concept of an “application panel interface” as well as the other claim limitations of the ’174 patent were not new.

VI. CLAIM CONSTRUCTION

34. It is my understanding that in order to properly evaluate the ’174 patent, the terms of the claims must first be interpreted. It is my understanding that for the purposes of this *inter partes* review, the claims are to be construed under the so-called *Phillips* standard, under which claim terms are given their ordinary

and customary meaning as would be understood by one of ordinary skill in the art in light of the specification and prosecution history, unless the inventor has set forth a special meaning for a term. I have also been informed that claim terms only need to be construed to the extent necessary to resolve the obviousness inquiry.

35. I have reviewed the entirety of the '174 patent, as well as its prosecution history. In my opinion, for purposes of applying the prior art presented herein to evaluate patentability, the claim terms do not require express construction. I have applied the so-called *Phillips* standard, which requires that claim terms are given their ordinary and customary meaning as would have been understood by a POSITA in light of the specification and prosecution history, unless the inventor has set forth a special meaning for a term.

36. In fact, the '174 patent provides explicit definitions for various terms and phrases, including various claim terms of the Challenged Claims. For example, from column 4, line 60 to column 11, line 35, the '174 patent lists certain terms and provides explicit definitions and context for these terms, which include various claim terms of the Challenged Claims. My analysis of the prior art presented herein takes into account and is consistent with the definitions and context provided in the '174 patent for terms in the Challenged Claims. Two examples of claim term definitions are described below.

A. “*panel*”

37. Claims, 1-4 and 8-12 each recite the phrase “*panel*.”

38. I note that in the ’174 patent, the inventor provided a special meaning for the term “*panel*.”

The term “*panel*,” as used herein, can mean a user interface displayed in at least a portion of the display. The panel may be interactive (e.g., accepts user input) or informational (e.g., does not accept user input). A panel may be translucent whereby the panel obscures but does not mask the underlying content being displayed in the display. Panels may be provided in response to a user input from a button or remote control interface.

Ex.1001, 7:36-44.

39. Accordingly, in view of the special meaning provided by the inventor, the phrasing of “*panel*” includes “a user interface displayed in at least a portion of the display.”

B. “*at least one*”

40. Claims 1, 2, 10, and 11 each recite the phrase “*at least one*.”

41. I note that in the ’174 patent, the inventor provided a special meaning for the term “*at least one*.”

The phrases “at least one”, “one or more”, and “and/or” are open-ended expressions that are both conjunctive and disjunctive in operation. For example, each of the expressions “at least one of A, B and C”, “at least one of A, B, or C”, “one or more of A, B, and C”, “one or more of A, B, or C” and “A, B, and/or C” means A alone, B alone, C alone, A and B together, A and C together, B and C together, or A, B and C together.

Ex.1001, 4:60-67.

42. Accordingly, in view of the express definition provided in the ’805 patent, a claim limitation that recites a list of “*at least one*” items is met by teaching any item in that list alone or together with any other items in that same list.

VII. IDENTIFICATION OF HOW THE CLAIMS ARE UNPATENTABLE

43. I have been asked to provide my opinion as to whether the Challenged Claims of the ’174 Patent would have been obvious in view of the prior art. The discussion below provides a detailed analysis of how the prior art references identified below teach the elements of the Challenged Claims of the ’174 patent. As part of my analysis, I have considered the scope and content of the prior art and any differences between the alleged invention and the prior art. I describe in detail below the scope and content of the prior art, as well as any differences between the alleged invention and the prior art, on an element-by-element basis for each Challenged Claims of the ’174 patent.

44. As described in detail below, the alleged invention of the Challenged Claims would have been obvious in view of the teachings of the identified prior art references as well as the knowledge of a POSITA.

A. Ground 1: Claims 1-14 are obvious over Woods.

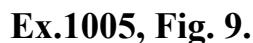
1. Summary of Woods

45. The primary reference that I rely upon is U.S. Patent Publication No. 2010/0262938 to Woods et al. (“Woods”), which was filed on September 30, 2009 and published on October 14, 2010.

46. Like the ’174 patent, Woods relates to “systems and methods for navigating a media guidance application with multiple perspective views.” Ex.1005, [0003]. The media guidance application may be, for example, an “interactive television program guide.” Ex.1005, [0034]. To provide an efficient technique for navigating media selections, Woods describes an interface that allows a user to navigate a menu bar to change the type of information being displayed about the content currently showing on the television. *See e.g.* Ex.1005, Fig. 10.

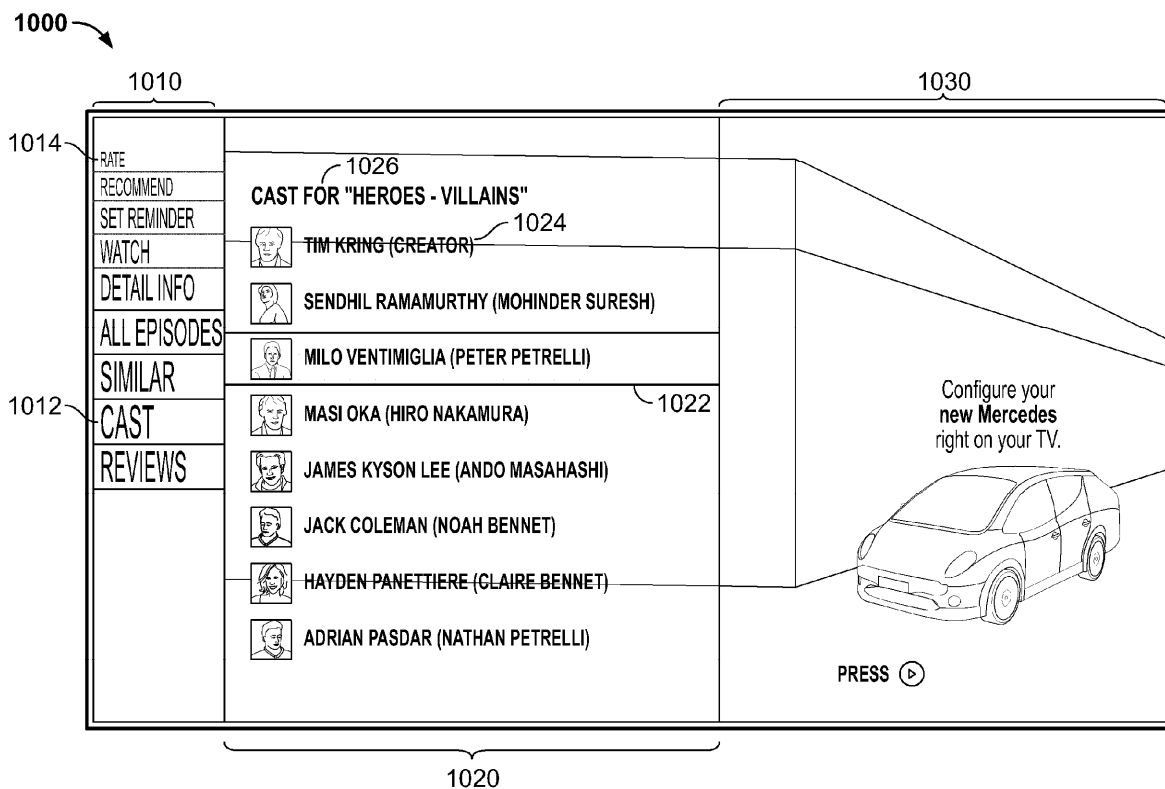
47. Through the interactive guide, a “user may indicate a desire to access media information by selecting a selectable option provided in a display screen (e.g., a menu option, a listings option, an icon, a hyperlink, etc.) or pressing a dedicated button (e.g., a GUIDE button) on a remote control or other user input

below in Fig. 9.



24

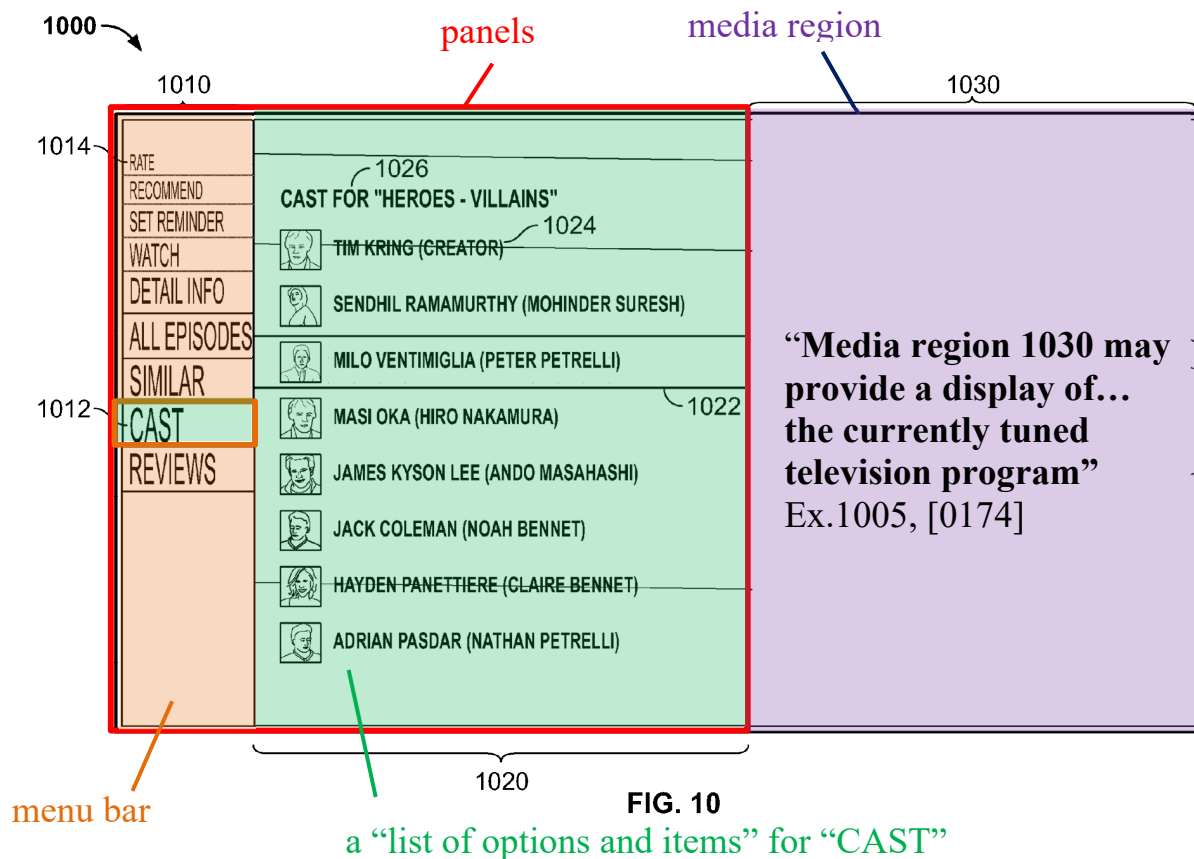
may navigate within portions of the media guidance objects to select a desired program listing corresponding to a media asset.” Ex.1005, [0156]. When a user selects a program listing from the guide in screen 900—for example the currently tuned program—the interactive television guide brings up screen 1000, shown in Fig. 10 below. *See* Ex.1005, [0170]-[0171].



Ex.1005, Fig. 10.

49. Display screen 1000 includes regions 1010 and 1020, which are displayed to the left of a media region 1030. Region 1010 is a menu bar that “may display [a] list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9).” Ex.1005,

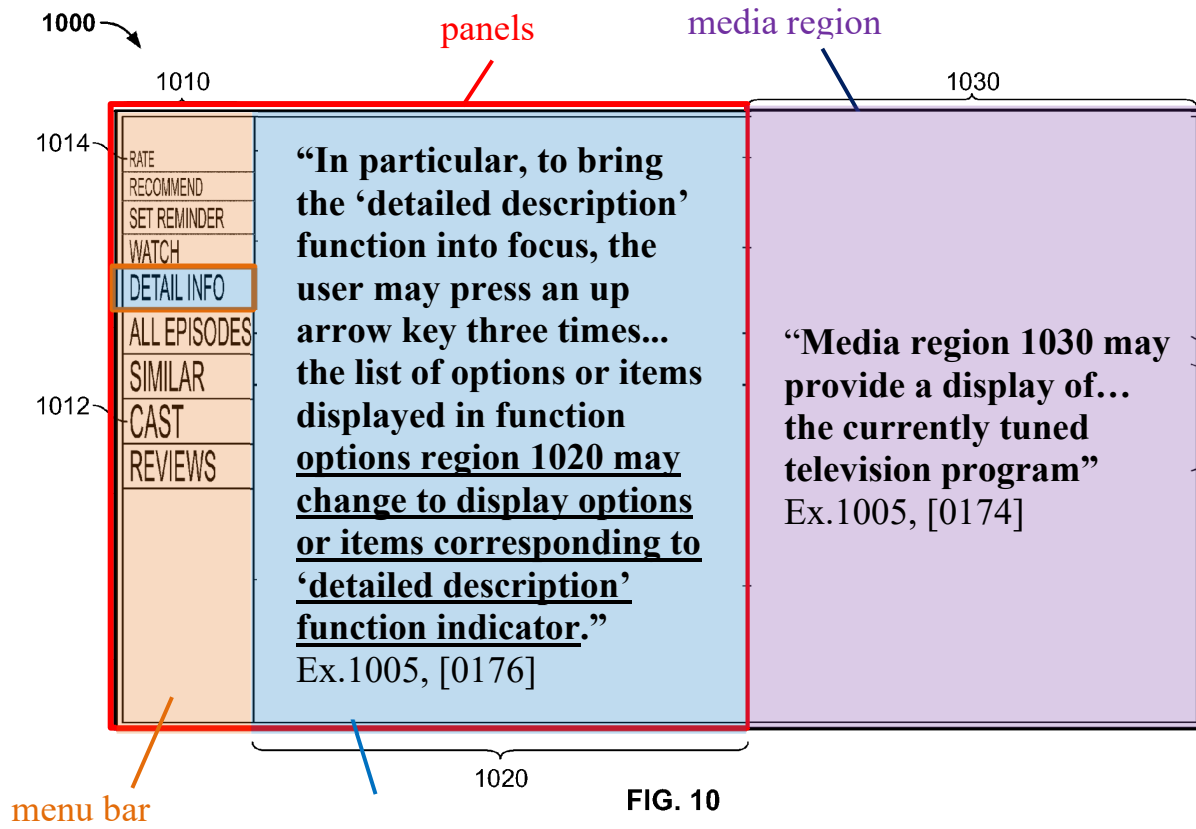
[0171]. “[R]egion 1020 may display a list of options or items relating to the indicator of the function in focus in functions menu bar 1010.” Ex.1005, [0175]. In the example of Fig. 10, the indicator in the option bar is focused on “cast” 1012 and thus region 1020 displays information related to the cast of the currently tuned program. The “media region 1030 may provide a display of ... the currently tuned television program.” Ex.1005, [0174]. The panels 1010, 1020 and media region 1030 are identified below, in annotated Fig. 10.



Ex.1005, Fig. 10 (modified and annotated).

50. Like the '174 patent, Woods' interactive television program guide

allows the user to navigate the menu bar through directional inputs. Fig. 10 illustrates the case where the focus is on the “cast” option in the menu bar and therefore options region 1020 displays a list of options and items related to “cast.” However, “when the ‘cast’ function indicator is in focus and the user desires to bring the ‘detailed description’ function indicator into focus which may be, for example, three indicators away from the ‘cast’ function indicator, the list of options or items displayed in function options region 1020 may change three times.” Ex.1005, [0176]. Thus, the third time the user presses an up arrow key, “the list of options or items displayed in function options region 1020 may change to display options or items corresponding to ‘detailed description’ function indicator.” Ex.1005, [0176].



a “list of options and items” for “DETAILED DESCRIPTION”
Ex.1005, Fig. 10 (modified and annotated).

51. In summary, Woods describes an interactive television guide that provides regions 1010/1020 to display information about the program currently being displayed (in media region 1030). The user may further use directional inputs to navigate a menu bar 1010 to change the type of options and items displayed in the options region 1020. The following analysis explains in detail how Woods renders obvious each element of the Challenged Claims.

2. Claim 1

[1.0] *A method for displaying content on a television, comprising:*

52. To the extent limiting, Woods renders obvious the preamble.

53. **First**, Woods discloses user equipment 300 which may be, for example, a television set (“*television*”). Woods explains that “[u]sers may access media content and the media guidance application (and its display screens described above and below) from one or more of their user equipment devices. FIG. 3 shows a generalized embodiment of illustrative user equipment device 300.” Ex.1005, [0048].

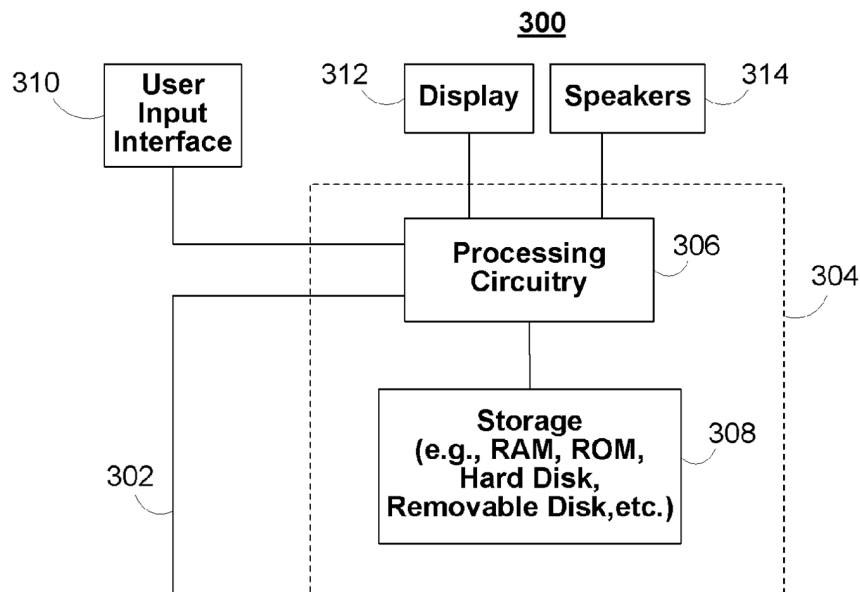


FIG. 3

Ex.1005, Fig. 3.

54. “User equipment device 300 of FIG. 3 can be implemented in system 400 of FIG. 4 as user television equipment 402.” Ex.1005, [0056]; *see also* [0058] (“user television equipment 402...may utilize at least some of the system features described above in connection with FIG. 3”).

User television equipment 402 may include a set-top box, an integrated receiver decoder (IRD) for handling satellite television, **a television set**, a digital storage device, a DVD recorder, a video-cassette recorder (VCR), a local media server, or other user television equipment. **One or more of these devices may be integrated to be a single device, if desired.**

Ex.1005, [0057].

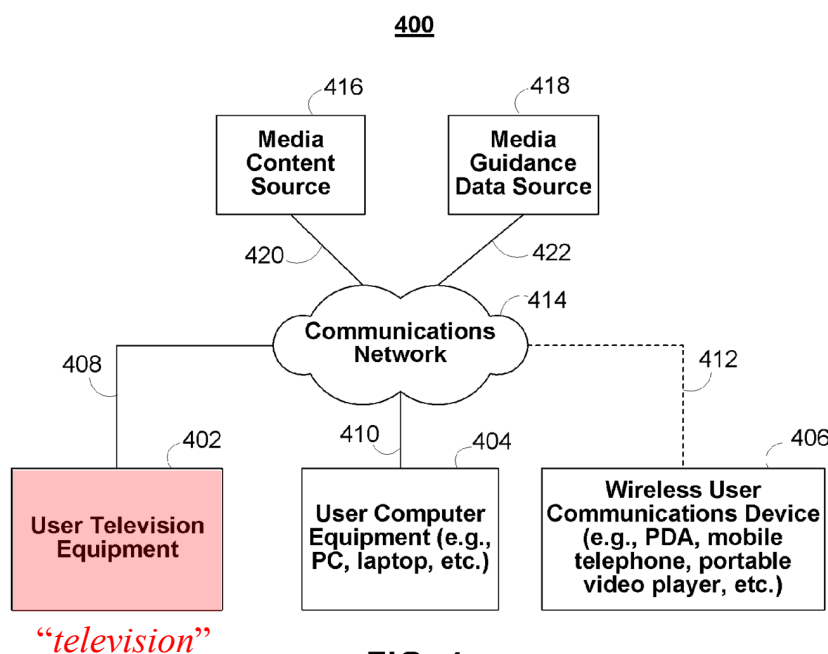
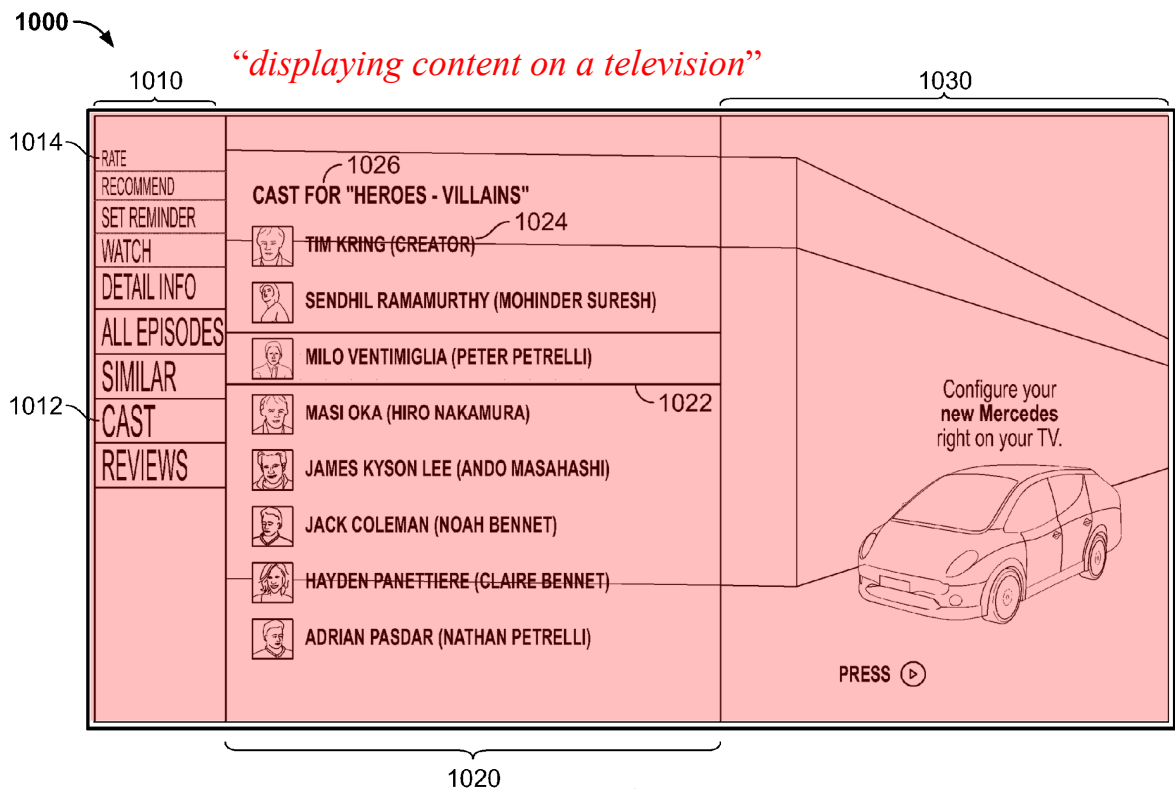


FIG. 4

Ex.1005, Fig. 4 (annotated).

55. Second, Woods describes methods for navigating a media guidance application, such as an interactive television guide, to “*display[] content*” on the television set. Through the television equipment, the user may “access media content and the media guidance application (and its display screens described below).” Ex.1005, [0048]. One example of a television display screen for

displaying content is shown below at Figure 10.



Ex.1005, Fig. 10 (annotated).

Systems and methods are provided for navigating a media guidance application with multiple perspective views. A first of a plurality of media guidance objects may be displayed in a first perspective view that appears flat on the screen. A second media guidance object may be displayed in a second perspective view that appears to be going into the screen creating the appearance of a fold between the first and second media guidance application objects at a location where the first perspective view changes into the second perspective view. The second media guidance object in the second perspective view may be caused to slide through the fold into the first perspective view. The second media guidance object displayed in the

first perspective view may be selected. An action may be performed for a media asset corresponding to the selected media guidance object.

Ex.1005, Abstract.

56. Woods' media guidance application may be a television program guide for displaying media content:

Interactive media guidance applications may take various forms depending on the media for which they provide guidance. **One typical type of media guidance application is an interactive television program guide. Interactive television program guides** (sometimes referred to as electronic program guides) are well-known guidance applications that, among other things, **allow users to navigate among and locate many types of media content including conventional television programming (provided via traditional broadcast, cable, satellite, Internet, or other means), as well as pay-per-view programs, on-demand programs (as in video-on-demand (VOD) systems), Internet content (e.g., streaming media, downloadable media, Webcasts, etc.), and other types of media or video content.** Guidance applications also allow users to navigate among and locate content related to the video content including, for example, video clips, articles, advertisements, chat sessions, games, etc. Guidance applications also allow users to navigate among and locate multimedia content. The term multimedia is defined herein as media and content that utilizes at least two different content forms, such as text, audio, still images, animation, video, and interactivity content forms. **Multimedia content may be recorded and played, displayed** or accessed by

information content processing devices, such as computerized and electronic devices, but can also be part of a live performance. It should be understood that the invention embodiments that are discussed in relation to media content are also applicable to other types of content, such as video, audio and/or multimedia.

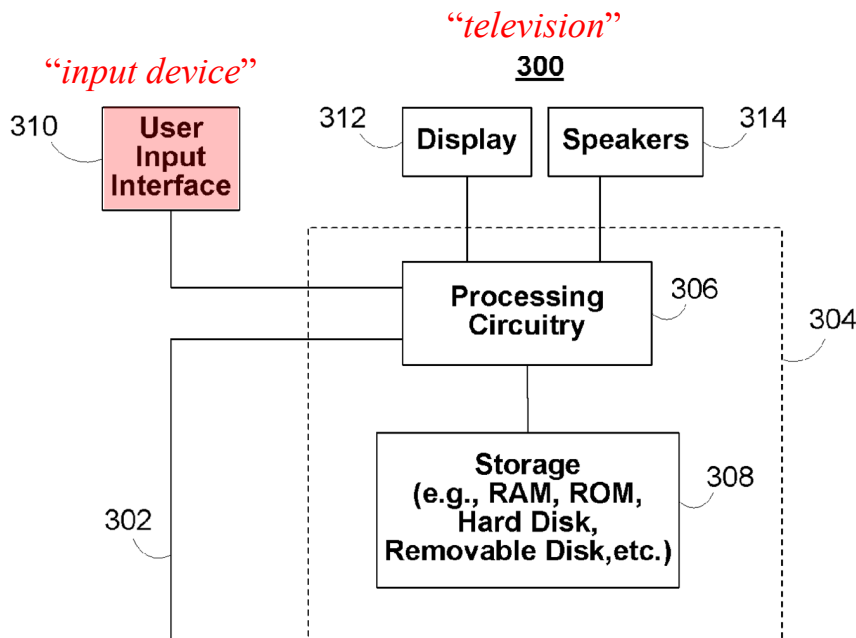
Ex.1005, [0034].

57. Thus, Woods' disclosure of a method for displaying media content on user television equipment 300 renders obvious "*a method for displaying content on a television*" as recited in the preamble.

