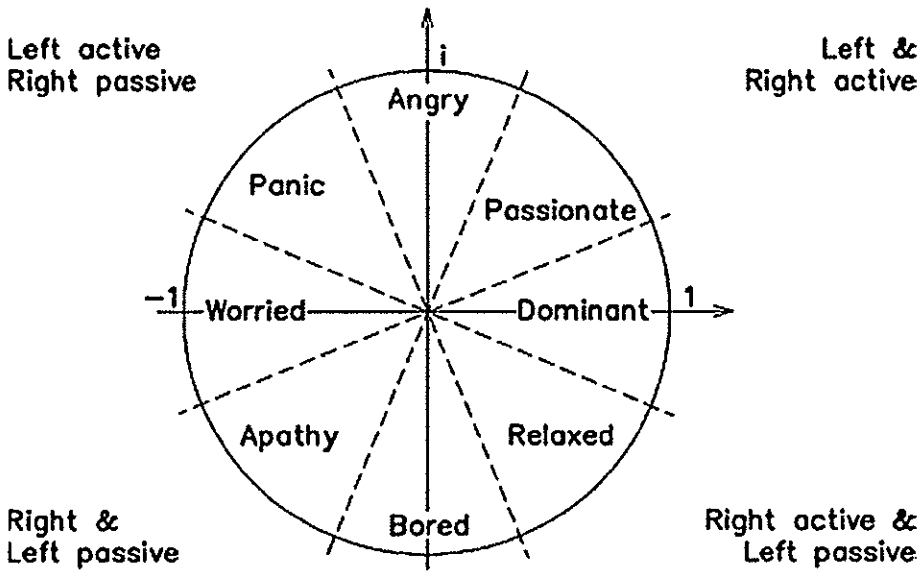
Left active
Right passive
Left &
Right active
i
Angry
Panic
Passionate
-1
Worried
Dominant
1
Apathy
Relaxed
Right &
Left passive
Bored
Right active &
Left passive

FIG. 1A

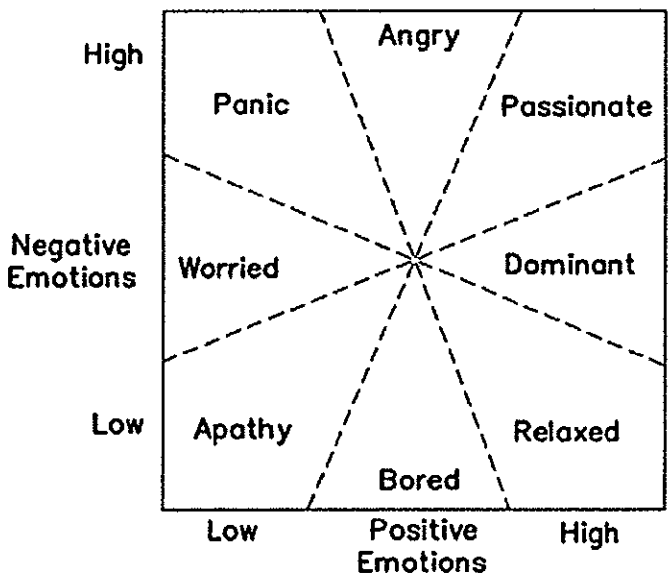
High
Angry
Panic
Passionate
Negative
Emotions
Worried
Dominant
Low
Apathy
Relaxed
Bored
Low
Positive
Emotions
High

FIG. 1B

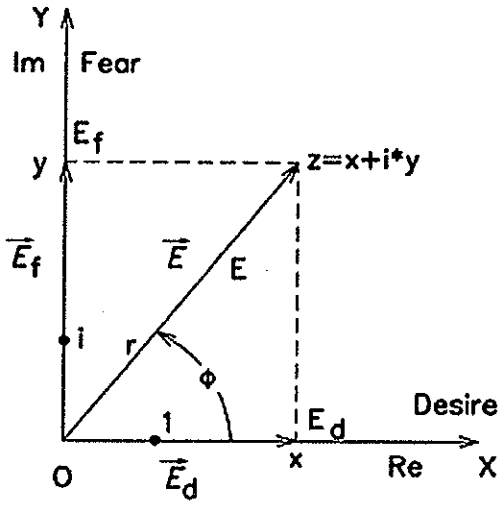
Y
Im
Fear
E_f
y
z=x+i*y
$\vec{E}_f$
$\vec{E}$
E
i
r
Φ
1
E_d
Desire
O
$\vec{E}_d$
x
Re
X

FIG. 1C

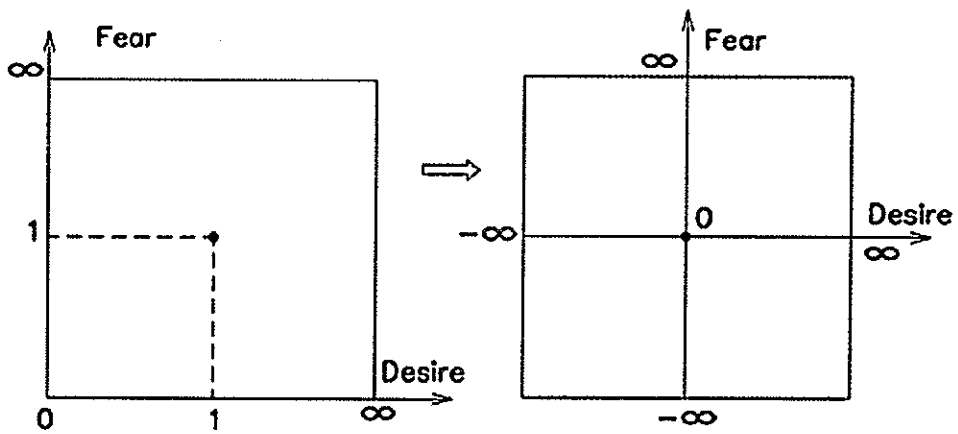
Fear
∞
1
Desire
0
1
∞
Fear
∞
0
Desire
−∞
∞
−∞

FIG. 1D

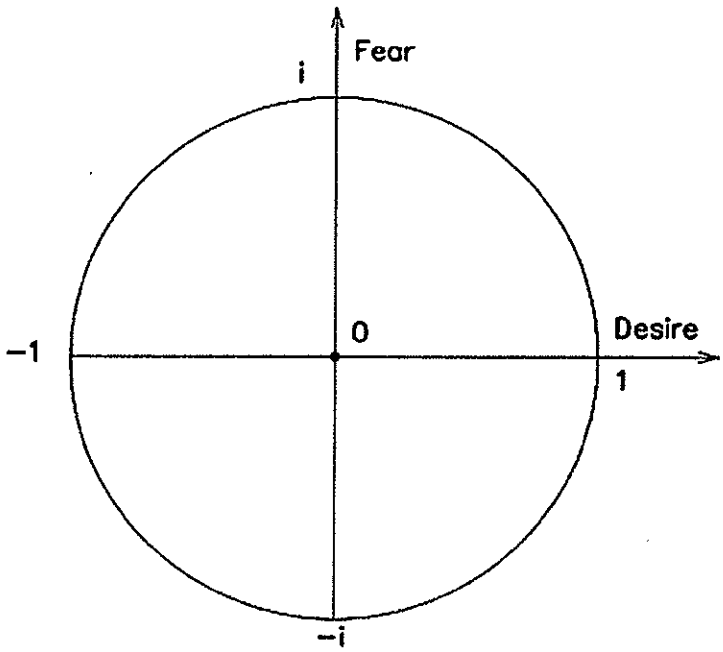

FIG. 1E

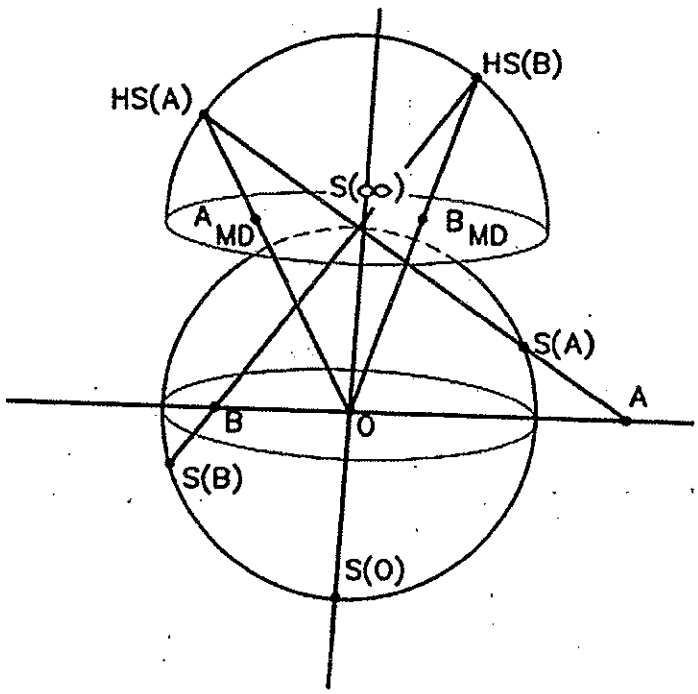

FIG. 1F

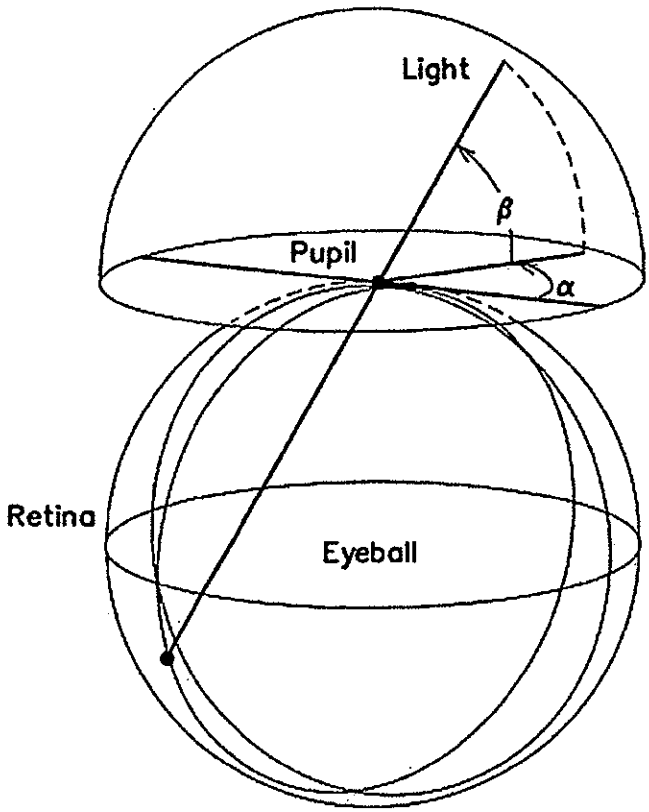

FIG. 1G

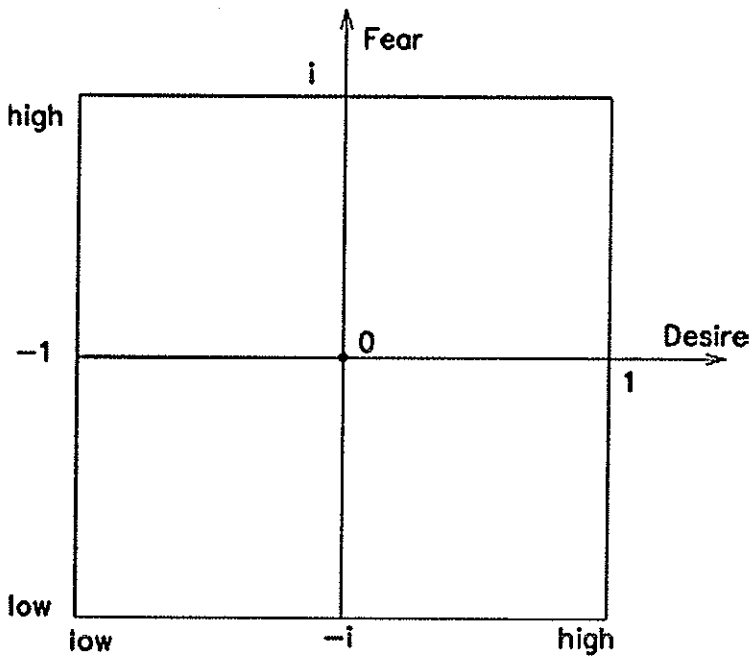

FIG. 1H

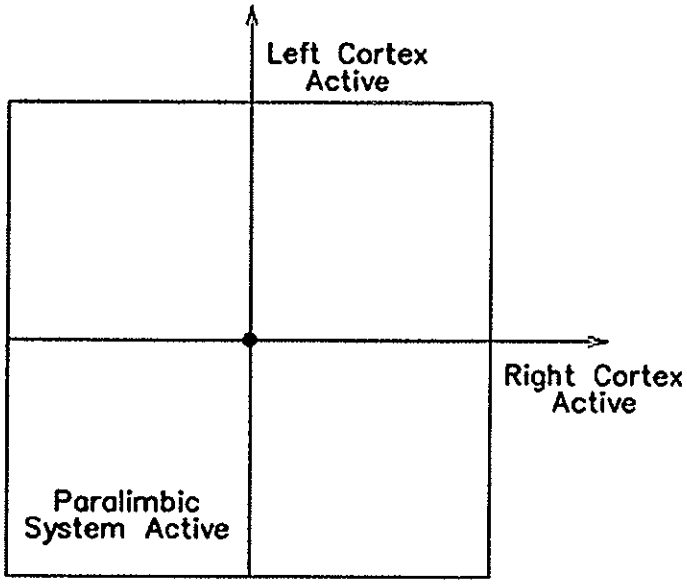
Left Cortex
Active
Right Cortex
Active
Paralimbic
System Active

FIG. 1I

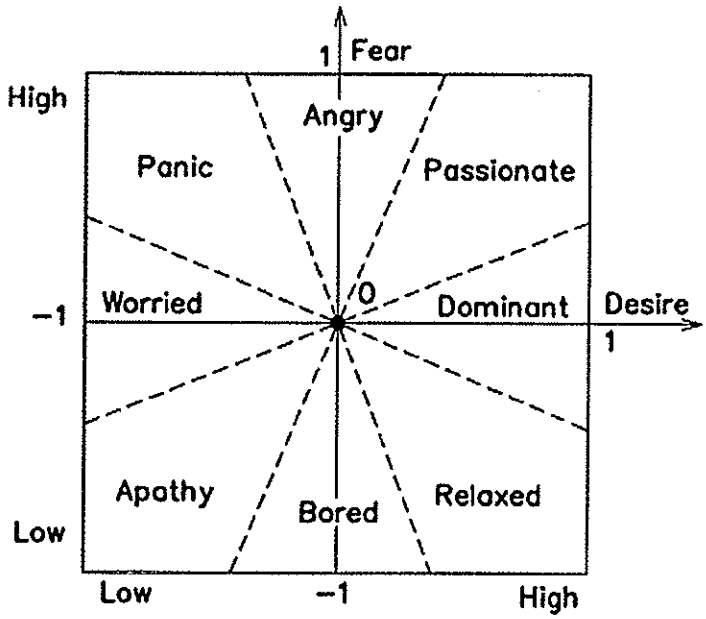
1
Fear
High
Angry
Panic
Passionate
Worried
0
Dominant
Desire
−1
1
Apathy
Bored
Relaxed
Low
Low
−1
High

FIG. 1J

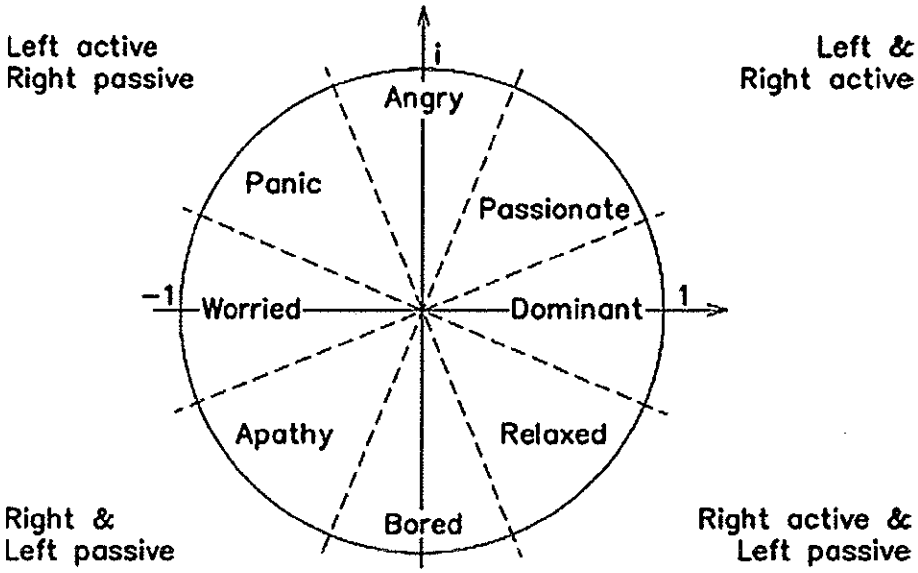
Left active
Right passive
Left &
Right active
i
Angry
Panic
Passionate
-1
Worried
Dominant
1
Apathy
Relaxed
Right &
Left passive
Bored
Right active &
Left passive

FIG. 1K

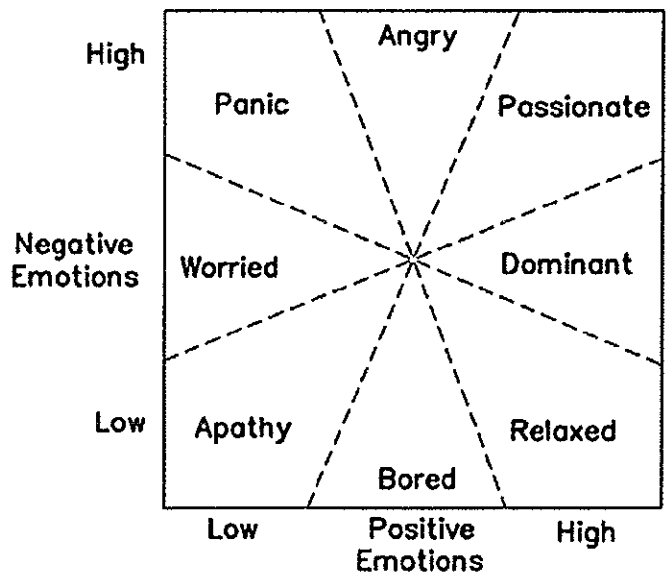
High
Angry
Panic
Passionate
Negative
Emotions
Worried
Dominant
Low
Apathy
Relaxed
Bored
Low
Positive
Emotions
High

FIG. 1L

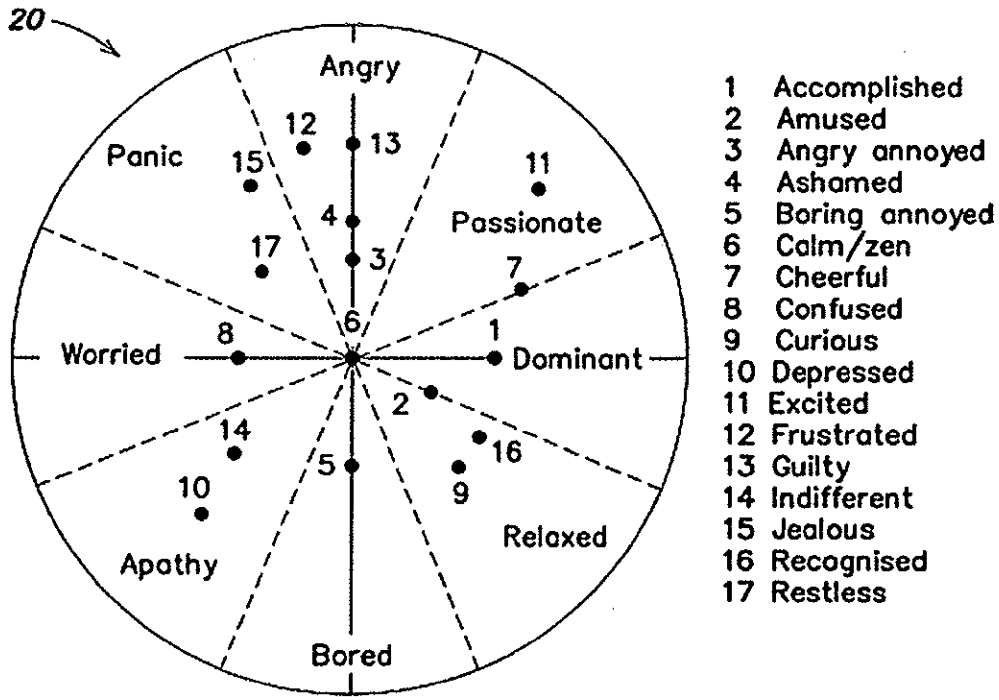

FIG. 1M

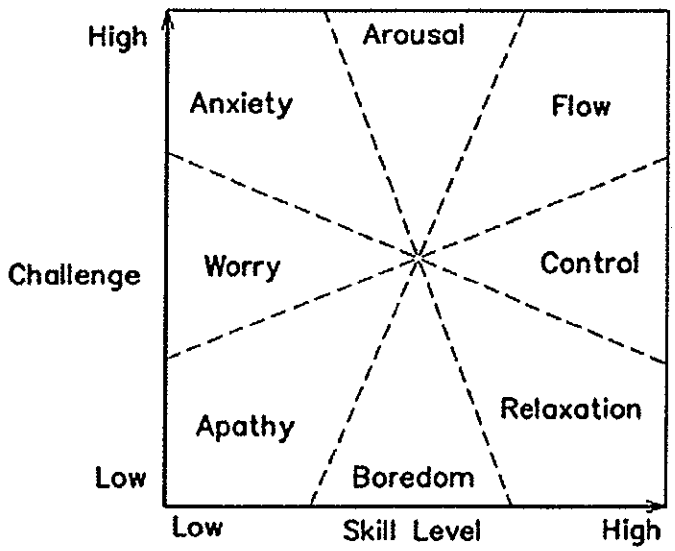

FIG. 1N
(Prior Art)

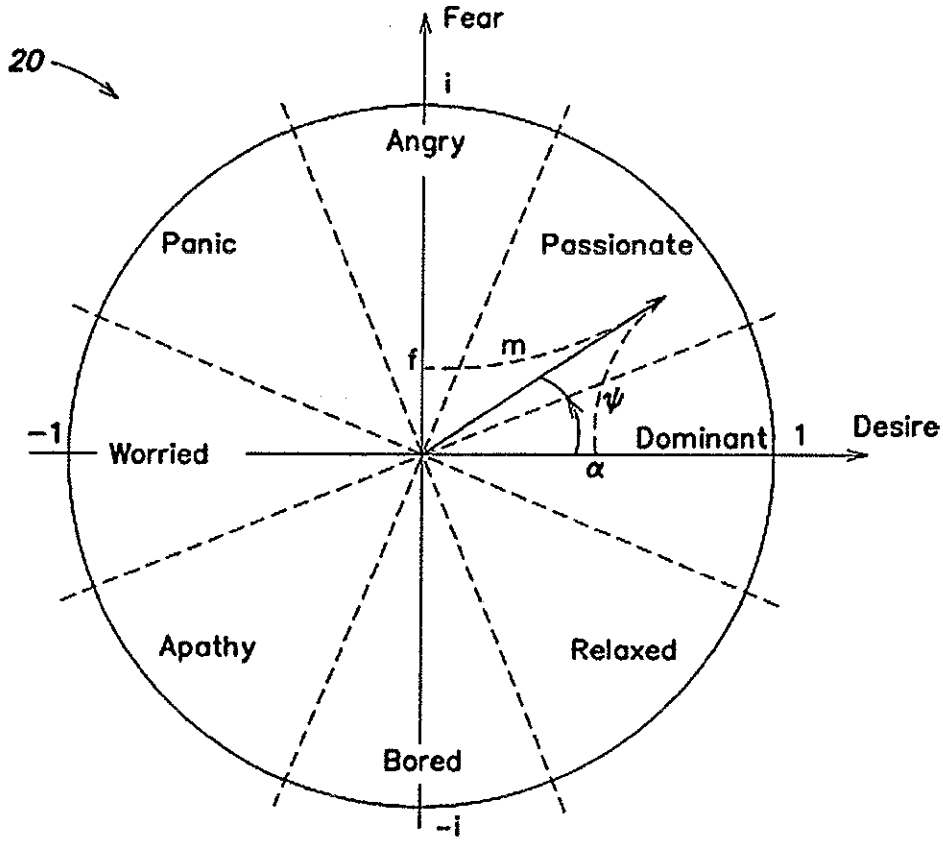
20
Fear
i
Angry
Panic
Passionate
f
m
ψ
−1
Worried
Dominant
1
Desire
α
Apathy
Relaxed
Bored
−i

