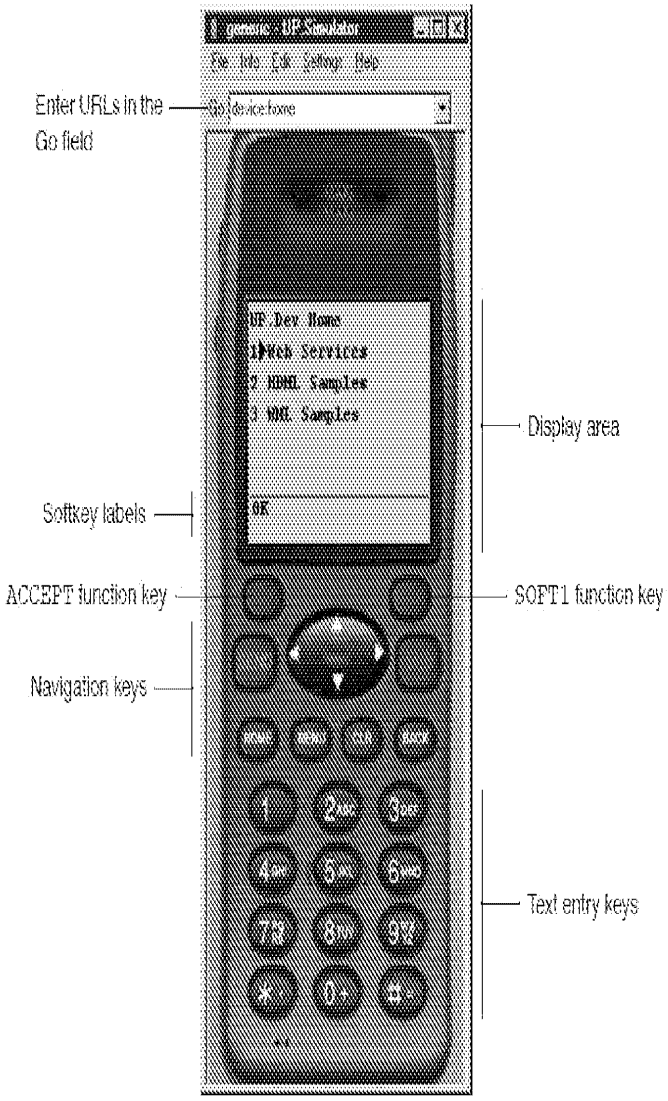
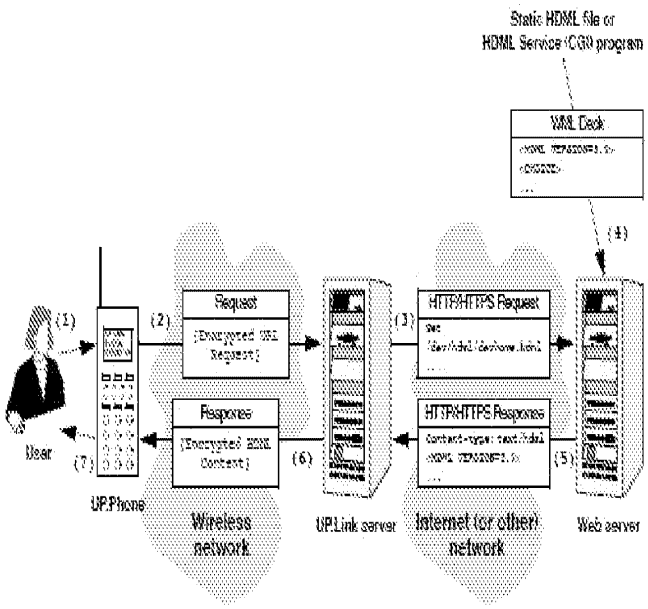
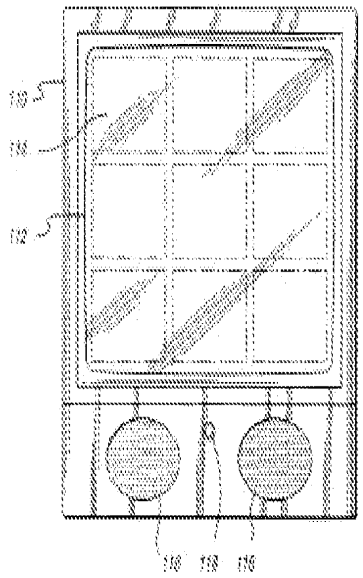
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the

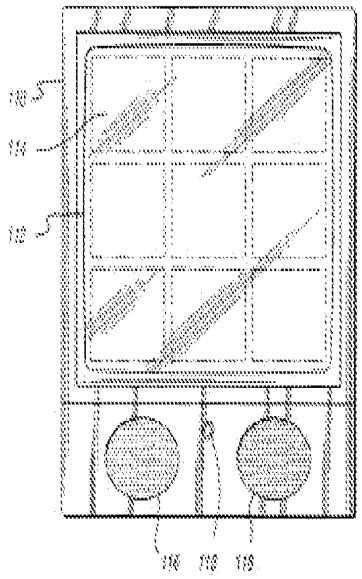
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)** FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started** "The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array. In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52**

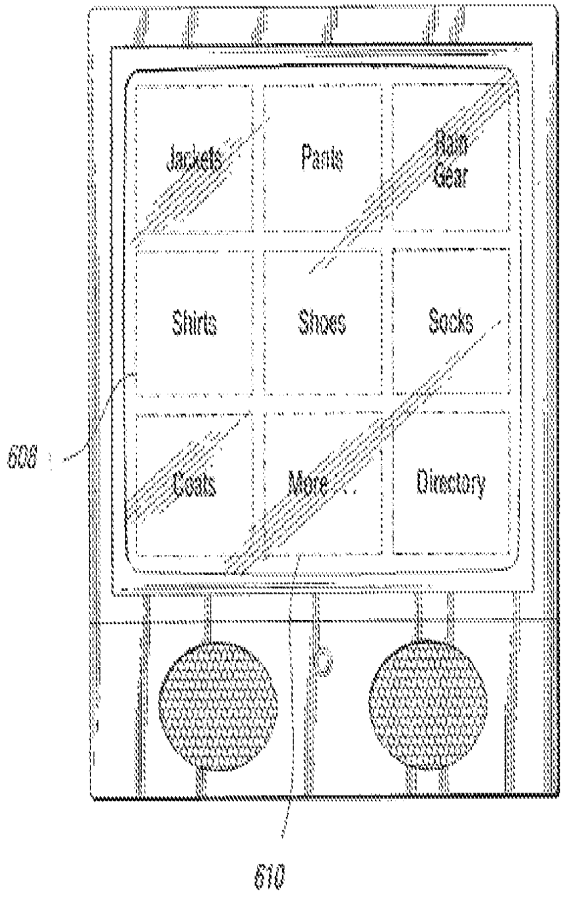
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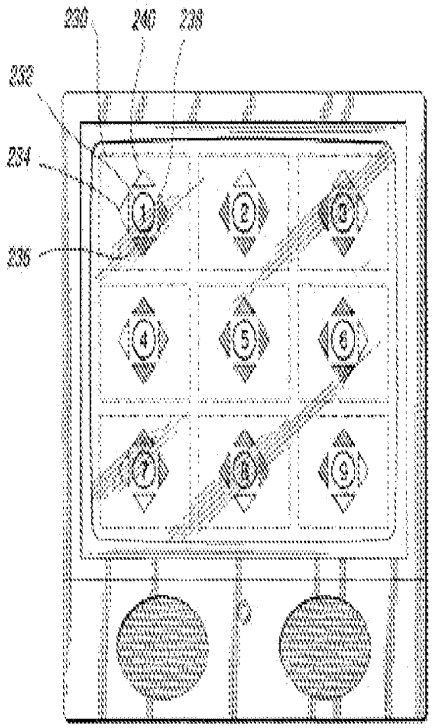
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 1 **Claussen at Figure 1**
the simplified navigation interface displayed in a form of a two-dimensional layer of cells from a plurality of layers and a plurality of cells,	"Referring to the drawings, FIG. 1 illustrates an interactive user station for implementing the methods of the present invention. The user station 110 includes a display area 112 having nine presentation cells 114 for presenting video information." **Claussen at Col. 3, lines 46-50** "In the preferred embodiment, each audio/visual element of a node is displayed in at least one presentation cell. Each presentation cell has associated behavior which is performed when the cell is selected by the user. This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button the user may press. The behavior associated with a cell could be navigational or functional. For example, selecting a cell having navigational behavior could result in the presentation of an associated next node."

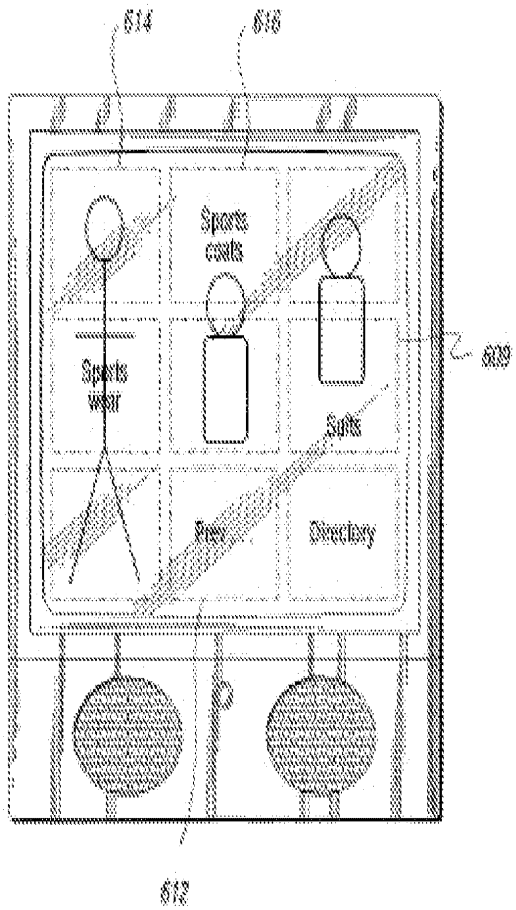
Petitioner BB&T - Exhibit 1008 - Page 3403

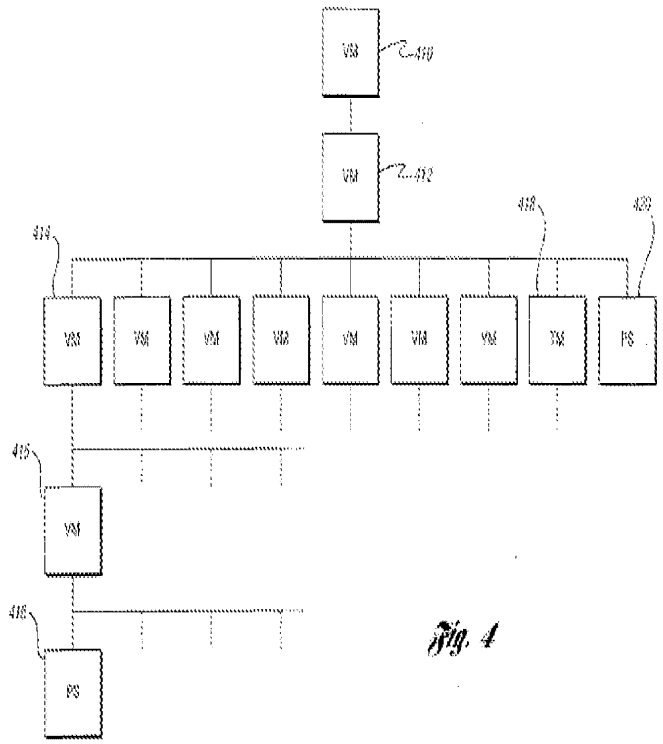
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 5, lines 23-39  Fig. 1 Claussen at Figure 1

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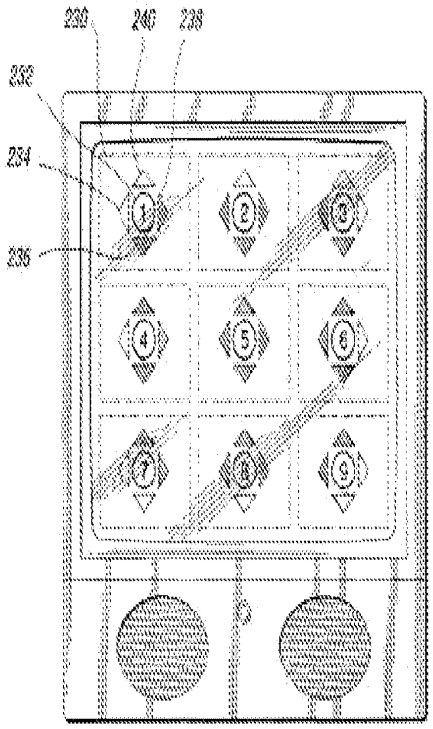
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b Figure 2b of Claussen

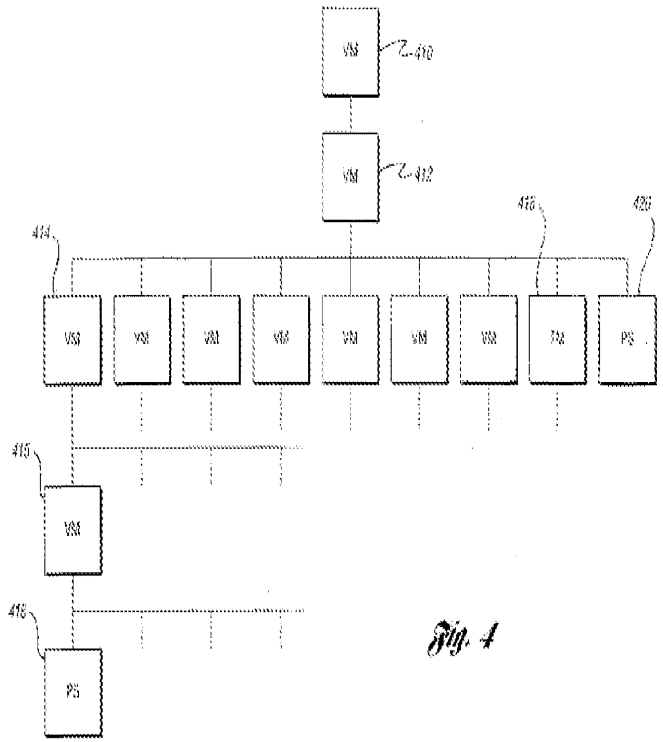
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

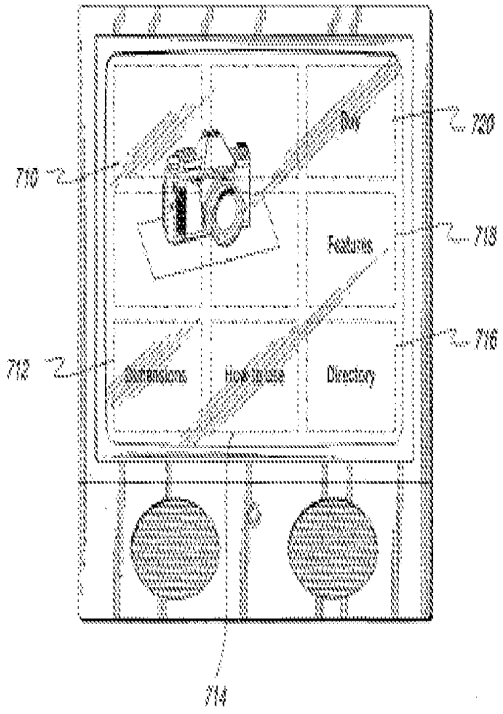
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

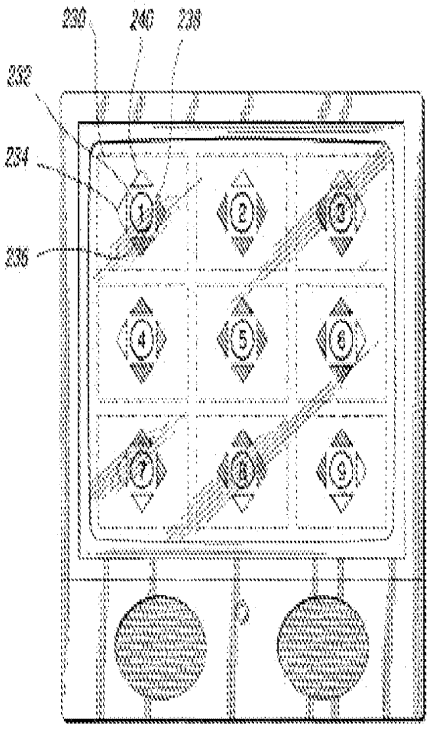
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
the two-dimensional layer in a form of a navigation matrix,	 *Fig. 2b* **Figure 2b of Clauseen** "Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection button 214 of remote control device 210. Each representation cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning.

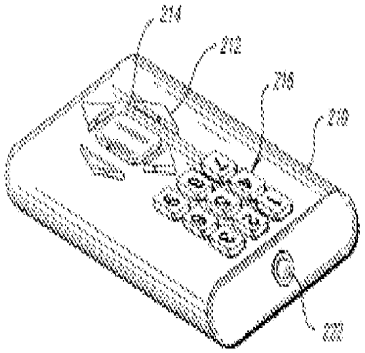
Petitioner BB&T - Exhibit 1008 - Page 3409

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Arrow indicators 234 and 240 representing left and up directional buttons are denoted as invalid using a first shading. Arrow indicators 236 and 238 representing down and right directional buttons are denoted as valid using a second shading. Presentation cell number 232 of cursor 230 identifies the current presentation cell as "one"." **Claussen at Col. 4, lines 42-56**  Fig. 4 **Figure 4 of Claussen** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52**  Fig. 7 **Figure 7 of Claussen**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
each cell is a division of a screen and exclusive to a separate single navigation option associated with a specific unique input,	 Fig. 2b **Figure 2b of Claussen** "Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection button 214 of remote control device 210. Each representation of cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning."

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 4, lines 42-50 "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**  Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "The remote control device 210 also includes a SELECT button 214. The SELECT button 214

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the selected presentation cell." **Claussen at Col. 4, lines 29-34** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**
the on-line content formatted to be displayed in one or more of the plurality of cells and formatted to be selected for navigation by one or more of the unique inputs,	"The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

```
<HDML VERSION=2.0>
    <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>
    <CHOICE>
        <CE TASK=GO DEST=#stock>Common Stock...
        <CE TASK=GO DEST=#options>Options...
        <CE TASK=GO DEST=#futures>Futures...
    </CHOICE>
. . .
</HDML>
```

When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."

UP.Phone Language Reference at page 16

FIGURE 1-4. Choice card

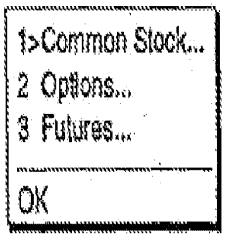


Figure 1-4 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

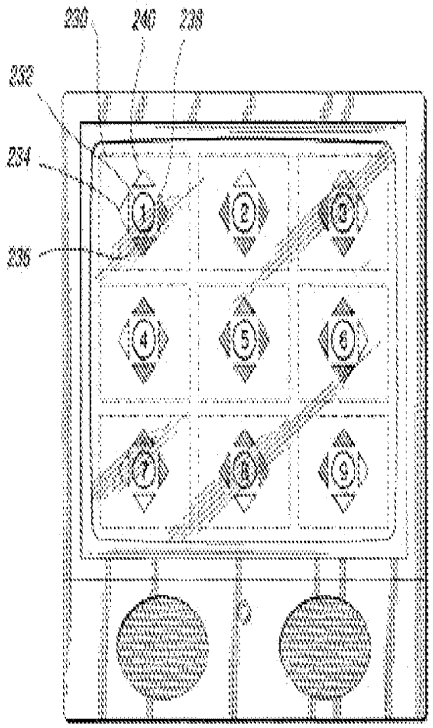
UP.Phone Language Reference at page 24

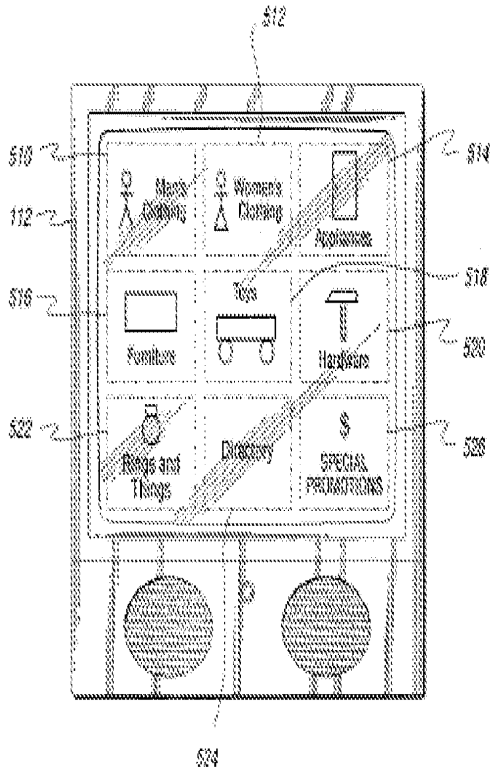
"To create aligned columns of text, insert <TAB> statements in the text. The phone automatically sets tab stops for you. It treats contiguous lines containing tabs as rows in a table, setting the number of columns to the number of tabs in the line with the most tabs. It sets the width of each column to accommodate the column's largest cell."
UP.Phone Language Reference at page 25

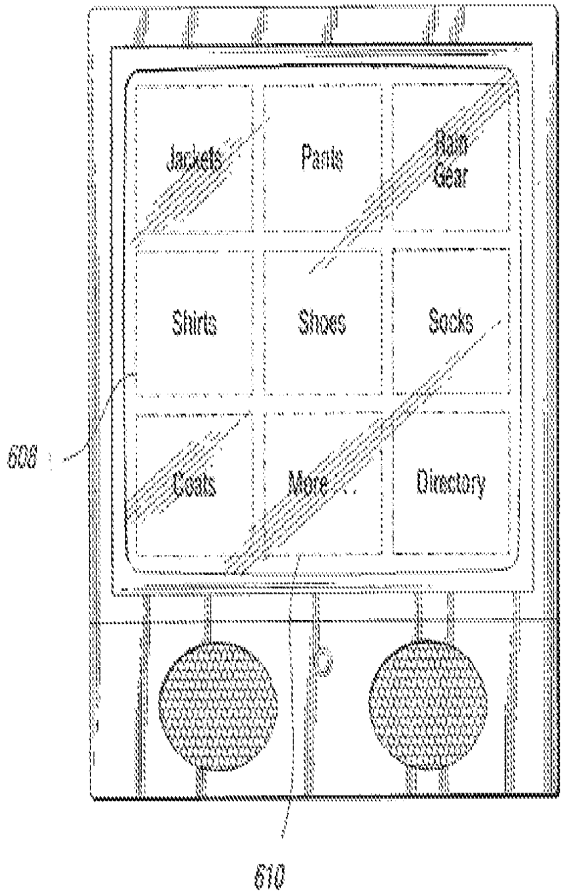
"This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press."
Claussen at Col. 5, lines 26-28

"Referring to the drawings, FIG. 1 illustrates an interactive user station for implementing the methods of the present invention. The user station 110 includes a display area 112 having nine presentation cells 114 for presenting video information."
Claussen at Col. 3, lines 46-50

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* Claussen at Figure 2b

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a **Figure 6a of Claussen** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32**

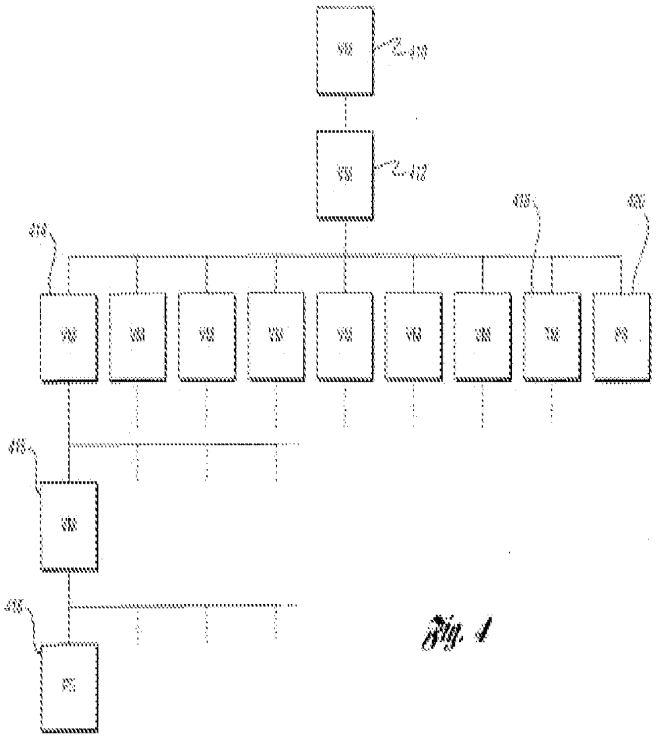
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a

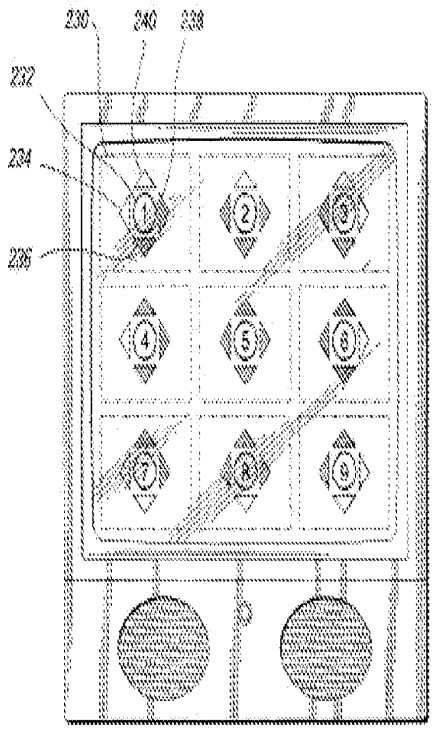
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer;	"Users must understand the concepts of hierarchical menu systems to best utilize the prior art computerized promotional methods and systems." **Claussen at Col. 1, lines 46-48** "Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 34-38** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

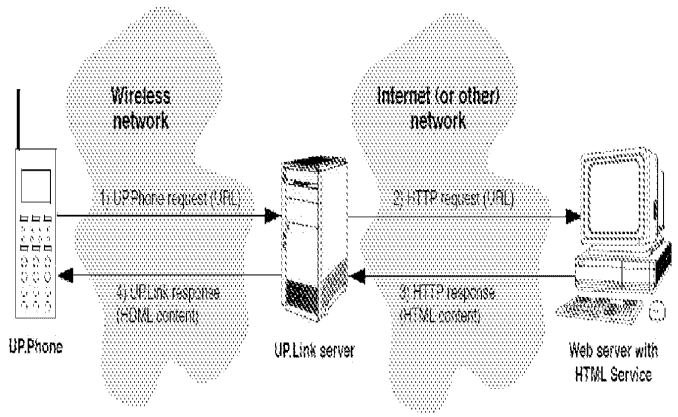
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen "Visual menu segments organize the presentation and provide navigation through the structure. Visual menus define the parent-child relationships. For each mode, product segments permit users to perform functions based on the displayed product. Typical functions include displaying features of the product, displaying product information, displaying instructional information and logging a sale of the product." **Claussen at Col. 5, lines 15-21** "To navigate through the structure, the user may select one of the nine presentation cells from visual menu 412. Upon the user's selection of a department related presentation cell, the interactive user station will display the presentation elements of node 414. Node 414 is a visual menu which includes

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presentation elements related to products carried in the selected department." **Claussen at Col. 5, lines 54-60**  *Fig. 2b* **Figure 2b of Claussen**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-1. High-level view of UP.Link platform components  **Figure 2-1 of UP Getting Started**
receiving a user selection of one of the navigation options;	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone

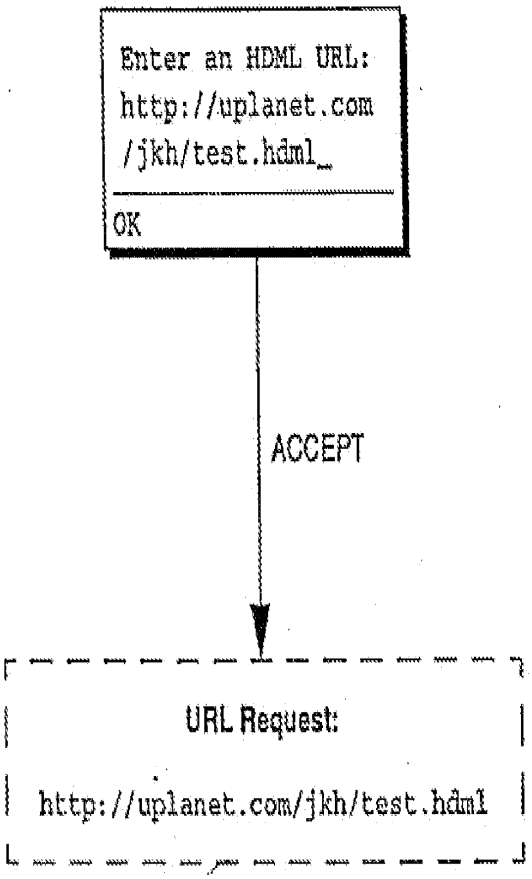
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	displays the response to the user." **UP.Phone Language Reference at page v** "The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11** "The following HDML deck contains two cards, which specify actions. The action in the first card instructs the phone to display the second card when the user presses ACCEPT; the action in the second card instructs the phone to request the URL http://devgate2.uplanet.com/ when the user presses ACCEPT.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	<HDML VERSION=2.0> <DISPLAY NAME=card1> <ACTION TYPE=ACCEPT TASK=GO DEST=#card2> Card 1 </DISPLAY> <DISPLAY NAME=card2> <ACTION TYPE=ACCEPT TASK=GOSUB DEST= http://devgate2.uplanet.com/c.hdml> Card 2 </DISPLAY> </HDML> **UP.Phone Language Reference at page 14**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-11. Setting and substituting variable values  Figure 1-11 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Task	Description	Options
GO	Requests the URL specified by the DEST option. If you use the GO task, you can only specify a relative URL for the DEST option.	DEST, VARS, SENDREFERER
GOSUB	Pushes a new activity onto the activity stack and requests the URL specified by the DEST option. When the nested activity returns, the phone puts the nested activity's return values into the variables specified by the RECEIVE option. If the nested activity cancels, the phone requests the URL specified by the CANCEL option.	DEST, VARS, SENDREFERER, FRIEND, RECEIVE, NEXT, CANCEL

UP.Phone Language Reference at page 31

FIGURE 2-1. High-level view of UP.Link platform components

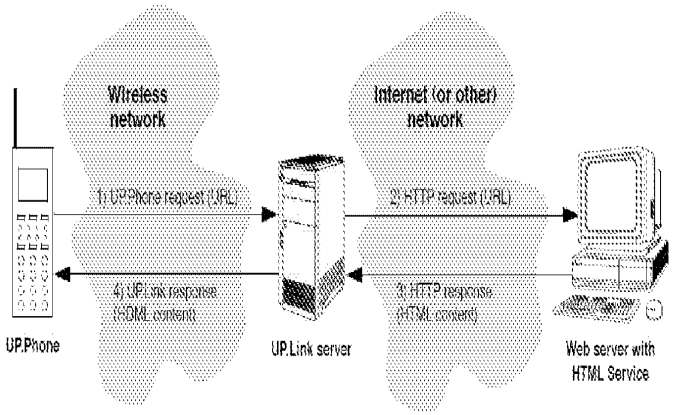
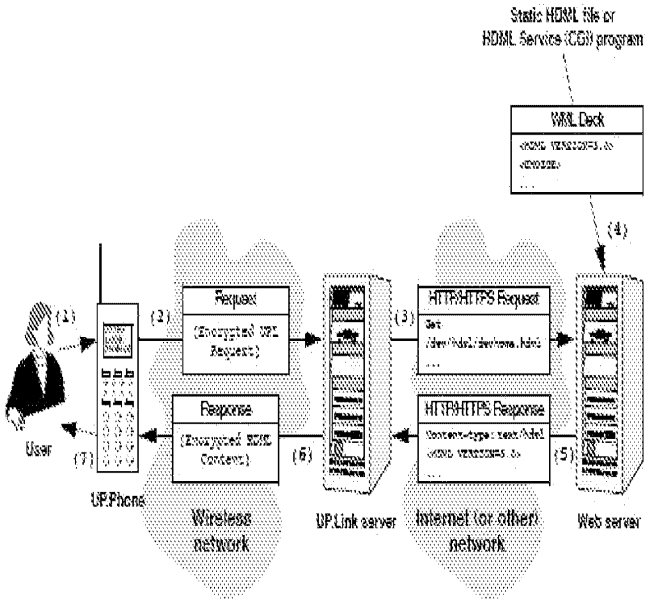
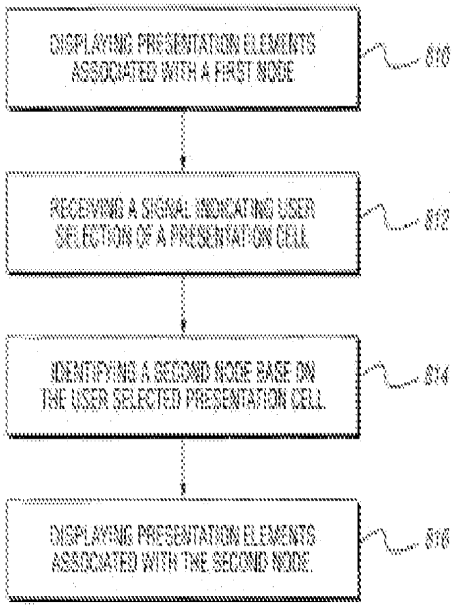


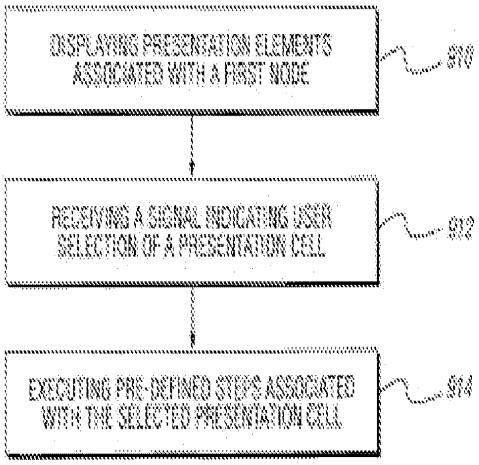
Figure 2-1 of UP Getting Started

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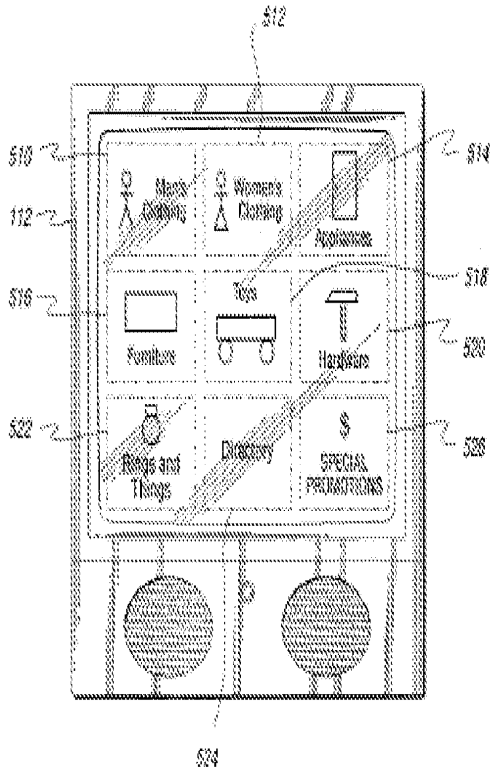
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  Figure 2-5 of UP Getting Started

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 8 Figure 8 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

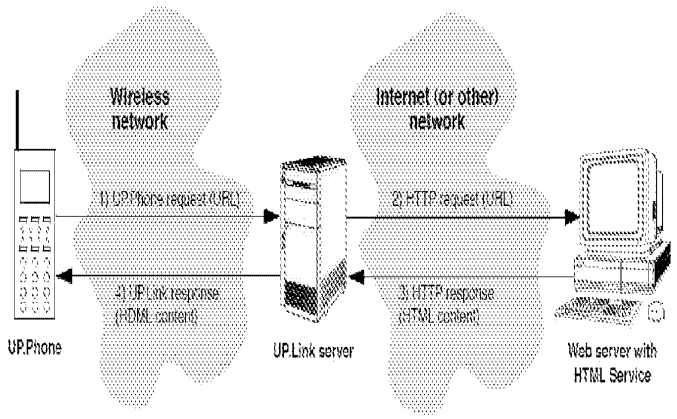
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

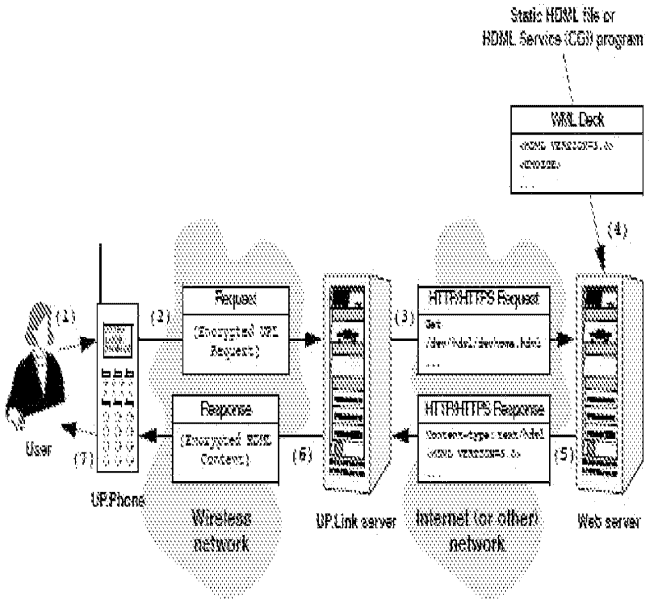
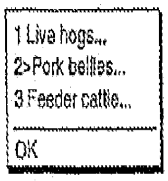
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2**
forwarding the selected navigation option across the internet to a server providing the simplified navigation interface;	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response

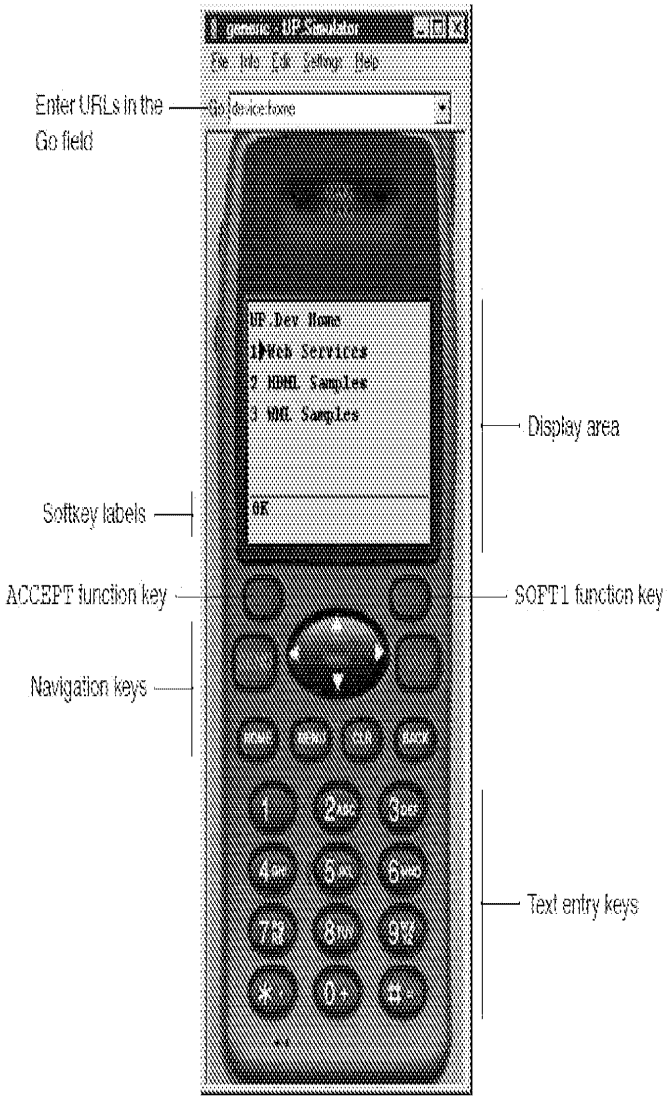
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)** FIGURE 2-1. High-level view of UP.Link platform components  **Figure 2-1 of UP Getting Started**

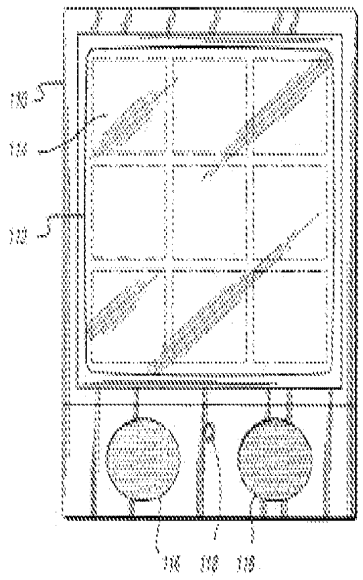
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started** FIGURE 2-2. Choice card  If the user presses 3 and then presses ACCEPT, the current URL is called with the following arguments: `?choiceval=Cattle&choicenum=3` **Figure 2-2 of UP.Phone Language Reference**

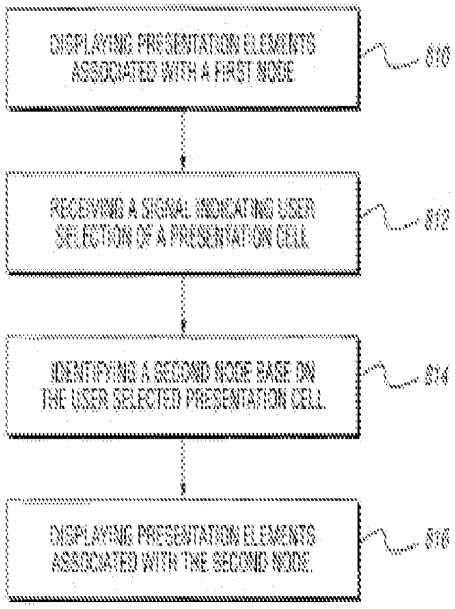
Petitioner BB&T - Exhibit 1008 - Page 3435

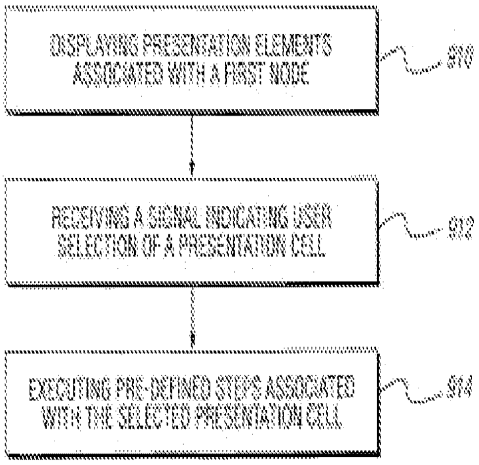
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array.

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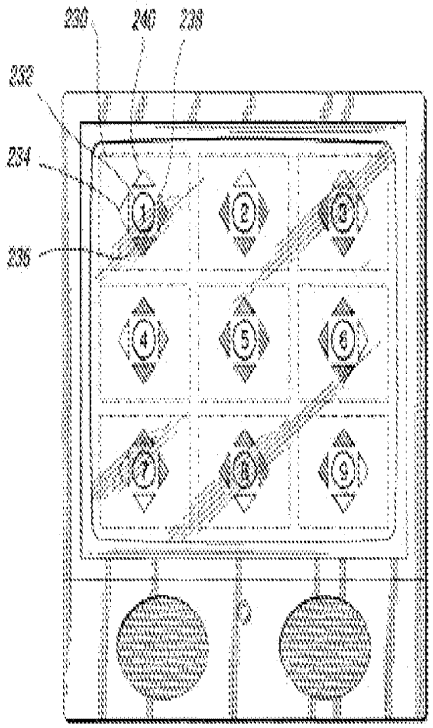
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52**  Fig. 1 **Claussen at Figure 1** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
receiving a next deeper navigation layer of the simplified navigation interface corresponding to the selected navigation option;	 Fig. 8 Figure 8 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

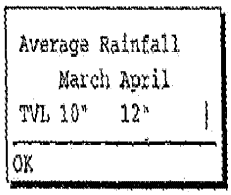
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user."