[1.1] *receiving a first input via an input device associated with the television;*

58. First, as discussed at the preamble [1.0], Woods discloses user television equipment 300 ("*the television*").

59. Second, Woods teaches "*an input device*" because Woods discloses that television equipment 300 includes "**a user input device.**" Ex.1005, [0037]. In the context of Figure 3, Woods' user input device corresponds to "**user input interface 310**" that is associated with the user television equipment 300.



Ex.1005, Fig. 3 (annotated).

60. The user input interface 310 receives commands to control the user television equipment 300 control circuitry 304.

A user may control the control circuitry 304 using user input interface 310. User input interface 310 may be any suitable user interface, such as a remote control, mouse, trackball, keypad, keyboard, touch screen, touch pad, stylus input, joystick, voice recognition interface, or other user input interfaces.

Ex.1005, [0053].

As discussed, above, the commands may be received through any input means such as a remote controller, voice activation, voice recognition, wireless or wired device, vision analysis (e.g., where the

eyes are positioned and looking at), optical scan, infrared devices, one or more laser pointers, or other suitable means.

Ex.1005, [0274].

61. The above cited exemplary implementations of user input interface 310 are within the scope of the '174 patent. For example, Woods' user input interface 310 may be a "**remote controller**" and the '174 patent similarly discloses the "user providing an input via **a remote control** or other **input device**." Ex.1005, [0053]; Ex.1001, 43:51-53. As another example, Woods discloses that the user input interface 310 may be a "**voice recognition interface**" and the '174 patent similarly discloses "input devices including... **audio**." Ex.1005, [0053]; Ex.1001, 13:59-62. In yet another example, the user input interface 310 may be a "**touch screen**" and the '174 patent similarly discloses the use of a "**touch screen**, display [to receive] [s]elections input by a user." Ex.1005, [0053]; Ex.1001, 13:54-55. Additionally, the examples provided in the '174 patent are "no way limit[ing]" and therefore any of Woods' exemplary user input interface 310 are within the scope of the claimed "*input device*." See, e.g., Ex.1001, 13:59-62 ("It is anticipated that the Intelligent TV 100 can receive input via various input devices including, but in no way limited to, video, audio, radio, light, tactile, and combinations thereof.").

62. In this declaration, I will proceed with the user input interface 310 corresponding to a remote control, with the understanding that any other of

Woods' exemplary input means also apply to the analysis below and correspond to the claimed "*input device*."

63. Accordingly, Woods' user input interface 310 (e.g., a remote control) that is associated with the user television equipment 300 renders obvious "*an input device associated with the television*," as claimed.

64. Second, Woods teaches "*receiving a first input*" through the input interface 310 because Woods discloses receiving input commands to select a program listing via the user input interface 310.

A user may control the control circuitry 304 using user input interface 310. User input interface 310 may be any suitable user interface, such as a remote control, mouse, trackball, keypad, keyboard, touch screen, touch pad, stylus input, joystick, voice recognition interface, or other user input interfaces.

Ex.1005, [0053].

As discussed, above, the commands may be received through any input means such as a remote controller, voice activation, voice recognition, wireless or wired device, vision analysis (e.g., where the eyes are positioned and looking at), optical scan, infrared devices, one or more laser pointers, or other suitable means.

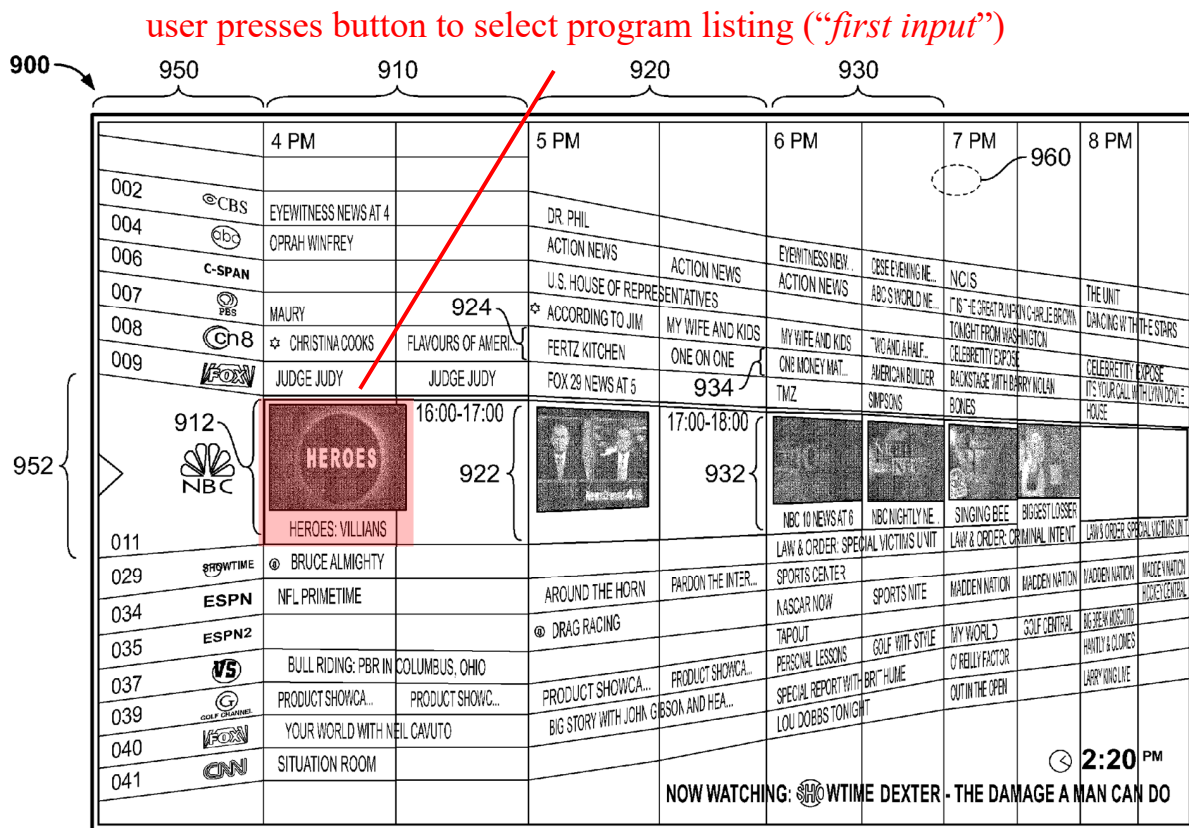
Ex.1005, [0274].

With a user input device, a user can select program listings by moving highlight region 110. Information relating to the program listing selected by highlight region 110 may be provided in program

information region 112. Region 112 may include, for example, the program title, the program description, the time the program is provided (if applicable), the channel the program is on (if applicable), the program's rating, and other desired information.

Ex.1005, [0037].

65. In one example, “[t]he user may navigate within portions of the media guidance objects to **select a desired program listing** corresponding to a media asset. For example, the user may navigate up/down within program source information region 950 to select a desired program source.” Ex.1005, [0156]. For example, “the user may first have selected a program listing corresponding to the media asset ‘Heroes.’” Ex.1005, [0184].



Ex.1005, Fig. 9 (annotated).

66. The program listing selected from screen 900 corresponds to either a broadcast program or an on-demand program.

In some embodiments, all the program listings displayed in the second perspective view correspond to media assets that are broadcast during a particular time interval. For example, all the program listings displayed in the second perspective view may be associated with media assets that are broadcast between 4-5 PM. The program listings displayed in the second perspective view may correspond to any range of time intervals (e.g., one hour, half-hour or any other range). In particular, although the time interval range shown in FIG. 9 is one hour long, any other length may be provided. In some implementations, the

program schedule may display a title, video and/or other program identification information of each program broadcast on the television channels or program sources for each time interval that is displayed in the program schedule during which the corresponding program is broadcast.

In some implementations, some of the program listings displayed in the second or third perspective views may correspond to video-on-demand media assets or previously recorded media assets. In

such scenarios, the program listings corresponding to on-demand media may appear through the entire row corresponding to a particular on-demand source. In particular, the display of on-demand media program listings may not be dependent upon time intervals. In some implementations, program sources may represent different genre categories (e.g., comedy or drama). In such circumstances, program listings displayed adjacent to a particular program source that represents a genre category may correspond to media assets that are related to that particular genre category. These program listings may or may not be organized according to time intervals depending on whether the program listings correspond to on-demand media or not.

Ex.1005, [0160]-[0161].

67. Woods provides examples of how a user may select a program listing (e.g., broadcast, video-on-demand, or recorded media) via the user input interface 310 (e.g., pressing a button on a remote control). *See, e.g.,* Ex.1005, [0036] (“A user may indicate a desire to access media information by selecting a selectable option provided in a display screen (e.g., a menu option, a listings option, an icon,

a hyperlink, etc.) or pressing a dedicated button (e.g., a GUIDE button) on a remote control or other user input interface or device.”), [0099] (“The user may then select (e.g., by pressing an OK button).”), [0097] (“[T]he user may instruct processing circuitry 306 (e.g., by pressing a suitable control button).”). It would have thus been obvious to a POSITA for the user to select a program listing (e.g., broadcast or video-on-demand) from screen 900 by pressing a button on a remote control (of user input interface 310).

68. Thus, Woods’ disclosure of receiving a user’s input command to select a program listing via the user input interface 310 (e.g., by pressing a button on a remote control), renders obvious a “*receiving a first input via an input device*,” as claimed.

[1.2] *in response to the first input, displaying, via the television, an application panel interface*;

69. First, as discussed in connection with element [1.1], Woods discloses receiving a user’s input command to select a program listing (“*first input*”).

70. Second, Woods discloses that in response to the user selecting a program listing (“*in response to the first input*”), the television displays to the user display screen 1000 with functions menu bar 1010 and function options region 1020 that together teach an “*application panel interface*.”

FIG. 10 shows an illustrative display screen 1000 of functions corresponding to a selected program listing displayed accordance

with an embodiment of the invention. Screen 1000 may include a functions menu bar 1010, function options region 1020 and a media region 1030.

Ex.1005, [0170]; *see also* Ex.1005, [0036] (“A user may indicate a desire to access media information by selecting a selectable option provided in a display screen...**In response to the user's indication, the media guidance application may provide a display screen with media information....**”).

71. As shown below in Fig. 10, in response to the user selecting the program listing corresponding to “Heroes,” (see Ex.1005, [0184]), the television displays screen 1000 with functions menu bar 1010 and function options region 1020, which together correspond to “*an application panel interface.*”

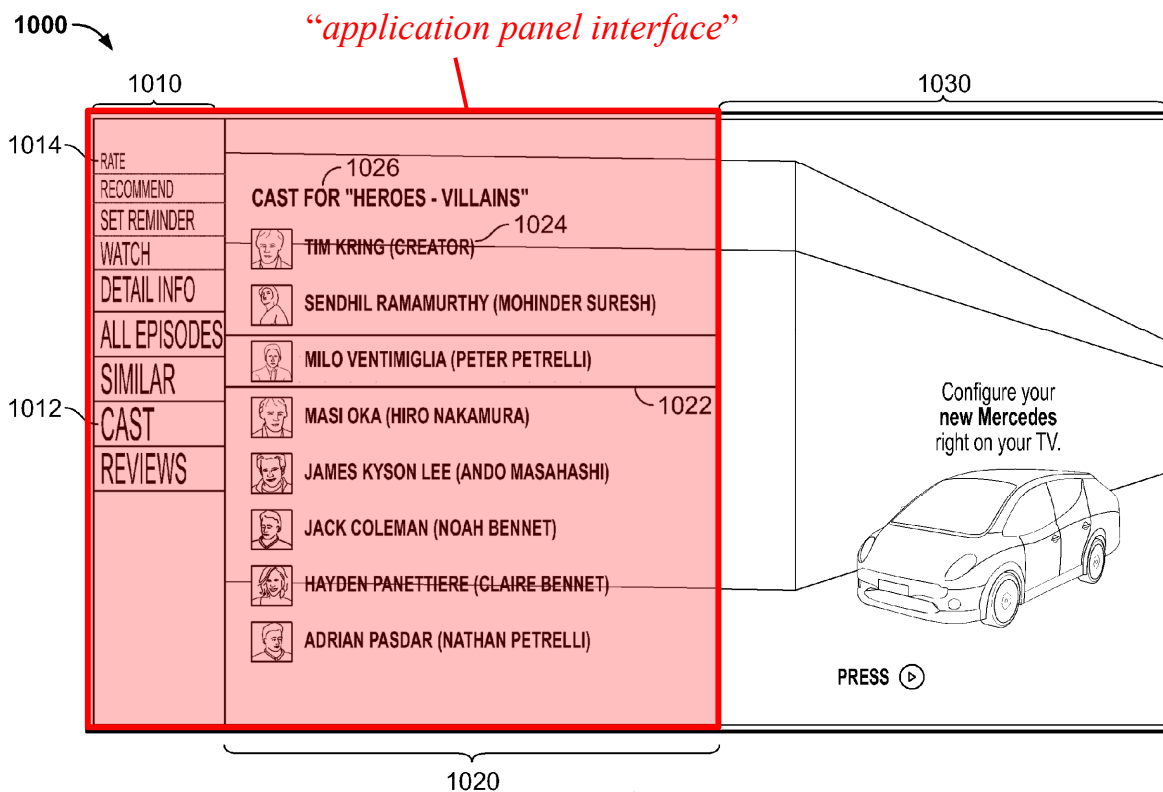


FIG. 10

Ex.1005, Fig. 10 (annotated).

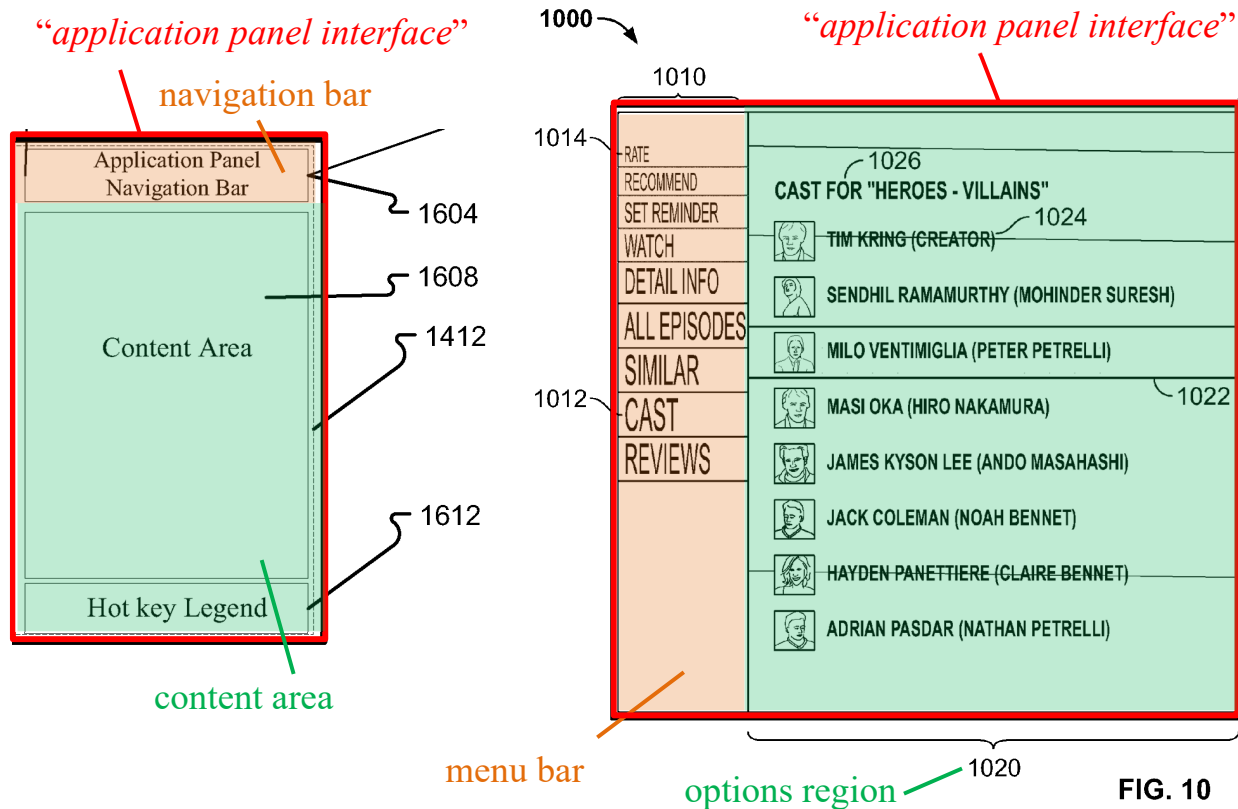
Functions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention. Some of the functions that may be associated with a particular media asset may include requests for reviews, a list of the cast members, list of similar media assets, broadcast or schedule information of the media asset (which may include other air times of the media asset), a list of all episodes of the media asset, detailed description of the media asset, watch or access the media asset, set or schedule reminders for the media asset, schedule a recording for the media asset, provide a rating for the media asset.

Ex.1005, [0171].

Function options region 1020 may display a list of options or items relating to the indicator of the function in focus in functions menu bar 1010. As the user brings different indicators into focus, the list of options or items displayed in function options region 1020 may change to correspond to the indicator of the function in focus. In particular, the list of options or items displayed in function options region 1020 may change or be updated as each indicator of the function is brought into focus.

Ex.1005, [0175].

72. As noted in the Claim Construction Section, the '174 patent states that the term "*panel*" includes "a user interface displayed in at least a portion of the display." Ex.1001, 7:36-37. Woods' regions 1010 and 1020 similarly display a user interface in a portion of the screen as shown in Figure 10 and therefore correspond to a "*panel*." Regions 1010 and 1020 are a user "*interface*" because they provide the user with the ability to interact with the media guidance application through directional controls, as will be described in further detail below. Moreover, Woods' regions 1010 and 1020 are analogous to the description of the "*application panel interface*" in the '174 patent. As explained above in the Overview of the '174 Patent, the "*application panel interface*" includes a navigation bar 1604 and content area 1608, which is analogous to Woods menu bar 1010 and options region 1020 as shown below.



Ex.1001, Fig. 16A
(partial, annotated).

Ex.1005, Fig. 10
(partial, annotated).

73. While Woods' example provides a vertical menu bar 1010, Woods explains that "menu bar 1010 may be displayed horizontally on the screen (instead of vertically as shown)." Ex.1005, [0173]. To the extent that a horizontal implementation is a requirement of the claim, it would have thus been obvious for Woods' menu bar 1010 to be displayed horizontally like the example in the '174 patent.

74. Thus, Woods discloses that in response to the user's input command to select a program listing (e.g., with a remote control), displaying, via the

television, a functions menu bar 1010 and a function options region 1020 corresponding to the selected program listing, which renders obvious “*in response to the first input, displaying, via the television, an application panel interface*” as claimed.

[1.3] *determining content currently being shown on the television;*

75. First, as discussed at the preamble [1.0], Woods discloses user television equipment 300 (“*the television*”).

76. Second, Woods teaches “*determining content currently being shown*” because Woods discloses that the processing circuitry 306 of the user television equipment 300 highlights or brings to focus the program guide listing corresponding to the content currently tuned and displayed on the television.

When the user first enters screen 900, processing circuitry 306 may highlight or bring into focus the program listings corresponding to the currently tuned program or program being currently accessed. The currently tuned or accessed program may also be displayed behind the program schedule information. In particular, program schedule information displayed in screen 900 may be partially transparent such that both the program schedule information and the currently tuned to or accessed program can be seen simultaneously. Information about the currently tuned to or accessed program may also be displayed at, for example, the bottom of the screen. The information may include the title or name of the program

or media asset being accessed, the program source of the program or media asset and a short description of the program or media asset.

Ex.1005, [0155].

77. Accordingly, Woods' processing circuitry 306 "*determine[es] the content currently being shown on the television*" because it highlights or focuses that content within the program guide of Fig. 9.

78. Woods' Figure 9 (although not illustrated as partially transparent) also indicates that the television has determined that at time 2:20PM the user is "NOW WATCHING: SHOWTIME DEXTER- THE DAMAGE A MAN CAN DO." Woods discloses that "[P]rogram schedule information displayed in screen 900 may be partially transparent such that both the program schedule information and the currently tuned to or accessed program can be seen simultaneously" Ex.1005, [0155].

	4 PM	5 PM	6 PM	7 PM	8 PM
002 CBS	EYEWITNESS NEWS AT 4	DR. PHIL			
004 ABC	OPRAH WINFREY	ACTION NEWS	ACTION NEWS	EYEWITNESS NEWS	THE UNIT
006 C-SPAN		U.S. HOUSE OF REPRESENTATIVES	ACTION NEWS	ABC'S WORLD NEWS	DANCING WITH THE STARS
007 PBS	MAURY	★ ACCORDING TO JIM	MY WIFE AND KIDS	ABC'S WORLD NEWS	CELEBRITY EXPOSE
008 Cn8	★ CHRISTINA COOKS	FLAVOURS OF AMERICA	MY WIFE AND KIDS	ABC'S WORLD NEWS	CELEBRITY EXPOSE
009 FOX	JUDGE JUDY	JUDGE JUDY	FOX 26 NEWS AT 5	TMZ	IT'S YOUR CALL WITH LINDSEY HOGE
011 NBC	HEROES	HEROES: VILLAINS	NBC 10 NEWS AT 6	NBC NIGHTLY NEWS	SINGING BEE
029 ESPN	BRUCE ALMIGHTY	AROUND THE HORN	PARDON THE INTER...	SPORTS CENTER	LAW & ORDER: CRIMINAL INTENT
034 ESPN	NFL PRIMETIME	DRAG RACING	NASCAR NOW	SPORTS NITE	MADDOEN NATION
035 VS	BULL RIDING: PBR IN COLUMBUS, OHIO	PRODUCT SHOWCA...	PRODUCT SHOWCA...	PERSONAL LESSONS	GOLF WITH STYLE
039 FOX	YOUR WORLD WITH NEIL CAVUTO	BIG STORY WITH JOHN GIBSON AND HEA...	SPECIAL REPORT WITH BRI HUME	LOU DOBBS TONIGHT	OUT IN THE OPEN
040 CNN	SITUATION ROOM				
041					

NOW WATCHING: NBC WTIME DEXTER - THE DAMAGE A MAN CAN DO

Ex.1005, Fig. 9 (annotated).

79. A POSITA would have recognized that when a different program is being watched at a different time, display screen 900 would display differently. For example, the information at the bottom of the screen would show different program information than what is illustrated in Fig. 9. To illustrate by example, Woods describes that the user is interested in the show “Heroes.” *See, e.g.,* Ex.1005, [0184] (“In particular, the user may first have selected a program listing corresponding to the media asset ‘Heroes.’”). In the particular circumstance when the time is 4:00PM and the user is watching “Heroes,” the information at the bottom of the screen 900 would indicate, for example, that the user is “NOW WATCHING: NBC HEROES-VILLANS.”

**“[P]rogram schedule information displayed in screen 900 may be partially transparent such that both the program schedule information and the currently tuned to or accessed program can be seen simultaneously”
Ex.1005, [0155].**



Ex.1005, Fig. 9 (modified and annotated).

¹ In the analysis below I will refer to modified and annotated Figure 9.

accessed.” Ex.1005, [0155]. A POSITA would have recognized that in the circumstance where the user is watching the show Heroes, the processing circuitry 306 would highlight or bring into focus the program listing corresponding to Heroes when the user enters screen 900. It would have been obvious for Woods’ processing circuitry 306 to “*determin[e]*” what program is currently tuned and displayed so that corresponding information about the program may be displayed at the bottom of the screen and so that the program listing may be highlighted or brought into focus on screen 900.

82. Additionally, Woods discloses that the user viewing screen 900 of Figure 9 may select the highlighted program listing to access the interface of Figure 10, which includes region 1030 that also displays the currently tuned television program.

Media region 1030 may provide a display of an advertisement, a video, a clip, the currently tuned television program, icon, image, text or any other suitable media. For example, media region 1030 may provide a video clip or textual description of the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention. Media region 1030 may also be selectable (e.g., using a movable cursor or highlight region). In particular, when an advertisement is displayed in media region 1030, the user may position or otherwise select the advertisement.

Ex.1005, [0174]. Wood’s Figure 10, reproduced below has been modified and annotated to illustrate that instead of showing an advertisement, it displays the “currently tuned television program” in media region 1030.

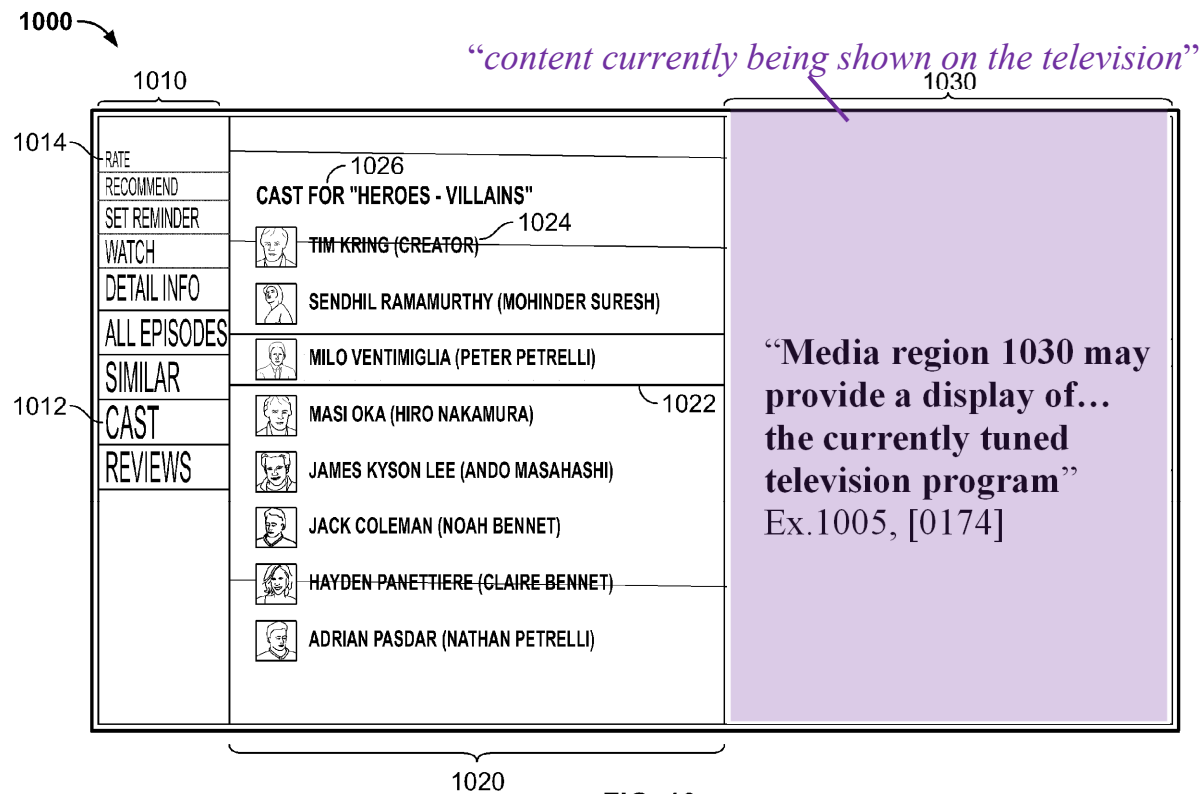


FIG. 10
Ex.1005, Fig. 10 (modified and annotated).

83. It would have thus been obvious to a POSITA for Woods’ processing circuitry 306 to “determin[e]” what program is currently watched (e.g., simultaneously in Figure 9) so that it may be displayed in media region 1030. Indeed, Woods’ teaching is consistent with the ’174 patent’s determining teaching. Ex.1001, 9:50-54 (“The terms ‘determine,’ ‘calculate,’ and ‘compute,’ and variations thereof, as used herein, are used interchangeably and include **any type**

of methodology, process, mathematical operation, or technique.”).

