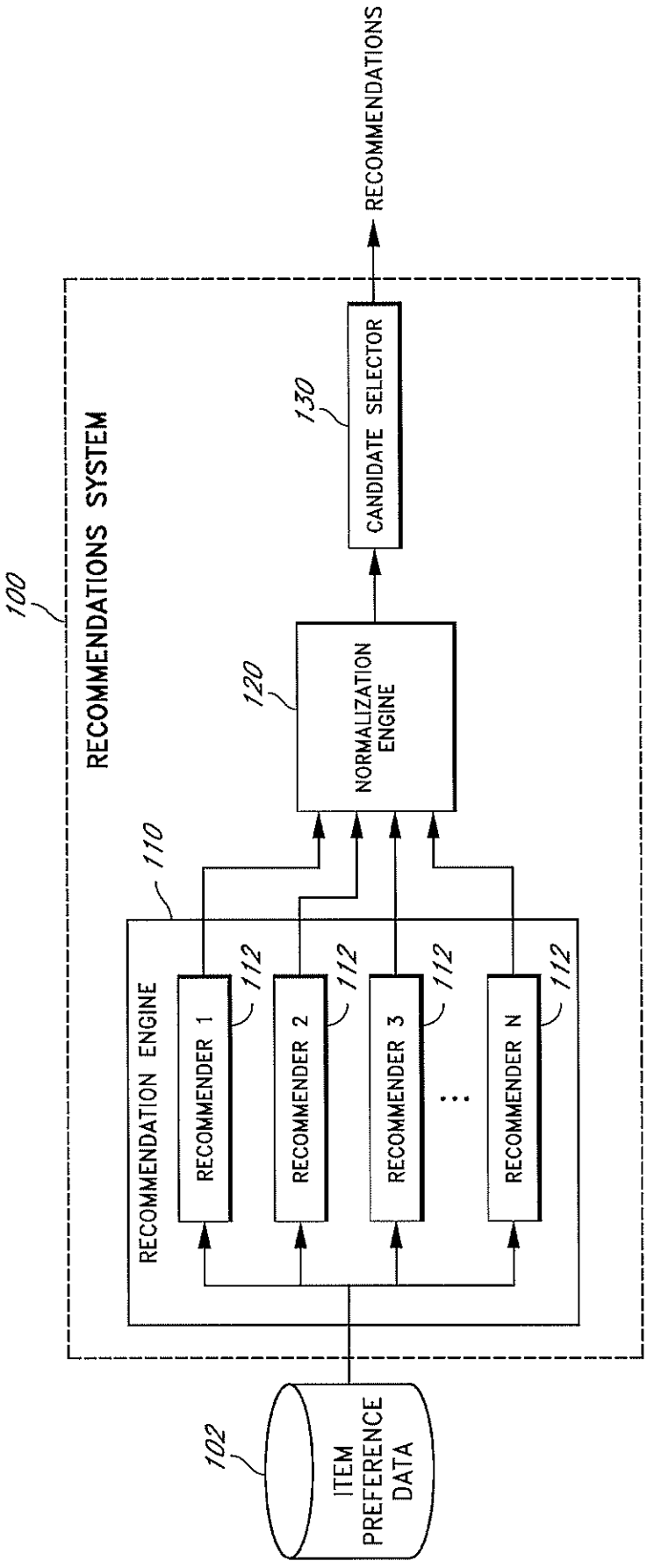

RECOMMENDATIONS
RECOMMENDATIONS SYSTEM
100
CANDIDATE SELECTOR
130
NORMALIZATION ENGINE
120
RECOMMENDATION ENGINE
110
RECOMMENDER 1
RECOMMENDER 2
RECOMMENDER 3
RECOMMENDER N
112
ITEM PREFERENCE DATA
102

