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Gazdzinski

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(54) **ADAPTIVE INFORMATION PRESENTATION APPARATUS AND METHODS**

(76) Inventor: **Robert F. Gazdzinski**, San Diego, CA (US)

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Related U.S. Application Data

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(51) **Int. Cl.**
G10L 15/00 (2006.01)

(52) **U.S. Cl.** **704/275; 704/270; 707/999.003; 187/396; 369/30.01**

(58) **Field of Classification Search** **704/270, 704/275; 707/999.003; 187/396; 369/30.01**
See application file for complete search history.

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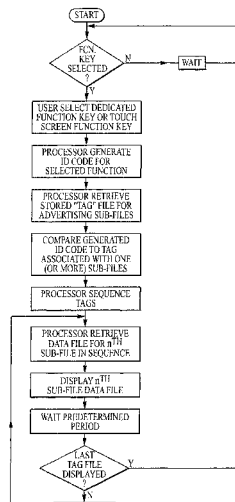
Primary Examiner — Daniel D Abebe

(74) *Attorney, Agent, or Firm* — Gazdzinski & Associates, PC

(57) **ABSTRACT**

An adaptive information presentation apparatus and associated methods. In one embodiment, the apparatus comprises a computer readable medium having at least one computer program disposed thereon, the at least one program being configured to adaptively present (e.g., display or play out via an audio system) information that is related or in response to inputs provided via an input device such as a for example touch-screen display device. In one variant, the at least one program analyzes user input to determine a context of the input, and selects advertising related to the context for presentation to the user.