84. A POSITA would have recognized that there were many types of methodologies to determine the content currently being displayed on the television. One such known methodology would be for the media guidance application to obtain metadata about the content currently being displayed. *See* Ex.1007, 2 (“**Metadata associated with the content that the viewer is watching** is obtained from the metadata server (2)(3) by using the **content ID** and playback position information obtained from the display system (1)”).

85. Thus, Woods teaches determining the program currently shown on the television so that it may highlight or bring into focus the program listing corresponding to the currently tuned program being displayed on the television, which renders obvious “*determining content currently being shown on the television*” as claimed.

[1.4.1] *identifying at least one of a content source and content information*

86. As a threshold matter, I note that the claim’s recitation of “*at least one of*” requires either a “*content source*” **or** a “*content information*” to be identified, but not necessarily both. *See* Ex.1001, 4:60-67 (“The phrases ‘at least one’, ‘one or more’, and ‘and/or’ are open-ended expressions that are both conjunctive and disjunctive in operation. For example, each of the expressions ‘at least one of A, B and C,’ ‘at least one of A, B, or C,’ ‘one or more of A, B, and C,’ ‘one or more of

A, B, or C' and 'A, B, and/or C' means A alone, B alone, C alone, A and B together, A and C together, B and C together, or A, B and C together.”).

Nevertheless, as I analyze below, Woods identifies both “*content source*” and “*content information*.”

87. First, Woods teaches the claimed “*content source*” by disclosing a “media content source,” “program source,” and “broadcasters” or “providers” of the program currently tuned and displayed (shown) on the television.

Media guidance data source 418 may provide media guidance data, such as media listings, media-related information (e.g., broadcast times, broadcast channels, media titles, media descriptions, ratings information (e.g., parental control ratings, critic's ratings, etc.), genre or category information, actor information, **logo data for broadcasters' or providers' logos, etc.**), media format (e.g., standard definition, high definition, etc.), advertisement information (e.g., text, images, media clips, etc.), on-demand information, and any other type of guidance data that is helpful for a user to navigate among and locate desired media selections.

Ex.1005, [0065]; *see also* [0036].

Program source information region 950 may include text (e.g., source name), **icons (e.g., source logo), or any other visual indicator that is unique to a particular program source that allows the user to associate the program source information with the program source of the programs.** Program sources may include any television

channels, Internet websites (e.g., HULU.com), user devices, servers, or any other delivery source or device of media assets.

Ex.1005, [0153].

When the user first enters screen 900, processing circuitry 306 may highlight or bring into focus the program listings corresponding to the currently tuned program or program being currently accessed.

The currently tuned or accessed program may also be displayed behind the program schedule information. In particular, program schedule information displayed in screen 900 may be partially transparent such that both the program schedule information and the currently tuned to or accessed program can be seen simultaneously. **Information about the currently tuned to or accessed program may also be displayed at, for example, the bottom of the screen.** The information may include the title or name of the program or media asset being accessed, the **program source of the program** or media asset and a short description of the program or media asset.

Ex.1005, [0155].

88. Consistent with the example that I provided where the user is watching the Heroes program at 4:00PM, as shown below at modified Figure 9 (See [1.3]), screen 900 (which can “be partially transparent such that both the program schedule information and the currently tuned to or accessed program can be seen simultaneously”) displays program source 950 and program source information at the bottom of the screen (e.g., broadcaster “NBC”).

Ex.1005, Fig. 9 (modified and annotated).

Media content source 416 may include one or more types of media distribution equipment including a television distribution facility, cable system headend, satellite distribution facility, programming sources (e.g., television broadcasters, such as NBC, ABC, HBO, etc.), intermediate distribution facilities and/or servers, Internet

providers, on-demand media servers, and other media content providers.

Ex.1005, [0064].

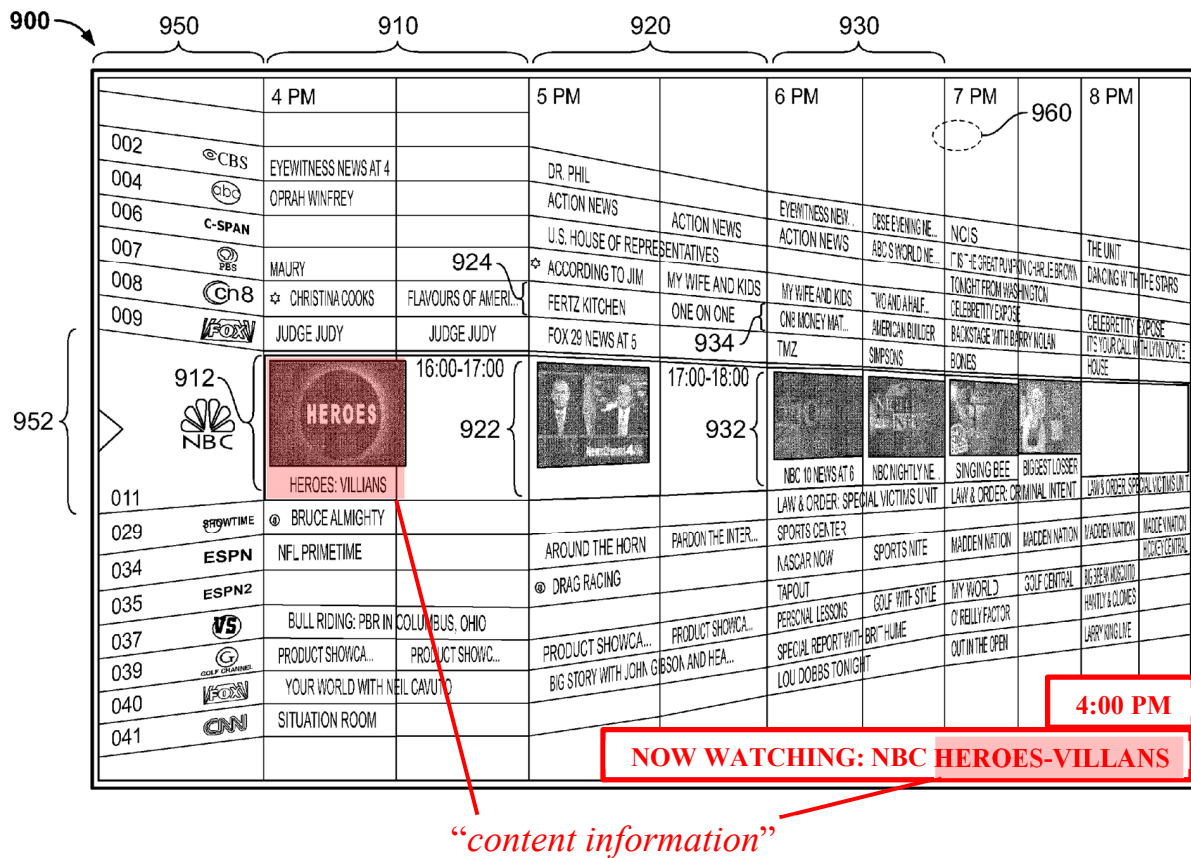
90. Accordingly, Woods' disclosure of media content source (e.g., one or more of programming source, on-demand source, broadcasters, providers, and other media content provider, etc.) corresponds to a "*content source*."

91. Second, Woods teaches the claimed "*content information*" by disclosing information such as title, name, short description, etc., of the program currently tuned and displayed (shown) on the television.

When the user first enters screen 900, processing circuitry 306 may highlight or bring into focus the program listings corresponding to the currently tuned program or program being currently accessed. The currently tuned or accessed program may also be displayed behind the program schedule information. In particular, program schedule information displayed in screen 900 may be partially transparent such that both the program schedule information and the currently tuned to or accessed program can be seen simultaneously. **Information about the currently tuned to or accessed program may also be displayed at, for example, the bottom of the screen. The information may include the title or name of the program or media asset being accessed, the program source of the program or media asset and a short description of the program or media asset.**

Ex.1005, [0155], Fig. 9.

92. As shown below at modified Figure 9 (*See* [1.3]), screen 900 (which can “be partially transparent such that both the program schedule information and the currently tuned to or accessed program can be seen simultaneously”) displays content information (e.g., title or name of the program, “HEROES-VILLIANS”).



Ex.1005, Fig. 9 (modified and annotated).

93. Additional content information may be displayed when the user selects a program listing from screen 900 of Figure 9, as shown below in the context of Figure 10. Under such an operation, functions menu bar 1010 displays content information, including reviews, a list of the cast members, detailed

description, rating, etc.

Functions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention. Some of the functions that may be associated with a particular media asset may include requests for reviews, a list of the cast members, list of similar media assets, broadcast or schedule information of the media asset (which may include other air times of the media asset), a list of all episodes of the media asset, detailed description of the media asset, watch or access the media asset, set or schedule reminders for the media asset, schedule a recording for the media asset, provide a rating for the media asset.

Ex.1005, [171].

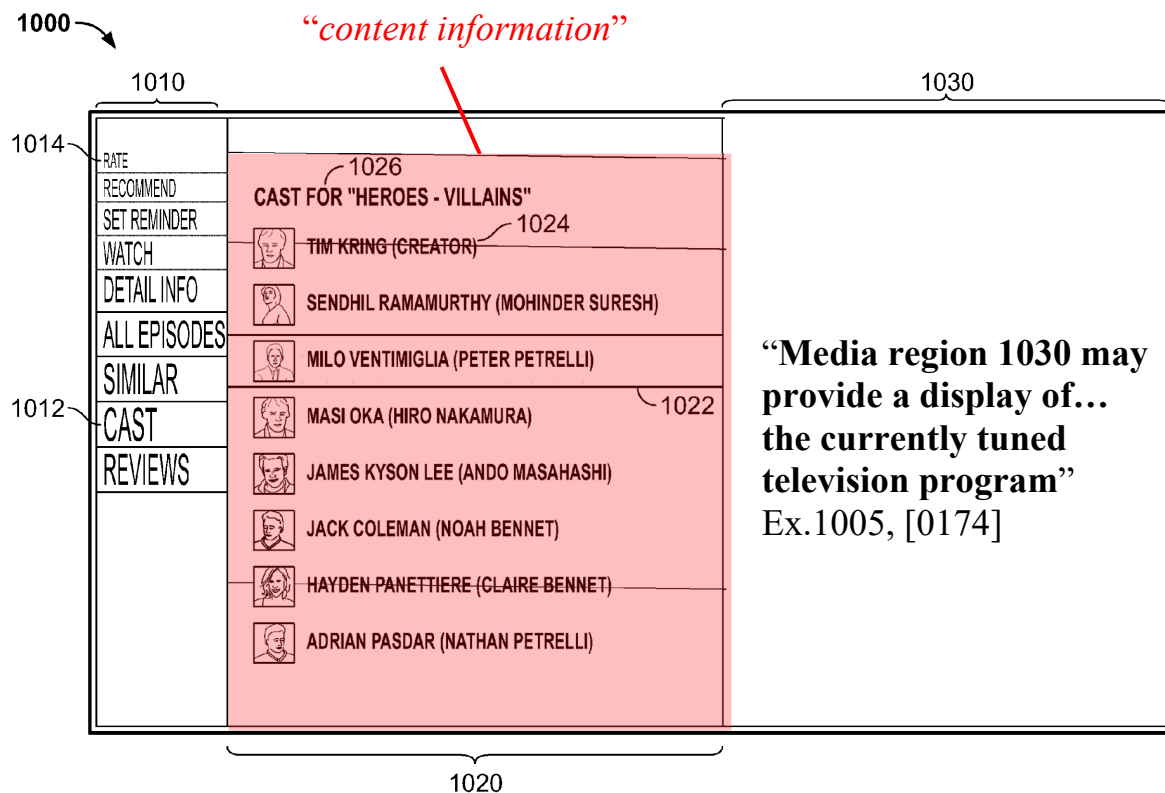


FIG. 10

Ex.1005, Fig. 10 (modified and annotated).

94. Woods further explains that the content information can be retrieved from a media guidance data source 418. Woods states that “guidance data from media guidance data source 418 may be provided to users’ equipment using a client-server approach.” Ex.1005, [0066].

Media guidance data source 418 may provide media guidance data, such as media listings, media-related information (e.g., broadcast times, broadcast channels, media titles, media descriptions, ratings information (e.g., parental control ratings, critic's ratings, etc.), genre or category information, actor information, logo data for broadcasters' or providers' logos, etc.), media format (e.g., standard definition, high definition, etc.), advertisement

information (e.g., text, images, media clips, etc.), on-demand information, and any other type of guidance data that is helpful for a user to navigate among and locate desired media selections.

Ex.1005, [0065]; *see also* [0036].

95. Accordingly, Woods' content information (e.g., one or more of name or title of the program, list of cast members, actor information, genre or category information, detailed description, rating, etc.) correspond to a "*content information*."

96. Third, Woods discloses "*identifying*" the "*content source*" and "*content information*" in many ways. For example, Woods discloses that the media guidance application locates and retrieves content source data from the media content source 416 and content information data from the media guidance data source 418, as analyzed immediately above. This is consistent with the '174 patent which contemplates "*identifying and recalling stored information*." Ex.1001, 15:58-60. Accordingly, it would have been obvious to a POSITA for Woods' processing circuitry 306 to identify data (e.g., content source and content information) in order to locate it in memory and retrieve the content so that it may be displayed.

97. Furthermore, Woods explains that its television set includes memory storage 308, which "**may be used to store various types of media described herein and guidance application data, including program information,**

guidance application settings, user preferences or profile information, or other data used in operating the guidance application.” Ex.1005, [0051]. To display information, the “[p]rocessing circuitry 306 may determine where **media guidance objects are stored** and ... may retrieve [the] media guidance objects from the memory.” Ex.1005, [0270]. Accordingly, Woods “*identiffies*” the “*content source*” and “*content information*”, for example, by locating and retrieving it from the media content source 416 and the media guidance data source 418.

98. Moreover, Woods “*identiffies*” the “*content source*” by displaying source information, e.g., icons, logos, any other visual indicator that is unique. Woods explains that “icons (e.g., source logo), or any other visual indicator that is unique to a particular program source that **allows the user to associate the program source information with the program source of the programs.**” Ex.1005, [0153]. Similarly, Woods “*identiffies*” the “*content information*” via the display (see e.g., Figures 9 and 10, identifying “HEROES-VILLIANS”).

99. In summary, Woods’ individual steps of locating, retrieving, and displaying information (see e.g., Figures 9 or 10), separately and together renders obvious “*identifying*” as claimed.

100. Thus, Woods renders obvious “*identifying at least one of a content source and content information,*” as claimed.

[1.4.2] [the content source and content information are] associated with the content currently being displayed via the television²;

101. First, as analyzed at element [1.3], Woods discloses determining the program currently tuned and displayed (shown) on the television (“*the content currently being displayed via the television*”).

102. Second, as analyzed at element [1.4.1], Woods discloses content source (e.g., one or more of programming source, on-demand source, and other media content provider, etc.) (“*content source*”) and content information (e.g., one or more of name or title of the program, list of cast members, actor information, genre or category information, detailed description, rating, etc.) (“*content information*.”)

103. The content source and content information are “*associated with the content currently being displayed*” because they correspond to “[i]nformation **about the currently tuned to or accessed program**” which “**can be seen simultaneously**” on the display of the television. Ex.1005, [0155].

104. Furthermore, the noted information disclosed in the context of Figure 10’s menu bar 1010 and options region 1020 is also “*associated with the content*

² The term “**the** *content currently being displayed via the television*” appears to refer to the previously recited “*content currently being shown on the television.*”

currently being displayed” because it corresponds to the program listing selected by the user that is currently displayed in region 1030. Woods discloses that “[f]unctions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9).” Ex.1005, [0171]. Also, “[m]edia region 1030 may provide a display of... the currently tuned television program... corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected.” Ex.1005, [0174]; *see also* Ex.1005, [0184] (“[T]he user may first have selected a program listing corresponding to the media asset ‘Heroes.’”).

105. Figure 10 illustrates an example in which the identified “cast” information is displayed on the television screen with the currently tuned television program (HEROES-VILLAINS, *See* [1.3]).

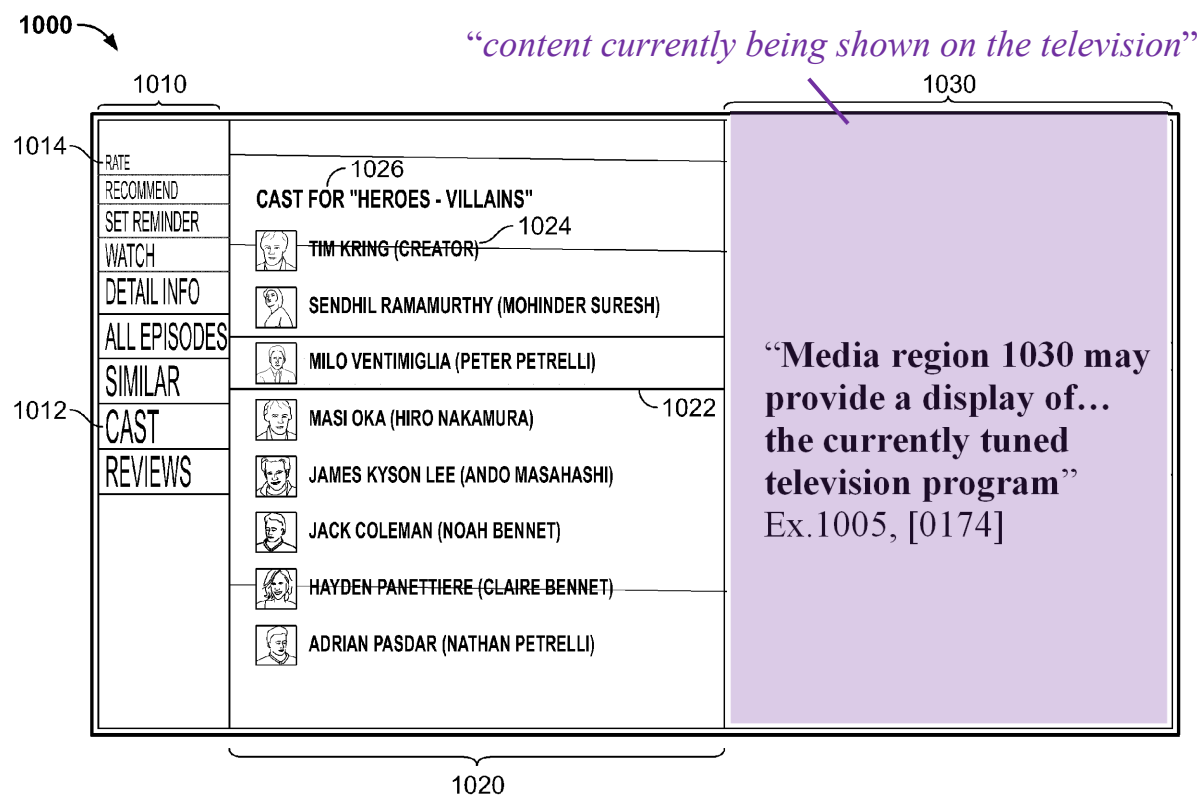


FIG. 10
Ex.1005, Fig. 10 (modified and annotated).

106. Thus, Woods’ disclosure of source and content information about the tuned program currently being displayed on the television renders obvious that the source and content information are “associated with the content currently being displayed via the television,” as claimed.

[1.5.1] based on the content and the at least one of the content source and the content information, providing a first content panel in the application panel interface,

107. First, as discussed in connection with element [1.2], Woods, in the context of Figure 10, discloses functions menu bar 1010 and function options region 1020 (collectively “the application panel interface”).

108. Further, consistent with the analysis at element [1.3], Woods Figure 10 is based on the selected program which corresponds to the program watched by the user.

109. Furthermore, as discussed at elements [1.4.1]-[1.4.2], Woods discloses identifying source and content information (“*the content source and the content information*”) about the program currently being displayed on the television (“*the content*”).

110. Second, Woods teaches a “*first content panel*” as claimed. As noted above, the ’174 patent defines a panel as “a user interface displayed in at least a portion of the display.” Ex.1001, 7:36-37. Similarly, Woods discloses that a “list of options or items” related to the selection in the menu bar is displayed within options region 1020.

Function options region 1020 may display a list of options or items relating to the indicator of the function in focus in functions menu bar 1010.

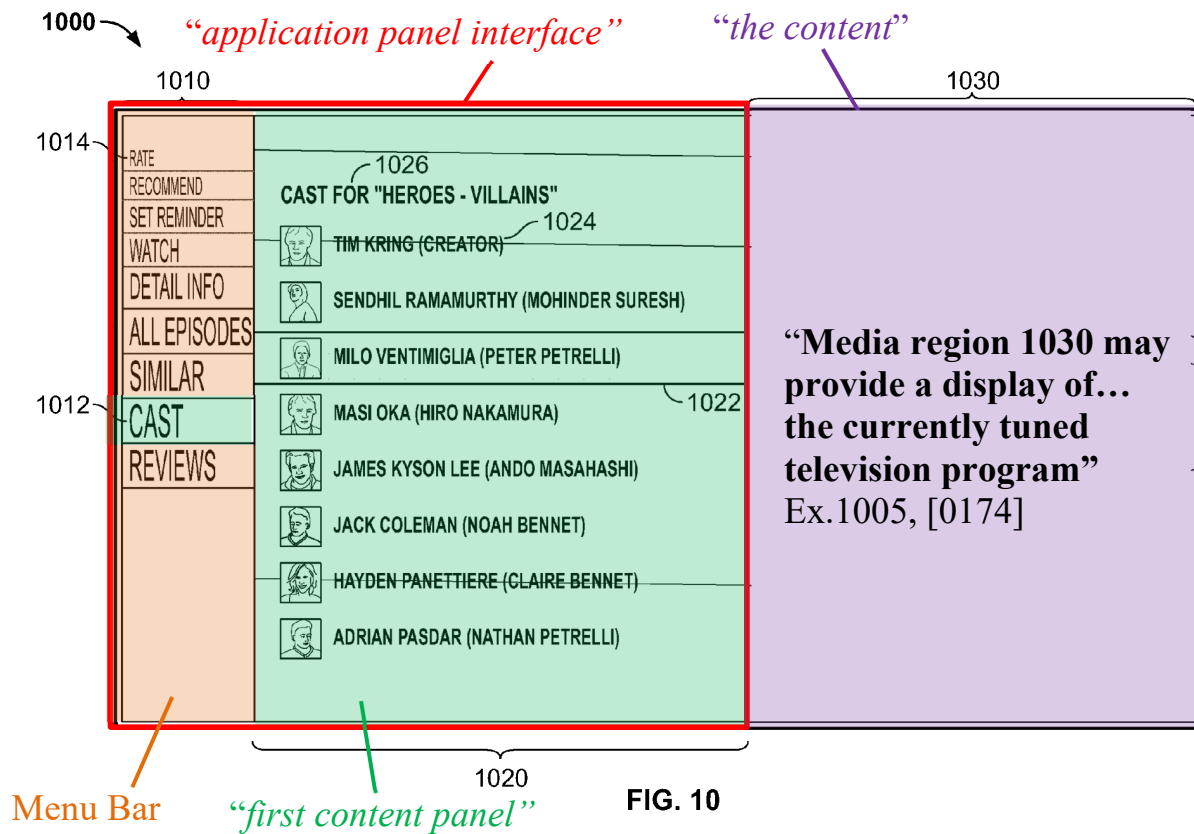
Ex.1005, [0175].

FIG. 10 shows an illustrative display screen 1000 of functions corresponding to a selected program listing displayed accordance with an embodiment of the invention. Screen 1000 may include a functions menu bar 1010, function options region 1020 and a media region 1030.

Ex.1005, [0170]; *see also* Ex.1005, [0174] (“Media region 1030 may provide a

display of... the currently tuned television program... corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected.”), [0184] (“[T]he user may first have selected a program listing corresponding to the media asset ‘Heroes.’”).

111. Fig. 10 illustrates an example where the indicator of the menu bar is focused on “cast.” Accordingly, option regions 1020 displays a first “list of options or items” related to the cast, which teaches claimed “*first content panel*.”



Ex.1005, Fig. 10 (modified and annotated).

112. Consistent with the analysis above at element [1.3], the first “list of options or items” displayed within options region 1020 (of Figure 10) is “*content*”

information” that is based on the currently displayed program (e.g., Heroes) that the “processing circuitry 306 [] highlight[ed] or br[ought] into focus” when the user first entered screen 900 (of Figure 9). Accordingly, the “list of options or items” within options region 1020 (“*first content panel*”) is “*based on the content.*” Ex.1005, [0155].

113. Furthermore, consistent with the analysis above at element [1.4.1], the first list of options or items in function options region 1020 (of Figure 10) is based on the program title information (e.g., “HEROES-VILLAINS,”) and cast information (e.g., Tim Kring, etc.), which discloses that the provided panel is “*based on...the at least one of the content source and the content information.*” See also elements [1.4.1]-[1.4.2].

114. Moreover, Woods’ disclosure of displaying information about the content currently being viewed by the user was a well-known feature of media guidance systems. For example, the prior art reference Istvan describes an example where the user presses a “menu” button. In response, a user interface appears that presents content-sensitive information about the currently tuned program.

FIG. 3 depicts an example layout 300 of a user interface (UI) which has been activated in accordance with an embodiment of the present invention. In one embodiment, when the UI is activated, the full-size display (see FIG. 2) shrinks in an “animated” fashion (i.e. with visible motion to a viewer) to occupy a reduced-size area 301 of the display.

Alternatively, when the UI is activated, the L configured UI may be superimposed (overlaid) over the full-size display. For example, shrinking the full-size display may be used if the display is showing TV or video content while superimposing over the full-size display may be used if the display is showing pages which do not scale well[.] A “menu” button on a remote control unit may be used to activate and deactivate the UI.

Ex.1006, [0040].

The context-sensitive area 304 may display different information (non-selectable items) and control icons (selectable items) depending upon the content in the display area 301. Initially, the context-sensitive area 304 may display information on the TV content currently being displayed in the display area 301. The information may include, for example, channel number/network call letters, program title, and current time.

Ex.1006, [0043]; *see also* Ex.1007, 2, (“Metadata associated with the content that the viewer is watching is obtained from the metadata server (2)(3) by using the content ID and playback position information obtained from the display system (1)”), 4 (“the viewer can press a button to enter the CurioView mode where the display changes ... “). Accordingly, user interfaces that display information about media currently being viewed were well-known as of the time the ’174 patent was filed.

115. Thus, Woods disclosure of providing a first list of options or items in

function options region 1020 in the application panel interface (See [1.2]), based on the content information (See [1.4.1]), renders obvious “*based on the content and the at least one of the content source and the content information, providing a first content panel in the application panel interface,*” as claimed.

[1.5.2] wherein the first content panel is a first type of application panel;

116. First, as discussed in connection with element [1.5.1], Woods discloses that function options region 1020 has a first list of options or items (“*first content panel*”).

117. Second, Woods explains that when the menu bar 1010 has the “cast” indicator highlighted the list of options or items of the function options region 1020 (“*first content panel*”) is a “cast” type of application panel (“*first type of application panel*”).