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Britton at Col. 1, line 62-Col. 2, line 2
and manipulating a region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical *scrolling* • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9 (emphasis added)** "HDML allows you to display formatted text in display cards and display content areas of entry and choice cards. It provides a variety of statements to specify how text is wrapped and *scrolled*, and how it is placed on the phone display." **UP.Phone Language Reference at page 23 (emphasis added)** "Some phones may display visual cues to indicate to the user that there is additional text in the current card. The user can *scroll* down and see the remaining lines by pressing the down arrow key. After *scrolling* down, the user can *scroll* back to the first lines by pressing the up arrow key." **UP.Phone Specification at page 25 (emphasis added)**

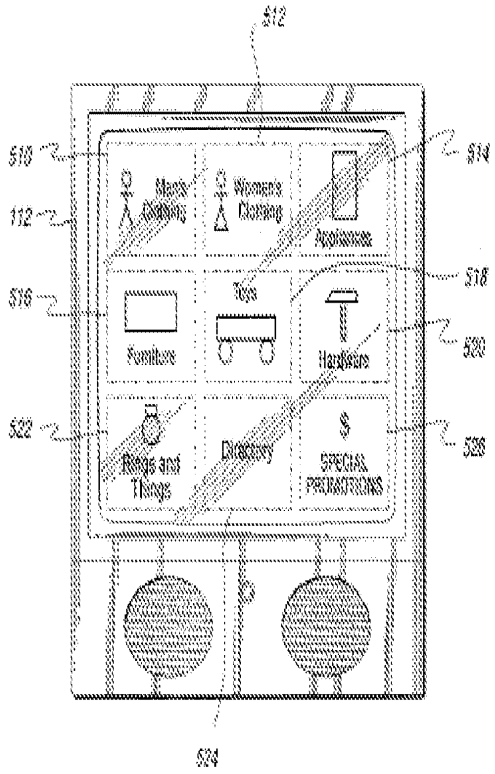
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-12. Display card with formatted text containing tabs  The phone display in this example uses a vertical bar (|) as visual cue to indicate there is additional text to which the user can scroll. **Figure 1-12 of UP.Phone Language Reference** **Statement** / **Effect** — Starts a new line. The line uses the default wrapping mode you last specified on the card. <LINE> — Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled. <WRAP> — Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped. **UP.Phone Language Reference at page 24**
2. The method of claim 1, further comprising: displaying one or more advertisements on the screen;	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user

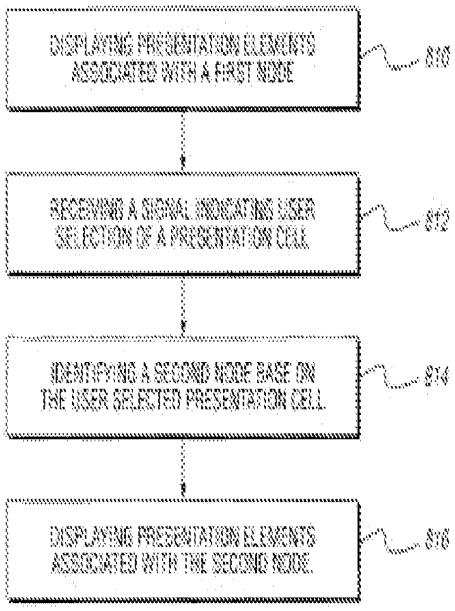
Petitioner BB&T - Exhibit 1008 - Page 3442

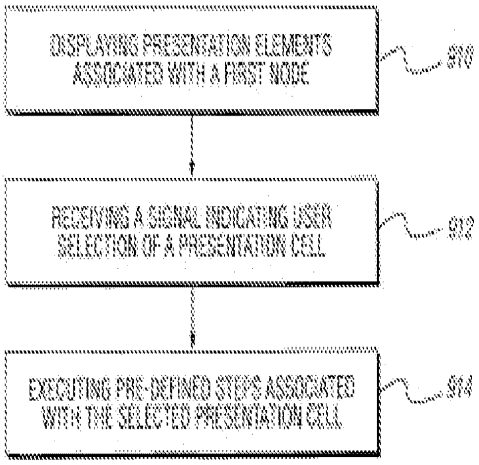
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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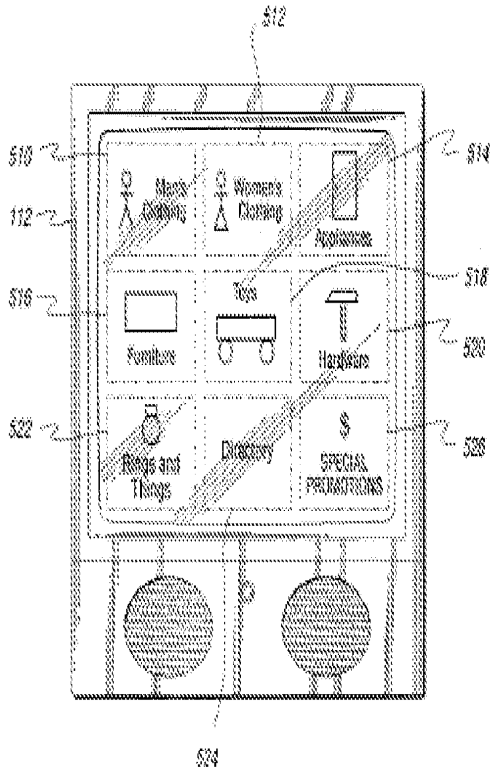
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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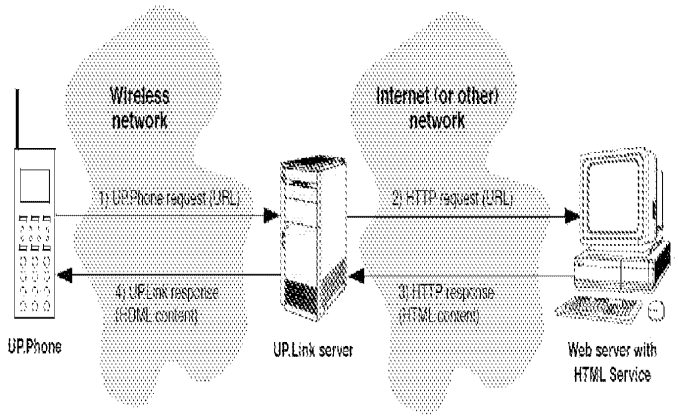
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
receiving a user selection of a displayed advertisement;	 Fig. 8 **Figure 8 of Claussen**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

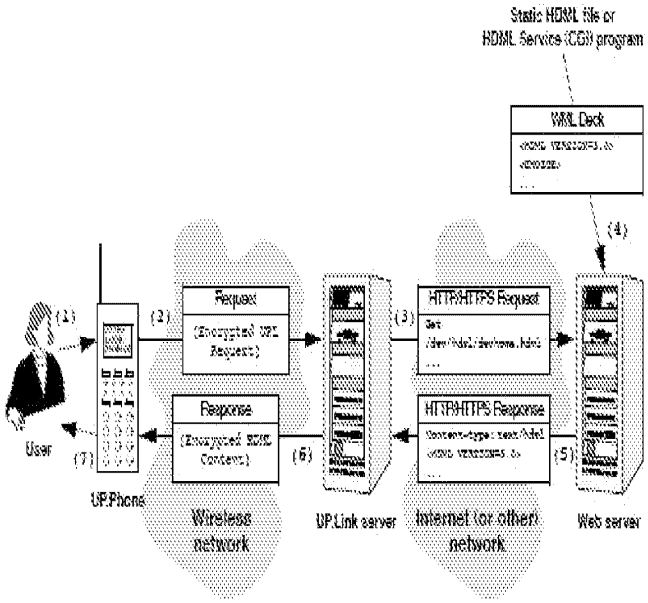
Petitioner BB&T - Exhibit 1008 - Page 3446

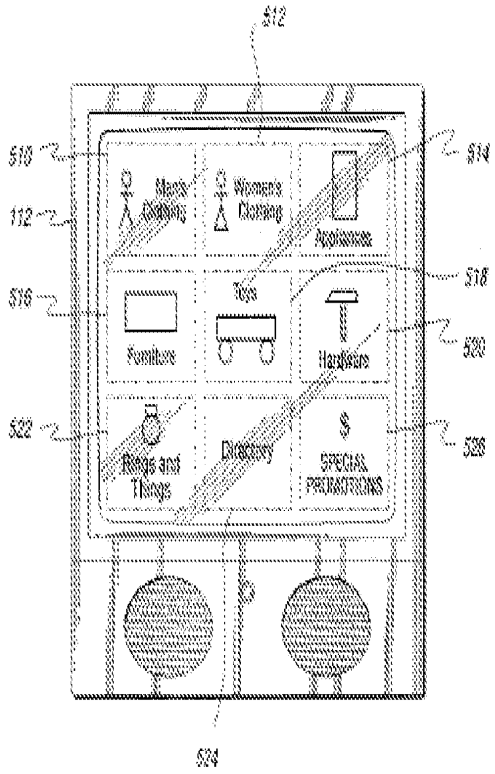
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

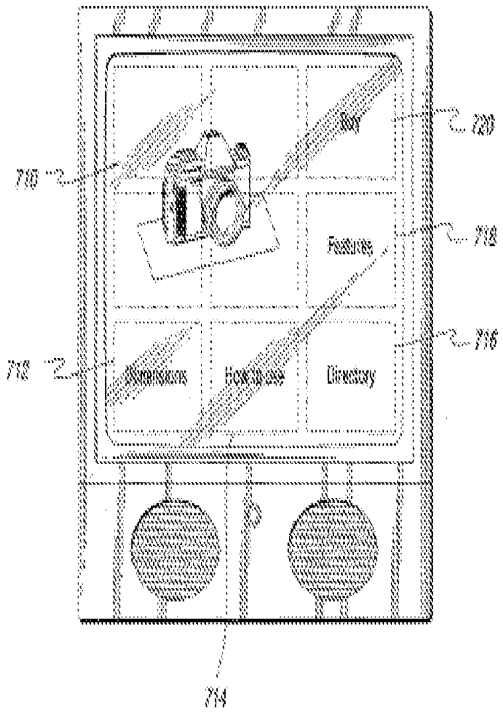
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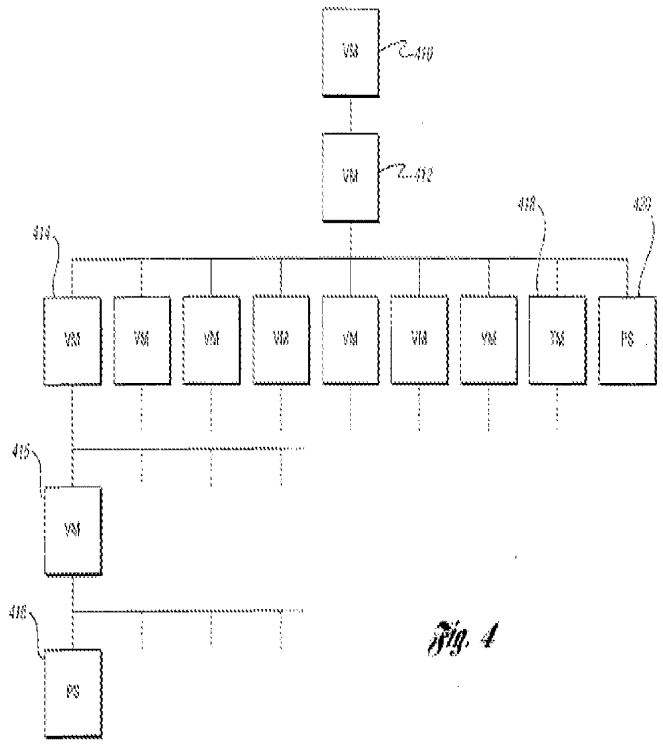
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
and displaying second content accessed via the Internet,	FIGURE 2-1. High-level view of UP.Link platform components  **Figure 2-1 of UP Getting Started**

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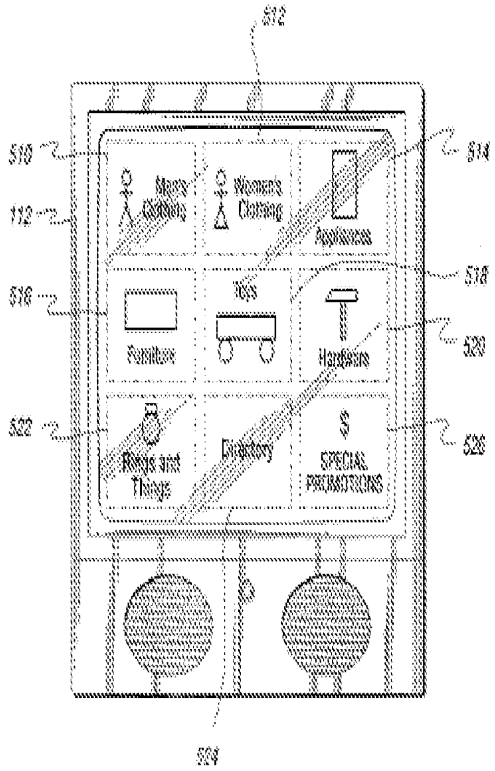
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  Figure 2-5 of UP Getting Started

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "Selecting the presentation cell displaying presentation element **526** causes a text menu **418** to appear in a superimposed window **410**. Menu **418** permits the user to additional information or perform functions by selecting text menu options." **Claussen at Col. 6, lines 17-21**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 7 Figure 7 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen "Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 34-38**
wherein the second content is associated with the selected advertisement, and	"Selecting presentation cells in which presentation elements 510-522 are displayed provides the user the ability to navigate the complex structure. Selecting the presentation cell displaying presentation element 524 causes product segment 420 to be displayed. Selecting the presentation cell displaying presentation element 526 causes a text menu 418 to appear in a superimposed window 410. Menu 418 permits the user to additional information or perform functions by selecting text men options." **Claussen at Col. 6, lines 12-21**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Claussen at Figure 5**
wherein the second content accessed via the Internet is formatted for navigation with the unique inputs.	"HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

```
<HDML VERSION=2.0>
   <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>
   <CHOICE>
      <CE TASK=GO DEST=#stock>Common Stock...
      <CE TASK=GO DEST=#options>Options...
      <CE TASK=GO DEST=#futures>Futures...
   </CHOICE>
. . .
</HDML>
```

When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."

UP.Phone Language Reference at page 16

FIGURE 2-1. High-level view of UP.Link platform components

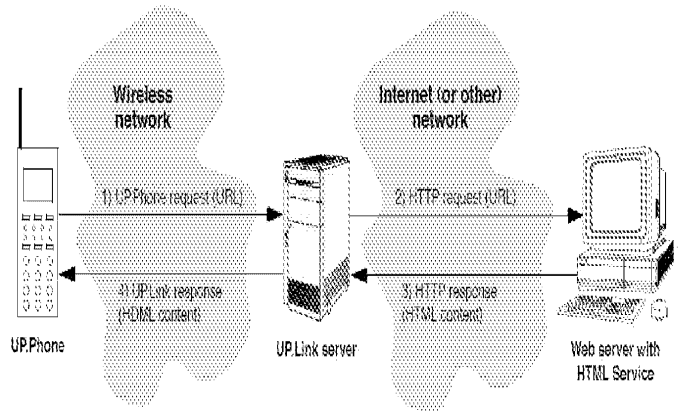
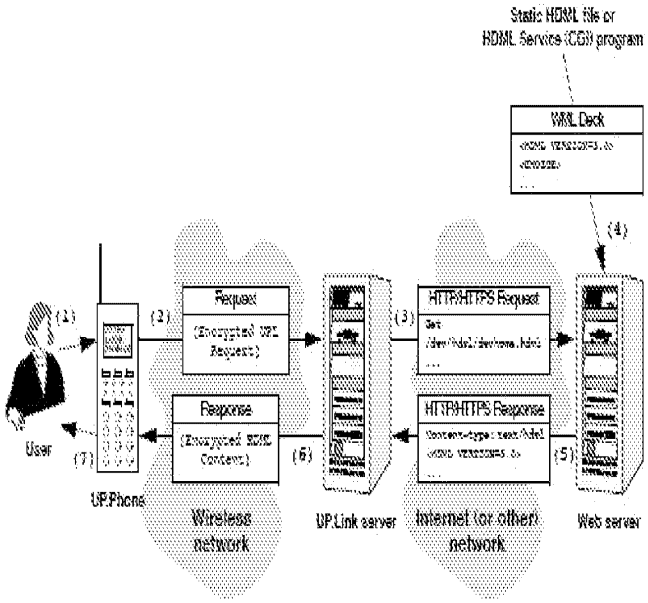
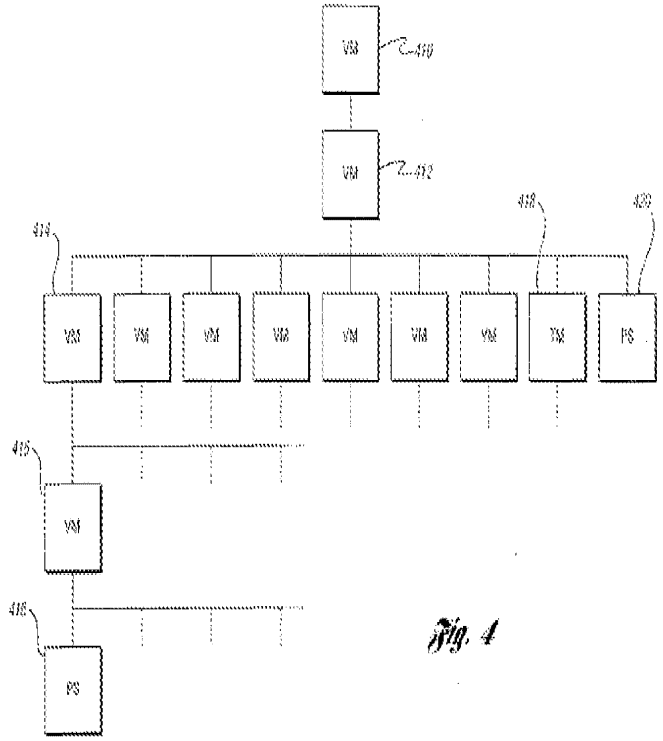


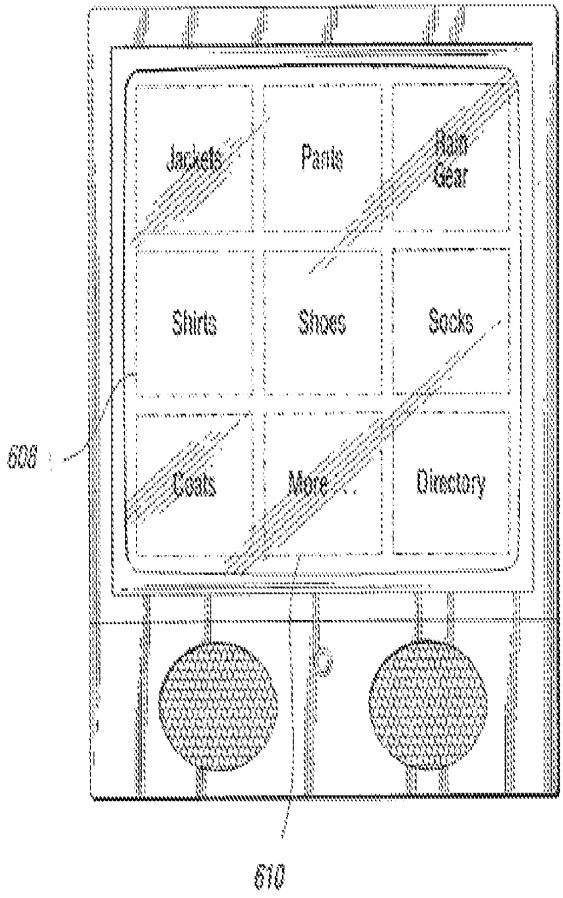
Figure 2-1 of UP Getting Started

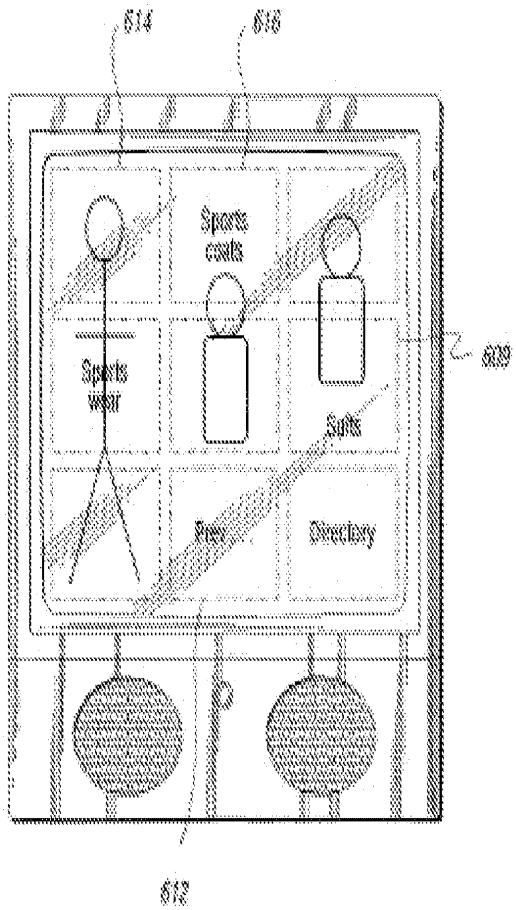
Petitioner BB&T - Exhibit 1008 - Page 3454

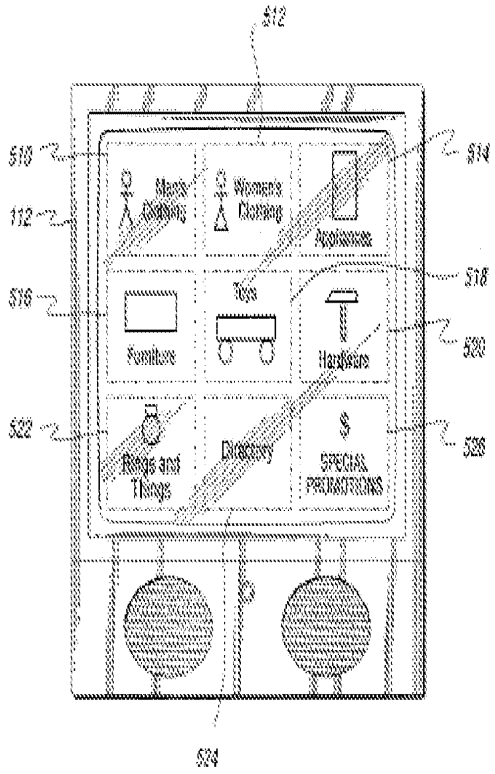
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  Figure 2-5 of UP Getting Started

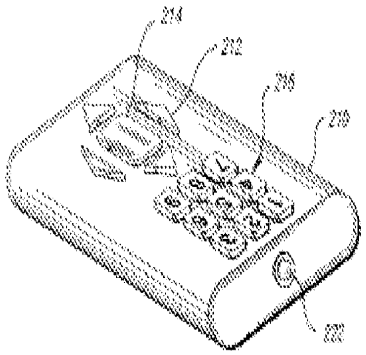
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
3. The method of claim 1, wherein the on-line content is selected based, at least in part, on a navigation path of a user.	 Figure 4 of Claussen "The method begins with the step of presenting at the presentation device at least one presentation element associated with a first node. The method continues with the step of receiving a signal at the processor indicating a user selection of one of the presentation cells. The method further includes the step of identifying a second node based on the selected presentation cell. The method finally includes the step of presenting at the presentation device at least one presentation element associated with the second node." **Claussen at Col. 2, lines 52-62**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

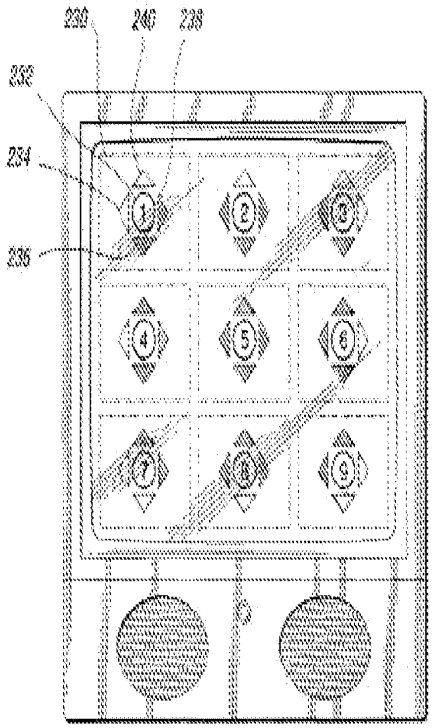
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**

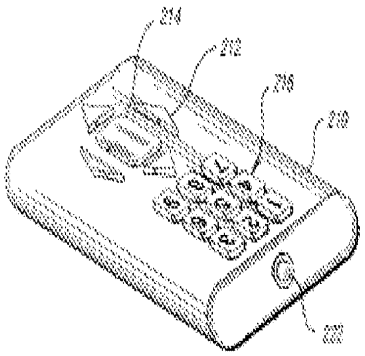
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28** "The behavior associated with a cell could be navigational or functional. For example, selecting a

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell.

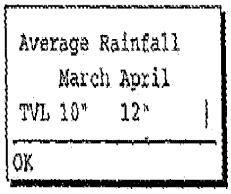
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
4. The method of claim 1, wherein the user selection of one of the navigation options is received any one of a remote control, a pointer device, a keypad, and a keyboard.	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
6. The method of claim 1, wherein the screen includes individual regions adapted to be brought into focus and further adapted such that the on-line content can be manipulated within a selected one of the regions.	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical *scrolling* • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	• Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9 (emphasis added)** "HDML allows you to display formatted text in display cards and display content areas of entry and choice cards. It provides a variety of statements to specify how text is wrapped and *scrolled*, and how it is placed on the phone display." **UP.Phone Language Reference at page 23 (emphasis added)** "Some phones may display visual cues to indicate to the user that there is additional text in the current card. The user can *scroll* down and see the remaining lines by pressing the down arrow key. After *scrolling* down, the user can *scroll* back to the first lines by pressing the up arrow key." **UP.Phone Language Reference at page 25 (emphasis added)** FIGURE 1-12. Display card with formatted text containing tabs  The phone display in this example uses a vertical bar (|) as visual cue to indicate there is additional text to which the user can scroll. **Figure 1-12 of UP.Phone Language Reference**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

UP.Phone Language Reference at page 24

FIGURE 1-4. Choice card

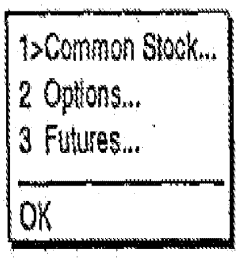
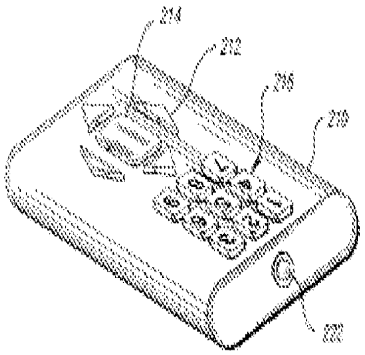
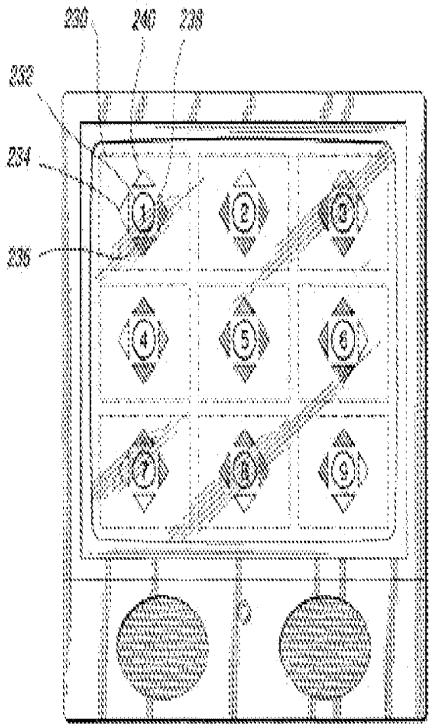


Figure 1-4 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
7. The method of claim 6, further comprising tabbing to focus on different one of the regions.	 Fig. 2a Figure 2a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the

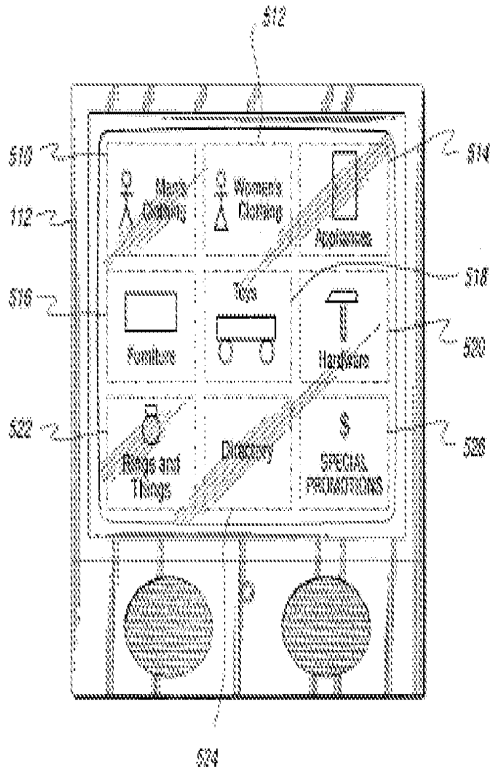
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
8. The method of claim 6, wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** **Statement** / **Effect** ` ` — Starts a new line. The line uses the default wrapping mode you last specified on the card. `<LINE>` — Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a `<WRAP>` statement is encountered, all lines that follow the current line are also scrolled. `<WRAP>` — Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a `<LINE>` statement is encountered, all lines that follow the current line are also word wrapped. **UP.Phone Language Reference at page 24**

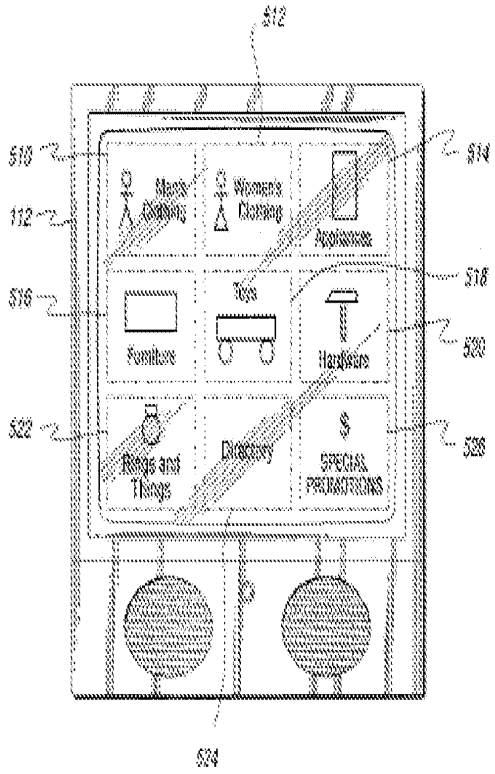
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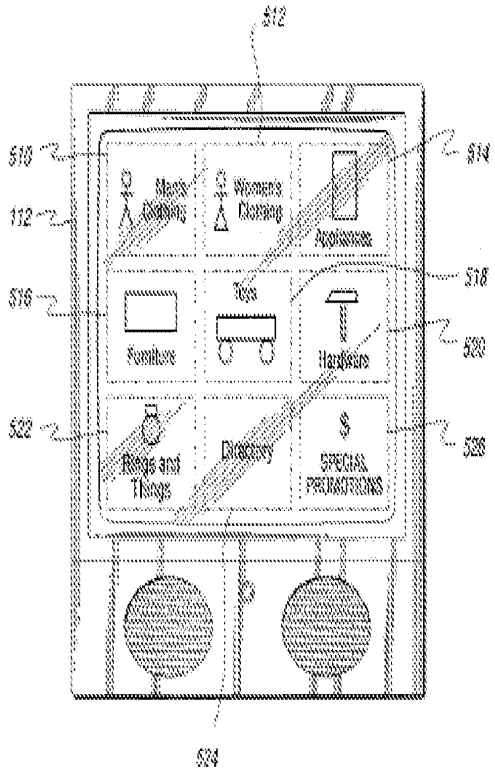
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen**
9. A method comprising:	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

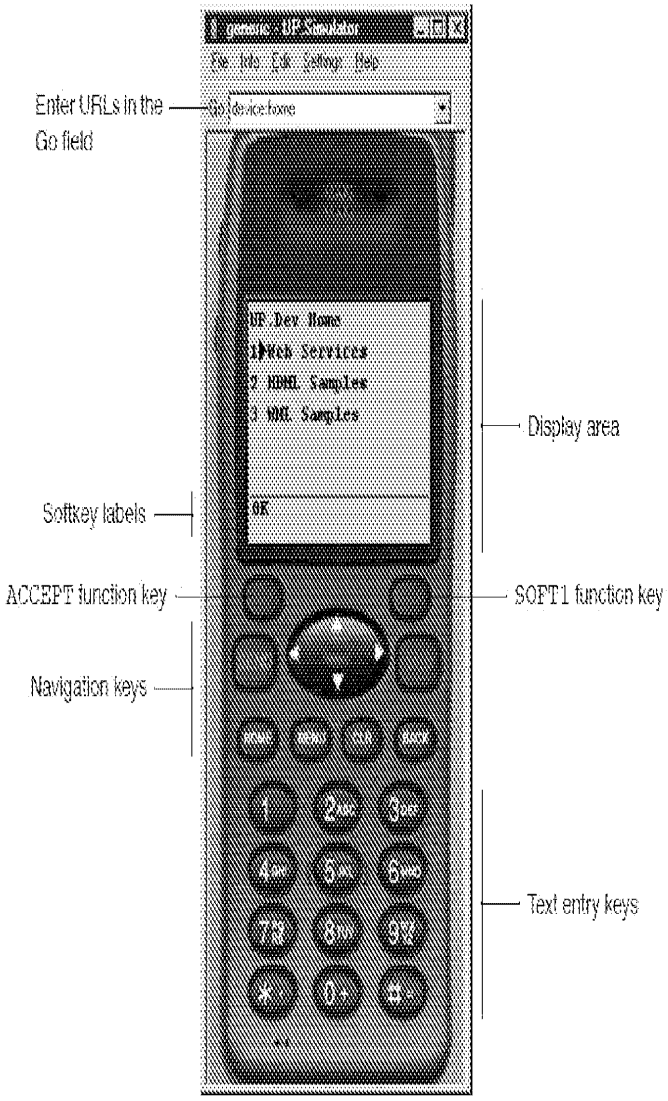
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
displaying a first advertisement,	 Fig. 5 **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

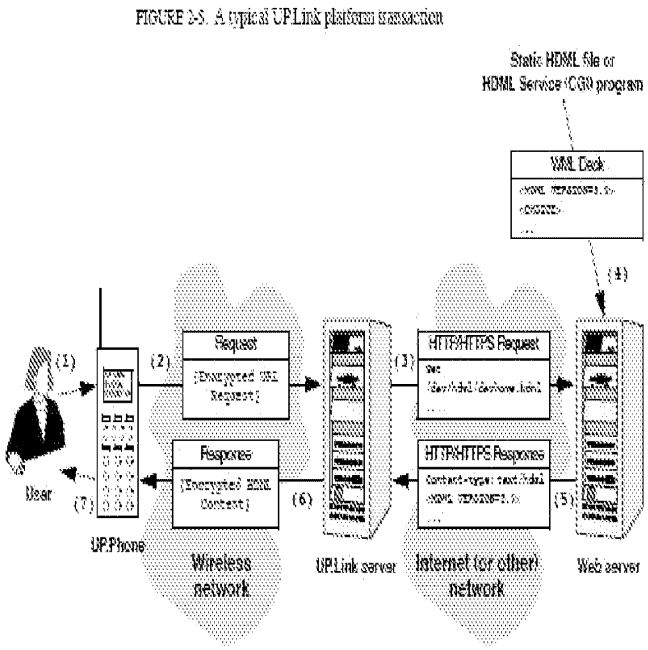
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
the displaying of the first advertisement being via an internet and through a simplified navigation interface,	"UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi** "The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions: • A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml • The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck: http://devgate2.uplanet.com/examples/password.hdml#card2 • If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2" **UP.Phone Language Reference at page 14** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web." **UP Getting Started at page 16**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)**  FIGURE 2-5. A typical UP.Link platform transaction Static HDML file or HDML Service/CGI program WML Deck Request Response HTTP/HTTPS Request HTTP/HTTPS Response User UP.Phone Wireless network UP.Link server Internet (or other) network Web server **Figure 2-5 of UP Getting Started** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

```
<HDML VERSION=2.0>
    <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>
    <CHOICE>
        <CE TASK=GO DEST=#stock>Common Stock...
        <CE TASK=GO DEST=#options>Options...
        <CE TASK=GO DEST=#futures>Futures...
    </CHOICE>
. . .
</HDML>
```

When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."

UP.Phone Language Reference at page 16

FIGURE 1-4. Choice card

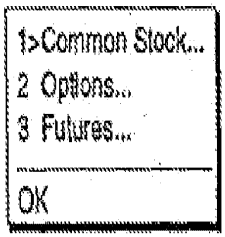
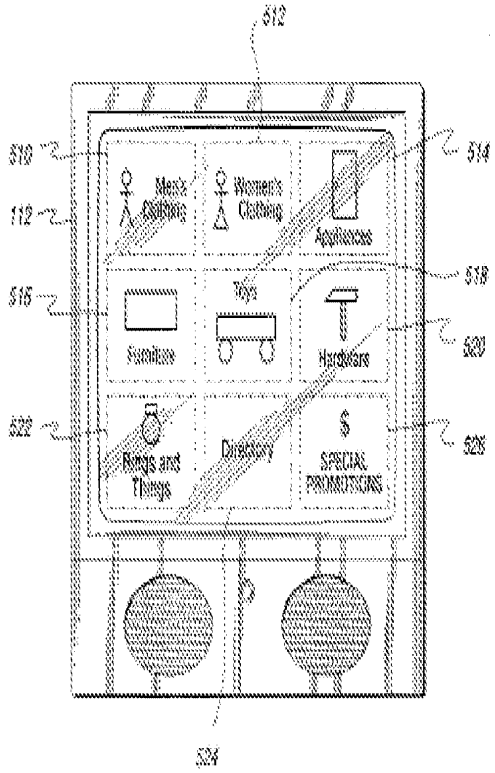


Figure 1-4 of UP.Phone Language Reference

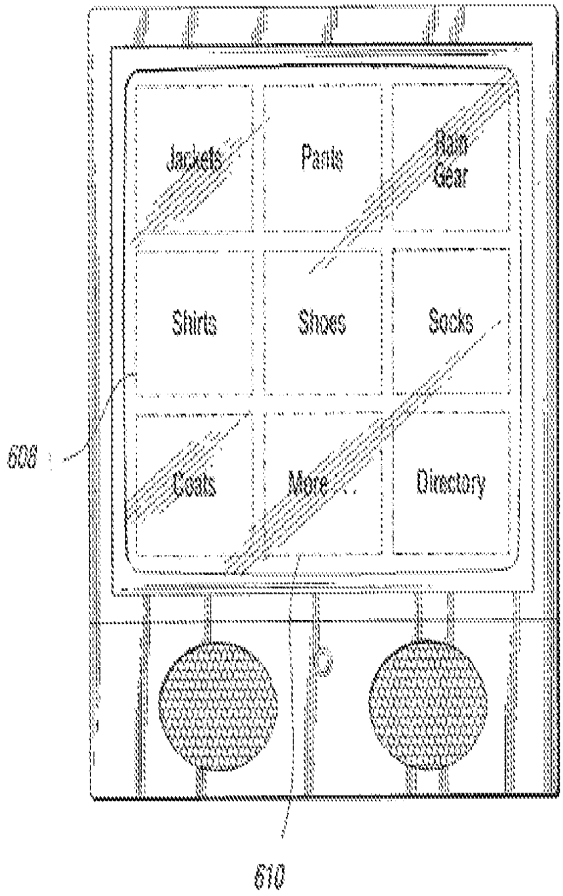
"The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated

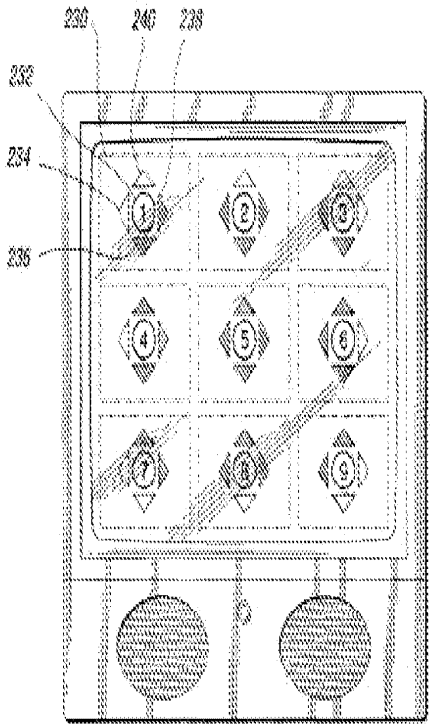
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	product." **Claussen at Col. 6, lines 47-52**  *Fig. 5* **Figure 5 of Claussen**
the simplified navigation interface presenting advertisements and content	"Referring to the drawings, FIG. 1 illustrates an interactive user station for implementing the methods of the present invention. The user station 110 includes a display area 112 having nine presentation cells 114 for presenting video information."

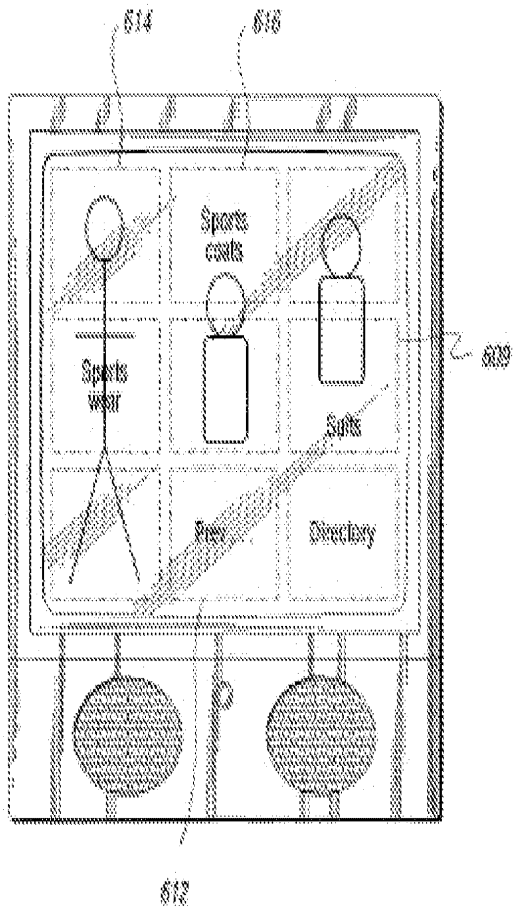
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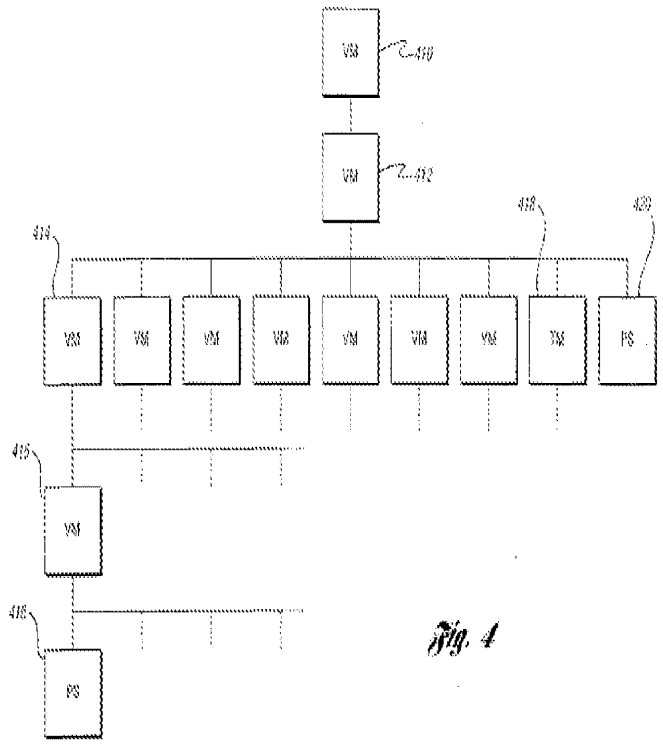
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
through a plurality of layers and a plurality of cells, the simplified navigation interface displayed in a form of a two-dimensional layer of cells from the plurality of layers and the plurality of cells,	**Claussen at Col. 3, lines 46-50** "In the preferred embodiment, each audio/visual element of a node is displayed in at least one presentation cell. Each presentation cell has associated behavior which is performed when the cell is selected by the user. This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button the user may press. The behavior associated with a cell could be navigational or functional. For example, selecting a cell having navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 23-39** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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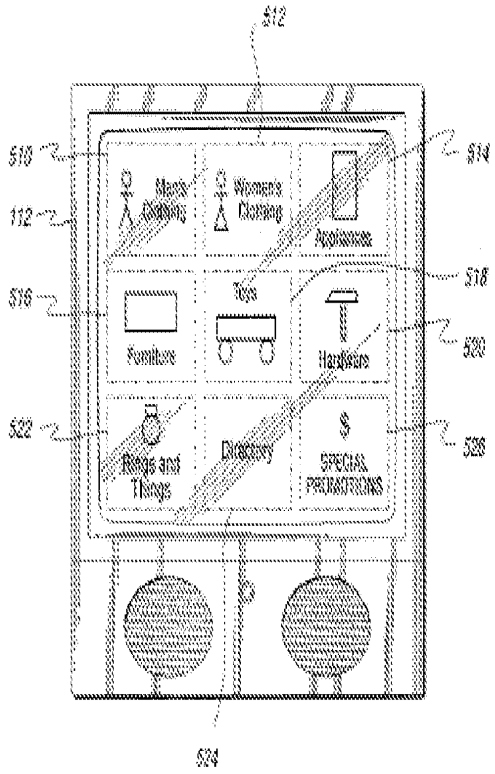
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

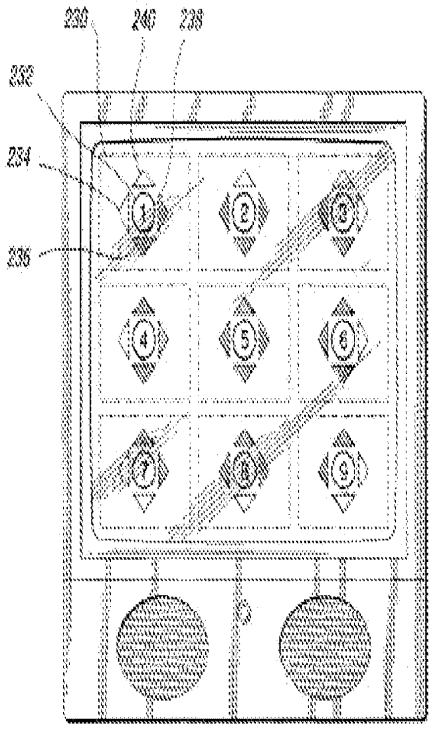
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b Figure 2b of Claussen

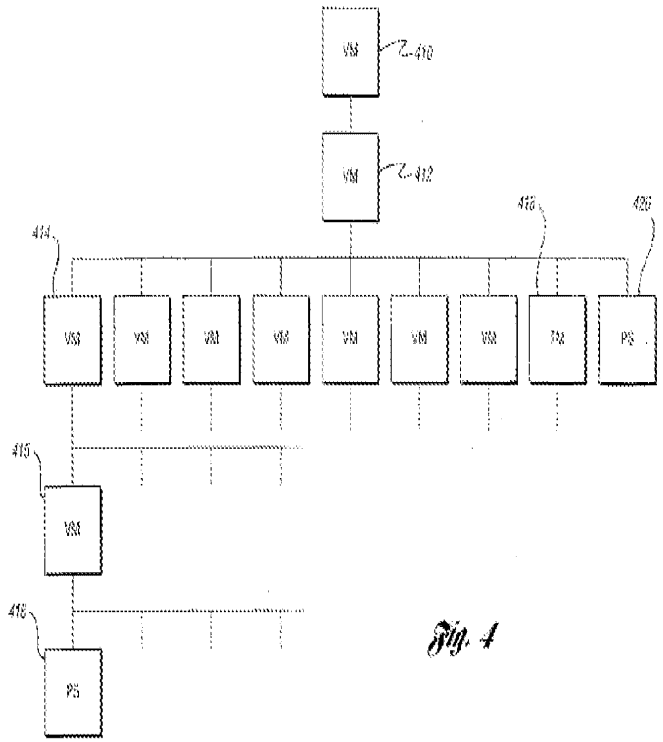
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

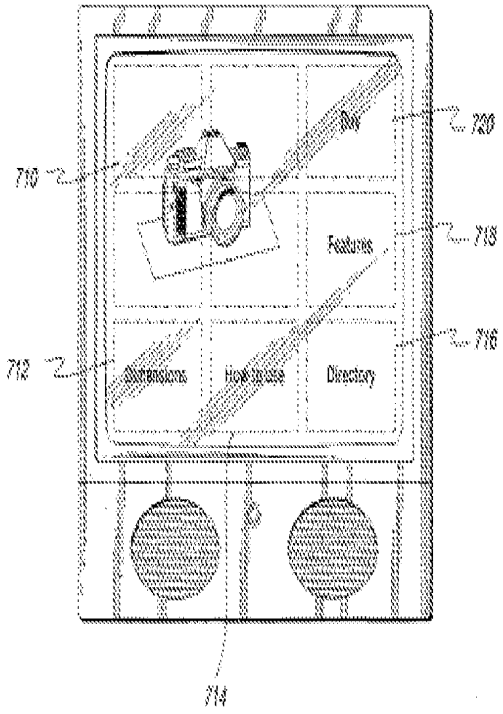
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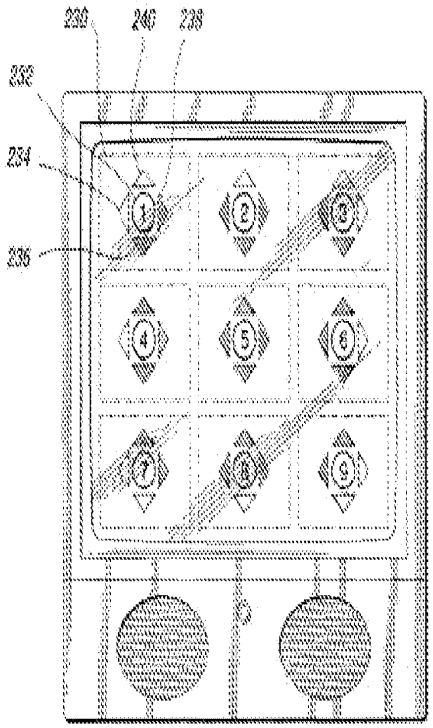
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen** "The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**

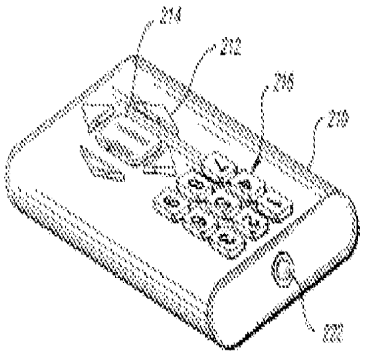
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
the two-dimensional layer in a form of a navigation matrix,	 *Fig. 2b* **Figure 2b of Claussen** "Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection button 214 of remote control device 210. Each representation cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning.

