

**IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

**PERSONALIZED MEDIA
COMMUNICATIONS, LLC**

Plaintiff,

vs.

ZYNGA, INC.

Defendant.

Case No. 2 :12-CV

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JOINT CLAIM CONSTRUCTION CHART

Plaintiff Personalized Media Communications, LLC (“PMC”) and Defendant Zynga, Inc. (“Zynga”) res

Joint Claim Construction Chart pursuant to P.R. 4-5(d).

| Row | Claim Language | Zynga's Construction | PMC's Construction |
|-----|--|---|---|
| 1 | <p>(‘251) 17. A method for receiving and processing remotely originated and user specific data for use with a video apparatus, said video apparatus having an audio receiver and a video output device for displaying a video presentation comprising a locally generated image and an image received from a remote video source, said method comprising the steps of:</p> | <p>“user specific data” [AGREED]</p> <p>“generate,” “generated,” or “generating” [AGREED]</p> <p>“remote video source”: “A supply of video that is physically located apart from the point of reference.”</p> <p>“processing”: “Performing operations on data or a signal. This includes operations done by executing instructions as well as operations done without executing instructions.”</p> <p>“video”: “A series of still images intended to be displayed in sequence to allow for the appearance of movement.”</p> | <p>“user specific data” [AGREED]</p> <p>“generate,” “generated,” or “generating” [AGREED]</p> <p>“remote video source”: This term does not require construction.</p> <p>“processing”: This term does not require construction.</p> <p>“video”: This term does not require construction. However, if a construction for this term is entered, it should be: “information that represents a visually perceivable presentation, such as graphics, images, or text”</p> |
| 2 | <p>receiving said user specific data at said video apparatus, said user specific data being</p> | <p>“user specific data”: See</p> | <p>“user specific data”: See</p> |

| Row | Claim Language | Zynga's Construction | PMC's Construction |
|-----|--|--|---|
| | specific to a user of said video apparatus; | Row 1. [AGREED] "video": See Row 1. | Row 1. [AGREED] "video": See Row 1. |
| 3 | contacting a remote data source after said step of receiving said user specific data ; | "remote data source": "A supply of factual information that is physically located apart from the point of reference." "user specific data": See Row 1. [AGREED] | "remote data source": This term does not require construction. "user specific data": See Row 1. [AGREED] |
| 4 | receiving from said remote data source based on said step of contacting said remotely originated data to serve as a basis for displaying said video presentation ; | "remotely originated data to serve as a basis for displaying said video presentation": "Factual information, which is from a physical location apart from the point of reference, that is used to bring into existence display information that forms a part of the video presentation." "remote data source": See Row 3. | "remotely originated data to serve as a basis for displaying said video presentation": This term does not require construction. "remote data source": See Row 3. |
| 5 | executing processor instructions to process said remotely originated data and said user specific data at said video apparatus in order | "processor": "Any device capable of performing operations | "processor": This term does not require |

| Row | Claim Language | Zynga’s Construction | PMC’s Construction |
|-----|---|---|---|
| | <p>to generate said locally generated image, said locally generated image including at least some information content that does not include any information from said remote video source and said remote data source;</p> | <p>on data. This includes devices that operate by executing instructions as well as devices that operate by other means.”</p> <p>“locally generated image” or “locally generated video image”: “A single, still, visual representation that is defined by a pattern (e.g., by pixels or vectors). The pattern is brought into existence locally. Combining multiple images for display does not constitute generating a new image.”</p> <p>“user specific data”: See Row 1. [AGREED]</p> <p>“video”: See Row 1.</p> <p>“generate”: See Row 1. [AGREED]</p> | <p>construction.</p> <p>“locally generated image” or “locally generated video image”: These terms do not require construction. However, if a construction for “locally generated” is entered, it should be: “brought into existence at a particular location”</p> <p>“user specific data”: See Row 1. [AGREED]</p> <p>“video”: See Row 1.</p> <p>“generate”: See Row 1. [AGREED]</p> |
| 6 | <p>receiving, at said audio receiver, audio which describes information displayed in said video presentation;</p> | <p>“receiving, at said audio receiver, audible words that give an account of information displayed in</p> | <p>This term does not require construction.</p> |

| Row | Claim Language | Zynga’s Construction the video presentation.” | PMC’s Construction |
|-----|--|---|---|
| 7 | simultaneously displaying said locally generated image and said image received from said remote video source at said video output device, wherein said at least some information content of said locally generated image is displayed; and | “video”: See Row 1. “locally generated image”: See Row 5. | “video”: See Row 1. “locally generated image”: See Row 5. |
| 8 | outputting said audio at said video apparatus before ceasing to display said locally generated video image . | “video image”: “Still visual representation, which could include textual information, that is part of a series of still visual representations intended to be displayed in sequence to allow for the appearance of movement.” “video”: See Row 1. “locally generated video image”: See Row 5. | “video image”: This term does not require construction. “video”: See Row 1. “locally generated video image”: See Row 5. |
| 9 | (‘251) 18. A method of outputting a video presentation at a receiver station, said method comprising the steps of: | “video”: See Row 1. | “video”: See Row 1. |
| 10 | receiving at least one information transmission at said receiver station, said at least one information transmission including a first discrete signal and a second discrete | | |

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