FIG. 1

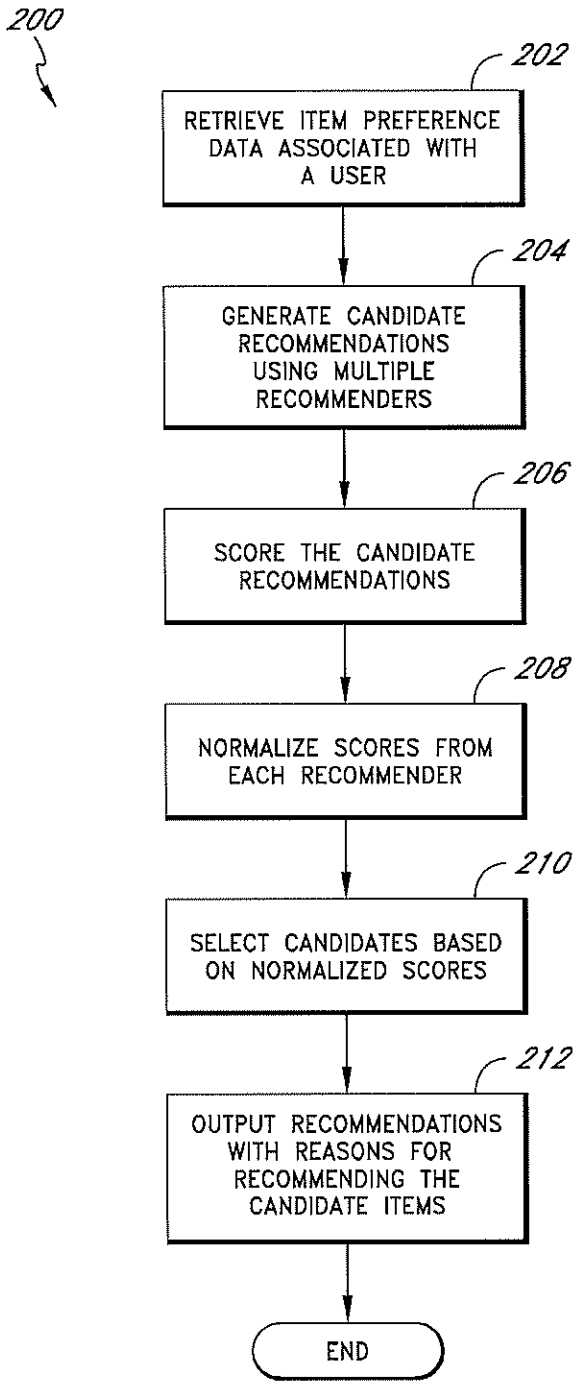

200
202
RETRIEVE ITEM PREFERENCE DATA ASSOCIATED WITH A USER
204
GENERATE CANDIDATE RECOMMENDATIONS USING MULTIPLE RECOMMENDERS
206
SCORE THE CANDIDATE RECOMMENDATIONS
208
NORMALIZE SCORES FROM EACH RECOMMENDER
210
SELECT CANDIDATES BASED ON NORMALIZED SCORES
212
OUTPUT RECOMMENDATIONS WITH REASONS FOR RECOMMENDING THE CANDIDATE ITEMS
END