FIG. 2

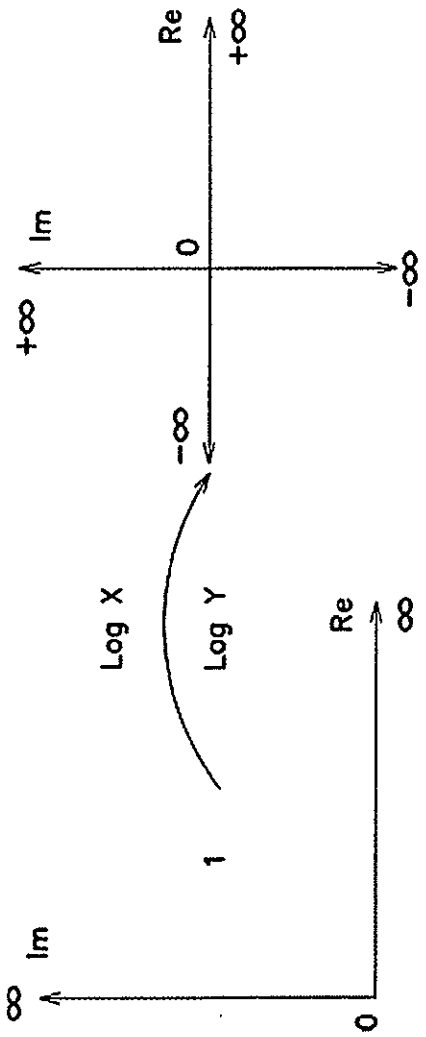

FIG. 3

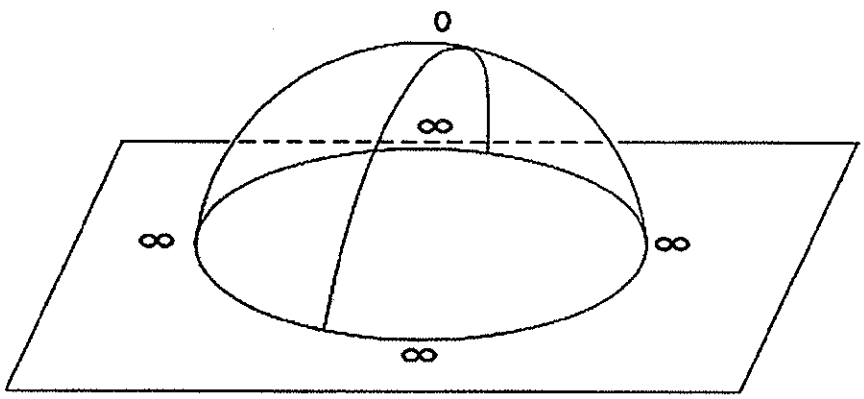

FIG. 4

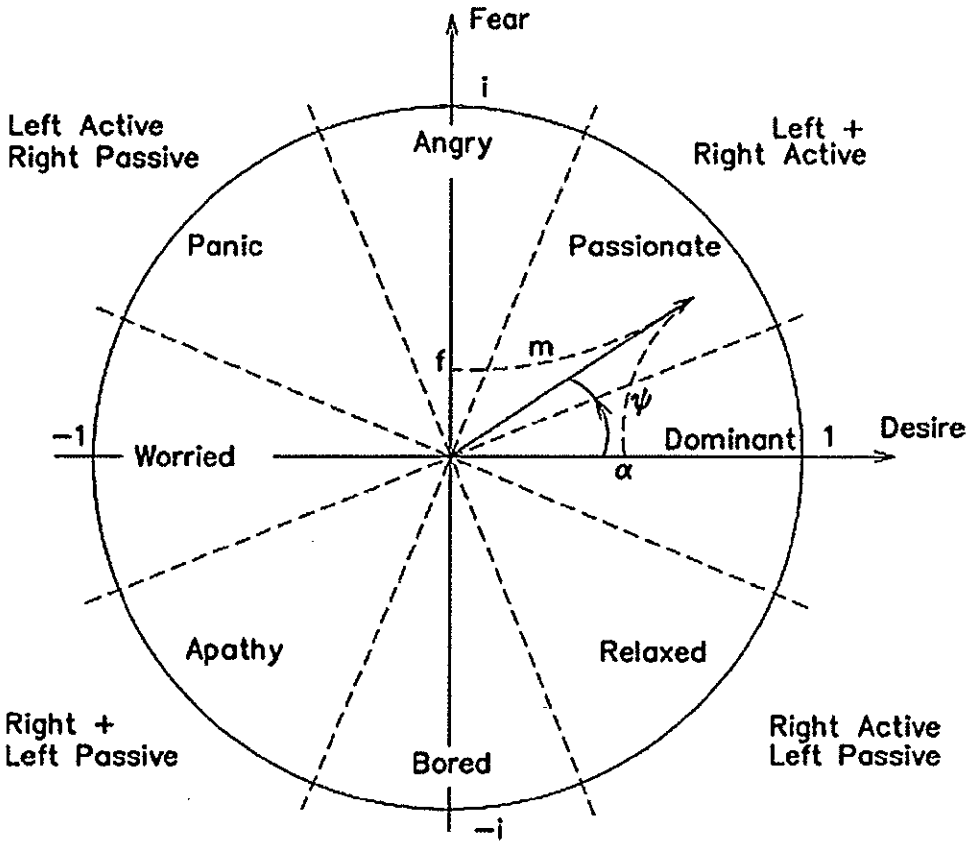
Fear
i
Left Active
Right Passive
Angry
Left +
Right Active
Panic
Passionate
f
m
ψ
−1
Worried
Dominant 1
Desire
α
Apathy
Relaxed
Right +
Left Passive
Bored
Right Active
Left Passive
−i

FIG. 5

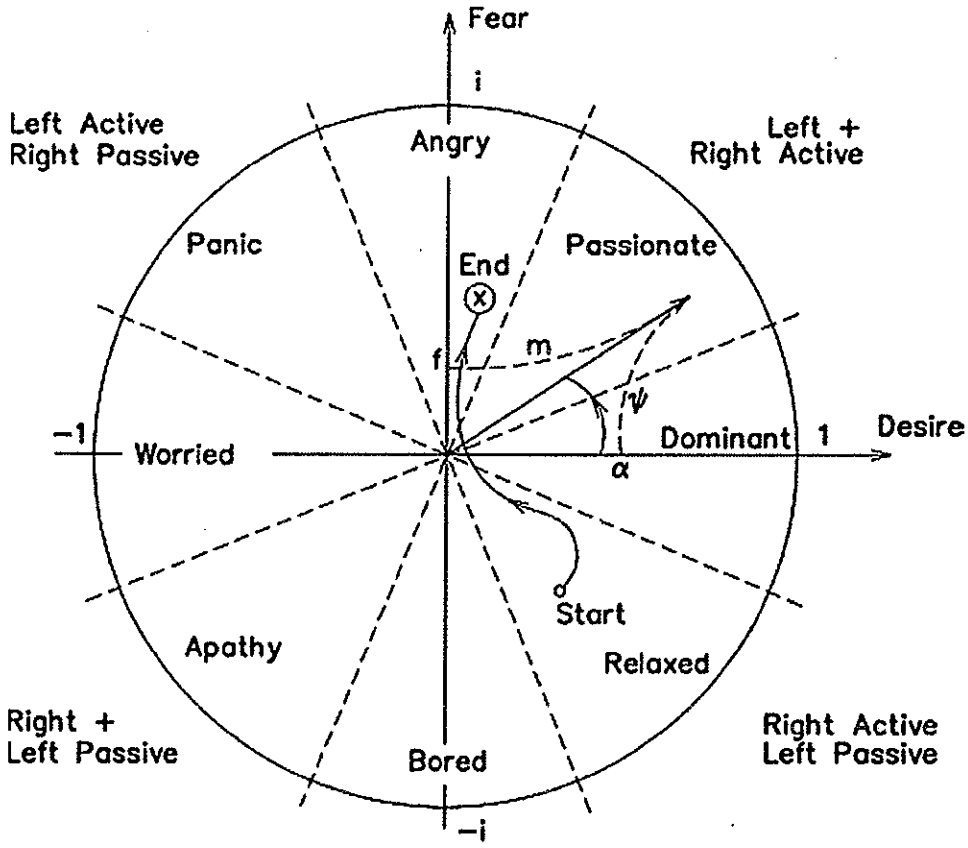
Fear
i
Left Active
Right Passive
Angry
Left +
Right Active
Panic
End
Passionate
f
m
ψ
−1
Worried
Dominant 1
Desire
α
Start
Apathy
Relaxed
Right +
Left Passive
Bored
Right Active
Left Passive
−i

FIG. 6A

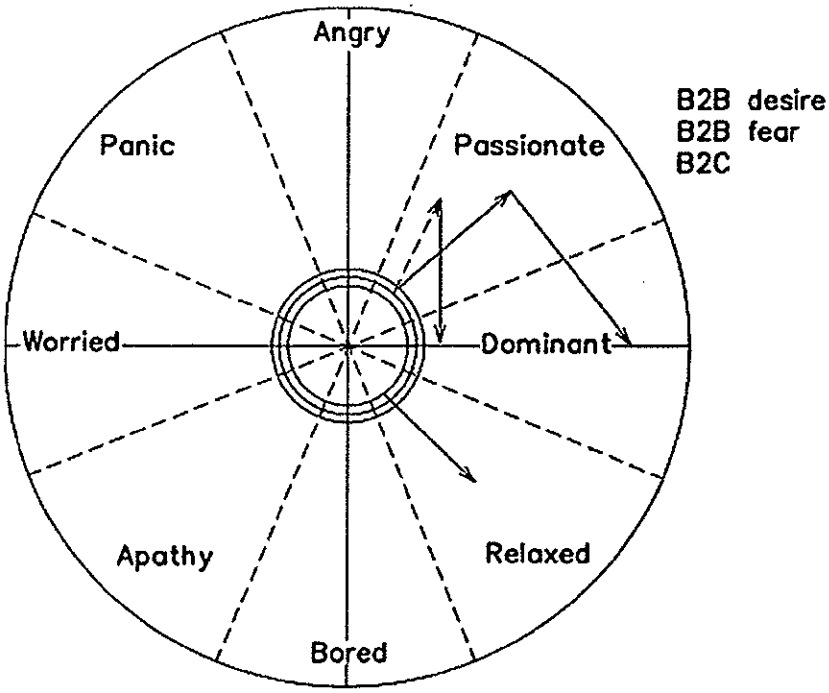
Angry
Panic
Passionate
Worried
Dominant
Apathy
Relaxed
Bored
B2B desire
B2B fear
B2C

FIG. 6B

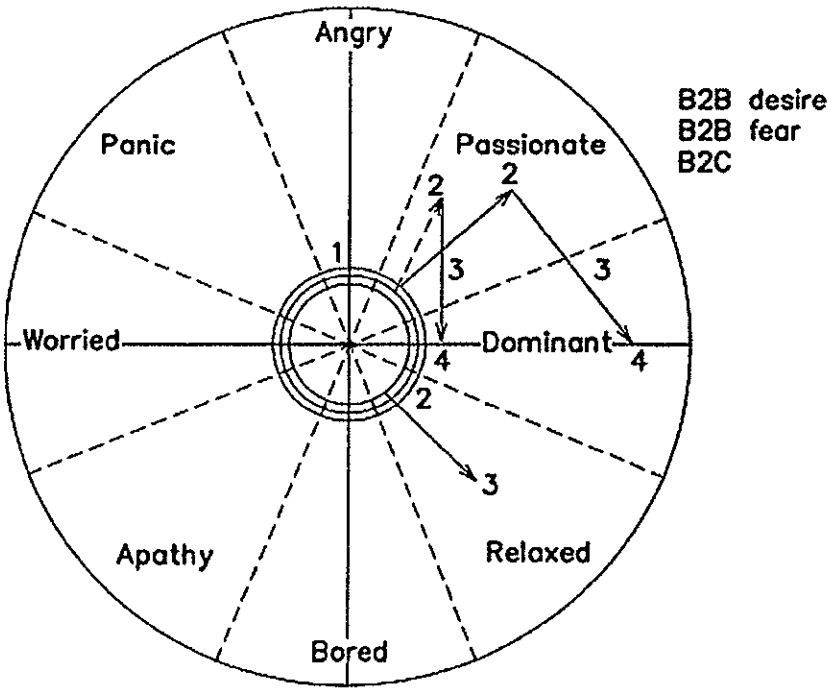
Angry
Panic
Passionate
Worried
Dominant
Apathy
Relaxed
Bored
B2B desire
B2B fear
B2C
1
2
2
3
3
4
4
2
3

FIG. 6C

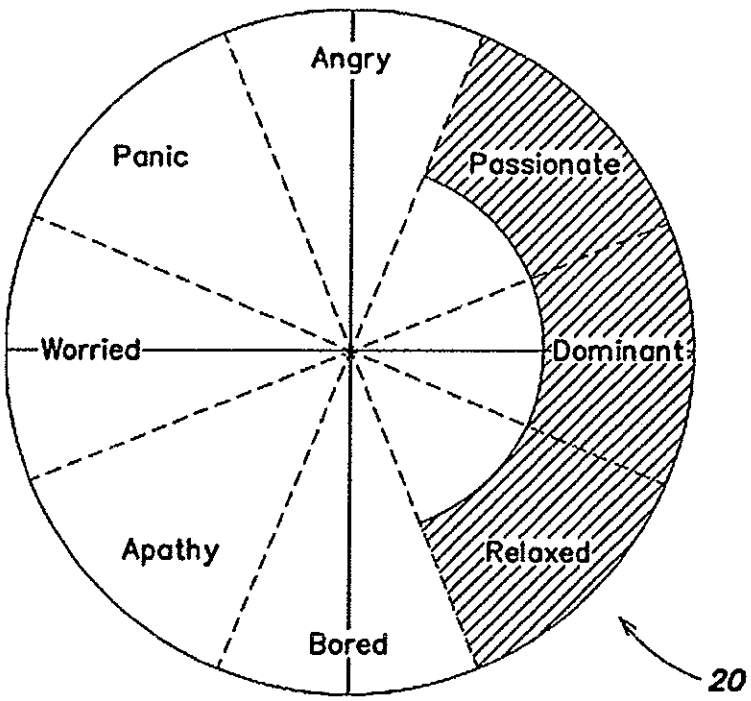
Angry
Panic
Passionate
Worried
Dominant
Apathy
Relaxed
Bored
20

FIG. 6D

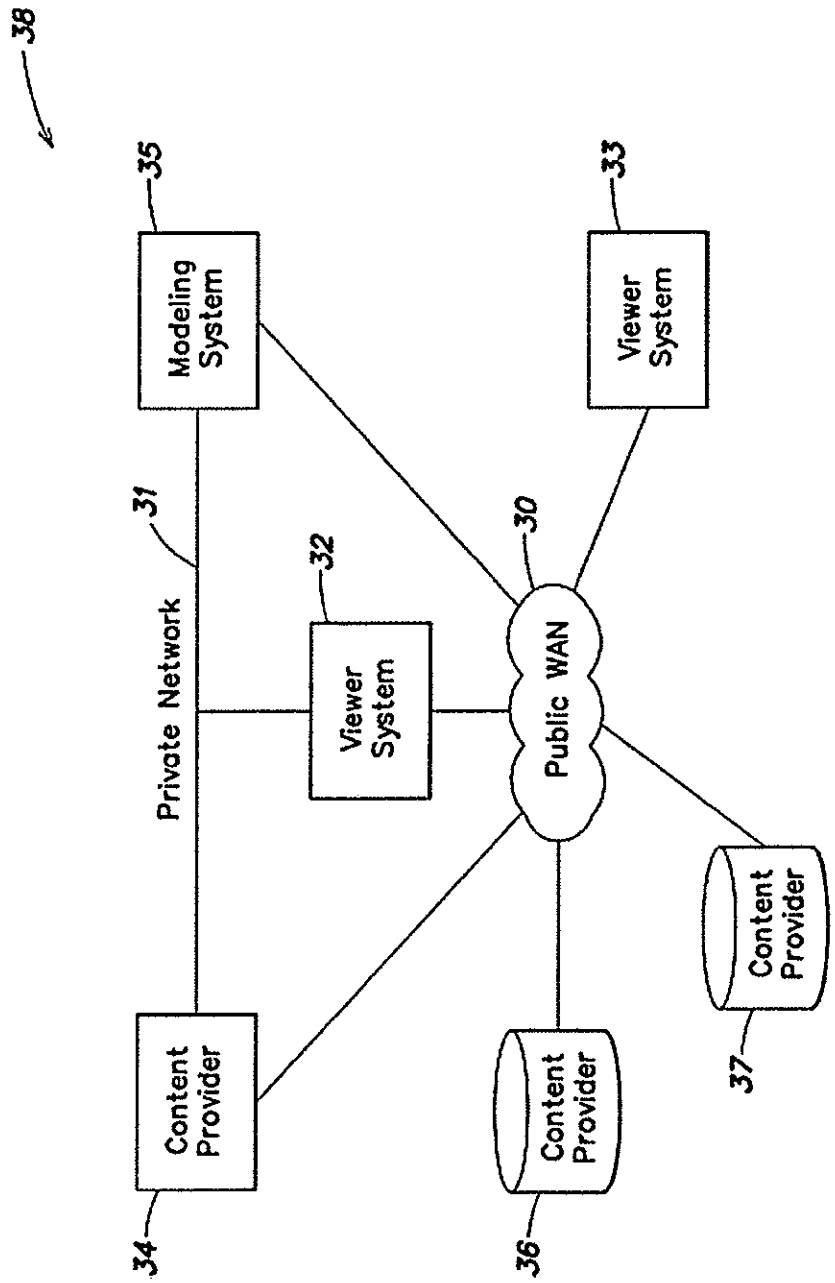
38
35
Modeling System
33
Viewer System
31
Private Network
32
Viewer System
30
Public WAN
Content Provider
34
Content Provider
36
Content Provider
37

FIG. 7

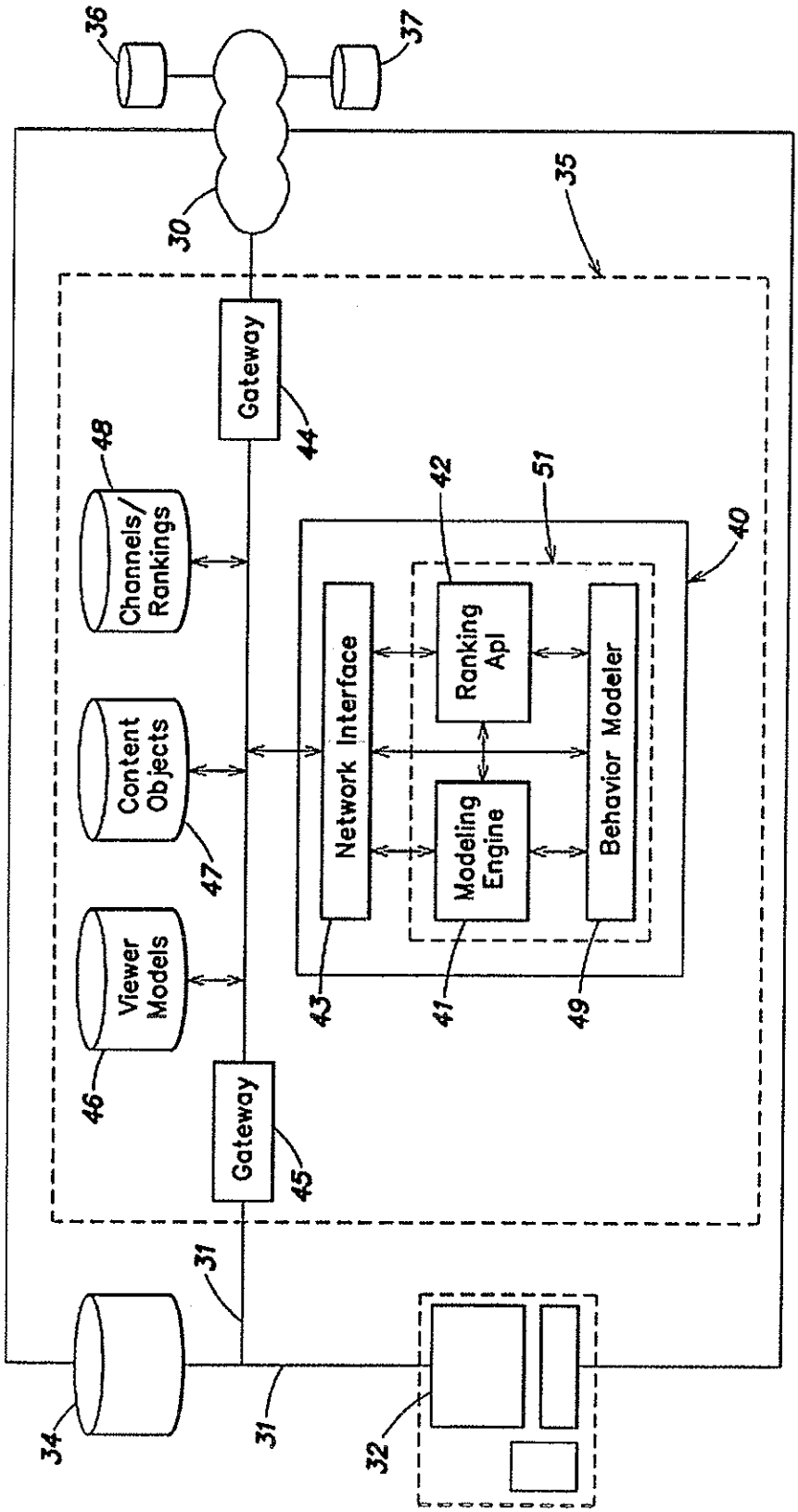
36
37
30
35
Gateway
44
48
Channels/
Rankings
42
51
40
Network Interface
Ranking
Apl
Behavior Modeler
Content
Objects
47
Modeling
Engine
Viewer
Models
46
43
41
49
Gateway
45
31
34
31
32

FIG. 8

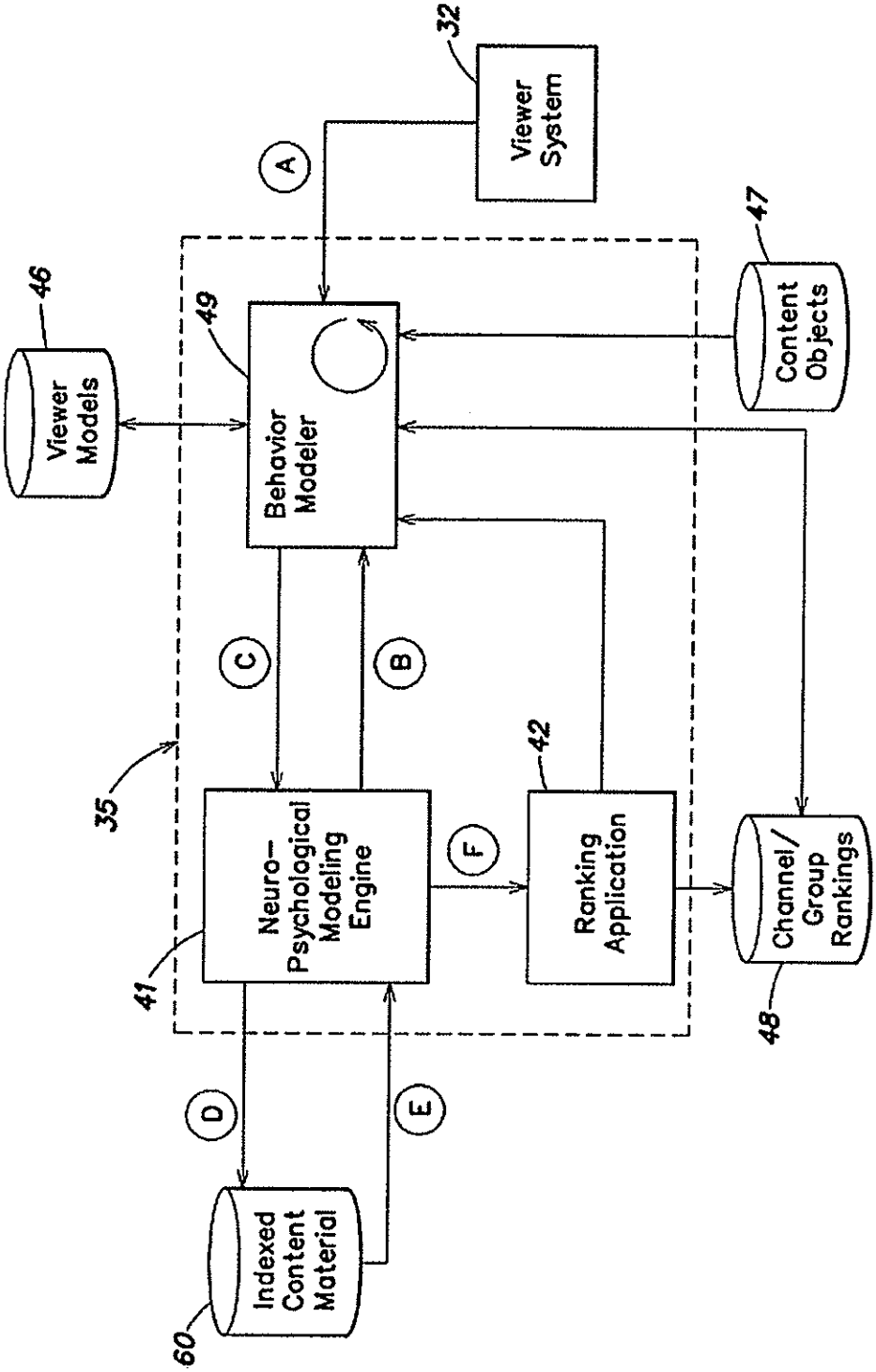
32
Viewer System
A
47
Content Objects
46
Viewer Models
49
Behavior Modeler
C
B
35
42
Neuro-Psychological Modeling Engine
F
Ranking Application
Channel/ Group Rankings
41
48
D
E
Indexed Content Material
60

FIG. 9A

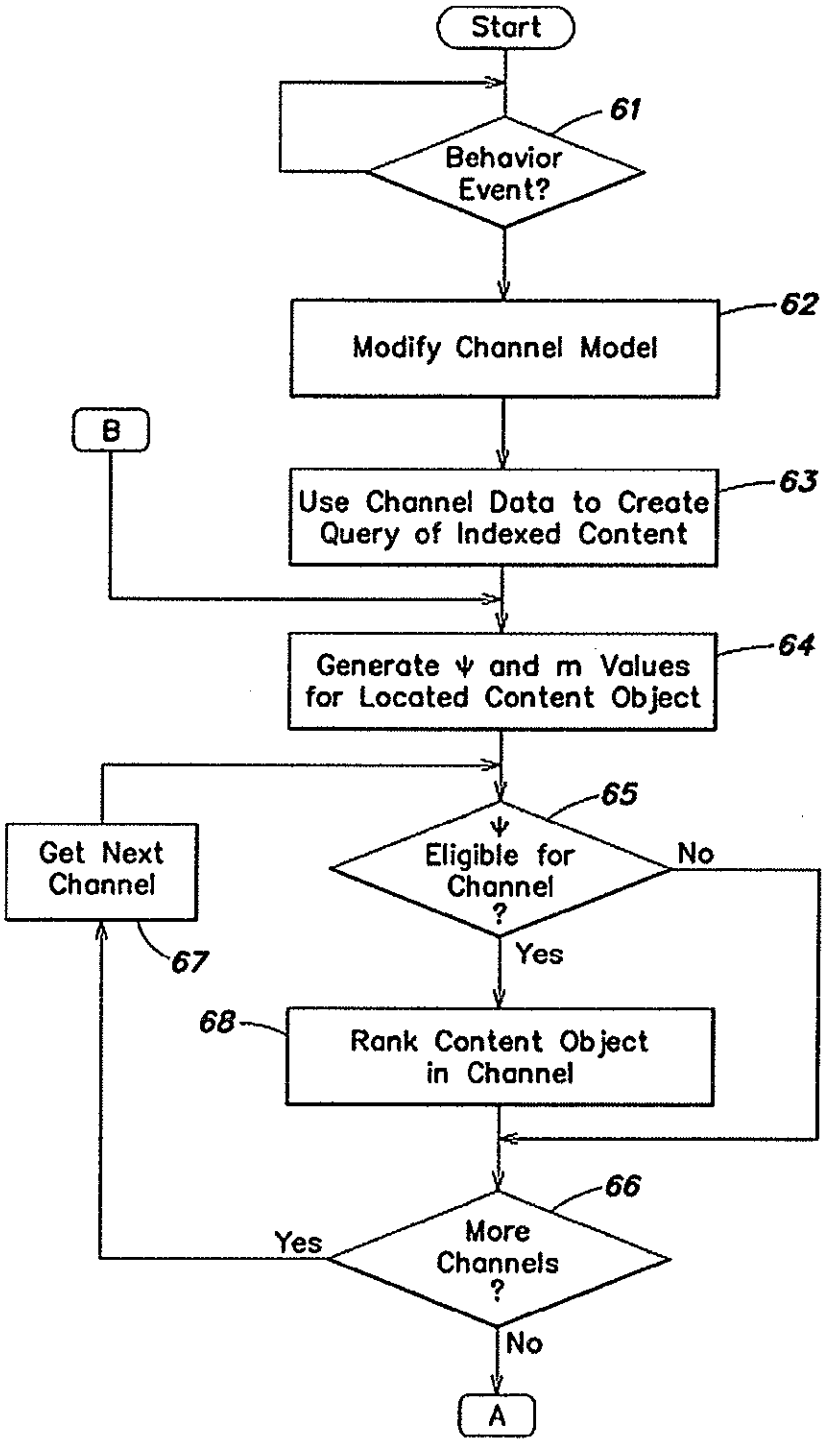
Start
61
Behavior Event?
62
Modify Channel Model
B
63
Use Channel Data to Create Query of Indexed Content
64
Generate ψ and m Values for Located Content Object
65
Get Next Channel
Eligible for Channel ψ ?
No
Yes
67
68
Rank Content Object in Channel
66
Yes
More Channels ?
No
A

