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12/337,851 18 December 2008 (18.12.2008) US(71) Applicant (for all designated States except US): **MICROSOFT CORPORATION** [US/US]; Attn: Tuan Ngo, (tuanngo), 8/2287, LCA, International Patents Department, One Microsoft Way, Redmond, Washington 98052-6399 (US).(72) Inventors: **ALLYN, Barry**; c/o Microsoft Corporation, LCA, International Patents Department, One Microsoft Way, Redmond, Washington 98052-6399 (US). **BECKER, Chris**; c/o Microsoft Corporation, LCA, International Patents Department, One Microsoft Way, Redmond, Washington 98052-6399 (US). **RUBLE, B. Scott**; c/o Microsoft Corporation, LCA, International Patents De-

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Declarations under Rule 4.17:

[Continued on next page]

(54) Title: DATA VISUALIZATION INTERACTIVITY ARCHITECTURE

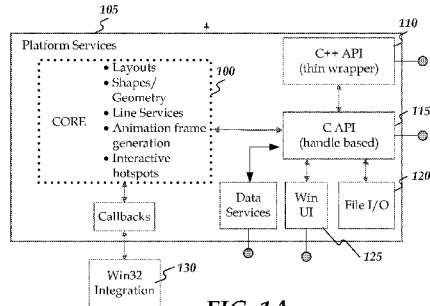


FIG. 1A

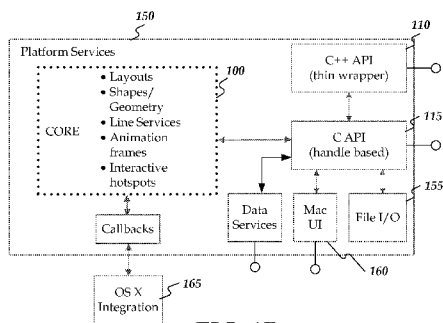


FIG. 1B

(57) Abstract: A data visualization interactivity architecture may be provided. The architecture may allow the creation of a data visualization, such as a chart, and may expose an interactive feature on the visualization. The architecture may provide integration with multiple rendering platforms. When a user selects the exposed feature, the architecture may translate the selection into a common format and modify the data visualization according to layout rules independent of the rendering platform.



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- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
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- *with international search report (Art. 21(3))*