FIG. 2

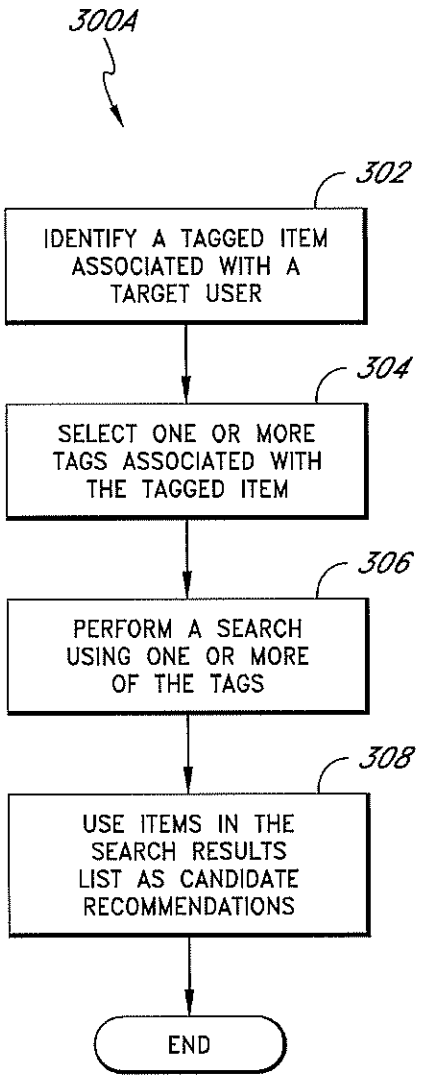

300A
302
IDENTIFY A TAGGED ITEM ASSOCIATED WITH A TARGET USER
304
SELECT ONE OR MORE TAGS ASSOCIATED WITH THE TAGGED ITEM
306
PERFORM A SEARCH USING ONE OR MORE OF THE TAGS
308
USE ITEMS IN THE SEARCH RESULTS LIST AS CANDIDATE RECOMMENDATIONS
END

FIG. 3A

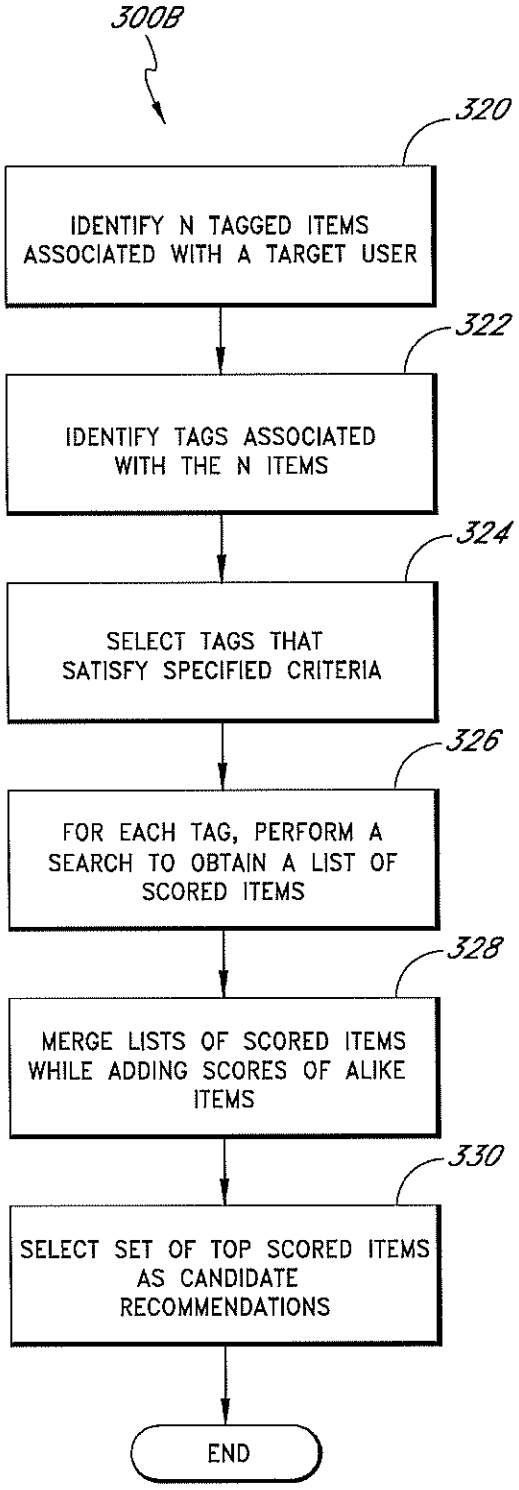

300B
320
IDENTIFY N TAGGED ITEMS ASSOCIATED WITH A TARGET USER
322
IDENTIFY TAGS ASSOCIATED WITH THE N ITEMS
324
SELECT TAGS THAT SATISFY SPECIFIED CRITERIA
326
FOR EACH TAG, PERFORM A SEARCH TO OBTAIN A LIST OF SCORED ITEMS
328
MERGE LISTS OF SCORED ITEMS WHILE ADDING SCORES OF ALIKE ITEMS
330
SELECT SET OF TOP SCORED ITEMS AS CANDIDATE RECOMMENDATIONS
END