FIG. 9B

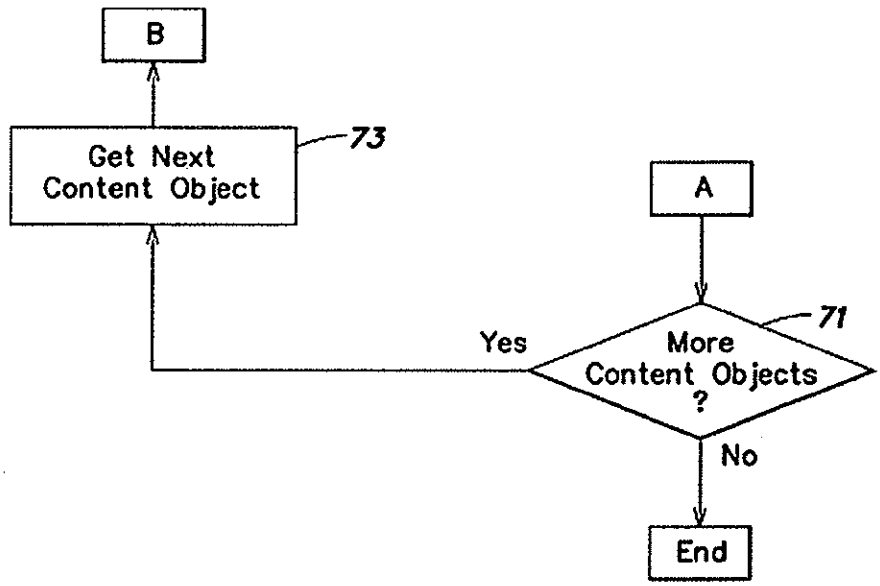
B
Get Next Content Object
73
A
71
Yes
More Content Objects ?
No
End

FIG. 9C

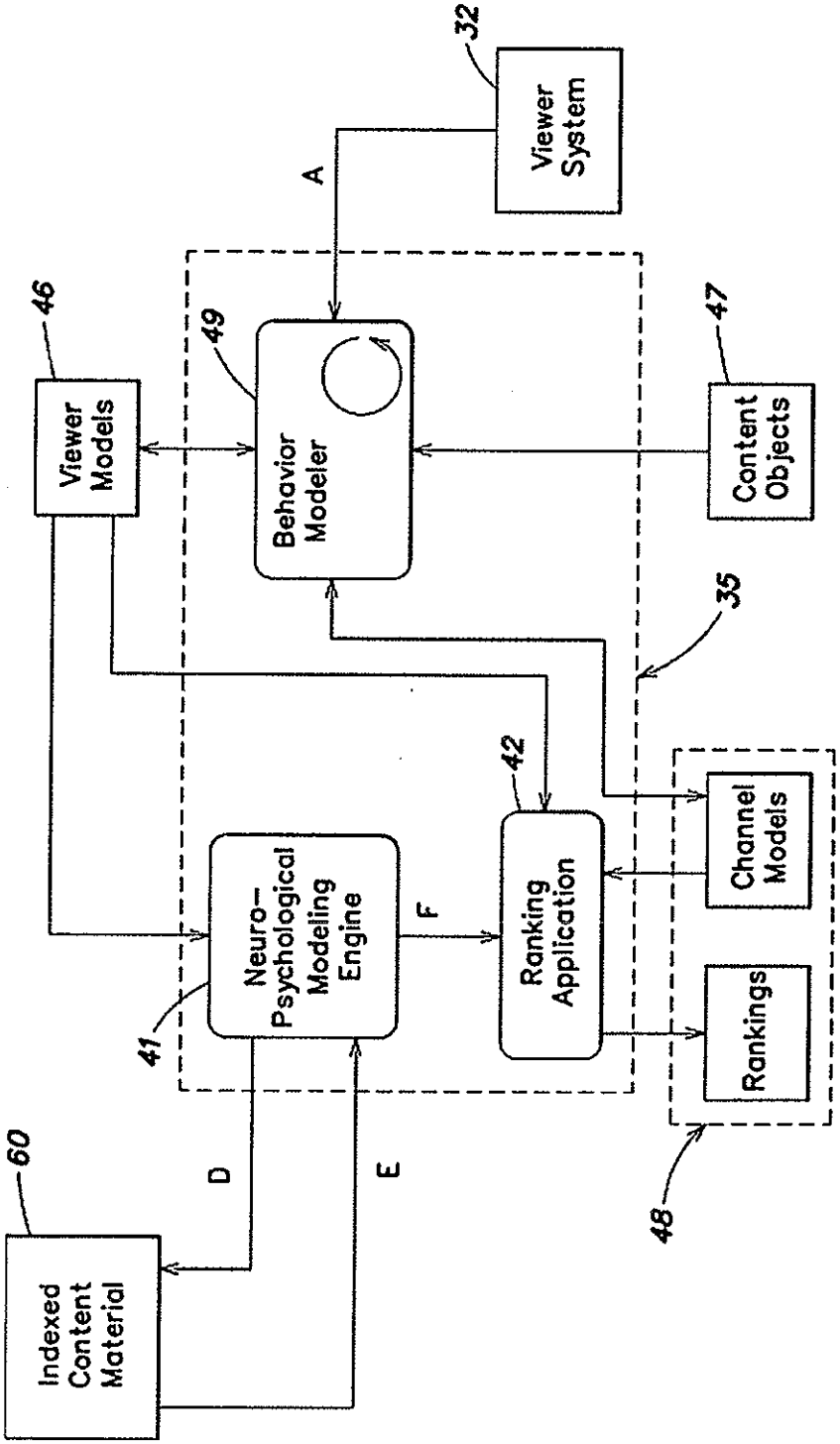
32
Viewer System
A
46
Viewer Models
49
Behavior Modeler
47
Content Objects
35
42
Channel Models
Ranking Application
Rankings
Neuro-Psychological Modeling Engine
F
41
D
E
60
Indexed Content Material
48

FIG. 9D

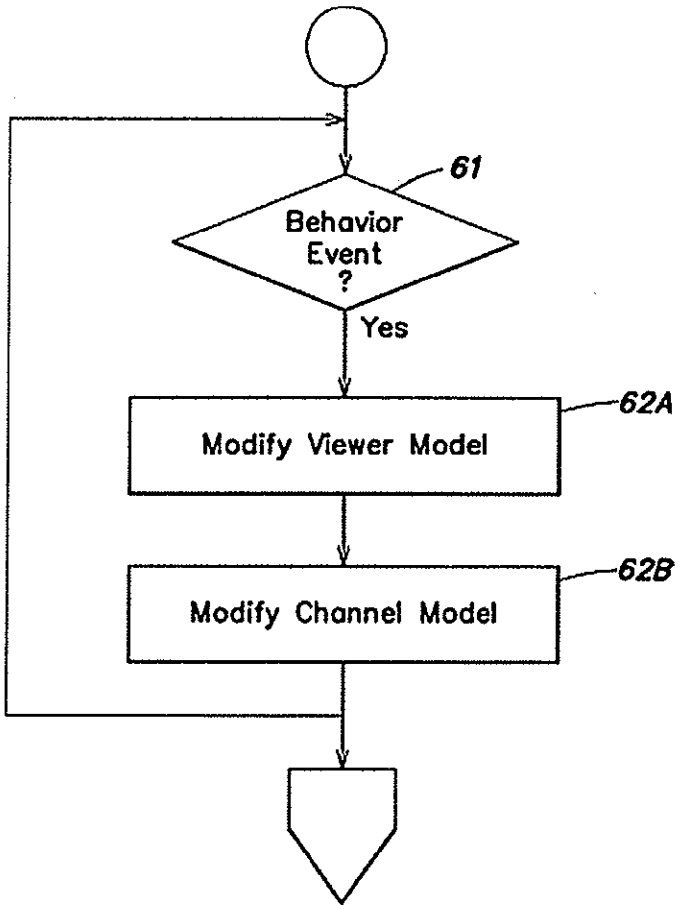
61
Behavior Event ?
Yes
62A
Modify Viewer Model
62B
Modify Channel Model

FIG. 9E

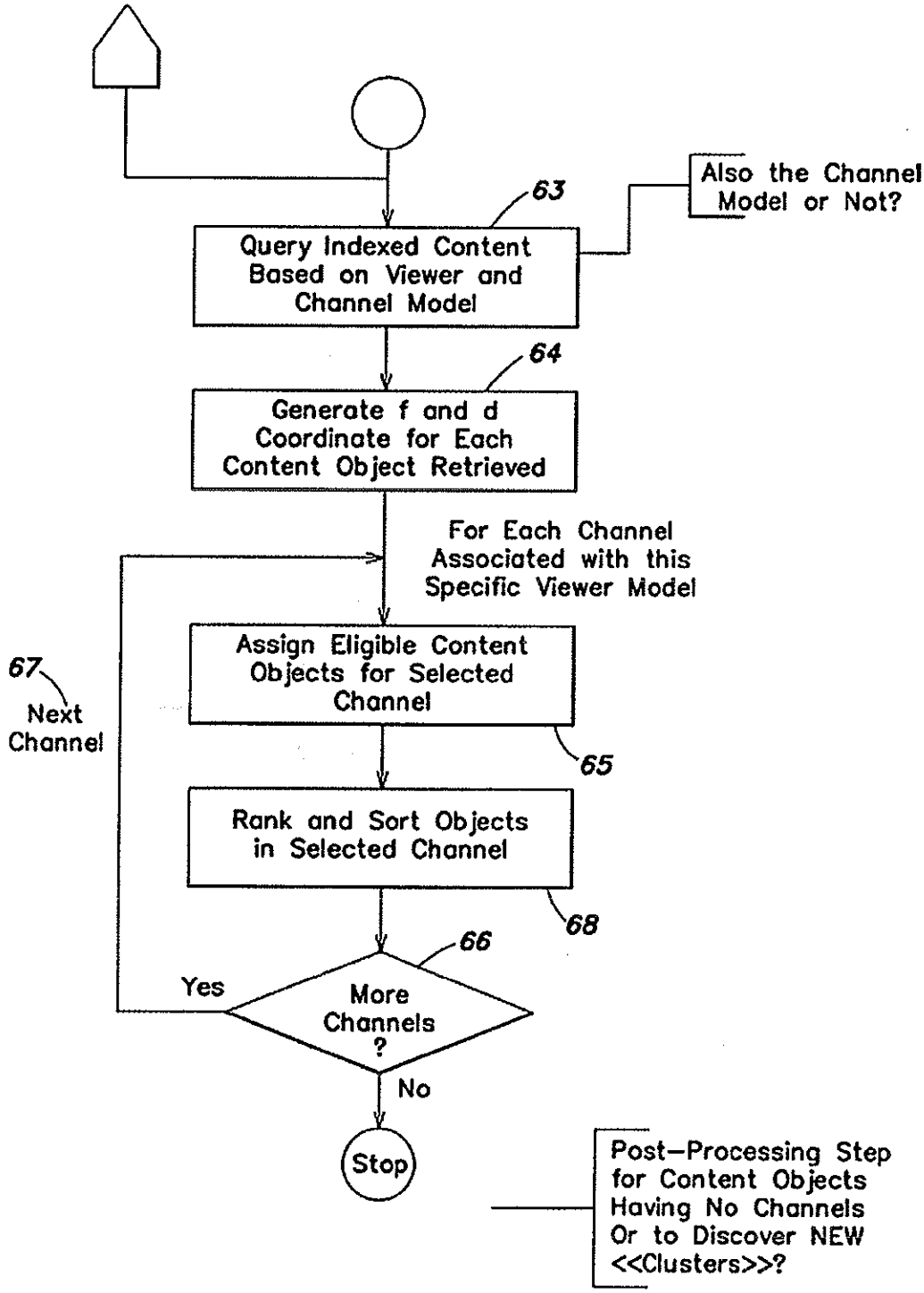
Also the Channel Model or Not?
63
Query Indexed Content Based on Viewer and Channel Model
64
Generate f and d Coordinate for Each Content Object Retrieved
For Each Channel Associated with this Specific Viewer Model
Assign Eligible Content Objects for Selected Channel
65
67
Next Channel
Rank and Sort Objects in Selected Channel
68
66
Yes
More Channels ?
No
Stop
Post-Processing Step for Content Objects Having No Channels Or to Discover NEW <<Clusters>>?

FIG. 9F

Fearcoefficient ontology component 1	Fearcoefficient value
Fearcoefficient ontology component 2	Fearcoefficient value
Fearcoefficient ontology component...	Fearcoefficient value
Fearcoefficient ontology component N	Fearcoefficient value
Desirecoefficient ontology component 1	Desirecoefficient value
Desirecoefficient ontology component 2	Desirecoefficient value
Desirecoefficient ontology component...	Desirecoefficient value
Desirecoefficient ontology component N	Desirecoefficient value
Contentidentifier1	IdentifierValue
Exception mood disk area 1	Relaxed/Passionate Value
Contentidentifier2	IdentifierValue
Exception mood disk area 2	Relaxed/Passionate Value
Contentidentifier...	IdentifierValue
Exception mood disk area...	Relaxed/Passionate Value
ContentidentifierN	IdentifierValue
Exception mood disk area N	Relaxed/Passionate Value

FIG. 10A1

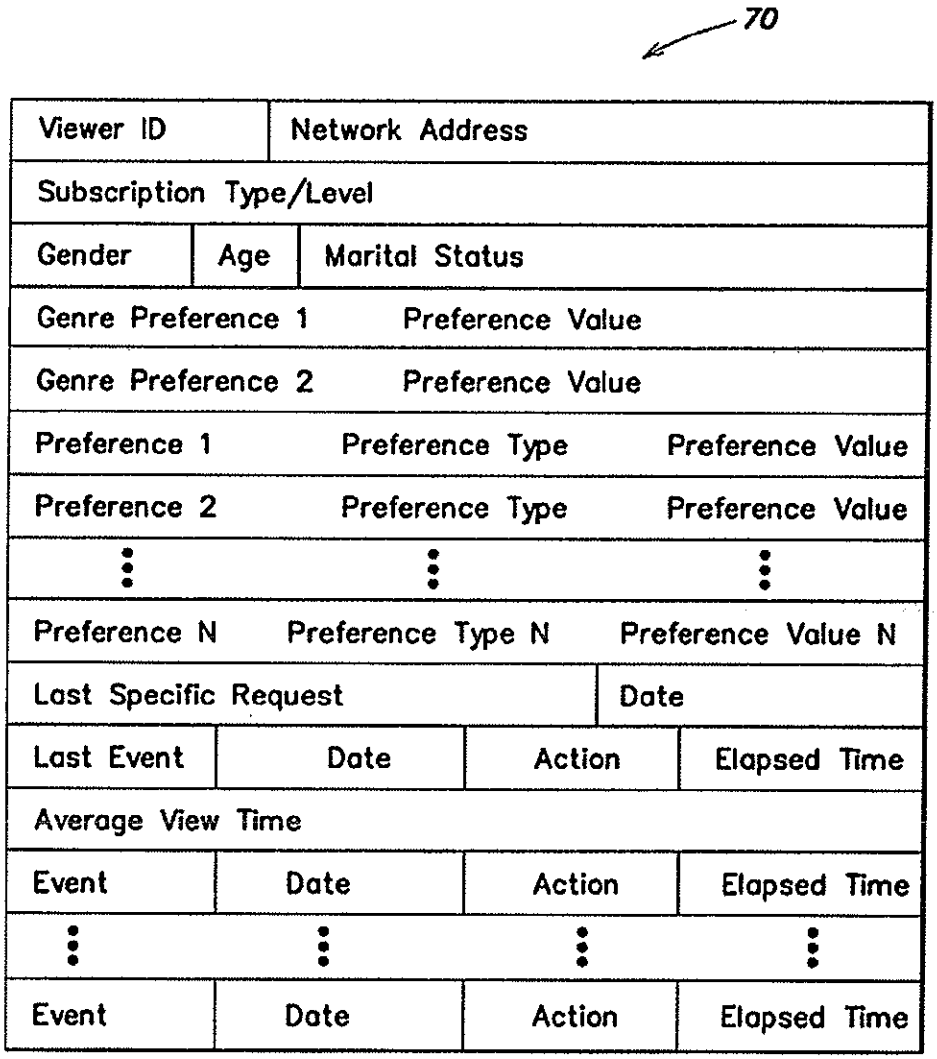
70
Viewer ID
Network Address
Subscription Type/Level
Gender
Age
Marital Status
Genre Preference 1
Preference Value
Genre Preference 2
Preference Value
Preference 1
Preference Type
Preference Value
Preference 2
Preference Type
Preference Value
Preference N
Preference Type N
Preference Value N
Last Specific Request
Date
Last Event
Date
Action
Elapsed Time
Average View Time
Event
Date
Action
Elapsed Time
Event
Date
Action
Elapsed Time

FIG. 10A

Channel ID	
Filter 1	Filter Value
...	Filter Value
Filter N	Filter Value
Fear coordinate	Fear Value
Desire coordinate	Desire Value
Cut-off type	Type Value
Cut-off	Cut-off Value
Sorting field	Sorting Field Value
Sorting order	Sorting Order Value

FIG. 10B1

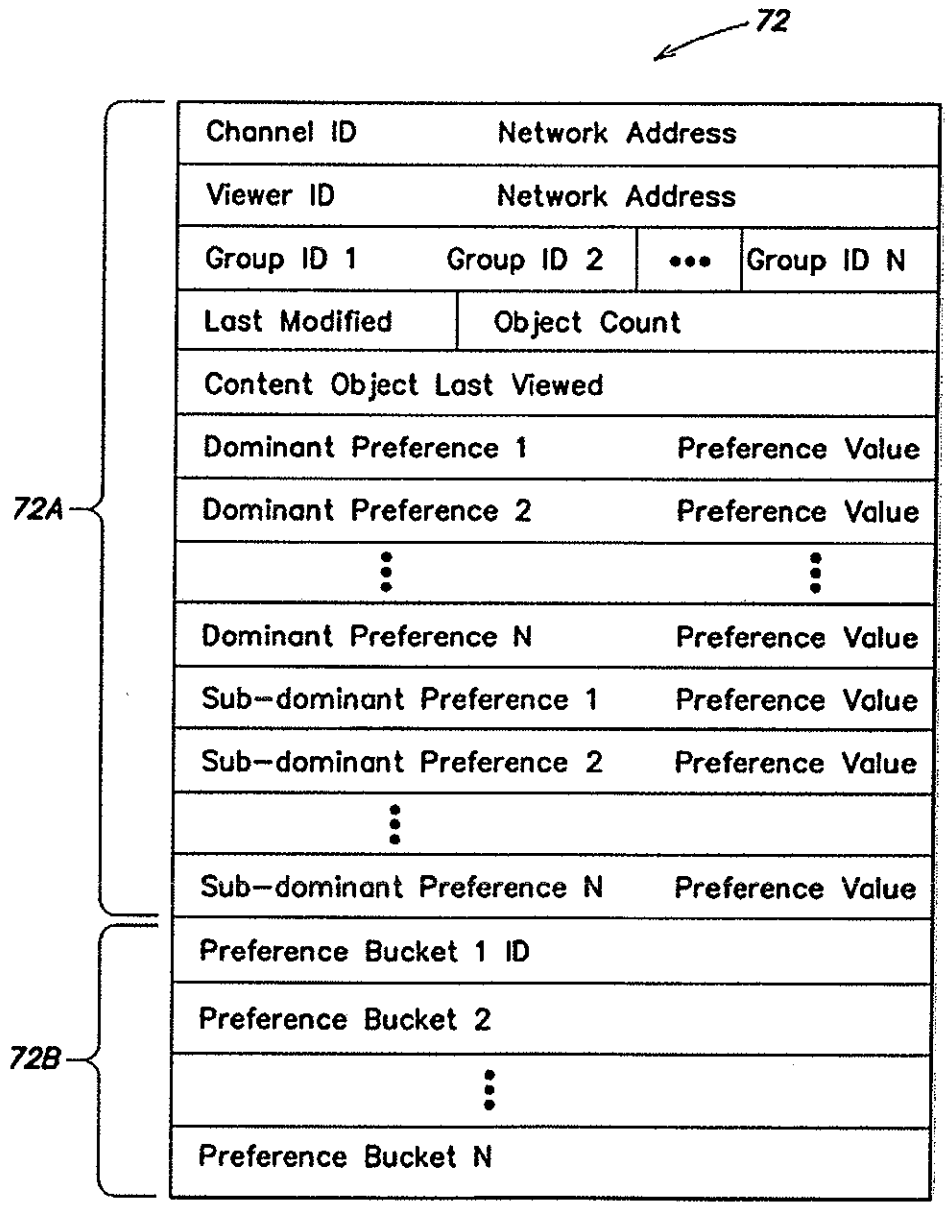
72
72A
72B
Channel ID
Network Address
Viewer ID
Network Address
Group ID 1
Group ID 2
•••
Group ID N
Last Modified
Object Count
Content Object Last Viewed
Dominant Preference 1
Preference Value
Dominant Preference 2
Preference Value
Dominant Preference N
Preference Value
Sub-dominant Preference 1
Preference Value
Sub-dominant Preference 2
Preference Value
Sub-dominant Preference N
Preference Value
Preference Bucket 1 ID
Preference Bucket 2
Preference Bucket N