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Arrow indicators 234 and 240 representing left and up directional buttons are denoted as invalid using a first shading. Arrow indicators 236 and 238 representing down and right directional buttons are denoted as valid using a second shading. Presentation cell number 232 of cursor 230 identifies the current presentation cell as "one"." **Claussen at Col. 4, lines 42-56**  Fig. 4 **Figure 4 of Claussen** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

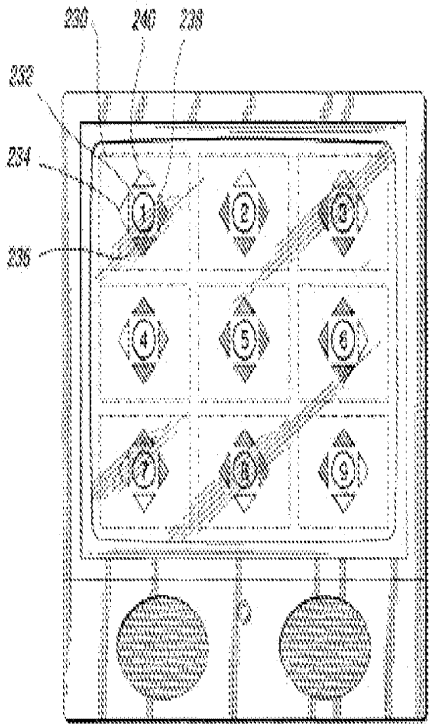
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52**  Fig. 7 **Figure 7 of Claussen**

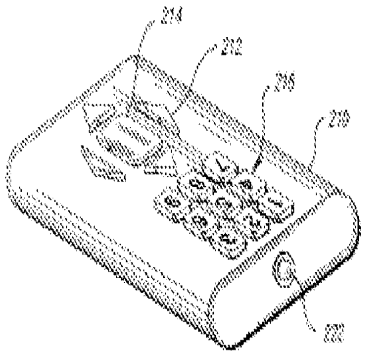
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
each cell in the navigation matrix associated with a specific unique input,	 Fig. 2b **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a Figure 2a of Claussen "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
each cell is a division of a screen and exclusive to a separate single navigation option,	 *Fig. 2b* **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by one of the unique inputs,	"UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi** "The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

```
<HDML VERSION=2.0>
    <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>
    <CHOICE>
        <CE TASK=GO DEST=#stock>Common Stock...
        <CE TASK=GO DEST=#options>Options...
        <CE TASK=GO DEST=#futures>Futures...
    </CHOICE>
. . .
</HDML>
```

When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."

UP.Phone Language Reference at page 16

FIGURE 1-4. Choice card

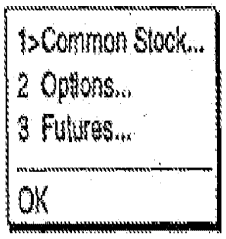


Figure 1-4 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

UP.Phone Language Reference at page 24

"To create aligned columns of text, insert <TAB> statements in the text. The phone automatically sets tab stops for you. It treats contiguous lines containing tabs as rows in a table, setting the number of columns to the number of tabs in the line with the most tabs. It sets the width of each column to accommodate the column's largest cell."

UP.Phone Language Reference at page 25

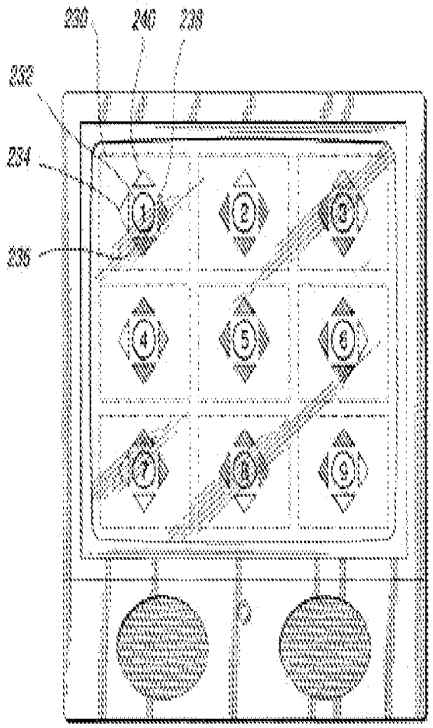
"Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110.

Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells.

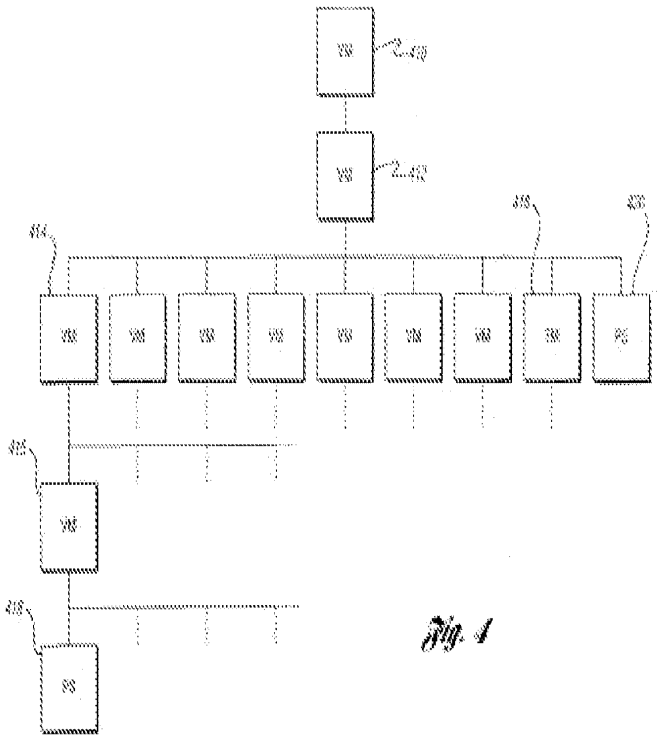
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b **Figure 2b of Claussen**
navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper	"Users must understand the concepts of hierarchical menu systems to best utilize the prior art computerized promotional methods and systems." **Claussen at Col. 1, lines 46-48** "Typically, these steps will identify and present a second node associated with the selection

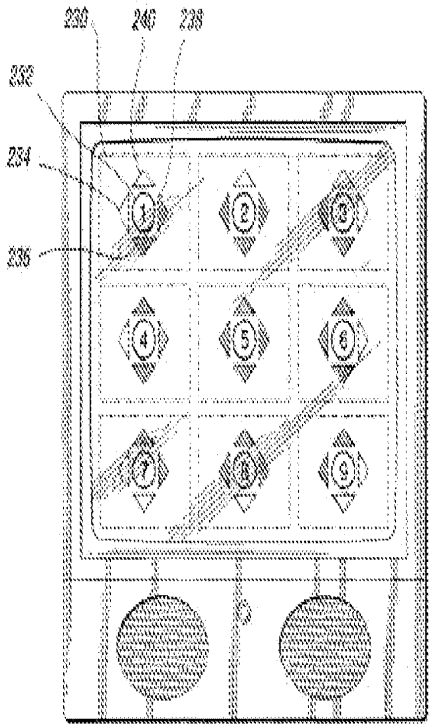
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
layer;	presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 34-38** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**  **Figure 4 of Claussen** "Visual menu segments organize the presentation and provide navigation through the structure. Visual menus define the parent-child relationships. For each mode, product segments permit users to

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	perform functions based on the displayed product. Typical functions include displaying features of the product, displaying product information, displaying instructional information and logging a sale of the product." **Claussen at Col. 5, lines 15-21** "To navigate through the structure, the user may select one of the nine presentation cells from visual menu 412. Upon the user's selection of a department related presentation cell, the interactive user station will display the presentation elements of node 414. Node 414 is a visual menu which includes presentation elements related to products carried in the selected department." **Claussen at Col. 5, lines 54-60**

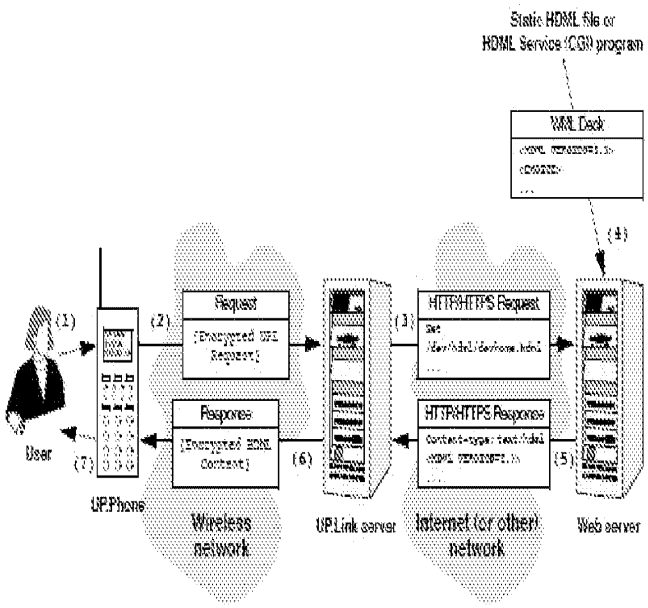
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen**
displaying a first content via the internet and through the simplified navigation interface, the first content displayed in one or more of	"HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are:

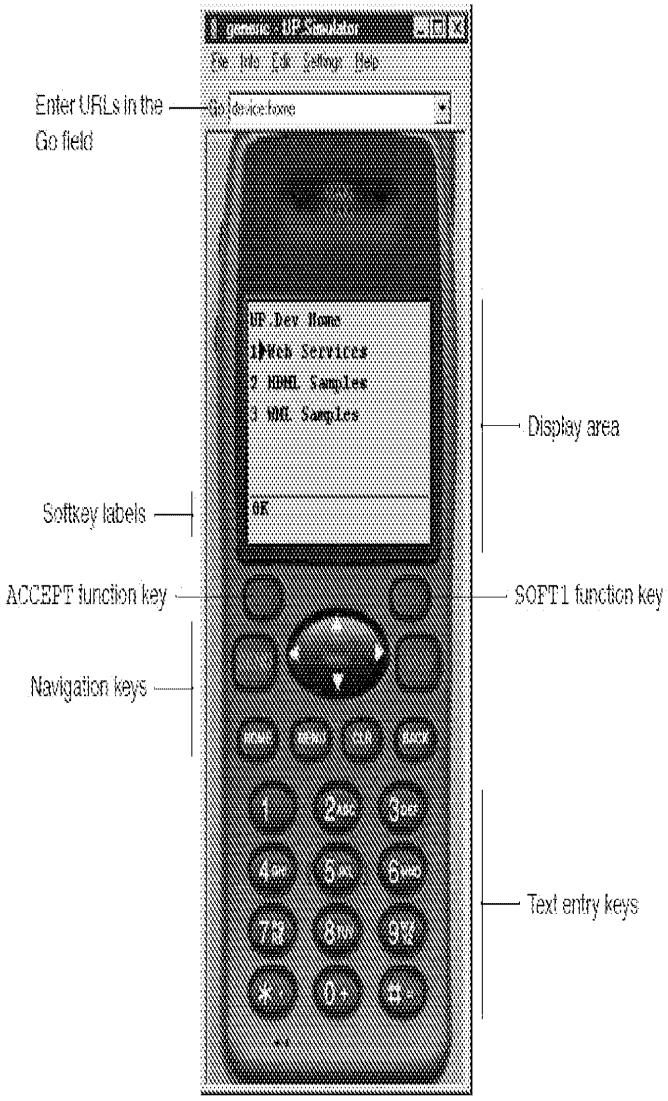
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
the plurality of cells,	• Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web." **UP Getting Started at page 16** "The UP.Browser behaves much like a conventional Web browser. Its interface (the text it displays and the input options it presents to the user) is controlled by the sets of commands it loads. For a Web browser, the presentation language is HTML; for the UP.Browser, it is HDML—a language optimized for the constraints of small handheld device displays and limited keypads. For a Web browser, the sets of commands are called Web pages, for an UP.Phone, they are called *cards*. The user navigates with the UP.Phone by pressing keys on the keypad. As the user navigates to different locations, the phone loads different cards, which change the display and the input options." **UP Getting Started at page 14** "The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. *The UP.Phone displays the response to the user.*" **UP.Phone Language Reference at page v (emphasis added)** FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

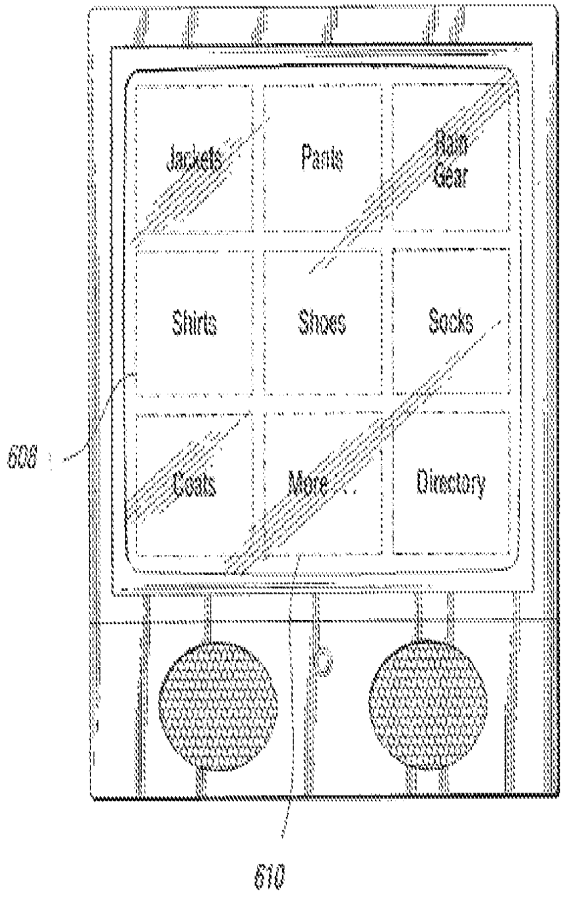
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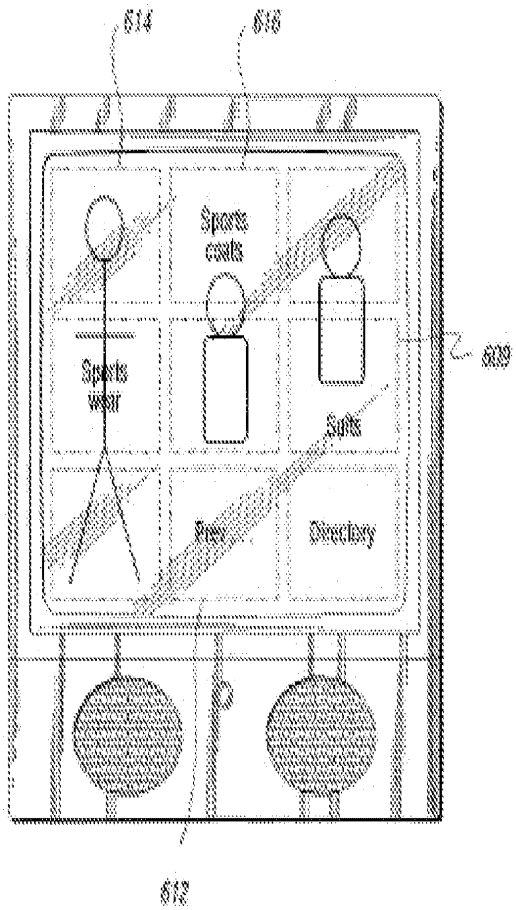
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	<HDML VERSION=2.0> <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card> <CHOICE> <CE TASK=GO DEST=#stock>Common Stock... <CE TASK=GO DEST=#options>Options... <CE TASK=GO DEST=#futures>Futures... </CHOICE> . . . </HDML> When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16** "*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions: • A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml • The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck: http://devgate2.uplanet.com/examples/password.hdml#card2 • If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2" **UP.Phone Language Reference at page 14** "In the preferred embodiment, each audio/visual element of a node is displayed in at least one presentation cell. Each presentation cell has associated behavior which is performed when the cell is

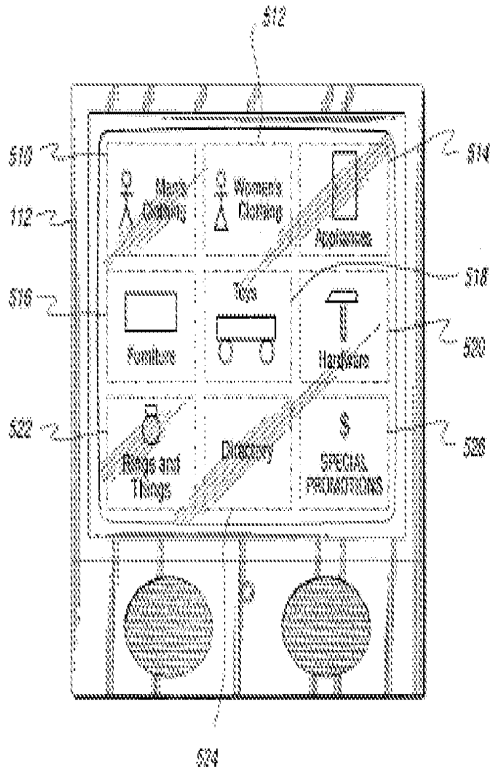
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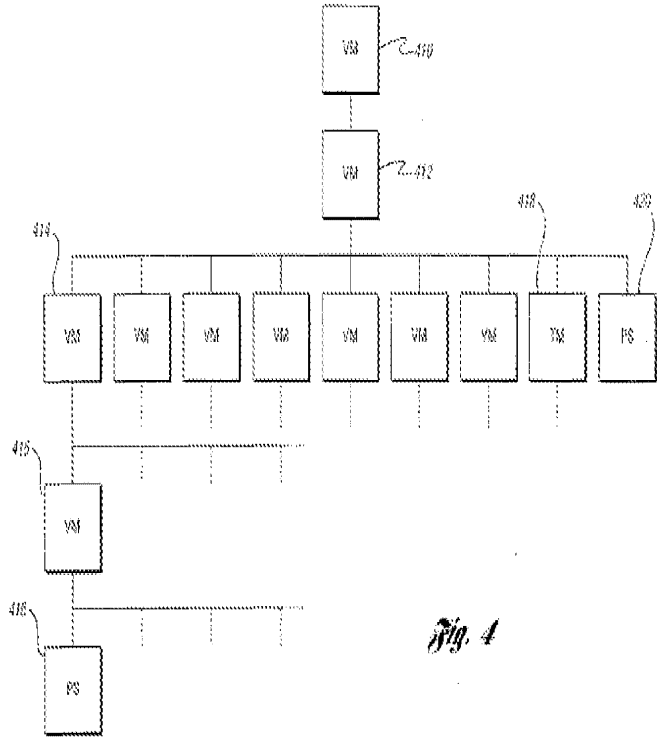
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	selected by the user. This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button the user may press. The behavior associated with a cell could be navigational or functional. For example, selecting a cell having navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 23-39** "Referring to the drawings, FIG. 1 illustrates an interactive user station for implementing the methods of the present invention. The user station 110 includes a display area 112 having nine presentation cells 114 for presenting video information." **Claussen at Col. 3, lines 46-50**

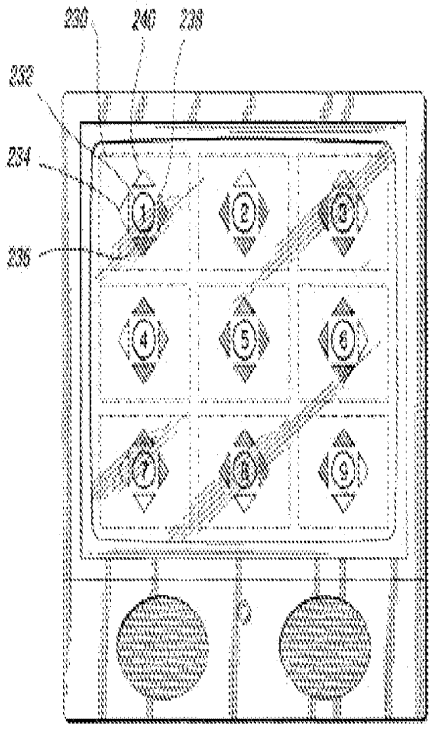
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton	
	 Fig. 2b Figure 2b of Claussen	
the first content reformatted from a web page in a hypertext markup language (HTML) format into an extensible markup language	forwarding the first input across the internet to a server providing the simplified navigation interface; "The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet.	"The UP.Link with wireless of the services An UP-Link-e

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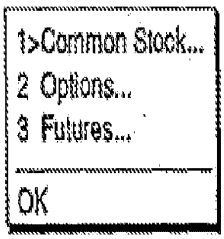
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton	
(XML) format to generate a sister site to be displayed and navigable through the simplified navigation interface,	An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical scrolling • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and	through a syst presses keys c conventional Hypertext Tra The UP.Link Unwired Plan UP.Link requ Handheld Dev interactively from an UP.L displays the re **UP.Phone La** "An UP.Phon software mod UP.Link serve **UP Getting S**

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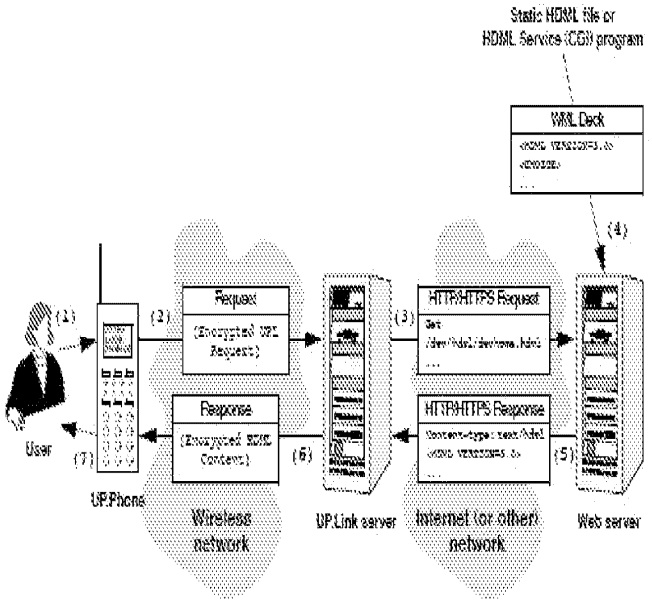
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

	destination card."
	UP.Phone Language Reference at page 9
	
	"*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions:
	• A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml
	• The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck: http://devgate2.uplanet.com/examples/password.hdml#card2
	• If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2"
	UP.Phone Language Reference at page 14
	
	"HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:
	`<HDML VERSION=2.0>`
	`<ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>`
	`<CHOICE>`
	`<CE TASK=GO DEST=#stock>Common Stock...`
	`<CE TASK=GO DEST=#options>Options...`
	`<CE TASK=GO DEST=#futures>Futures...`
	`</CHOICE>`
	`. . .`
	`</HDML>`
	
	When the user chooses one of these choices and presses OK, the phone goes to the corresponding

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton	
	destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16** FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference**	"When a user called a Unifo

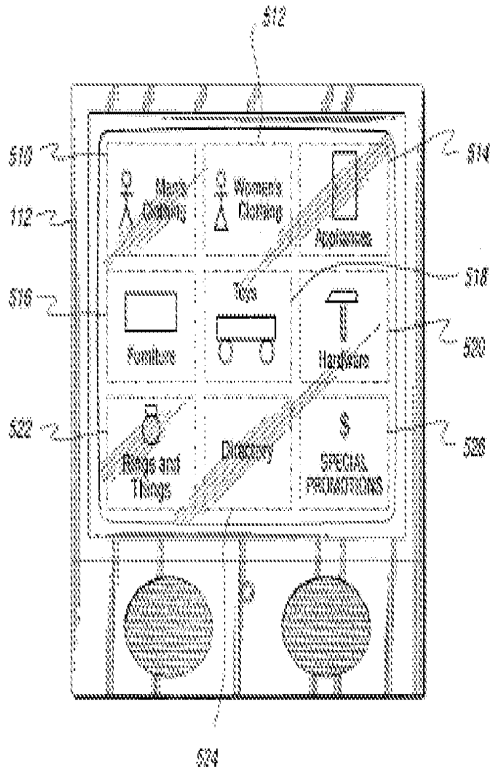
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton	
	FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web."	Web server at link. The We interprets and **Britton at Co** "The user stat device. The pr In the preferre **Claussen at C**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton	
	UP Getting Started at page 16 "The UP.Browser behaves much like a conventional Web browser. Its interface (the text it displays and the input options it presents to the user) is controlled by the sets of commands it loads. For a Web browser, the presentation language is HTML; for the UP.Browser, it is HDML—a language optimized for the constraints of small handheld device displays and limited keypads. For a Web browser, the sets of commands are called Web pages, for an UP.Phone, they are called *cards*. The user navigates with the UP.Phone by pressing keys on the keypad. As the user navigates to different locations, the phone loads different cards, which change the display and the input options." **UP Getting Started at page 14** "While HTTP and hypertext documents are the prevalent forms for the Web, the Web itself refers to a wide range of protocols including Secure Hypertext Transfer Protocol (HTTPS), File Transfer Protocol (FTP), and Gopher, and content formats including plain text, Extensible Markup Language (XML), as well as image formats such as Graphics Interchange Format (GIF) and Joint Photographic Experts Group (JPEG)." **Britton at Col. 1, lines 27-35** "In view of the above discussion, it is an object of the present invention to facilitate content tailoring of Web pages written in HTML using XML-based content tailoring tools. It is another object of the present invention to facilitate the display of Web pages written in HTML and XML within current Web browsers." **Britton at Col. 3, lines 17-23**	**Figure 1 of C**

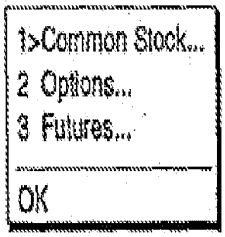
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen**
the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any	"The term *UP.Phone* or *phone* refers to all UP.Link-enabled devices, such as cellular phones, Personal Digital Assistants (PDAs), and two-way pagers." **UP.Phone Language Reference at page vii** "Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the

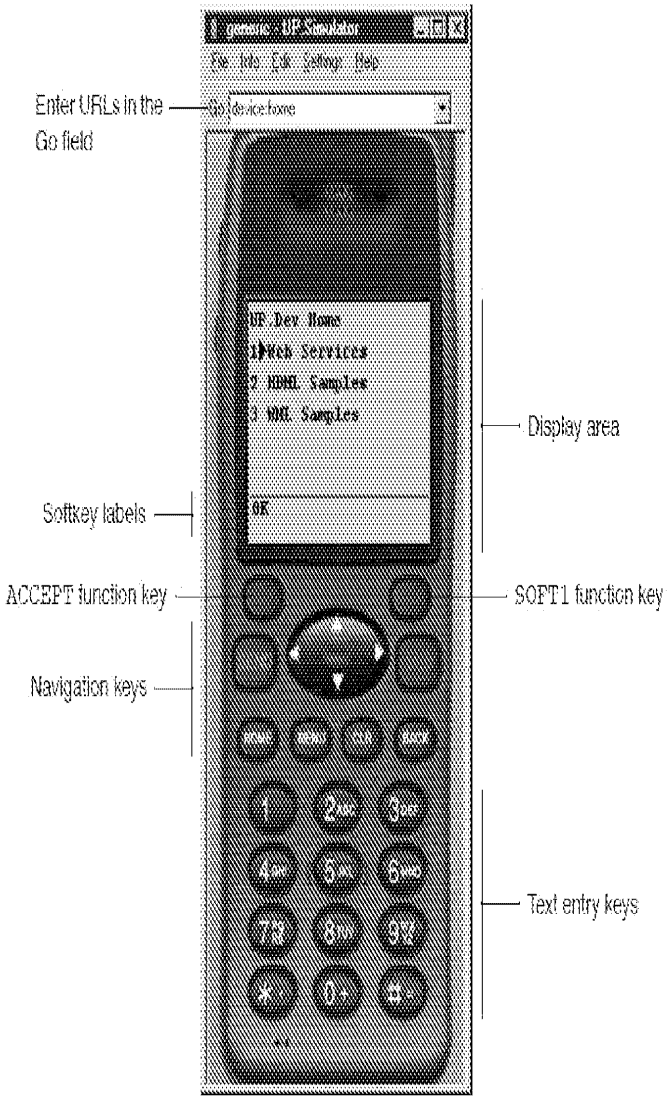
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
one of a television, web appliance, console device, handheld device, wireless device or cellular phone;	following minimum feature set: • 12-fixed width character display • Vertical scrolling • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9** "*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions: • A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml • The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck: http://devgate2.uplanet.com/examples/password.hdml#card2 • If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2" **UP.Phone Language Reference at page 14**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web." **UP Getting Started at page 16**

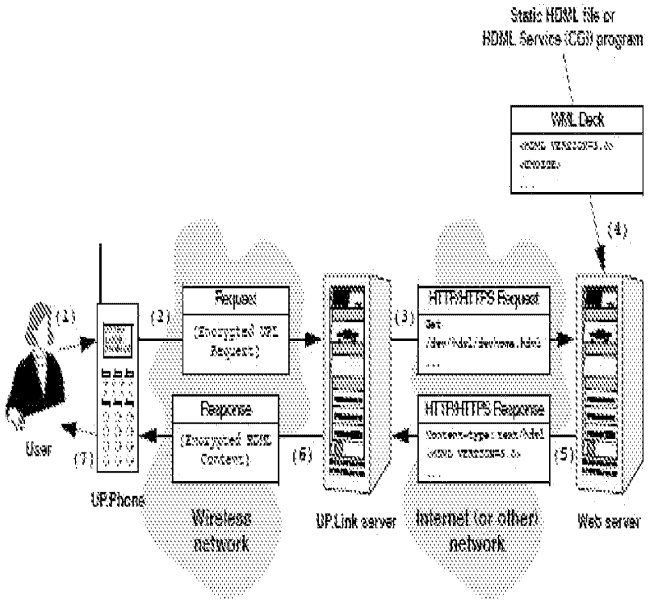
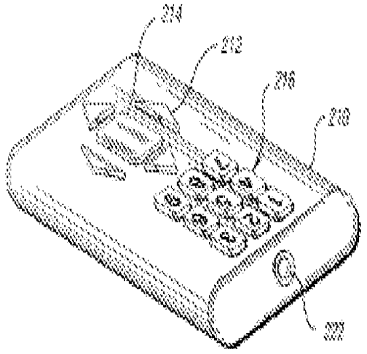
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Link server. *A variety of handheld devices can be UP.Link-enabled."* **UP Getting Started at page 14 (emphasis added)** **Statement** / **Effect** ` ` — Starts a new line. The line uses the default wrapping mode you last specified on the card. `<LINE>` — Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a `<WRAP>` statement is encountered, all lines that follow the current line are also scrolled. `<WRAP>` — Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a `<LINE>` statement is encountered, all lines that follow the current line are also word wrapped. **UP.Phone Language Reference at page 24**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started**  Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user

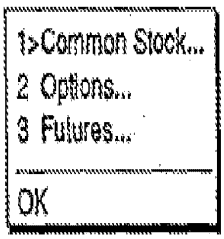
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
receiving a first input, the first input received as the specific unique input that is	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
uniquely coupled with an associated cell in the navigation matrix;	An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11**

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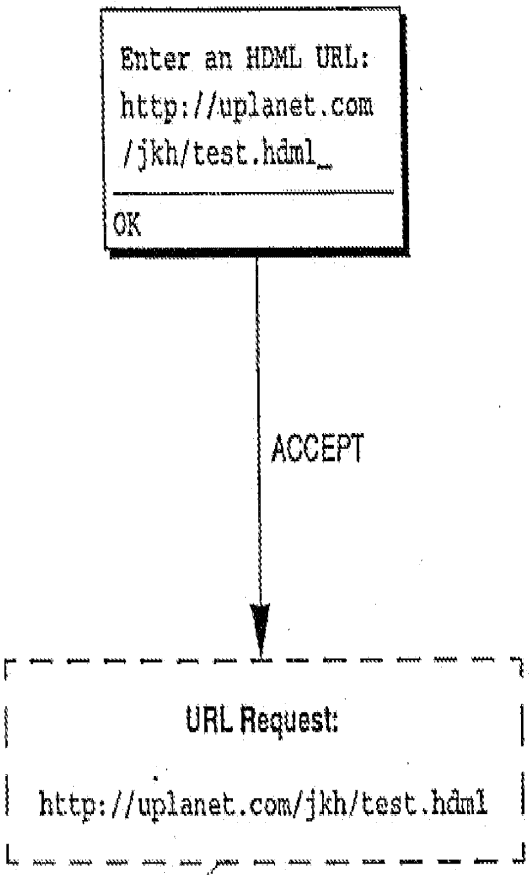
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices: <HDML VERSION=2.0> <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card> <CHOICE> <CE TASK=GO DEST=#stock>Common Stock... <CE TASK=GO DEST=#options>Options... <CE TASK=GO DEST=#futures>Futures... </CHOICE> . . . </HDML> When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16** FIGURE 1-4. Choice card  1>Common Stock... 2 Options... 3 Futures... OK **Figure 1-4 of UP.Phone Language Reference**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

	"The following HDML deck contains two cards, which specify actions. The action in the first card instructs the phone to display the second card when the user presses ACCEPT; the action in the second card instructs the phone to request the URL http://devgate2.uplanet.com/ when the user presses ACCEPT.
	`<HDML VERSION=2.0>`
	`<DISPLAY NAME=card1>`
	`<ACTION TYPE=ACCEPT TASK=GO DEST=#card2>`
	`Card 1`
	`</DISPLAY>`
	`<DISPLAY NAME=card2>`
	`<ACTION TYPE=ACCEPT TASK=GOSUB`
	`DEST= http://devgate2.uplanet.com/c.hdml>`
	`Card 2`
	`</DISPLAY>`
	`</HDML>`
	UP.Phone Language Reference at page 14

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-11. Setting and substituting variable values  Figure 1-11 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Task	Description	Options
GO	Requests the URL specified by the DEST option. If you use the GO task, you can only specify a relative URL for the DEST option.	DEST, VARS, SENDREFERER
GOSUB	Pushes a new activity onto the activity stack and requests the URL specified by the DEST option. When the nested activity returns, the phone puts the nested activity's return values into the variables specified by the RECEIVE option. If the nested activity cancels, the phone requests the URL specified by the CANCEL option.	DEST, VARS, SENDREFERER, FRIEND, RECEIVE, NEXT, CANCEL

UP.Phone Language Reference at page 31

FIGURE 2-1. High-level view of UP.Link platform components

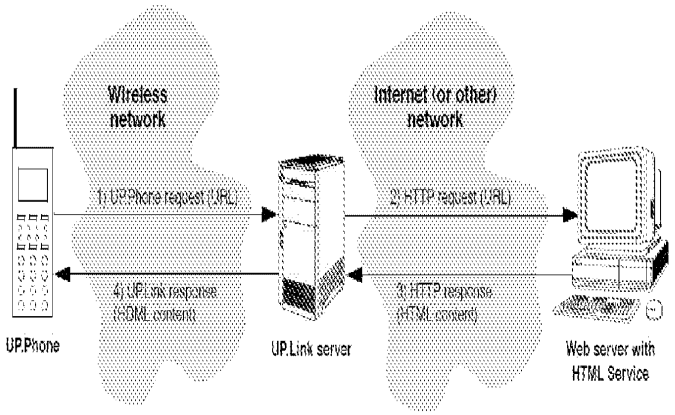
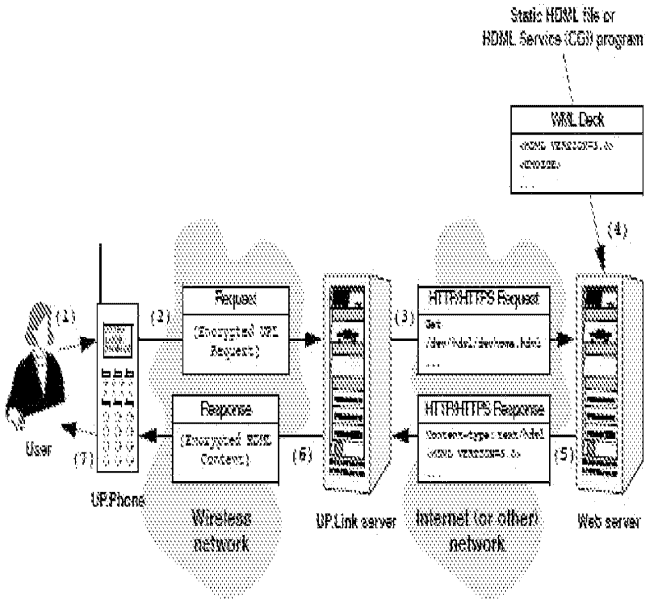
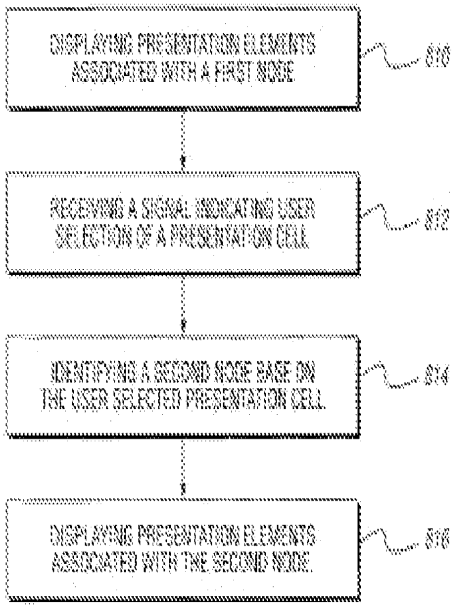


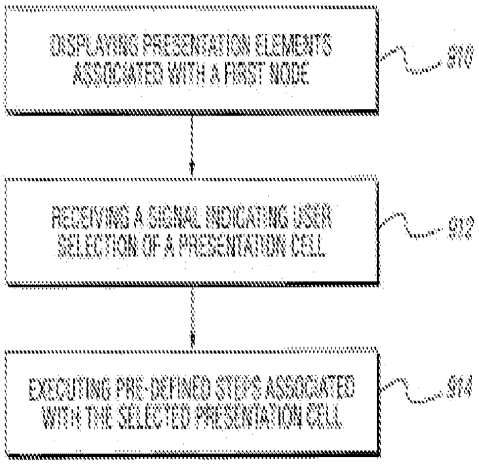
Figure 2-1 of UP Getting Started

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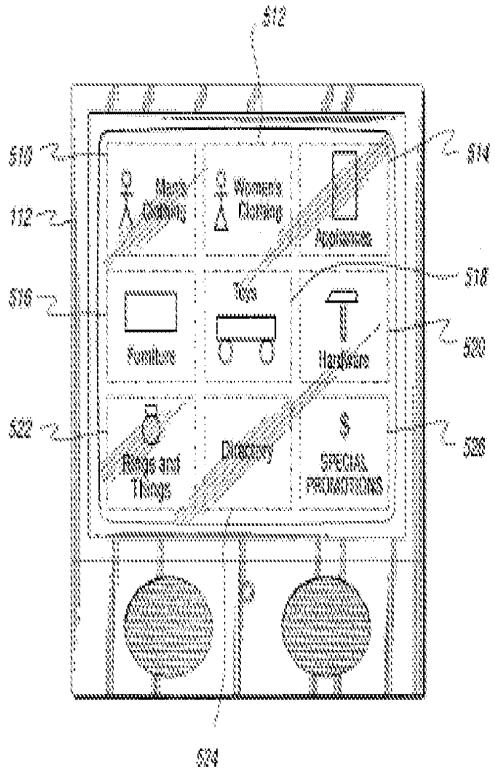
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  Figure 2-5 of UP Getting Started

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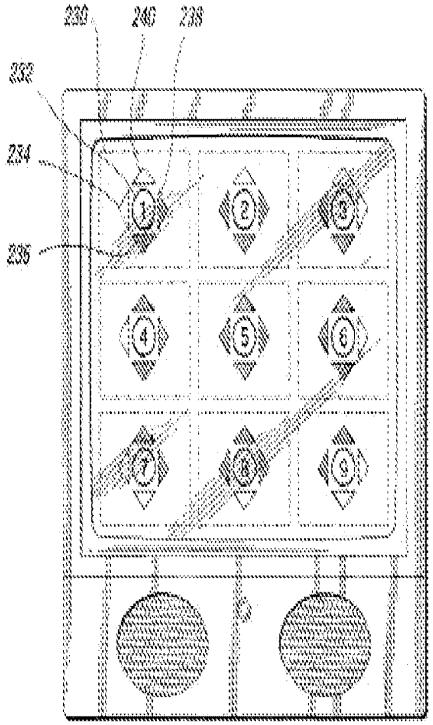
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 8 Figure 8 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

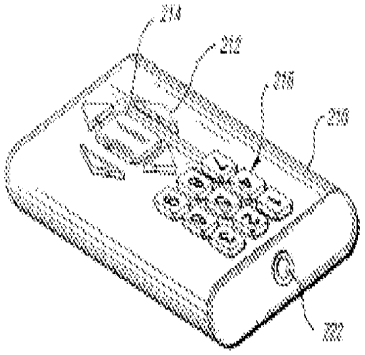
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**  *Fig. 2b* **Figure 2b of Claussen**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**  Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32**
forwarding the first input across the internet to a server providing the simplified	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
navigation interface;	An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