FIG. 3B

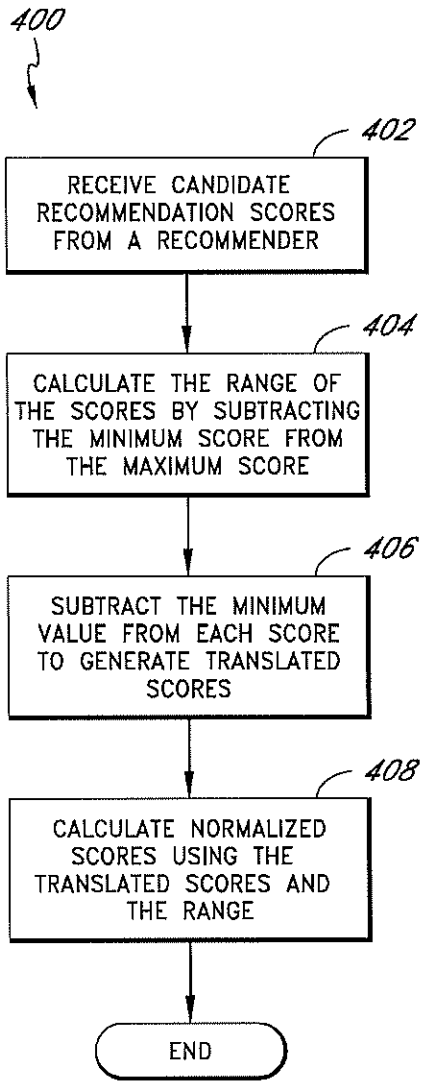

400
402
RECEIVE CANDIDATE RECOMMENDATION SCORES FROM A RECOMMENDER
404
CALCULATE THE RANGE OF THE SCORES BY SUBTRACTING THE MINIMUM SCORE FROM THE MAXIMUM SCORE
406
SUBTRACT THE MINIMUM VALUE FROM EACH SCORE TO GENERATE TRANSLATED SCORES
408
CALCULATE NORMALIZED SCORES USING THE TRANSLATED SCORES AND THE RANGE
END

FIG. 4

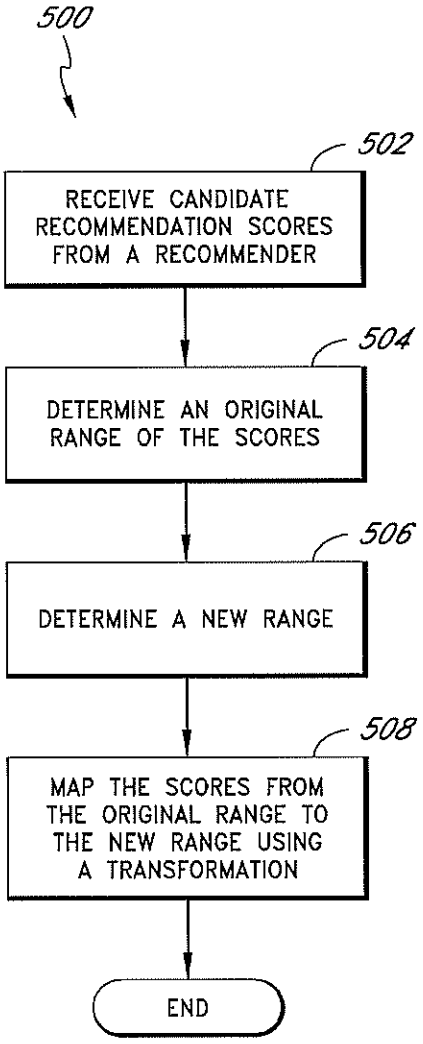

500
502
RECEIVE CANDIDATE RECOMMENDATION SCORES FROM A RECOMMENDER
504
DETERMINE AN ORIGINAL RANGE OF THE SCORES
506
DETERMINE A NEW RANGE
508
MAP THE SCORES FROM THE ORIGINAL RANGE TO THE NEW RANGE USING A TRANSFORMATION
END