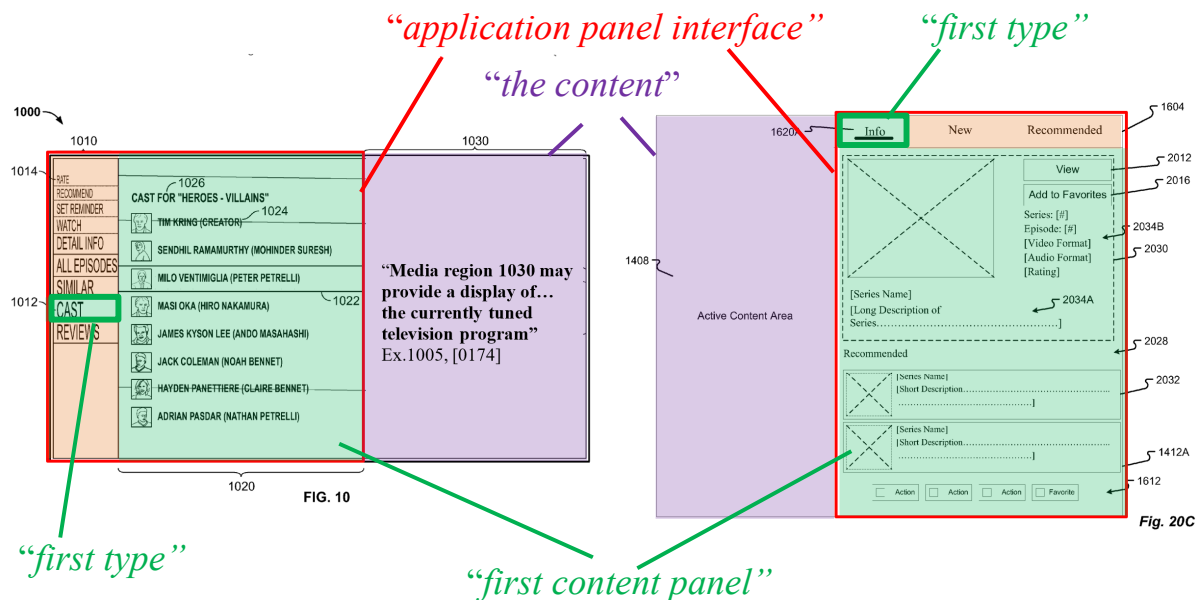
Function options region 1020 may display a list of options or items relating to the indicator of the function in focus in functions menu bar 1010. As the user brings different indicators into focus, the list of options or items displayed in function options region 1020 may change to correspond to the indicator of the function in focus. In particular, the list of options or items displayed in function options region 1020 may change or be updated as each indicator of the function is brought into focus.

Ex.1005, [0175].

118. The first content panel is a type of “*application panel*” because (in the

present example) it corresponds to specifically tailored “cast” list of options or items displayed within Woods’ media guidance *application*. Ex.1005, [0177] (“...function options region 1020 may be tailored to the particular function in focus.”). I note that Woods’ disclosure is consistent with how the ’174 patent describes application. Ex.1001, 7:30-33 (“An application can be a software service that provides a particular type of function (e.g., Live TV, Video on Demand, User Applications, photograph display, etc.).”).

119. Moreover, consistent with the Overview of the ’174 Patent and shown below in a side-by-side comparison, Woods’ interface of Figure 10 is structured like the ’174 patent interface of Figure 20C.



Ex.1005, Fig. 10 (modified/annotated).

Ex.1001, Fig. 20C (annotated).

120. Thus, Woods discloses that the first list of options or items displayed

within option region 1020 is a “cast” type of application panel, which renders obvious “*wherein the first content panel is a first type of application panel*” as claimed.

[1.6] *receiving a first directional input via the input device associated with the television;*

121. First, as discussed in connection with element [1.1], Woods discloses user input interface 310 (“*the input device associated with the television*”).

122. Second, Woods teaches a “*first directional input*” because Woods discloses using an up/down key of the input device to navigate the types of information being displayed in function options region 1020 by moving the focus up or down on the menu bar 1010.

The indicators of functions displayed in functions menu bar 1010 may be brought into focus or selected by pressing an up/down key.

It should be understood, that functions menu bar 1010 may be displayed horizontally on the screen (instead of vertically as shown). In such a scenario, functions may be brought into focus or selected by pressing right/left arrow keys.

Ex.1005, [0173]; *see also* Ex.1005, [0132] (“As the user navigates to select different menu bars by, for example, pressing an up/down arrow key or using a movable cursor (e.g., mouse).”), [0230] (“Alternatively, the user may position a cursor over the particular item.”), [0177] (“[A]ny other function in functions menu bar 1010 may be selected in a similar manner (e.g., by placing the function focus

or selecting the function with a moveable cursor or highlight region))). It would have been obvious for a POSITA to use a mouse cursor to select different items in the functions menu bar 1010 as an alternative implementation.

123. In one example, the up-arrow key is pressed up three times to move the cursor in the upward direction.

For example, when the “cast” function indicator is in focus and the user desires to bring the “detailed description” function indicator into focus which may be, for example, three indicators away from the “cast” function indicator, the list of options or items displayed in function options region 1020 may change three times. In particular, to bring the “detailed description” function into focus, **the user may press an up arrow key three times.** As each of the function indicators between the “cast” function and “detailed description function” is brought into focus, the list of options or items displayed in function options region 1020 may change. In particular, the first time the up arrow key is pressed, the list of options or items displayed in function options region 1020 may change to display options corresponding to “similar assets” function indicator, the second time, the list of options or items displayed in function options region 1020 may change to display options corresponding to “all episodes” function indicator and the third time, **the list of options or items displayed in function options region 1020 may change to display options or items corresponding to “detailed description” function indicator.**

Ex.1005, [0176].

124. Accordingly, receiving a directional input (e.g., by pressing an up key or a mouse cursor directional input) corresponds to “*receiving a first directional input,*” as recited in the claim.

125. I note that Woods disclosure is within the scope of the ’174 patent, which similarly describes directional inputs. Ex.1001, 34:24-27 (“The two fundamental rules of navigating on the application panel 1412 are: (1) Left-Right and (2) Up-Bottom. Using the left and right arrows on the D-Pad navigates between the various panel views 1620.”)

126. Thus, Woods discloses that the television set receives a directional input via the user input interface 310 (e.g., by pressing an up key or a mouse cursor directional input) to navigate the menu bar 1010, which renders obvious “*receiving a first directional input via the input device associated with the television*” as claimed.

[1.7.1] *determining, based on a first direction associated with the first directional input, a second content panel to display via the television in the application panel interface,*

127. First, as discussed in connection with element [1.2], Woods discloses functions menu bar 1010 and function options region 1020 (collectively “*the application panel interface*”). Further, as discussed in connection with element [1.6], Woods discloses a directional input such as pressing an up key or a mouse cursor directional input (“*the first directional input*”).

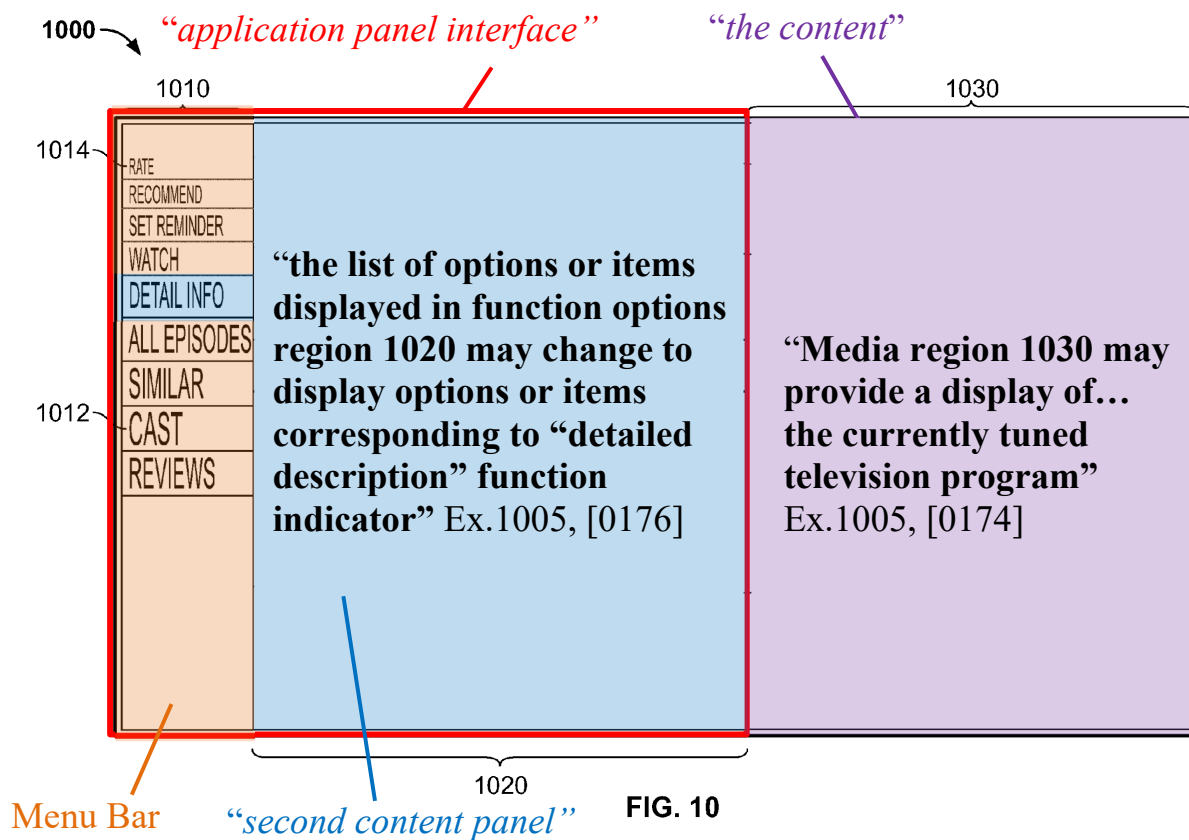
128. Second, Woods teaches a “*second content panel*” by disclosing that the “the list of options or items displayed in function options region 1020 may change or be updated as each indicator of the function is brought into focus.” Ex.1005, [0175]. For example, when the focus in menu bar 1010 changes from “cast” to “detailed description,” the list of options and items in region 1020 **changes** to a second list of options displayed within region 1020.

In particular, the first time the up arrow key is pressed, the list of options or items displayed in function options region 1020 may change to display options corresponding to “similar assets” function indicator, the second time, the list of options or items displayed in function options region 1020 may change to display options corresponding to “all episodes” function indicator and the third time, **the list of options or items displayed in function options region 1020 may change to display options or items corresponding to “detailed description” function indicator.**

Ex.1005, [0176].

129. For example, in the context of element [1.5.1], functions options region 1020 had first list of options or items (“*first content panel*”) that facilitated the presentation of “cast” type of information. In the context of the present element [1.7.1], a POSITA would have understood that the functions options region 1020 **changes** to a second list of options or items (“*second content panel*”) displayed within region 1020 that facilitate the presentation of “detailed description” type of

information.



Ex.1005, Fig. 10 (modified and annotated).

130. Third, Woods discloses “determining” the second list of options and items in region 1020 (“second content panel”) to display “based on a first direction associated with the first directional input” by disclosing that when the user presses the up-arrow key three times to move the cursor in an upward direction, function options region 1020 changes three times (per key press) so that “detailed description function” list of options or items is displayed in function options region 1020.

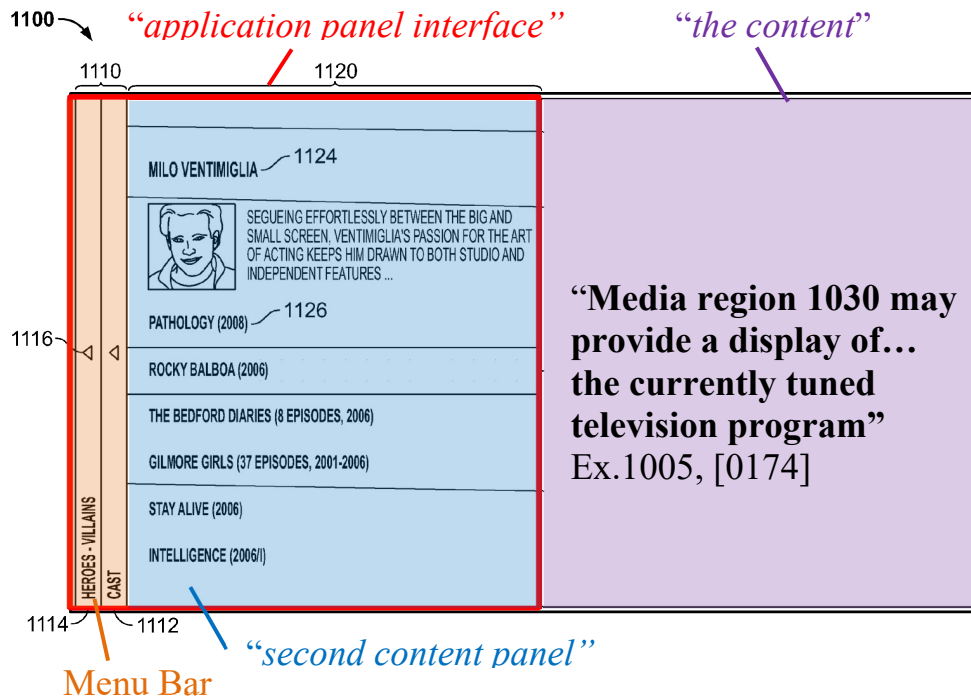
For example, when the “cast” function indicator is in focus and the user desires to bring the “detailed description” function indicator into focus which may be, for example, three indicators away from the “cast” function indicator, the list of options or items displayed in function options region 1020 may change three times. In particular, **to bring the “detailed description” function into focus, the user may press an up arrow key three times.** As each of the function indicators between the “cast” function and “detailed description function” is brought into focus, the list of options or items displayed in function options region 1020 may change.

Ex.1005, [0176].

131. Accordingly, Woods “*determine[es]*” that it will display the second list of options and items associated with the “detailed description” option when the user presses the up-arrow key.

132. Thus, Woods determines, based on an upward direction using the up-arrow key, a second list of options or items in function options region 1020 to display via the television (*See* [1.0]) in the application panel interface (*See* [1.2]), which renders obvious “*determining, based on a first direction associated with the first directional input, a second content panel to display via the television in the application panel interface,*” as claimed.

133. Alternatively, Woods describes a “*second content panel*” in the form of information region 1120 shown in Figure 11.



Ex.1005, Fig. 11 (modified and annotated).

134. Woods explains that a user may use an arrow key to select an option within the options region 1020 (of Figure 10).

The items or options displayed in the list in region 1020 may be selected. For example, the user may select one of the cast member indicators (e.g., names or pictures) that is displayed in the list by, for example, pressing up/down arrow keys to position a highlight region 1022 over the desired cast member. The user may press an “enter” or “confirm” key to receive a display of information about the selected cast member. For example, the user may highlight or select the actor “Milo Ventimiglia” and as a result a display of information about that actor may be provided as shown in screen 1100 (FIG. 11).

Ex.1005, [0180].

135. Accordingly, by pressing the arrow keys (“a first direction associated

with the first directional input”), the region 1020 changes to display information region 1120 (“second content panel”).

136. Thus, in the alternate example here, because Woods describes using arrow keys to navigate to and select more detailed information about a cast member, and doing so brings up information region 1120, Woods renders obvious “determining, based on a first direction associated with the first directional input, a second content panel to display via the television in the application panel interface” as claimed.

[1.7.2] wherein the second content panel is a second type of application panel;

137. First, as discussed in connection with element [1.7.1], Woods discloses that function options region 1020 changes to display a second list of options or items (“second content panel”).

138. Second, as noted above, Woods teaches a “second type of application panel” because Woods discloses that when the menu bar 1010 has the “detailed description” highlighted, the list of options or items of the function options region 1020 changes from “cast” type of information to the “detailed description” type of information. Thus, the second list of options or items of the function options region 1020 (“second content panel”) is a “detailed description” type of application panel (“second type of application panel”).

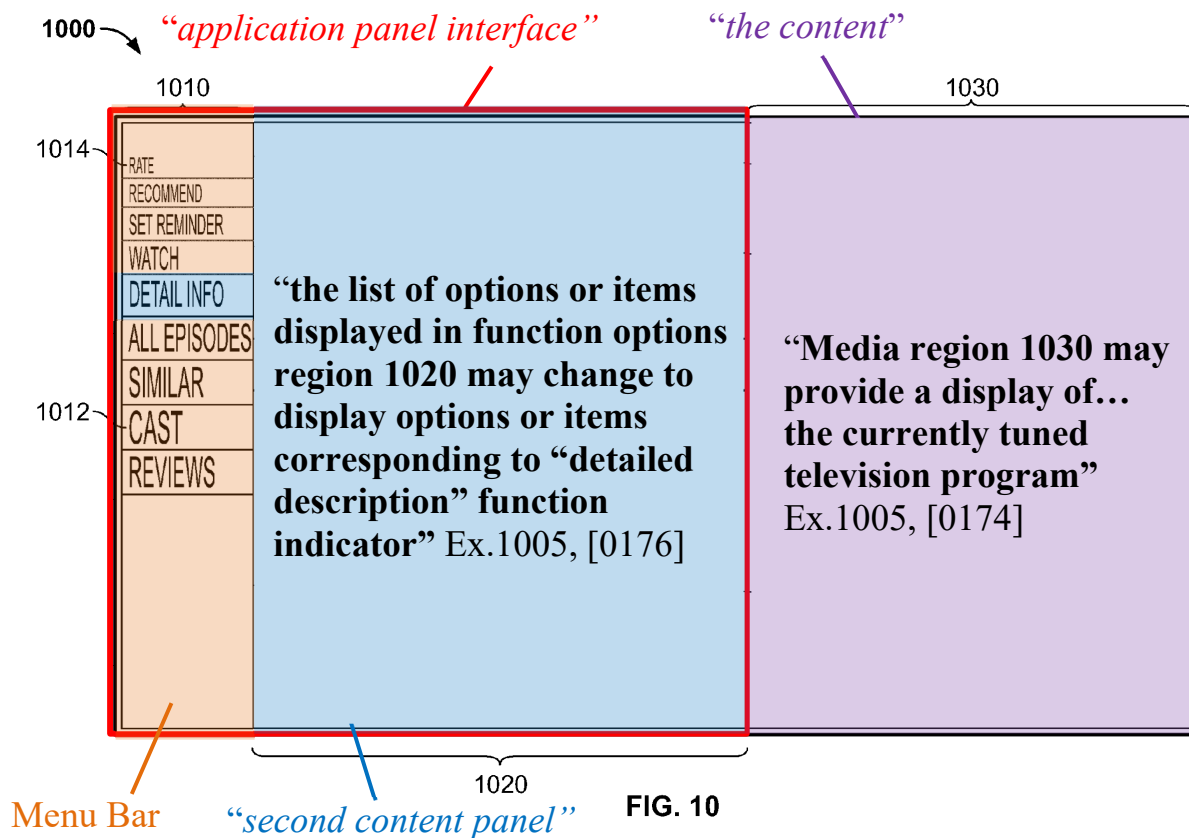
139. While Woods does not illustrate an example display of the other types

of content from the menu bar 1010, Woods makes clear that different types of content panels specifically tailored to the particular function in focus would be displayed.

For the sake of brevity, the discussion of the options or items provided in function options region 1020 is based on having the request for cast members function selected or placed in focus. **However, any other function in functions menu bar 1010 may be selected in a similar manner (e.g., by placing the function focus or selecting the function with a moveable cursor or highlight region) and as a result the list displayed in function options region 1020 may be tailored to the particular function in focus.**

Ex.1005, [0177].

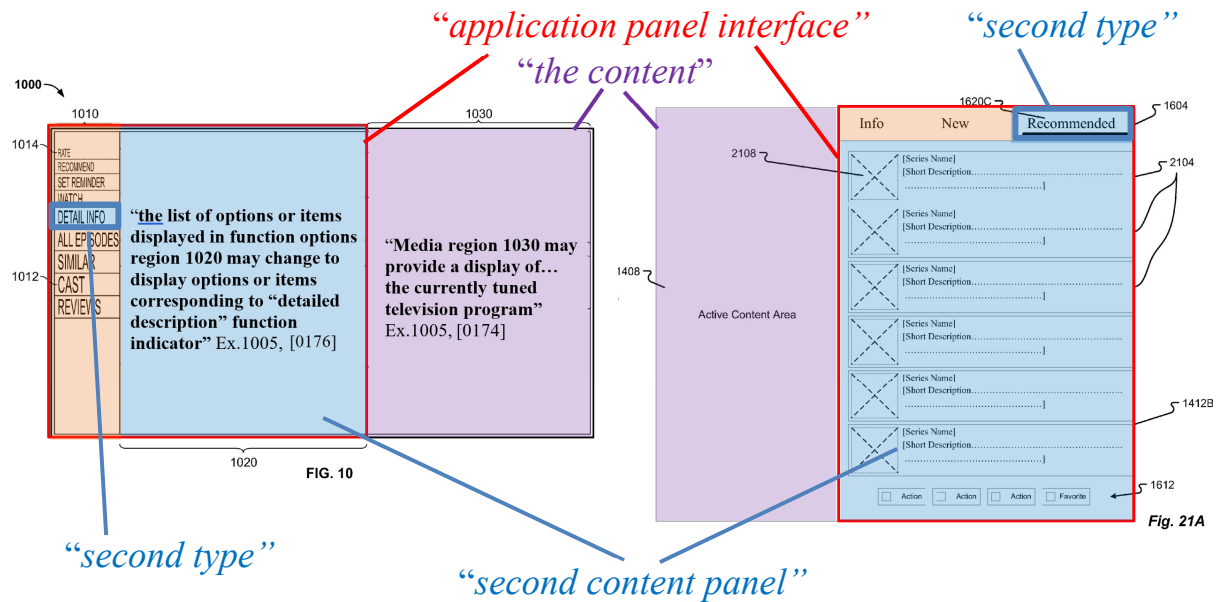
140. Consistent with Woods' disclosure, I have provided below modified and annotated Figure 10, showing that when the menu bar 1010 has the "detailed description" highlighted, the list of options or items of the function options region 1020 in application interface changes accordingly.



Ex.1005, Fig. 10 (modified and annotated).

141. Moreover, it would have been obvious to a POSITA to tailor the list of options or items displayed in function options region 1020 to correspond to "detailed description" type, so that the program information (i.e., other than "cast" type) is displayed to provide the user additional information and options.

142. Moreover, consistent with the Overview of the '174 Patent and shown below in a side-by-side comparison, Woods' interface of Figure 10 is structured like the '174 patent interface of Figure 21A.



Ex.1005, Fig. 10 (modified/annotated).

Ex.1001, Fig. 21A (annotated).

143. Thus, Woods discloses that the function options region 1020 with second list of options or items is a "detailed description" type of application panel, which renders obvious "wherein the second content panel is a second type of application panel" as claimed.

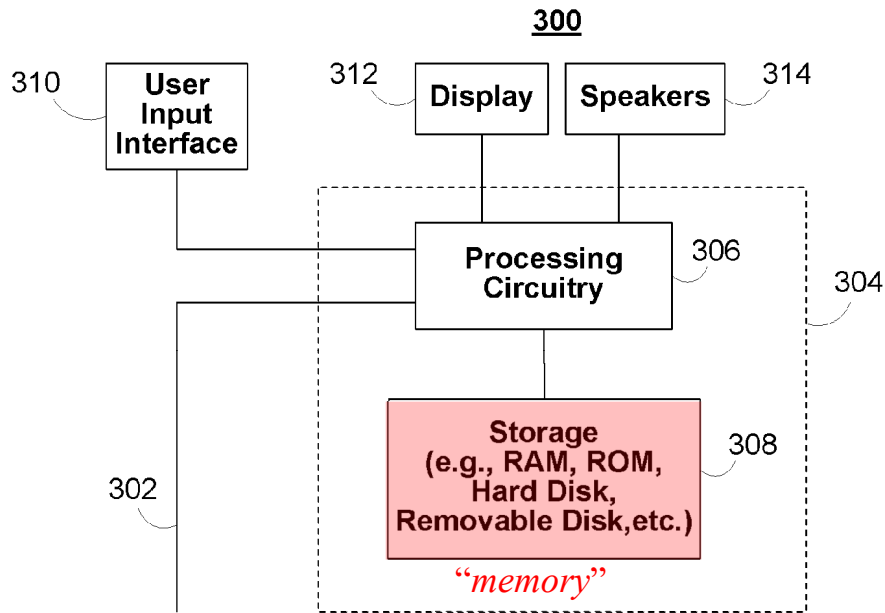
144. Alternatively, in the example where Woods' information region 1120 is a "second content panel," the information region 1120 is a "second type of application panel" as claimed because it both has a different size and shape and displays different information (e.g., about the selected cast member). Thus, in the alternate example here, because information region 1120 is sized and shaped differently than region 1020, Woods renders obvious "wherein the second content panel is a second type of application panel" as claimed.

[1.8] *retrieving, from memory, a second content information based on the second type of content panel; and*

145. First, as discussed in connection with element [1.7.1]-[1.7.2], Woods' media guidance application displays a "detailed description" type of panel (*"second type of application panel"*).

146. Second, Woods teaches *"retrieving"* content *"from memory"* because Woods discloses that as the user navigates the media guidance application, the content to be displayed (i.e., a guidance object) is retrieved from memory.

147. Woods' television set includes memory. As discussed in connection with element [1.0], Woods' media guidance application is associated with the user television equipment 300. *See* Ex.1005, [0056]-[0057]. As shown at Figure 3 below, the user television equipment 300 includes processing circuitry 306 and storage 308 (e.g., "random-access memory" abbreviated as RAM, "read-only memory" abbreviated as ROM, hard disk, removable disk, etc.).

**FIG. 3**

Ex.1005, Fig. 3 (annotated).

148. The storage 308 (“*memory*”) stores the information that is displayed within the content panels described above.

Memory (e.g., random-access memory, read-only memory, or any other suitable memory), hard drives, optical drives, or any other suitable fixed or removable storage devices (e.g., DVD recorder, CD recorder, video cassette recorder, or other suitable recording device) may be provided as storage 308 that is part of control circuitry 304. Storage 308 may include one or more of the above types of storage devices. For example, user equipment device 300 may include a hard drive for a DVR (sometimes called a personal video recorder, or PVR) and a DVD recorder as a secondary storage device. Storage 308 may be used to store various types of media described herein and guidance application data, including program information,

guidance application settings, user preferences or profile information, or other data used in operating the guidance application. Nonvolatile memory may also be used (e.g., to launch a boot-up routine and other instructions).

Ex.1005, [0051].

149. Second, Woods' processing circuitry retrieves from memory content information for the list of second options or items for function options region 1020 ("*second content panel*") that correspond to the "detailed description" type ("*second type of application panel*").

Options or items provided in function options region 1020 when the "cast" function indicator is in focus may include a selectable list of all or most of the cast members that are present in the media asset corresponding to the selected program listing. For example, when the media asset corresponding to the program listing is "Heroes," a list of the cast members in Heroes may be displayed. **The options or items that are provided in function options region 1020 may either be retrieved from local storage or from a remote server or website (e.g., via the Internet)**. For example, the list of cast members in the Heroes media asset may be retrieved from a local database that includes information about some or all of the media assets provided by a certain program source.

Ex.1005, [00178].

Alternatively, the list of cast members in the Heroes media asset may be retrieved from a remote server by accessing a link associated with the "cast" function indicator. For example, one or more of the function

indicators may be associated with a link to the information for the options to provide in region 1020. **As the user browses the different function indicators in bar 1010, the links associated with the functions may be accessed to retrieve the necessary information.** In some embodiments, the links may be accessed before the user brings a particular function indicator into focus (e.g., the information may be pre-cached) to reduce any possible latency in the display of information in region 1020. This may allow the user to seamlessly browse for information associated with a selected media asset.

Ex.1005, [0179].

Information about the currently tuned to or accessed program may also be displayed at, for example, the bottom of the screen. **The information may include the title or name of the program or media asset being accessed, the program source of the program or media asset and a short description of the program or media asset.**

Ex.1005, [0155].

In some embodiments, **the media guidance objects that are displayed in different perspectives may be media asset representations.** In particular, the user may view the various media asset representations that are stored as a continuous array of media guidance objects and select a desired media asset representation. **The selected media asset representation may be used to retrieve a corresponding media asset from memory** and playback the retrieved media asset on user equipment device 300.