FIG. 10B

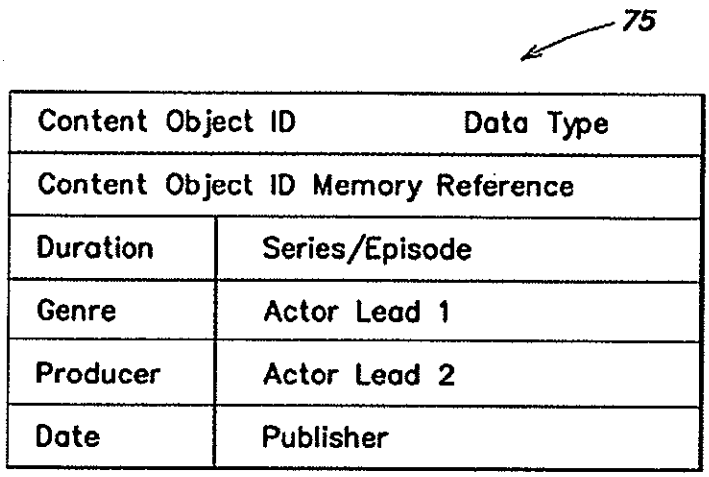

FIG. 10C

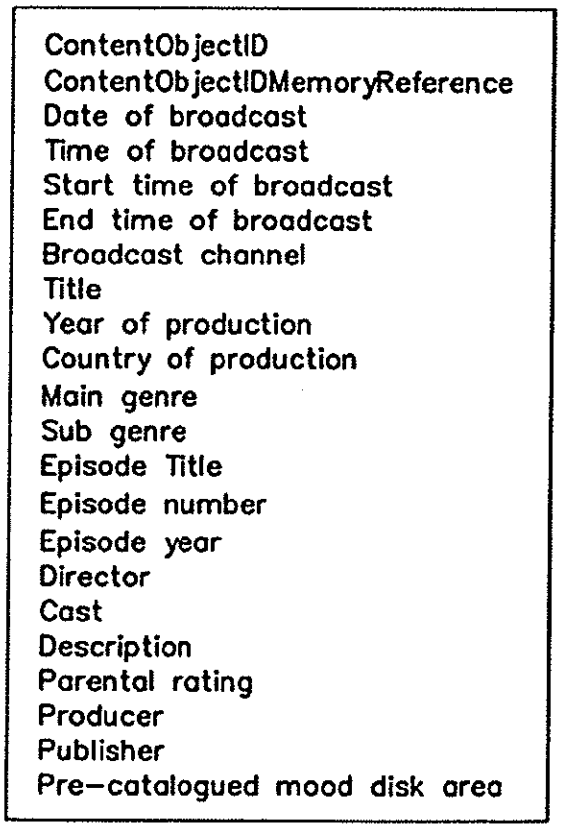

FIG. 10C1

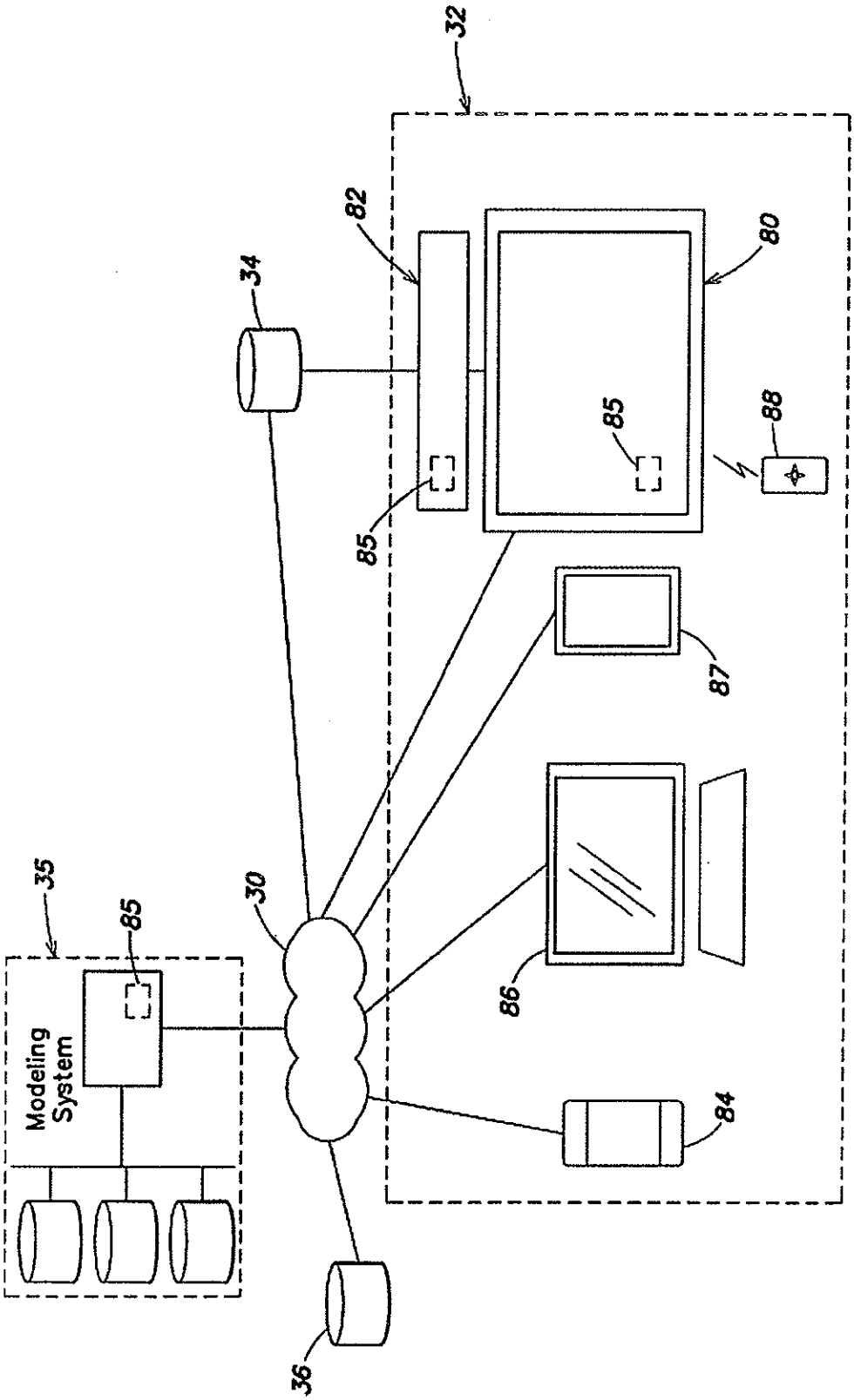

FIG. 11A

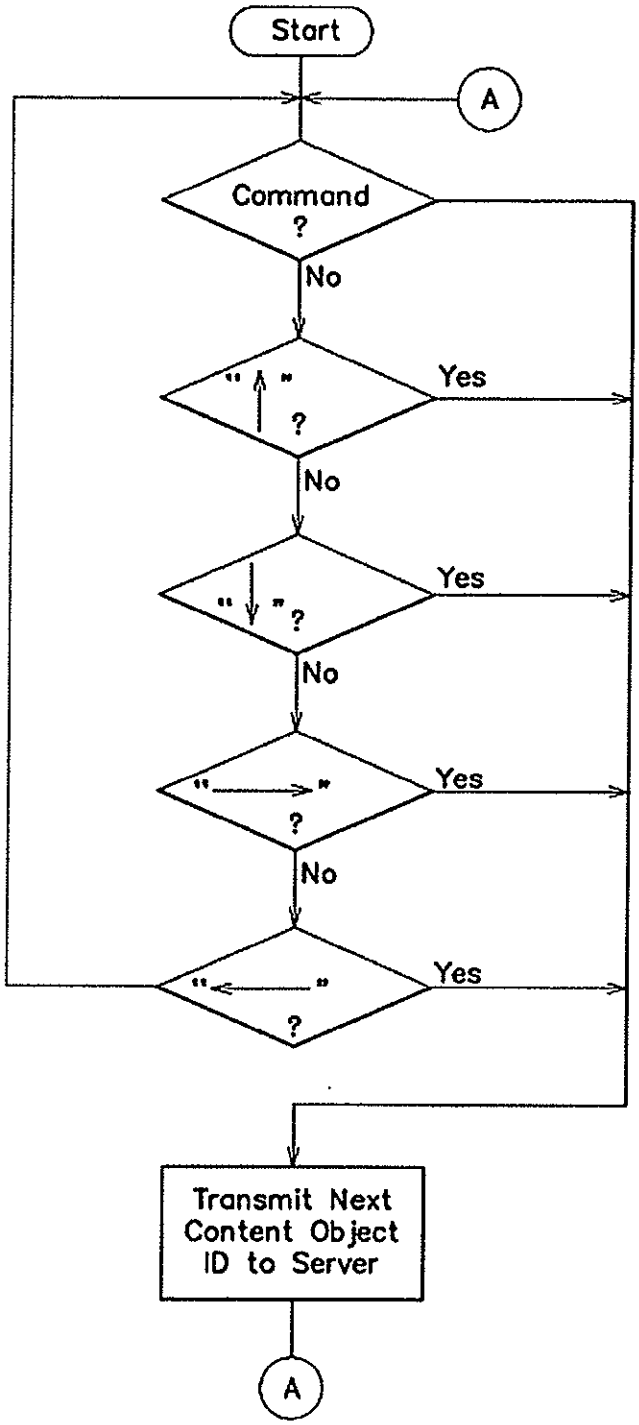
Start
A
Command ?
No
" ↑ " ?
Yes
No
" ↓ " ?
Yes
No
" → " ?
Yes
No
" ← " ?
Yes
Transmit Next Content Object ID to Server
A

FIG. 11B

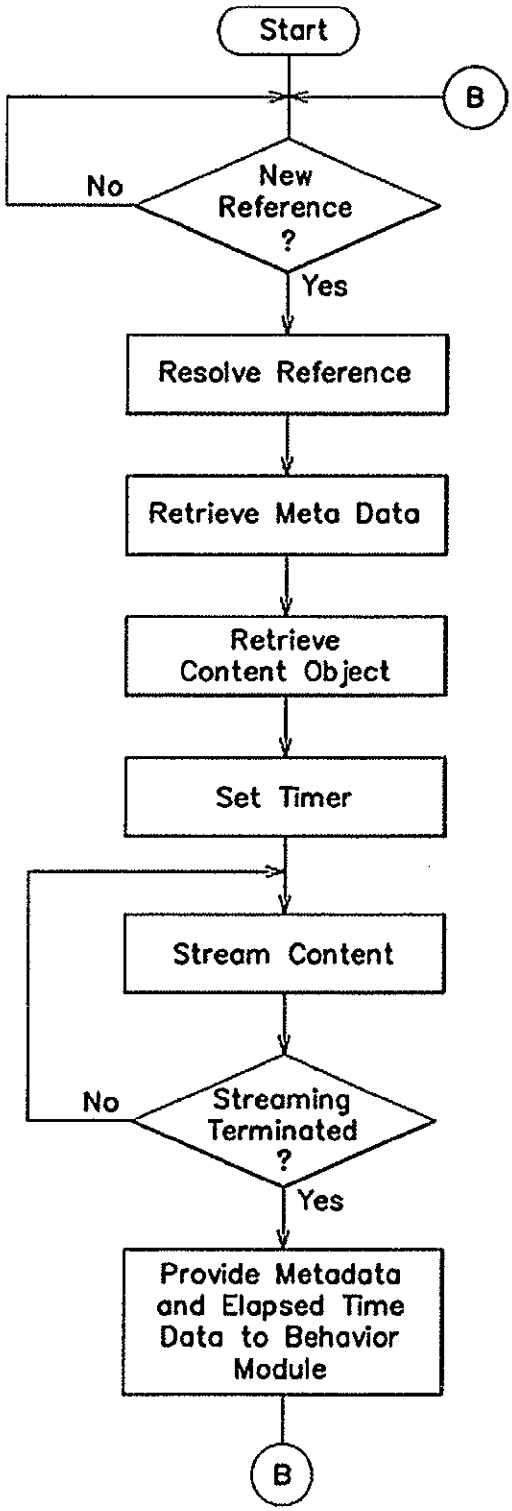
Start
B
No
New Reference ?
Yes
Resolve Reference
Retrieve Meta Data
Retrieve Content Object
Set Timer
Stream Content
No
Streaming Terminated ?
Yes
Provide Metadata and Elapsed Time Data to Behavior Module
B

FIG. 11C

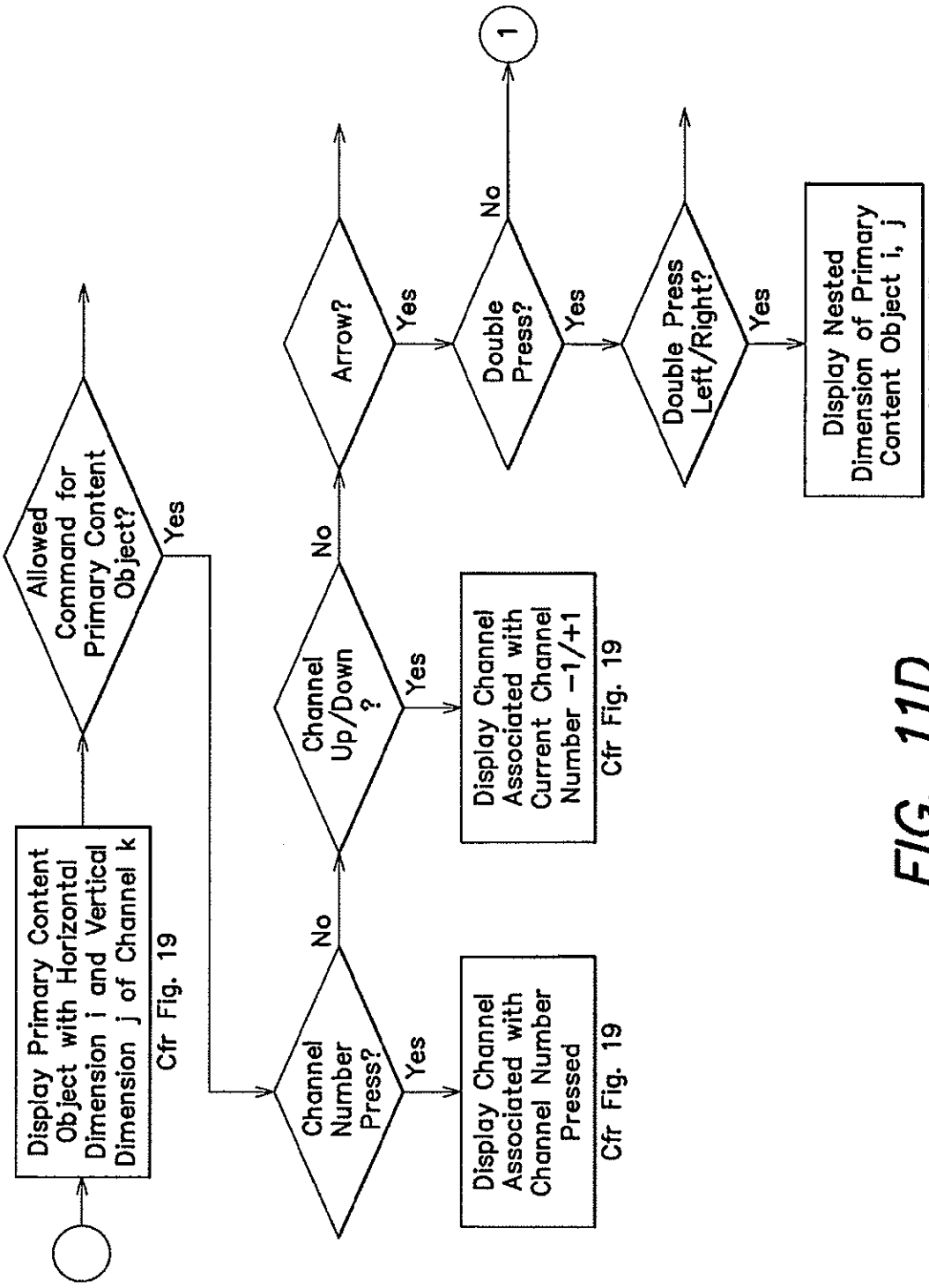

FIG. 11D

Continued on next page

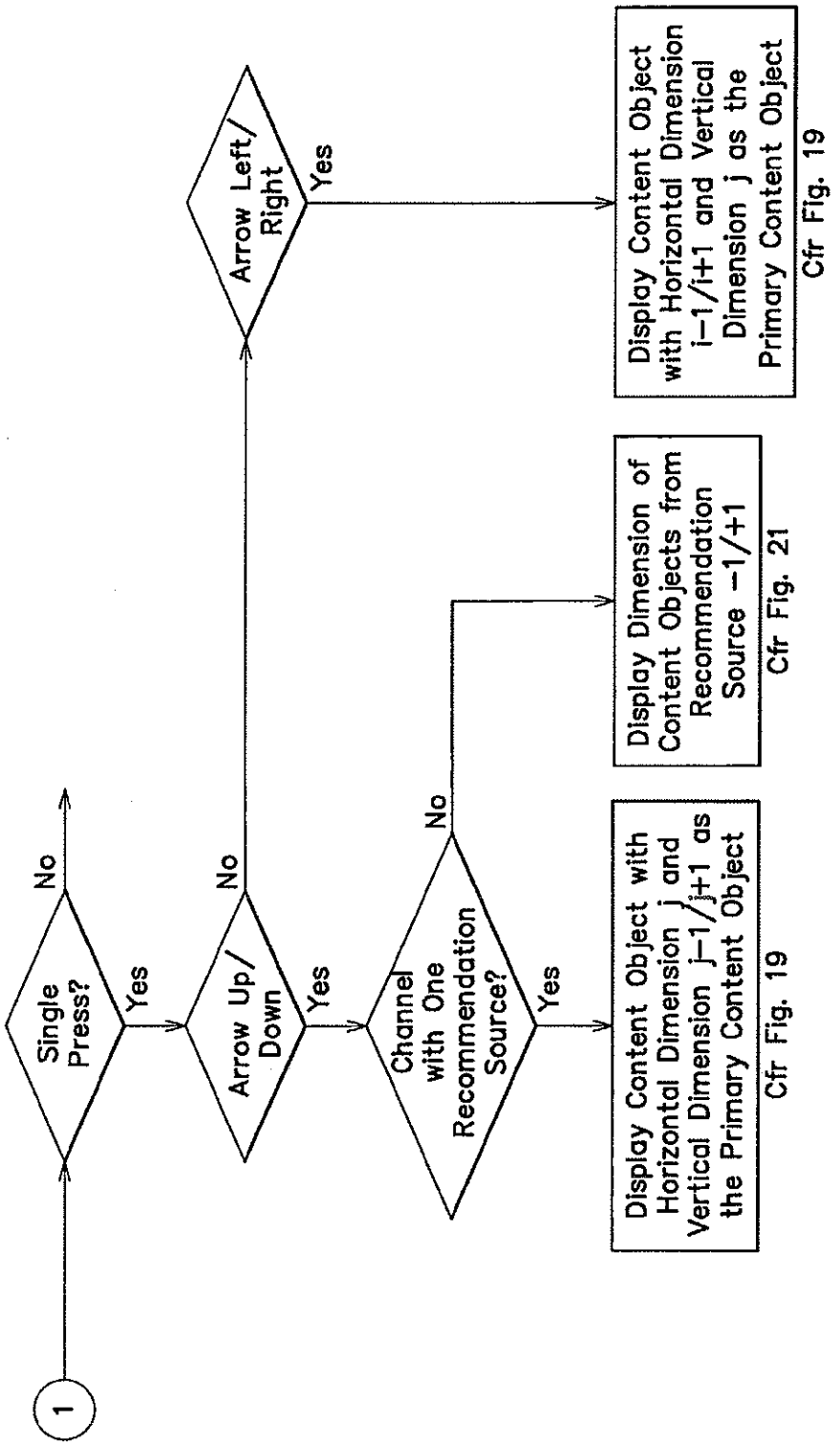

FIG. 11D Continued

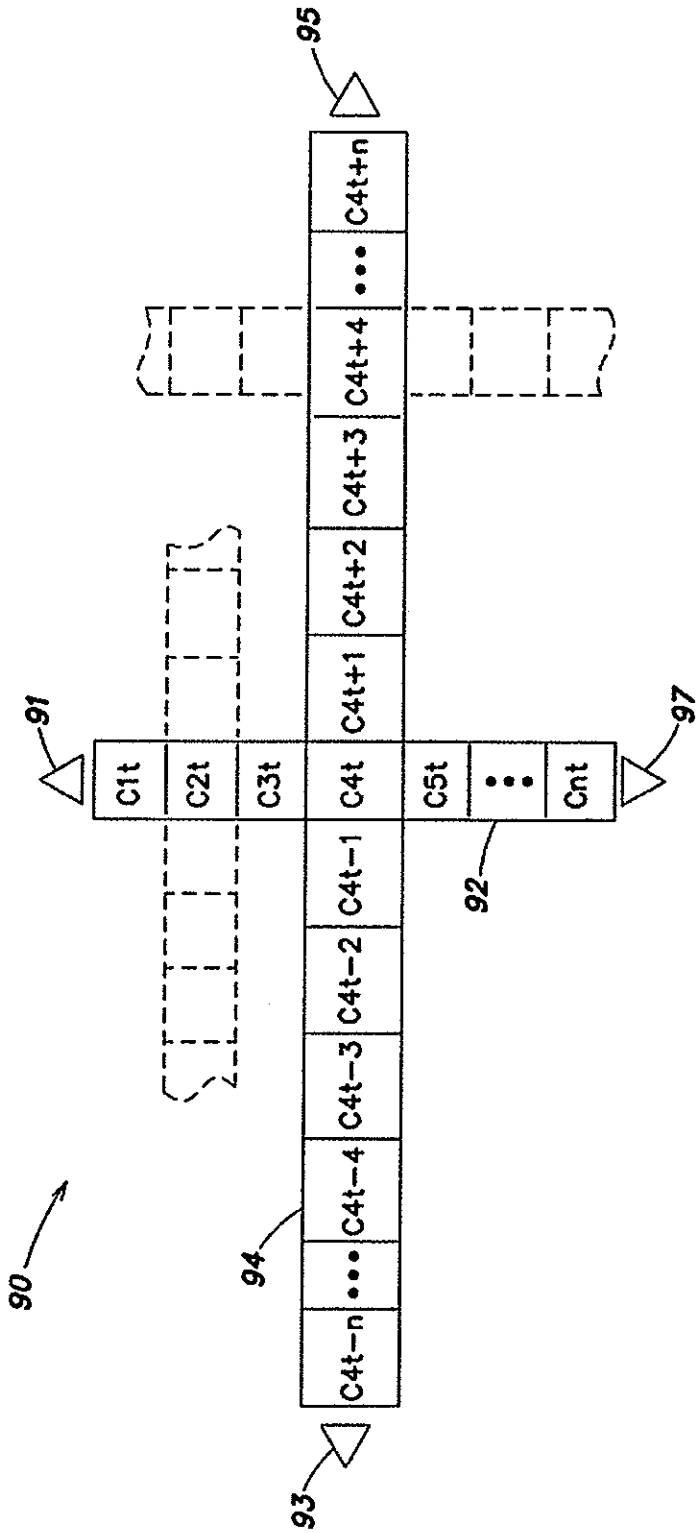
90
91
92
93
94
95
97
C1t
C2t
C3t
C4t
C5t
Cnt
C4t+1
C4t+2
C4t+3
C4t+4
C4t+n
C4t-1
C4t-2
C4t-3
C4t-4
C4t-n

FIG. 12A

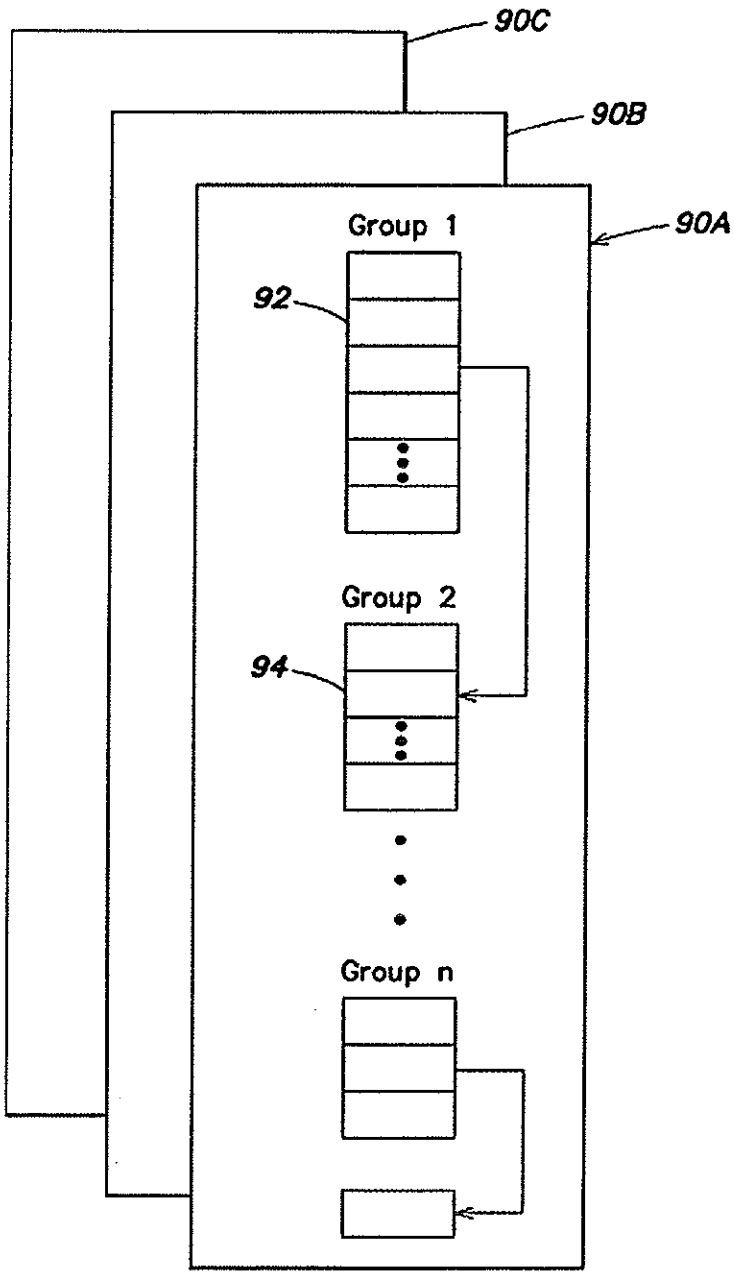

FIG. 12B

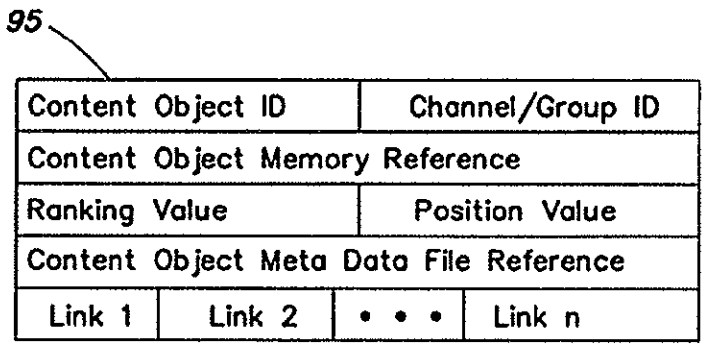

FIG. 12C

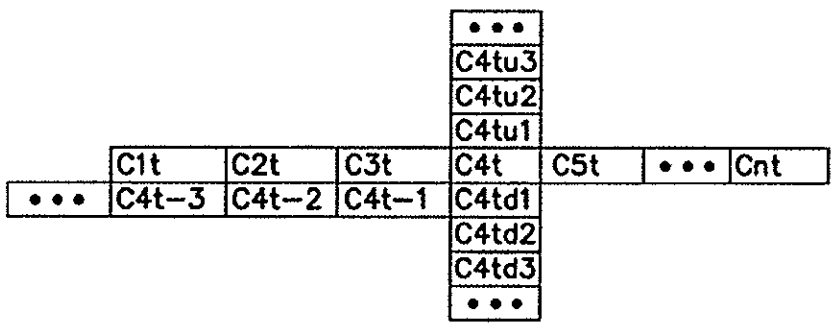

FIG. 12D

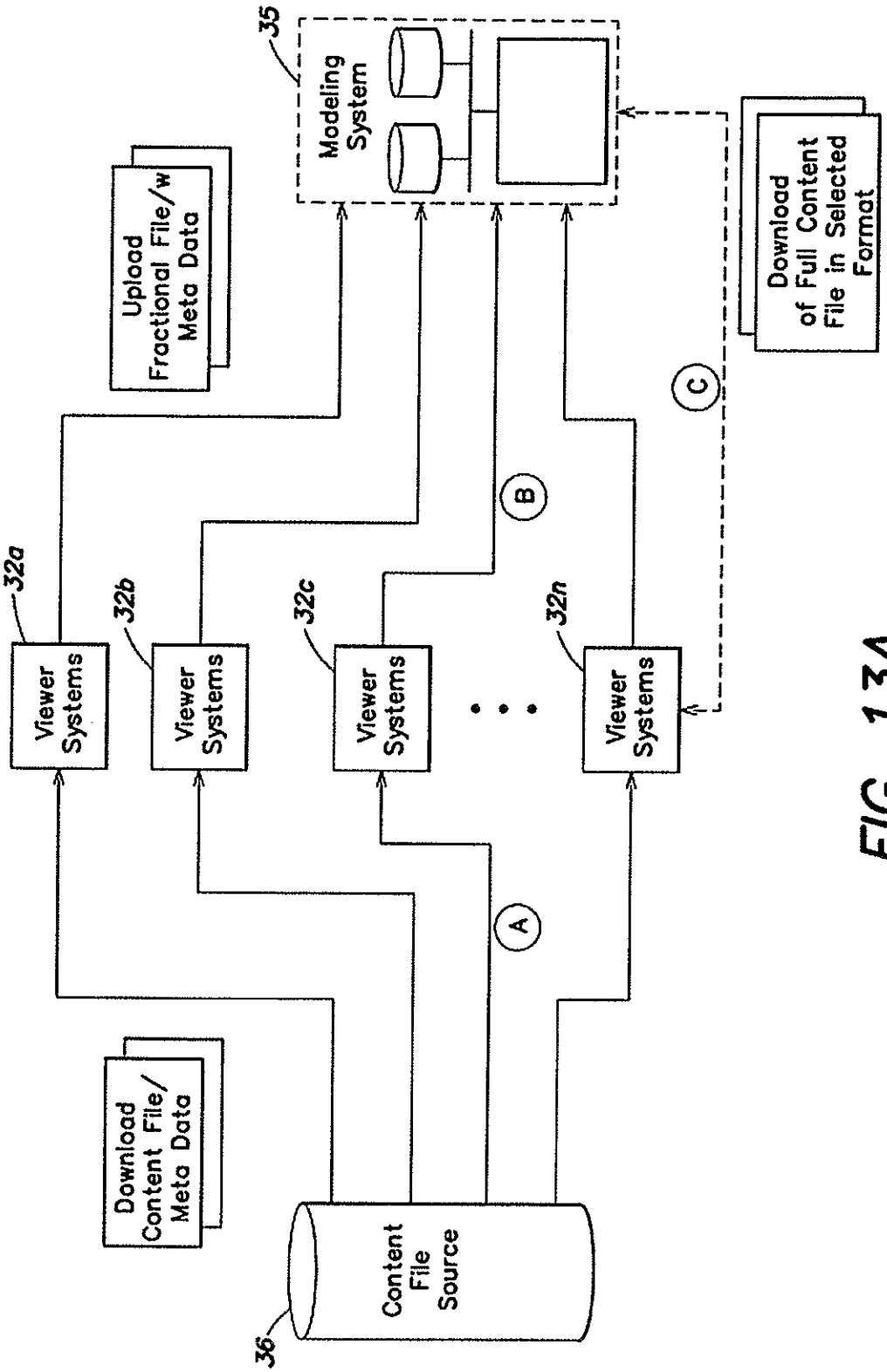
35
Modeling System
Upload Fractional File/w Meta Data
Download of Full Content File in Selected Format
32a
32b
32c
32n
Viewer Systems
Viewer Systems
Viewer Systems
Viewer Systems
A
B
C
Download Content File/ Meta Data
Content File Source
36

