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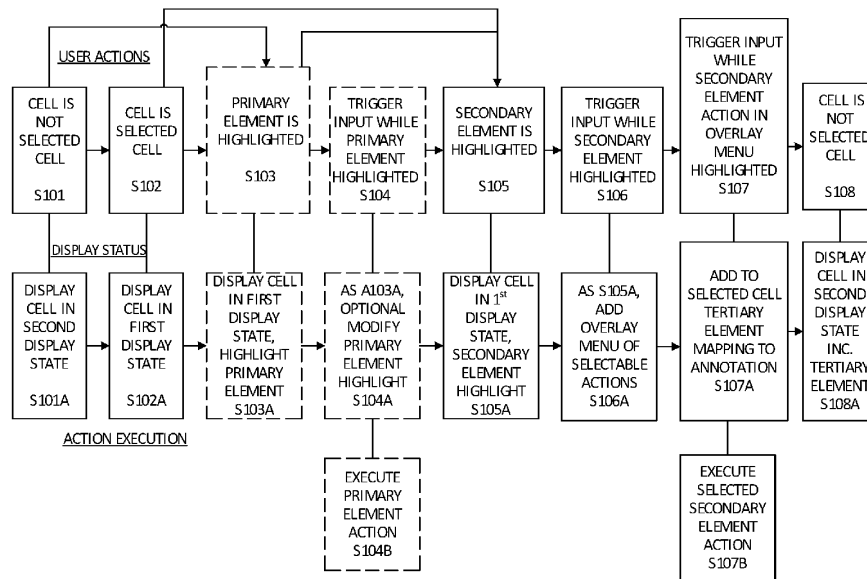


FIGURE 1

(57) Abstract: Some embodiments comprise a graphical user interface for displaying an interactive report including one or more rows of tabular data, each row of tabular data being divided into one or more cells each corresponding to a column; the graphical user interface including an interactive report viewing frame within which a plurality of the cells are displayed at a time, wherein a single cell at a time from among the displayed cells is a selected cell, the single cell being selectable by input from a user input mechanism; each displayed cell being displayed in a first display state when the cell is the selected cell, and a second display state when the cell is not the selected cell, wherein in the first display state, the cell comprises a primary element at a first location within the cell, and a secondary element at a second location within the cell, the primary element being a data point of the tabular data, and the secondary element being selectively highlighted according to input from the user input mechanism, the graphical user interface being configured to execute a

[Continued on next page]

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secondary element action in response to a trigger input from the user input mechanism while the secondary element is highlighted; and in the second display state, the cell comprises the primary element at the first location within the cell, and the secondary element is not visible within the cell.