

**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 <b>processing</b> remotely originated and <b>user specific data</b> for use with a <b>video</b> apparatus, said <b>video</b> apparatus having an audio receiver and a <b>video</b> output device for displaying a <b>video</b> presentation comprising a locally <b>generated</b> image and an image received from a <b>remote video source</b>, 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 <b>user specific data</b> at said <b>video</b> apparatus, said <b>user specific data</b> 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 <b>video</b> apparatus;	Row 1. [AGREED] "video": See Row 1.	Row 1. [AGREED] "video": See Row 1.
3	contacting a <b>remote data source</b> after said step of receiving said <b>user specific data</b> ;	"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 <b>remote data source</b> based on said step of contacting said <b>remotely originated data to serve as a basis for displaying said video presentation</b> ;	"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 <b>processor</b> instructions to process said remotely originated data and said <b>user specific data</b> at said <b>video</b> 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 <b>generate</b> said <b>locally generated image</b>, said <b>locally generated image</b> including at least some information content that does not include any information from said remote <b>video</b> source and said <b>remote data source</b>;</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><b>receiving, at said audio receiver, audio which describes information displayed in said video presentation;</b></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 <b>locally generated image</b> and said image received from said remote <b>video</b> source at said <b>video</b> output device, wherein said at least some information content of said <b>locally generated image</b> 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 <b>video</b> apparatus before ceasing to display said <b>locally generated video image</b> .	“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 <b>video</b> 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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