Ex.1005, [0119].

At step 2130, **storage locations of media guidance objects are retrieved from memory**. For example, media guidance objects such as media asset representations, user profile representations, scheduling information, search functions, photo album and photograph representations may be stored in a memory as a single or double linked list, data structures, databases, or any other type of organizational storage object. Processing circuitry 306 may determine where media guidance objects are stored and generate a pointer to the first of the media guidance objects in the memory. **Processing circuitry 306 may retrieve the first two media guidance objects from the memory.**

Ex.1005, [0270].

Media guidance data source 418 may provide media guidance data, such as media listings, **media-related information (e.g., broadcast times, broadcast channels, media titles, media descriptions, ratings information (e.g., parental control ratings, critic's ratings, etc.), genre or category information,** actor information, logo data for broadcasters' or providers' logos, etc.), **media format (e.g., standard definition, high definition, etc.),** advertisement information (e.g., text, images, media clips, etc.), on-demand information, and any other type of guidance data that is helpful for a user to navigate among and locate desired media selections.

Ex.1005, [0065]; *see also* [0036].

[T]he list of options or items displayed in function options region 1020 may **change to display options or items corresponding to “detailed description” function indicator.**

Ex.1005, [0176].

150. It would have been obvious to a POSITA to implement Woods' television to retrieve from storage 308 "*second content information*" that includes specific information (e.g., one or more of title or name of the program, short description of the program, broadcast times, broadcast channels, ratings information, genre or category information, media format information, data used in operating the guidance application, and any other necessary information) about the currently tuned program. This content information would be used to populate the second options or items of function options region 1020 corresponding to the "detailed description" type. Retrieving this content information would be beneficial because it would thereby be available for display on the television to inform the user about specific details of the program currently tuned. *See* [1.9].

151. Thus, Woods discloses retrieving from storage 308, a second content information corresponding to the "detailed description" type, which renders obvious "*retrieving, from memory, a second content information based on the second type of content panel,*" as claimed.

152. In the case of the alternative example in which the information region 1120 shown in Fig. 11 teaches the claimed "*second content panel,*" A POSITA would have understood that the information retrieved for display within information region 1120 would be retrieved from memory:

Information about the selected item from the items displayed in region 1020 may be displayed in region 1120. For example, when the actor (e.g., Milo Ventimiglia) is the item that is selected from the items corresponding to the “cast” function indicator, information about the actor may be displayed in region 1120. The information may include a picture of the actor, a short description about the actor and other media assets which feature the selected actor. The information **may be retrieved from local storage** or from a website or remote source via the Internet.

Ex.1005, [0186].

153. Thus, for the additional reason that Woods retrieves information from local storage for display within region 1120, Woods renders obvious “*retrieving, from memory, a second content information based on the second type of content panel*” as claimed.

[1.9] *displaying, via the television, the second content information in the second content panel.*

154. First, as discussed the preamble [1.0], Woods discloses user television equipment 300 (“*the television*”). Further, as discussed in connection with element [1.8] Woods retrieves various detailed description content information for the second list of options or items (“*second content panel*”) in function options region 1020.

155. Second, consistent with the discussion at elements [1.7.1] and [1.8] and as analyzed below, Woods “*display[s]*” via the television, detailed description

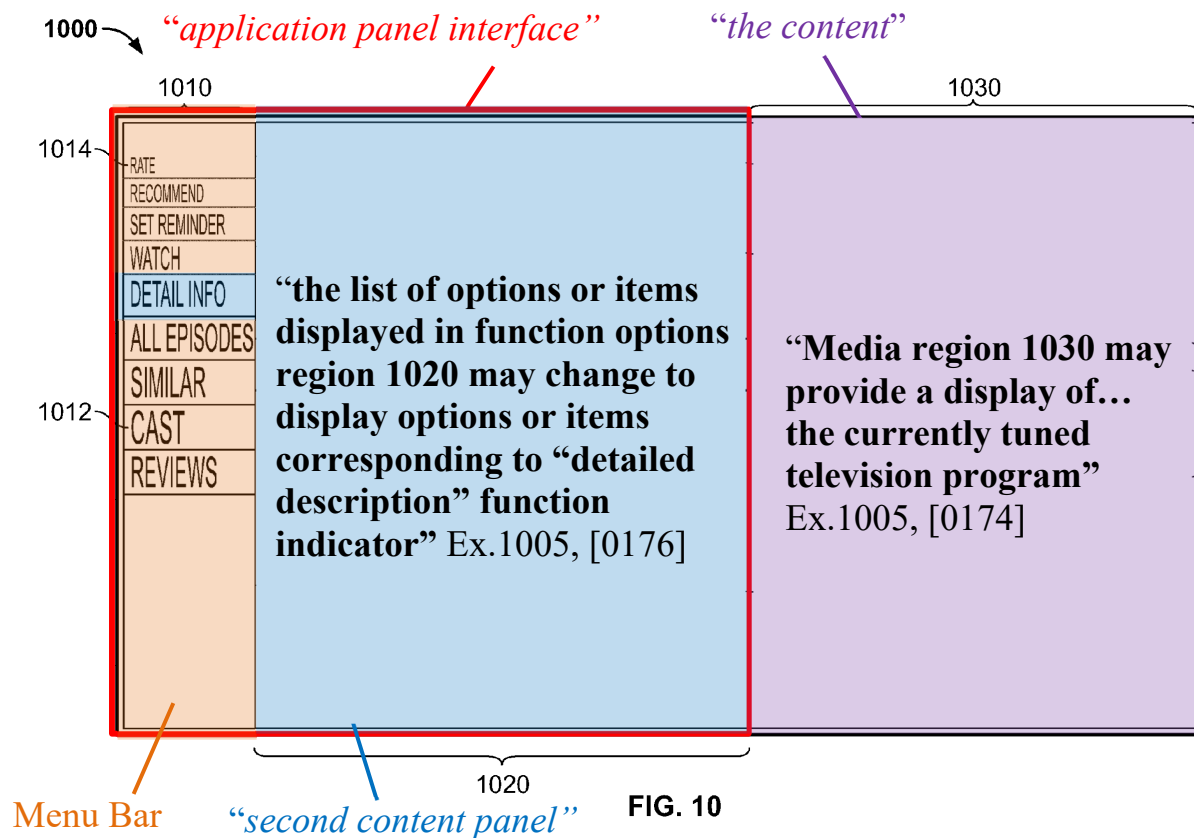
content information within region 1020.

For example, when the “cast” function indicator is in focus and the user desires to bring the “detailed description” function indicator into focus which may be, for example, three indicators away from the “cast” function indicator, the list of options or items displayed in function options region 1020 may change three times. In particular, to bring the “detailed description” function into focus, the user may press an up arrow key three times. **As each of the function indicators between the “cast” function and “detailed description function” is brought into focus, the list of options or items displayed in function options region 1020 may change.** In particular, the first time the up arrow key is pressed, the list of options or items displayed in function options region 1020 may change to display options corresponding to “similar assets” function indicator, the second time, the list of options or items displayed in function options region 1020 may change to display options corresponding to “all episodes” function indicator and the third time, the list of options or items displayed in **function options region 1020 may change to display options or items corresponding to “detailed description” function indicator.**

Ex.1005, [0176]; *see also* Ex.1005, [0065], (“...media-related information (e.g., broadcast times, broadcast channels, media titles, media descriptions, ratings information (e.g., parental control ratings, critic's ratings, etc.), genre or category information, actor information, logo data for broadcasters' or providers' logos, etc.), media format (e.g., standard definition, high definition, etc.), advertisement

information (e.g., text, images, media clips, etc.), on-demand information, and any other type of guidance data that is helpful for a user to navigate among and locate desired media selections.”).

156. It would have been obvious to a POSITA to implement Woods’ television to display detailed description content information (e.g., one or more of title or name of the program, short description of the program, broadcast times, broadcast channels, ratings information, genre or category information, media format information, data used in operating the guidance application, and any other necessary information) in the second options or items of function options region 1020 to thereby inform the user about specific details of the program being watched.



Ex.1005, Fig. 10 (modified and annotated).

157. Thus, Woods discloses displaying, via the user television equipment 300, detailed description content information in the second options or items of function options region 1020, which renders obvious *"displaying, via the television, the second content information in the second content panel,"* as claimed.

158. Additionally, for the reasons described above at [1.7.1], [1.7.2], and [1.8], Woods discloses displaying within information region 1120 the additional cast information retrieved from memory, which also renders this limitation obvious. *See* Ex.1005, [0180], [0186], Fig. 11.

3. Claim 2

[2.1] The method of claim 1, further comprising: retrieving, from a memory, a first image that is representative of the at least one of content source and the content information; and

159. First, as discussed in connection with element [1.4.1]-[1.4.2], Woods describes identifying various pieces of information such as the program source, cast information, and detailed information (“*at least one of content source and the content information*”). Ex.1005, [0155], [0171].

160. Second, Woods explains that the content provider (“*content source*”) may be represented with an icon or logo (“*a first image*”).

Media guidance data source 418 may provide media guidance data, such as media listings, media-related information (e.g., broadcast times, broadcast channels, media titles, media descriptions, ratings information (e.g., parental control ratings, critic's ratings, etc.), genre or category information, actor information, **logo data for broadcasters' or providers' logos, etc.**), media format (e.g., standard definition, high definition, etc.), advertisement information (e.g., text, images, media clips, etc.), on-demand information, and any other type of guidance data that is helpful for a user to navigate among and locate desired media selections.

Ex.1005, [0065].

Program source information region 950 may include text (e.g., source name), **icons (e.g., source logo)**, or any other visual indicator that is unique to a particular program source that allows the user to associate

the program source information with the program source of the programs.

Ex.1005, [0153].

161. Further, Woods explains that the cast information (“*content information*”) may be represented with pictures (“*a first image*”).

The items or options displayed in the list in region 1020 may be selected. For example, the user may select one of the cast member indicators (e.g., names or pictures) that is displayed in the list by, for example, pressing up/down arrow keys to position a highlight region 1022 over the desired cast member. The user may press an “enter” or “confirm” key to receive a display of information about the selected cast member. For example, the user may highlight or select the actor “Milo Ventimiglia” and as a result a display of information about that actor may be provided as shown in screen 1100 (FIG. 11).

Ex.1005, [0180].

162. Third, as discussed at [1.8]-[1.9], Woods user television equipment 300 retrieves the information from memory for display. *See also* Ex.1005, Ex.1005, [0153], [0178].

163. Thus, because Woods’s media guidance application retrieves data from memory images (e.g., broadcast icons or logos) representative of the content source and images (e.g., cast member pictures) representative of the content information, Woods renders obvious “*retrieving, from a memory, a first image that is representative of the at least one of content source and the content information,*”

as claimed.

[2.2] *displaying, via the television, the first image in the first or second content panel.*

164. First, as discussed the preamble [1.0], Woods discloses user television equipment 300 (“*the television*”). Further, as discussed in connection with element [1.5.1]-[1.5.2] Woods discloses that function options region 1020 has a first list of options or items (“*first content panel*”) and as discussed in connection with element [1.7.1]-[1.7.2] the function options region 1020 has a second list of options or items (“*second content panel*”).

165. Second, in the instance where the “*first image*” corresponds to cast member pictures (*See* [2.1]), Woods discloses that “**the user may select one of the cast member indicators (e.g., names or pictures) that is displayed in the list.**”

Ex.1005, [0180]. As shown below at Figure 10, Woods displays via the television pictures of “CAST FOR ‘HEROES-VILLIANS.’”

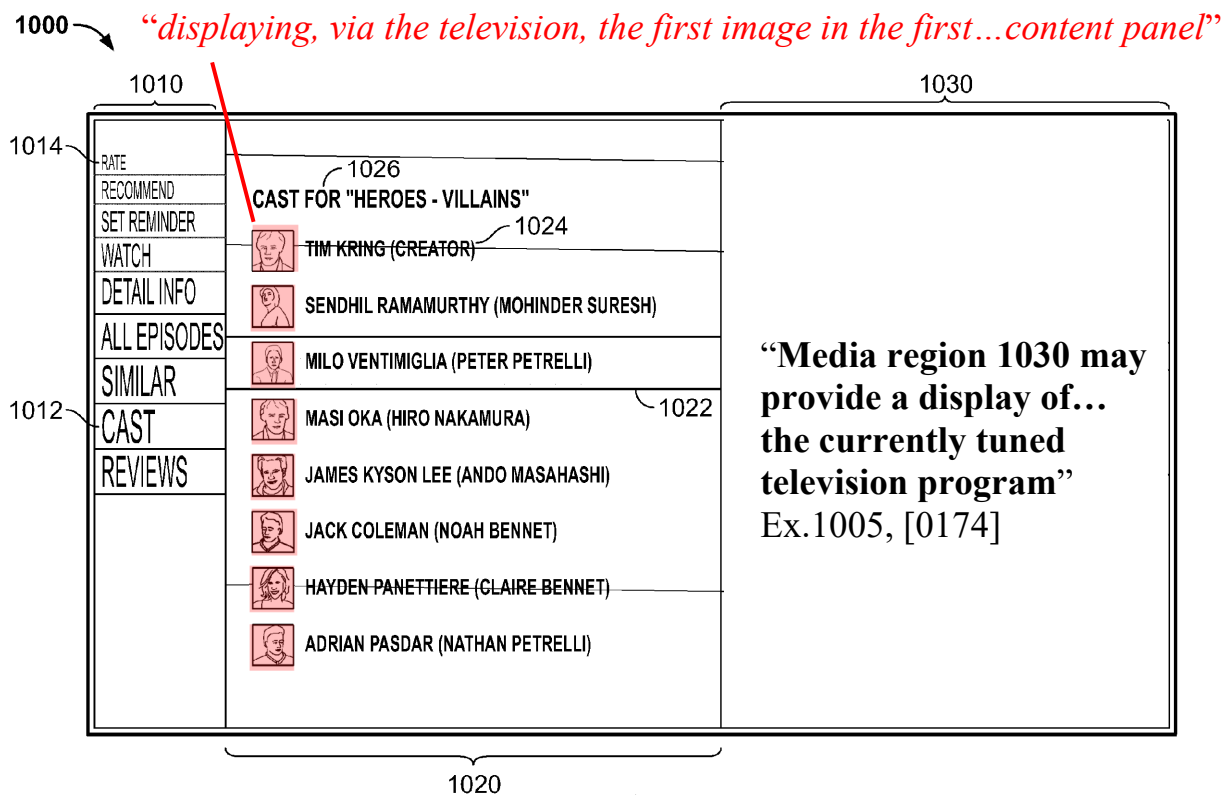


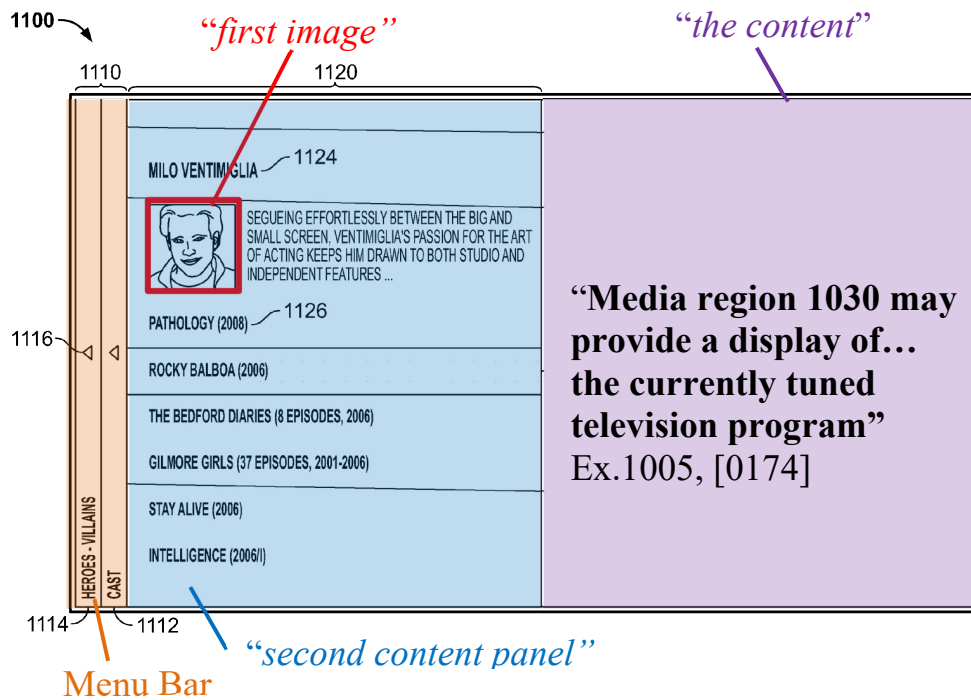
FIG. 10

Ex.1005, Fig. 10 (modified and annotated).

166. Third, in the instance where the “first image” corresponds to a broadcaster icon or logo of (See [2.1]), Woods discloses that the “icons (e.g., source logo)...allows the user to associate the program source information with the program source of the programs.” Ex.1005, [0153]. When the second list of options or items (“second content panel”) corresponds to detailed information (See [1.7.1]), it would have been obvious for the detailed information displayed on the television in the second list of options or items to include a broadcaster icon or logo to so that the user can make appropriate associations.

167. Additionally, for the reasons described above at [1.7.1], [1.7.2], and

[1.8], Woods discloses displaying within information region 1120 the additional cast information retrieved from memory, which teaches a “*second content panel*.” See Ex.1005, [0180], [0186], Fig. 11. In such case, it would have been obvious for the detailed information displayed on the television in the information region 1120 to include an icon or logo to so that the user can make appropriate associations. See Ex.1005, Fig. 11.



Ex.1005, Fig. 11 (modified and annotated).

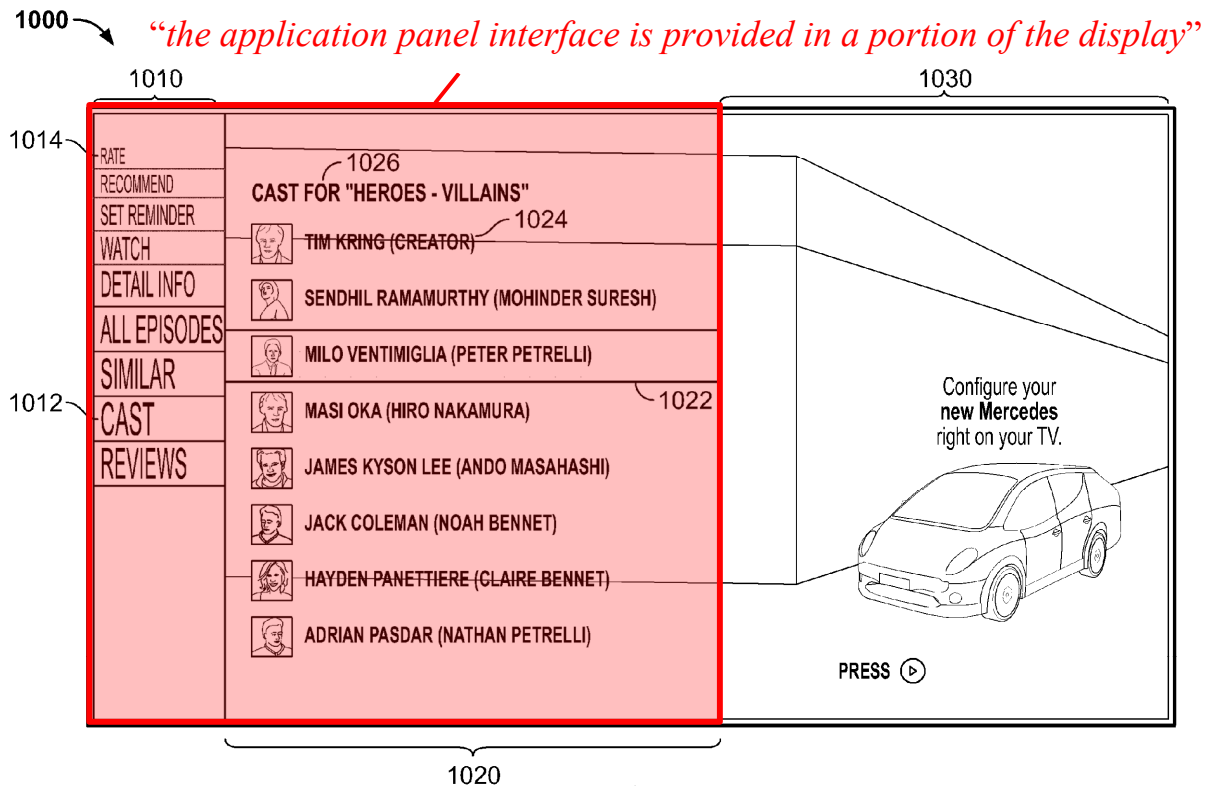
168. Thus, in many ways, Woods renders obvious “*displaying, via the television, the first image in the first or second content panel*” as claimed.

4. Claim 3

[3.1] *The method of claim 1, wherein the application panel interface is provided in a portion of the display of the television.*

169. First, as discussed in connection with element [1.2], Woods, in the context of Figure 10, discloses functions menu bar 1010 and function options region 1020 (collectively “*the application panel interface*”).

170. Second, as can be seen in Figure 10, the menu bar 1010 and function options region 1020 (“*application panel interface*”) occupy only a portion of the screen.



Ex.1005, Fig. 10 (annotated).

171. The remaining portion of the screen is used to provide media region 1030, which may display the currently tuned program as discussed in connection with element [1.2].

172. Thus, because the menu bar 1010 and options region 1020 occupy only a portion of the screen, Woods renders obvious “*wherein the application panel interface is provided in a portion of the display of the television,*” as claimed.

5. Claim 4

[4.1] *The method of claim 1, further comprising: receiving a second directional input via the input device; and*

173. As discussed in connection with element [1.7.1]-[1.7.2], Woods’ user input interface 310 (e.g., remote control) receives inputs such as up/down arrow keys to navigate the menu bar 1010. *See* Ex.1005, [0176]. In the example above where the up arrow corresponds to a “*first directional input,*” the down arrow corresponds to a “*second directional input.*”

174. Thus, because Woods’ input interface 310 (e.g., remote control) receives a downward directional input when the user presses down arrow key, Woods renders obvious “*receiving a second directional input via the input device,*” as claimed.

[4.2] *determining, based on a second direction associated with the second directional input, a third content panel to display via the television.*

175. Consistent with the discussion at element [1.7.1]-[1.7.2], Woods explains that a user may press the up/down keys to navigate the menu bar 1010.

The indicators of functions displayed in **functions menu bar 1010 may be brought into focus or selected by pressing an up/down key.** It should be understood, that functions menu bar 1010 may be displayed

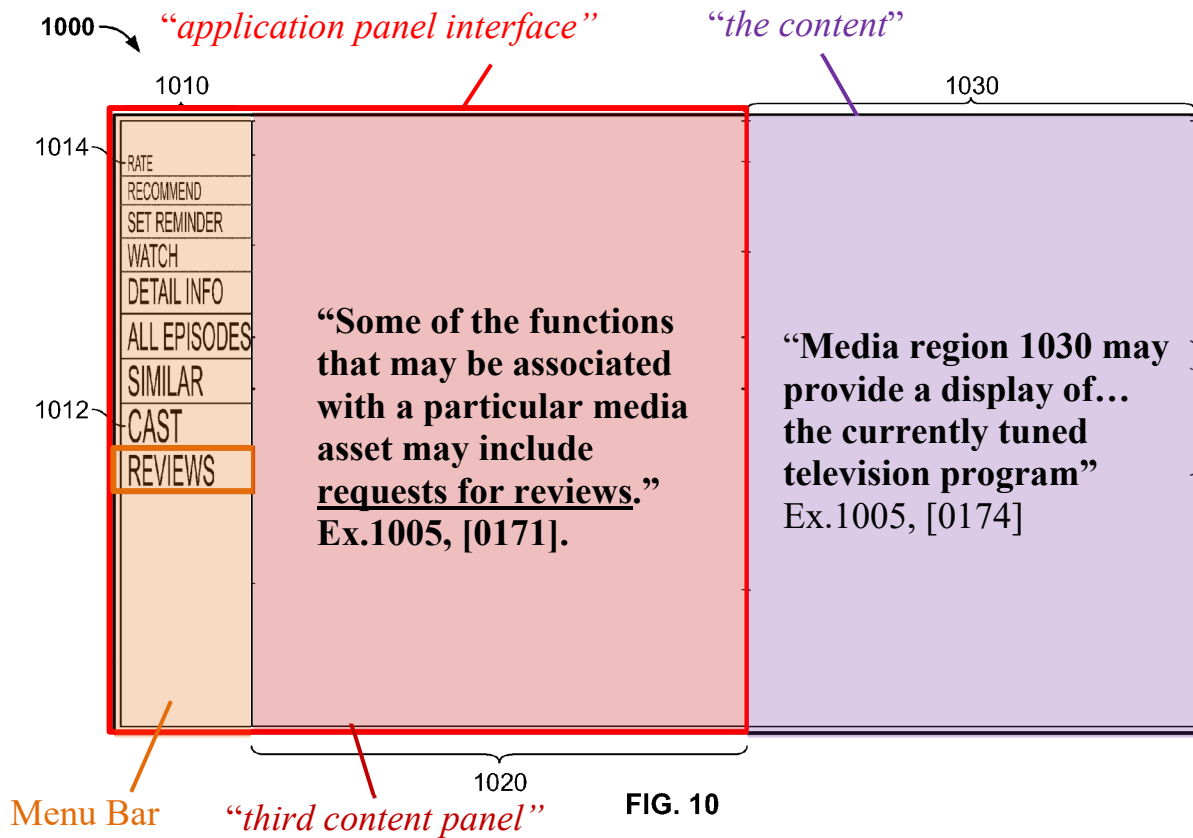
horizontally on the screen (instead of vertically as shown). In such a scenario, functions may be brought into focus or selected by pressing right/left arrow keys.

Ex.1005, [0173].

As each of the function indicators between the “cast” function and “detailed description function” is brought into focus, **the list of options or items displayed in function options region 1020 may change.**

Ex.1005, [0176].

176. When the user navigates within menu bar 1010 downwards (“*based on a second direction*”) using the down arrow key (“*associated with the second directional input*”), the content in function options region 1020 changes accordingly. For example, when the user navigates downward to the “reviews” function in the menu bar 1010, the content in function options region 1020 changes to a third list of options or items that corresponds to the “reviews” type. The third list of options or items corresponds to the claimed “*third content panel.*”



Ex.1005, Fig. 10 (modified and annotated).

177. While Woods does not illustrate an example display of the other types of content from the menu bar 1010, Woods explains that different types of content panels would be displayed.