FIG. 5

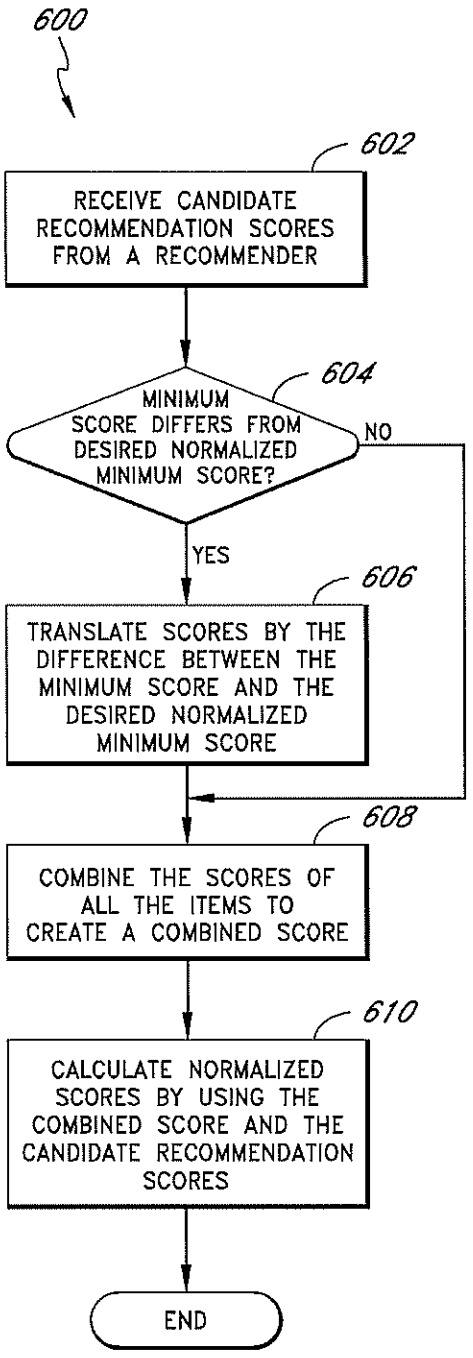

600
602
RECEIVE CANDIDATE RECOMMENDATION SCORES FROM A RECOMMENDER
604
MINIMUM SCORE DIFFERS FROM DESIRED NORMALIZED MINIMUM SCORE?
NO
YES
606
TRANSLATE SCORES BY THE DIFFERENCE BETWEEN THE MINIMUM SCORE AND THE DESIRED NORMALIZED MINIMUM SCORE
608
COMBINE THE SCORES OF ALL THE ITEMS TO CREATE A COMBINED SCORE
610
CALCULATE NORMALIZED SCORES BY USING THE COMBINED SCORE AND THE CANDIDATE RECOMMENDATION SCORES
END

FIG. 6

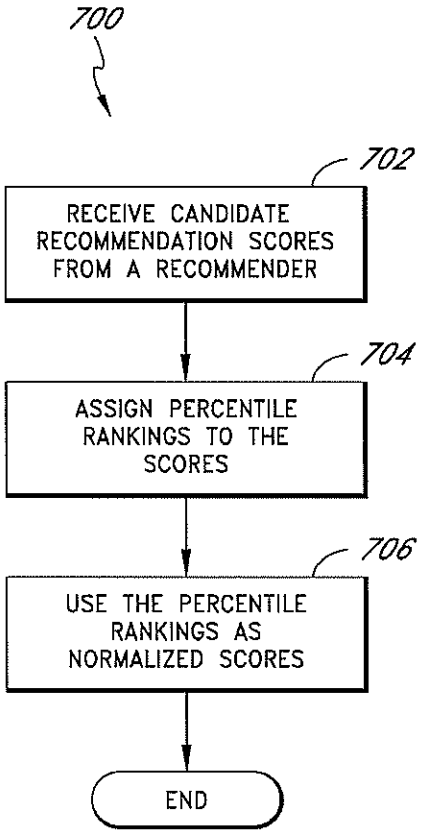

700
702
RECEIVE CANDIDATE RECOMMENDATION SCORES FROM A RECOMMENDER
704
ASSIGN PERCENTILE RANKINGS TO THE SCORES
706
USE THE PERCENTILE RANKINGS AS NORMALIZED SCORES
END