FIG. 13A

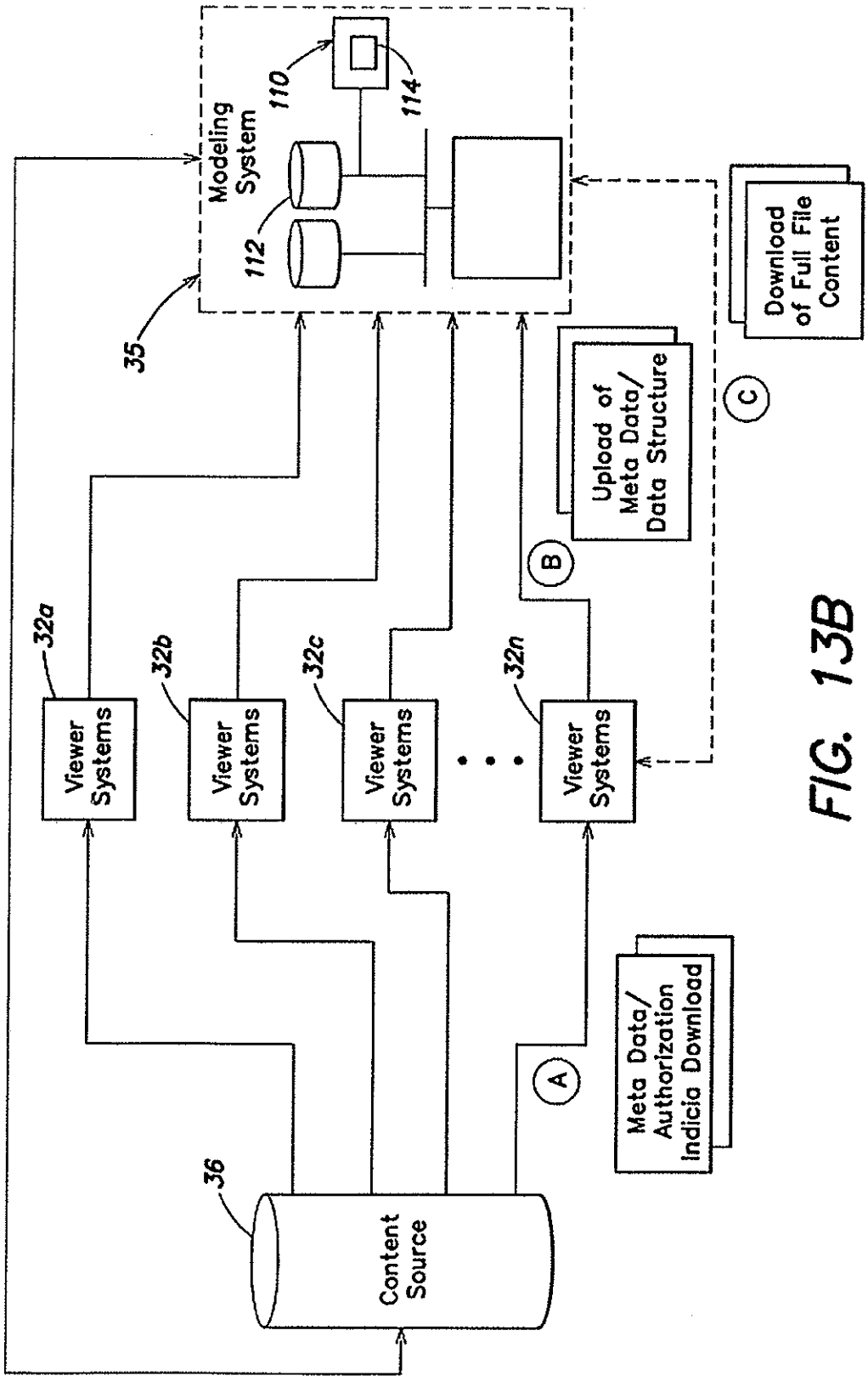
Modeling System
110
114
112
35
Download of Full File Content
Upload of Meta Data/ Data Structure
C
B
32a
32b
32c
32n
Viewer Systems
Viewer Systems
Viewer Systems
Viewer Systems
A
Meta Data/ Authorization Indicia Download
36
Content Source

FIG. 13B

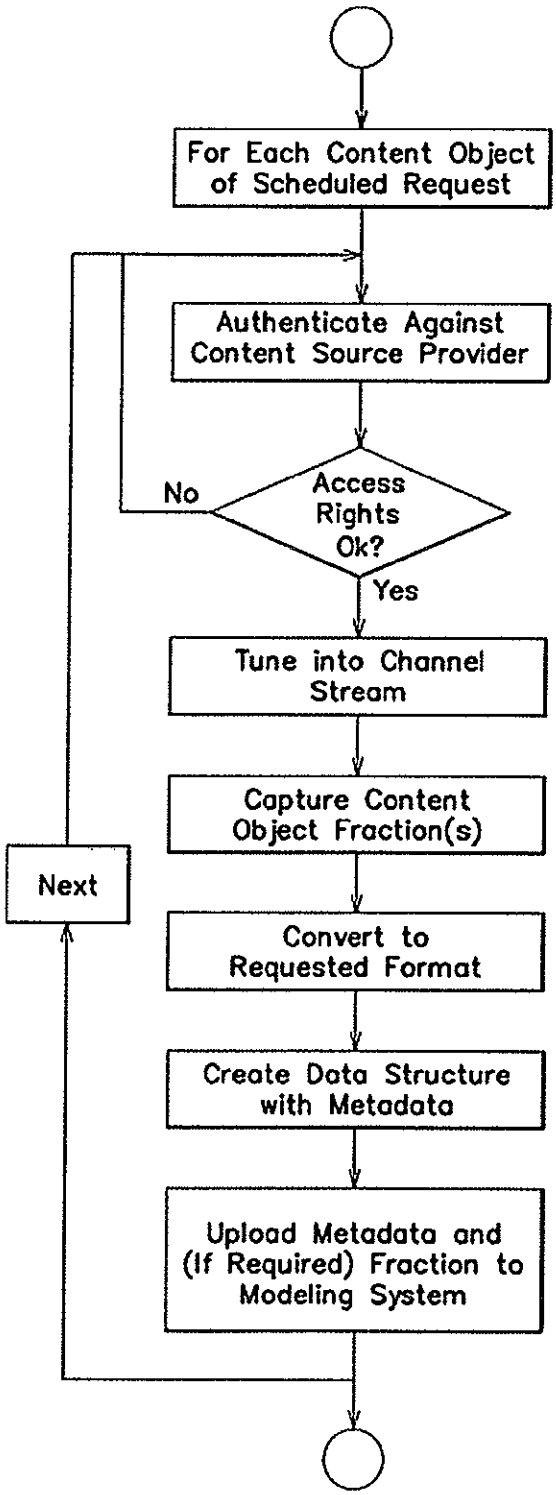
For Each Content Object of Scheduled Request
Authenticate Against Content Source Provider
Access Rights Ok?
No
Yes
Tune into Channel Stream
Capture Content Object Fraction(s)
Convert to Requested Format
Create Data Structure with Metadata
Upload Metadata and (If Required) Fraction to Modeling System
Next

FIG. 13C

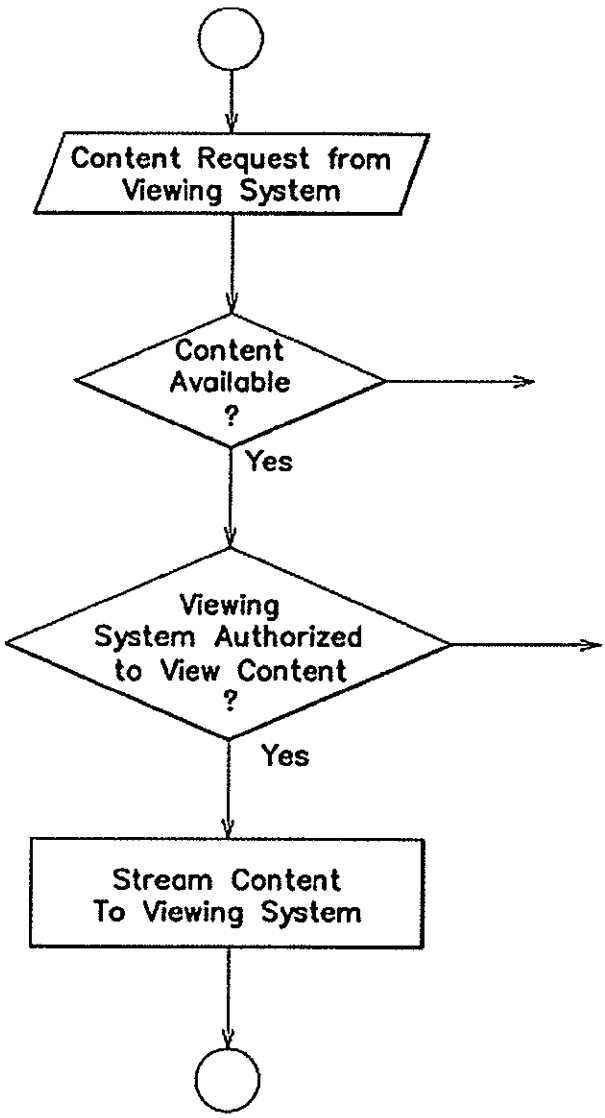
Content Request from Viewing System
Content Available ?
Yes
Viewing System Authorized to View Content ?
Yes
Stream Content To Viewing System

FIG. 13D

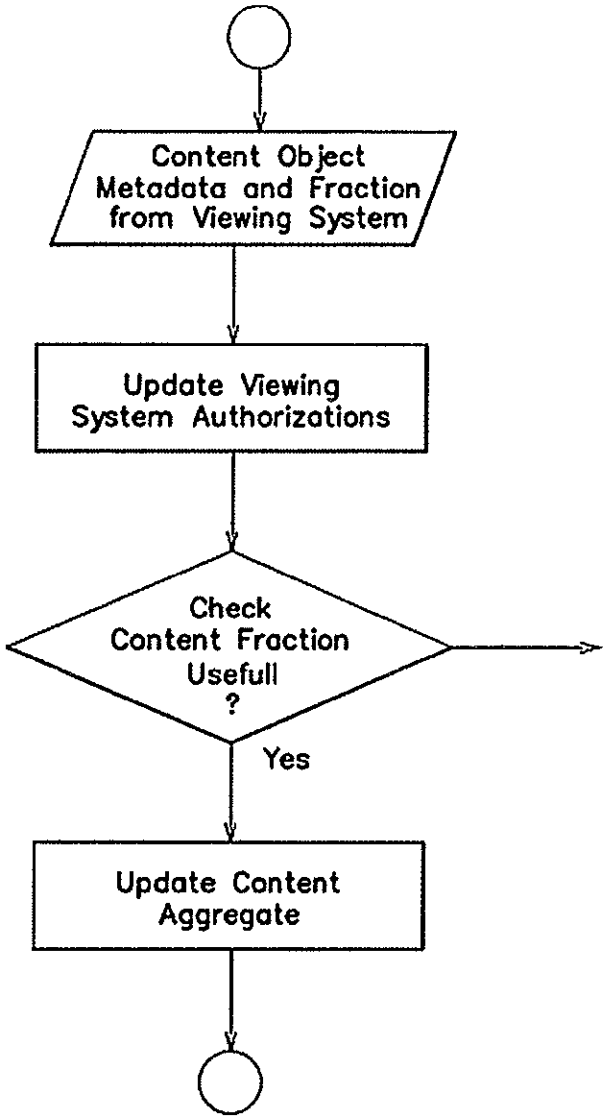
Content Object Metadata and Fraction from Viewing System
Update Viewing System Authorizations
Check Content Fraction Usefull ?
Yes
Update Content Aggregate

FIG. 13E

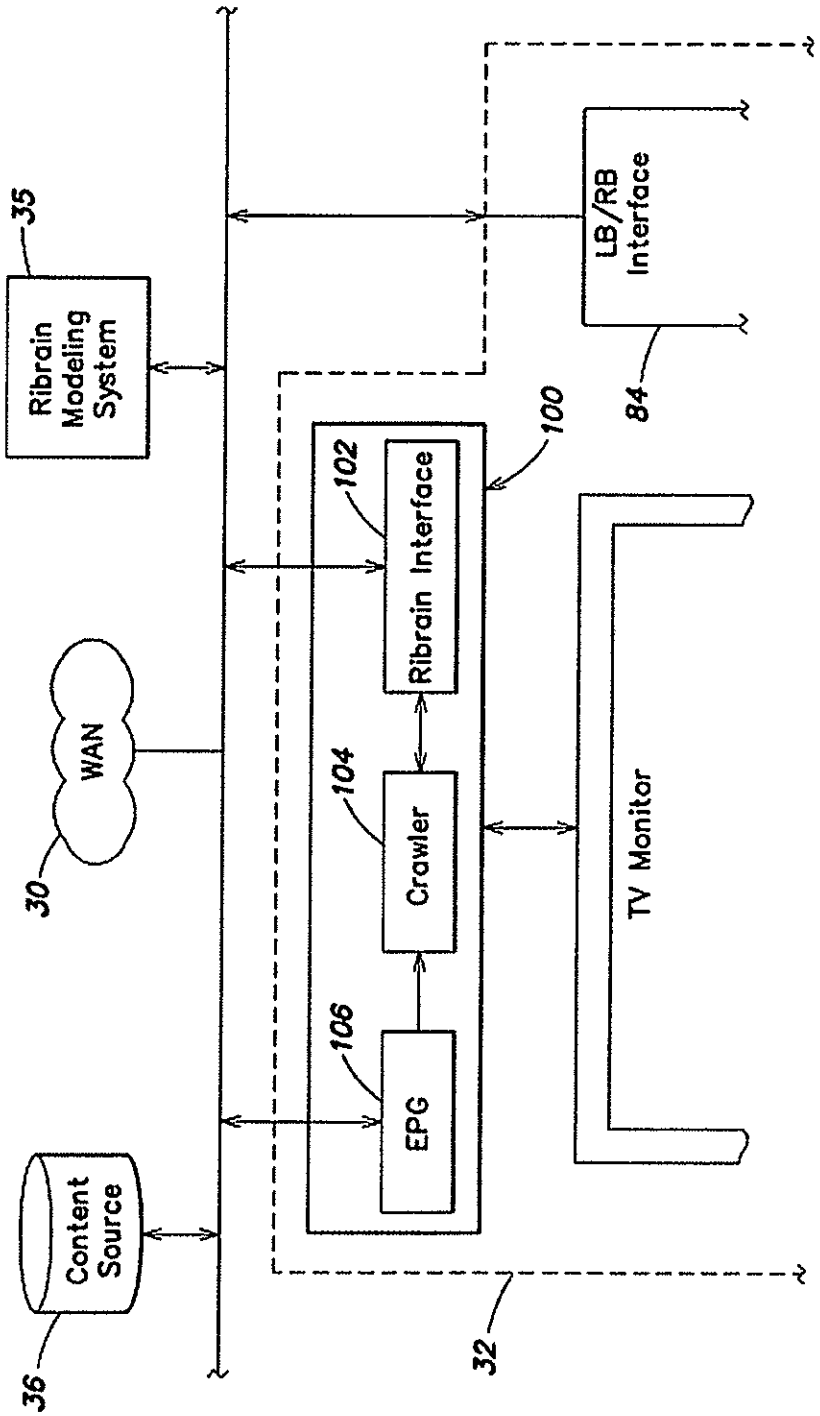
35
Ribrain Modeling System
LB/RB Interface
84
100
102
Ribrain Interface
WAN
30
104
Crawler
TV Monitor
106
EPG
Content Source
36
32

FIG. 14

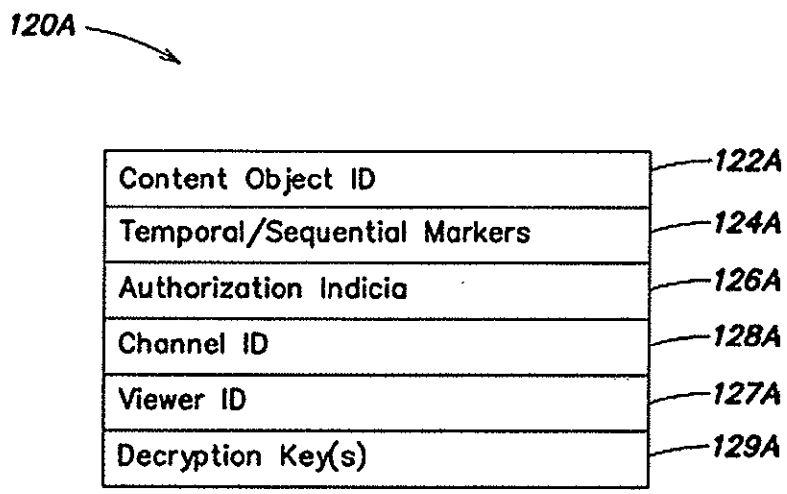
120A
Content Object ID
Temporal/Sequential Markers
Authorization Indicia
Channel ID
Viewer ID
Decryption Key(s)
122A
124A
126A
128A
127A
129A

FIG. 15

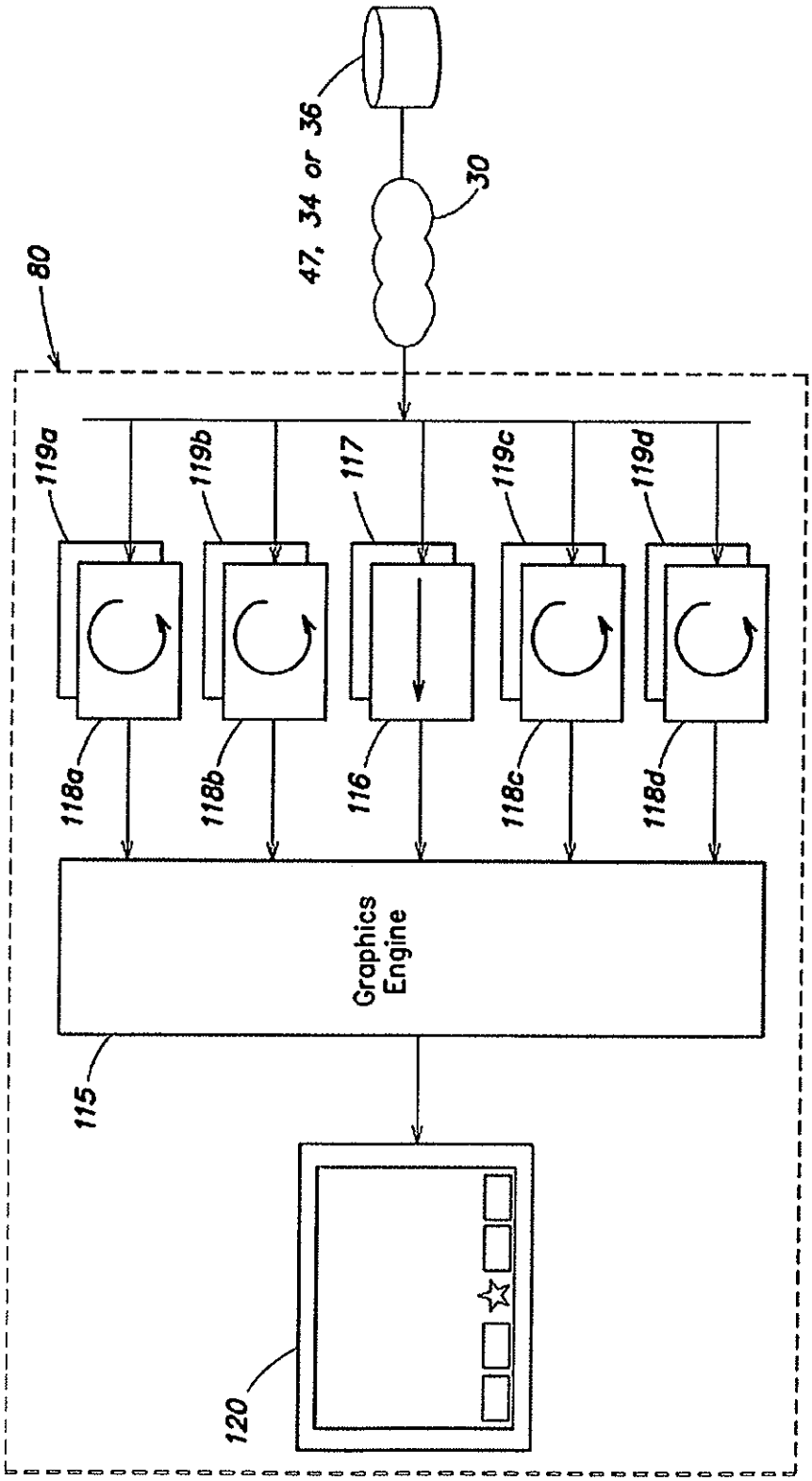
47, 34 or 36
30
80
119a
119b
117
119c
119d
118a
118b
116
118c
118d
Graphics Engine
115
120

FIG. 16

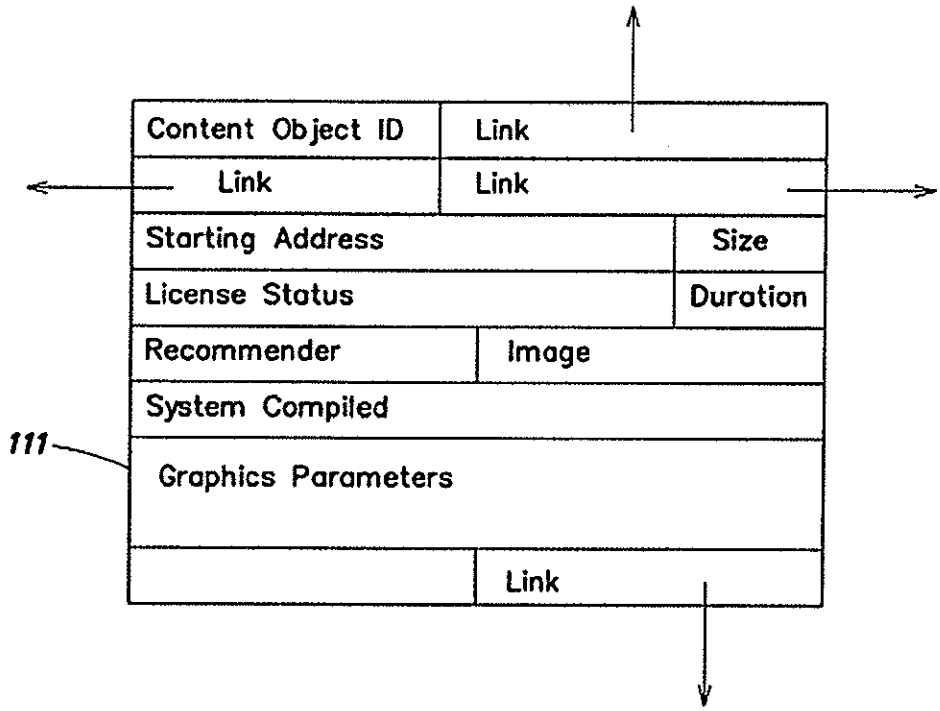
Content Object ID
Link
Link
Link
Starting Address
Size
License Status
Duration
Recommender
Image
System Compiled
111
Graphics Parameters
Link

FIG. 17

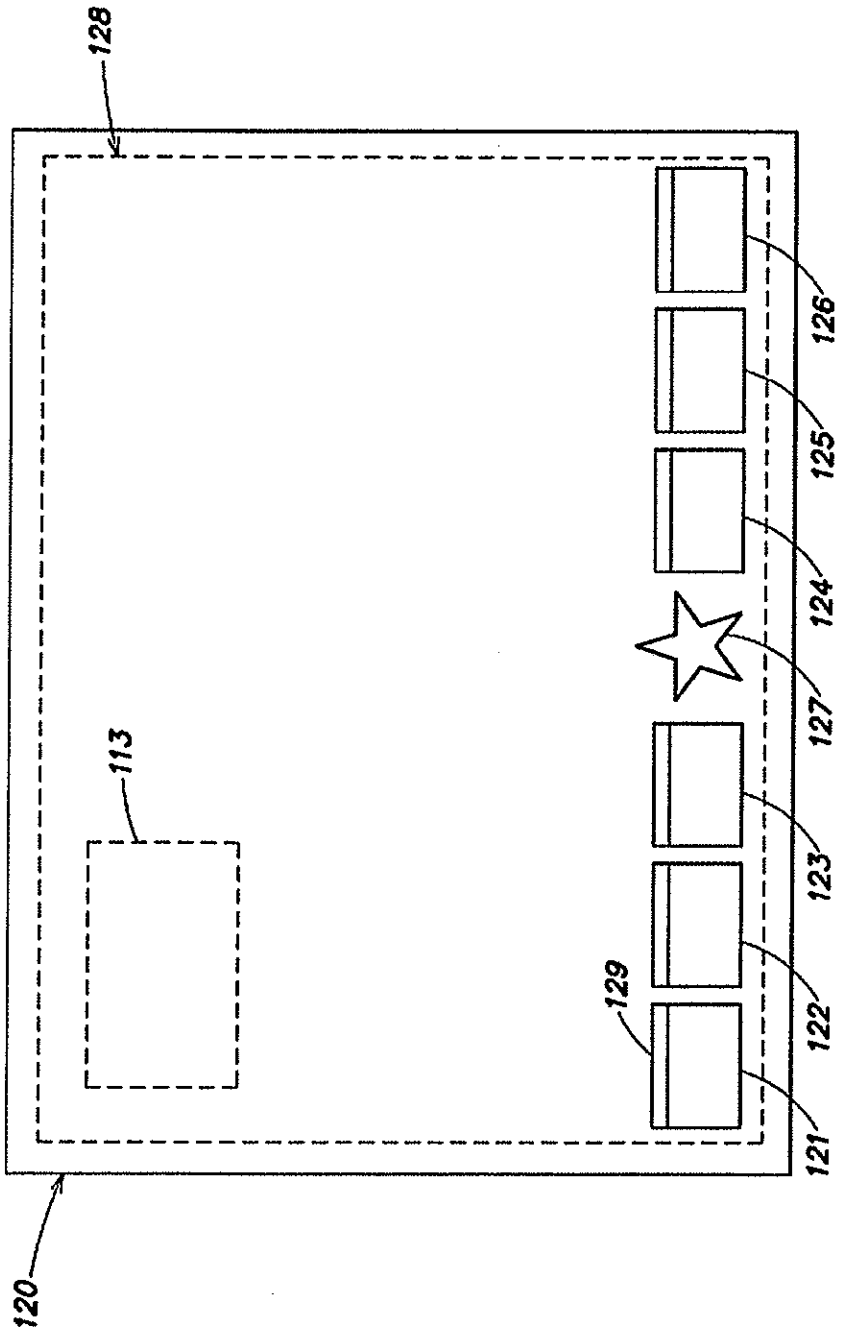

FIG. 18

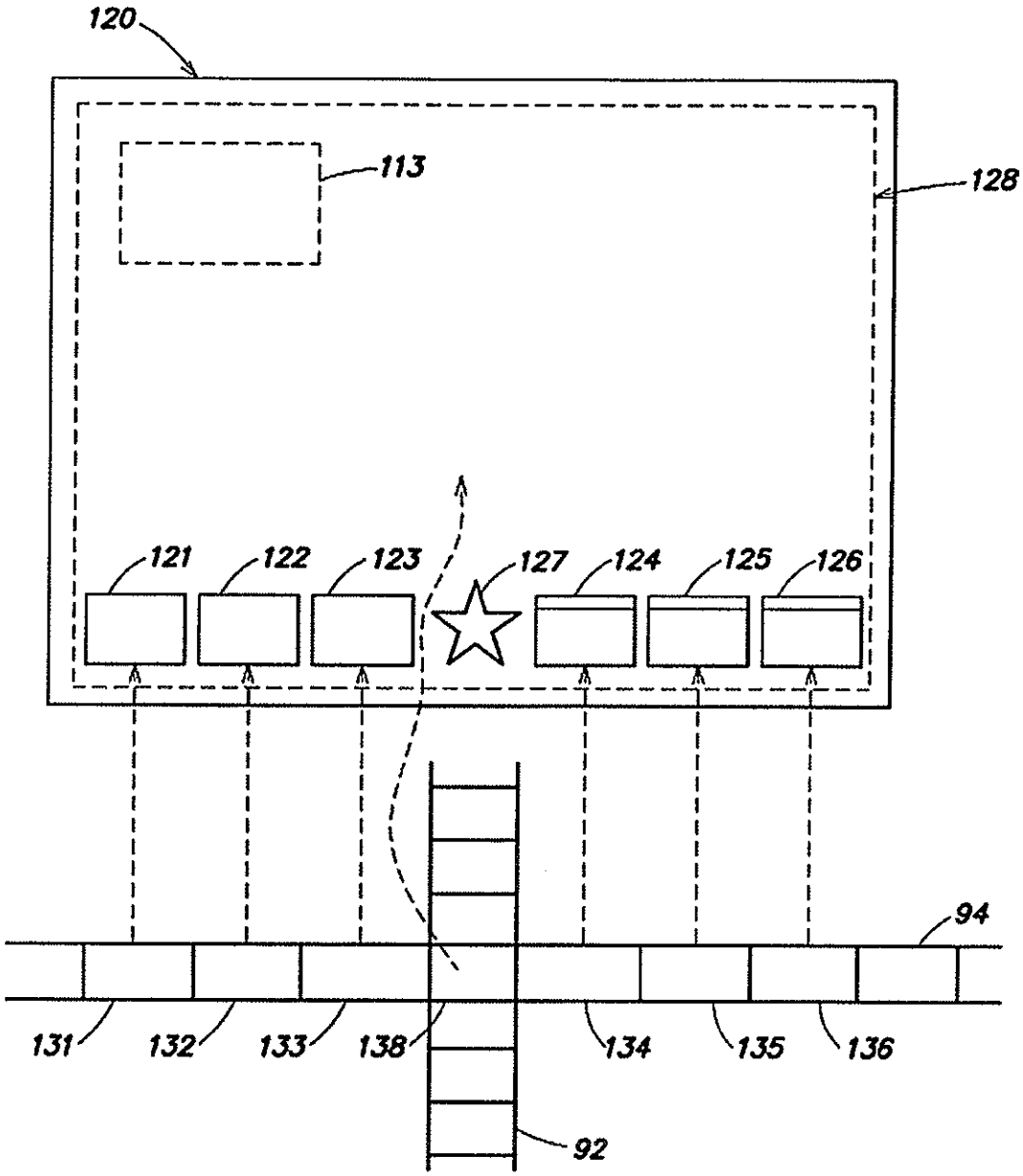
120
113
128
121
122
123
127
124
125
126
94
131
132
133
138
134
135
136
92