FIGURE 2-1. High-level view of UP.Link platform components

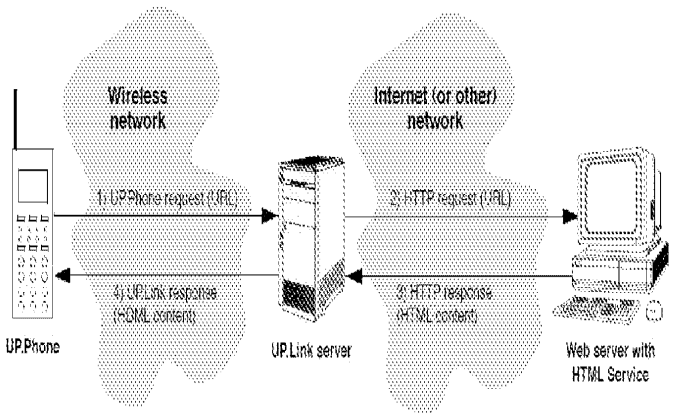
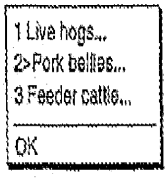


Figure 2-1 of UP Getting Started

FIGURE 2-2. Choice card

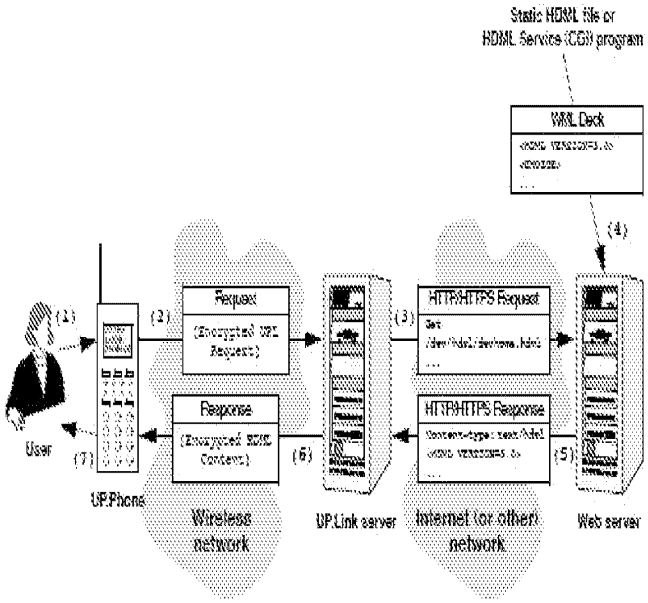


If the user presses 3 and then presses ACCEPT, the current URL is called with the following arguments:

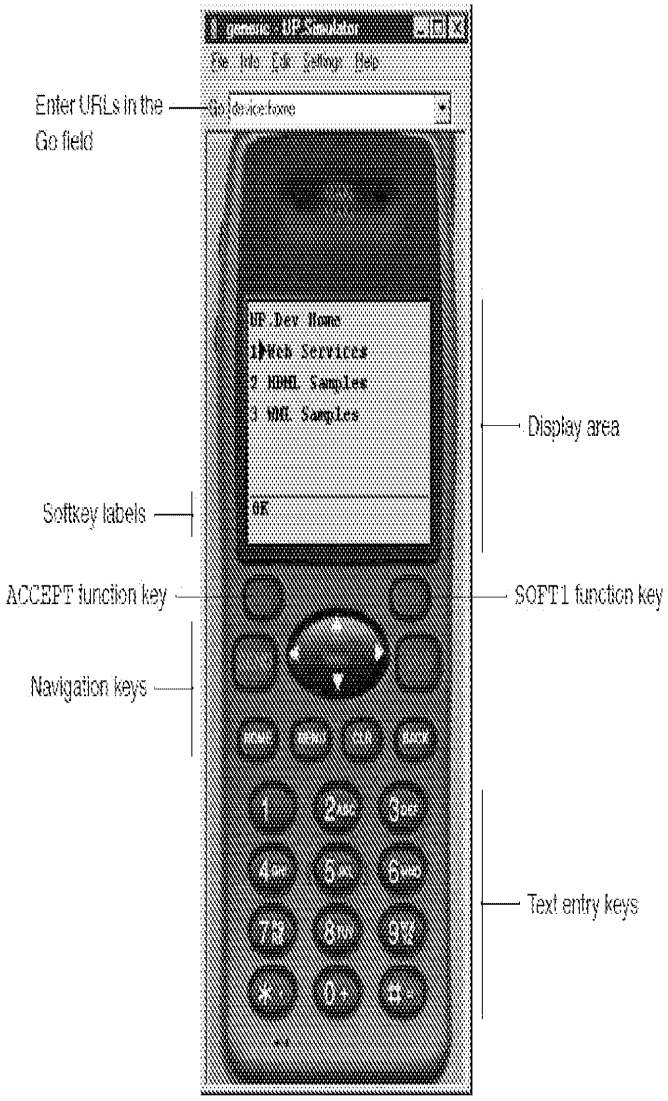
```
?choiceval=Cattle&choicenum=3
```

Figure 2-2 of UP.Phone Language Reference

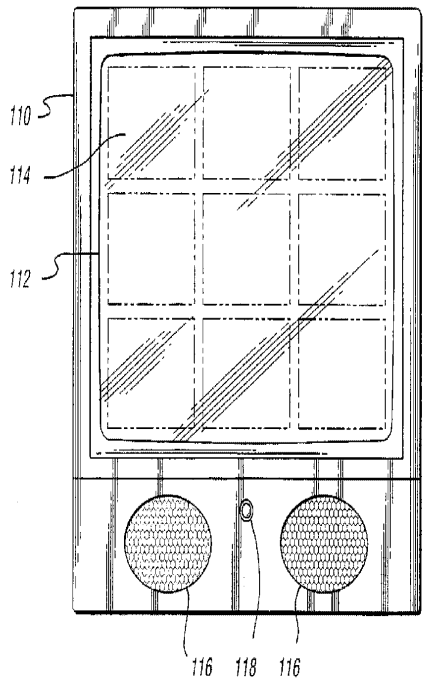
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  Figure 2-5 of UP Getting Started

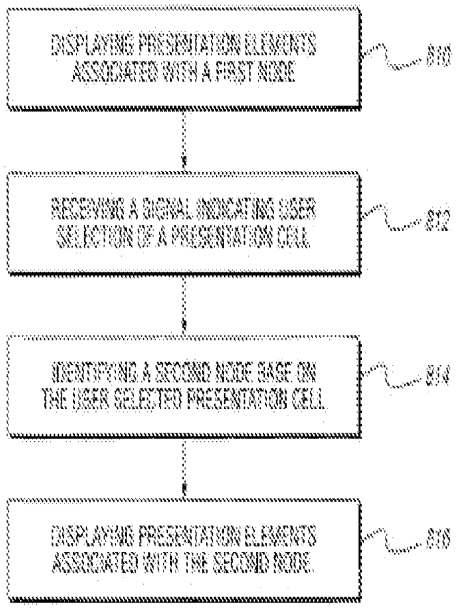
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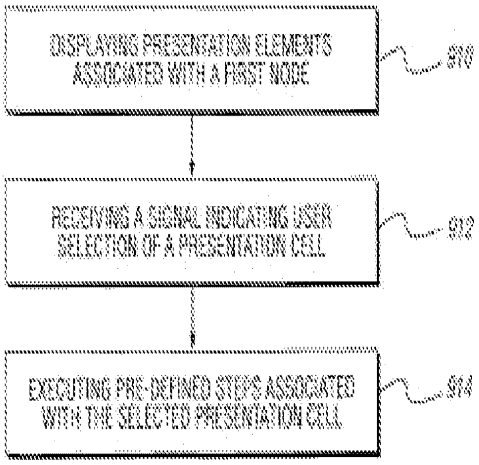
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a

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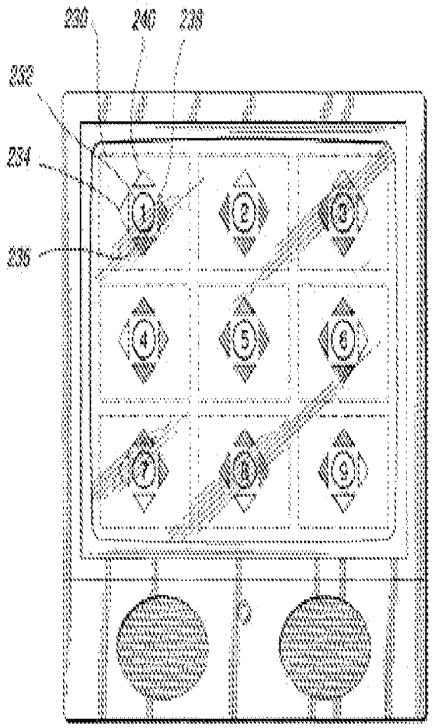
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2** "The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array. In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52**  *Fig. 1*

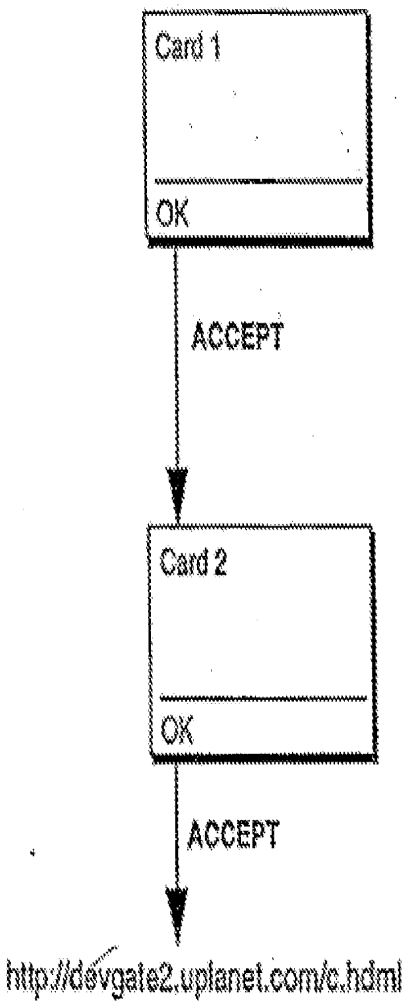
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 1 of Claussen
receiving a next deeper navigation layer of the simplified navigation interface in response to receiving the first input;	 *Fig. 8* Figure 8 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

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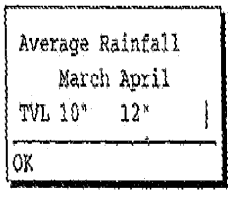
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b Figure 2b of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-3. Cards that specify actions  **Figure 1-3 of UP.Phone Language Reference** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

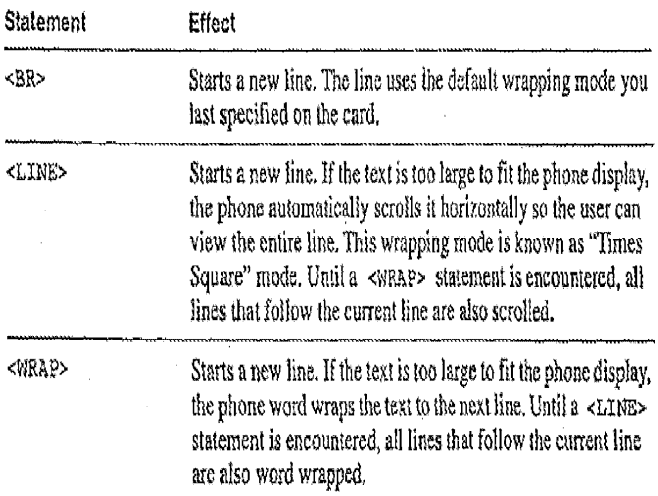
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	<HDML VERSION=2.0> <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card> <CHOICE> <CE TASK=GO DEST=#stock>Common Stock... <CE TASK=GO DEST=#options>Options... <CE TASK=GO DEST=#futures>Futures... </CHOICE> . . . </HDML> When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2**
and manipulating a selected region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical *scrolling* • ASCII printable character set

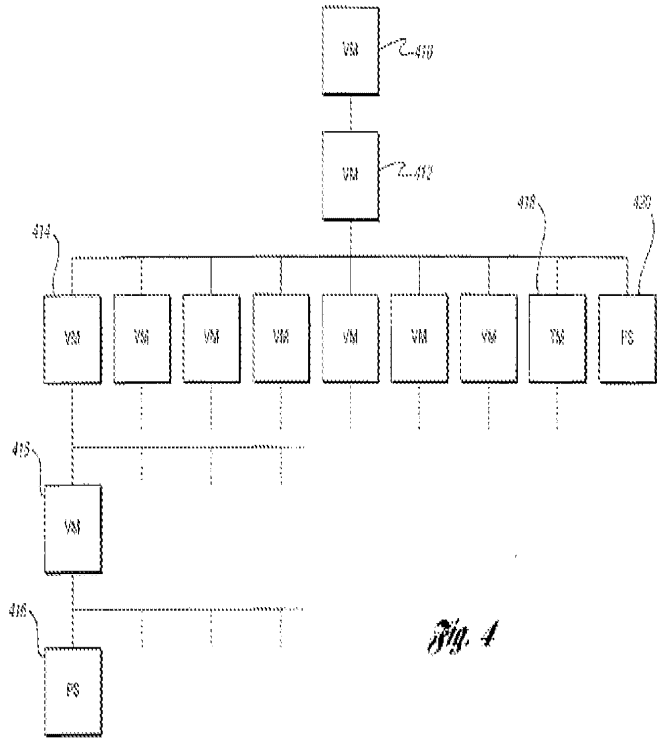
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	• Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9 (emphasis added)** "HDML allows you to display formatted text in display cards and display content areas of entry and choice cards. It provides a variety of statements to specify how text is wrapped and *scrolled*, and how it is placed on the phone display." **UP.Phone Language Reference at page 23 (emphasis added)** "Some phones may display visual cues to indicate to the user that there is additional text in the current card. The user can *scroll* down and see the remaining lines by pressing the down arrow key. After *scrolling* down, the user can *scroll* back to the first lines by pressing the up arrow key." **UP.Phone Specification at page 25 (emphasis added)** FIGURE 1-12. Display card with formatted text containing tabs  The phone display in this example uses a vertical bar (|) as visual cue to indicate there is additional text to which the user can scroll.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 1-12 of UP.Phone Language Reference  **UP.Phone Language Reference at page 24**
10. The method of claim 9, further comprising: customizing the display of the simplified navigation interface based on a navigation path of the user.	"UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi** "The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests.

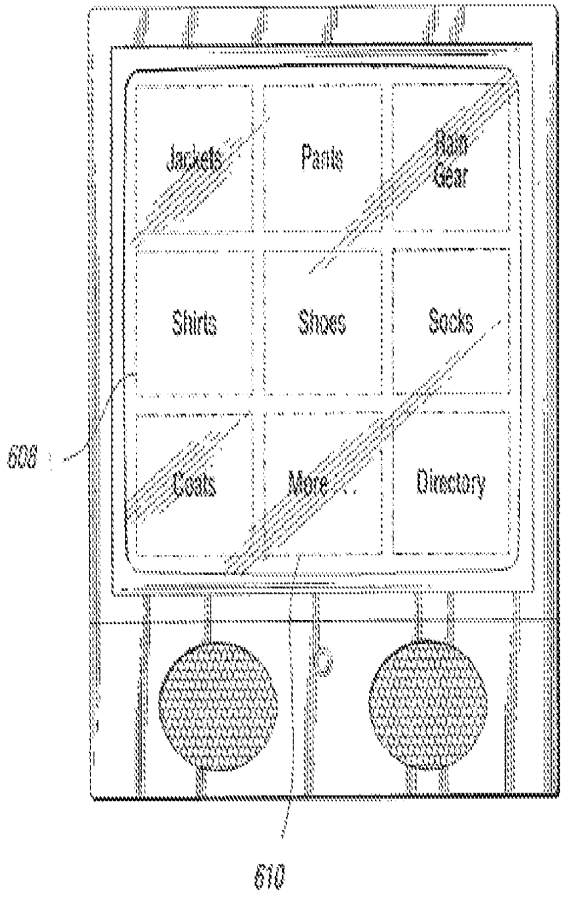
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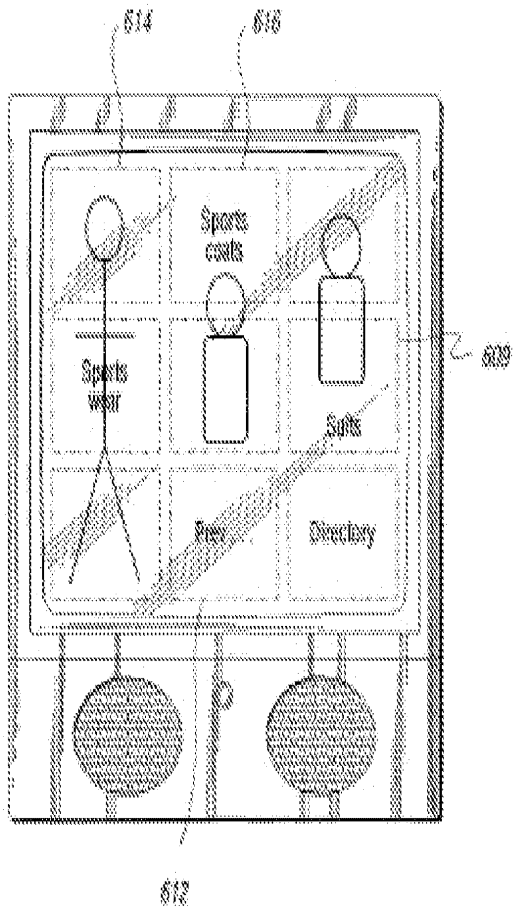
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**  **Figure 4 of Claussen** "The method begins with the step of presenting at the presentation device at least one presentation

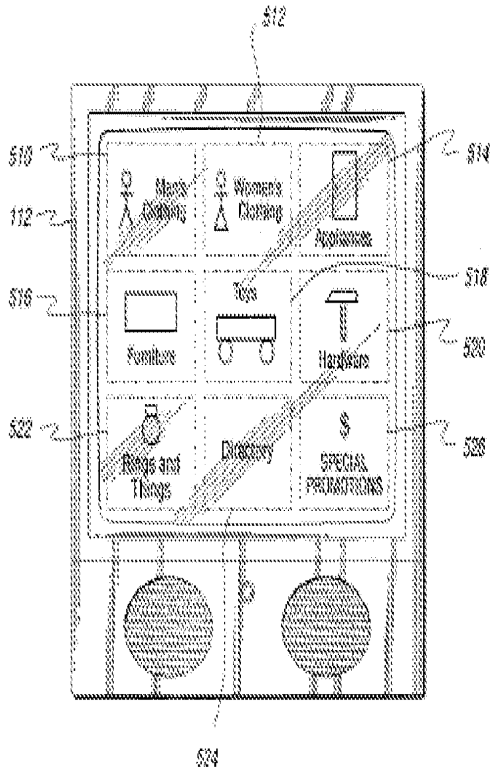
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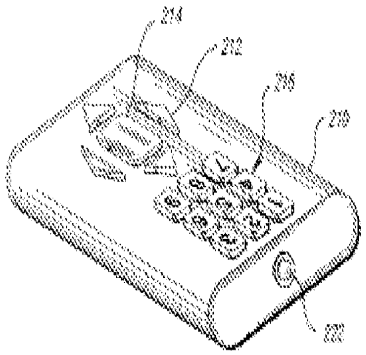
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	element associated with a first node. The method continues with the step of receiving a signal at the processor indicating a user selection of one of the presentation cells. The method further includes the step of identifying a second node based on the selected presentation cell. The method finally includes the step of presenting at the presentation device at least one presentation element associated with the second node." **Claussen at Col. 2, lines 52-62**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

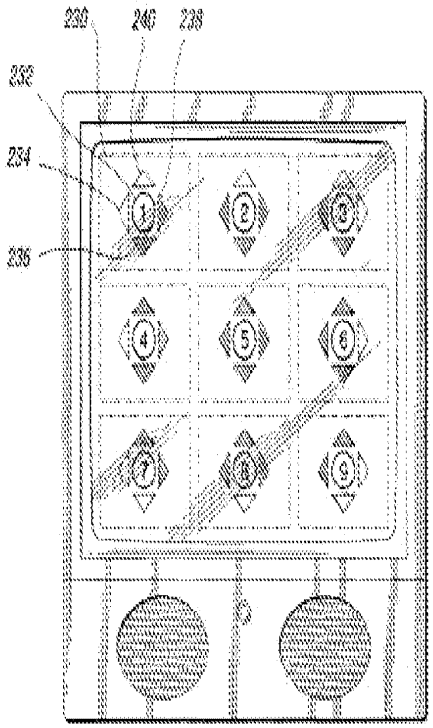
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**

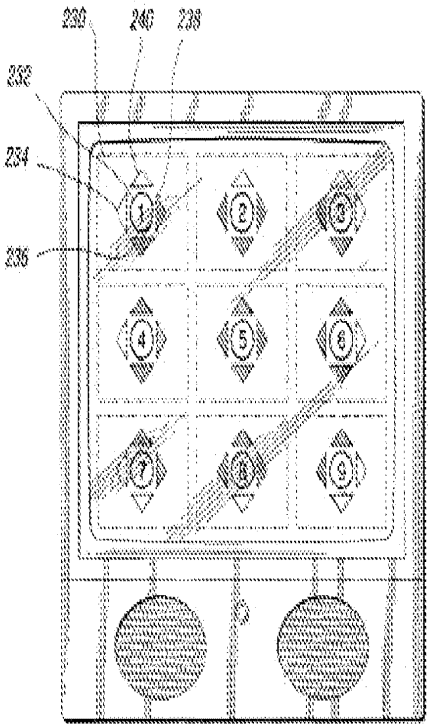
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28** "The behavior associated with a cell could be navigational or functional. For example, selecting a

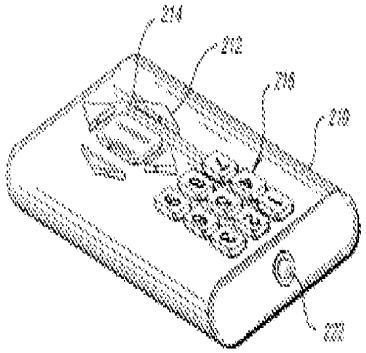
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
11. The method of claim 9, wherein the first input selects a primary navigation option.	 *Fig. 2b* **Figure 2b of Claussen** "Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection button 214 of remote control device 210. Each representation of cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning."

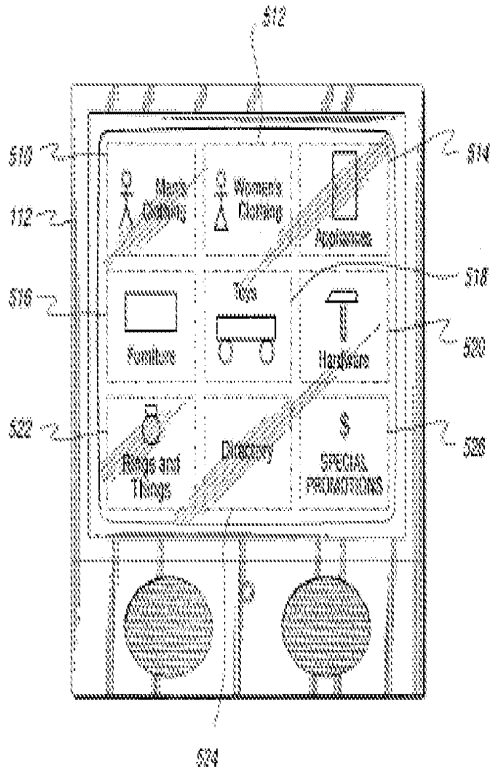
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 4, lines 42-50 "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**  *fig. 2a* **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "The remote control device 210 also includes a SELECT button 214. The SELECT button 214

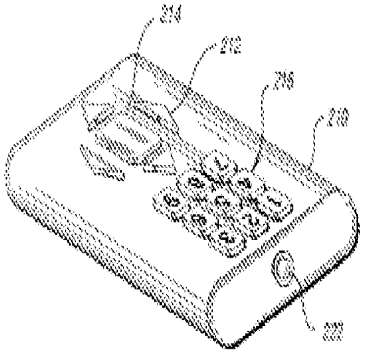
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the selected presentation cell." **Claussen at Col. 4, lines 29-34** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
12. The method of claim 9, further comprising: displaying the first content simultaneous with the first advertisement.	 Fig. 5 **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
13. The method of claim 9, wherein the first input is received from any one of a remote control, a pointer device, a keypad, and a keyboard.	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone.

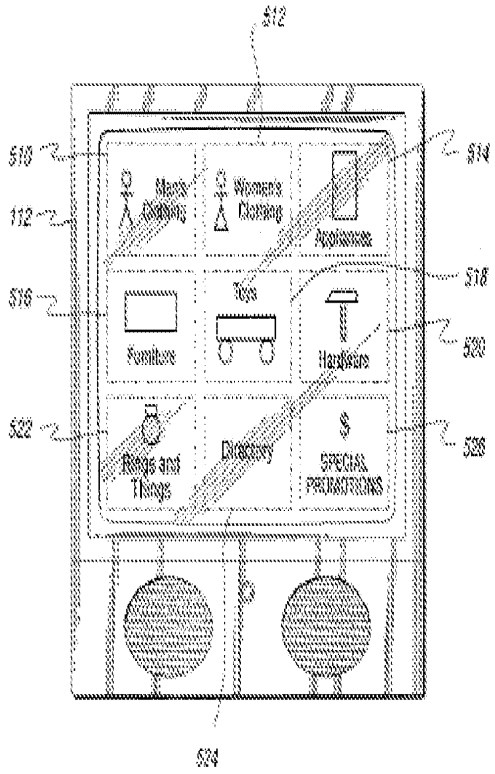
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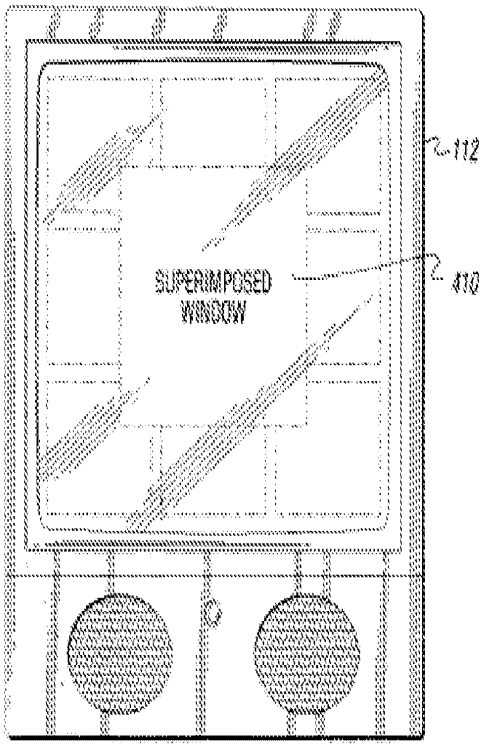
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
14. The method of claim 9, further comprising: displaying a second advertisement in the simplified navigation interface, the second advertisement not displayed in a cell or matrix.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi**

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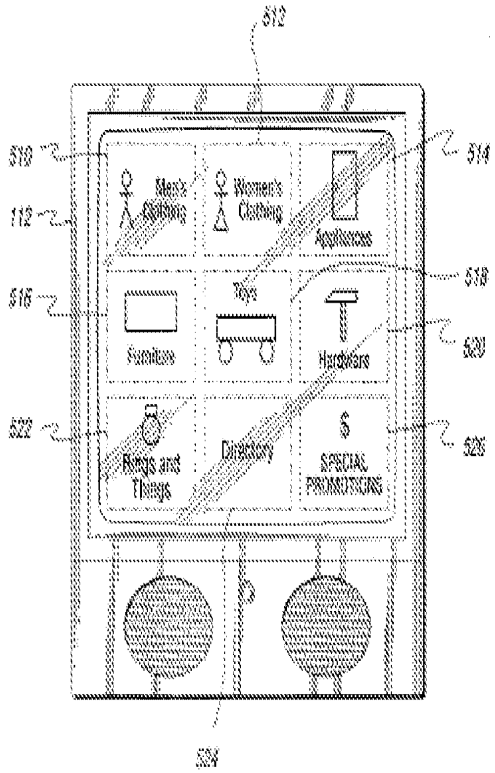
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 3* **Figure 3 of Claussen** "Referring now to FIG. 3, there is illustrated a functional schematic of the display screen showing a superimposed text window over the matrix of cells. The superimposed window 410 is used to communicate textual information to the user. Typically, this textual information represents a menu of options selectable by the user." **Claussen at Col. 4, lines 57-63**

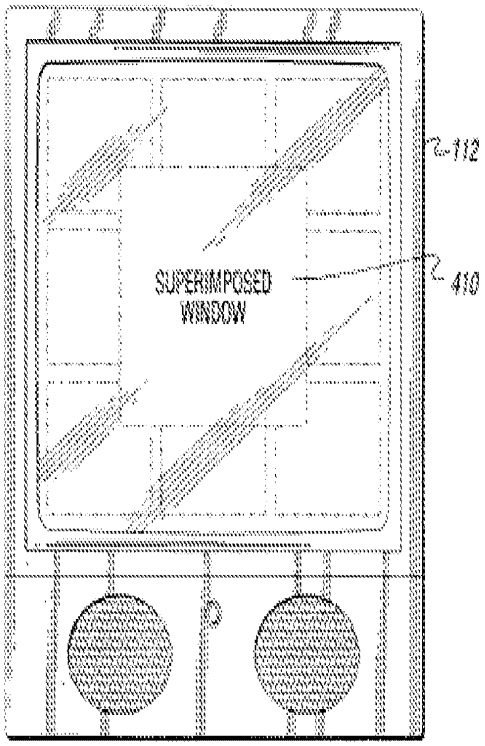
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Businesses providing products or services have traditionally found it useful to advertise. In order for advertising to be effective, an advertisement must contain information such as available products or services, prices and vendor locations. Further, this information must be conveyed to interested potential customers." **Claussen at Col. 1, lines 13-18** "It is another object of the present invention to provide a method for processing and presenting information at an interactive advertising station which provides multiple presentation cells to increase the amount of information presented." **Claussen at Col. 2, lines 30-34**
15. The method of claim 14, further comprising: displaying the simplified navigation interface as an overlay over the second advertisement.	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion. To navigate through the structure, the user may select one of the nine presentation cells from visual menu 412. Upon the user's selection of a department related presentation cell, the interactive user station will display the presentation elements of node 414. Node 414 is a visual menu which includes

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presentation elements related to products carried in the selected department. Node 414 is a first display of a multi-display visual menu of products. Visual menu 414 could, for example, include presentation elements relating to apparel available in a men's clothing department of a department store. Upon selecting a presentation cell of node 414, the interactive user station will navigate the user to the selected node. Node 415 is a second display of a multi-display visual menu." **Claussen at Col. 5, lines 44-67**  *Fig. 5*

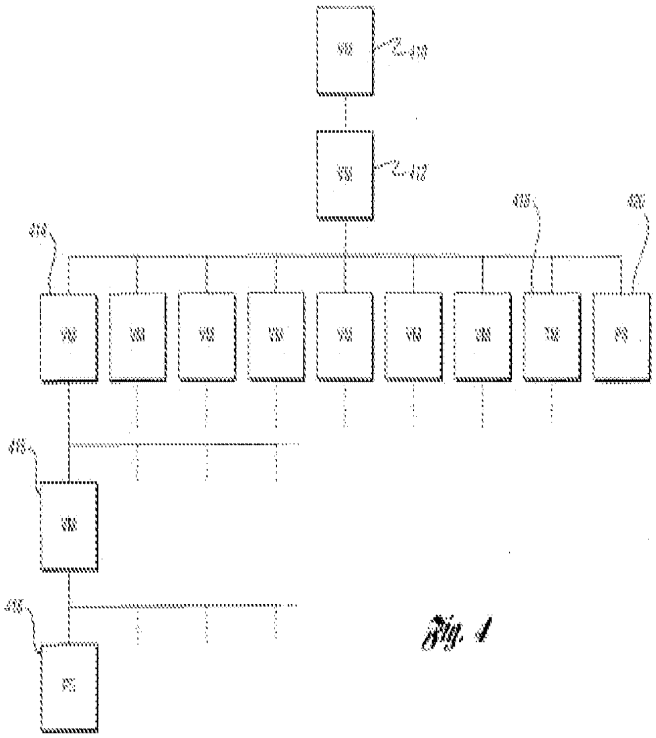
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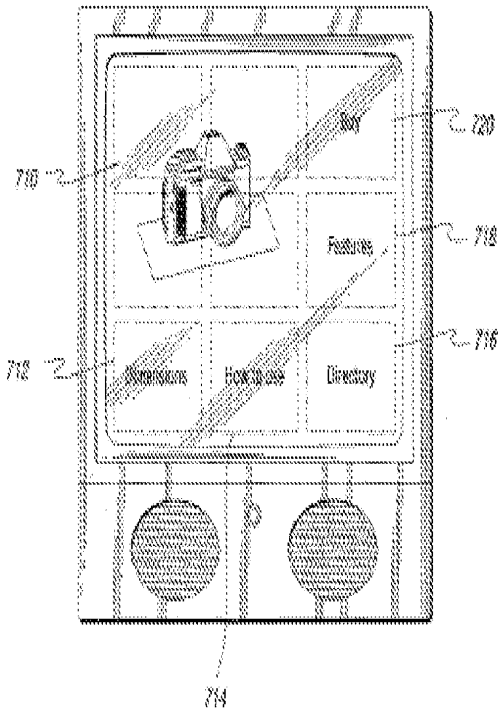
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 5 of Claussen  *Fig. 3* **Figure 3 of Claussen** "Referring now to FIG. 3, there is illustrated a functional schematic of the display screen showing a superimposed text window over the matrix of cells. The superimposed window 410 is used to communicate textual information to the user. Typically, this textual information represents a menu

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	of options selectable by the user." **Claussen at Col. 4, lines 57-63.** "Businesses providing products or services have traditionally found it useful to advertise. In order for advertising to be effective, an advertisement must contain information such as available products or services, prices and vendor locations. Further, this information must be conveyed to interested potential customers." **Claussen at Col. 1, lines 13-18** "It is another object of the present invention to provide a method for processing and presenting information at an interactive advertising station which provides multiple presentation cells to increase the amount of information presented." **Claussen at Col. 2, lines 30-34**

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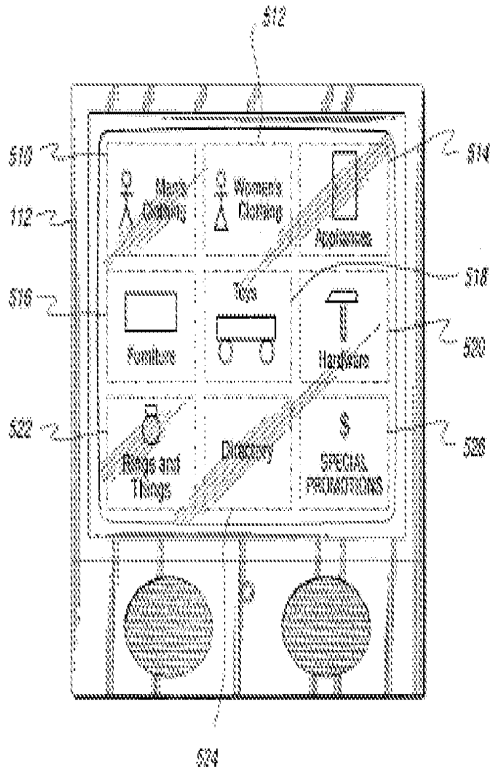
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen

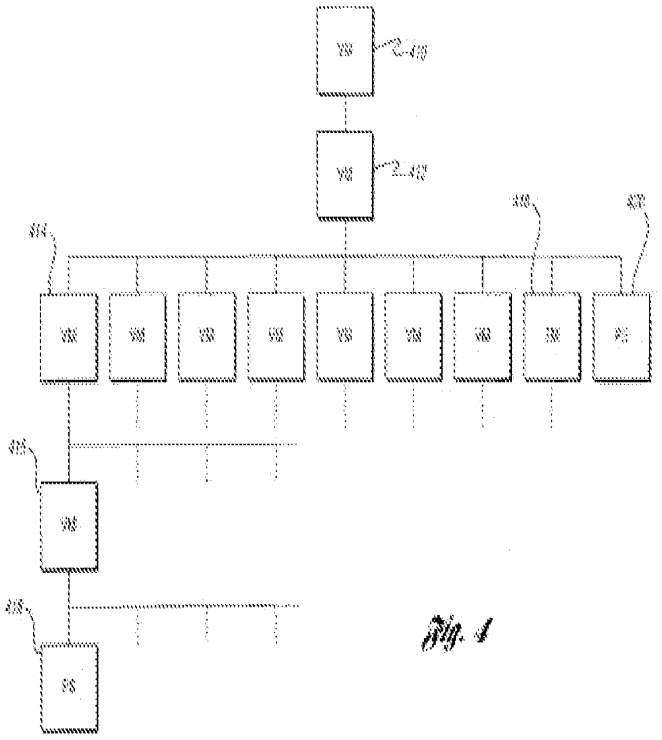
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 7 **Figure 7 of Claussen**
16. The method of claim 9, wherein the first content includes one or more of audio content and video content from the web page.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of

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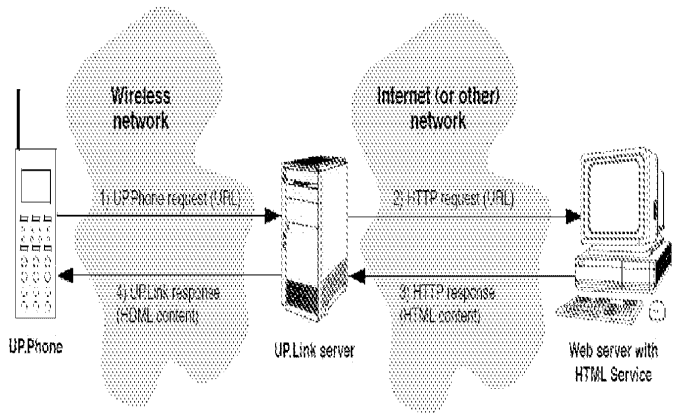
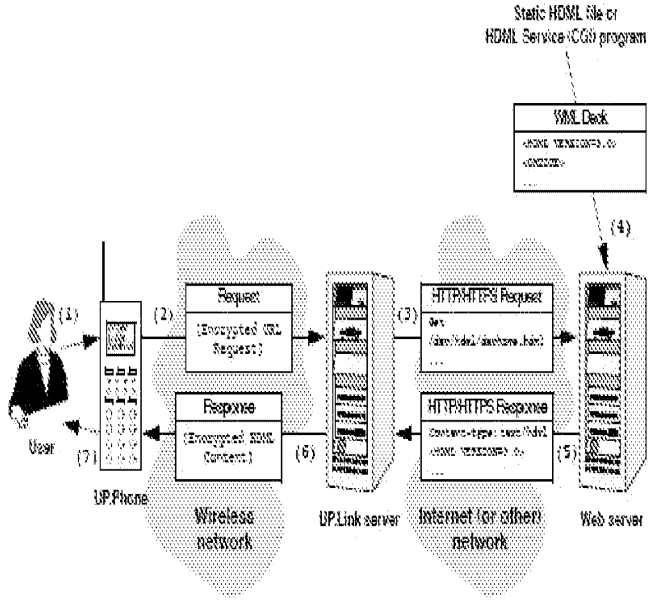
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen** "It is yet another object of the present invention to provide a method for navigating a complex structure of audio/video elements at an interactive advertising station which provides a user with an intuitive user interface." **Claussen at Col. 2, lines 35-38** "FIG. 4 is a block diagram representing a hierarchical structure of audio/visual elements"

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 3, lines 30-31  **Figure 4 of Claussen** "Preferably, the user station 110 includes speakers 116 for presenting audio information. The audio information can be used to accompany or supplement the video information presented at the display area." **Claussen at Col. 3, lines 61-64**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
18. The method of claim 9, further comprising: maintaining a database of sister site web pages by a content partner.	FIGURE 2-1. High-level view of UP.Link platform components  **Figure 2-1 of UP Getting Started** FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started** "HDML services are Web server applications that return HDML and other content in response to

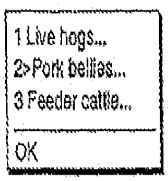
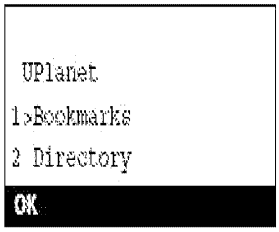
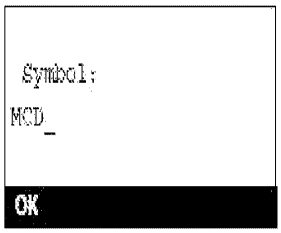
Petitioner BB&T - Exhibit 1008 - Page 3575

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web." **UP Getting Started at page 16**
19. The method of claim 9, further comprising: accepting an alphanumeric value as the first input to indicate selection of a corresponding first cell, the first cell including a display of the alphanumeric value.	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical scrolling • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9**

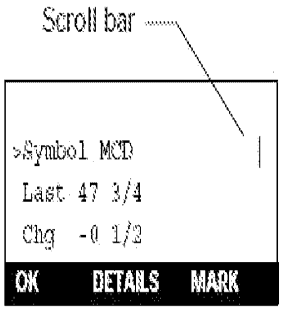
Petitioner BB&T - Exhibit 1008 - Page 3576

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11** `METHOD=choice_method` — The choice method. To make the list numbered, specify NUMBER. If the list is numbered, the user can choose an item by pressing the item's number or by scrolling to it and pressing a key. To make the list unnumbered, specify ALPHA. If the list is unnumbered, the user can choose an item only by scrolling to it and pressing ACCEPT. If you do not specify the METHOD option at all, the choice method defaults to NUMBER. Note that the phone will number only the first nine items in the list. **UP.Phone Language Reference at page 34**

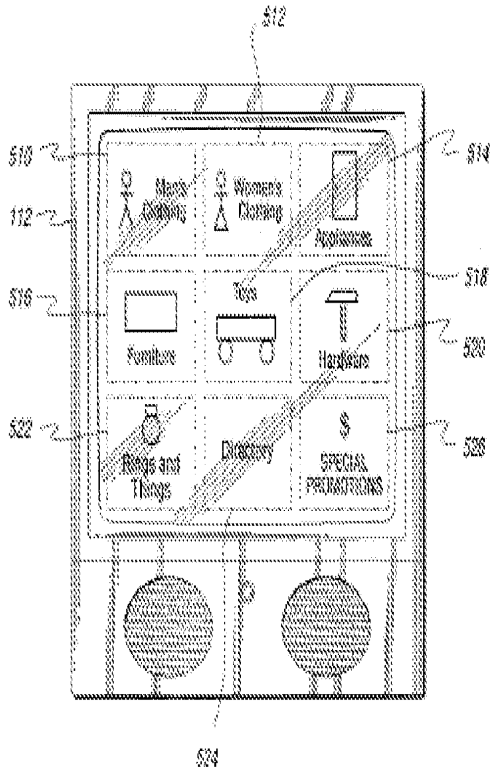
Petitioner BB&T - Exhibit 1008 - Page 3577

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-2. Choice card  If the user presses 3 and then presses ACCEPT, the current URL is called with the following arguments: `?choiceval=Cattle&choicenum=3` **Figure 2-2 of UP.Phone Language Reference**
20. The method of claim 9, wherein the simplified navigation interface includes a search form.	The home card, to the right, is an example of a choice card. Bookmarks is the current selection. To choose **Directory**, press 2 and then press the **OK** softkey. ■ A **text entry card** prompts you to enter some text. This card, from the DBCStock application, is an example of a text entry card. To learn how to enter text, see page 9. Press the **OK** softkey after entering your text.  

