CLAIMS:

1. A method for displaying a user interface, comprising the steps of:

using at least one processor to perform:

setting a trigger event based on information in an information flow, the trigger event being associated with a financial instrument;

setting one or more actions to occur based on occurrence of the trigger event;

receiving the information flow;

displaying the user interface based on the information flow, the user interface being segmented into a plurality of sections including (1) a contact section in which contact information of a plurality of contacts is displayed and (2) a trigger notification section separate from the other ones of the plurality of sections, in which one or more trigger notification display icons respectively corresponding to each trigger event and indicating the respective trigger event that has occurred are displayed upon occurrence of the trigger event, wherein in a case that a trigger notification display icon of the one or more trigger notification display icons is selected, a second user interface drops down from the selected trigger notification display icon, including icons for modifying the trigger event for the corresponding trigger notification display icon or actions to be performed for the corresponding trigger event; and

performing the set one or more actions upon selection of the trigger notification,

wherein the performing the set one or more actions includes (1) filtering display of information from the information flow based on occurrence of the trigger event and (2) filtering display of the contact information so as to display contact information of ones of the plurality of contacts that are associated with the financial instrument.

2. The method according to Claim 1, wherein the trigger event is the financial instrument reaching a threshold value.

3. The method according to Claim 1, wherein the set actions include switching a part of the user interface to display a predetermined application in response to the trigger event.

4. The method according to Claim 1, wherein the information flow includes information of different multimedia types, and wherein the different multimedia types are displayed in different portions of the user interface.

5. The method according to Claim 1, wherein when multiple trigger events occur, the multiple trigger events are placed in a queue, and a plurality of trigger notifications are displayed within the trigger notification section, each of the trigger notifications being selectable to cause a corresponding action to be performed.

6. The method according to Claim 1, wherein the trigger notification is further selectable to cause display of a menu enabling modification of the one or more actions to occur based on occurrence of the trigger event.

7. The method according to Claim 1, wherein the plurality of sections further includes one or more of a video section, an information feed section, and an application workspace, and wherein the filtering includes reducing the information from the information feed displayed in one or more of the plurality of sections of the user interface so as to display only information associated with the trigger event.

8. The method according to Claim 1, wherein the actions include contacting a person or group via telephone or video conferencing.

9. The method according to Claim 1, wherein the information flow includes information being transferred in real-time or pseudo real-time.

10. The method according to Claim 1, further comprising the steps of:

determining information of relevance in the information flow; and

filtering the information flow such that only information of relevance is displayed in the user interface.

11. An apparatus for displaying a user interface, the apparatus comprising at least one processor, wherein the processor is configured to:

set a trigger event based on information in an information flow, the trigger event being associated with a financial instrument;

set one or more actions to occur based on occurrence of the trigger event;

receive the information flow;

display the user interface based on the information flow, the user interface being segmented into a plurality of sections including (1) a contact section in which contact information of a plurality of contacts is displayed and (2) a trigger notification section separate from the other ones of the plurality of sections, in which one or more trigger notification display icons respectively corresponding to each trigger event and indicating the respective trigger event that has occurred are displayed upon occurrence of the trigger event, wherein in a case that a trigger notification display icon of the one or more trigger notification display icons is selected, a second user interface drops down from the selected trigger notification display icon, including icons for modifying the trigger event for the corresponding trigger notification display icon or actions to be performed for the corresponding trigger event; and

perform the set one or more actions upon selection of the trigger notification,

wherein the performing the set one or more actions includes (1) filtering display of information from the information flow based on occurrence of the trigger event and (2) filtering display of the contact information so as to display contact information of ones of the plurality of contacts that are associated with the financial instrument.

12. The apparatus according to Claim 11, wherein the trigger event is the financial instrument reaching a threshold value.

13. The apparatus according to Claim 11, wherein the set actions include switching a part of the user interface to display a predetermined application in response to the trigger event.

14. The apparatus according to Claim 11, wherein the information flow includes information of different multimedia types, and wherein the different multimedia types are displayed in different portions of the user interface.

15. The apparatus according to Claim 11, wherein when multiple trigger events occur, the multiple trigger events are placed in a queue, and a plurality of trigger notifications are displayed within the trigger notification section, each of the trigger notifications being selectable to cause a corresponding action to be performed.

16. The apparatus according to Claim 11, wherein the trigger notification is further selectable to cause display of a menu enabling modification of the one or more actions to occur based on occurrence of the trigger event.

17. The apparatus according to Claim 11, wherein the plurality of sections further includes one or more of a video section, an information feed section, and an application workspace, and wherein the filtering includes reducing the information from

the information feed displayed in one or more of the plurality of sections of the user interface so as to display only information associated with the trigger event.

18. The apparatus according to Claim 11, wherein the actions include contacting a person or group via telephone or video conferencing.

19. The apparatus according to Claim 11, wherein the information flow includes information being transferred in real-time or pseudo real-time.

20. The apparatus according to Claim 11, wherein the processor is further configured to:

determine information of relevance in the information flow; and

filter the information flow such that only information of relevance is displayed in the user interface.

21. A non-transitory computer-readable medium having stored thereon sequences of instructions, the sequences of instructions including instructions, which, when executed by a processor, cause the processor to perform:

setting a trigger event based on information in an information flow, the trigger event being associated with a financial instrument;

setting one or more actions to occur based on occurrence of the trigger event;

receiving the information flow;

displaying the user interface based on the information flow, the user interface being segmented into a plurality of sections including (1) a contact section in which contact information of a plurality of contacts is displayed and (2) a trigger notification section separate from the other ones of the plurality of sections, in which one or more trigger notification display icons respectively corresponding to each trigger event and indicating the respective trigger event that has occurred are displayed upon occurrence of the trigger event, wherein in a case that a trigger notification display icon of the one or more trigger notification display icons is selected, a second user interface drops down from the selected trigger notification display icon, including icons for modifying the trigger event for the corresponding trigger notification display icon or actions to be performed for the corresponding trigger event; and

performing the set one or more actions upon selection of the trigger notification,

wherein the performing the set one or more actions includes (1) filtering display of information from the information flow based on occurrence of the trigger event and (2) filtering display of the contact information so as to display contact information of ones of the plurality of contacts that are associated with the financial instrument.