38 Claims, 24 Drawing Sheets



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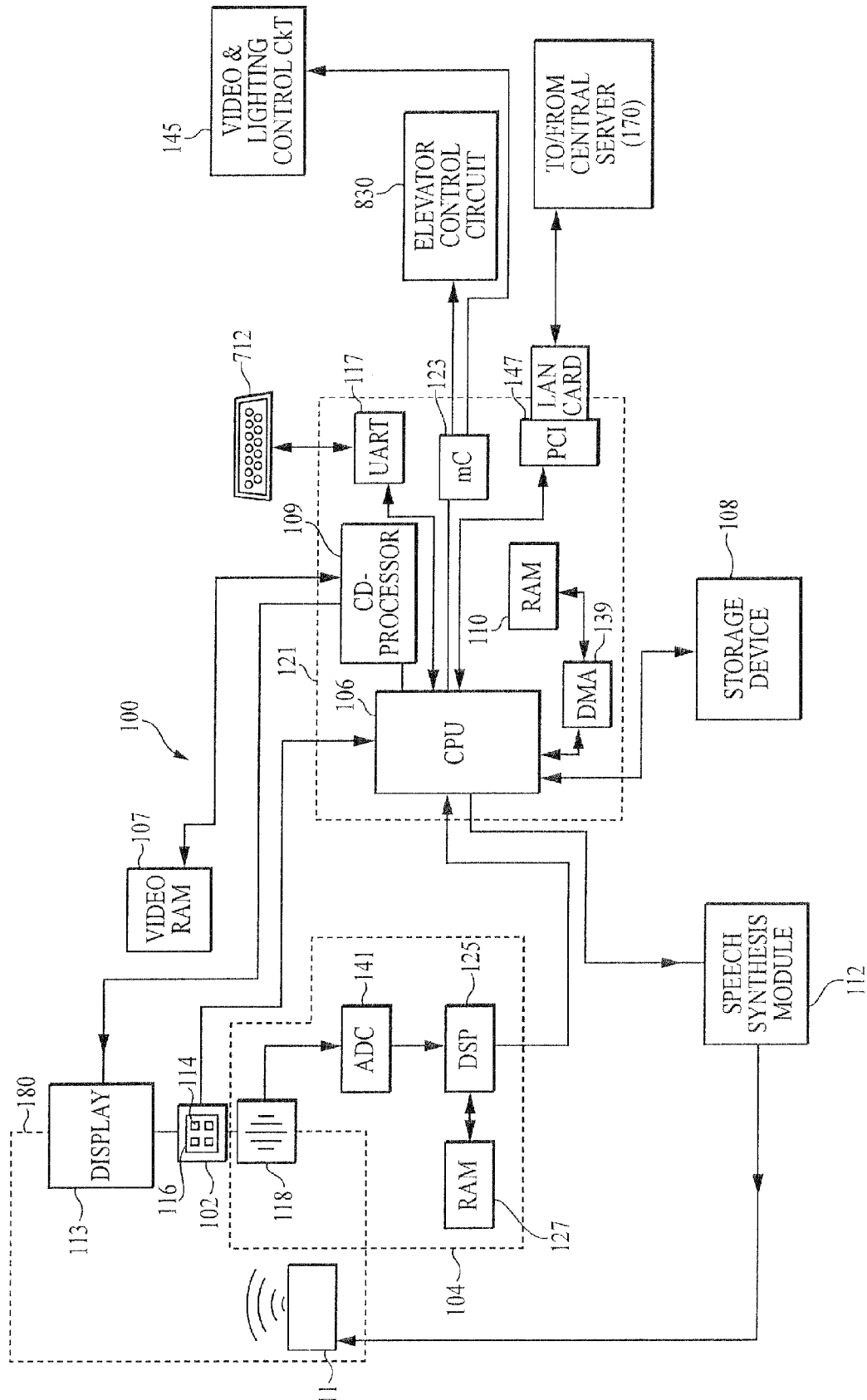
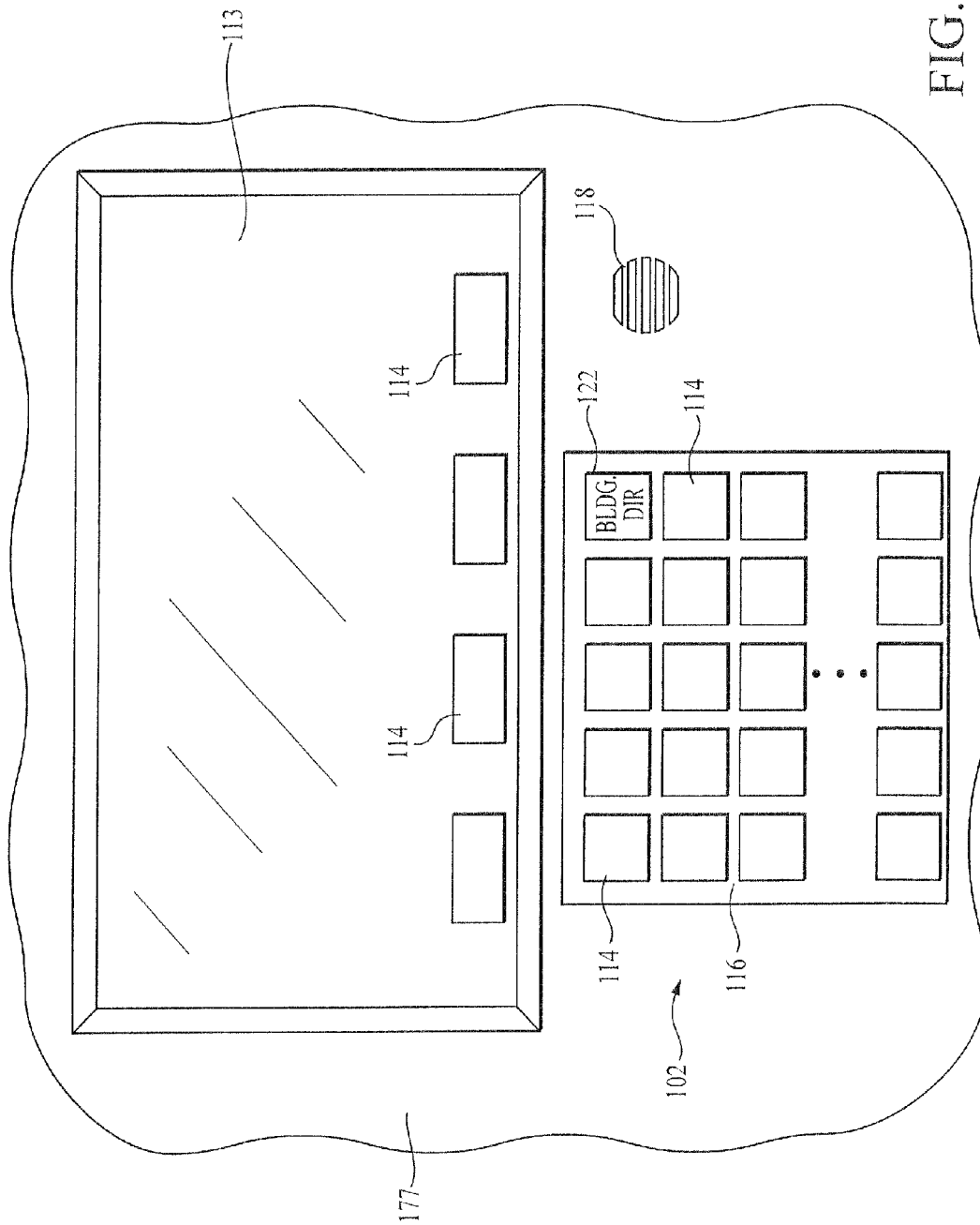