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	■ A **display card** displays information. Typically, when you start an application, it displays one or more choice and text entry cards, followed by a display card with the information you requested. This card, from the DBCStock application, is an example of a display card.  The scroll bar on the right side indicates there is more text on this card than can fit on the display. To view the hidden lines, use the ▼ key to scroll down. As you scroll through the text, the scroll bar moves down, ending up at the bottom when there are no more lines to display. Use the ▲ key to scroll back up. If the entire contents of a card fits on the display, no scroll bar appears. **UP.Browser at pages 6-7**
21. The method of claim 9, wherein the simplified navigation interface includes an email form.	"UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen** "The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "For example, suppose an email service provides sequential cards to enter an email message address, subject, and body. After entering the address and the subject, the user can back up to either card by pressing PREV. Figure 1-5 illustrates this interface." **UP.Phone Language Reference at page 16**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

FIGURE 1-5. Card history

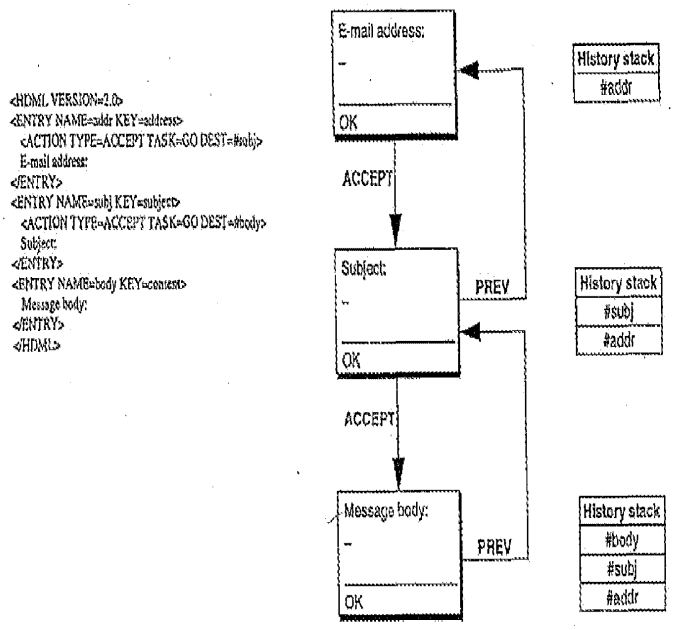
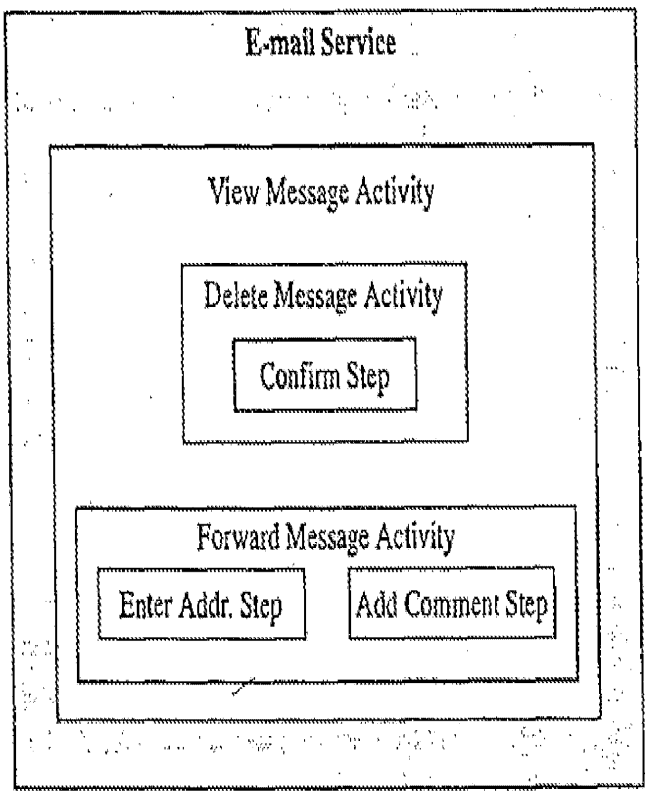


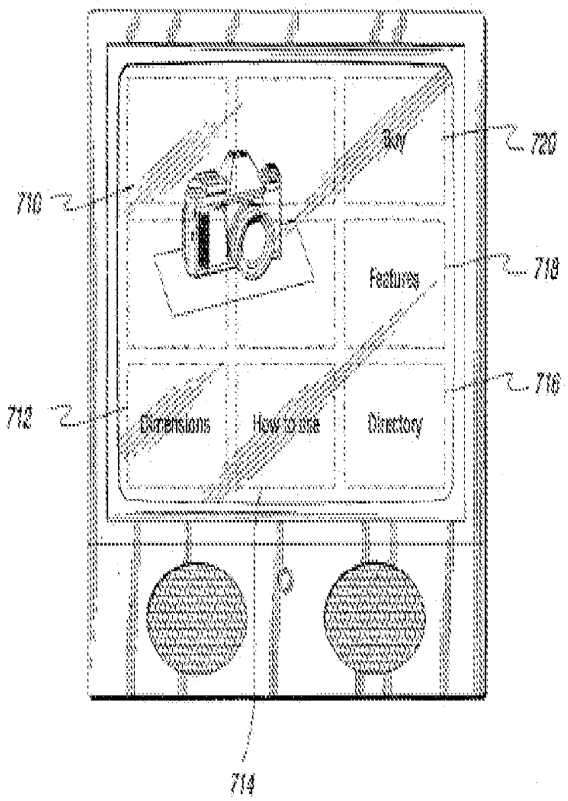
Figure 1-5 of UP.Phone Language Reference

"An HDML service can provide multiple activities to its users. For example, a mail service might provide activities such as "Create a New Message" and "View Mail Inbox." The "Create a New Message" activity might include steps to enter an e-mail address, enter a subject, and enter the message body."

UP.Phone Language Reference at page 17

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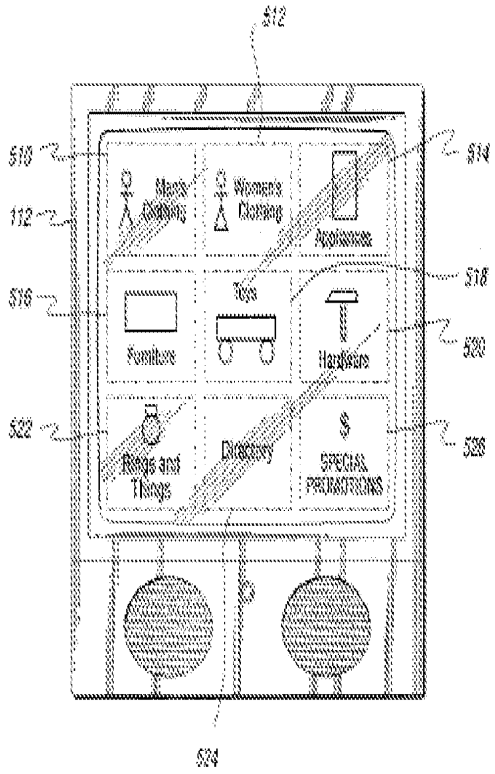
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-8. Nested activities  Figure 1-8 of UP.Phone Language Reference

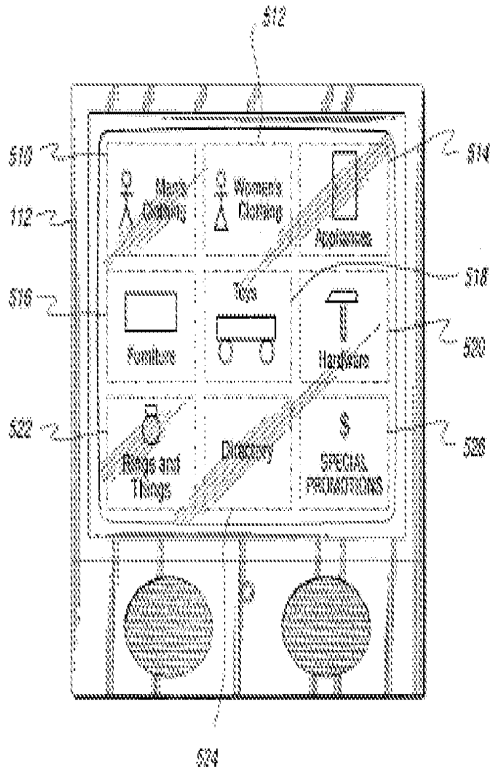
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
22. The method of claim 9, further comprising: displaying a purchasing interface in response to receiving the first input.	 Fig. 7 **Figure 7 of Claussen**
23. The method of claim 9, wherein the simplified navigation interface is not presented through a standard web browser.	"UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi** "The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones,

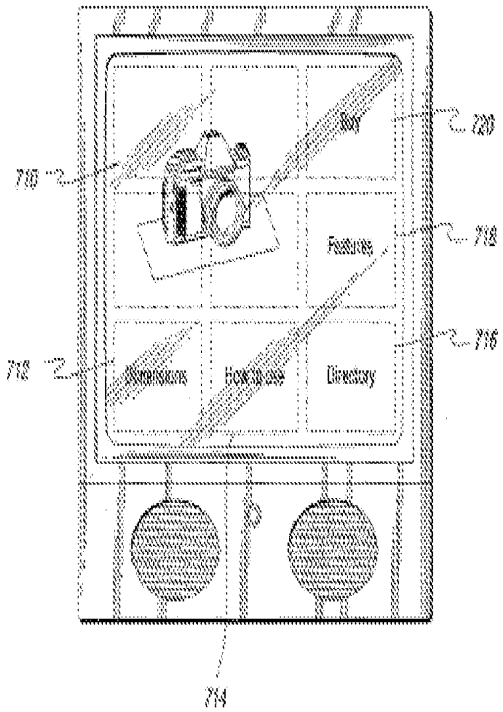
Petitioner BB&T - Exhibit 1008 - Page 3584

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

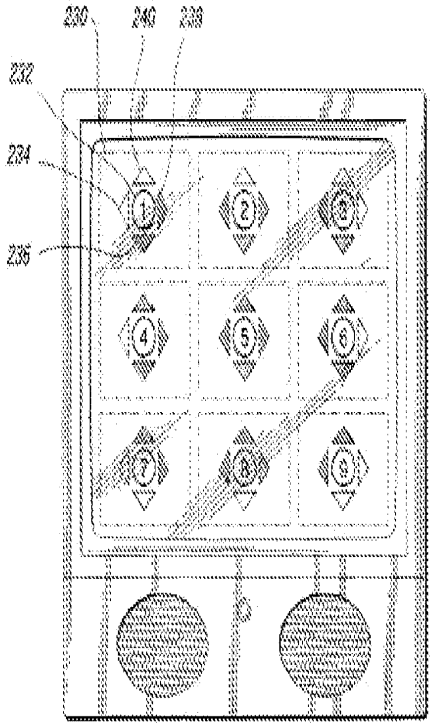
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen**
24. The method of claim 9, further comprising: displaying a third advertisement embedded within the on-line content, the third advertisement	"The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 47-52**

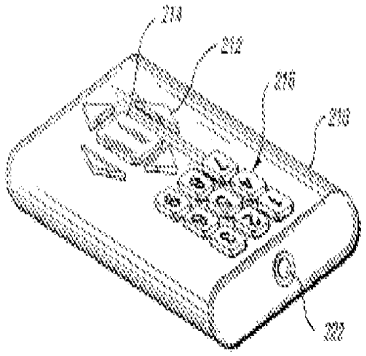
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
corresponding to a third navigation option.	 Fig. 5 Figure 5 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 7* **Figure 7 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**  *Fig. 2b* **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell

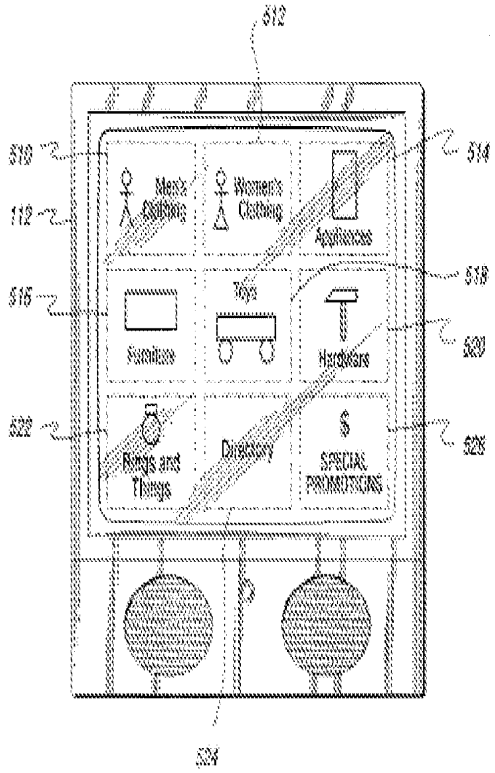
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	represents a button a user may press." **Claussen at Col. 5, lines 26-28**  Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**
25. A machine readable medium having instructions stored therein, which when executed cause a machine to perform a set of operations comprising:	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "This chapter provides a high-level description of the structure and syntax of the HDML language. This chapter is intended only as an introduction to HDML structure and syntax; for a complete description of HDML statements and options, see Chapter 2, "HDML Statement Reference." **UP.Phone Language Reference at page 9**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"This chapter provides reference information for HDML statements and options. The statements and options are listed in alphabetical order." **UP.Phone Language Reference at page 27** ""This section describes the elements of the language and their semantics." **UP.Phone Specification at page 2**
displaying a first advertisement, the displaying of the first advertisement being via an internet and	 *Fig. 5* **Figure 5 of Claussen**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12** "The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52** "UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi** "The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle

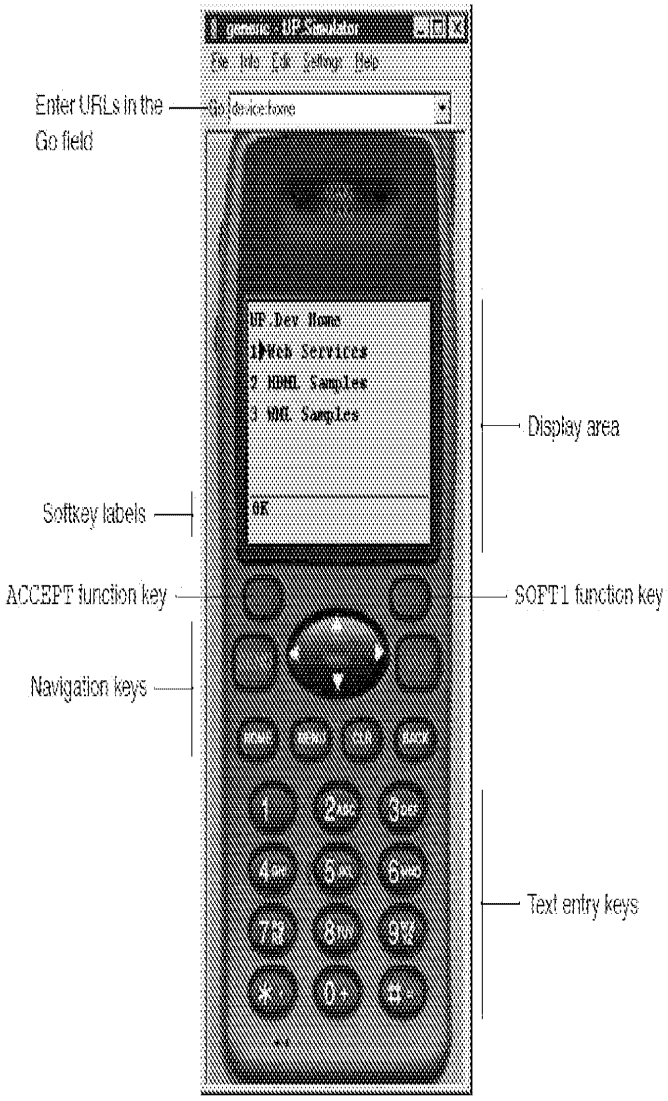
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions: • A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml • The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck: http://devgate2.uplanet.com/examples/password.hdml#card2 • If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2" **UP.Phone Language Reference at page 14** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts

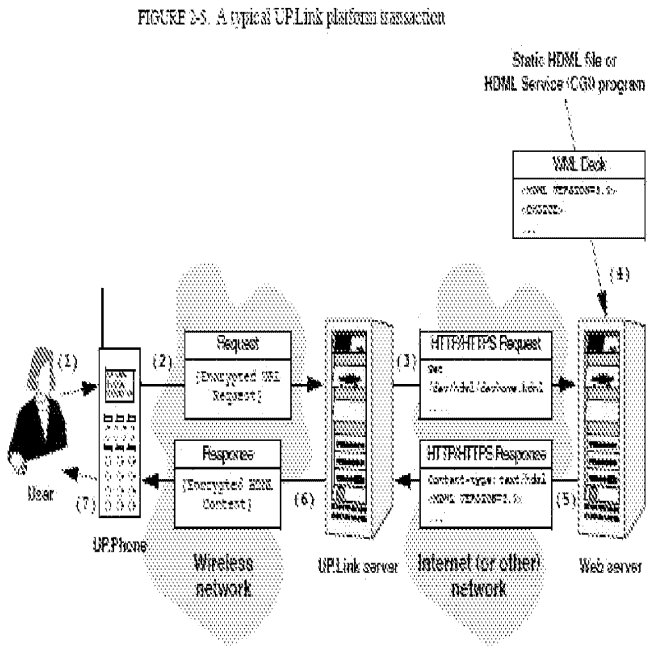
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web." **UP Getting Started at page 16**

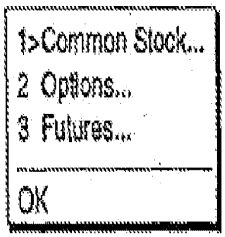
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)**  FIGURE 2-5. A typical UP.Link platform transaction Static HDML file or HDML Service/CGI program WML Deck (4) (1) (2) Request (Encrypted XML Request) (3) HTTP/HTTPS Request Response (Encrypted XML Content) (6) HTTP/HTTPS Response (5) (7) User UP.Phone Wireless network UP.Link server Internet (or other) network Web server **Figure 2-5 of UP Getting Started** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

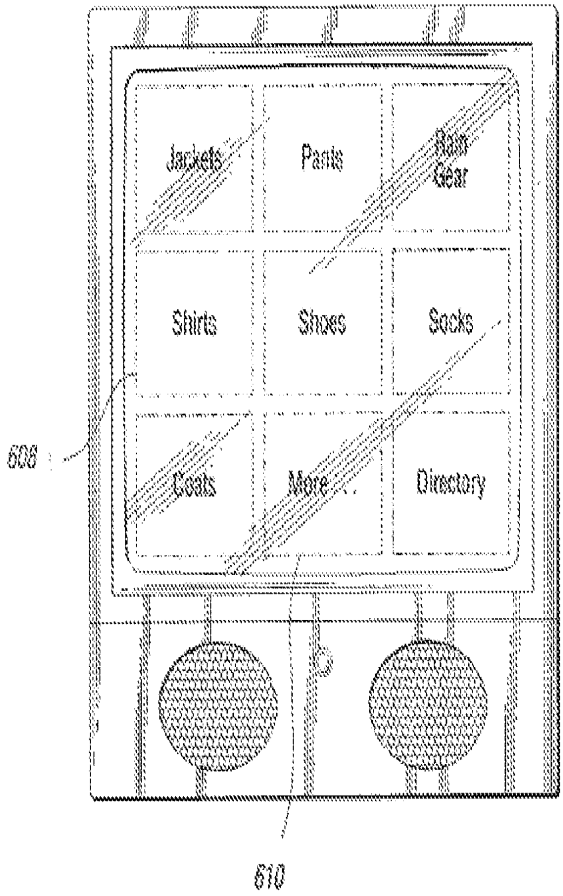
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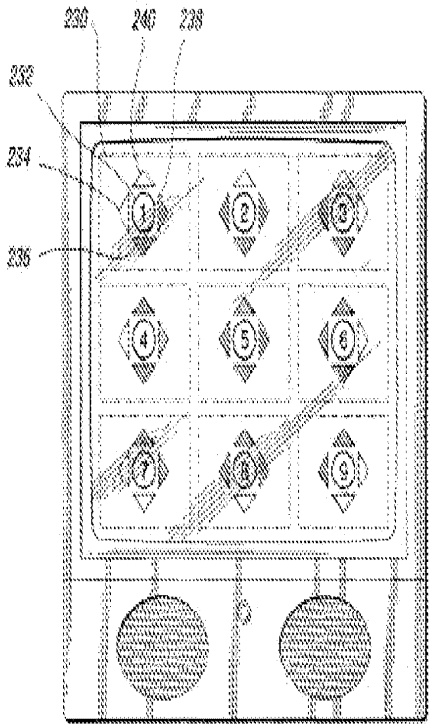
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	<HDML VERSION=2.0> <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card> <CHOICE> <CE TASK=GO DEST=#stock>Common Stock... <CE TASK=GO DEST=#options>Options... <CE TASK=GO DEST=#futures>Futures... </CHOICE> . . . </HDML> When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16** FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference**
through a simplified navigation interface, the simplified navigation	"Referring to the drawings, FIG. 1 illustrates an interactive user station for implementing the methods of the present invention. The user station 110 includes a display area 112 having nine presentation cells 114 for presenting video information."

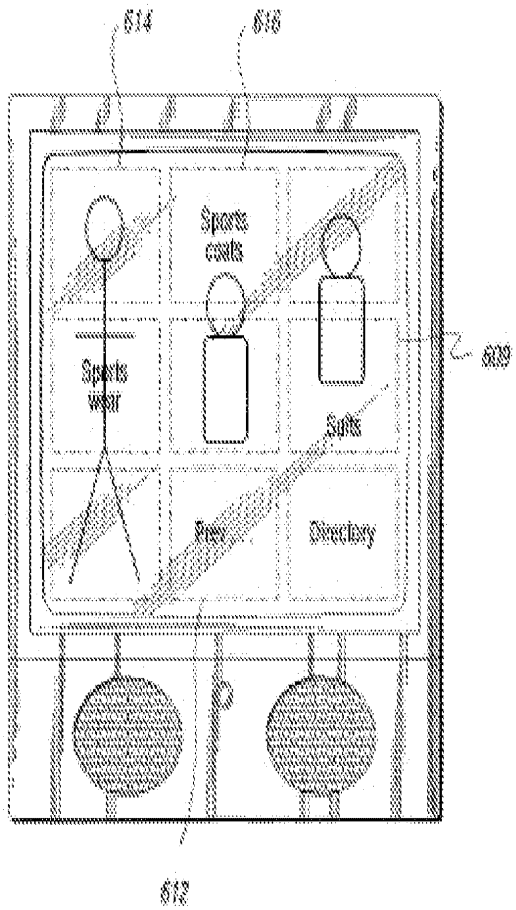
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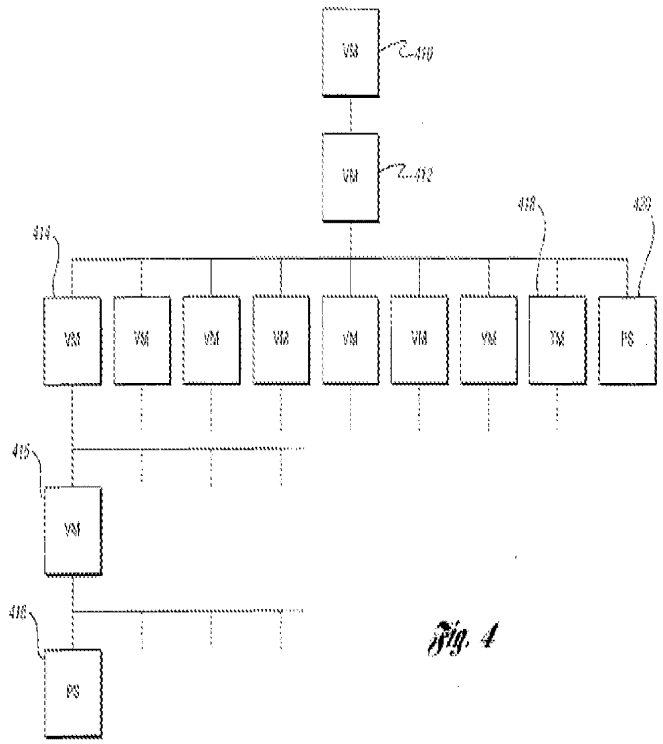
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
interface presenting advertisements and content through a plurality of layers and a plurality of cells, the simplified navigation interface displayed in a form of a two-dimensional layer of cells from the plurality of layers and the plurality of cells,	**Claussen at Col. 3, lines 46-50** "In the preferred embodiment, each audio/visual element of a node is displayed in at elast one presentation cell. Each presentation cell has associated behavior which is performed when the cell is selected by the user. This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button the user may press. The behavior associated with a cell could be navigational or functional. For example, selecting a cell having navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 23-39**

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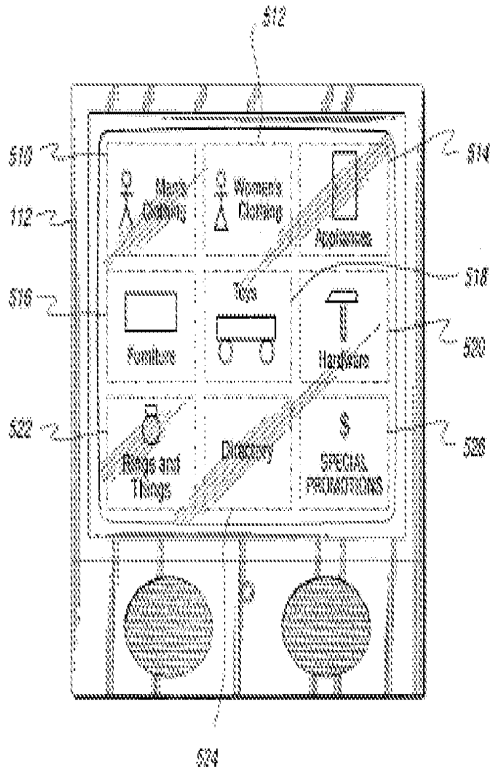
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b Figure 2b of Claussen

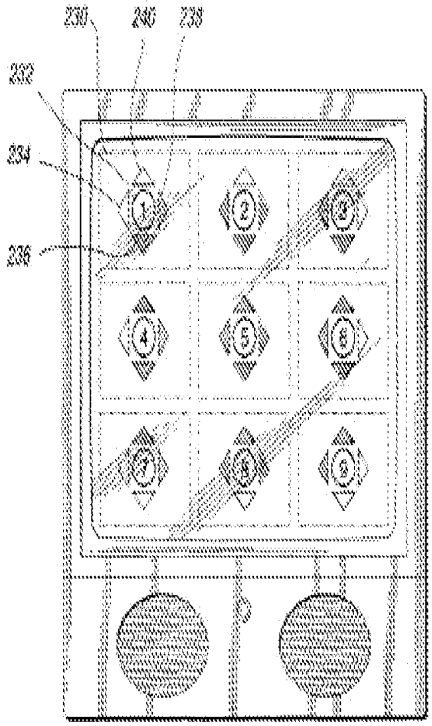
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

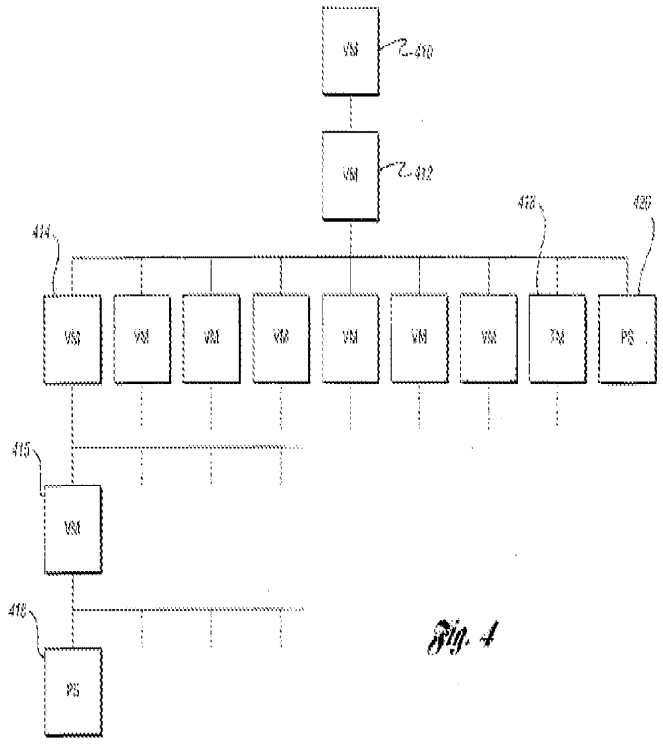
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
the two-dimensional layer in a form of a navigation matrix,	 *Fig. 2b* **Figure 2b of Claussen**

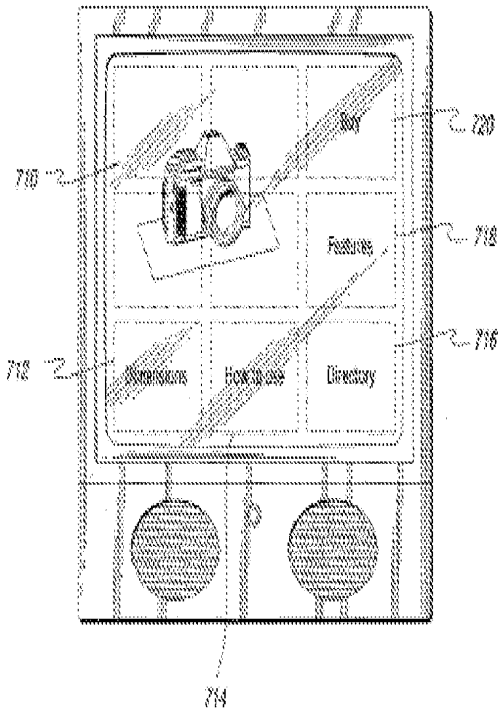
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection button 214 of remote control device 210. Each representation cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning. Arrow indicators 234 and 240 representing left and up directional buttons are denoted as invalid using a first shading. Arrow indicators 236 and 238 representing down and right directional buttons are denoted as valid using a second shading. Presentation cell number 232 of cursor 230 identifies the current presentation cell as "one"." **Claussen at Col. 4, lines 42-56**  **Figure 4 of Claussen**

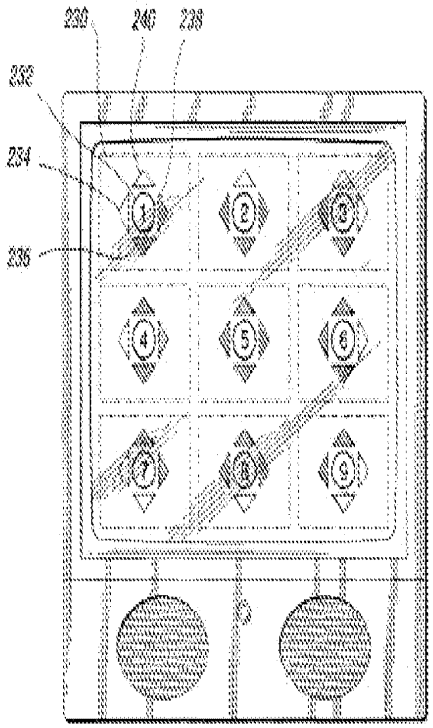
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66** "Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52**

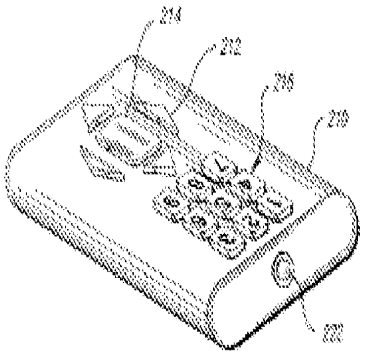
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 7 Figure 7 of Claussen

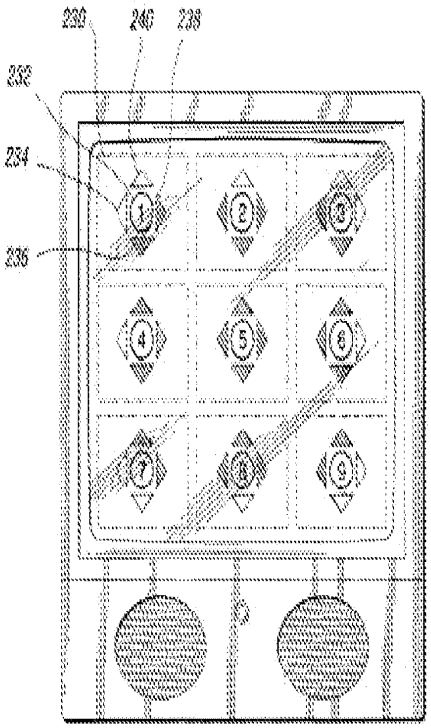
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
each cell in the navigation matrix associated with a specific unique input,	 Fig. 2b **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**

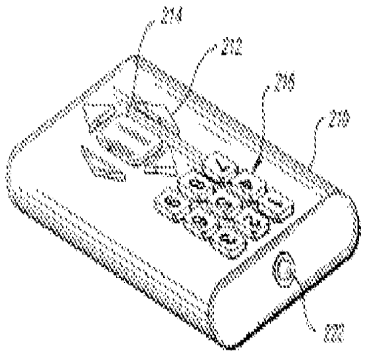
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a Figure 2a of Claussen "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
each cell is a division of a screen and exclusive to a separate single navigation option,	 Fig. 2b **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**

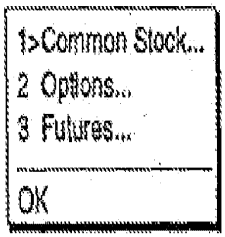
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by one of the unique inputs,	"UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi** "The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	<HDML VERSION=2.0> <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card> <CHOICE> <CE TASK=GO DEST=#stock>Common Stock... <CE TASK=GO DEST=#options>Options... <CE TASK=GO DEST=#futures>Futures... </CHOICE> . . . </HDML> When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16** FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

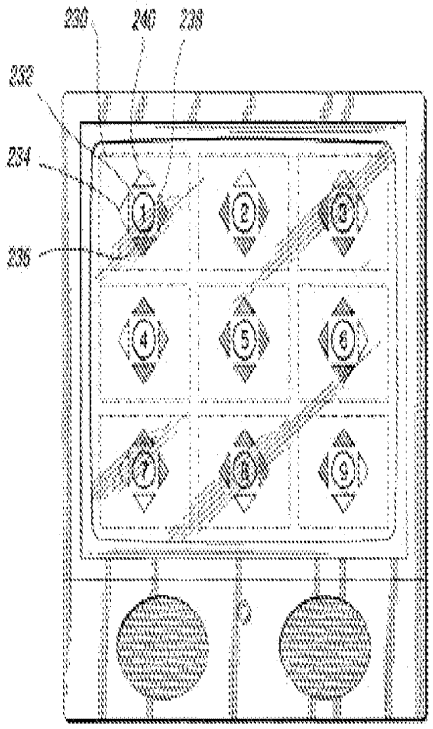
Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

UP.Phone Language Reference at page 24

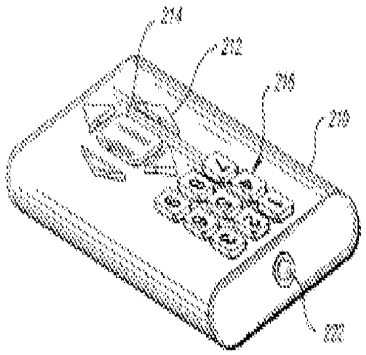
"To create aligned columns of text, insert <TAB> statements in the text. The phone automatically sets tab stops for you. It treats contiguous lines containing tabs as rows in a table, setting the number of columns to the number of tabs in the line with the most tabs. It sets the width of each column to accommodate the column's largest cell."

UP.Phone Language Reference at page 25

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**

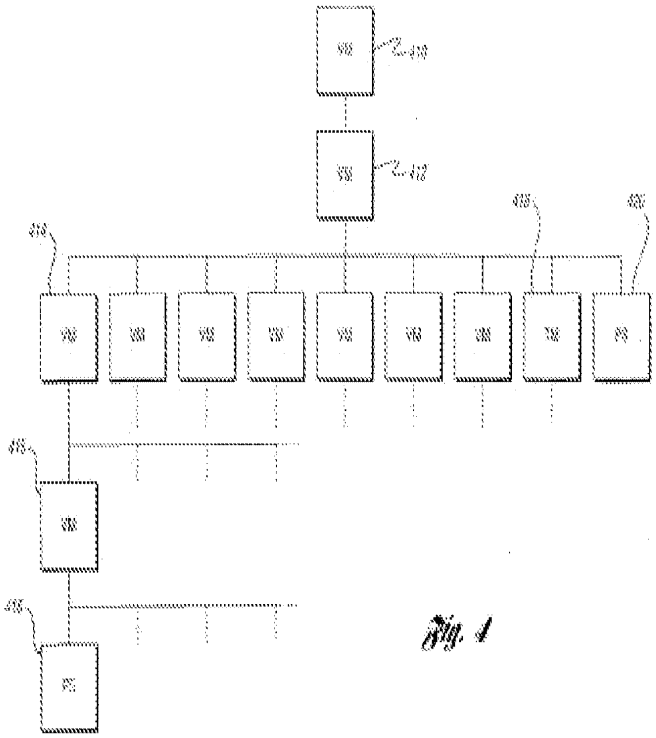
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**

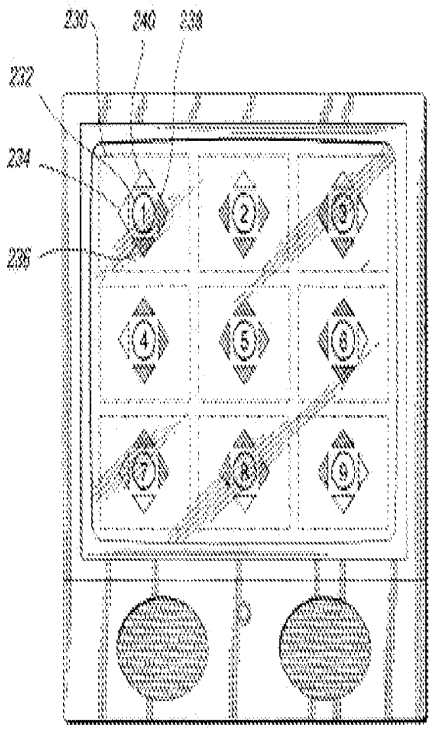
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer;	"Users must understand the concepts of hierarchical menu systems to best utilize the prior art computerized promotional methods and systems." **Claussen at Col. 1, lines 46-48** "Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 34-38** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 **Figure 4 of Claussen** "Visual menu segments organize the presentation and provide navigation through the structure. Visual menus define the parent-child relationships. For each mode, product segments permit users to perform functions based on the displayed product. Typical functions include displaying features of the product, displaying product information, displaying instructional information and logging a sale of the product." **Claussen at Col. 5, lines 15-21** "To navigate through the structure, the user may select one of the nine presentation cells from visual menu 412. Upon the user's selection of a department related presentation cell, the interactive user station will display the presentation elements of node 414. Node 414 is a visual menu which includes

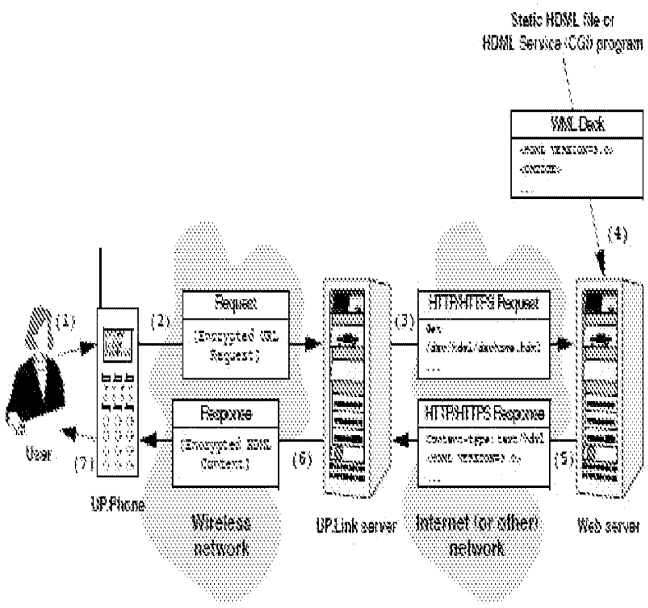
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presentation elements related to products carried in the selected department." **Claussen at Col. 5, lines 54-60**  *Fig. 2b* **Figure 2b of Claussen**
displaying a first content via the internet and through the	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many

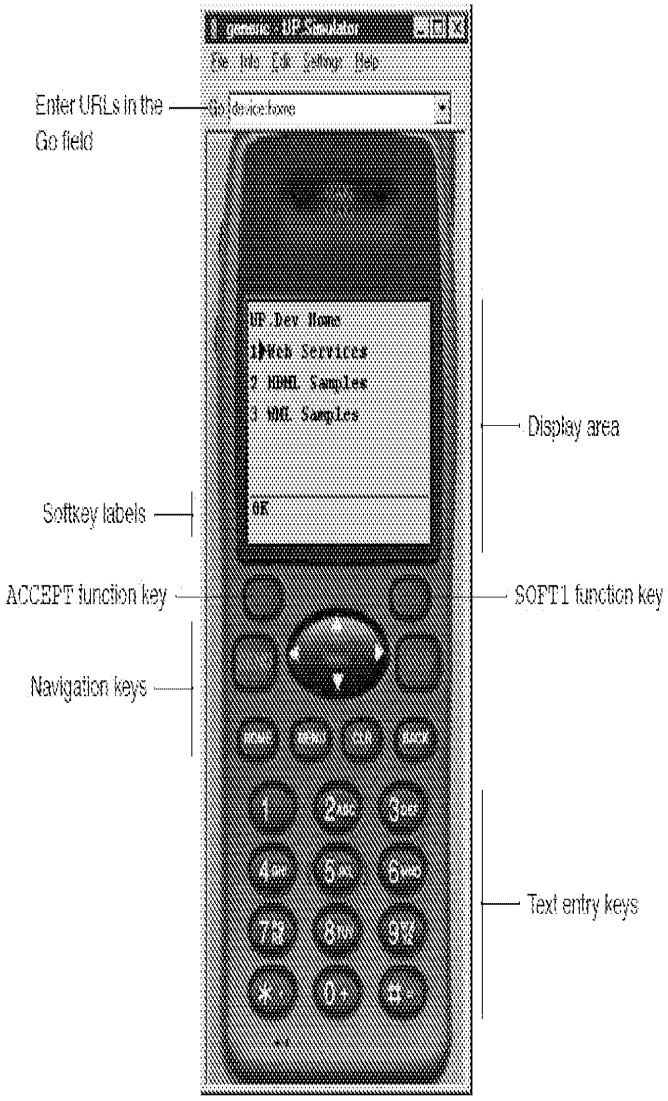
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
simplified navigation interface, the first content displayed in one or more of the plurality of cells,	of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. *The UP.Phone displays the response to the user.*" **UP.Phone Language Reference at page v (emphasis added)** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Web." **UP Getting Started at page 16** "The UP.Browser behaves much like a conventional Web browser. Its interface (the text it displays and the input options it presents to the user) is controlled by the sets of commands it loads. For a Web browser, the presentation language is HTML; for the UP.Browser, it is HDML—a language optimized for the constraints of small handheld device displays and limited keypads. For a Web browser, the sets of commands are called Web pages, for an UP.Phone, they are called *cards*. The user navigates with the UP.Phone by pressing keys on the keypad. As the user navigates to different locations, the phone loads different cards, which change the display and the input options." **UP Getting Started at page 14** FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

	• *Choice cards*- which display a list of options from which the user can choose a single option
	• *Display cards*- which simply display information
	• *No-Display cards*- which execute an action but do not appear on the phone display
	
	When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key."
	UP.Phone Language Reference at page 11
	
	"HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:
	`<HDML VERSION=2.0>`
	`<ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>`
	`<CHOICE>`
	`<CE TASK=GO DEST=#stock>Common Stock...`
	`<CE TASK=GO DEST=#options>Options...`
	`<CE TASK=GO DEST=#futures>Futures...`
	`</CHOICE>`
	. . .
	`</HDML>`
	When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."
	UP.Phone Language Reference at page 16

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

FIGURE 1-4. Choice card

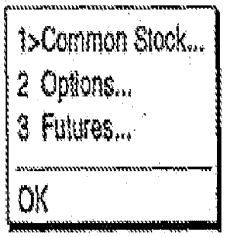


Figure 1-4 of UP.Phone Language Reference

Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

UP.Phone Language Reference at page 24

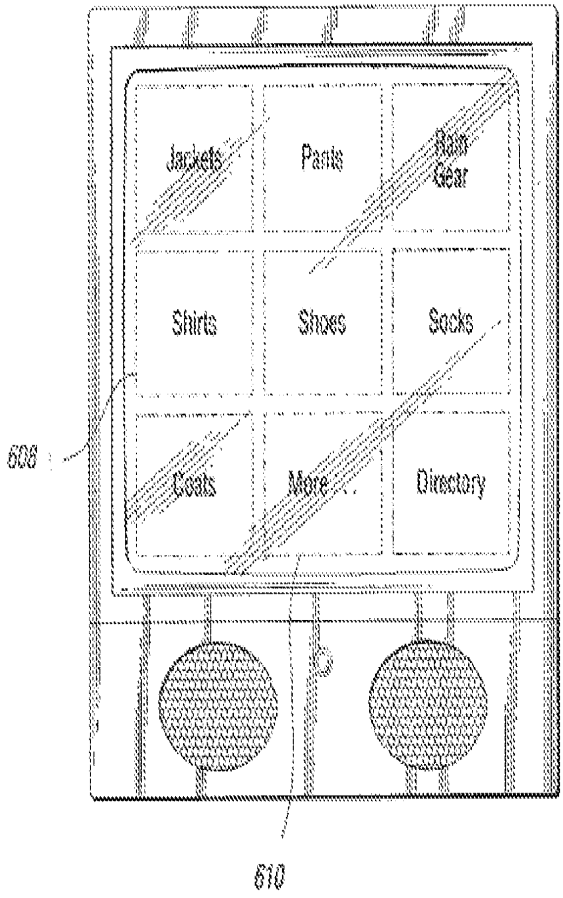
"To create aligned columns of text, insert <TAB> statements in the text. The phone automatically sets tab stops for you. It treats contiguous lines containing tabs as rows in a table, setting the number of columns to the number of tabs in the line with the most tabs. It sets the width of each column to accommodate the column's largest cell."

