

(12) International Application Status Report

Received at International Bureau: 30 July 2017 (30.07.2017)

Information valid as of: 05 April 2018 (05.04.2018)

Report generated on: 22 April 2021 (22.04.2021)

(10) Publication number:

WO2018/018022

(43) Publication date:

25 January 2018 (25.01.2018)

(26) Publication language:

English (EN)

(21) Application Number:

PCT/US2017/043405

(22) Filing Date:

21 July 2017 (21.07.2017)

(25) Filing language:

English (EN)

(31) Priority number(s):

62/365,234 (US)

(31) Priority date(s):

21 July 2016 (21.07.2016)

(31) Priority status:

Priority document received (in compliance with PCT Rule 17.1)

(51) International Patent Classification:

G06T 7/00 (2017.01); **G06F 3/01** (2006.01); **G06Q 30/02** (2012.01)

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(54) Title (EN): INTERACTIVE DISPLAY SYSTEM WITH EYE TRACKING TO DISPLAY CONTENT ACCORDING TO SUBJECT'S INTEREST

(54) Title (FR): SYSTÈME D'AFFICHAGE INTERACTIF AVEC SUIVI DE L'OEIL POUR AFFICHER UN CONTENU SELON L'INTÉRÊT DU SUJET

(57) Abstract:

(EN): A system interactively displays content according to subjects interest. An interactive display system includes a display and an imaging unit or camera. The interactive display system tracks a subjects eyes or head movement to determine a subjects interest. Then, the system will analyze the subjects behavior and make decisions on what content to display on a screen based on the subjects interest.

(FR): L'invention concerne un système qui affiche de manière interactive un contenu selon les sujets recherchés. Selon l'invention un système d'affichage interactif comprend un affichage et une unité d'imagerie ou une caméra. Le système d'affichage interactif suit les yeux d'un sujet ou le mouvement de la tête afin de déterminer l'intérêt d'un sujet. Ensuite, le système analyse le comportement du sujet et prend des décisions concernant le contenu à afficher sur un écran sur la base des sujets recherchés.

International search report:

Received at International Bureau: 03 November 2017 (03.11.2017) [IL]

International Report on Patentability (IPRP) Chapter II of the PCT:

Not available

(81) Designated States:

AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW

European Patent Office (EPO) : AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR

African Intellectual Property Organization (OAPI) : BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG

African Regional Intellectual Property Organization (ARIPO) : BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW

Eurasian Patent Organization (EAPO) : AM, AZ, BY, KG, KZ, RU, TJ, TM