Functions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention. **Some of the functions that may be associated with a particular media asset may include requests for reviews**, a list of the cast members, list of similar media assets, broadcast or schedule information of the media asset

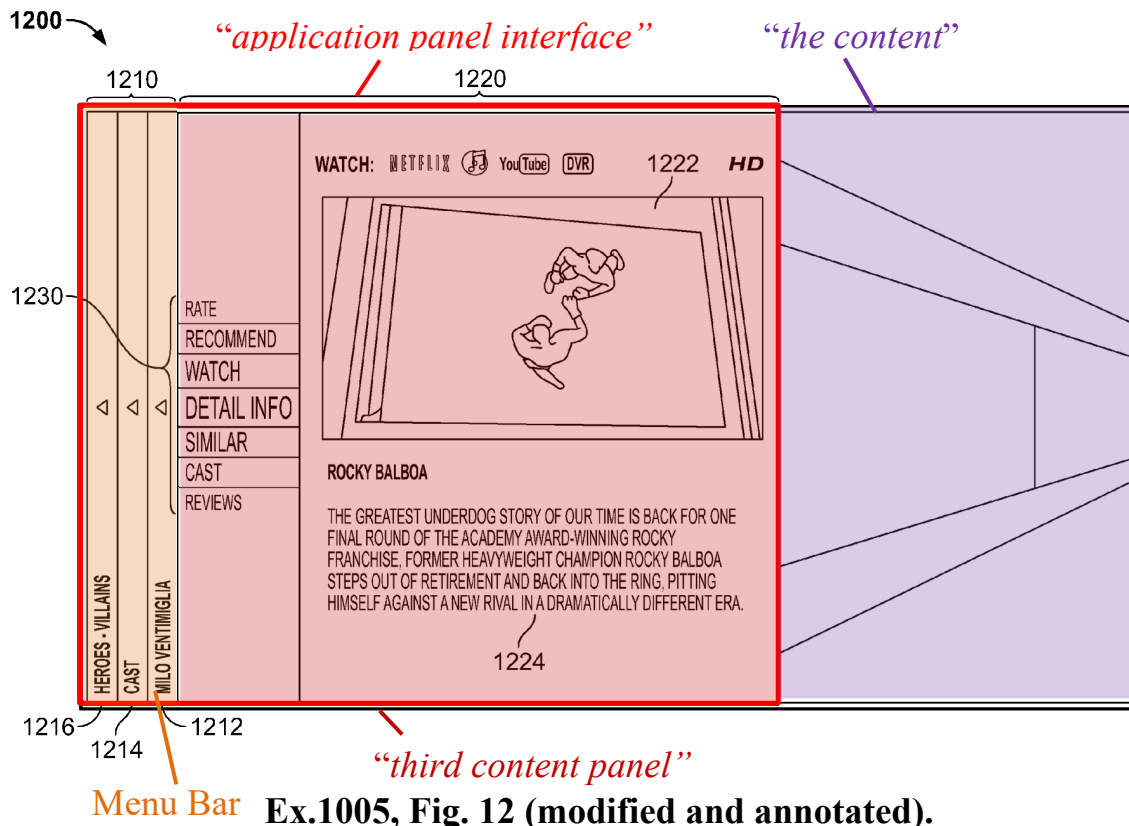
(which may include other air times of the media asset), a list of all episodes of the media asset, detailed description of the media asset, watch or access the media asset, set or schedule reminders for the media asset, schedule a recording for the media asset, provide a rating for the media asset.

Ex.1005, [0171].

178. Again, the list of options or items in function options region 1020 is a “panel” as claimed consistent with the meaning of “panel” as described in the ’174 patent specification: “The term ‘panel’ as used herein, can mean a user interface displayed in at least a portion of the display.” Ex.1001, 7:36-38.

179. Thus, Woods discloses determining, based on a downward direction associated with the downward directional input received when the user presses down arrow key, a third list of options or items to display via the television in options region 1020, which renders obvious “*determining, based on a second direction associated with the second directional input, a third content panel to display via the television,*” as claimed.

180. Alternatively, Woods describes a “*third content panel*” in the form of information region 1220 shown in Figure 12.



181. Woods explains that a user may use an arrow key to select an option within the information region 1120 (of Figure 11).

The user may navigate between the items of information displayed in region 1120 by, for example, pressing an up/down arrow key. Once an item of information is identified with a highlight region or with a movable cursor, the user may confirm the selection to receive information about the selected item of information. For example, when the selected item of information displayed in region 1120 is other media assets in which the actor was featured, information about the media asset may be provided as shown in screen 1200 (FIG. 12).

Ex.1005, [0187].

182. Accordingly, by pressing the arrow keys (“*a first direction associated with the first directional input*”), the region 1120 changes to display information region 1220 (“*third content panel*”). The information region 1220 is a “*third type of application panel*” as claimed because it both has a different size and shape and displays different information (e.g., about the selected cast member).

183. Thus, in the alternate example here, because Woods describes using arrow keys to navigate to and select more detailed information about a cast member, and doing so brings up information region 1220, Woods renders obvious “*determining, based on a second direction associated with the second directional input, a third content panel to display via the television*” as claimed.

6. Claim 5

[5.1] *The method of claim 1, further comprising: retrieving at least a portion of the content information from the content source; and*

184. First, as discussed in connection with element [1.4.1]-[1.4.2], Woods identifies content information, including title, cast, detailed description, etc. (“*content information*”).

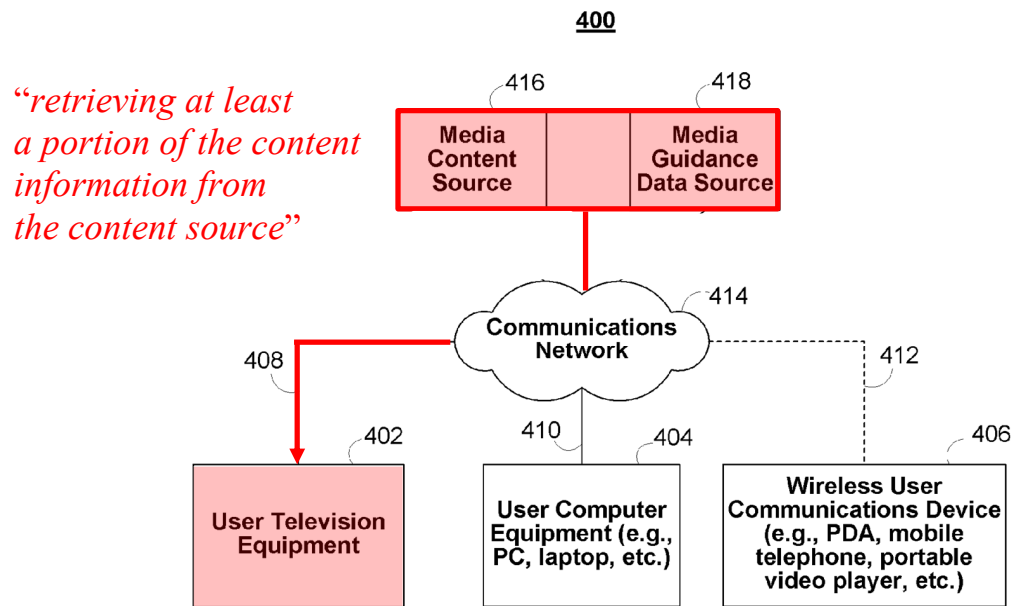
185. Second, as also explained at element [1.4.1]-[1.4.2] Woods’ media guidance data—including title, cast, detailed description information, etc. (“*content information*”)—is retrieved from a media guidance data source 418.

186. Woods further explains that the media guidance data source 418 may be integrated with the media content source 416 (“*content source*”) as a single

source. The combined media content source 416 and media guidance data source 418 provides content and content information over a network.

System 400 includes media content source 416 and media guidance data source 418 coupled to communications network 414 via communication paths 420 and 422, respectively. Paths 420 and 422 may include any of the communication paths described above in connection with paths 408, 410, and 412. Communications with the media content source 416 and media guidance data source 418 may be exchanged over one or more communications paths, but are shown as a single path in FIG. 4 to avoid overcomplicating the drawing. In addition, there may be more than one of each of media content source 416 and media guidance data source 418, but only one of each is shown in FIG. 4 to avoid overcomplicating the drawing. (The different types of each of these sources are discussed below.) **If desired, media content source 416 and media guidance data source 418 may be integrated as one source device.** Although communications between sources 416 and 418 with user equipment devices 402, 404, and 406 are shown as through communications network 414, in some embodiments, sources 416 and 418 may communicate directly with user equipment devices 402, 404, and 406 via communication paths (not shown) such as those described above in connection with paths 408, 410, and 412.

Ex.1005, [0063].

**FIG. 4**

Ex.1005, Fig. 4 (modified and annotated).

187. In such an implementation, Woods “one source device” corresponds to the “*content source*” and the title, cast, detailed description information, etc. (“*content information*”) would be retrieved from that one content source.

188. Thus, Woods renders obvious “*retrieving at least a portion of the content information from the content source,*” as claimed.

[5.2] displaying, via the television, the content information associated with the determined source.³

189. As discussed in connection with element [1.4.1], Woods displays via

³ It is my understanding that “*the determined source*” refers to the “*content source*” that was identified in [1.4.1]-[1.4.2].

the television (*See* [1.0]) content information such that it is associated with the content source. For example, Woods displays “icons (e.g., source logo), or any other visual indicator that is unique to a particular program source that allows the user to associate the program source information with the program source of the programs” and also displays “[i]nformation about the currently tuned to or accessed program.” Ex.1005, [0153], [0155].

190. Consistent with the example that I provided where the user is watching the Heroes program at 4:00PM, as shown below at modified Figure 9 (*See* [1.3]), screen 900 (which can “be partially transparent such that both the program schedule information and the currently tuned to or accessed program can be seen simultaneously”) displays via the television the program title “HEROES-VILLIANS” (“*content information*”) right next to (“*associated*”) program source 950 and at the bottom of the screen broadcaster “NBC” (“*the determined source*”).

900

950 910 920 930

952

912

924

922

934

932

960

4:00 PM

NOW WATCHING: NBC HEROES-VILLIANS

	4 PM	5 PM	6 PM	7 PM	8 PM
002	@CBS EYEWITNESS NEWS AT 4	DR. PHIL			
004	@cbs OPRAH WINFREY	ACTION NEWS	ACTION NEWS	EVERETT NEWS	ABC'S WORLD NE...
006	C-SPAN	U.S. HOUSE OF REPRESENTATIVES	ACTION NEWS	ABC'S WORLD NE...	NCIS
007	PBS MAURY	★ ACCORDING TO JIM	MY WIFE AND KIDS	MY WIFE AND KIDS	IT IS THE GREAT PLUMING-HARLE BROWN
008	Ch8 ★ CHRISTINA COOKS	FLAVOURS OF AMERI...	FERTZ KITCHEN	ONE ON ONE	TONIGHT FROM WASHINGTON
009	FOX JUDGE JUDY	JUDGE JUDY	FOX 29 NEWS AT 5	TMZ	CELEBRITY PROPOSE
011	NBC HEROES	16:00-17:00	17:00-18:00	NBC 10 NEWS AT 6	LAW'S ORDER: SPECIAL VICTIMS UNIT
029	ESPN2 BRUCE A. MIGHTY			NBC NIGHTLY NE...	LAW & ORDER: CRIMINAL INTENT
034	ESPN NFL PRIMETIME	AROUND THE HORN	PARDON THE INTER...	SPORTS CENTER	MADDER NATION
035	ESPN2	DRAG RACING		NASCAR NOW	MADDER NATION
037	VS BULL RIDING: FEB IN COLUMBUS, OHIO	PRODUCT SHOWCA...	PRODUCT SHOWCA...	TAPOUT	MY WORLD
039	GOLF CHANNEL PRODUCT SHOWCA...	PRODUCT SHOWCA...	PRODUCT SHOWCA...	PERSONAL LESSONS	GOLF WITH STYLE
040	FOX YOUR WORLD WITH NEIL CAVUTO	BIG STORY WITH JOHN GIBSON AND HEA...		SPECIAL REPORT WITH BRI THUNE	OUT IN THE OPEN
041	CNN SITUATION ROOM			LOU DOBBS TONIGHT	

“the content information associated with the determined source”

Ex.1005, Fig. 9 (modified and annotated).

191. As another example, Woods at Figure 10 displays, via the television, the program title “HEROES-VILLIANS” and “CAST” (separately and together “content information”).

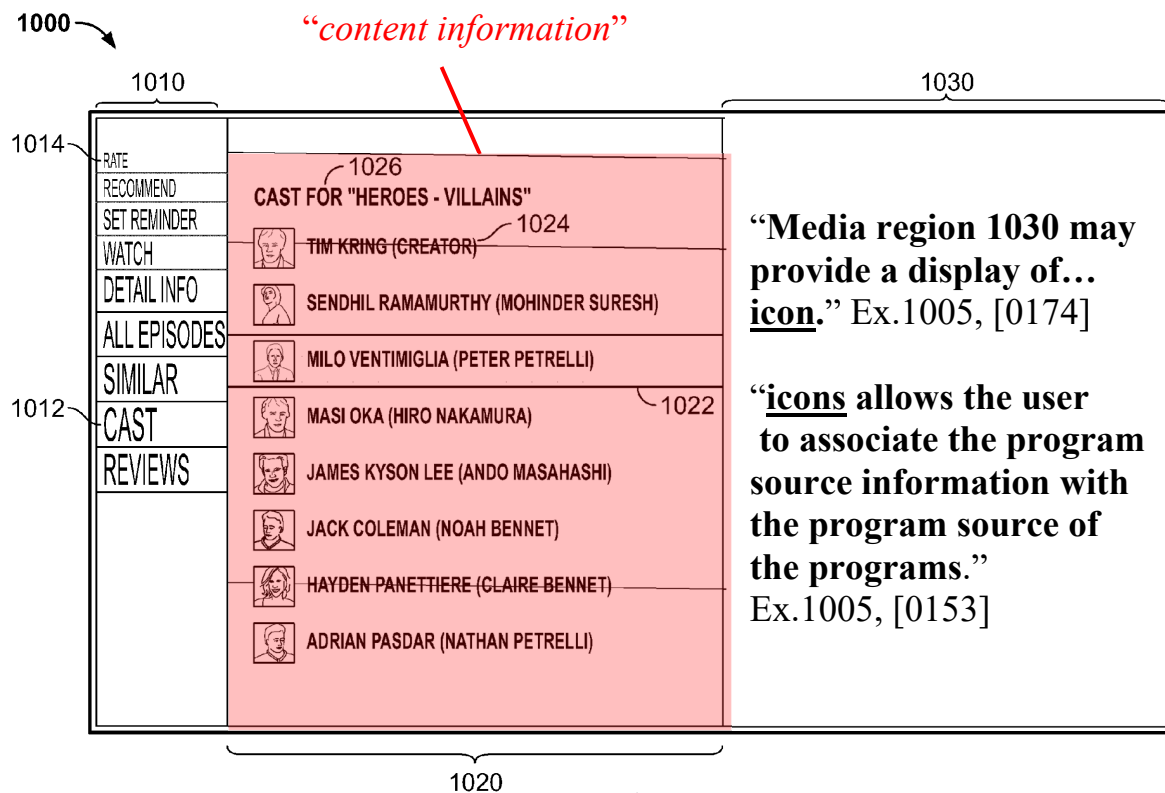


FIG. 10

Ex.1005, Fig. 10 (modified and annotated).

192. Woods explains that “[m]edia region 1030 may provide a display of ... the currently tuned television program, icon... or textual description of the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected.” Ex.1005, [0174]. The “icons ... allows the user to associate the program source information with the program source of the programs.” Ex.1005, [0153]. Accordingly, the television displays the program title “HEROES-VILLIANS” and “CAST” in region 1020 associated with the icon of the program source in region 1030.

193. Thus, because Woods displays, via the television, content information

associated with the determined content source, Woods renders obvious

“displaying, via the television, the content information associated with the determined source,” as claimed.

7. Claim 6

[6.1] *The method of claim 1, wherein the second content information comprises information associated with content information marked as favorite.*

194. First, as discussed in connection with element [1.7.1]-[1.8], when Woods’ “detailed description” function is selected in the menu bar 1010, *“second content information”* corresponding to the “detailed description” of the currently tuned program is displayed in the second options or items of function options region 1020.

195. Second, in certain instances, the currently tuned program will be one the user has marked as “favorite.” Woods explicitly notes that users may identify programs or channels as “favorites.”

Options region 126 may allow the user to access different types of media content, media guidance application displays, and/or media guidance application features. Options region 126 may be part of display 100 (and other display screens of the present invention), or may be invoked by a user by selecting an on-screen option or pressing a dedicated or assignable button on a user input device. The selectable options within options region 126 may concern features related to program listings in grid 102 or may include options available from a main menu display. Features related to program listings may include

searching for other air times or ways of receiving a program, recording a program, scheduling a reminder for a program, ordering a program, enabling series recording of a program, **setting program and/or channel as a favorite**, purchasing a program, or other features. Options available from a main menu display may include search options, VOD options, parental control options, access to various types of listing displays, subscribe to a premium service, edit a user's profile, access a browse overlay, or other options.

Ex.1005, [0043].

The user may also set various settings to maintain consistent media guidance application settings across in-home devices and remote devices. Settings include those described herein, **as well as channel and program favorites**, programming preferences that the guidance application utilizes to make programming recommendations, display preferences, and other desirable guidance settings. For example, if a user sets a channel as a favorite on, for example, the web site www.tvguide.com on their personal computer at their office, the same channel would appear as a favorite on the user's in-home devices (e.g., user television equipment and user computer equipment) as well as the user's mobile devices, if desired. Therefore, changes made on one user equipment device can change the guidance experience on another user equipment device, regardless of whether they are the same or a different type of user equipment device. In addition, the changes made may be based on settings input by a user, as well as user activity monitored by the guidance application.

Ex.1005, [0060].

196. Given that the user has the ability to identify programs and channels as favorites, it would have been obvious that there will be times when the currently tuned program (e.g., “Heroes”) is one that the user has marked as favorite. Accordingly, second content information corresponding to the “detailed description” about such currently tuned program is “*associated with content information marked as favorite.*”

197. Thus, because Woods discloses displaying second content information about a currently tuned program, which may be marked as favorite, Woods renders obvious “*wherein the second content information comprises information associated with content information marked as favorite,*” as claimed.

198. **Additionally**, a POSITA would have found it obvious for Woods’ menu bar 1010 to include a favorites section. As discussed in connection with element [1.7], Woods explains that the menu items illustrated in menu bar 1010 represent merely “some” of the menu options that may be included.

Functions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention. **Some of the functions that may be associated with a particular media asset may include** requests for reviews, a list of the cast members, list of similar media assets, broadcast or schedule information of the media asset (which may include other air times of the media asset),

a list of all episodes of the media asset, detailed description of the media asset, watch or access the media asset, set or schedule reminders for the media asset, schedule a recording for the media asset, provide a rating for the media asset.

Ex.1005, [0171].

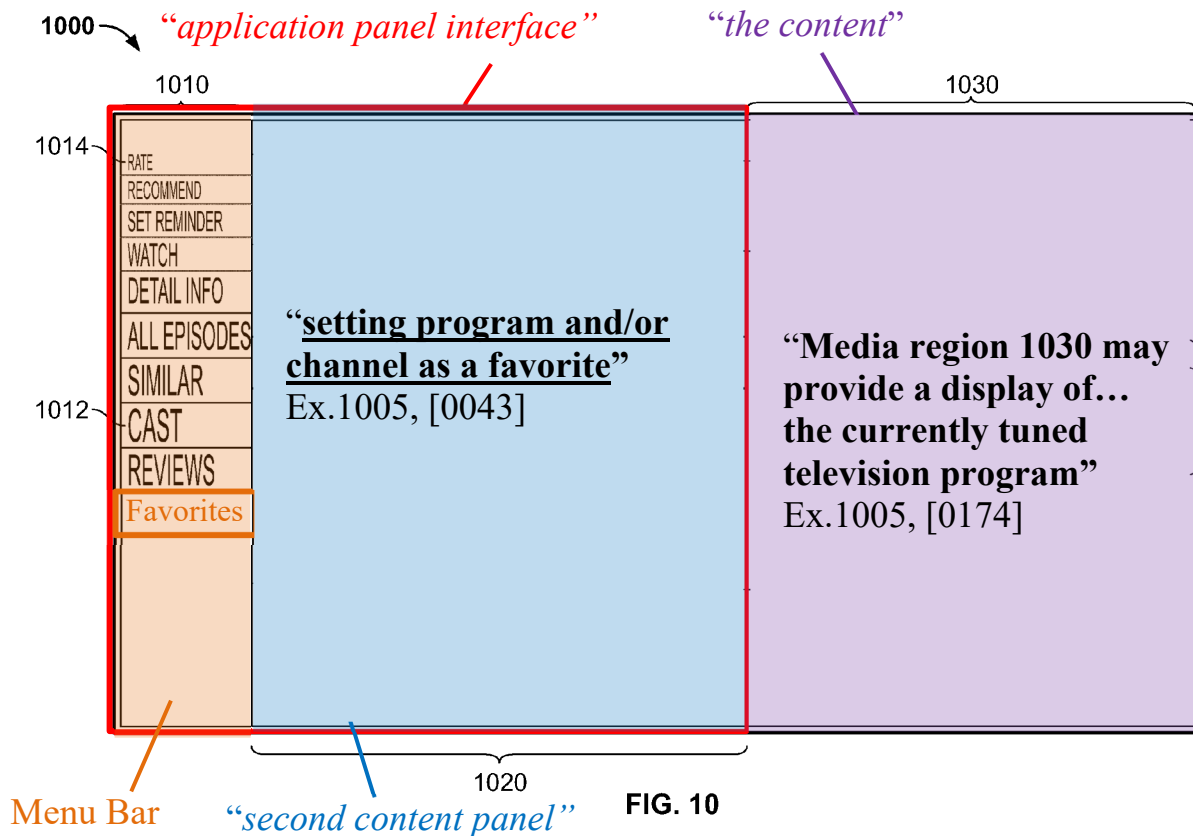
199. A POSITA would have found it obvious for one of the options in menu bar 1010 to be a favorites section. Indeed, Woods describes an options region 126 which may be part of “other display screens of the present invention” (e.g., display screen 1000). Options region 126 may include “favorites” options.

Options region 126 may allow the user to access different types of media content, media guidance application displays, and/or media guidance application features. **Options region 126 may be part of display 100 (and other display screens of the present invention),** or may be invoked by a user by selecting an on-screen option or pressing a dedicated or assignable button on a user input device. **The selectable options within options region 126 may concern features related to** program listings in grid 102 or may include options available from a main menu display. Features related to program listings may include searching for other air times or ways of receiving a program, recording a program, scheduling a reminder for a program, ordering a program, enabling series recording of a program, **setting program and/or channel as a favorite**, purchasing a program, or other features. Options available from a main menu display may include search options, VOD options, parental control options, access to various types of listing

displays, subscribe to a premium service, edit a user's profile, access a browse overlay, or other options.

Ex.1005, [0043].

200. Accordingly, Woods explains that the options region 126, which may be implemented in the screens of the present invention, includes setting a program or channel as favorite. It would have thus been obvious for the menu bar 1010 to include a “favorites” option, as shown below at modified and annotated Figure 10.



Ex.1005, Fig. 10 (modified and annotated).

201. When the “favorites” item from menu bar 1010 is in focus, it would have been obvious for the second list of options or items (“second content panel”)

in function options region 1020 to correspond to the “favorites” type. As such, the retrieved second content information (See [1.8]) “*comprises information associated with content information marked as favorite.*”

202. This implementation, i.e., of including a “favorites” option, was a well-known user interface feature for a menu bar. *See e.g.*, Ex.1006, Fig. 6.

203. Thus, because it would have been obvious for Woods’ menu bar 1010 to include a “favorites” option, such that selection of the favorites displays information within the content panel associated with the user’s selection of a favorite channel, Woods renders obvious “*wherein the second content information comprises information associated with content information marked as favorite,*” as claimed.

8. Claim 7

[7.1] *The method of claim 1, wherein the second content information comprises information associated with TV series episode content information.*

204. First, as discussed at elements [1.8]-[1.9], Woods’ discloses displaying via the television second content information corresponding to the “detailed description” type, which includes specific information about the currently tuned program.

205. Second, in certain instances, the currently tuned program will be an episode in a series of episodes. Woods explicitly notes that some programs may be one of several episodes in the series.

Functions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention. Some of the functions that may be associated with a particular media asset may include requests for reviews, a list of the cast members, list of similar media assets, broadcast or schedule information of the media asset (which may include other air times of the media asset), **a list of all episodes of the media asset**, detailed description of the media asset, watch or access the media asset, set or schedule reminders for the media asset, schedule a recording for the media asset, provide a rating for the media asset.

Ex.1005, [171].

206. Given that the currently tuned program on the television may be one of several episodes in a series, it would have been obvious that there will be times when the currently tuned program is a television series (e.g., “Heroes,” “Curb Your Enthusiasm,” and “Sopranos” (Ex.1005, [0178], [0038])) and the second content information corresponding to the “detailed description” is “*associated with TV series episode content information.*”

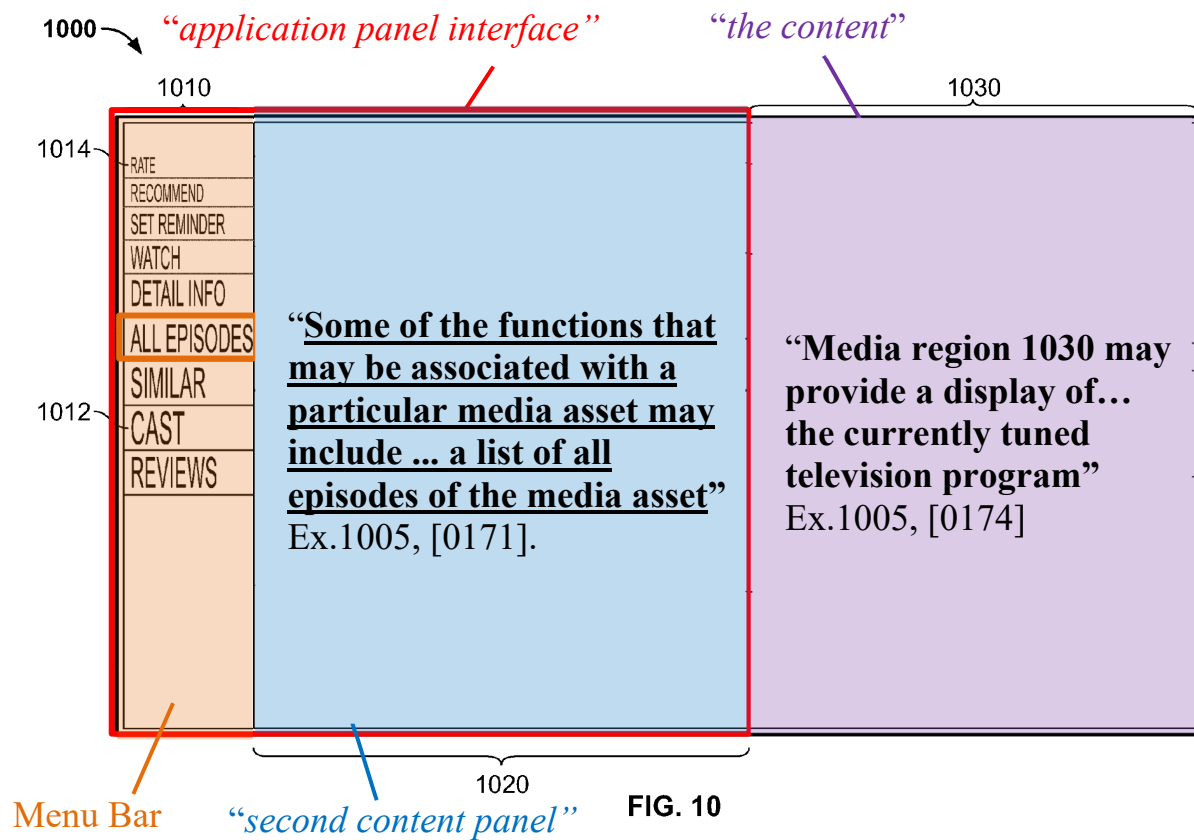
207. Thus, because Woods discloses displaying second content information about a currently tuned program, which may be an episode in a TV series, Woods renders obvious “*wherein the second content information comprises information associated with TV series episode content information,*” as claimed.

208. **Additionally**, as discussed in connection with element [1.7.1]-[1.7.2], Woods' menu bar 1010 includes various options. Woods, further illustrates that the menu bar may include an "all episodes" option.