FIG. 19

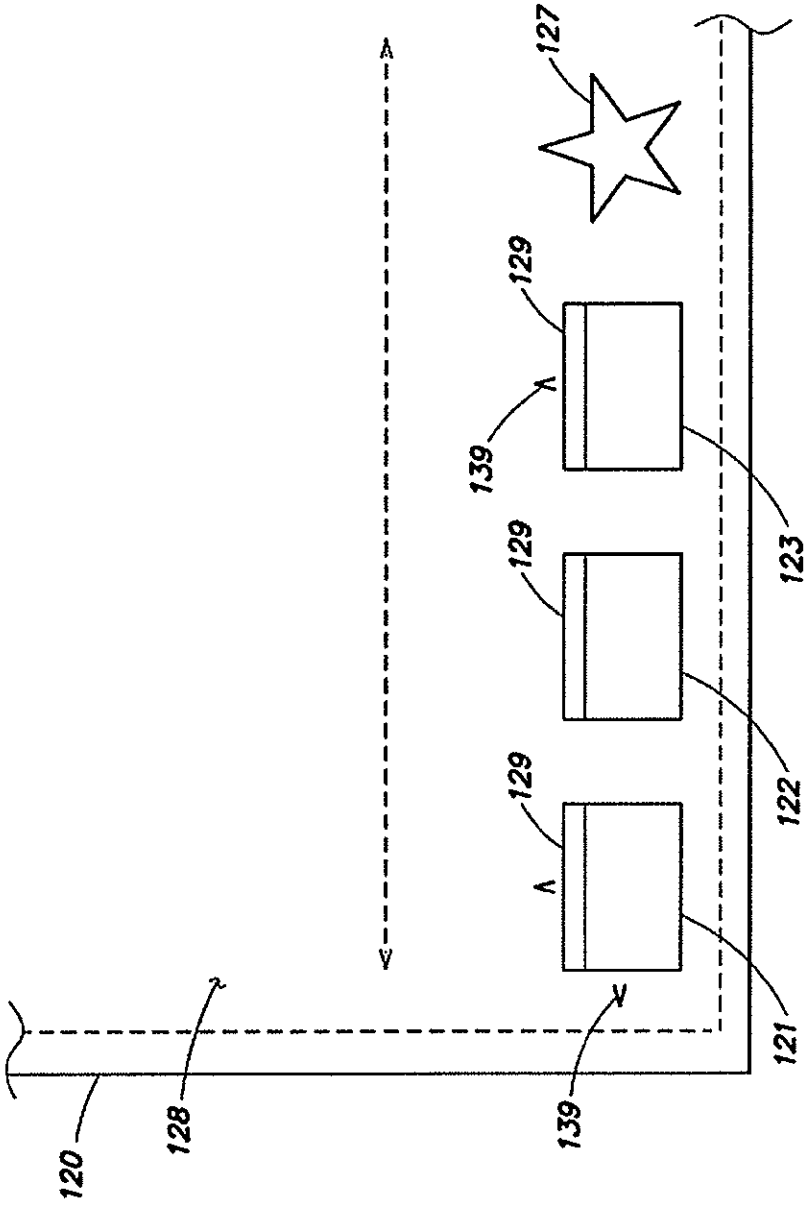

FIG. 20

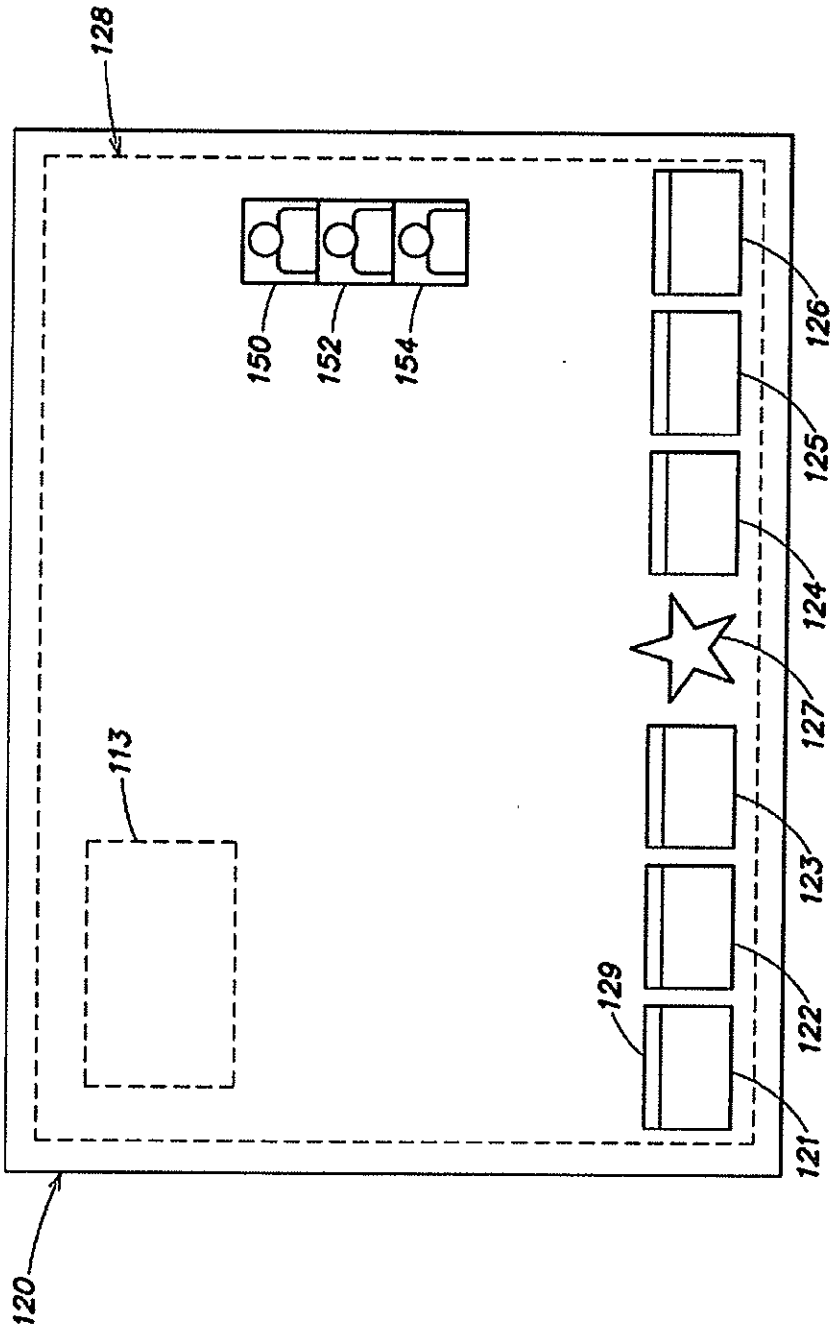

FIG. 21

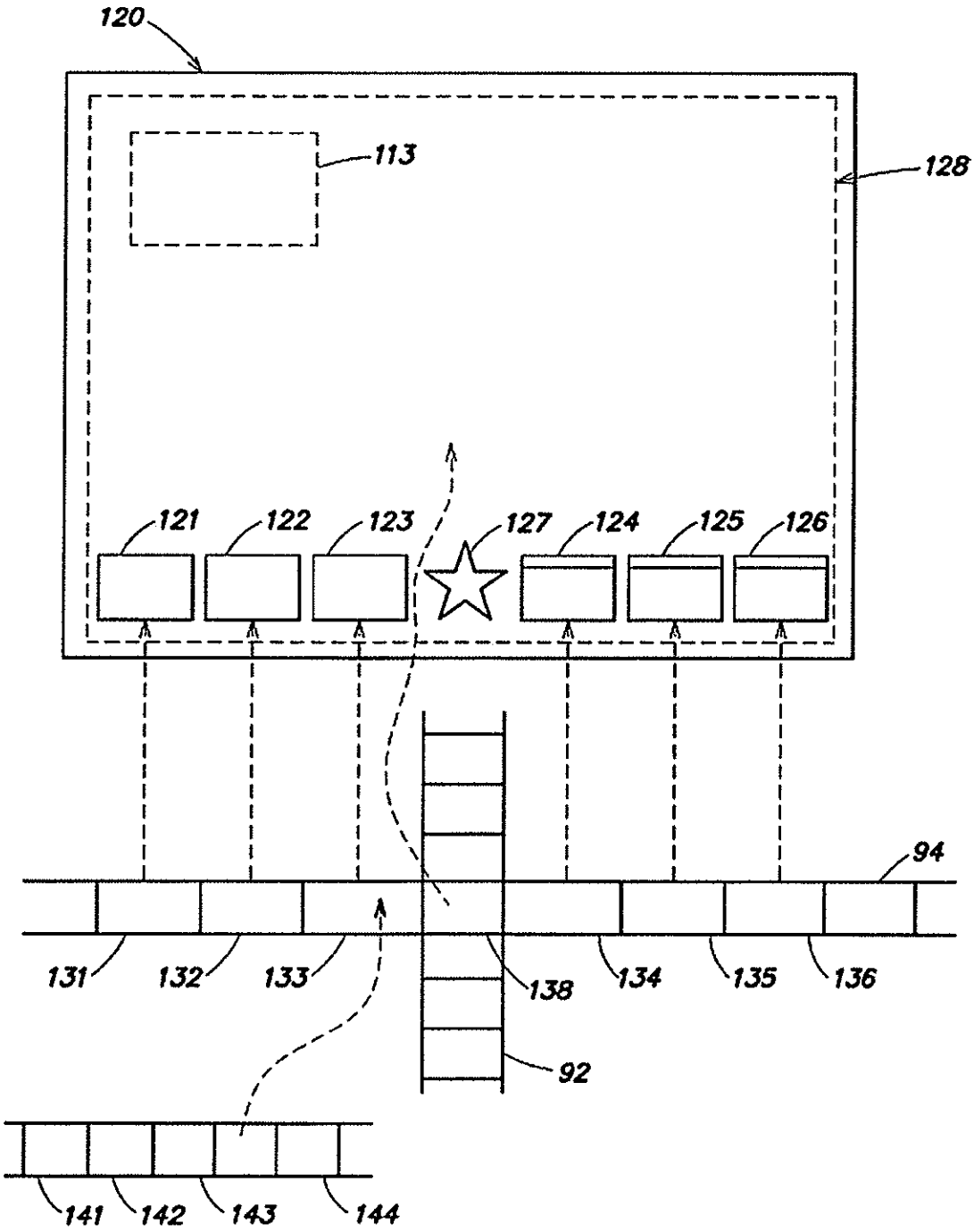
120
113
128
121
122
123
127
124
125
126
94
131
132
133
138
134
135
136
92
141
142
143
144

FIG. 22

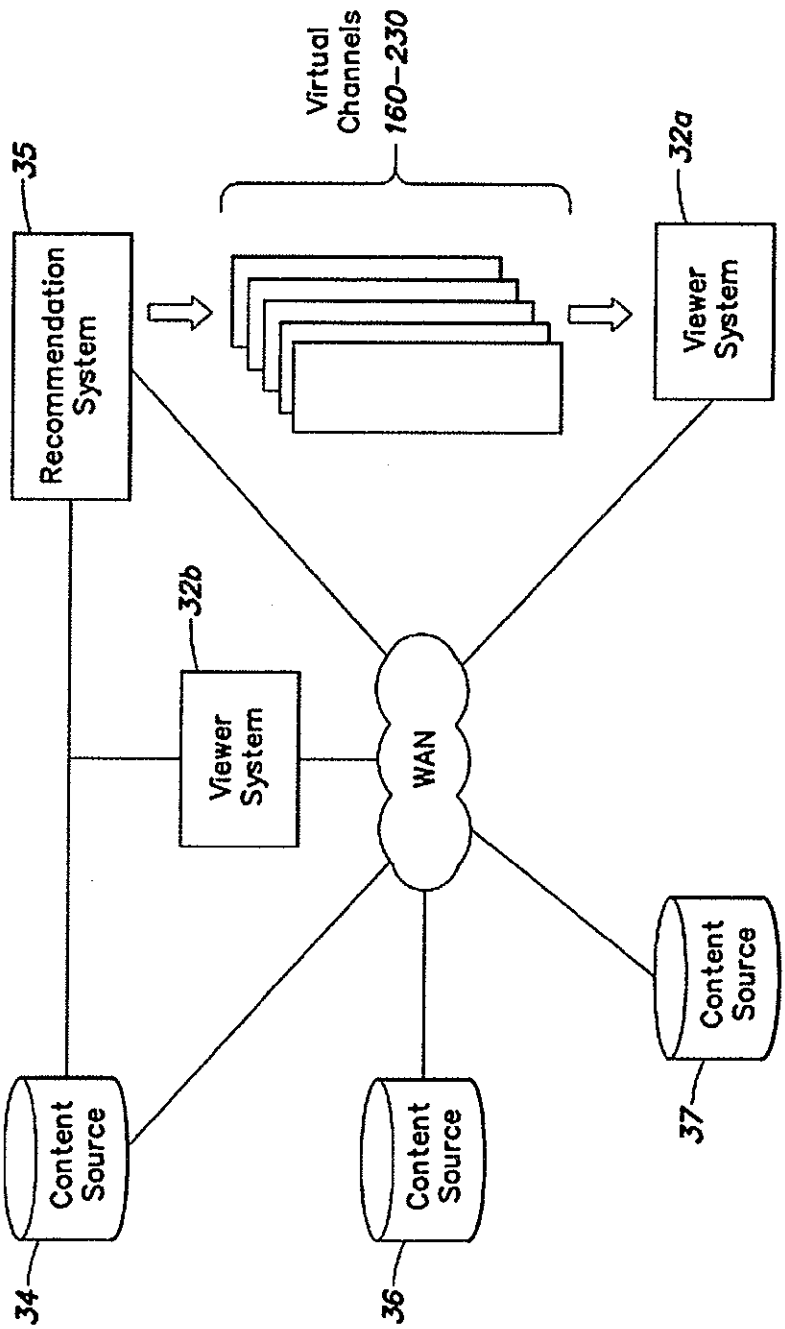
Virtual Channels 160–230
35
Recommendation System
32a
Viewer System
32b
Viewer System
WAN
Content Source
34
Content Source
36
Content Source
37

FIG. 23

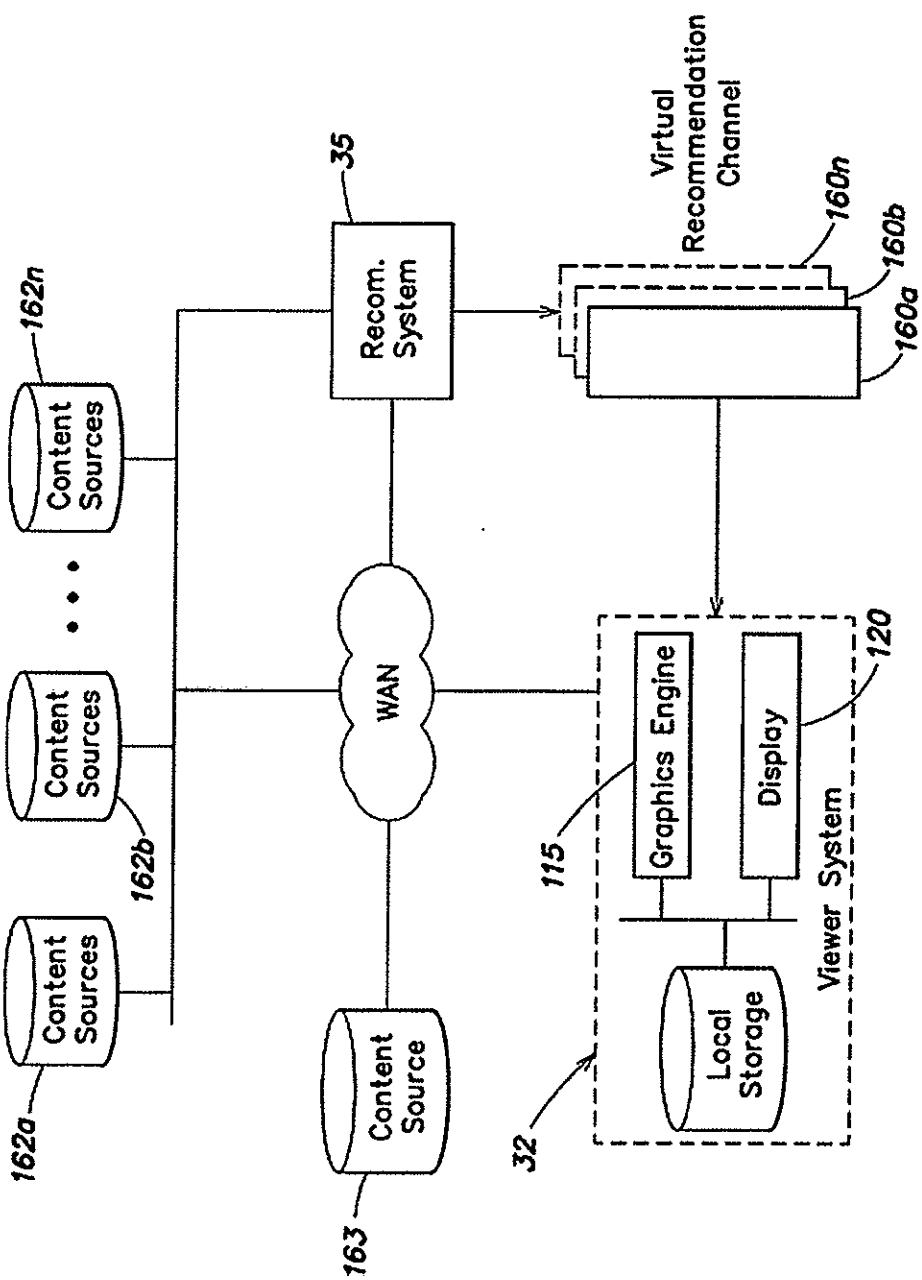
Content Sources
Content Sources
Content Sources
Content Source
Recom. System
WAN
Virtual Recommendation Channel
Graphics Engine
Display
Local Storage
Viewer System
162n
162b
162a
163
35
160n
160b
160a
115
120
32

FIG. 24A

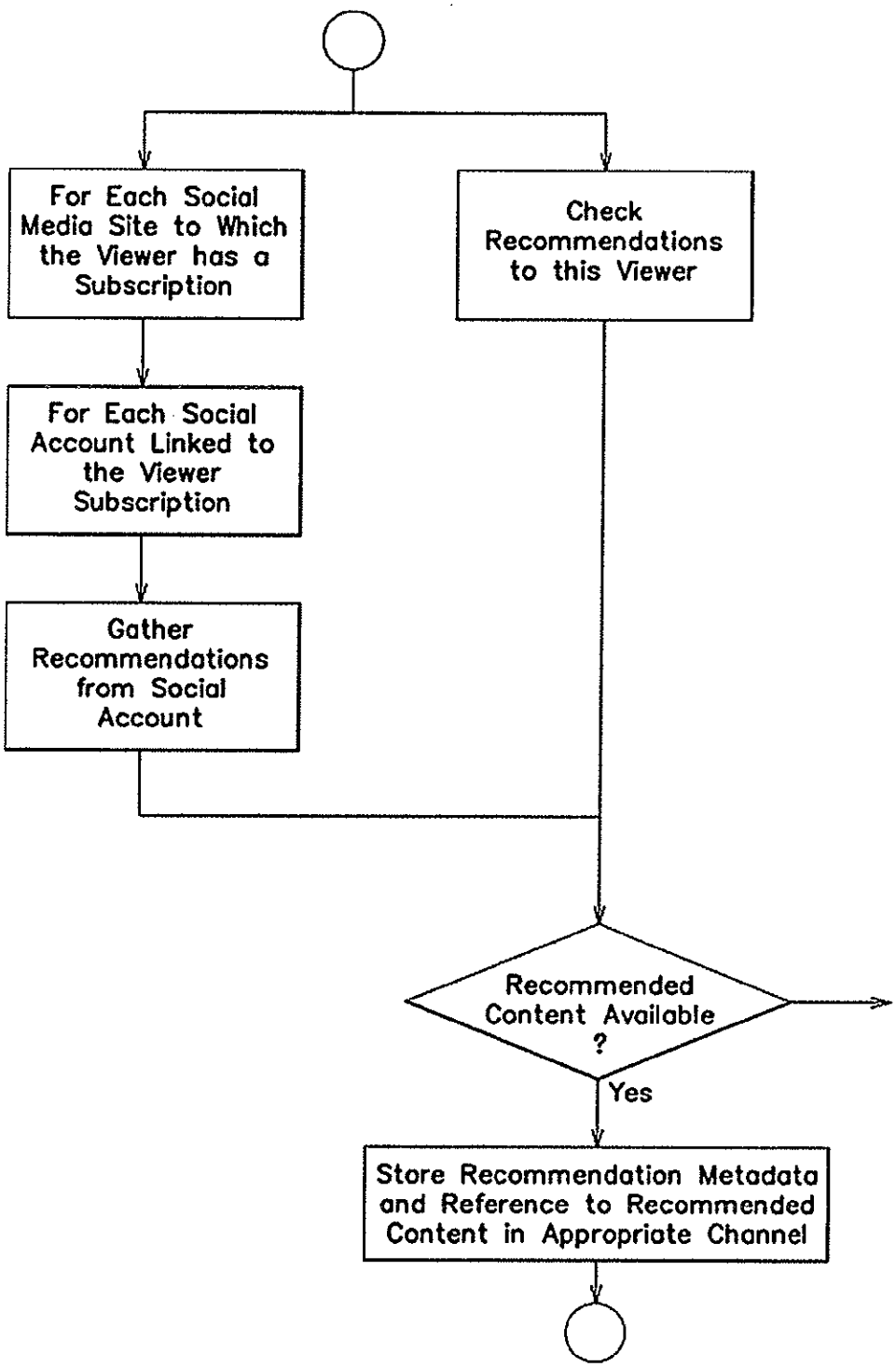
For Each Social Media Site to Which the Viewer has a Subscription
Check Recommendations to this Viewer
For Each Social Account Linked to the Viewer Subscription
Gather Recommendations from Social Account
Recommended Content Available ?
Yes
Store Recommendation Metadata and Reference to Recommended Content in Appropriate Channel

