

# Exhibit 41



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**Tognazzini et al.**

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- [54] **METHOD AND APPARATUS FOR EYETRACK-DRIVEN INFORMATION RETRIEVAL**
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- [51] **Int. Cl.<sup>6</sup>** ..... **G09G 5/08**
- [52] **U.S. Cl.** ..... **345/146; 345/8; 345/157**
- [58] **Field of Search** ..... 345/146, 7-9, 345/156, 145, 157, 158, 352, 353; 395/352-353; 351/209, 210

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[57] **ABSTRACT**

Apparatus, methods, systems and computer program products are disclosed that determines what information presented on a computer display screen to a user most interests the user. The invention uses this information to correlate the topics of the displayed information and the user's interest to select additional information for the user. This additional information better matching the user's interest.

**20 Claims, 17 Drawing Sheets**