Functions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention. **Some of the functions that may be associated with a particular media asset may include** requests for reviews, a list of the cast members, list of similar media assets, broadcast or schedule information of the media asset (which may include other air times of the media asset), **a list of all episodes of the media asset**, detailed description of the media asset, watch or access the media asset, set or schedule reminders for the media asset, schedule a recording for the media asset, provide a rating for the media asset.

Ex.1005, [171].

209. When the "all episodes" option from menu 1010 is in focus, it would have been obvious for the second list of options or items ("*second content panel*") in function options region 1020 to correspond to a "all episodes" type. As such, the retrieved second content information (*See [1.8]*) "*comprises information associated with TV series episode content information.*"



Ex.1005, Fig. 10 (modified and annotated).

210. Thus, because Woods' menu bar 1010 includes an "all episodes" option, which when selected retrieves episode information ("*second content information*" [1.8]) for display in the second list of options or items in function options region 1020, Woods renders obvious "*wherein the second content information comprises information associated with TV series episode content information,*" as claimed.

211. Additionally, for the reasons described above at [1.7.1], [1.7.2], and [1.8], Woods discloses displaying within information region 1120 the additional cast information retrieved from memory, which also renders this limitation

obvious. *See* Ex.1005, [0180], [0186], Fig. 11. In such example, Woods explains that the information in region 1120 “may include a picture of the actor, a short description about the actor and **other media assets which feature the selected actor**.” Ex.1005, [0186]. A POSITA would have found it obvious for an actor in a television series to also be an actor in other television series. Thus, the information in region 1120 includes “*information associated with TV series episode content information*” as claimed.

9. Claim 8

[8.1] *The method of claim 1, wherein the second type of content panel is a search panel.*

212. First, as discussed in connection with element [1.7.1], Woods’ menu bar 1010 includes various options. Woods further notes that the menu items of menu bar 1010 represent merely “some” of the types of information that may be displayed.

Functions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention. **Some of the functions that may be associated with a particular media asset may include requests for reviews, a list of the cast members, list of similar media assets, broadcast or schedule information of the media asset (which may include other air times of the media asset), a list of all episodes of the media asset, detailed description of the**

media asset, watch or access the media asset, set or schedule reminders for the media asset, schedule a recording for the media asset, provide a rating for the media asset.

Ex.1005, [0171]

213. Second, Woods further contemplates other types of information including a search bar:

Referring back to FIG. 8, the **user may select an option to search program listings from submenu bar 820.** A display screen may be provided for the user to search locally or remote (e.g., the Internet) using perspective views for program listings or particular media assets of interest to the user.

Ex.1005, [0191].

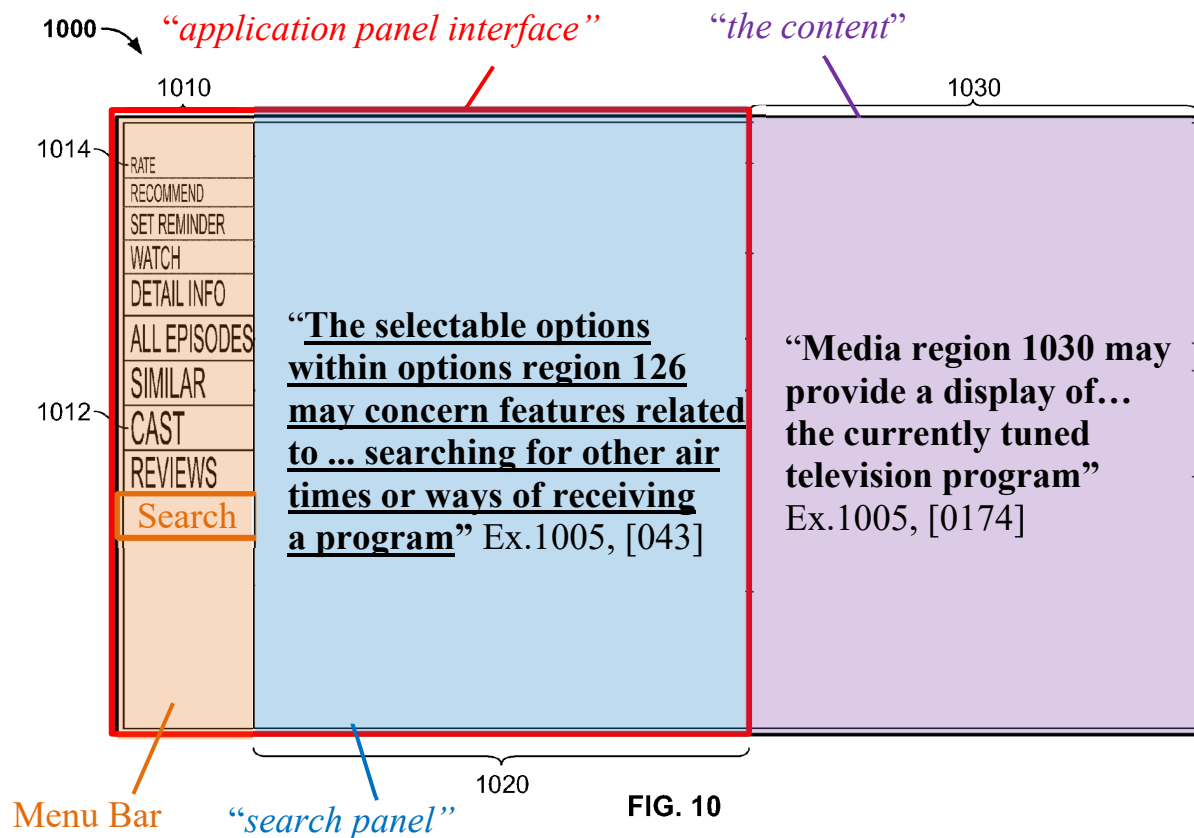
214. Indeed, Woods describes an options region 126 which may be part of other display screens of the present invention (e.g., display screen 1000). Options region 126 may include search options.

Options region 126 may allow the user to access different types of media content, media guidance application displays, and/or media guidance application features. **Options region 126 may be part of display 100 (and other display screens of the present invention),** or may be invoked by a user by selecting an on-screen option or pressing a dedicated or assignable button on a user input device. **The selectable options within options region 126 may concern features related to** program listings in grid 102 or may include options available from a main menu display. Features related to program listings may include

searching for other air times or ways of receiving a program, recording a program, scheduling a reminder for a program, ordering a program, enabling series recording of a program, setting program and/or channel as a favorite, purchasing a program, or other features. Options available from a main menu display may include search options, VOD options, parental control options, access to various types of listing displays, subscribe to a premium service, edit a user's profile, access a browse overlay, or other options.

Ex.1005, [0043].

215. Accordingly, it would have been obvious for the menu bar 1010 to include a “search” option as shown elsewhere in Woods, as shown below at modified and annotated Figure 10.



Ex.1005, Fig. 10 (modified and annotated).

216. When the “search” option from menu 1010 is in focus, it would have been obvious for the second list of options or items (“*second content panel*”) in function options region 1020 to correspond to a “search” type.

217. Thus, because Woods’ menu bar 1010 includes a “search” option, which when selected changes the second list of options or items (“*second content panel*”) in function options region 1020 to correspond to a “search” type, Woods renders obvious “*wherein the second type of content panel is a search panel,*” as claimed.

10. Claim 9

[9.1] The method of claim 1, wherein the second type of content panel is a recommended panel.

218. First, as discussed in connection with element [1.7.1], Woods' menu bar 1010 includes various options. Woods further notes that the menu items of menu bar 1010 represent merely "some" of the types of information that may be displayed. Ex.1005, [0171]. Woods contemplates other types of information including a "recommended" option. While the "recommend" option is illustrated in the menu bar 1010 of Fig. 10 (display screen 1000), Woods describes the recommended function in more detail in the text accompanying Fig. 6.

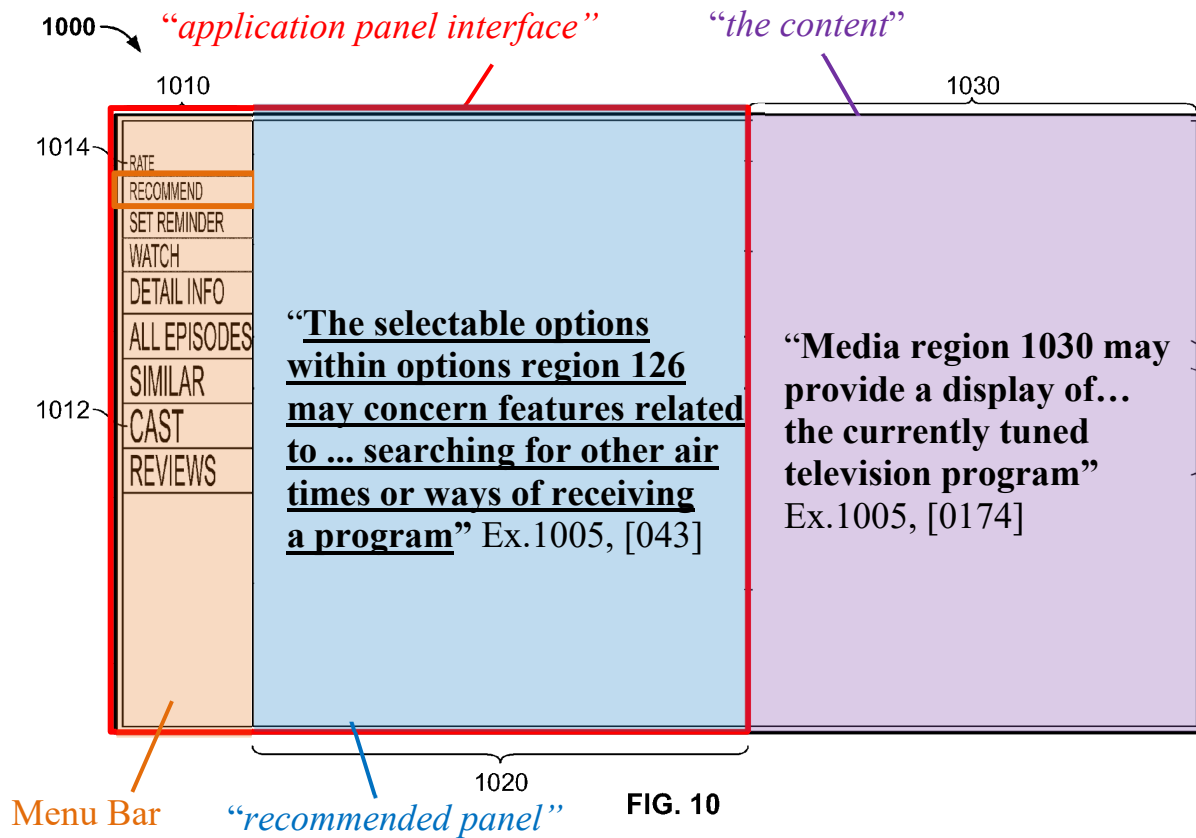
Selection of **program recommendations menu region 620**, by pressing a down arrow key or using some other cursor or navigation tool, **may cause media asset representations corresponding to media asset recommendations to be displayed** in perspective similar to the manner of display provided in recent program recordings menu region 610. In particular, processing circuitry 306 may search for and find media assets that may be of interest or relevant to a user based on a user profile that is selected in, for example, screen 500b. The media assets that are found may be identified to the user as media asset representations using icons, images, videos, clips or any other suitable way in perspective similar to the manner in which media asset representations are displayed in region 610.

The user may navigate to and select a particular media asset representation that corresponds to **a media asset recommendation**.

Processing circuitry 306 may allow the user to tune to, schedule for recording, schedule a reminder, place an order, **or otherwise access the media asset associated with a selected media asset recommendation.**

Ex.1005, [0133]-[0134].

219. It would have been obvious to a POSITA for the recommend option to allow the user to provide recommendations and to also display recommended content. Accordingly, when the “recommend” option from menu 1010 is in focus, it would have been obvious for the second list of options or items (“*second content panel*”) in function options region 1020 to correspond to a “recommend” type.



Ex.1005, Fig. 10 (modified and annotated).

220. Thus, because Woods' menu bar 1010 includes a "recommend" option, which when selected changes the second list of options or items ("second content panel") in function options region 1020 to correspond to a "recommend" type, Woods renders obvious "wherein the second type of content panel is a recommended panel," as claimed.

11. Claim 10

[10.0] A system for displaying content on a television, comprising: an input device associated with the television; a memory; and a microprocessor that:

221. To the extent limiting, Woods renders obvious the preamble.

222. First, as discussed in connection with element [1.0], Woods discloses “[s]ystems and methods are provided for navigating a media guidance application” (Ex.1005, Abstract) to display content on user television equipment 300 (“*system for displaying content on a television*”). As discussed in connection with element [1.1], Woods’ user television equipment 300 includes a user input interface 310 (“*input device associated with the television*”). Further, as discussed in connection with element [1.8], Woods’ television set 402 includes storage 308 (“*memory*”).

223. Second, Woods’ television set further includes processing circuitry 306 that is based on a microprocessor.

Control circuitry 304 may be based on any suitable processing circuitry 306 such as processing circuitry based on one or more microprocessors, microcontrollers, digital signal processors, programmable logic devices, etc. In some embodiments, control circuitry 304 executes instructions for a media guidance application stored in memory (i.e., storage 308). In client-server based embodiments, control circuitry 304 may include communications circuitry suitable for communicating with a guidance application server or other networks or servers. Communications circuitry may include a cable modem, an integrated services digital network (ISDN) modem, a digital subscriber line (DSL) modem, a telephone modem, or a wireless modem for communications with other equipment. Such communications may involve the Internet or any other suitable communications networks or paths (which is described in more detail in connection with FIG. 4). In addition, communications circuitry may

include circuitry that enables peer-to-peer communication of user equipment devices, or communication of user equipment devices in locations remote from each other (described in more detail below).

Ex.1005, [0050].

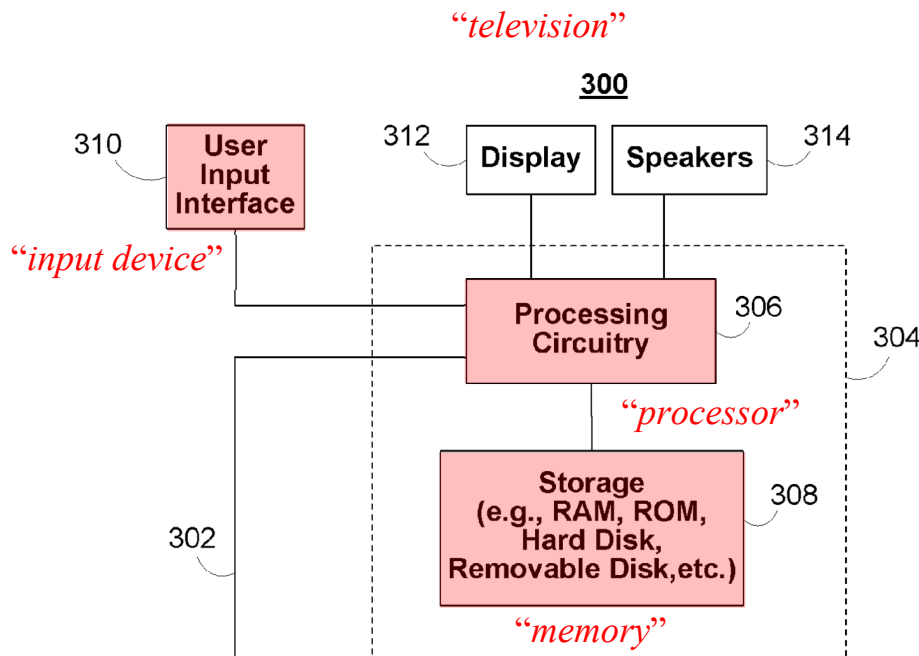


FIG. 3

Ex.1005, Fig. 3 (annotated).

224. Thus, Woods discloses a system for displaying content on a user television equipment 300, with the television comprising an input interface 310, processing circuitry 306 (e.g., microprocessor), and memory 308, which renders obvious a *“system for displaying content on a television, comprising: an input device associated with the television; a memory; and a microprocessor,”* recited in the preamble.

[10.1] receives a first input via an input device associated with the television;

225. See [1.1].

[10.2] in response to the first input, displays, via the television, an application panel interface;

226. See [1.2].

[10.3] determines content currently being shown on the television;

227. See [1.3].

[10.4] identifies at least one of a content source and content information associated with the content currently being displayed via the television;

228. See [1.4.1]-[1.4.2].

[10.5] based on the content and the at least one of the content source and the content information, provides a first content panel in the application panel interface, wherein the first content panel is a first type of application panel;

229. See [1.5.1]-[1.5.2].

[10.6] receives a first directional input via the input device associated with the television;

230. See [1.6].

[10.7] determines, based on a first direction associated with the first directional input, a content panel to display via the television in the application panel interface, wherein the second content panel is a second type of application panel;

231. See [1.7.1]-[1.7.2].

[10.8] retrieves, from memory, a second content information based on the second type of content panel; and

232. See [1.8].

[10.9] displays, via the television, the second content information in the second

content panel.

233. See [1.9].

12. Claim 11

[11.1] *The system of claim 10, wherein the microprocessor is further operable to: retrieve, from a memory, a first image that is representative of the at least one of content source and the content information; and*

234. See [2.1].

[11.2] *display, via the television, the first image in the first or second content panel.*

235. See [2.2]

13. Claim 12

[12.1] *The system of claim 10, wherein the application panel interface is provided in a portion of the display of the television.*

236. See [3.1].

14. Claim 13

[13.1] *The system of claim 10, wherein the microprocessor is further operable to: retrieve at least a portion of the content information from the source; and*

237. See [5.1].

[13.2] *display, via the television, the content information associated with the determined source.*

238. See [5.2].

15. Claim 14

[14.1] *The system of claim 10, wherein the second content information comprises information associated with content information marked as favorite.*

239. See [6.1].

B. Ground 2: Claims 6, 8, and 14 are obvious over Woods in view of Istvan.

1. Summary of Istvan

240. Like the '174 patent, Istvan relates to a “method of displaying multimedia content on a display area of a broadband Internet-enabled television system.” Ex.1006, Abstract.

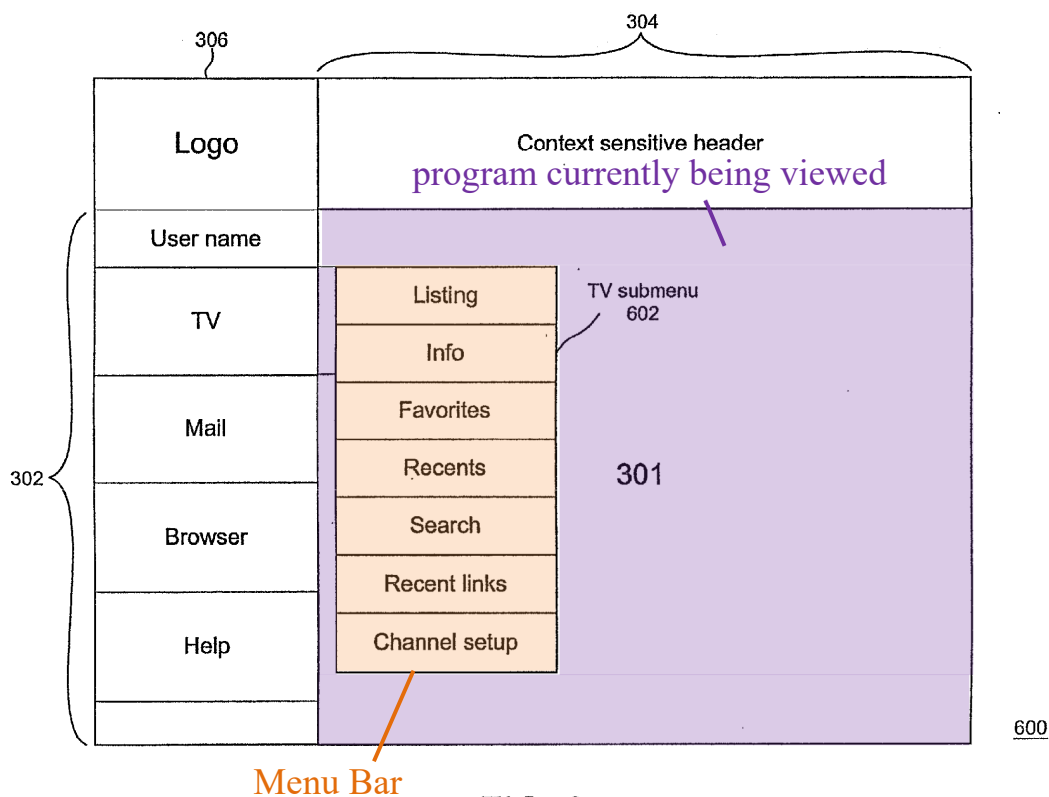


FIG. 6

Ex.1006, Fig. 6 (annotated).

241. Istvan’s guide application includes a submenu 602 that includes a variety of menu options for the user. Like both Woods and the '174 patent, the submenu includes an “info” option. “The ‘info’ selection provides information

relating to the TV program currently being viewed in the display area 301. The information may include a brief description of the program, names of actors/actresses, copyright year, and so on.” Ex.1006, [0056].

242. The submenu 602 also includes a “favorites” option. “The TV ‘favorites’ selection provides a user with a list of his/her favorite TV channels. When a TV channel is selected from the favorite list, then the embedded TV display changes to that channel.” Ex.1006, [0057].

243. The submenu 602 also includes a “search” option. “The TV ‘search’ selection provides a mechanism to search electronic program guide (EPG) listings for a particular program or programs. The search may be by program title, type of program (e.g., “basketball” may be Searched to find basketball games being broadcast), by actor/actress, and so on.” Ex.1006, [0059].

244. Thus, Istvan provides evidence that it was known to includes options such as “favorites” and “search” within a menu bar alongside other known options like “info.”

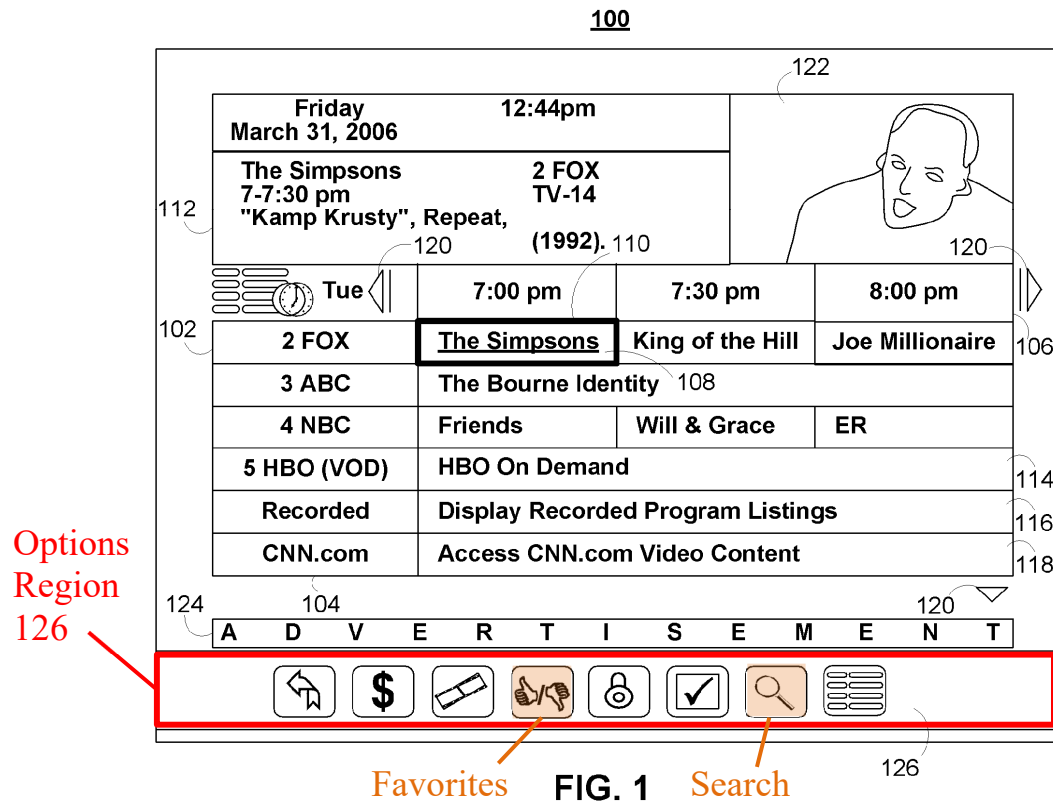
2. Reasons to Combine Woods and Istvan

245. A POSITA would have found it obvious for Woods’ menu bar 1010 to include additional selections such as “favorites” or “search” as suggested by Woods itself and explicitly taught by Istvan. Indeed, Woods explicitly contemplates the existence of both a “favorites” and a “search” option within the

program guide. Istvan provides evidence that it would have been obvious to include such options within menu bar 1010 alongside options like “info.”

246. As described above, Woods describes a menu bar 1010 with several options including “cast,” “detailed description,” “all episodes,” and “recommended.” Woods identifies these as merely “some” of the options that may be included in the menu bar. Ex.1005, [0171].

247. Woods further provides examples elsewhere in its disclosure of a “favorites” option and a “search” option in a menu bar. Woods describes an options region 126 to “allow the user to access different types of media content, media guidance application displays, and/or media guidance application features.” Ex.1005, [0043]. “The selectable options within options region 126 may concern features related to **program listings** in grid 102 or may include options available from a **main menu display**.” Ex.1005, [0043]. “Features related to **program listings** may include ... setting program and/or channel **as a favorite**.” Ex.1005, [0043]. “Options available from a **main menu display** may include **search options**.” Ex.1005, [0043].



Ex.1005, Fig. 1 (annotated).

248. Notably, Woods explains that the “Options region 126 may be part of display 100 (and other display screens of the present invention).” Ex.1005, [0043]. Because Woods expressly indicates that the options regions (including the favorites and search bar) may be part of any other display screen, Woods suggests that the favorites and search functions may be part of the menu bar 1010 in display screen 1000.

249. Istvan confirms the obviousness of having a “favorites” and “search” function. Fig. 6 of Istvan explicitly illustrates a “favorites” option and a “search” option within a menu bar.

250. A POSITA would have found it beneficial to include the favorites bar within menu 1010. Woods indicates several times that a user may mark a channel or program as favorite. *See* Ex.1005, [0043], [0044], [0060], [0078], [0245]. A POSITA would have found it beneficial to have quick access to the user's list of favorite shows or channels. Providing the "favorites" option in various menu bars, such as menu bar 1010 provides that quick access. That way, when the user is browsing content and wishes to return to his or her favorites list, the user can do so through the menu bar 1010.

251. A POSITA also would have found it beneficial to include the "search" bar within menu bar 1010. Woods indicates several times that a user may be provided with a search bar. *See* Ex.1005, [0006], [0043], [0133], [0149], [0191], [0192], Fig. 13. A POSITA would have found it beneficial to have quick access to a mechanism for searching content, particularly given the "overwhelming volume of media content (e.g., video and audio) available to the average person (e.g., via the Internet, cable and satellite television and radio)." Ex.1005, [0002]. Providing the "search" option in various menu bars, such as menu bar 1010 provides that quick access. That way, when the user is browsing content and wishes to search for particular content, the user can do so through the menu bar 1010.

252. Given that placing the "search" and "favorites" options within the menu bar 1010 is already suggested by Woods, a POSITA would have had a

reasonable expectation of success in placing such options in the menu bar 1010 as taught and shown explicitly by Istvan. Doing so would have yielded the predictable result of a menu bar with additional options to provide the user with quicker access to desirable features.