FIG. 24B

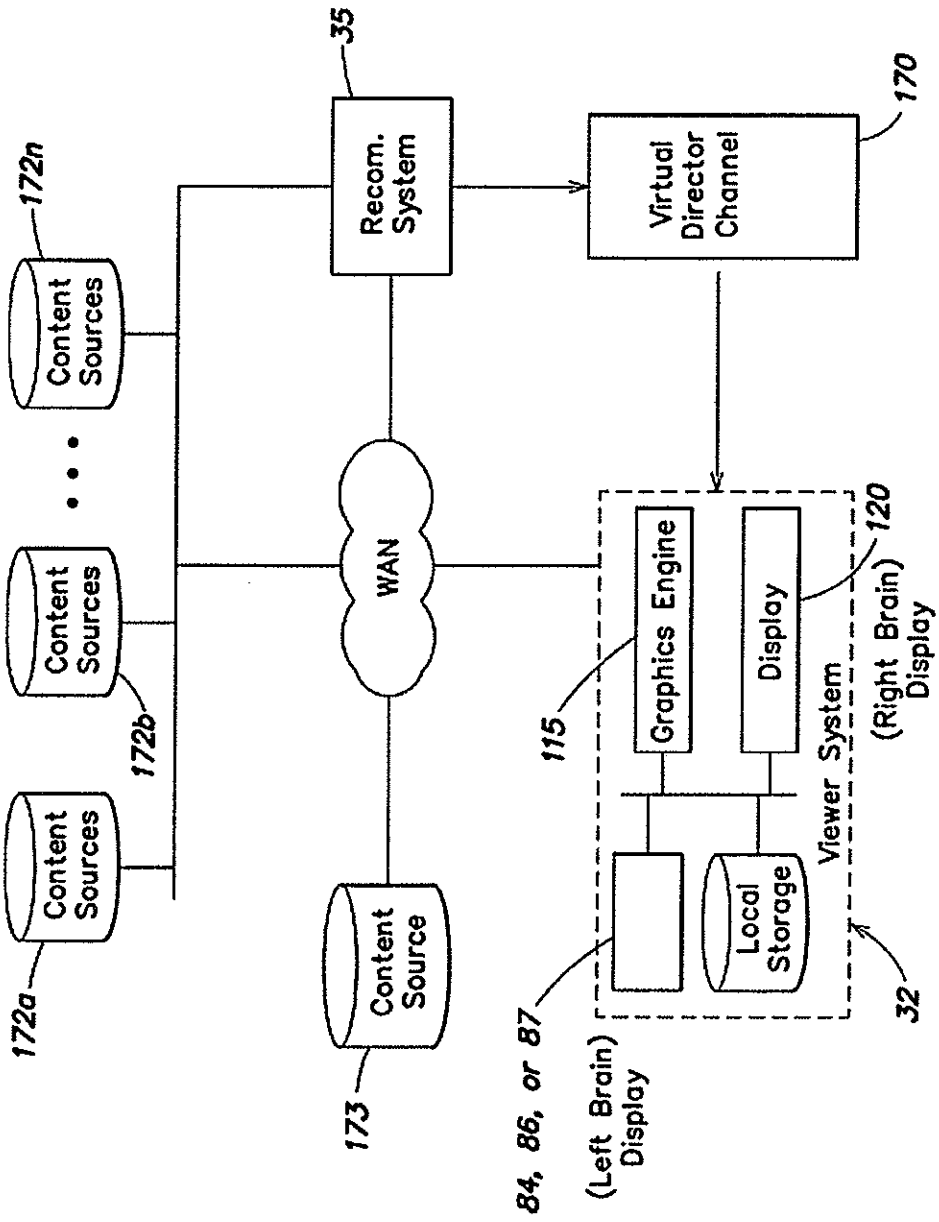
35
Recom. System
170
Virtual Director Channel
172n
Content Sources
172b
Content Sources
172a
Content Sources
WAN
Content Source
173
115
Graphics Engine
Display
120
(Right Brain) Display
Viewer System
Local Storage
32
84, 86, or 87
(Left Brain) Display

FIG. 25

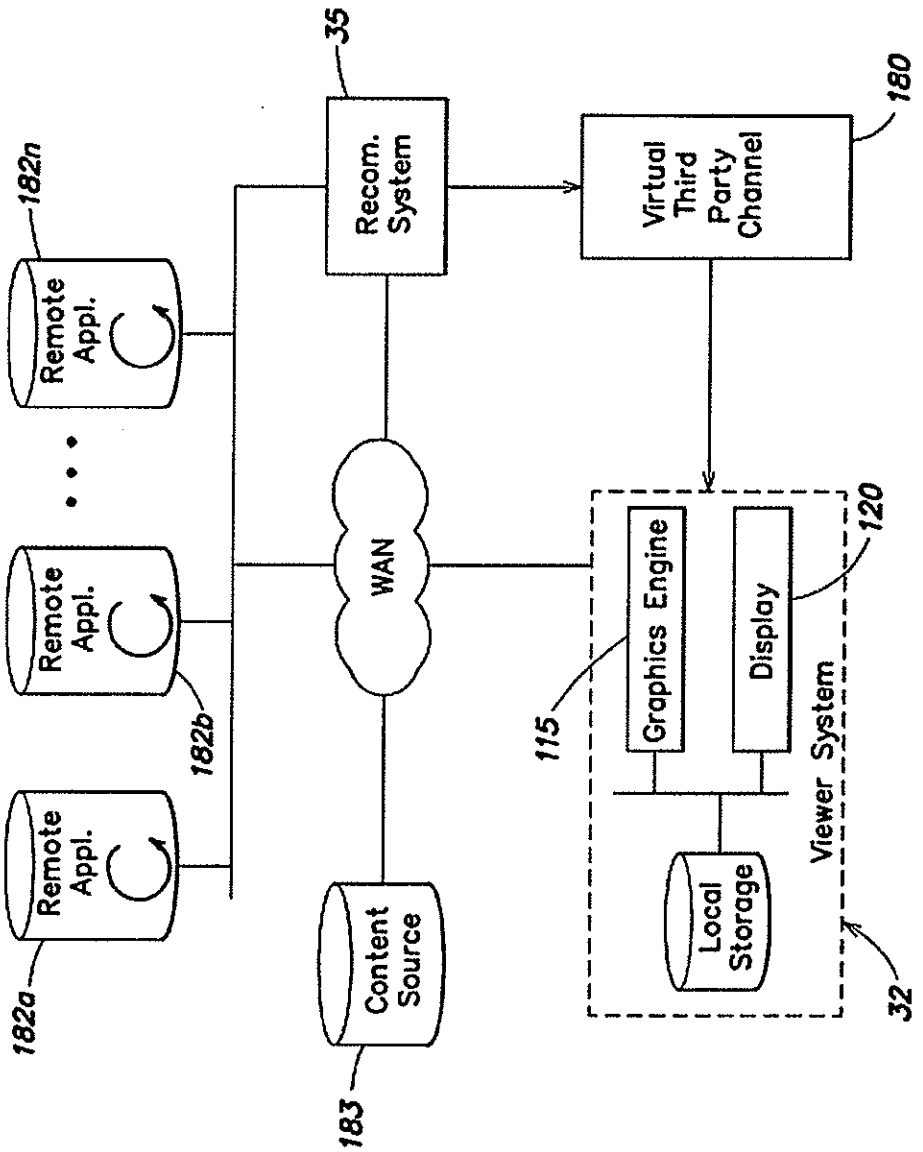
Remote Appl.
Remote Appl.
Remote Appl.
182n
182b
182a
Recom. System
35
Virtual Third Party Channel
180
WAN
Content Source
183
Graphics Engine
Display
120
115
Local Storage
Viewer System
32

FIG. 26A

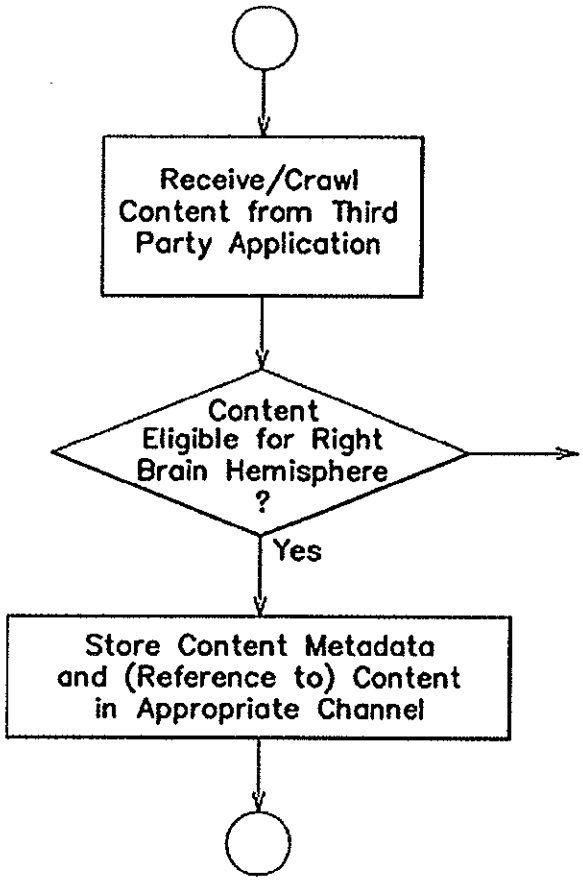
Receive/Crawl Content from Third Party Application
Content Eligible for Right Brain Hemisphere ?
Yes
Store Content Metadata and (Reference to) Content in Appropriate Channel

FIG. 26B

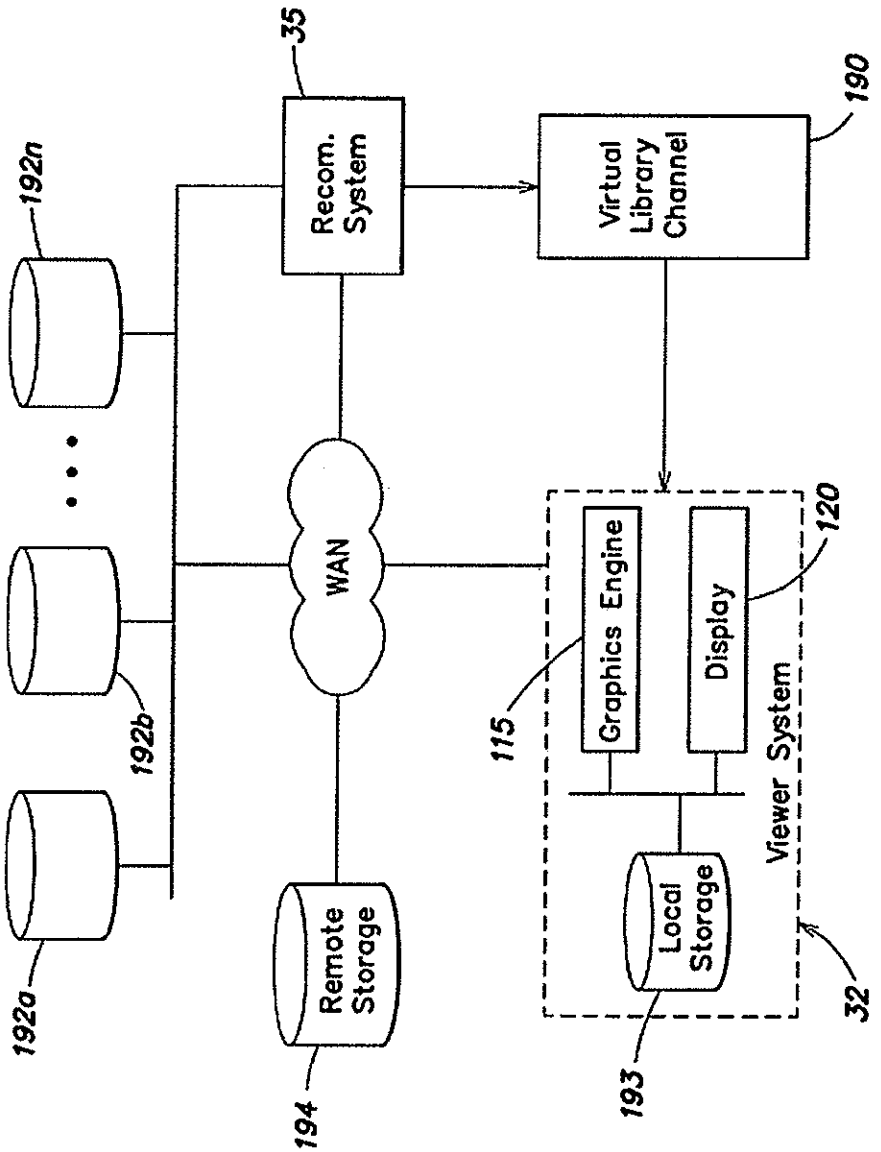
35
Recom. System
190
Virtual Library Channel
192n
192b
192a
WAN
Remote Storage
194
115
Graphics Engine
Display
120
Local Storage
193
Viewer System
32

FIG. 27

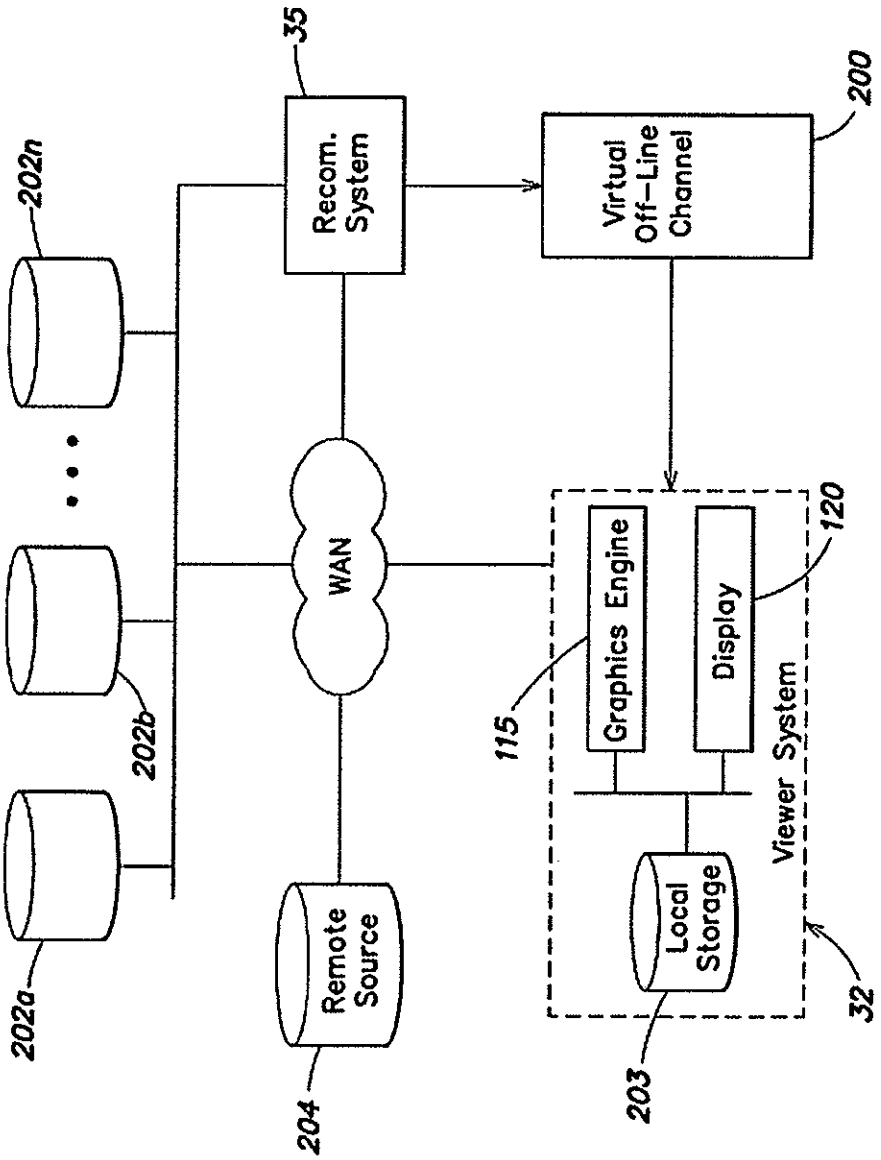
35
Recom. System
200
Virtual Off-Line Channel
202n
202b
202a
WAN
Remote Source
204
115
Graphics Engine
Display
120
Local Storage
203
Viewer System
32

FIG. 28A

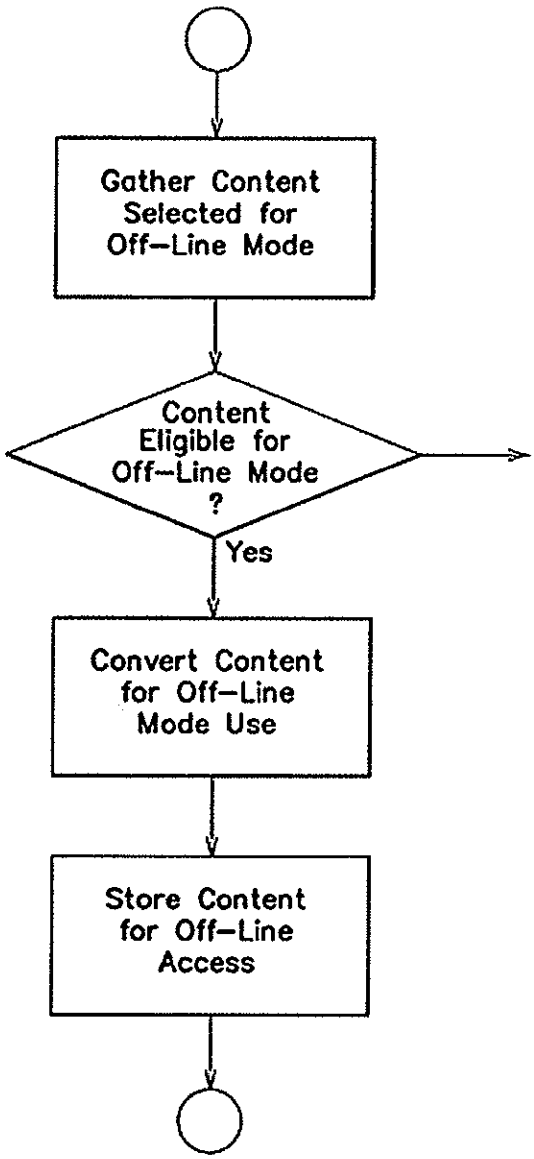
Gather Content Selected for Off–Line Mode
Content Eligible for Off–Line Mode ?
Yes
Convert Content for Off–Line Mode Use
Store Content for Off–Line Access

FIG. 28B

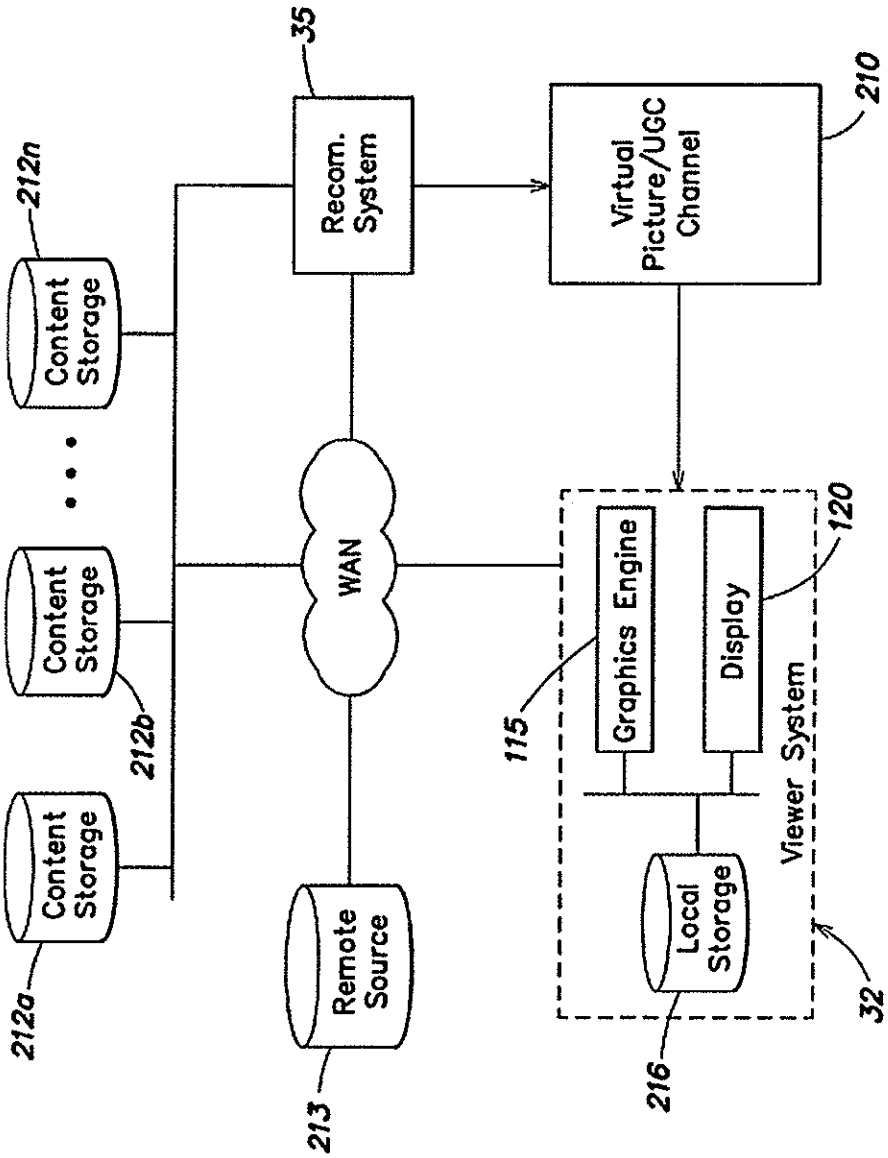
35
Recom. System
210
Virtual Picture/UGC Channel
212n
Content Storage
212b
Content Storage
212a
Content Storage
WAN
Remote Source
213
115
Graphics Engine
Display
120
Local Storage
216
Viewer System
32

FIG. 29A

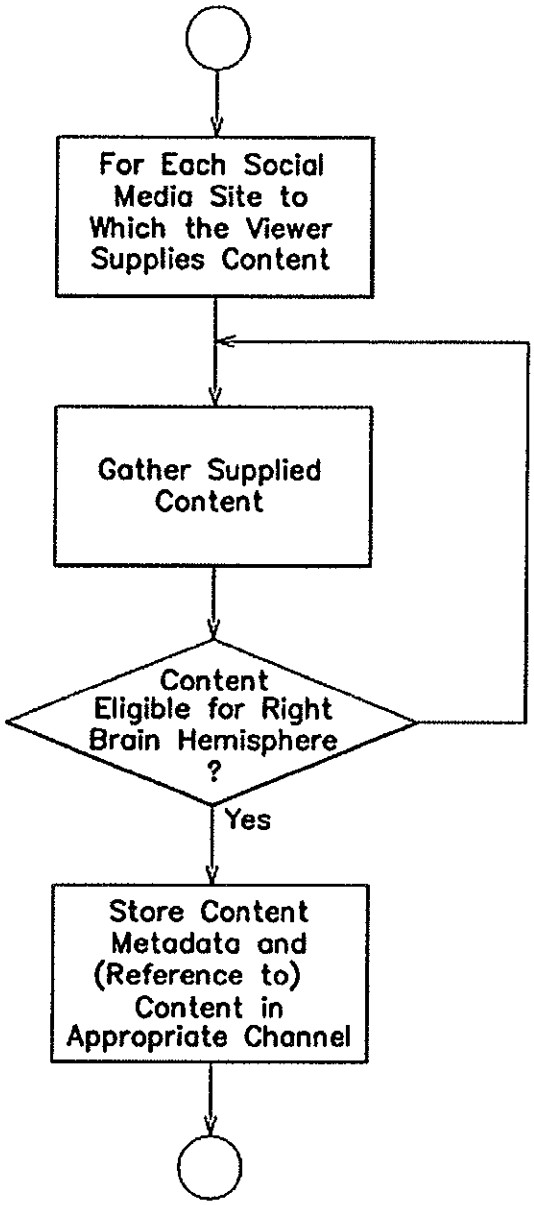
For Each Social Media Site to Which the Viewer Supplies Content
Gather Supplied Content
Content Eligible for Right Brain Hemisphere ?
Yes
Store Content Metadata and (Reference to) Content in Appropriate Channel

FIG. 29B

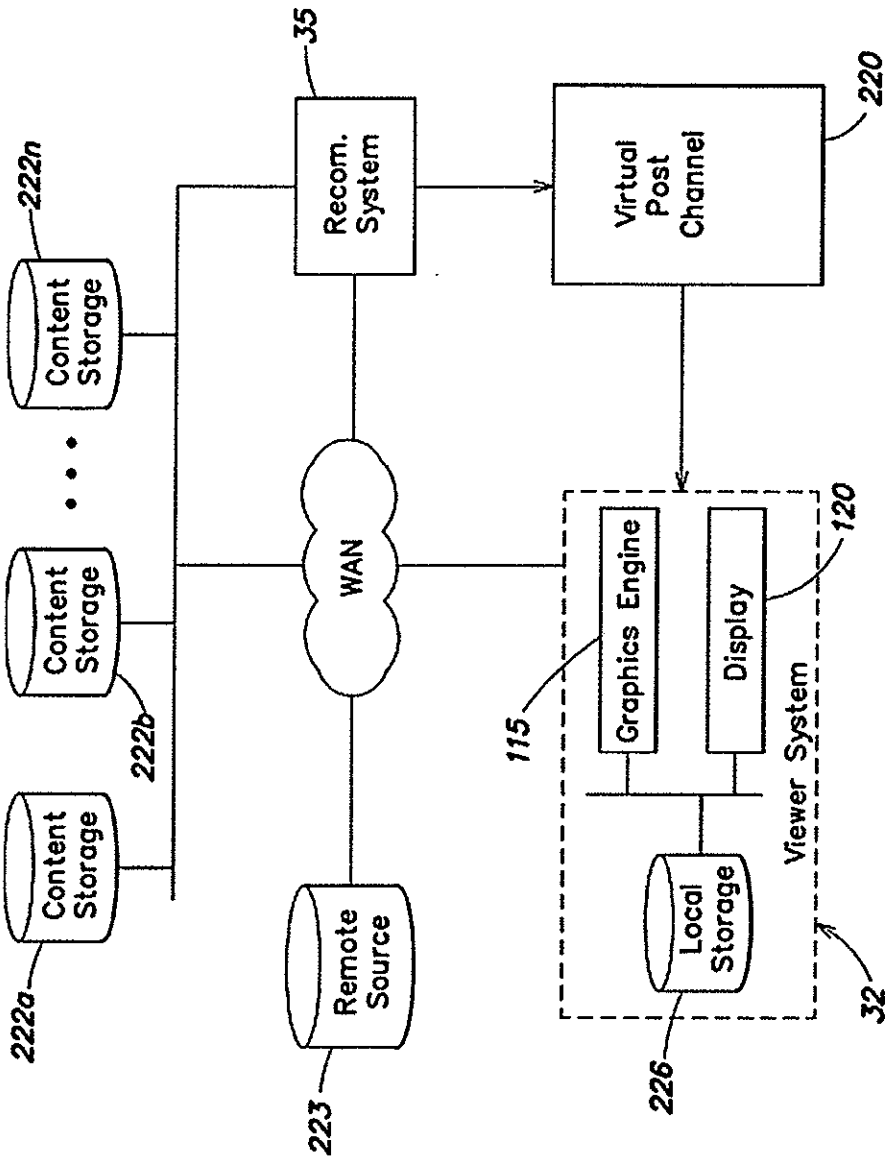
35
Recom. System
220
Virtual Post Channel
222n
Content Storage
222b
Content Storage
222a
Content Storage
WAN
Remote Source
223
115
Graphics Engine
Display
120
Local Storage
226
Viewer System
32

