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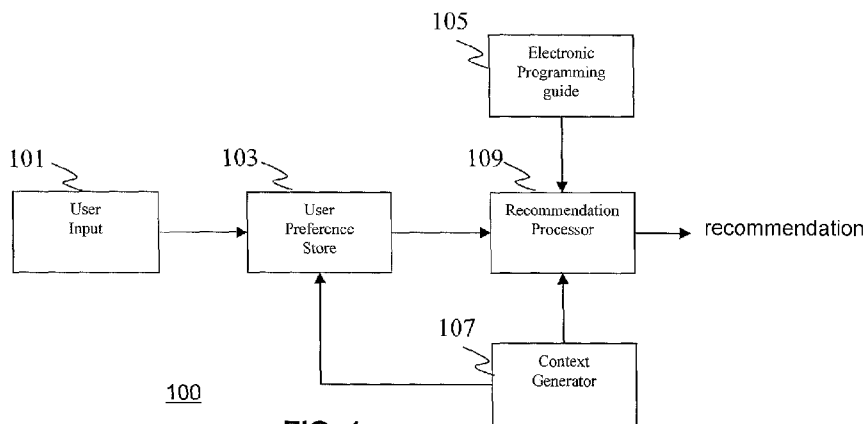
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(54) **Title:** RECOMMENDER SYSTEM



**FIG. 1**

(57) **Abstract:** A method for providing individualized recommendations to a user on a multi-user device is provided. During operation anonymous user preferences of similar program content will be grouped to form clusters of similar preferences. Context information for each cluster is determined and the clusters are grouped to form larger clusters. The grouping is based on the context information for each cluster. A current context is then determined and at least one larger cluster is found that has a similar context as the current context. The larger cluster is used to make a recommendation for the user.

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**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/00(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

G06Q 50/00; G06F 7/00; G06N 5/00; G06Q 50/00C0; G06Q 50/00C3

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models since 1975.

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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: recommendation, preference, cluster

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

| Category* | Citation of document, with indication, where appropriate, of the relevant passages  | Relevant to claim No. |
|-----------|---|-----------------------|
| A         | KR 10-2004-0063150 A (KONINKLIJKE PHILIPS ELECTRONICS N.V.) 12 July 2004<br>See abstract; figures 1, 5, 6; claims 1, 2, 4 | 1-10                  |
| A         | US 2004-0128308 A1 (PERE OBRADOR) 01 July 2004<br>See abstract; figure 1; paragraphs [0010], [0012]; claims 1, 2, 6, 16   | 1-10                  |
| A         | KR 10-2003-0058660 A (KT CORPORATION) 07 July 2003<br>See abstract; figures 1-3; claims 1, 3                              | 1-10                  |
| A         | US 7054849 B2 (CANON KABUSHIKI KAISHA) 30 May 2006<br>See abstract; figures 1A, 1B; claims 1, 11                          | 1-10                  |

 Further documents are listed in the continuation of Box C. See patent family annex.

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