253. Thus, the combination of Woods and Istvan represents combining prior art elements (info, search, and favorites selections) according to known methods (options on a menu bar) to yield predictable results (a menu bar with additional options).

254. Lastly, I note that the proposed combination relies on the teachings of the references, and I do not suggest that physical incorporation of Istvan's elements into Woods is required; however, it is permitted in the proposed combination.

3. Claim 6

[6.1] *The method of claim 1, wherein the second content information comprises information associated with content information marked as favorite.*

255. First, as discussed in connection with element [1.7.1]-[1.7.2], Woods' menu bar 1010 includes various options, including the "detailed description" option. In particular, when the "detailed description" function is selected in the menu bar, options region 1020 displays "detailed description" information ("*second content information*") which is based on the currently tuned program.

256. Second, a POSITA would have found it obvious for Woods' menu bar 1010 to include a favorites section, as explicitly illustrated by Istvan.

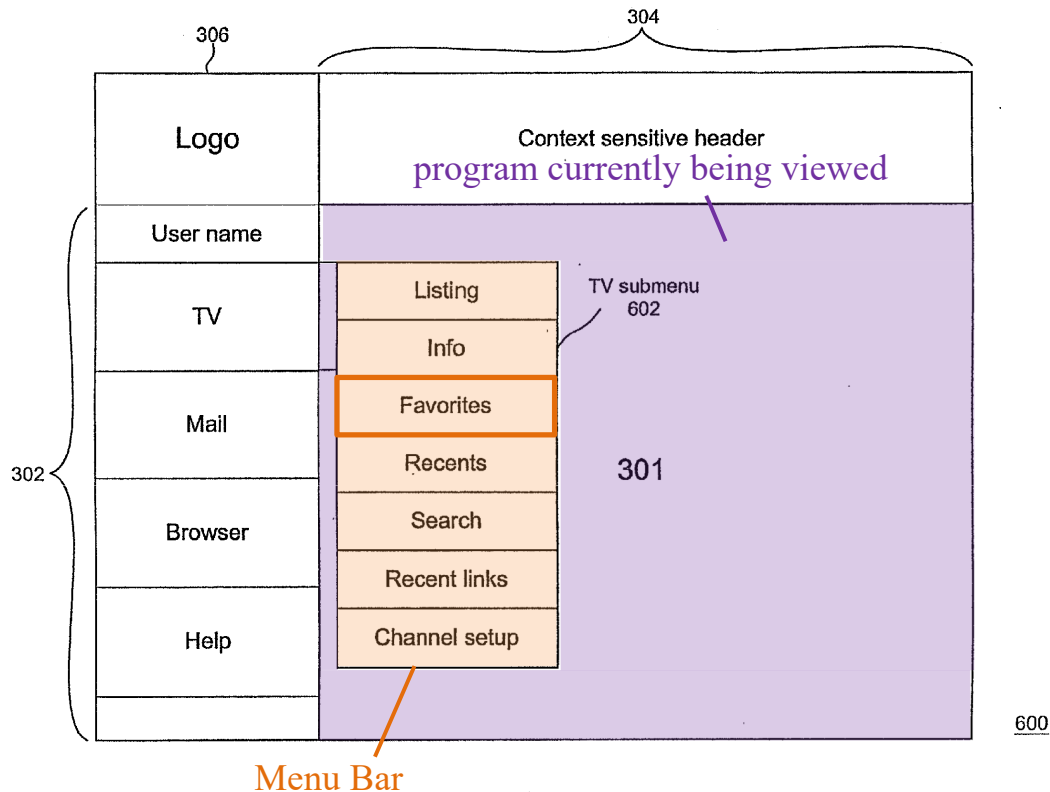


FIG. 6

Ex.1006, Fig. 6 (annotated).

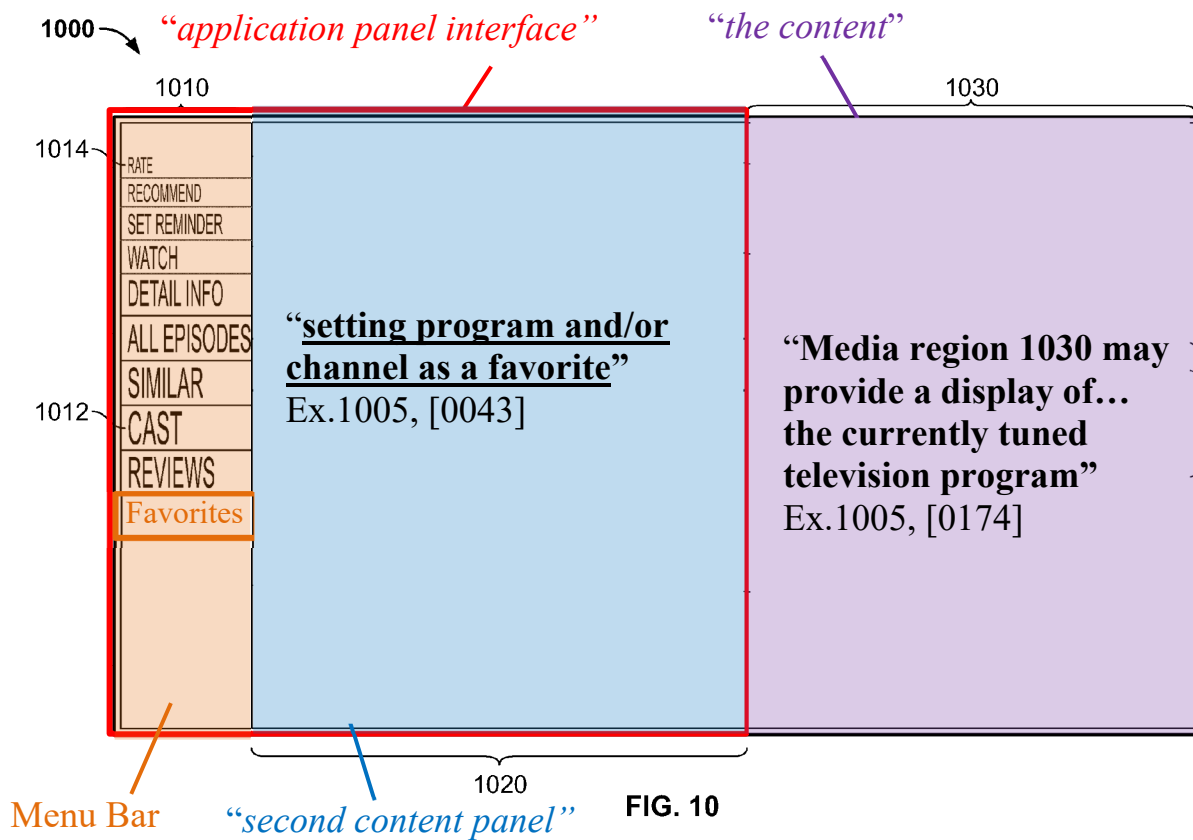
257. Woods notes that the menu items illustrated in menu bar 1010 represent merely “some” of the menu options that may be included. Ex.1005, [0171]. A POSITA would have thus found it obvious for the menu bar 1010 to include “favorites.” Indeed, Woods describes an options region 126 which may be part of other display screens of the present invention (e.g., display screen 1000). Options region 126 may include search options.

Options region 126 may allow the user to access different types of media content, media guidance application displays, and/or media guidance application features. **Options region 126 may be part of display 100 (and other display screens of the present invention), or**

may be invoked by a user by selecting an on-screen option or pressing a dedicated or assignable button on a user input device. **The selectable options within options region 126 may concern features related to program listings in grid 102 or may include options available from a main menu display. Features related to program listings may include searching for other air times or ways of receiving a program, recording a program, scheduling a reminder for a program, ordering a program, enabling series recording of a program, setting program and/or channel as a favorite, purchasing a program, or other features. Options available from a main menu display may include search options, VOD options, parental control options, access to various types of listing displays, subscribe to a premium service, edit a user's profile, access a browse overlay, or other options.**

Ex.1005, [0043].

Accordingly, Woods explains that the options region 126, which may be implemented in any screen of the present invention, includes setting a program or channel as favorite. It would have thus been obvious for the menu bar 1010 to include a “favorites” option. An example of the “*second content panel*” may thus also be a “favorites” type. Indeed, a “favorites” option was a well-known user interface feature for a menu bar. *See e.g., Istvan, Fig. 6.*



Ex.1005, Fig. 10 (modified and annotated).

258. Thus, because it would have been obvious for Woods’ menu bar 1010 to include a favorites section, such that selection of the favorites section displays information within the content panel associated with the user’s selection of a favorite channel, Woods renders obvious “*wherein the second content information comprises information associated with content information marked as favorite*” as claimed.

4. Claim 8

[8.1] *The method of claim 1, wherein the second type of content panel is a search panel.*

259. First, as discussed in connection with element [1.7.1]-[1.7.2], Woods' menu bar 1010 includes various options, including the "detailed description" option. In particular, when the "detailed description" function is selected in the menu bar 1010, options region 1020 displays "detailed description" information in a "second content panel."

260. Second, a POSITA would have found it obvious for Woods' menu bar 1010 to include a search section, as explicitly illustrated by Istvan.

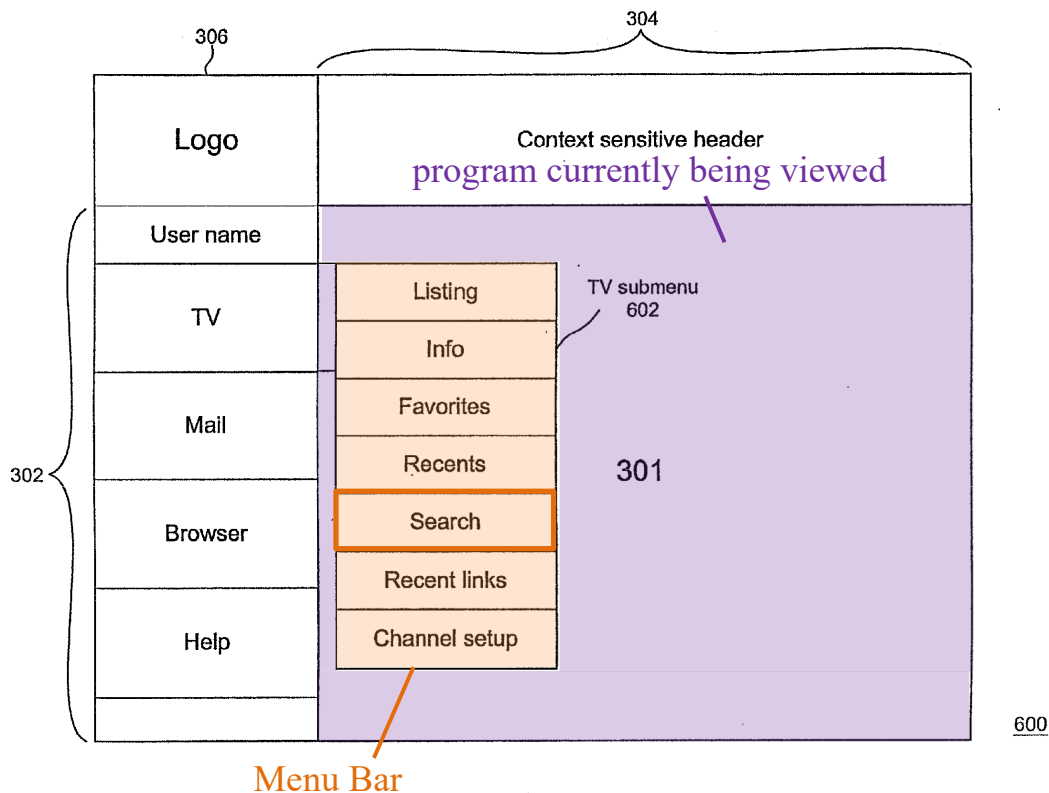


FIG. 6

Ex.1006, Fig. 6 (annotated).

261. Woods notes that the menu items of menu bar 1010 represent merely "some" of the types of information that may be displayed. Ex.1005, [0171].

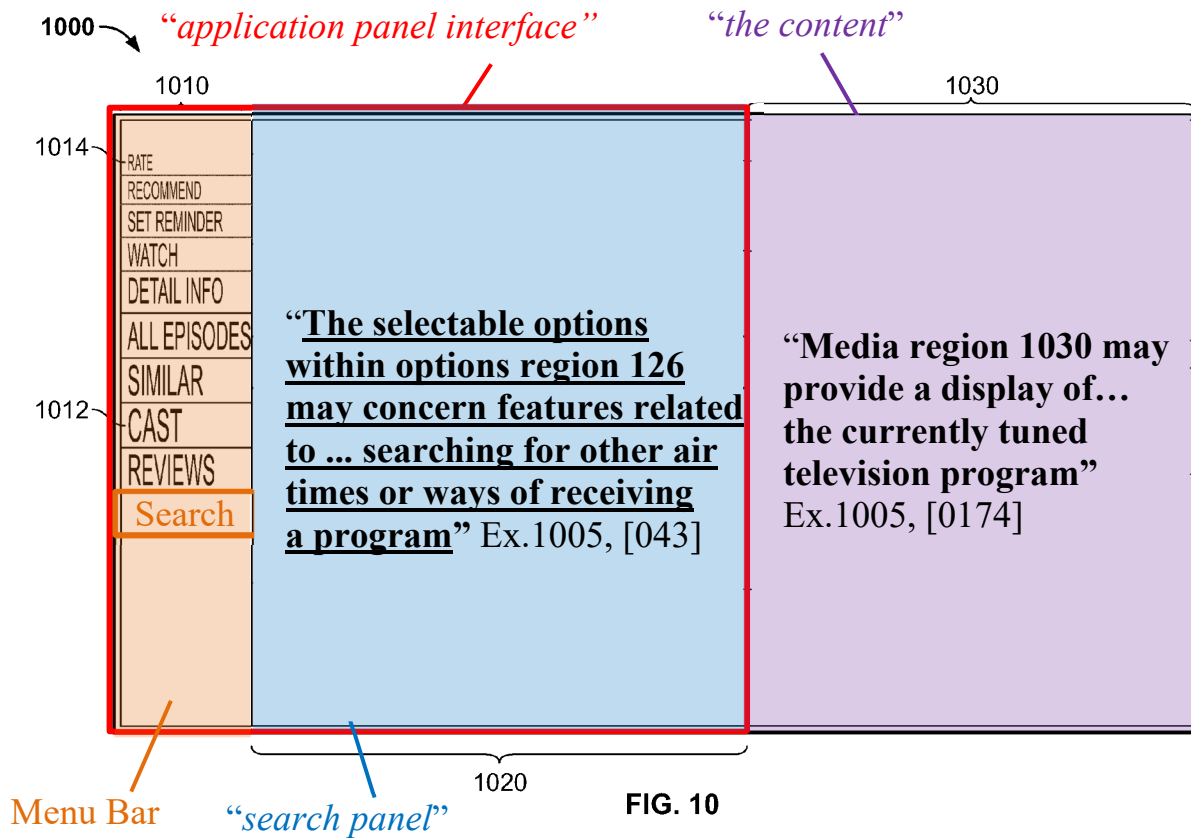
Indeed, Woods describes an options region 126 which may be part of other display screens of the present invention (e.g., display screen 1000). Options region 126 may include search options.

Options region 126 may allow the user to access different types of media content, media guidance application displays, and/or media guidance application features. **Options region 126 may be part of display 100 (and other display screens of the present invention),** or may be invoked by a user by selecting an on-screen option or pressing a dedicated or assignable button on a user input device. **The selectable options within options region 126 may concern features related to** program listings in grid 102 or may include options available from a main menu display. Features related to program listings may include **searching for other air times or ways of receiving a program,** recording a program, scheduling a reminder for a program, ordering a program, enabling series recording of a program, setting program and/or channel as a favorite, purchasing a program, or other features. Options available from a main menu display may include search options, VOD options, parental control options, access to various types of listing displays, subscribe to a premium service, edit a user's profile, access a browse overlay, or other options.

Ex.1005, [0043].

262. Accordingly, it would have been obvious for the menu bar 1010 to include a search option as shown elsewhere in Woods. In so doing, the content displayed within options region 1020 (“*second content panel*”) would be of the

“search” type. As such, the options region 1020 (“second content panel”) is a “search panel” as claimed. Indeed, a “search” option was a well-known user interface feature for a menu bar. *See e.g.*, Istvan, Fig. 6.



Ex.1005, Fig. 10 (modified/annotated).

263. Thus, because Woods explains that one option for use with display screens such as display screen 1000 is a search function, and a POSITA would have thus found it obvious for options region 1020 to display a search panel, Woods renders obvious “wherein the second type of content panel is a search panel” as claimed.

5. Claim 14

[14.1] *The system of claim 10, wherein the second content information comprises information associated with content information marked as favorite.*

264. See [6.1], Ground 2.

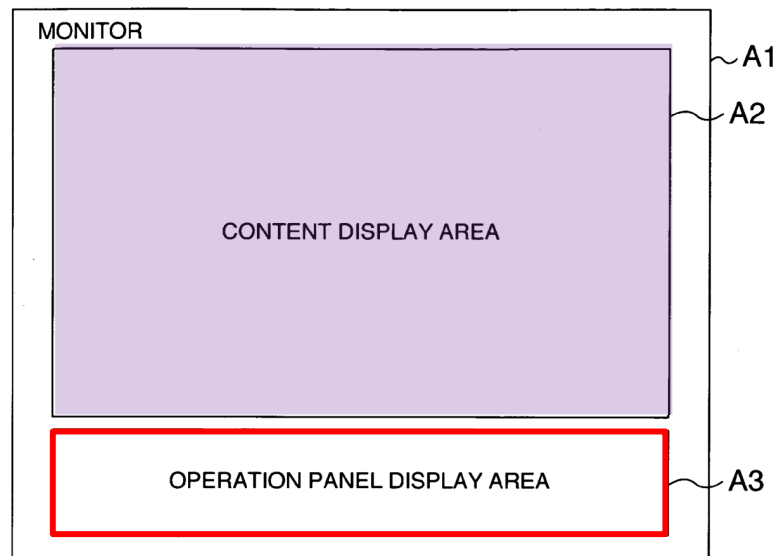
C. Ground 3: Claims 1-14 are obvious over Woods in view of Machida.

265. To the extent it is argued by Patent Owner that the claimed “*first content panel*” and “*second content panel*” must be predetermined, I note that such would have been obvious in view of Woods. As explained above, Woods describes how the list of options and items (“*first content panel*”) of one type can change—as opposed to update—to a different set of options and items (“*second content panel*”) based on the user’s directional navigation. Nevertheless, Machida teaches that it was known in the art to predefine at least two different panels and, based on context, interchangeably display them within the same display area.

1. Summary of Machida

266. Like the ’174 patent, Machida relates to “image rendering techniques for an apparatus which reproduces digital contents.” Ex.1008, [0002]; Ex.1001, abstract. Machida describes a user operation interface that includes a content display area A2 and an operational panel display area A3 as shown below in Figure 2. See e.g., Ex.1008, [0030]-[0031].

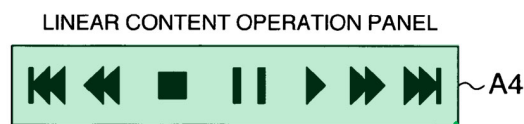
FIG. 2



Ex.1008, Fig. 2 (annotated).

267. Machida discloses that two different predefined panels, with different functions or operations, may be displayed within the same panel display area A3: (first panel) “a linear content operation panel A4” and (second panel) “an interactive content operation panel A5.” Ex.1008, [0031]-[0033].

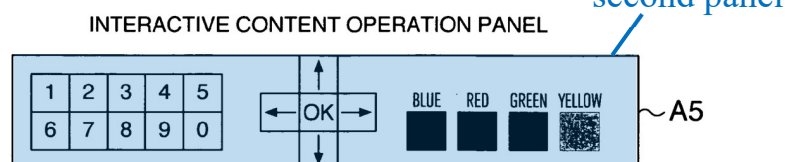
FIG. 3



Ex.1008, Fig. 3 (annotated).

first panel

FIG. 4



Ex.1008, Fig. 4 (annotated).

second panel

268. Machida's "linear content operation panel A4 and interactive content operation panel A5 are displayed exclusively and are not displayed at the same time." Ex.1008, [0033]. Machida thus generally teaches that it was known in the art to use the same panel display area to change between two different predefined panels that have different functions or operations.

2. Reasons to Combine Woods and Machida

269. A POSITA would have found it obvious for the options and items to be implemented as different predetermined panels within the same options region 1020 of Woods, in view of Machida. Woods contemplates changing between different panels by disclosing that "the list of options or items displayed in function options region 1020 may change or be updated as each indicator of the function is brought into focus." Ex.1005, [0175]. In other words, distinct from merely updating the content within options region, Woods suggests changing the options and items (i.e., panel) within the same options region 1020. Machida provides an example of changing between different predetermined panels within a predefined display area. Ex.1008, Figs. 2-4.

270. As explained above, Woods discloses that "function options region 1020 may display a list of options or items relating to the indicator of the function in focus in functions menu bar 1010." Ex.1005, [0175]. For example, when the focus in menu bar 1010 changes from "cast" to "detailed description," the "list of

options or items displayed in function options region 1020 may change to display options or items corresponding to ‘detailed description’ function indicator.”

Ex.1005, [0176].

271. Like Woods’ function options region 1020, Machida describes an operation panel display area A3. In one context (linear content) Machida’s displays a first predetermined panel (i.e., panel A4) within a panel display area A3.

Ex.1008, [0031]. In another context (interactive content) Machida’s displays a second predetermined panel (i.e., panel A5) within the same panel display area A3.

Ex.1008, [0032].

272. A POSITA would have found it obvious to implement Woods such that in one context (menu bar indicates “cast”) the user interface displays a predetermined panel in the form of options and items related to the cast within the predetermined options region 1020. In a different context (menu bar indicates “detailed description”) the user interface displays a second predetermined panel in the form of options and items related to “detailed description” within the same predetermined options region 1020.

273. A POSITA would have been motivated to implement Woods according to known, suitable options. Woods provides an example in which the options and items in region 1020 **change** rather than update. A POSITA would have looked to known techniques such as Machida’s in which two different

predetermined panels are changed interchangeably and displayed within the same predefined region. Applying Machida's predetermined panel teachings to Woods would have yielded the predictable result of implementing "cast" specific list of options or items as a first predetermined panel and implementing "detailed description" specific list of options or items as a second predetermined panel, which are interchangeably displayed in the same region 1020 at different times.

274. A POSITA would have found it obvious to use predetermined panels as suggested by Woods and explicitly taught by Machida because doing so allows for precise, uniform, and consistent arrangement of the user interface elements according to design. The benefit of using predetermined panels (which may also be referred to as objects or windows) was known in the art:

The card object may be a window having a predetermined configuration (e.g., size, shape, color, style, etc.) for display on the display apparatus 100. The configuration of the card objects may be predetermined such that the positioning and arrangement of the card objects on the display may be uniform among the plurality of card objects. For example, **each of the card objects be the same size and displayed in areas predefined on the home screen 1300** designated for displaying a card object. **In this manner, the arrangement of the home screen 1300 may be maintained while the displayed content on the home screen 1300 may be updated or changed.**

Ex.1011, [0194]. A POSITA also would have found it beneficial to use

predetermined panels that can be loaded into memory such that when the user navigates between panels the switch can occur more quickly and smoothly than if the panels had to be generated on-the-fly.

275. The combination of Woods and Machida merely represents combining prior art elements (Woods' options and items/Machida's panels) according to known methods (interchangeable, predetermined panels for display within the same predefined display area) to yield predictable results (changing content panels based on context).

276. A POSITA would have had a reasonable expectation of success in implementing Woods' options and items according to Machida's predefined panel technique, given the similarities in the two systems. Any modification needed to Woods, in order to accommodate the teachings of Machida, including implementing in software cast, detailed description, episode types of panels (or any other types of predefined panels) that are interchangeably displayed within the same region 1020, would have been within the level of ordinary skill in the art. The expectation of success is also evidenced by the art of record. *See e.g.*, Ex.1009, [0034]-[0037], [0045], Figs. 4A-4D; Ex.1010, Figs. 4-7; Ex.1011, [0194].

277. Lastly, I note that the proposed combination relies on the teachings of the references, and I do not suggest that physical incorporation of Machida's panels into Woods is required.

3. Claims 1-14

278. The analysis of claims 1-14 with respect to Ground 3 is nearly identical to that of Ground 1. Ground 3 provides additional detail on the obviousness of switching from a “*first content panel*” to a “*second content panel*” in response to directional input.

279. As explained above at [1.5.1], Woods renders obvious a “*first content panel*” by disclosing that a first “list of options or items” related to the “cast” selection in the menu bar is displayed within options region 1020. Furthermore, as explained above at [1.7.1], Woods renders obvious a “*second content panel*” by disclosing that the “the list of options or items displayed in function options region 1020 **may change** or be updated as each indicator of the function is brought into focus.” Ex.1005, [0175]. For example, when the focus in menu bar 1010 changes from “cast” to “detailed description,” the list of options and items in region 1020 **changes** to a second list of options displayed within region 1020.

280. To the extent argued that Wood’s noted content panels are not expressly discloses as predefined, such would have been obvious in view of Machida. That is, a POSITA would have found it obvious to implement the presented “list of options and items” related to “cast” as a predefined first content panel for presentation within region 1020—similar to how Machida presents the operation panel A4 within area A3. Ex.1008, [0031]-[0032]. Further, when the

function indicator of Woods' menu bar indicator is moved to the "detailed description," it would have been obvious to change what is displayed within region 1020 such that it presents a "list of options and items" related to the "detailed description" as a second predefined panel—similar to how Machida changes from operation panel A4 to operation panel A5 within panel display area A3. Ex.1008, [0031]-[0032]. Moreover, by implementing the first and second list of options and items as different predefined panels—with a different structure of options and items (one for cast and one for detailed description)—the panels would be different "types" of panels as claimed.

281. Consistent with the discussion at [1.5.1] and [1.5.2], a POSITA would have found it obvious for Woods' first "list of options and items" for the "cast" function to be presented within region 1020 as a first predefined content panel similar to how Machida presents a first predefined panel A4 within panel display area A3, which renders obvious *"based on the content and the at least one of the content source and the content information, providing a first content panel in the application panel interface, wherein the first content panel is a first type of application panel"* as claimed.

282. Consistent with the discussion at [1.7.1] and [1.7.2], a POSITA would have found it obvious for Woods' second "list of options and items" for the "detailed description" function to be presented within region 1020 as a second

predefined content panel similar to how Machida presents a second predefined panel A5 within panel display area A3, which renders obvious “*determining, based on a first direction associated with the first directional input, a second content panel to display via the television in the application panel interface, wherein the second content panel is a second type of application panel*” as claimed.

283. Independent claim 10 similarly recites a “*first content panel*” and a “*second content panel.*” Accordingly, the analysis presented with respect to claim 1 similarly applies to claim 10.

284. Furthermore, for the reasons presented with respect to claim 1, it would have been obvious for a third “list of options or items” that corresponds to the “reviews” type (“*third content panel*” of claim 4) to be implemented as an additional predefined panel within the options region—similar to how Machida provides different panels within the operation panel display area A3.

D. Ground 4: Claims 6, 8, and 14 are obvious over Woods in view of Machida and Istvan.

1. Claims 6, 8, and 14

285. The analysis for claims 6, 8, and 14 is similar to that of Ground 2, but additionally relies on the analysis in Ground 3 with respect to the independent claims.

VIII. CONCLUSION

286. This declaration and my opinions herein are made to the best of my knowledge and understanding, and based on the material available to me, at the time of signing this declaration. I declare that all statements made herein on my own knowledge are true and that all statements made on information and belief are believed to be true, and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 or Title 18 of the United States Code.

Date: 18 December, 2023