FIG. 7

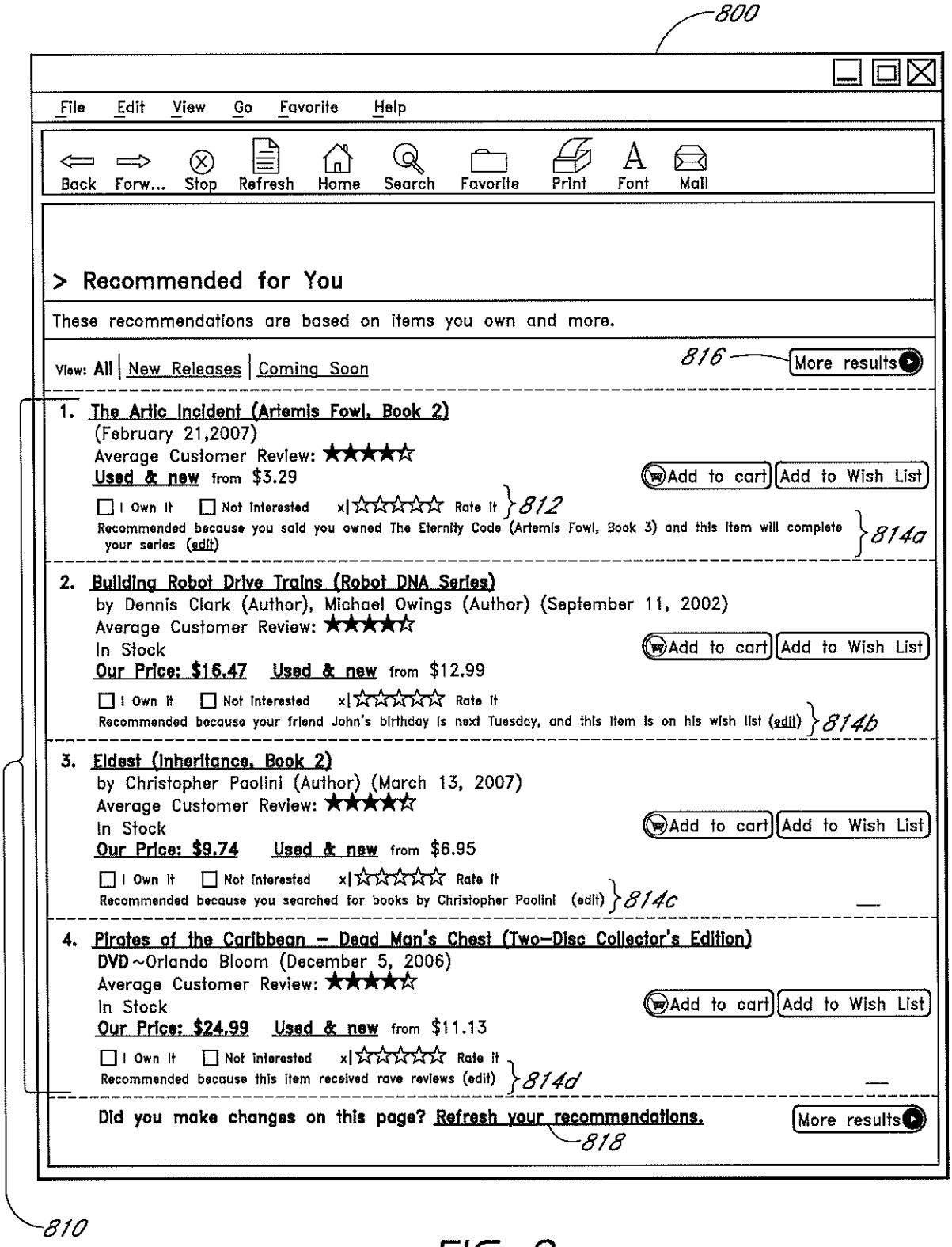

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DVD ~Orlando Bloom (December 5, 2006)
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FIG. 8

