

# EXHIBIT A

**Agreed Claim Constructions for US Patent Nos. 6,034,652 and 6,788,314**

	Terms to be construed	Agreed Construction
1.	'314 claims 1, 3, 7, 10 and 13  “the content provider <u>may provide</u> scheduling instructions <u>tailored to the set of content data</u> to control at least one of the duration, sequencing and timing of the display of said image or images generated from the set of content data	The [method/system/computer readable medium] of the claims must allow the content provider to provide scheduling instructions tailored to the set of content data.
2.	'652 claim 8  “means for scheduling the display of an image or images generated from a set of content data”	FUNCTION: scheduling the display of an image or images generated from a set of content data  STRUCTURE: One or more digital computers programmed to (1) determine whether sets of content data are available for display, and (2) determine if, when, and for how long an image or images generated from the set of content data will be displayed.
3.	'652 patent: 4, 5, 6, 7, 8, 11 '314 patent: 1, 2, 3, 4, 7, 8, 9, 10, 11, 12, 13, 14, 15  “engaging the peripheral attention of a person in the vicinity of a display device”	engaging a part of the user’s attention that is not occupied by the user’s primary interaction with the apparatus
4.	'652 claim 4  “control options”	user-selectable options to control the operation of the attention manager
5.	'652 claim 4 (112/6 also)  “means for controlling aspects of the operation of the system in accordance with a selected control option”	FUNCTION: controlling aspects of the operation of the system in accordance with a selected control option  STRUCTURE: One or more digital computers programmed to perform one or more of the following actions in response to a request from the user: (1) terminate the operation of the attention manager, (2) begin display of the next scheduled set of content data, (3) begin display of the previous scheduled set of content data, (4) remove a set of content data from the display schedule, (5) prevent a set of content data from being displayed until it has been updated, (6) modify the display schedule in response to a user’s identified satisfaction with a set of content data, (7) establish a link with an information source, (8) provide an overview of all of the content data available for display by the attention manager, (9) maintain display of the current set of content data, or (10) remove the control option interface and structural equivalents.

	Terms to be construed	Agreed Construction
6.	'652 claim 4  “means for selecting a displayed control option”	FUNCTION: selecting a displayed control option  STRUCTURE: A keyboard, mouse, touch screen, or voice recognition system, and structural equivalents.
7.	'314 claim 7  “data acquisition apparatus that enables acquisition of a set of content data”	The parties agree that this term should be construed as a means-plus-function term pursuant to 35 U.S.C. § 112, ¶ 6 and that such construction should be consistent with the construction of the disputed term “means for acquiring a set of content data from a content providing system” in claim 4 of the '652 patent (see Disputed Term #9).
8.	'314 claim 7  display apparatus that effects selective display on the display device, in an unobtrusive manner that does not distract a user of the display device or an apparatus associated with the display device from a primary interaction with the display device or apparatus, of an image or images generated from the set of content data	The parties agree that this term should be construed as a means-plus-function term pursuant to 35 U.S.C. § 112, ¶ 6 and that such construction should be consistent with the construction of the disputed term “means for selectively displaying” term in claim 4 of the '652 patent (see Disputed Term #5).