FIG. 1



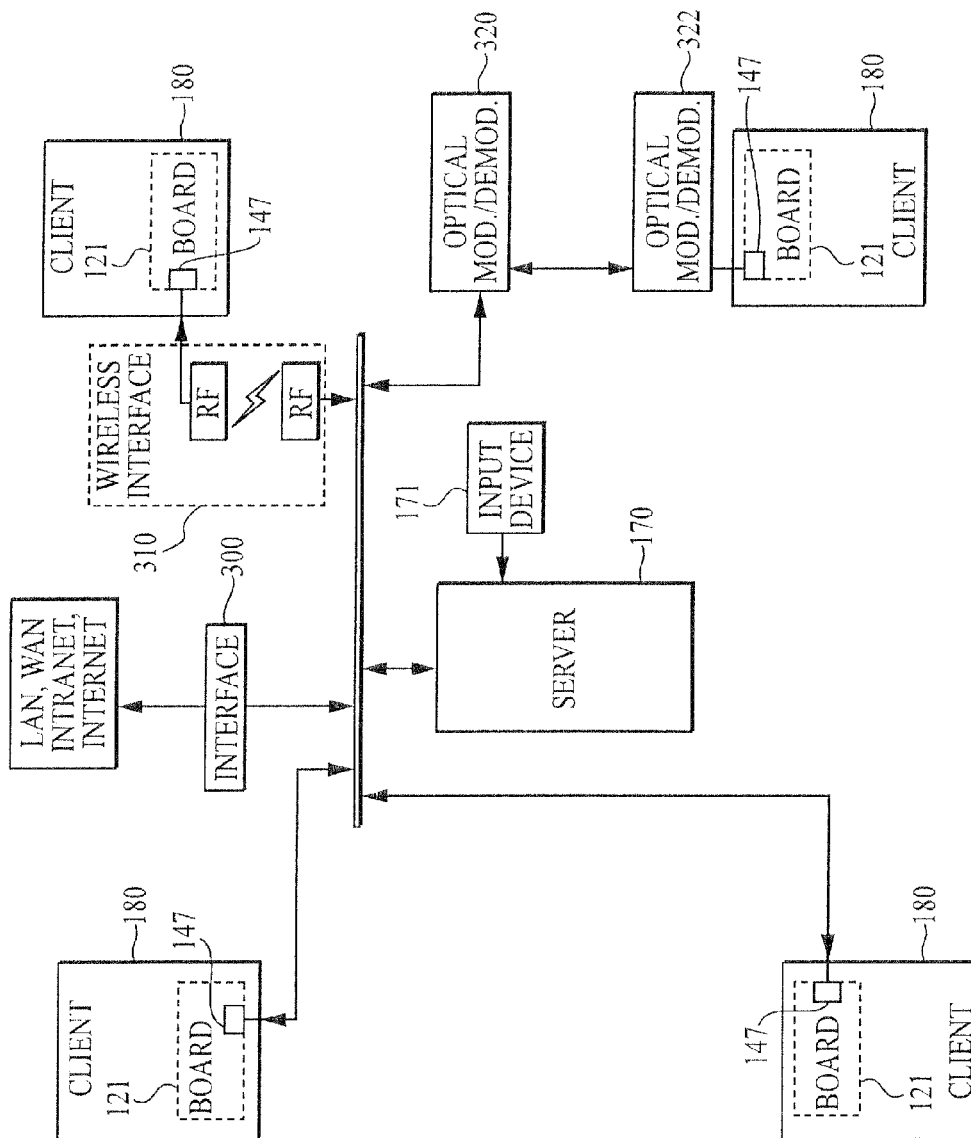


FIG. 3

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