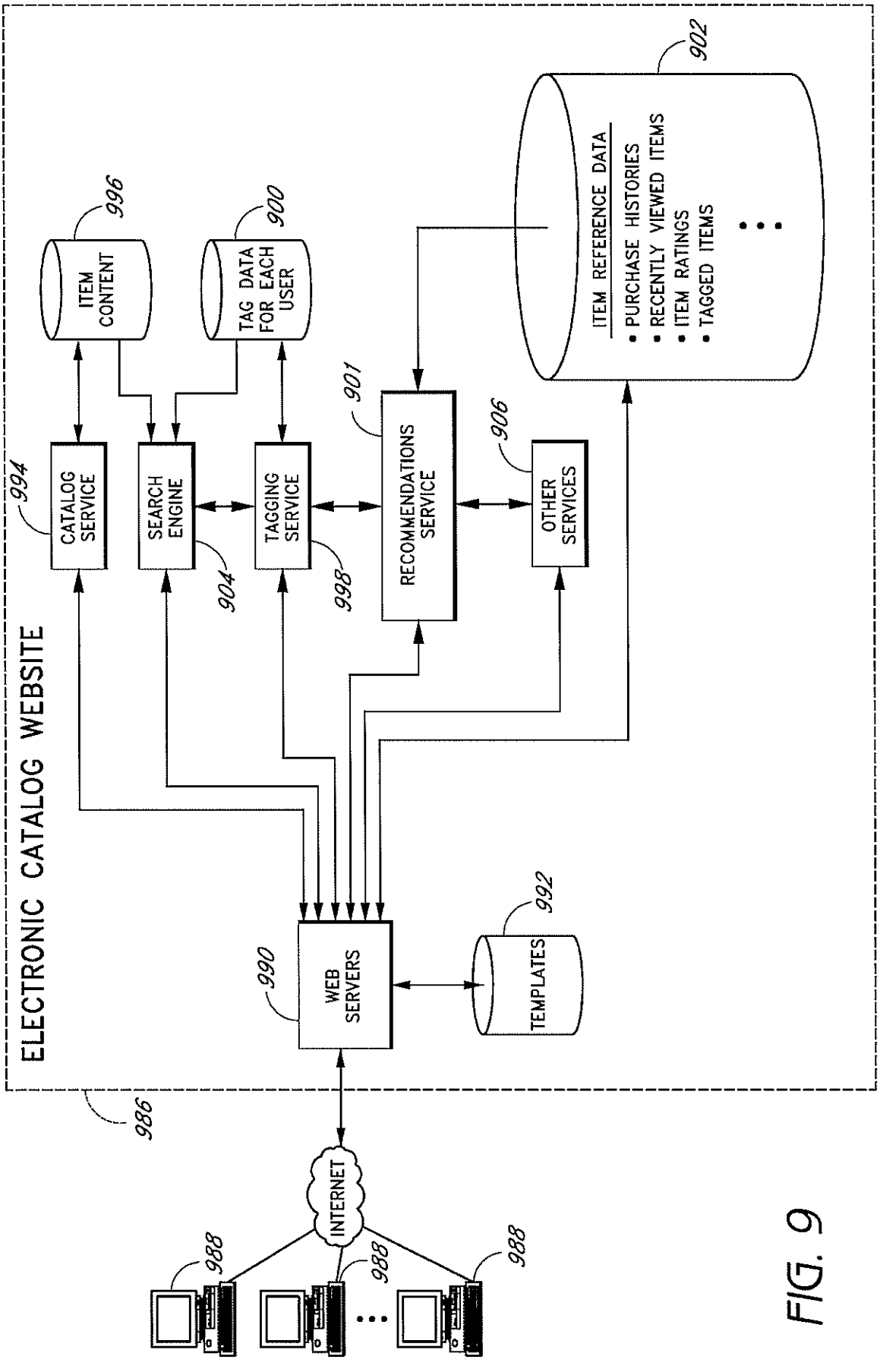

ELECTRONIC CATALOG WEBSITE
986
ITEM CONTENT
996
TAG DATA FOR EACH USER
900
ITEM REFERENCE DATA
• PURCHASE HISTORIES
• RECENTLY VIEWED ITEMS
• ITEM RATINGS
• TAGGED ITEMS
902
CATALOG SERVICE
994
SEARCH ENGINE
904
TAGGING SERVICE
998
RECOMMENDATIONS SERVICE
901
OTHER SERVICES
906
WEB SERVERS
990
TEMPLATES
992
INTERNET
988
988
988

FIG. 9