FIG. 30A

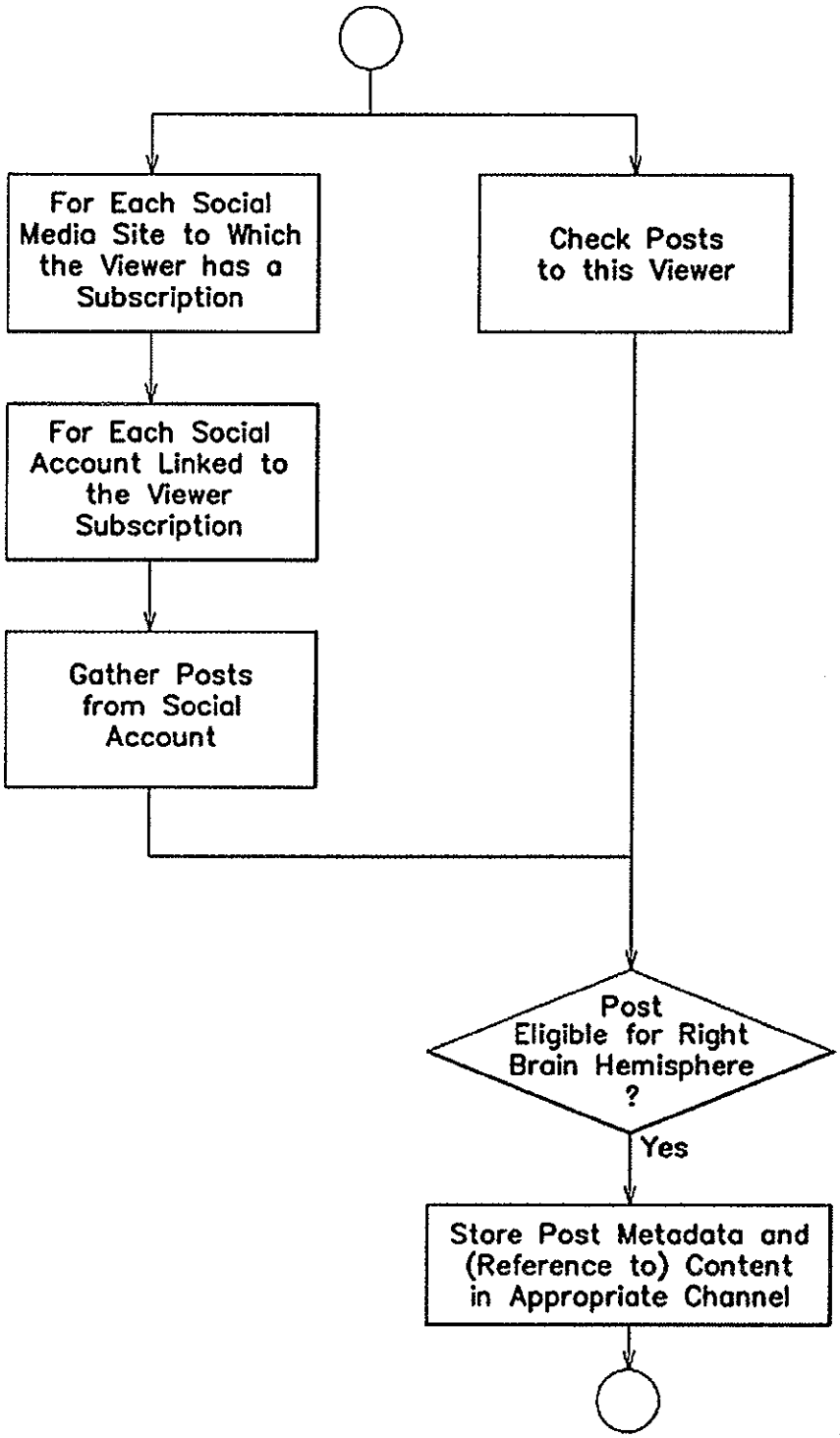
For Each Social Media Site to Which the Viewer has a Subscription
Check Posts to this Viewer
For Each Social Account Linked to the Viewer Subscription
Gather Posts from Social Account
Post Eligible for Right Brain Hemisphere ?
Yes
Store Post Metadata and (Reference to) Content in Appropriate Channel

FIG. 30B

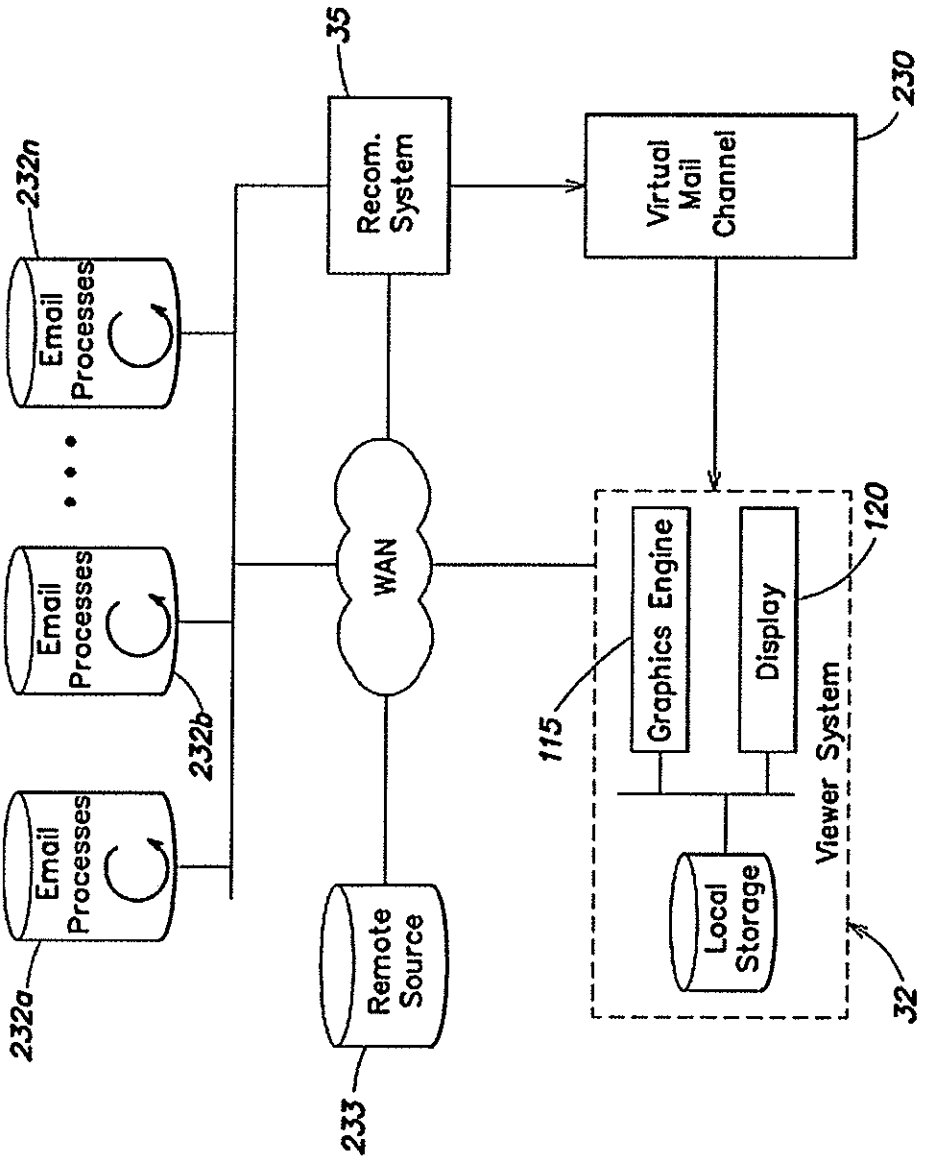
35
Recom. System
230
Virtual Mail Channel
232n
Email Processes
232b
Email Processes
232a
Email Processes
WAN
Remote Source
233
115
Graphics Engine
Display
120
Local Storage
Viewer System
32

FIG. 31A

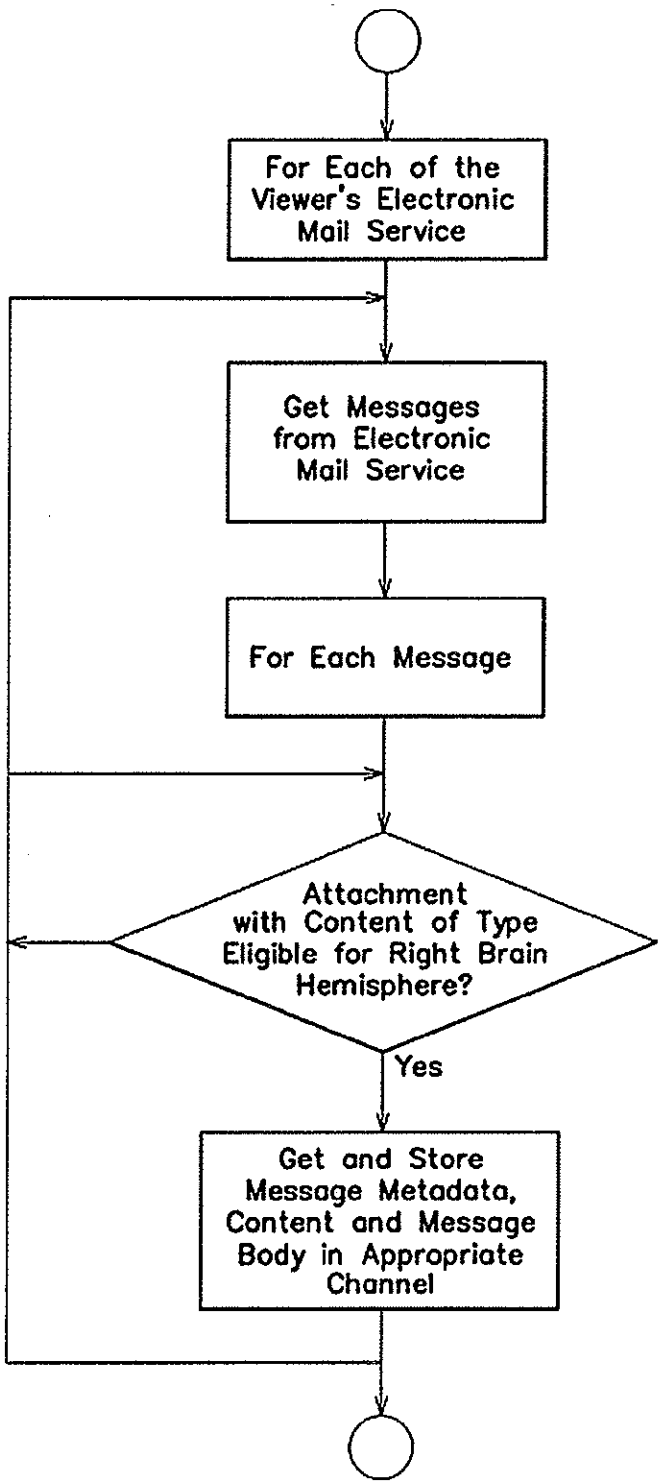
For Each of the Viewer's Electronic Mail Service
Get Messages from Electronic Mail Service
For Each Message
Attachment with Content of Type Eligible for Right Brain Hemisphere?
Yes
Get and Store Message Metadata, Content and Message Body in Appropriate Channel

FIG. 31B

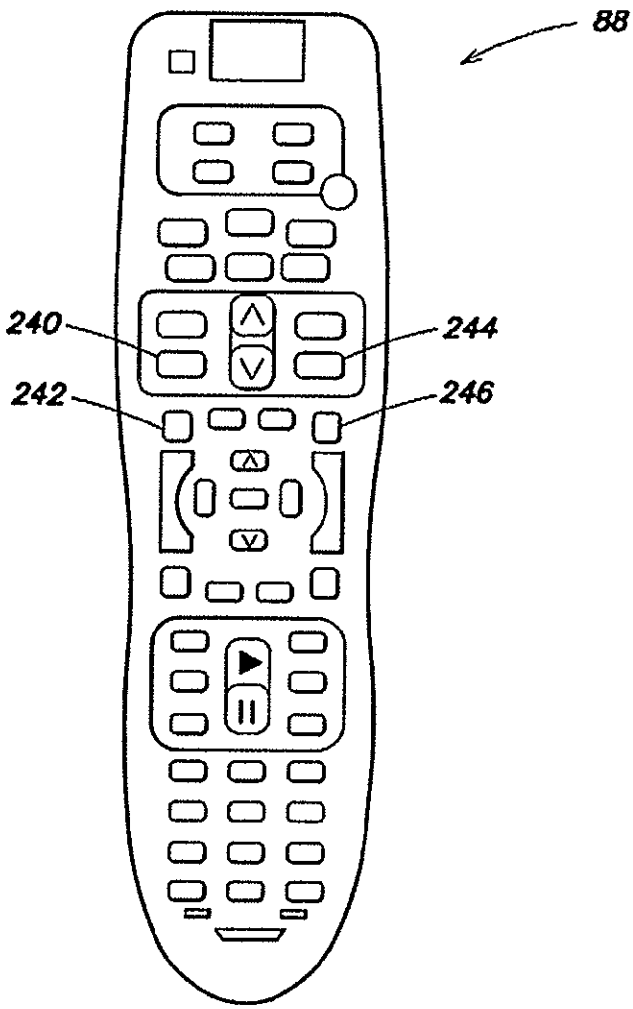

FIG. 32

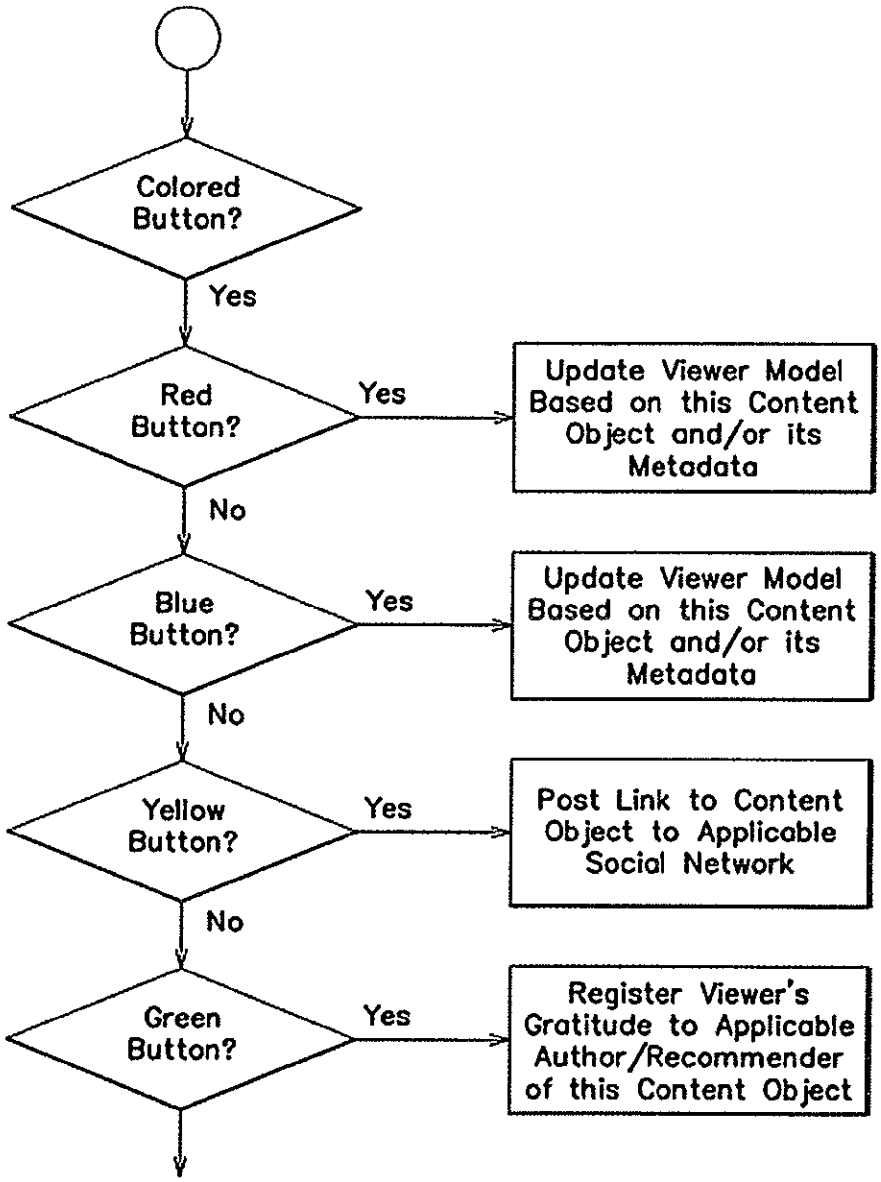
Colored Button?
Yes
Red Button?
Yes
Update Viewer Model Based on this Content Object and/or its Metadata
No
Blue Button?
Yes
Update Viewer Model Based on this Content Object and/or its Metadata
No
Yellow Button?
Yes
Post Link to Content Object to Applicable Social Network
No
Green Button?
Yes
Register Viewer's Gratitude to Applicable Author/Recommender of this Content Object

FIG. 33

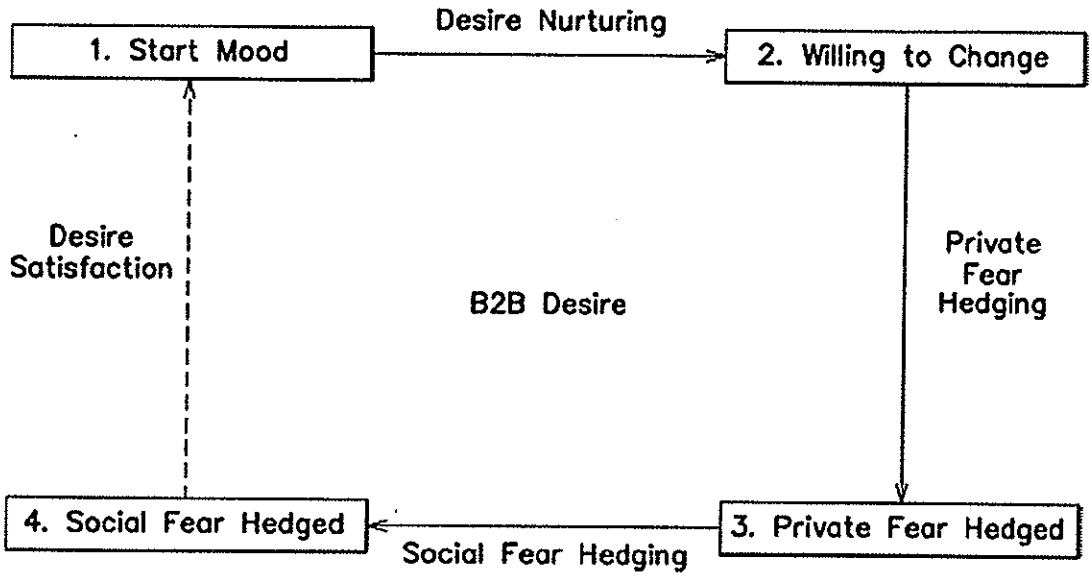
1. Start Mood
Desire Nurturing
2. Willing to Change
Desire Satisfaction
B2B Desire
Private Fear Hedging
4. Social Fear Hedged
Social Fear Hedging
3. Private Fear Hedged

FIG. 34

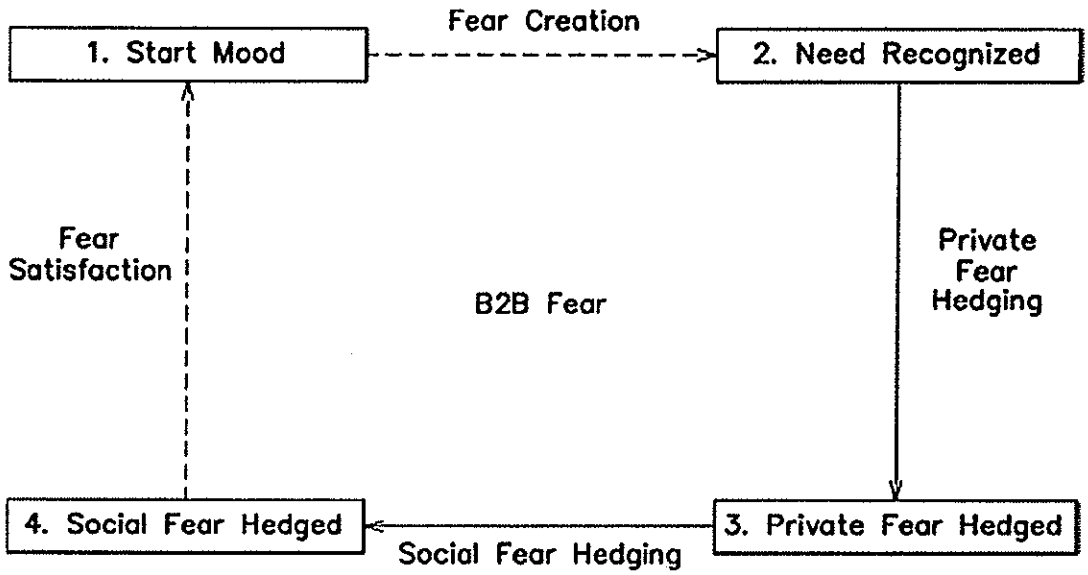
1. Start Mood
Fear Creation
2. Need Recognized
Fear
Satisfaction
B2B Fear
Private
Fear
Hedging
4. Social Fear Hedged
Social Fear Hedging
3. Private Fear Hedged

FIG. 35

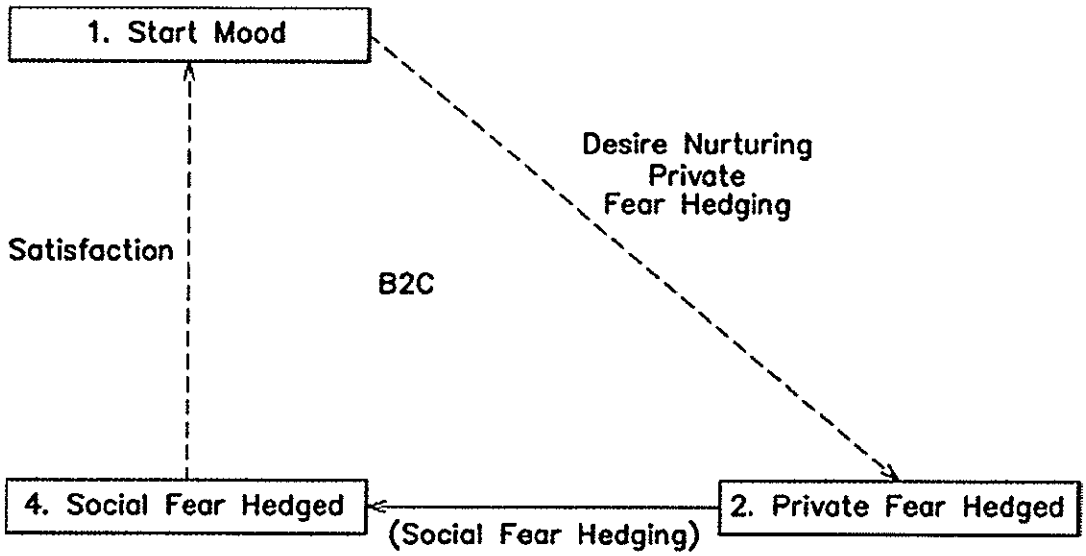
1. Start Mood
Desire Nurturing
Private
Fear Hedging
Satisfaction
B2C
4. Social Fear Hedged
2. Private Fear Hedged
(Social Fear Hedging)

FIG. 36

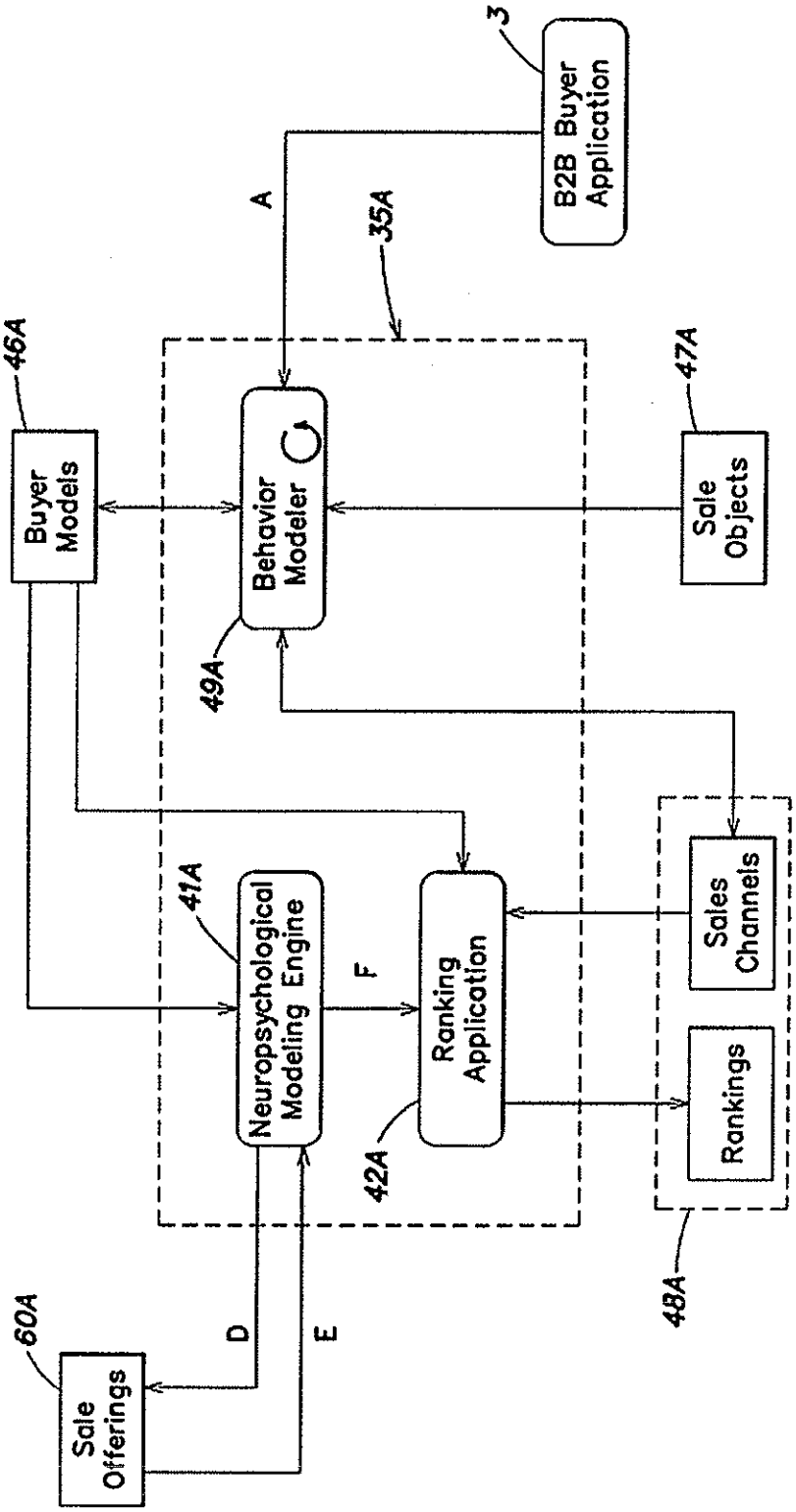
3
B2B Buyer Application
A
35A
46A
Buyer Models
Behavior Modeler
49A
47A
Sale Objects
41A
Neuropsychological Modeling Engine
F
Ranking Application
42A
Sales Channels
Rankings
48A
60A
Sale Offerings
D
E

FIG. 37