UP.Phone Language Reference at page 25

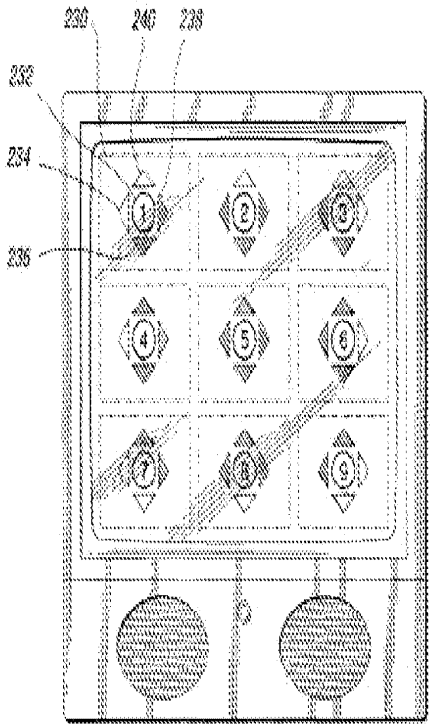
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Referring to the drawings, FIG. 1 illustrates an interactive user station for implementing the methods of the present invention. The user station 110 includes a display area 112 having nine presentation cells 114 for presenting video information." **Claussen at Col. 3, lines 46-50** "In the preferred embodiment, each audio/visual element of a node is displayed in at least one presentation cell. Each presentation cell has associated behavior which is performed when the cell is selected by the user. This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button the user may press. The behavior associated with a cell could be navigational or functional. For example, selecting a cell having navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 23-39**

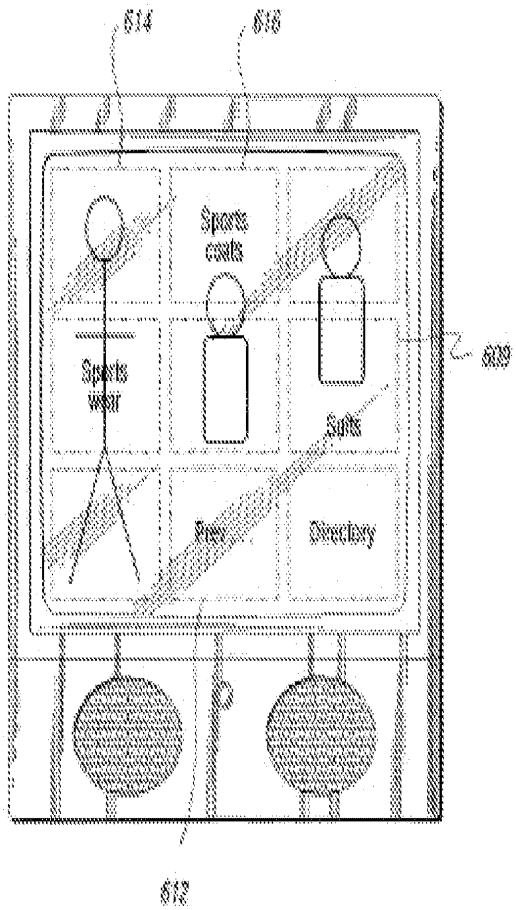
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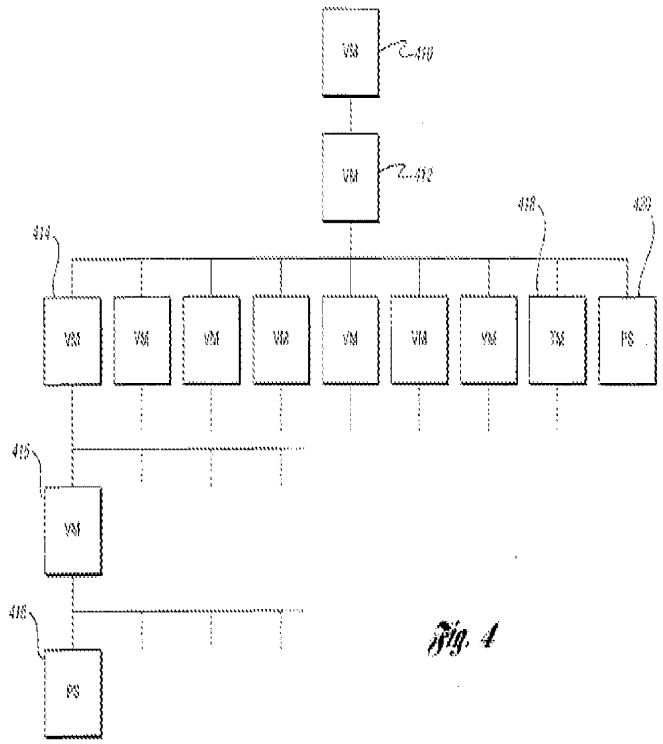
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

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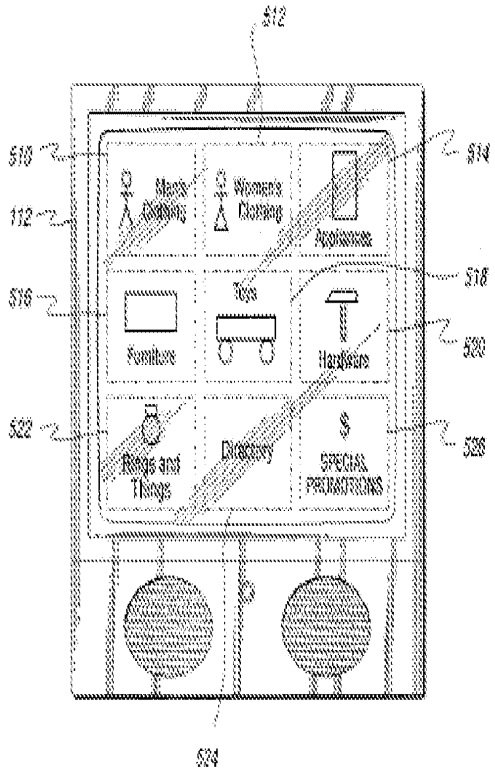
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b Figure 2b of Claussen

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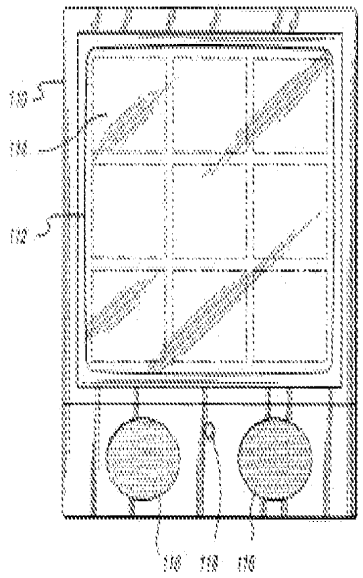
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen**
the first content reformatted from a web page in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a	"The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array. In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
sister site to be displayed and navigable through the simplified navigation interface,	 Fig. 1 **Claussen at Figure 1** "The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by

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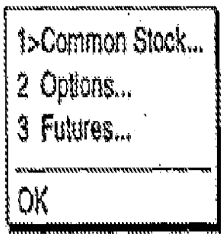
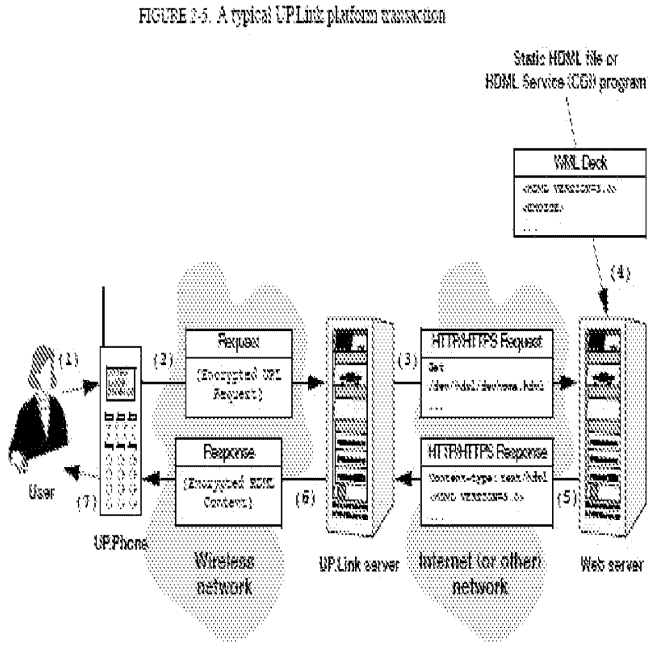
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical scrolling • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9** "*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions: • A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

	• The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck: http://devgate2.uplanet.com/examples/password.hdml#card2
	• If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2"
	UP.Phone Language Reference at page 14
	
	"HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:
	`<HDML VERSION=2.0>`
	`<ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>`
	`<CHOICE>`
	`<CE TASK=GO DEST=#stock>Common Stock...`
	`<CE TASK=GO DEST=#options>Options...`
	`<CE TASK=GO DEST=#futures>Futures...`
	`</CHOICE>`
	. . .
	`</HDML>`
	
	When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."
	UP.Phone Language Reference at page 16

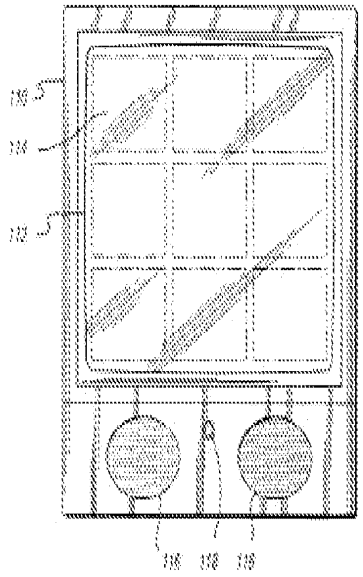
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference**  **Figure 2-5 of UP Getting Started** "HDML services are Web server applications that return HDML and other content in response to

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web." **UP Getting Started at page 16** "The UP.Browser behaves much like a conventional Web browser. Its interface (the text it displays and the input options it presents to the user) is controlled by the sets of commands it loads. For a Web browser, the presentation language is HTML; for the UP.Browser, it is HDML—a language optimized for the constraints of small handheld device displays and limited keypads. For a Web browser, the sets of commands are called Web pages, for an UP.Phone, they are called *cards*. The user navigates with the UP.Phone by pressing keys on the keypad. As the user navigates to different locations, the phone loads different cards, which change the display and the input options." **UP Getting Started at page 14** "While HTTP and hypertext documents are the prevalent forms for the Web, the Web itself refers to a wide range of protocols including Secure Hypertext Transfer Protocol (HTTPS), File Transfer Protocol (FTP), and Gopher, and content formats including plain text, Extensible Markup Language (XML), as well as image formats such as Graphics Interchange Format (GIF) and Joint Photographic Experts Group (JPEG)." **Britton at Col. 1, lines 27-35**

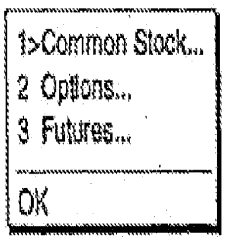
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"In view of the above discussion, it is an object of the present invention to facilitate content tailoring of Web pages written in HTML using XML-based content tailoring tools. It is another object of the present invention to facilitate the display of Web pages written in HTML and XML within current Web browsers." **Britton at Col. 3, lines 17-23**
the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone;	"The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array. In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52**  Fig. 1 **Claussen at Figure 1**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The term *UP.Phone* or *phone* refers to all UP.Link-enabled devices, such as cellular phones, Personal Digital Assistants (PDAs), and two-way pagers." **UP.Phone Language Reference at page vii** "Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical scrolling • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9** "*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions: • A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml • The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck:

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	http://devgate2.uplanet.com/examples/password.hdml#card2 • If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2" **UP.Phone Language Reference at page 14** FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web." **UP Getting Started at page 16**

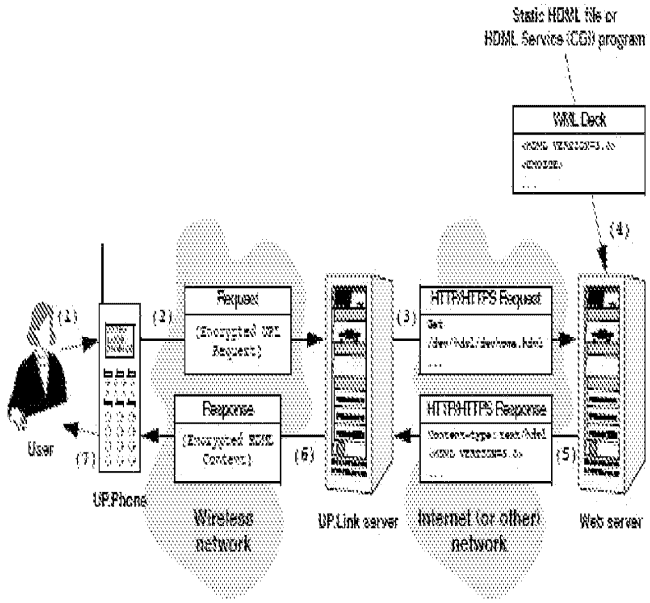
Petitioner BB&T - Exhibit 1008 - Page 3639

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a

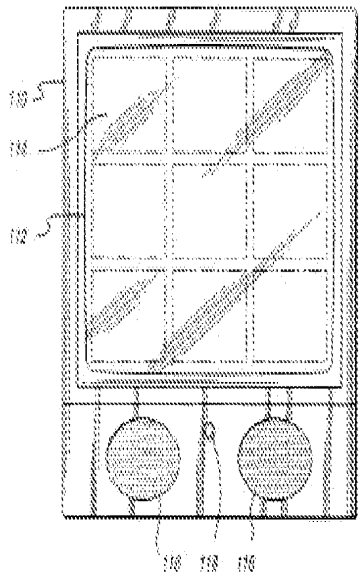
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	software module that enables the handheld device to interpret HDML and communicated with the UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)** **Statement** / **Effect** ` ` — Starts a new line. The line uses the default wrapping mode you last specified on the card. `<LINE>` — Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a `<WRAP>` statement is encountered, all lines that follow the current line are also scrolled. `<WRAP>` — Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a `<LINE>` statement is encountered, all lines that follow the current line are also word wrapped. **UP.Phone Language Reference at page 24**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started** "The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array. In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 1 **Claussen at Figure 1**
receiving a first input, the first input received as the specific unique input that is uniquely coupled with an associated cell in the navigation matrix;	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

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```
<HDML VERSION=2.0>
   <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>
   <CHOICE>
      <CE TASK=GO DEST=#stock>Common Stock...
      <CE TASK=GO DEST=#options>Options...
      <CE TASK=GO DEST=#futures>Futures...
   </CHOICE>
. . .
</HDML>
```

When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."

UP.Phone Language Reference at page 16

FIGURE 1-4. Choice card

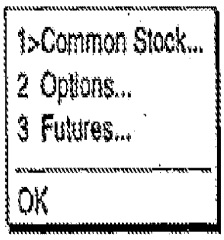


Figure 1-4 of UP.Phone Language Reference

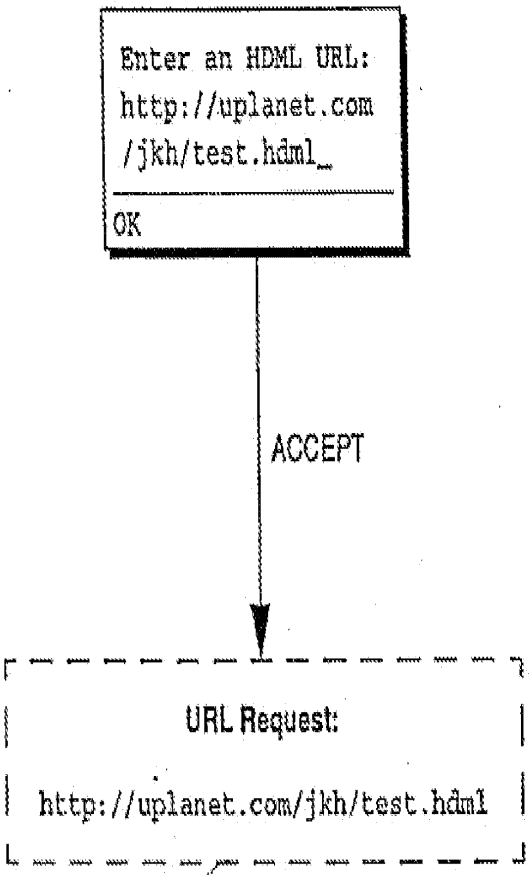
"The following HDML deck contains two cards, which specify actions. The action in the first card instructs the phone to display the second card when the user presses ACCEPT; the action in the

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

	second card instructs the phone to request the URL http://devgate2.uplanet.com/ when the user presses ACCEPT.
	`<HDML VERSION=2.0>`
	`<DISPLAY NAME=card1>`
	`<ACTION TYPE=ACCEPT TASK=GO DEST=#card2>`
	`Card 1`
	`</DISPLAY>`
	`<DISPLAY NAME=card2>`
	`<ACTION TYPE=ACCEPT TASK=GOSUB`
	`DEST= http://devgate2.uplanet.com/c.hdml>`
	`Card 2`
	`</DISPLAY>`
	`</HDML>`
	UP.Phone Language Reference at page 14

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-11. Setting and substituting variable values  Figure 1-11 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Task	Description	Options
GO	Requests the URL specified by the DEST option. If you use the GO task, you can only specify a relative URL for the DEST option.	DEST, VARS, SENDREFERER
GOSUB	Pushes a new activity onto the activity stack and requests the URL specified by the DEST option. When the nested activity returns, the phone puts the nested activity's return values into the variables specified by the RECEIVE option. If the nested activity cancels, the phone requests the URL specified by the CANCEL option.	DEST, VARS, SENDREFERER, FRIEND, RECEIVE, NEXT, CANCEL

UP.Phone Language Reference at page 31

FIGURE 2-1. High-level view of UP.Link platform components

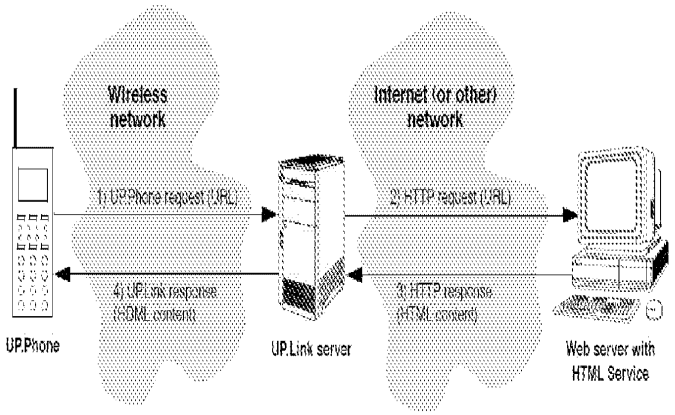
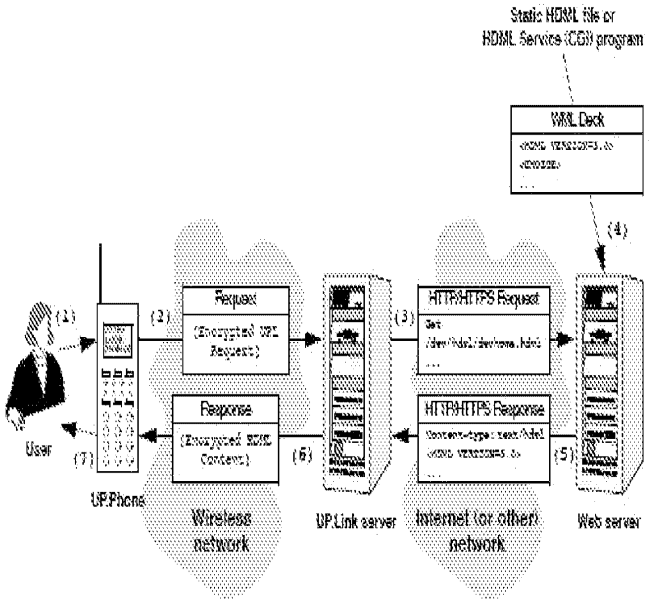
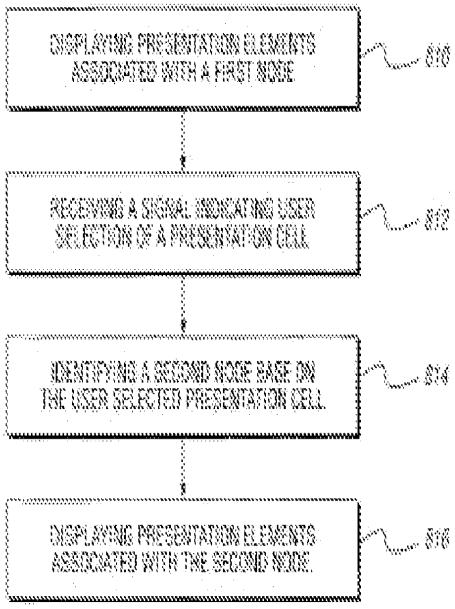


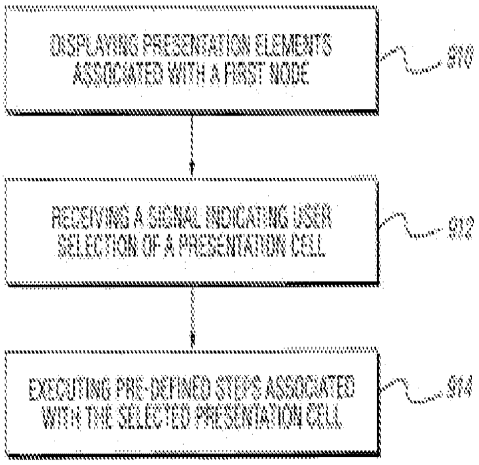
Figure 2-1 of UP Getting Started

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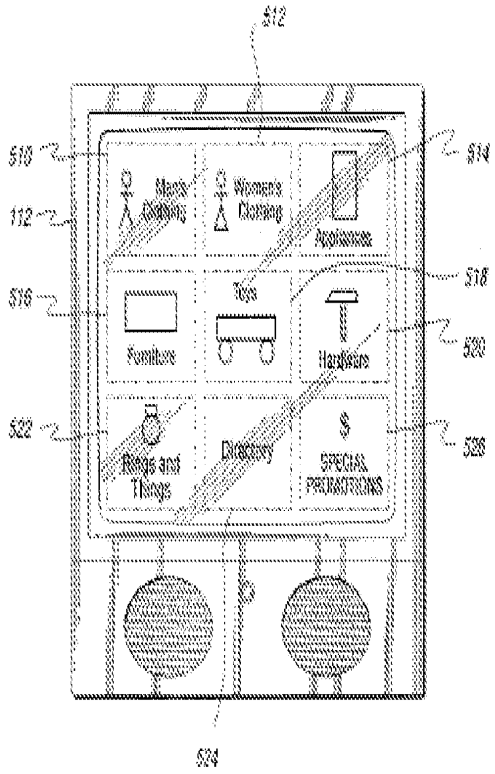
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  Figure 2-5 of UP Getting Started

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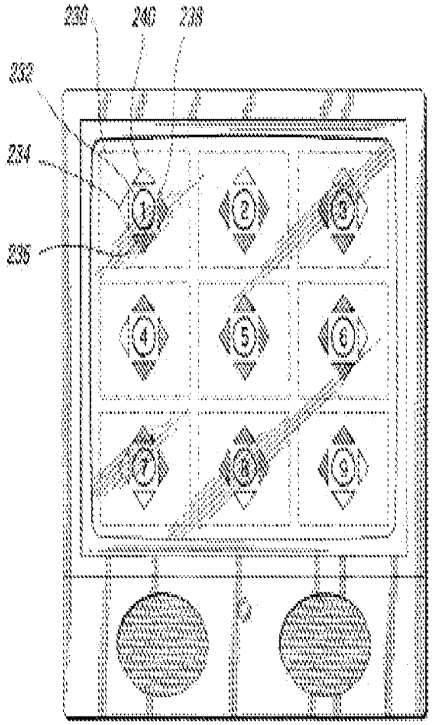
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 8 Figure 8 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

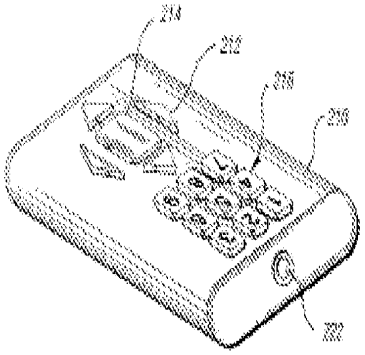
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**  *Fig. 2b* **Figure 2b of Claussen**

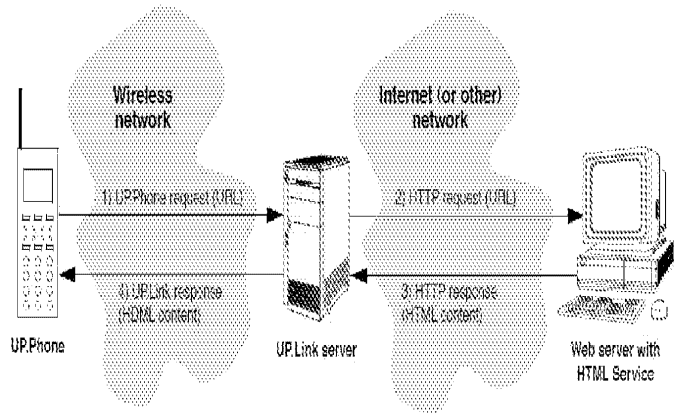
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**  Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2**
forwarding the first input across the internet to a server providing the simplified navigation interface;	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to

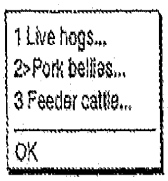
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)** FIGURE 2-1. High-level view of UP.Link platform components  **Figure 2-1 of UP Getting Started**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

FIGURE 2-2. Choice card



If the user presses 3 and then presses ACCEPT, the current URL is called with the following arguments:

```
?choiceval=Cattle&choicenum=3
```

Figure 2-2 of UP.Phone Language Reference

FIGURE 2-5. A typical UPLink platform transaction

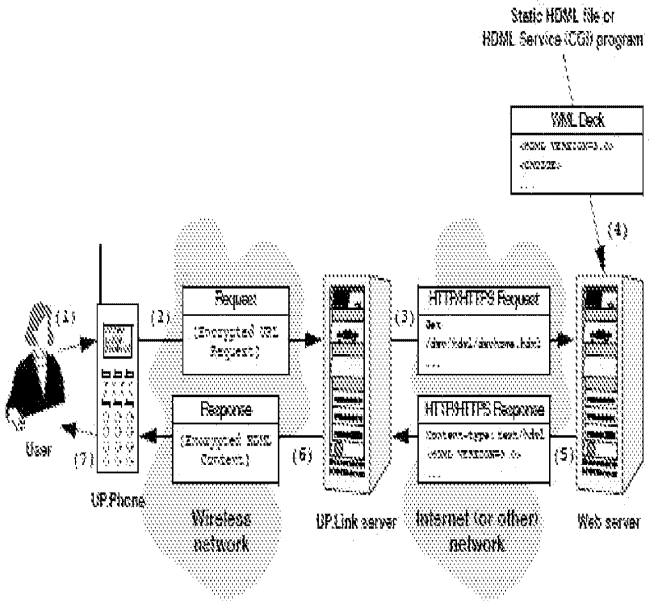
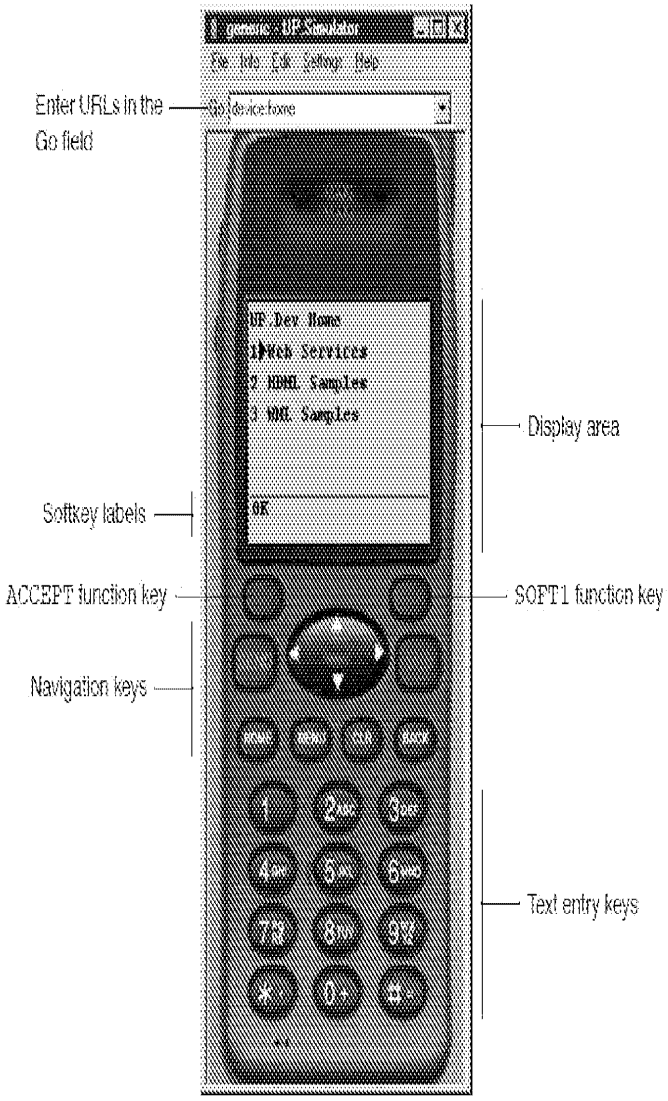
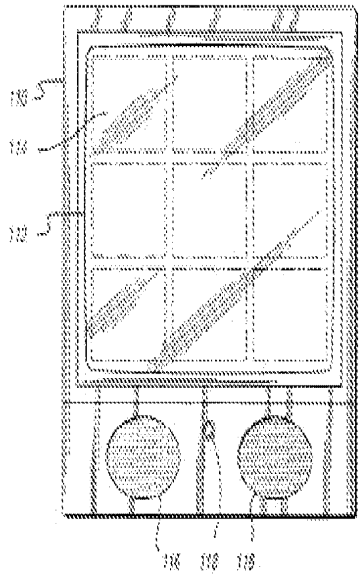


Figure 2-5 of UP Getting Started

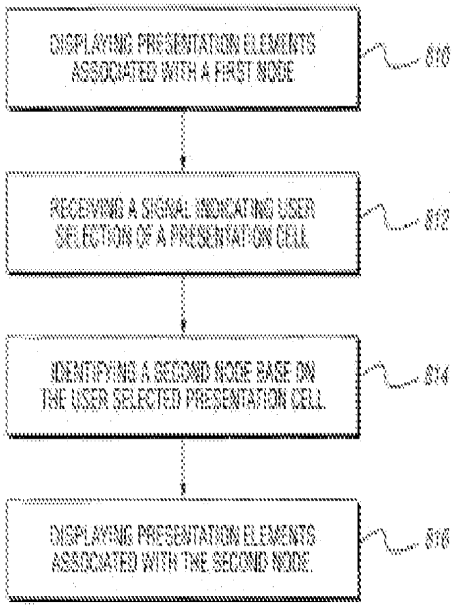
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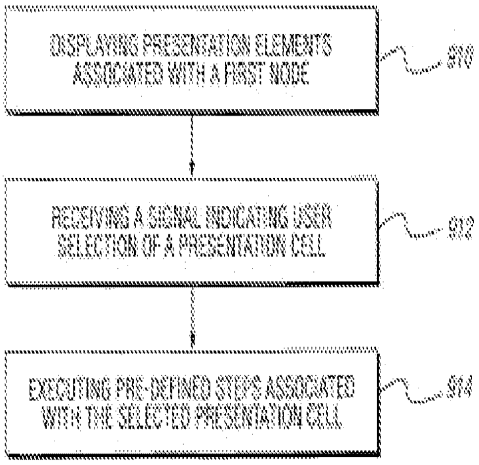
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array.

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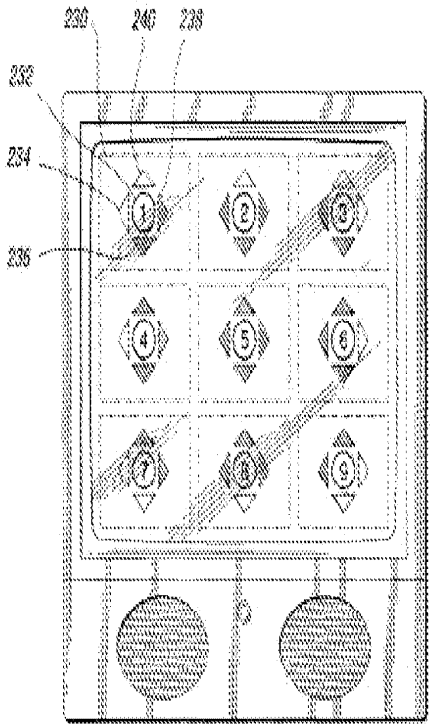
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52**  Fig. 1 **Claussen at Figure 1**

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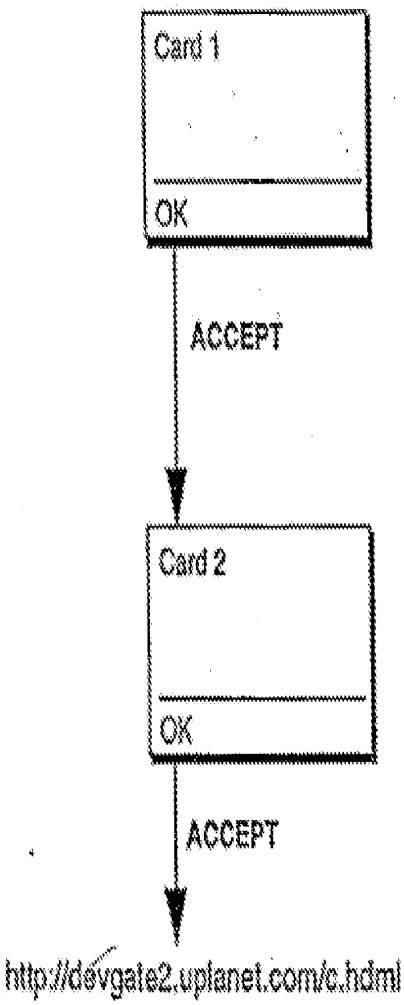
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
receiving a next deeper navigation layer of the simplified navigation interface in response to receiving the first input;	 Fig. 8 Figure 8 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b Figure 2b of Claussen

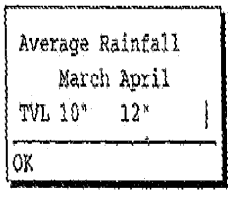
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-3. Cards that specify actions  **Figure 1-3 of UP.Phone Language Reference** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

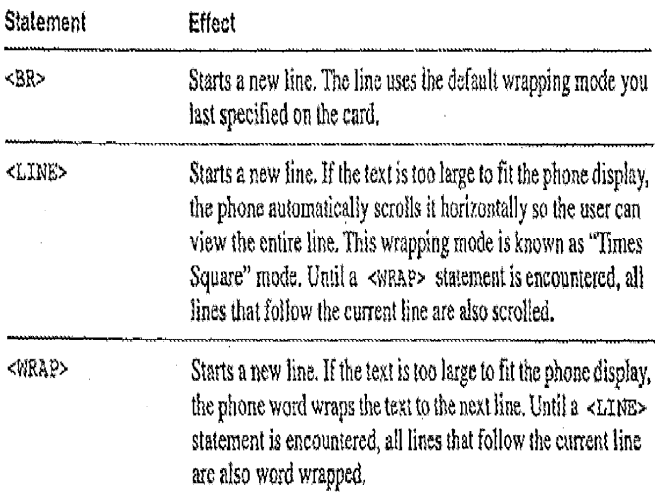
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	<HDML VERSION=2.0> <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card> <CHOICE> <CE TASK=GO DEST=#stock>Common Stock... <CE TASK=GO DEST=#options>Options... <CE TASK=GO DEST=#futures>Futures... </CHOICE> . . . </HDML> When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2**
and manipulating a selected region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical *scrolling* • ASCII printable character set

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	• Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9 (emphasis added)** "HDML allows you to display formatted text in display cards and display content areas of entry and choice cards. It provides a variety of statements to specify how text is wrapped and *scrolled*, and how it is placed on the phone display." **UP.Phone Language Reference at page 23 (emphasis added)** "Some phones may display visual cues to indicate to the user that there is additional text in the current card. The user can *scroll* down and see the remaining lines by pressing the down arrow key. After *scrolling* down, the user can *scroll* back to the first lines by pressing the up arrow key." **UP.Phone Specification at page 25 (emphasis added)** FIGURE 1-12. Display card with formatted text containing tabs  The phone display in this example uses a vertical bar (|) as visual cue to indicate there is additional text to which the user can scroll.

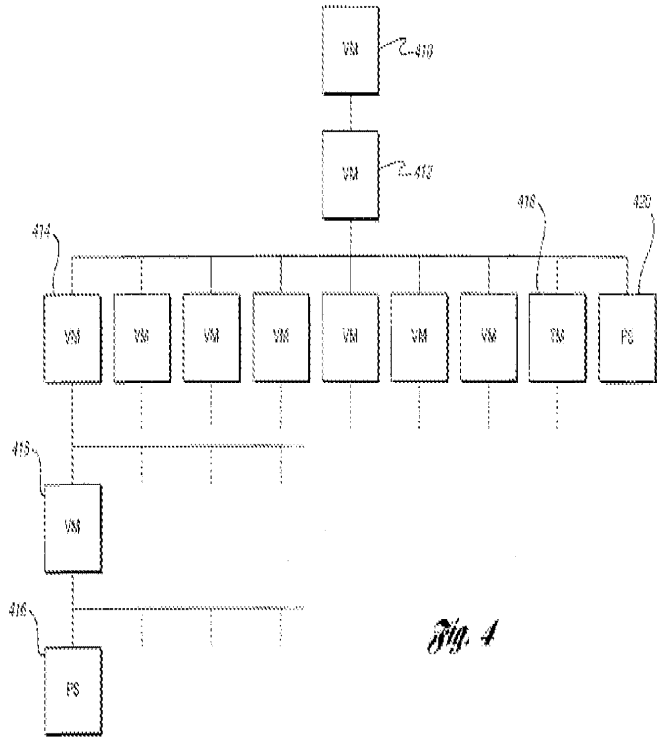
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 1-12 of UP.Phone Language Reference  **UP.Phone Language Reference at page 24**
26. The machine readable medium of claim 25, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: customizing the display of the simplified navigation interface based on a navigation path of the user.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "The phone maintains a history stack of the cards a user visits, enabling the user to navigate backward through the cards by pressing PREV. Each time the user navigates forward to a card, the phone pushes the card onto the history stack. Each time the user presses PREV to navigate backward, the phone pops the current card off the stack, leaving the previous card at the top of the stack." **UP.Phone Language Reference at page 16** **Statement** / **Effect** ` ` — Starts a new line. The line uses the default wrapping mode you last specified on the card. `<LINE>` — Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a `<WRAP>` statement is encountered, all lines that follow the current line are also scrolled. `<WRAP>` — Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a `<LINE>` statement is encountered, all lines that follow the current line are also word wrapped. **UP.Phone Language Reference at page 24** "To create aligned columns of text, insert <TAB> statements in the text. The phone automatically sets tab stops for you. It treats contiguous lines containing tabs as rows in a table, setting the number

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	of columns to the number of tabs in the line with the most tabs. It sets the width of each column to accommodate the column's largest cell." **UP.Phone Language Reference at page 25**  **Figure 4 of Claussen** "The method begins with the step of presenting at the presentation device at least one presentation element associated with a first node. The method continues with the step of receiving a signal at the processor indicating a user selection of one of the presentation cells. The method further includes the step of identifying a second node based on the selected presentation cell. The method finally includes the step of presenting at the presentation device at least one presentation element associated with the second node."

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 2, lines 52-62

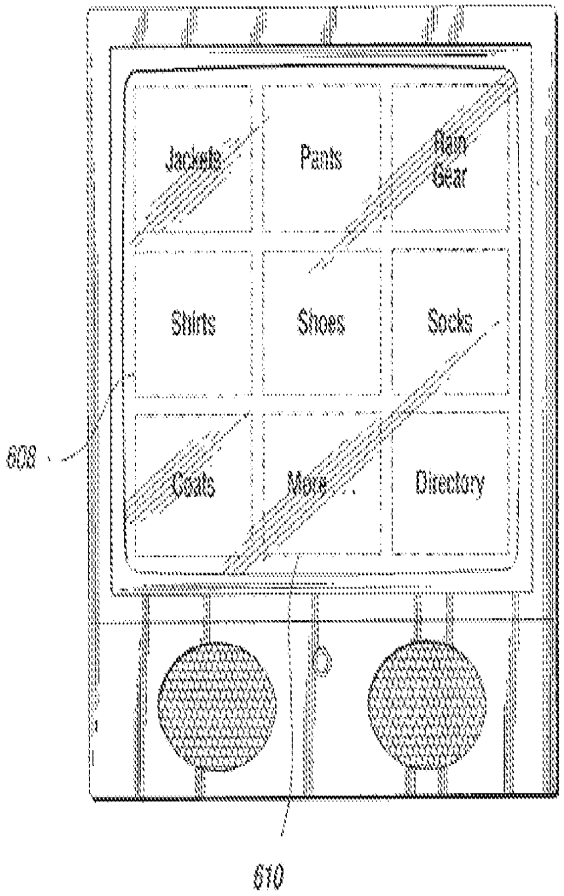
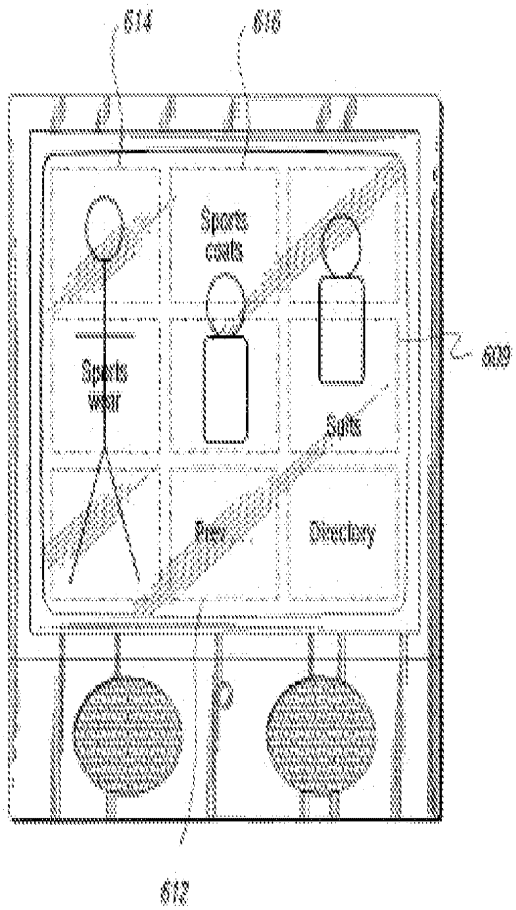
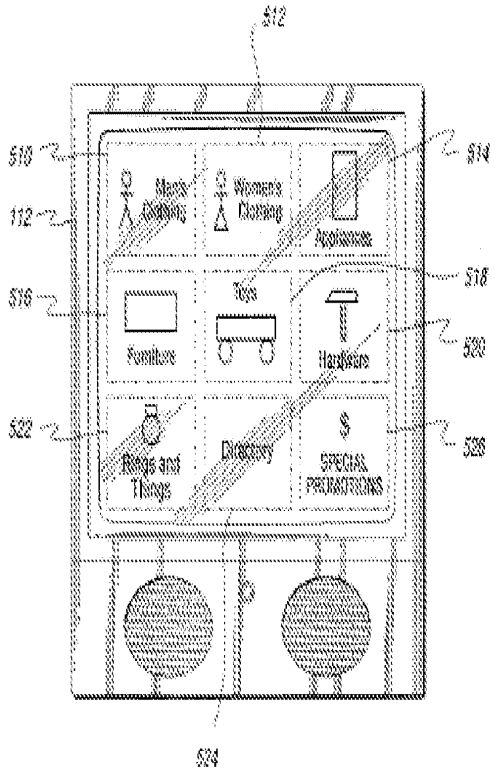


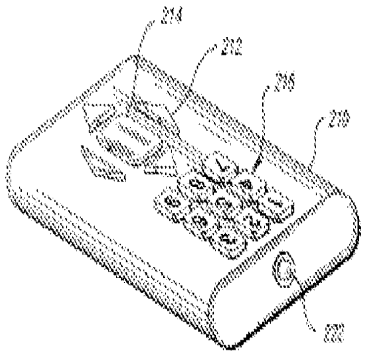
Fig. 6a

Figure 6a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

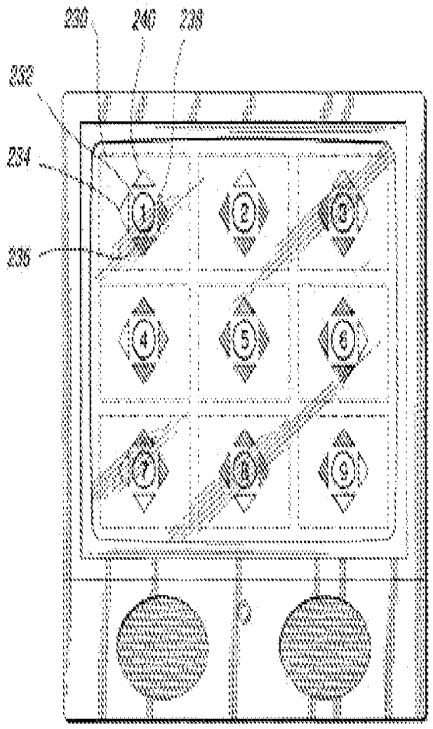
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell.

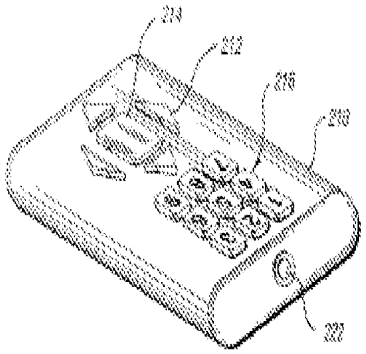
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28** "The behavior associated with a cell could be navigational or functional. For example, selecting a

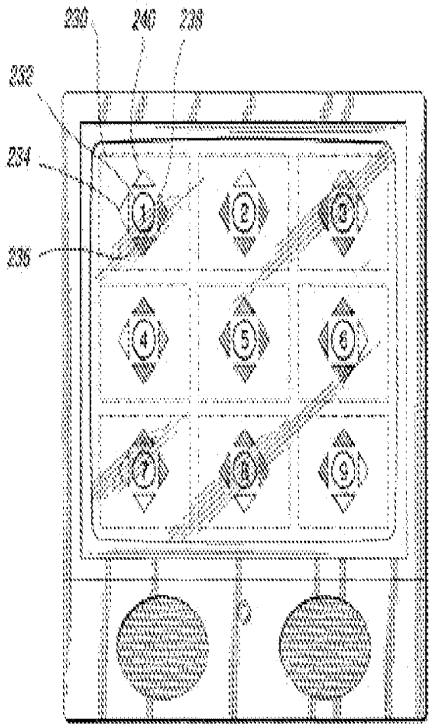
Petitioner BB&T - Exhibit 1008 - Page 3674

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**
27. The machine readable medium of claim 25, wherein the first input selects a primary navigation option.	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**

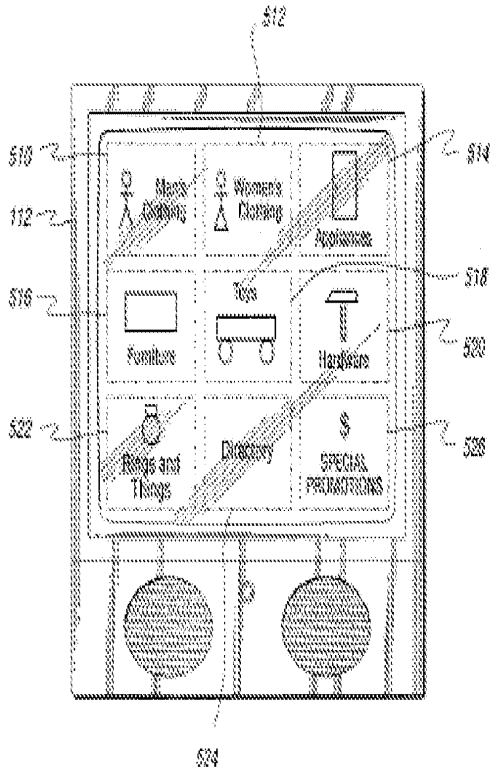
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28** "The behavior associated with a cell could be navigational or functional. For example, selecting a

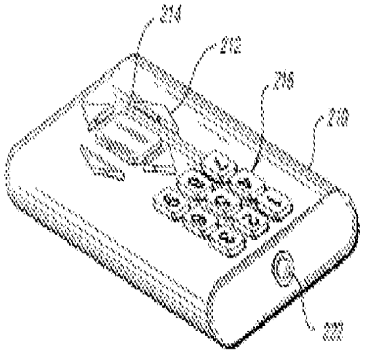
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
28. The machine readable medium of claim 25, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying the first content simultaneous with the first advertisement.	 Fig. 5 **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

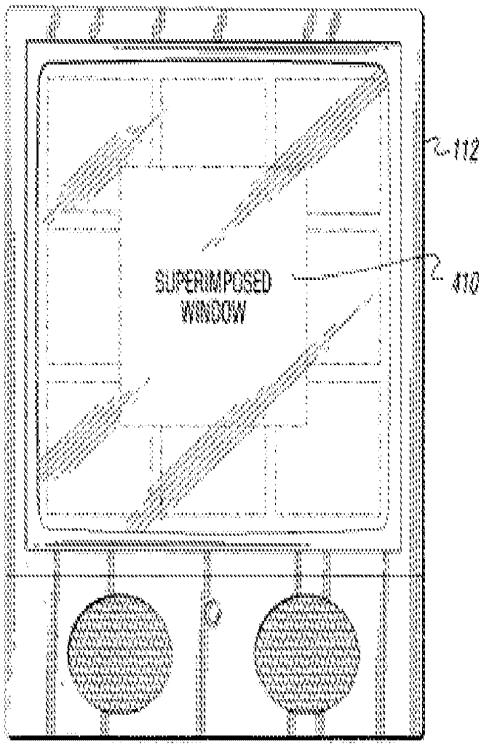
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
29. The machine readable medium of claim 25, wherein the first input is received from any one of a remote control, a pointer device, a keypad, and a keyboard.	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**

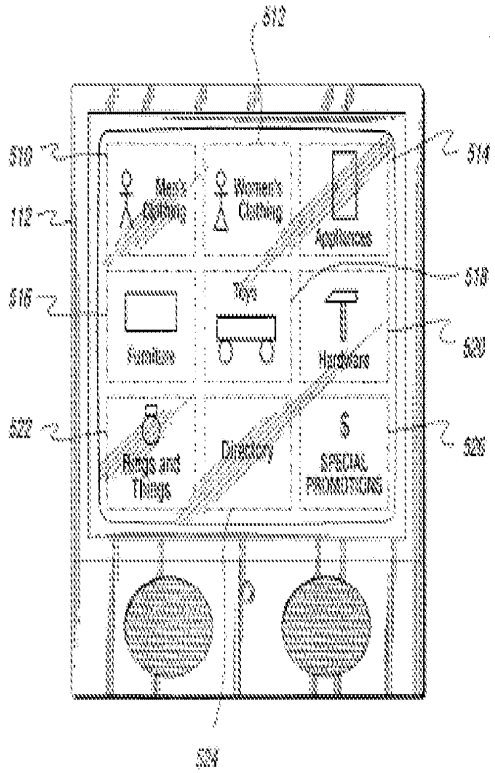
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
30. The machine readable medium of claim 25, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying a second advertisement in the simplified navigation interface, the second advertisement not displayed in a cell or matrix.	 *Fig. 3* **Figure 3 of Claussen** "Referring now to FIG. 3, there is illustrated a functional schematic of the display screen showing a superimposed text window over the matrix of cells. The superimposed window 410 is used to communicate textual information to the user. Typically, this textual information represents a menu of options selectable by the user." **Claussen at Col. 4, lines 57-63**

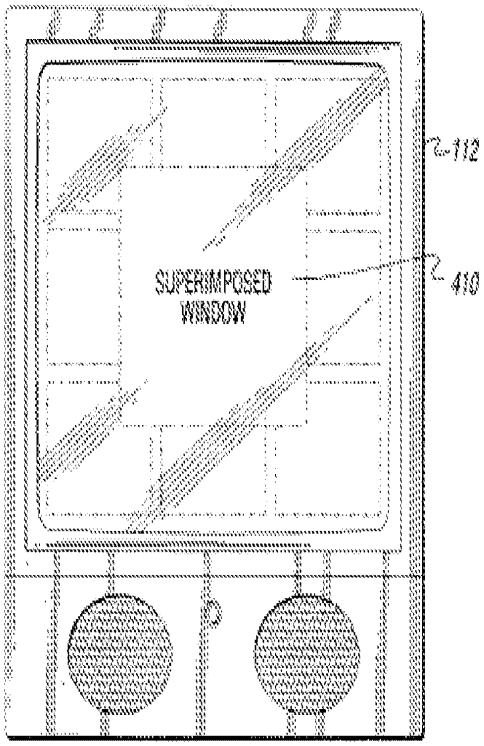
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Businesses providing products or services have traditionally found it useful to advertise. In order for advertising to be effective, an advertisement must contain information such as available products or services, prices and vendor locations. Further, this information must be conveyed to interested potential customers." **Claussen at Col. 1, lines 13-18** "It is another object of the present invention to provide a method for processing and presenting information at an interactive advertising station which provides multiple presentation cells to increase the amount of information presented." **Claussen at Col. 2, lines 30-34**
31. The machine readable medium of claim 30, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying the simplified navigation interface as an overlay over the second advertisement.	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion. To navigate through the structure, the user may select one of the nine presentation cells from visual menu 412. Upon the user's selection of a department related presentation cell, the interactive user station will display the presentation elements of node 414. Node 414 is a visual menu which includes

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presentation elements related to products carried in the selected department. Node 414 is a first display of a multi-display visual menu of products. Visual menu 414 could, for example, include presentation elements relating to apparel available in a men's clothing department of a department store. Upon selecting a presentation cell of node 414, the interactive user station will navigate the user to the selected node. Node 415 is a second display of a multi-display visual menu." **Claussen at Col. 5, lines 44-67**  *Fig. 5*

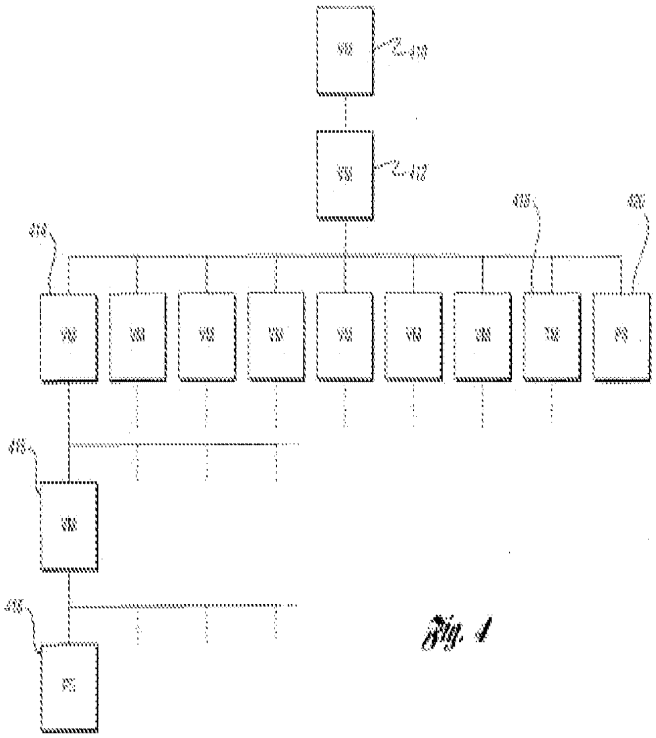
Petitioner BB&T - Exhibit 1008 - Page 3684

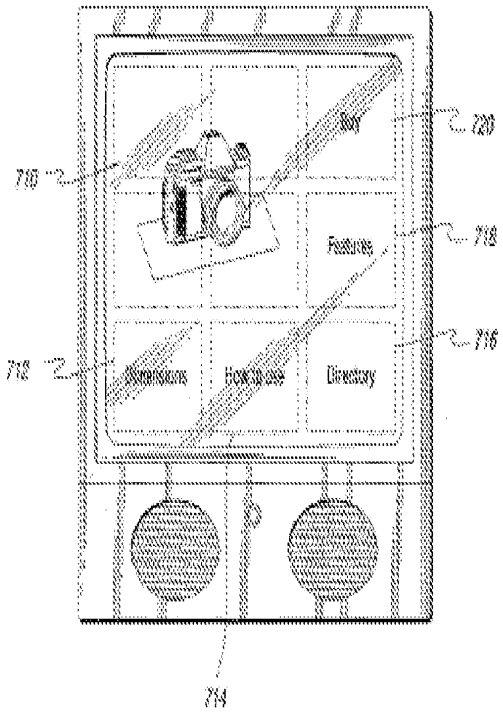
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 5 of Claussen  *Fig. 3* **Figure 3 of Claussen** "Referring now to FIG. 3, there is illustrated a functional schematic of the display screen showing a superimposed text window over the matrix of cells. The superimposed window 410 is used to communicate textual information to the user. Typically, this textual information represents a menu

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	of options selectable by the user." **Claussen at Col. 4, lines 57-63.** "Businesses providing products or services have traditionally found it useful to advertise. In order for advertising to be effective, an advertisement must contain information such as available products or services, prices and vendor locations. Further, this information must be conveyed to interested potential customers." **Claussen at Col. 1, lines 13-18** "It is another object of the present invention to provide a method for processing and presenting information at an interactive advertising station which provides multiple presentation cells to increase the amount of information presented." **Claussen at Col. 2, lines 30-34**

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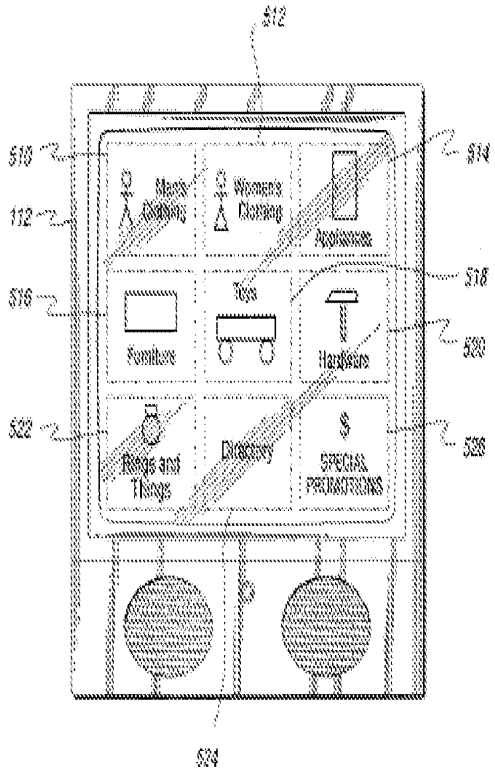
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 7 **Figure 7 of Claussen**
32. The machine readable medium of claim 25, wherein the first content includes one or more of audio content and video content from the web page.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of

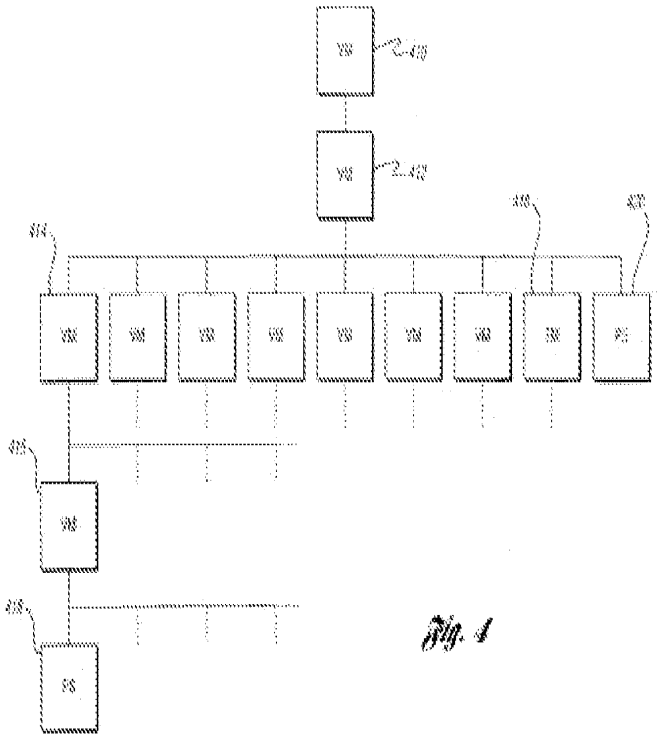
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "It is yet another object of the present invention to provide a method for navigating a complex structure of audio/video elements at an interactive advertising station which provides a user with an intuitive user interface." **Claussen at Col. 2, lines 35-38** "FIG. 4 is a block diagram representing a hierarchical structure of audio/visual elements"

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 3, lines 30-31  **Figure 4 of Claussen** "Preferably, the user station 110 includes speakers 116 for presenting audio information. The audio information can be used to accompany or supplement the video information presented at the display area." **Claussen at Col. 3, lines 61-64**
34. The machine readable medium of claim 25, the machine readable medium	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set:

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
further comprising: accepting an alphanumeric value as the first input to indicate selection of a corresponding first cell, the first cell including a display of the alphanumeric value.	• 12-fixed width character display • Vertical scrolling • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9** "The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11**

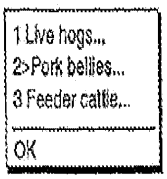
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

METHOD=choice_method	The choice method. To make the list numbered, specify NUMBER. If the list is numbered, the user can choose an item by pressing the item's number or by scrolling to it and pressing a key. To make the list unnumbered, specify ALPHA. If the list is unnumbered, the user can choose an item only by scrolling to it and pressing ACCEPT. If you do not specify the METHOD option at all, the choice method defaults to NUMBER. Note that the phone will number only the first nine items in the list.

UP.Phone Language Reference at page 34

FIGURE 2-2. Choice card

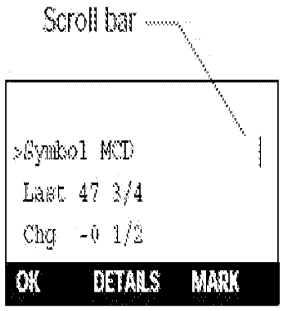


If the user presses 3 and then presses ACCEPT, the current URL is called with the following arguments:

```
?choiceval=Cattle&choicenum=3
```

Figure 2-2 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
35. The machine readable medium of claim 25, wherein the simplified navigation interface includes a search form.	■ A **display card** displays information. Typically, when you start an application, it displays one or more choice and text entry cards, followed by a display card with the information you requested. This card, from the DECStock application, is an example of a display card.  The scroll bar on the right side indicates there is more text on this card than can fit on the display. To view the hidden lines, use the ▼ key to scroll down. As you scroll through the text, the scroll bar moves down, ending up at the bottom when there are no more lines to display. Use the ▲ key to scroll back up. If the entire contents of a card fits on the display, no scroll bar appears. **UP.Browser at pages 6-7**
36. The machine readable medium of claim 25, wherein the simplified navigation interface includes an email form.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi** "For example, suppose an email service provides sequential cards to enter an email message address, subject, and body. After entering the address and the subject, the user can back up to either card by pressing PREV. Figure 1-5 illustrates this interface." **UP.Phone Language Reference at page 16**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

FIGURE 1-5. Card history

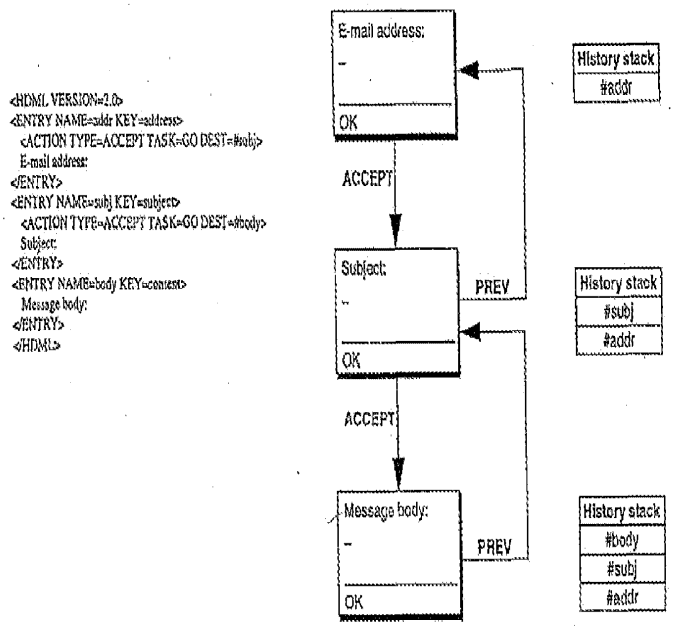
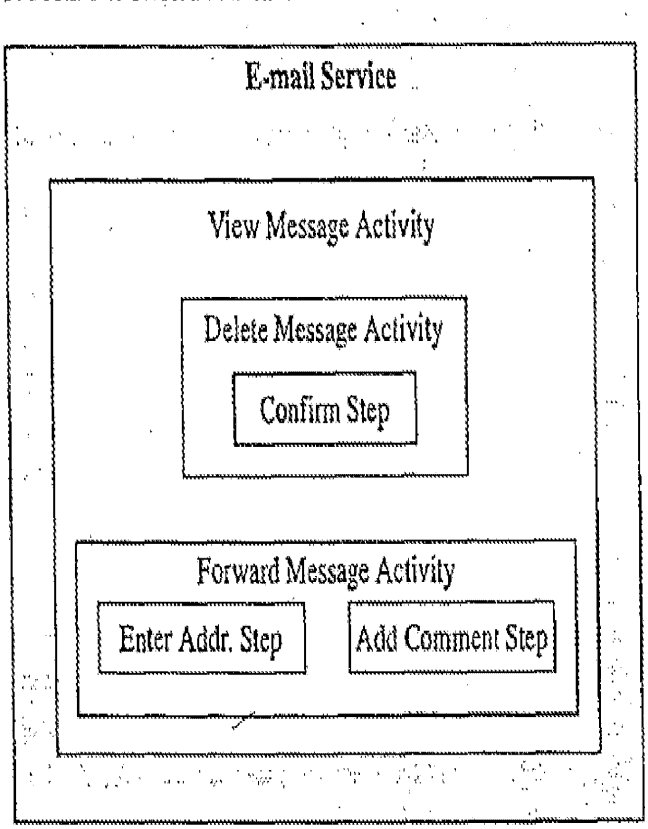


Figure 1-5 of UP.Phone Language Reference

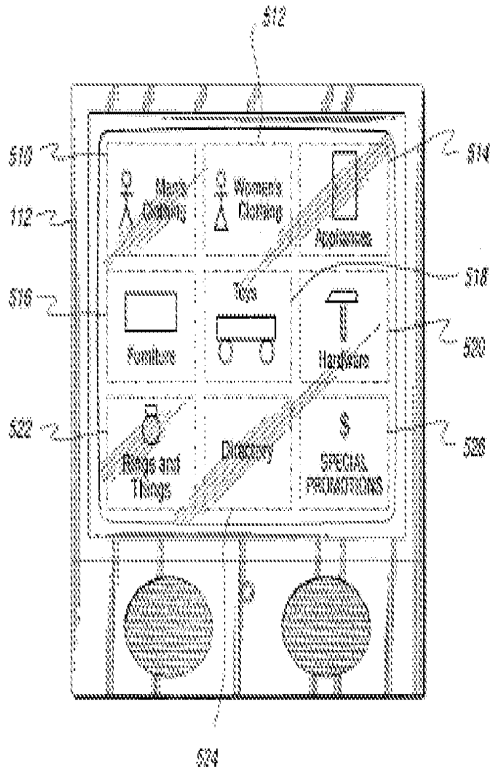
"An HDML service can provide multiple activities to its users. For example, a mail service might provide activities such as "Create a New Message" and "View Mail Inbox." The "Create a New Message" activity might include steps to enter an e-mail address, enter a subject, and enter the message body."

UP.Phone Language Reference at page 17

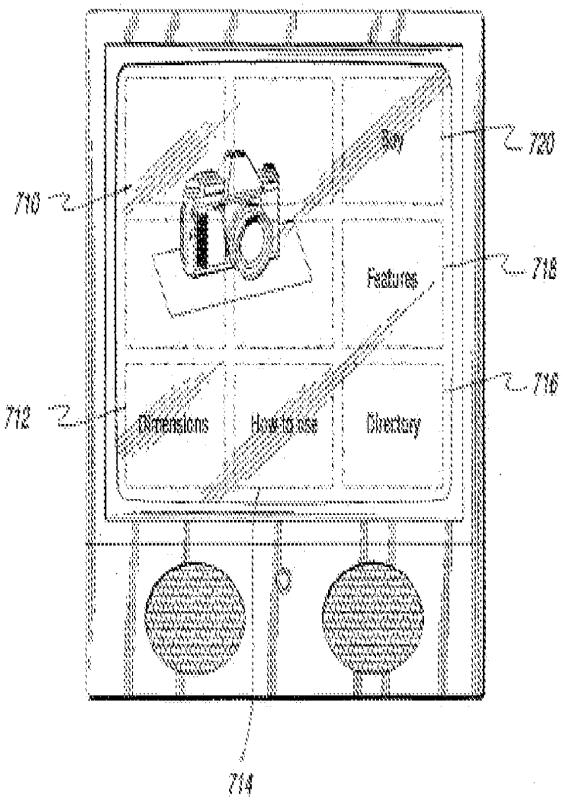
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-8. Nested activities  Figure 1-8 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

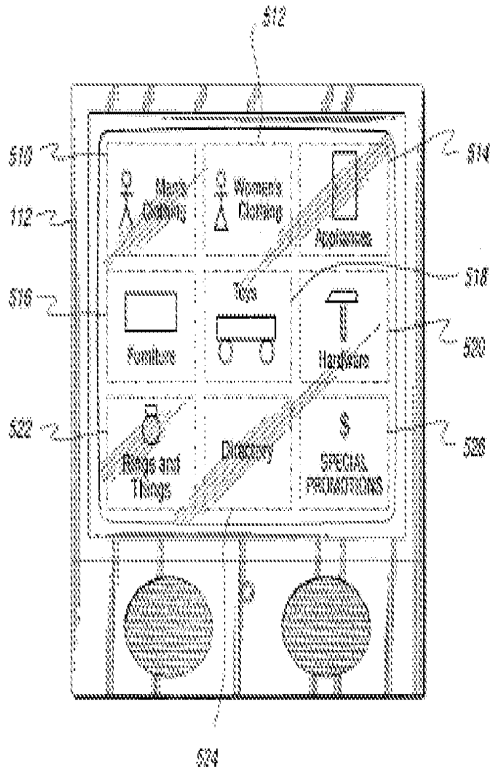
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
37. The machine readable medium of claim 25, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying a purchasing interface in response to receiving the first input.	 Fig. 7 **Figure 7 of Claussen** "Presentation element 720 provides the user the ability to purchase the displayed product. Upon detecting a selection of the cell displaying presentation element 720, the interactive user station performs a set of pre-defined steps associated with the presentation element 720. These steps, for example, might cause video information representing a live sales agent to be displayed in the presentation cell associated with presentation element 720. An alternative embodiment might include displaying a text-based purchase form displayed in a superimposed window to permit the

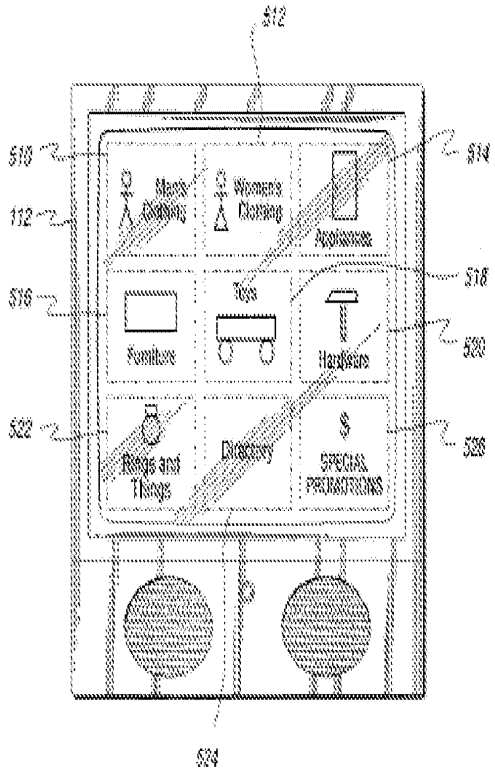
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	user to authorize a product purchase." **Claussen at Col. 7, lines 16-26**
38. The machine readable medium of claim 25, wherein the simplified navigation interface is not presented through a standard web browser.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi**

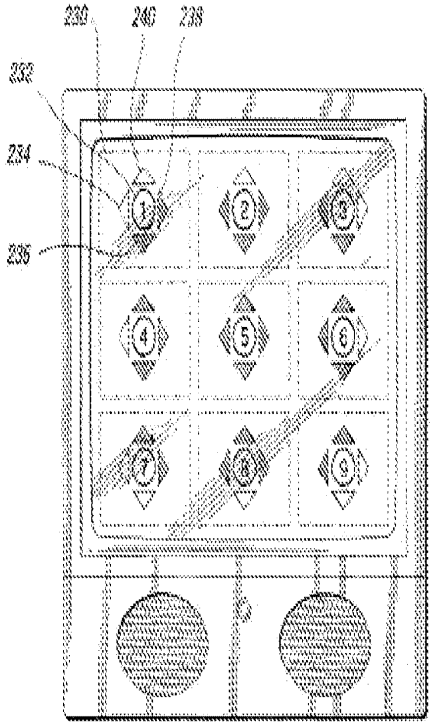
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

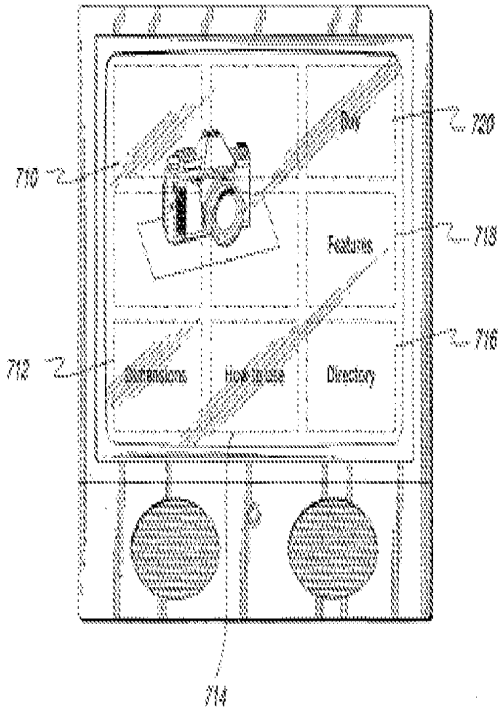
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
39. The machine readable medium of claim 25, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying a third advertisement embedded within the on-line content, the third advertisement corresponding to a third navigation option.	 Fig. 5 **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

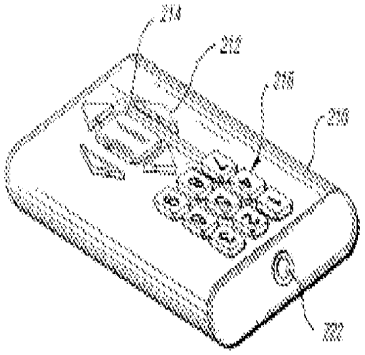
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**  *Fig. 2b* **Figure 2b of Claussen**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52**  Fig. 7 **Figure 7 of Claussen**

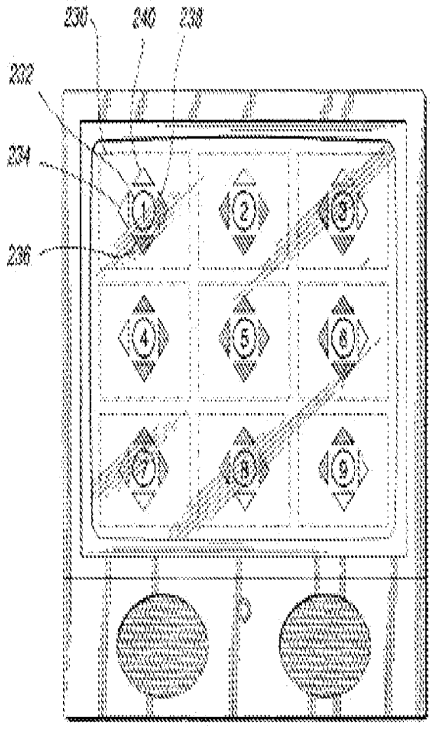
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**  Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps

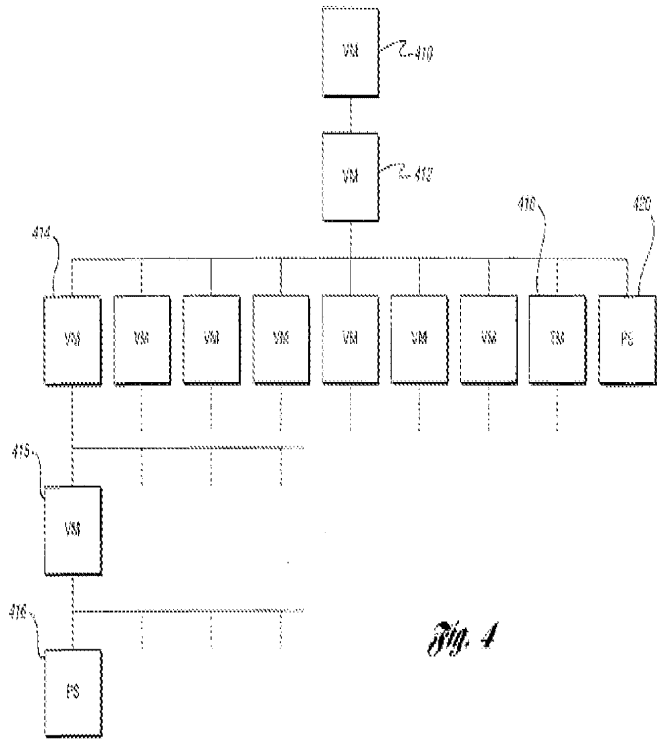
Petitioner BB&T - Exhibit 1008 - Page 3705

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	associated with the selected presentation cell." **Claussen at Col. 4, lines 29-34** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**
40. The method of claim 1, wherein at least some of the plurality of cells correspond to primary navigation options.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user."

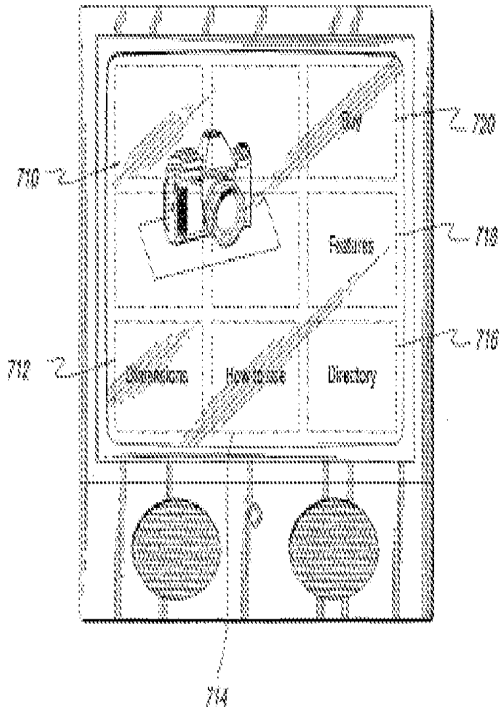
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Phone Language Reference at page v  Fig. 2b Figure 2b of Clauseen "Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection

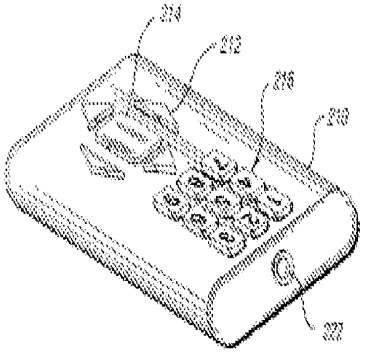
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	button 214 of remote control device 210. Each representation cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning. Arrow indicators 234 and 240 representing left and up directional buttons are denoted as invalid using a first shading. Arrow indicators 236 and 238 representing down and right directional buttons are denoted as valid using a second shading. Presentation cell number 232 of cursor 230 identifies the current presentation cell as "one"." **Claussen at Col. 4, lines 42-56**  **Figure 4 of Claussen** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention."

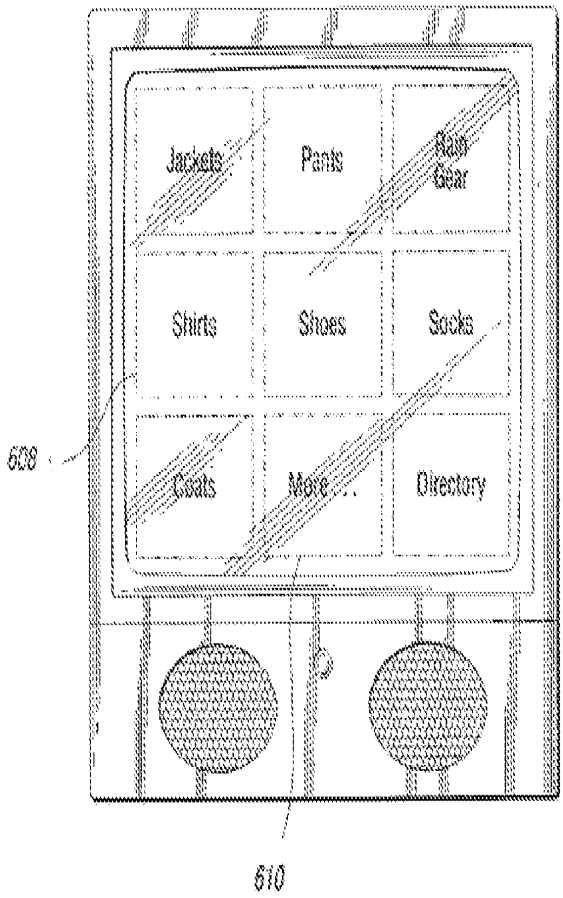
Petitioner BB&T - Exhibit 1008 - Page 3708

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 4, lines 64-66 "Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52**  Fig. 7

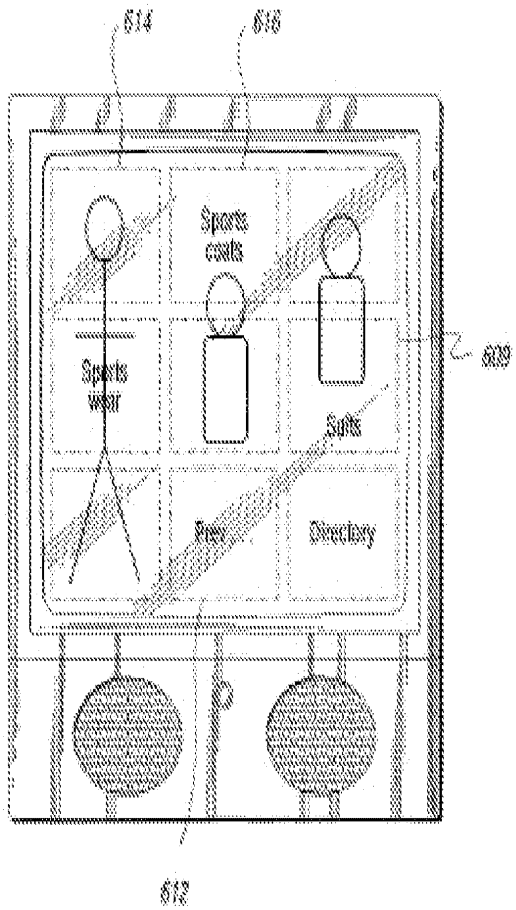
Petitioner BB&T - Exhibit 1008 - Page 3709

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 7 of Claussen  Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the selected presentation cell." **Claussen at Col. 4, lines 29-34**

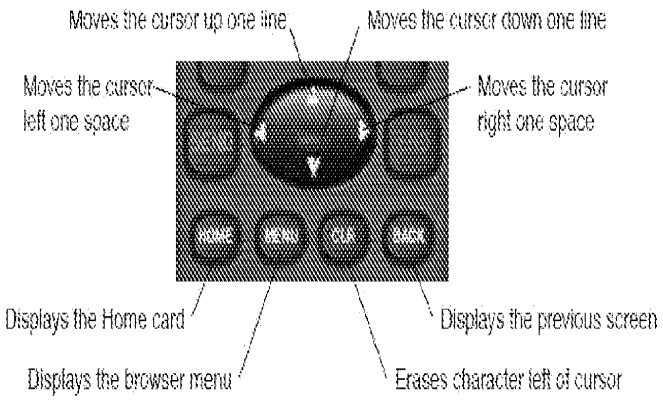
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

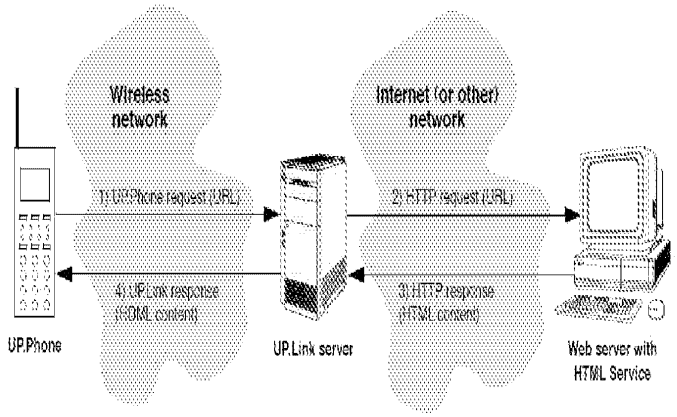
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen
41. The method of claim 1, further comprising using a pointer device to select one or	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet.

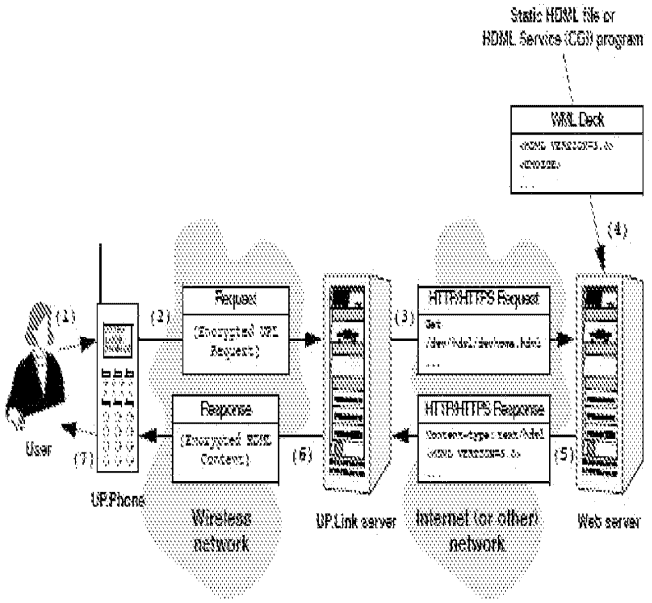
Petitioner BB&T - Exhibit 1008 - Page 3712

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
more of the plurality of cells and/or to manipulate the screen.	An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** FIGURE 3-2. Generic UP.Simulator navigation keys  **Figure 3-2 of UP Getting Started**
42. The method of claim 1, further comprising:	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
maintaining a database of sister site webpages by a content partner.	of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** FIGURE 2-1. High-level view of UP.Link platform components  **Figure 2-1 of UP Getting Started**

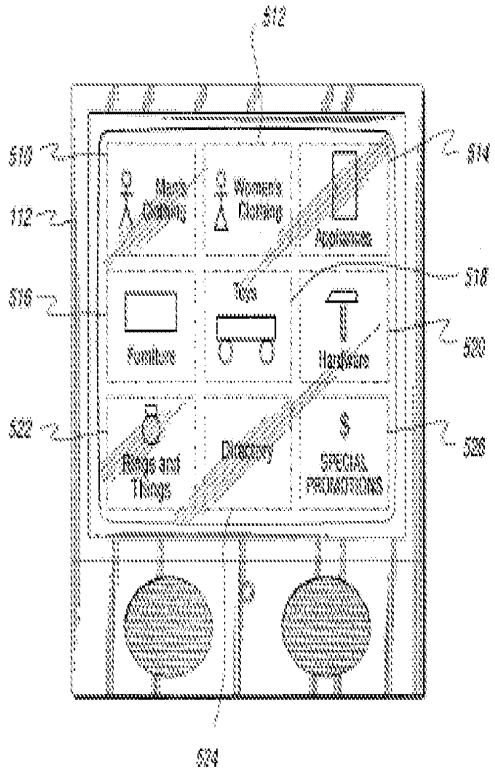
Petitioner BB&T - Exhibit 1008 - Page 3714

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web."

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP Getting Started at page 16
43. The method of claim 1, further comprising: displaying the on-line content concurrently with one or more advertisements.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

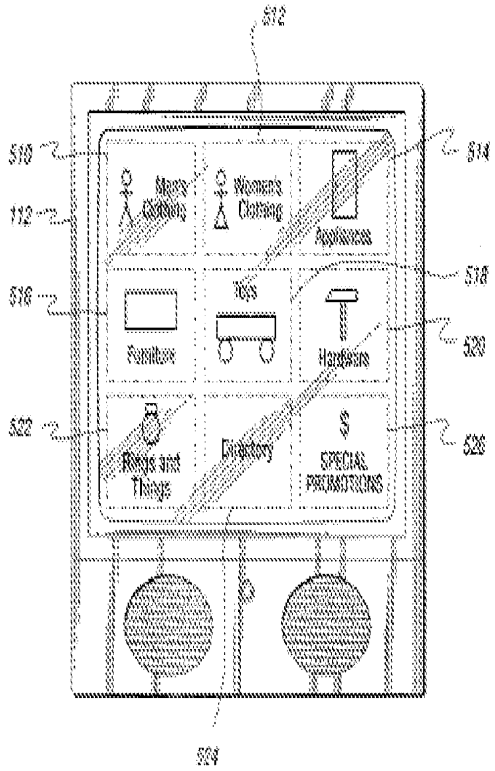
Petitioner BB&T - Exhibit 1008 - Page 3716

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

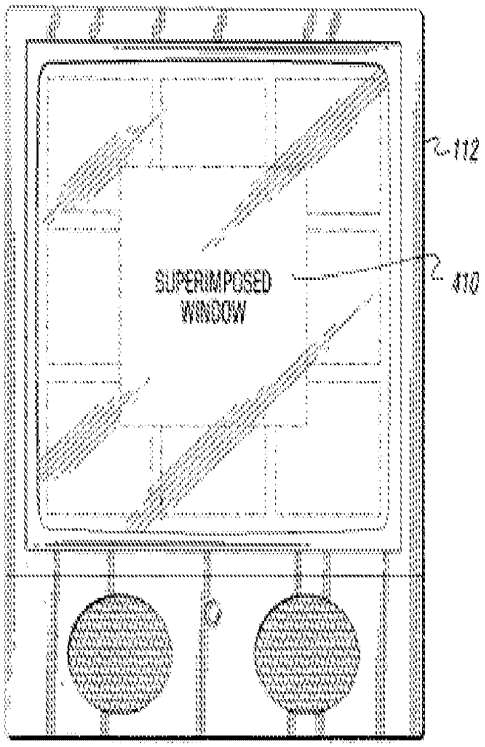
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
44. The method of claim 43, further comprising: displaying the simplified navigation interface as an overlay over the one or more advertisements.	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion. To navigate through the structure, the user may select one of the nine presentation cells from visual menu 412. Upon the user's selection of a department related presentation cell, the interactive user station will display the presentation elements of node 414. Node 414 is a visual menu which includes presentation elements related to products carried in the selected department. Node 414 is a first display of a multi-display visual menu of products. Visual menu 414 could, for example, include presentation elements relating to apparel available in a men's clothing department of a department store. Upon selecting a presentation cell of node 414, the interactive user station will navigate the user to the selected node. Node 415 is a second display of a multi-display visual menu." **Claussen at Col. 5, lines 44-67**

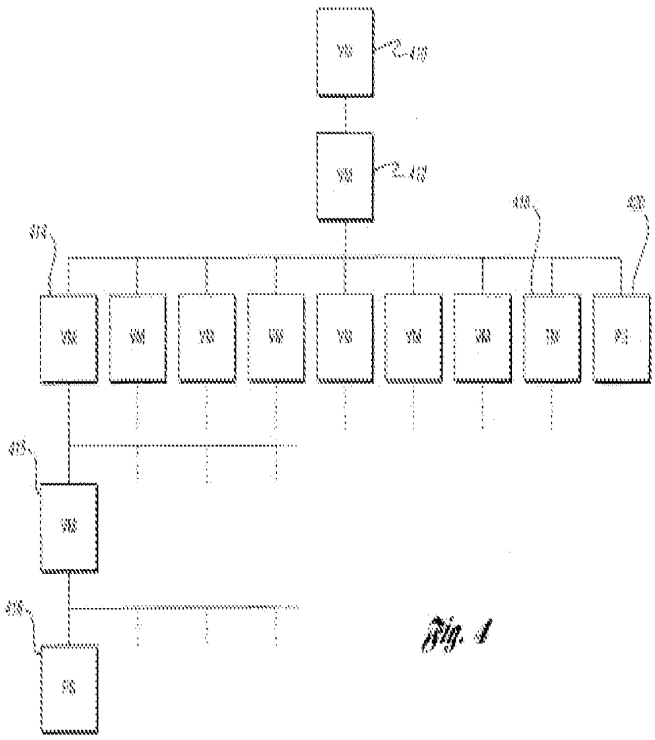
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* Figure 5 of Claussen

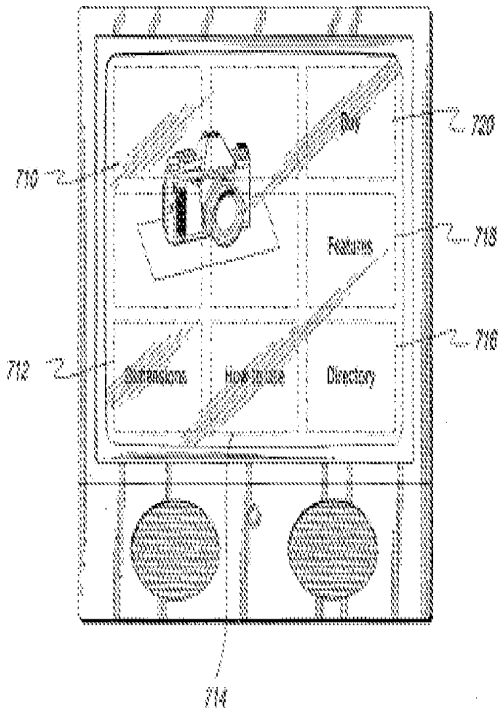
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 3* **Figure 3 of Claussen** "Referring now to FIG. 3, there is illustrated a functional schematic of the display screen showing a superimposed text window over the matrix of cells. The superimposed window 410 is used to communicate textual information to the user. Typically, this textual information represents a menu of options selectable by the user." **Claussen at Col. 4, lines 57-63.**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Businesses providing products or services have traditionally found it useful to advertise. In order for advertising to be effective, an advertisement must contain information such as available products or services, prices and vendor locations. Further, this information must be conveyed to interested potential customers." **Claussen at Col. 1, lines 13-18** "It is another object of the present invention to provide a method for processing and presenting information at an interactive advertising station which provides multiple presentation cells to increase the amount of information presented." **Claussen at Col. 2, lines 30-34** 

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 4 of Claussen  *Fig. 7* **Figure 7 of Claussen**
45. The method of claim 1, further comprising: accepting an alphanumeric value as the user selection of the first navigation option, the first	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers

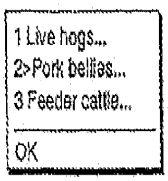
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
navigation option corresponding to a cell including a display of the alphanumeric value.	through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical scrolling • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card."

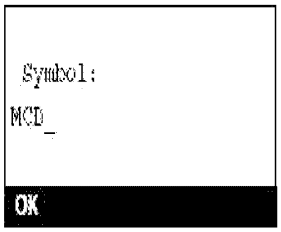
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Phone Language Reference at page 9 "The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11** `METHOD=choice_method` — The choice method. To make the list numbered, specify `NUMBER`. If the list is numbered, the user can choose an item by pressing the item's number or by scrolling to it and pressing a key. To make the list unnumbered, specify `ALPHA`. If the list is unnumbered, the user can choose an item only by scrolling to it and pressing ACCEPT. If you do not specify the `METHOD` option at all, the choice method defaults to `NUMBER`. Note that the phone will number only the first nine items in the list. **UP.Phone Language Reference at page 34**

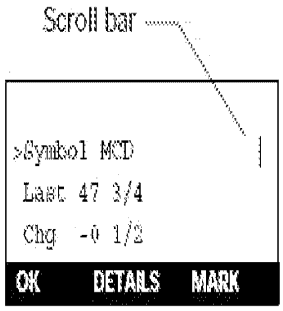
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-2. Choice card  If the user presses 3 and then presses ACCEPT, the current URL is called with the following arguments: `?choiceval=Cattle&choicenum=3` **Figure 2-2 of UP.Phone Language Reference**
46. The method of claim 1, wherein the simplified navigation interface includes a search form.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or UP.Phone, connects to World Wide Web (WWW) servers through a system called an UP.Link. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called UP.Link services. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

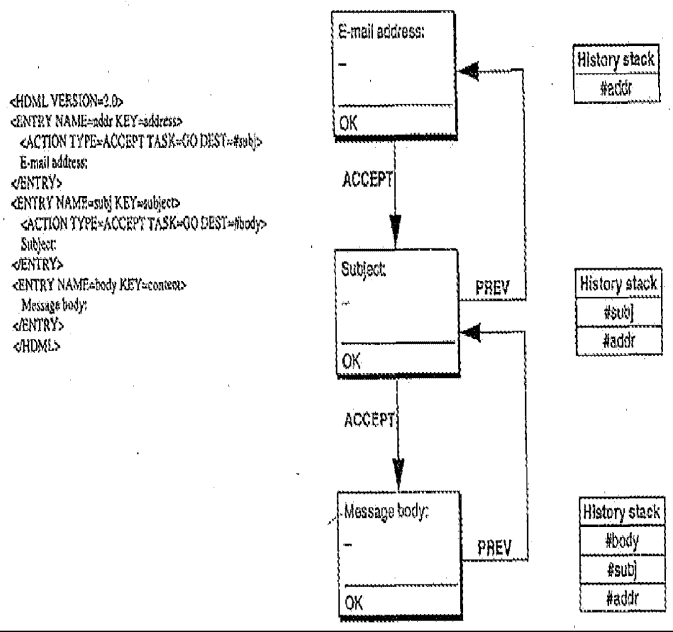
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The home card, to the right, is an example of a choice card. Bookmarks is the current selection. To choose **Directory**, press (Y) and then press the **OK** softkey. ▪ A **text entry card** prompts you to enter some text. This card, from the DBCStock application, is an example of a text entry card. To learn how to enter text, see page 9. Press the **OK** softkey after entering your text.  

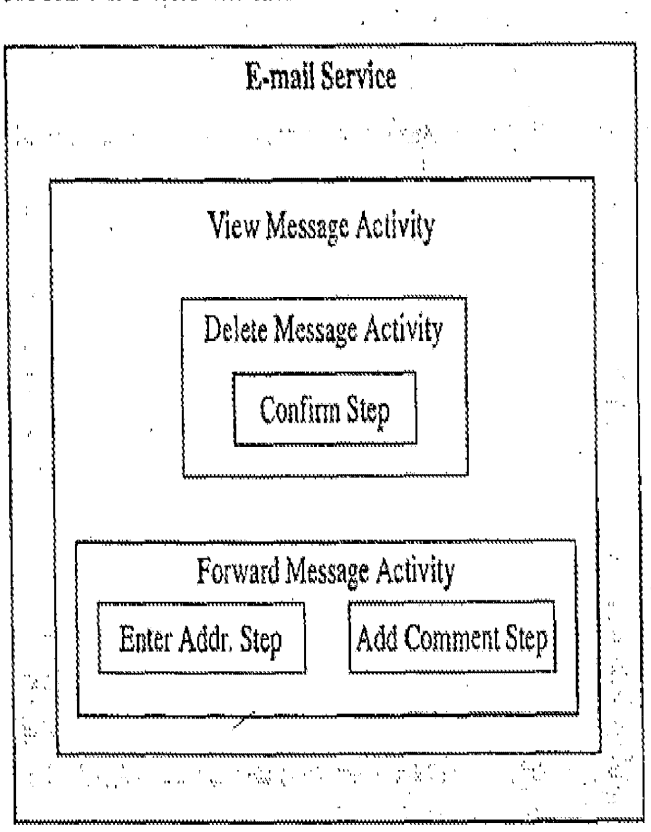
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	■ A **display card** displays information. Typically, when you start an application, it displays one or more choice and text entry cards, followed by a display card with the information you requested. This card, from the DECStock application, is an example of a display card.  The scroll bar on the right side indicates there is more text on this card than can fit on the display. To view the hidden lines, use the ▼ key to scroll down. As you scroll through the text, the scroll bar moves down, ending up at the bottom when there are no more lines to display. Use the ▲ key to scroll back up. If the entire contents of a card fits on the display, no scroll bar appears. **UP.Browser at pages 6-7**
47. The method of claim 1, wherein the simplified navigation interface includes an email form.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "For example, suppose an email service provides sequential cards to enter an email message address, subject, and body. After entering the address and the subject, the user can back up to either card by pressing PREV. Figure 1-5 illustrates this interface." **UP.Phone Language Reference at page 16** FIGURE 1-5. Card history 

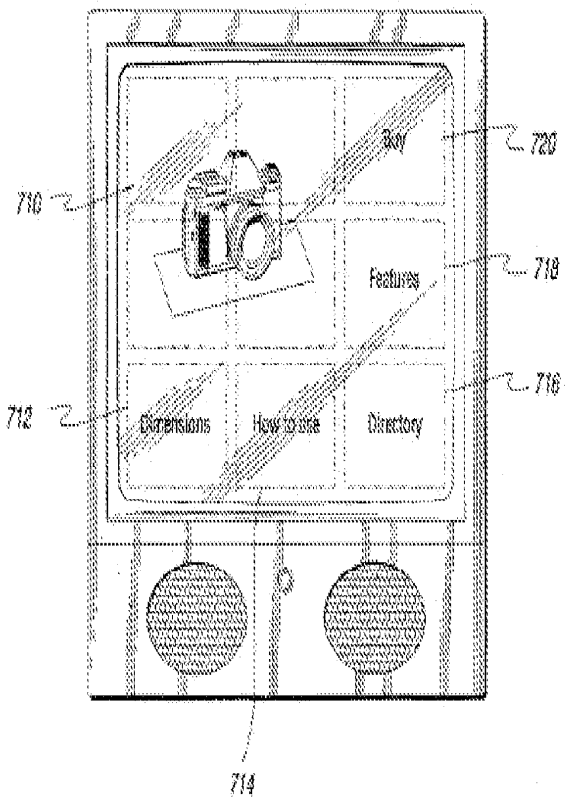
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 1-5 of UP.Phone Language Reference "An HDML service can provide multiple activities to its users. For example, a mail service might provide activities such as "Create a New Message" and "View Mail Inbox." The "Create a New Message" activity might include steps to enter an e-mail address, enter a subject, and enter the message body." **UP.Phone Language Reference at page 17** FIGURE 1-8. Nested activities  **Figure 1-8 of UP.Phone Language Reference**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
48. The method of claim 1, further comprising: displaying a purchasing interface in response to receiving the first navigation option.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

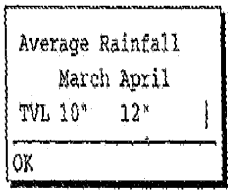
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 7 **Figure 7 of Claussen** "Presentation element 720 provides the user the ability to purchase the displayed product. Upon detecting a selection of the cell displaying presentation element 720, the interactive user station performs a set of pre-defined steps associated with the presentation element 720. These steps, for example, might cause video information representing a live sales agent to be displayed in the presentation cell associated with presentation element 720. An alternative embodiment might include displaying a text-based purchase form displayed in a superimposed window to permit the

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	user to authorize a product purchase." **Claussen at Col. 7, lines 16-26**
49. The method of claim 1, wherein the simplified navigation interface is not presented through a standard web browser.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**
50. The method of claim 9, wherein the screen includes individual regions adapted to be brought into focus and further adapted such that the on-line content can be	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical *scrolling* • ASCII printable character set

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
manipulated within a selected one of the regions.	• Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9 (emphasis added)** "HDML allows you to display formatted text in display cards and display content areas of entry and choice cards. It provides a variety of statements to specify how text is wrapped and *scrolled*, and how it is placed on the phone display." **UP.Phone Language Reference at page 23 (emphasis added)** "Some phones may display visual cues to indicate to the user that there is additional text in the current card. The user can *scroll* down and see the remaining lines by pressing the down arrow key. After *scrolling* down, the user can *scroll* back to the first lines by pressing the up arrow key." **UP.Phone Specification at page 25 (emphasis added)** FIGURE 1-12. Display card with formatted text containing tabs  The phone display in this example uses a vertical bar (|) as visual cue to indicate there is additional text to which the user can scroll.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Figure 1-12 of UP.Phone Language Reference

Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

UP.Phone Language Reference at page 24

FIGURE 1-4. Choice card

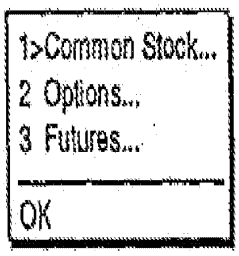
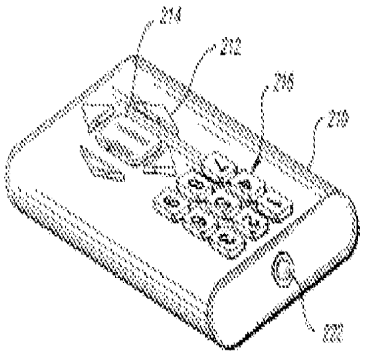
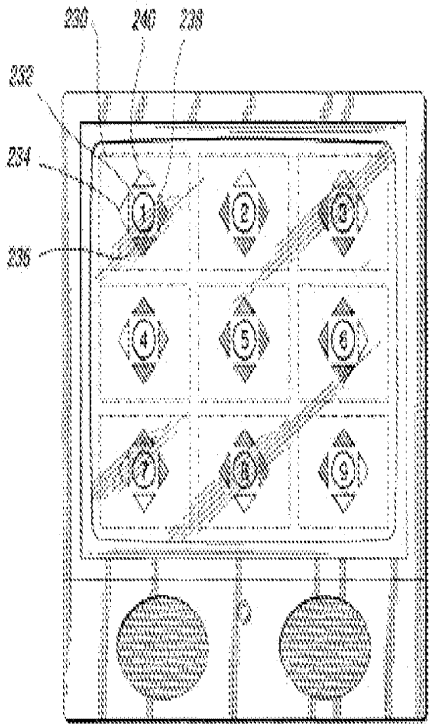


Figure 1-4 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
51. The method of claim 50, further comprising tabbing to focus on different one of the regions.	 Fig. 2a Figure 2a of Claussen

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the

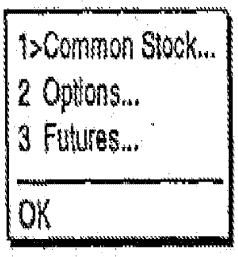
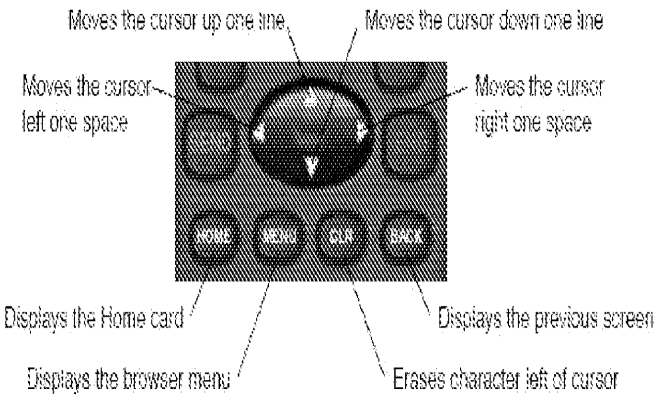
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
52. The method of claim 50, wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of

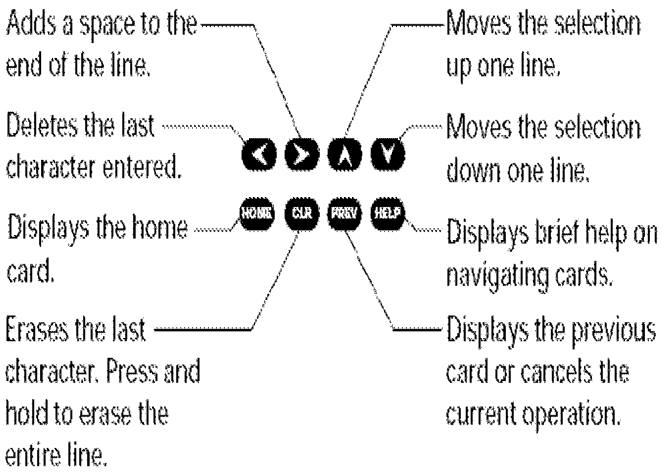
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** **Statement** / **Effect** ` ` — Starts a new line. The line uses the default wrapping mode you last specified on the card. `<LINE>` — Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a `<WRAP>` statement is encountered, all lines that follow the current line are also scrolled. `<WRAP>` — Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a `<LINE>` statement is encountered, all lines that follow the current line are also word wrapped. **UP.Phone Language Reference at page 24**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference** "UP.Link services can also initiate communication with a user, by "pushing" alerts and information to an UP.Link, which pushes them to the user's UP.Phone. This process is called *notification*." **UP.Phone Language Reference at page vi**
53. The method of claim 9, further comprising using a pointer device to select one or more of the plurality of cells and/or to manipulate the screen.	FIGURE 3-2. Generic UP.Simulator navigation keys  **Figure 3-2 of UP Getting Started** "By default, the first card the UP.Simulator displays is the Developer Home card. It contains a <SELECT> element with three items. To choose and item, click the ▲ and ▼ arrows to position the

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	cursor (the ▶ symbol) on the item you want, then click the ACCEPT function key below the OK label (see Figure 3-1). For example, to navigate to the WML Samples card, move the cursor to the third item and click the ACCEPT key. If a card contains more items that the UP.Simulator can display on one screen, click the ▼ arrow to scroll down and view the additional items." **UP Getting Started at page 21** **The navigation keys** The navigation keys appear below the softkeys. The following figure describes the function of each navigation key.  **UP.Browser at page 5**
54. The machine readable medium of claim 25, wherein the screen includes individual regions adapted to be brought	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display

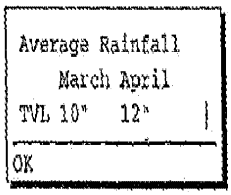
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
into focus and further adapted such that the on-line content can be manipulated within a selected one of the regions.	• Vertical *scrolling* • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9 (emphasis added)** "HDML allows you to display formatted text in display cards and display content areas of entry and choice cards. It provides a variety of statements to specify how text is wrapped and *scrolled*, and how it is placed on the phone display." **UP.Phone Language Reference at page 23 (emphasis added)** "Some phones may display visual cues to indicate to the user that there is additional text in the current card. The user can *scroll* down and see the remaining lines by pressing the down arrow key. After *scrolling* down, the user can *scroll* back to the first lines by pressing the up arrow key." **UP.Phone Specification at page 25 (emphasis added)**

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FIGURE 1-12. Display card with formatted text containing tabs



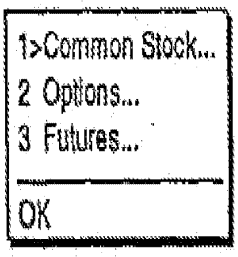
The phone display in this example uses a vertical bar (|) as visual cue to indicate there is additional text to which the user can scroll.

Figure 1-12 of UP.Phone Language Reference

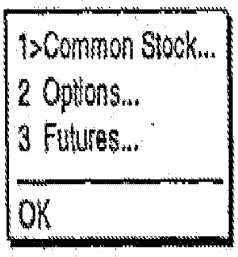
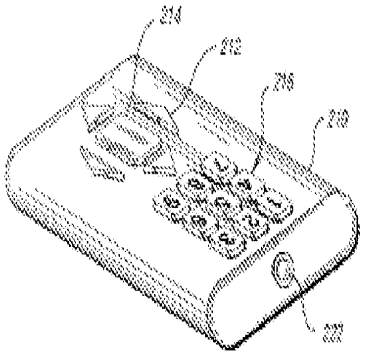
Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

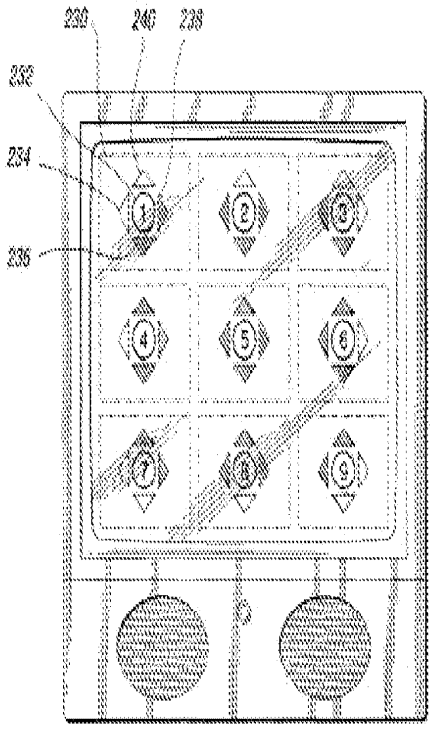
UP.Phone Language Reference at page 24

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference**
55. The machine readable medium of claim 54, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: tabbing to focus on different one of the regions.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-4. Choice card  Figure 1-4 of UP.Phone Language Reference  Fig. 2a Figure 2a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the

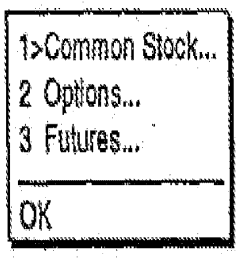
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
56. The machine readable medium of claim 54, wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of

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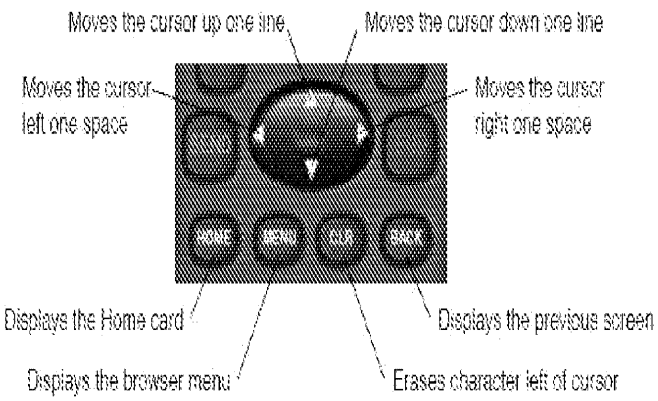
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** **UP.Phone Language Reference at page 24**
57. The machine readable medium of claim 25, having further instructions stored	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet.

Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

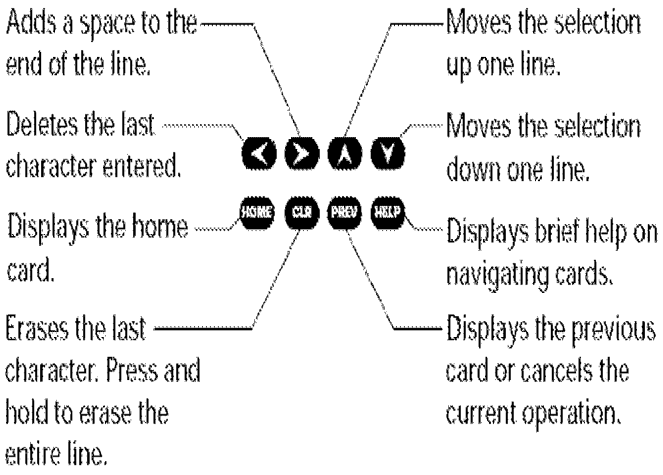
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
therein, which when executed cause the machine to perform further operations, comprising: using a pointer device to select one or more of the plurality of cells and/or to manipulate the screen.	An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-2. Generic UP.Simulator navigation keys  **Figure 3-2 of UP Getting Started** "By default, the first card the UP.Simulator displays is the Developer Home card. It contains a <SELECT> element with three items. To choose and item, click the ▲ and ▼ arrows to position the cursor (the ▶ symbol) on the item you want, then click the ACCEPT function key below the OK label (see Figure 3-1). For example, to navigate to the WML Samples card, move the cursor to the third item and click the ACCEPT key. If a card contains more items that the UP.Simulator can display on one screen, click the ▼ arrow to scroll down and view the additional items." **UP Getting Started at page 21**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The navigation keys The navigation keys appear below the softkeys. The following figure describes the function of each navigation key.  **UP.Browser at page 5**
58. A machine readable medium having instructions stored therein, which when executed cause a machine to perform a set of operations comprising:	"This chapter provides a high-level description of the structure and syntax of the HDML language. This chapter is intended only as an introduction to HDML structure and syntax; for a complete description of HDML statements and options, see Chapter 2, "HDML Statement Reference." **UP.Phone Language Reference at page 9** "This chapter provides reference information for HDML statements and options. The statements and options are listed in alphabetical order." **UP.Phone Language Reference at page 27** ""This section describes the elements of the language and their semantics." **UP.Phone Specification at page 2**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
displaying on-line content accessed via the Internet, the on-line content reformatted from a webpage in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site,	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical scrolling • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	• Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9** "*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions: • A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml • The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck: http://devgate2.uplanet.com/examples/password.hdml#card2 • If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2" **UP.Phone Language Reference at page 14** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

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```
<HDML VERSION=2.0>
   <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>
   <CHOICE>
      <CE TASK=GO DEST=#stock>Common Stock...
      <CE TASK=GO DEST=#options>Options...
      <CE TASK=GO DEST=#futures>Futures...
   </CHOICE>
. . .
</HDML>
```

When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."

UP.Phone Language Reference at page 16

FIGURE 1-4. Choice card

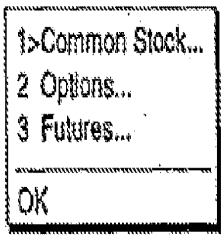
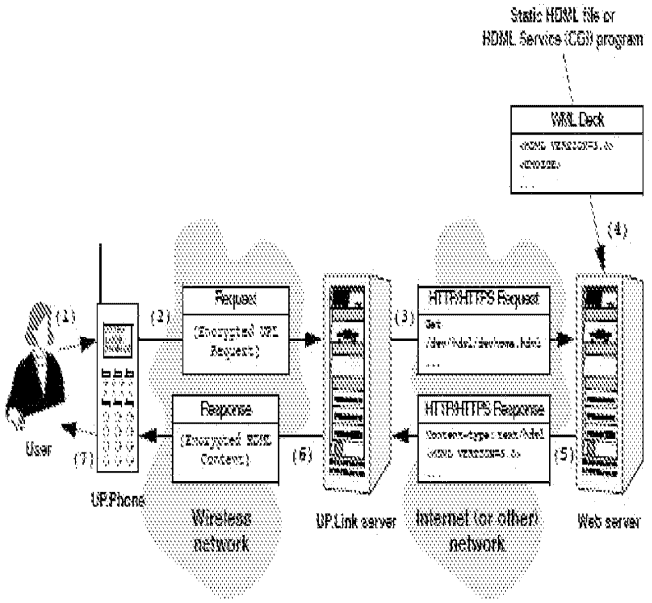


Figure 1-4 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web."

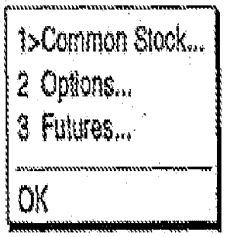
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP Getting Started at page 16 "The UP.Browser behaves much like a conventional Web browser. Its interface (the text it displays and the input options it presents to the user) is controlled by the sets of commands it loads. For a Web browser, the presentation language is HTML; for the UP.Browser, it is HDML—a language optimized for the constraints of small handheld device displays and limited keypads. For a Web browser, the sets of commands are called Web pages, for an UP.Phone, they are called *cards*. The user navigates with the UP.Phone by pressing keys on the keypad. As the user navigates to different locations, the phone loads different cards, which change the display and the input options." **UP Getting Started at page 14** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2**
the sister site including a portion or a whole of content of the web page reformatted to be displayed and navigable through a simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone,	"The term *UP.Phone* or *phone* refers to all UP.Link-enabled devices, such as cellular phones, Personal Digital Assistants (PDAs), and two-way pagers." **UP.Phone Language Reference at page vii** "Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical scrolling • ASCII printable character set

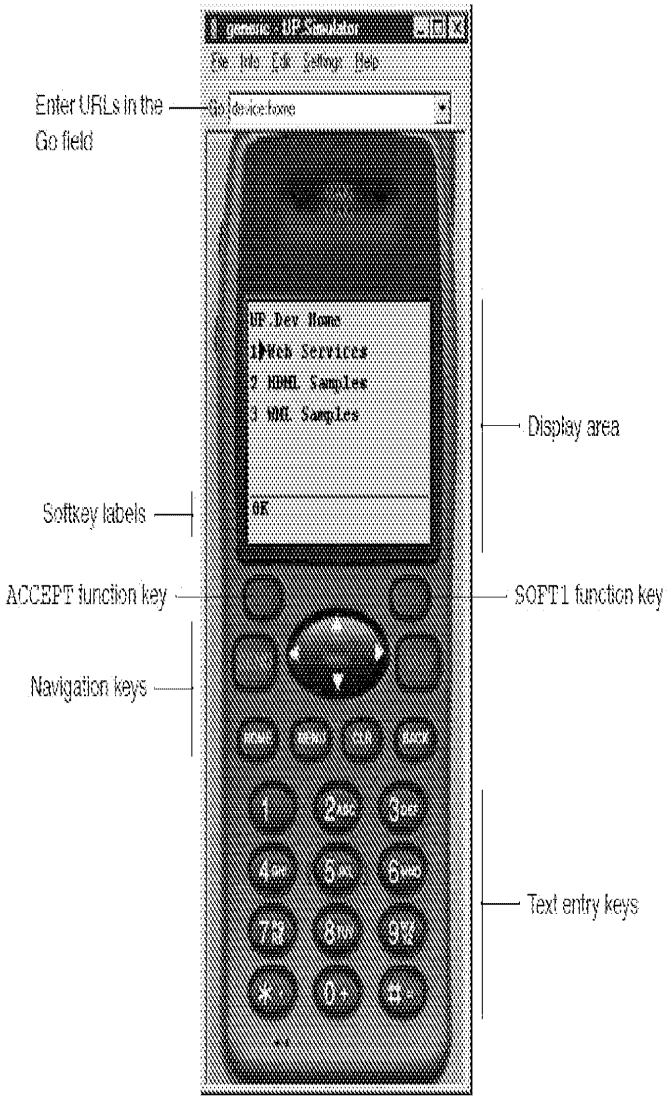
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	• Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9** "*Destinations* are URLs that tasks use to specify decks and cards to download and display on the phone. Destinations are similar to conventional World Wide Web URLs, with several extensions: • A destination that identifies an HDML deck uses a conventional URL, for example: http://devgate2.uplanet.com/examples/password.hdml • The first card in a deck has the same URL as the deck itself. To identify another card in the deck, you append a hashmark (#) and the cardname to the deck URL. For example, the following destination identifies a card named card2 in the password.hdml deck: http://devgate2.uplanet.com/examples/password.hdml#card2 • If you are referencing a card that is within the same deck, you can use the card name by itself, for example: card2" **UP.Phone Language Reference at page 14**

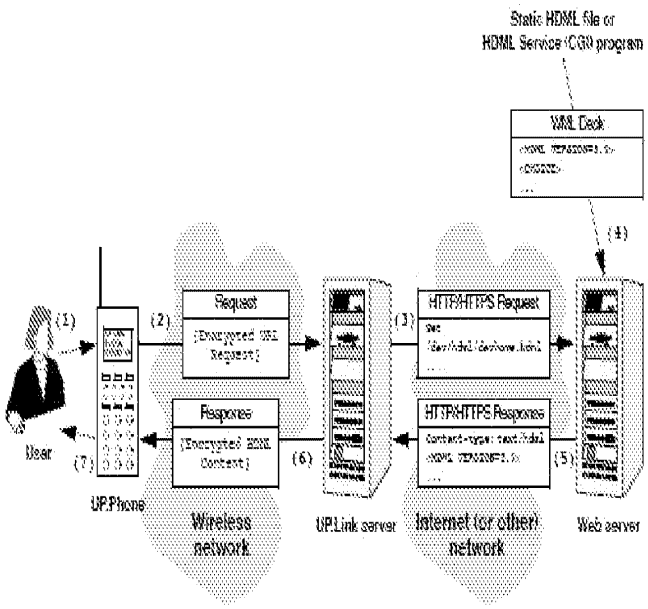
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference** "HDML services are Web server applications that return HDML and other content in response to HTTP requests. An HDML service can consist of only static HDML decks. However, services that dynamically generate HDML can better take advantage of the small size and portability of UP.Phones. Therefore, HDML services are typically Common Gateway Interface (CGI) or Web server API applications. Some examples of HDML services are: • Securities trading systems • Order tracking systems • Weather and road condition reports An HDML service can dynamically generate HDML in the same way conventional CGI scripts generate HTML—for example, by querying databases or other external data sources. You can easily develop an HDML service that generates (or "scrapes") HDML from existing HTML content on the Web." **UP Getting Started at page 16**

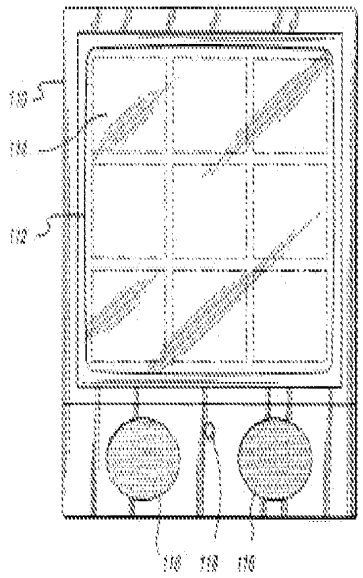
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  **Figure 3-1 of UP Getting Started** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the

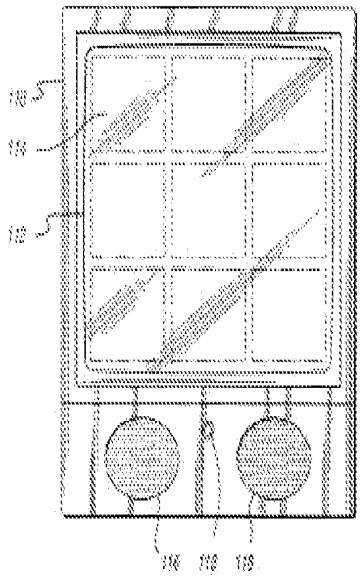
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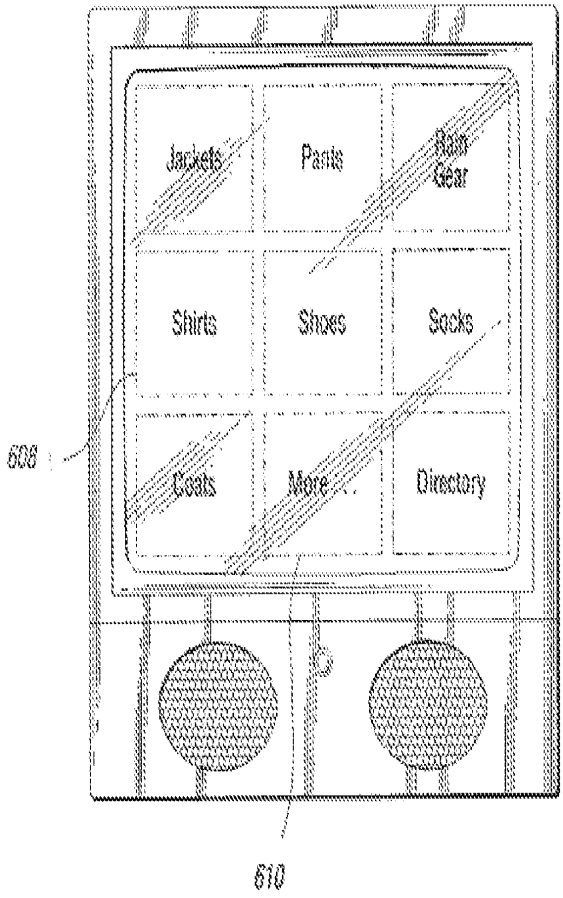
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)** FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started** "The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array. In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52**

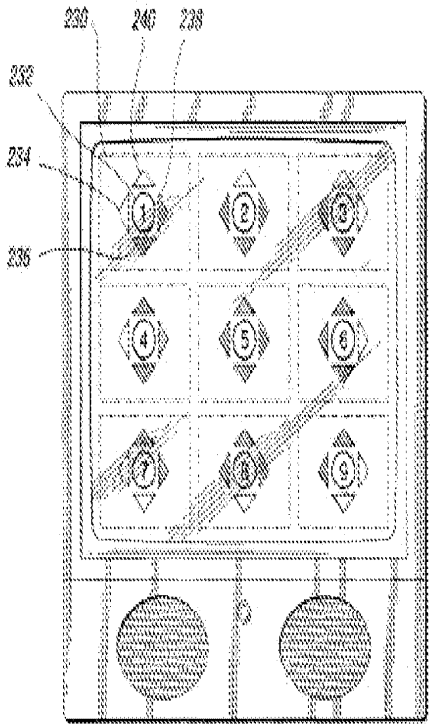
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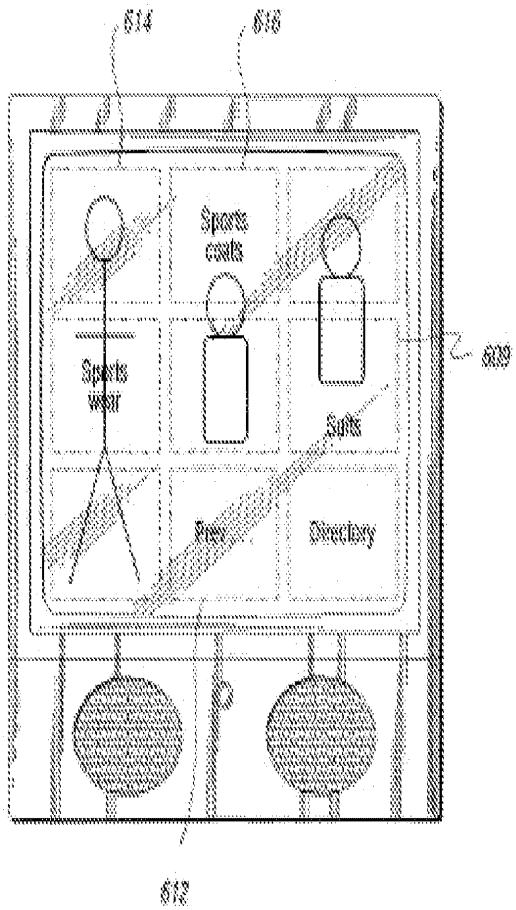
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 1 **Claussen at Figure 1**
the simplified navigation interface displayed in a form of a two-dimensional layer of cells from a plurality of layers and a plurality of cells,	"Referring to the drawings, FIG. 1 illustrates an interactive user station for implementing the methods of the present invention. The user station 110 includes a display area 112 having nine presentation cells 114 for presenting video information." **Claussen at Col. 3, lines 46-50** "In the preferred embodiment, each audio/visual element of a node is displayed in at least one presentation cell. Each presentation cell has associated behavior which is performed when the cell is selected by the user. This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button the user may press. The behavior associated with a cell could be navigational or functional. For example, selecting a cell having navigational behavior could result in the presentation of an associated next node."

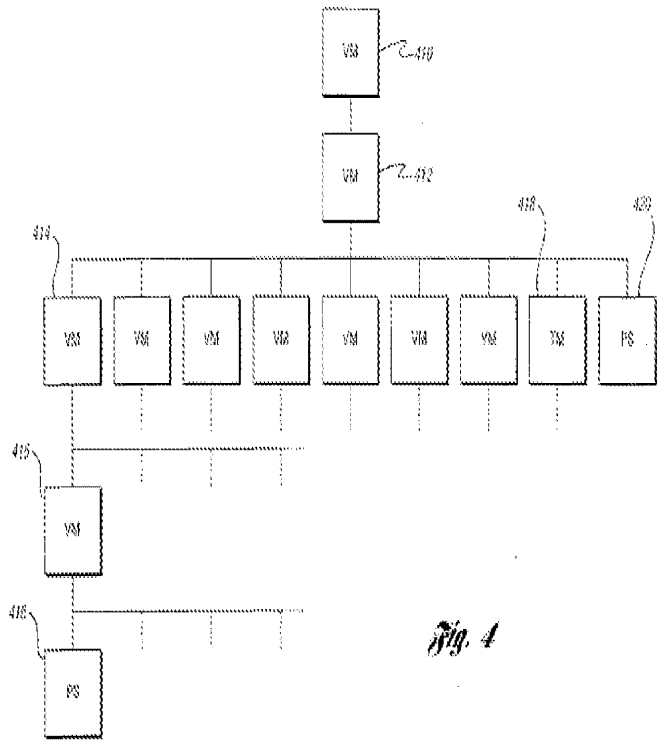
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 5, lines 23-39  Fig. 1 Claussen at Figure 1

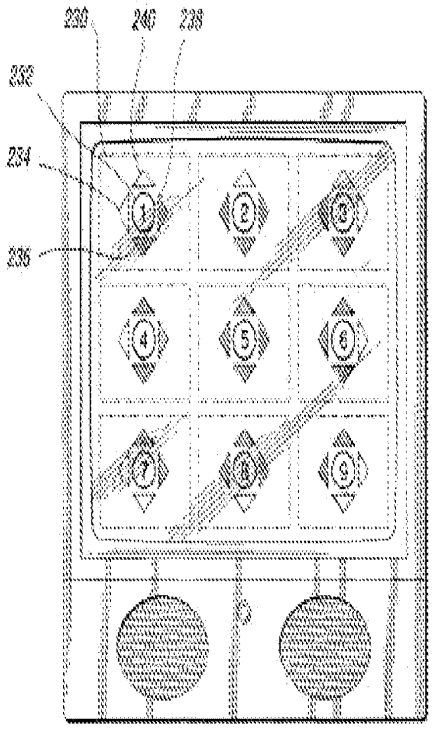
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b Figure 2b of Claussen

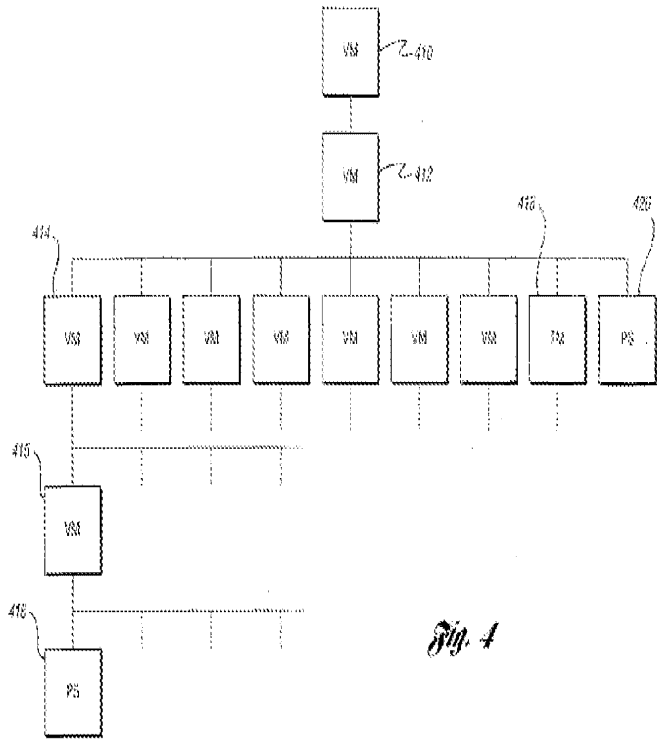
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

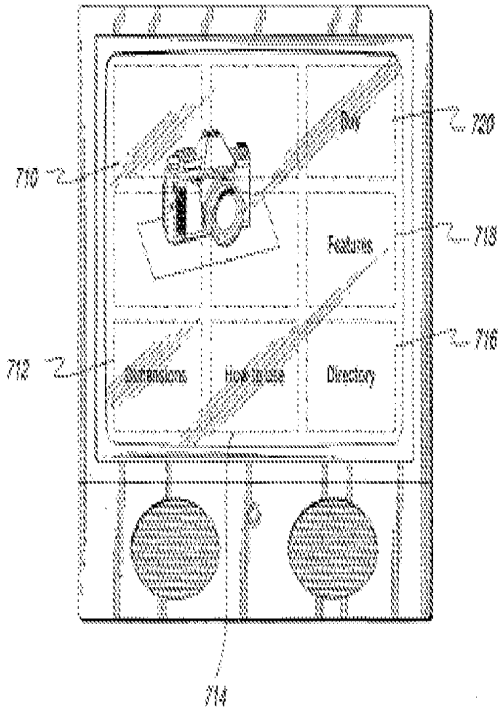
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

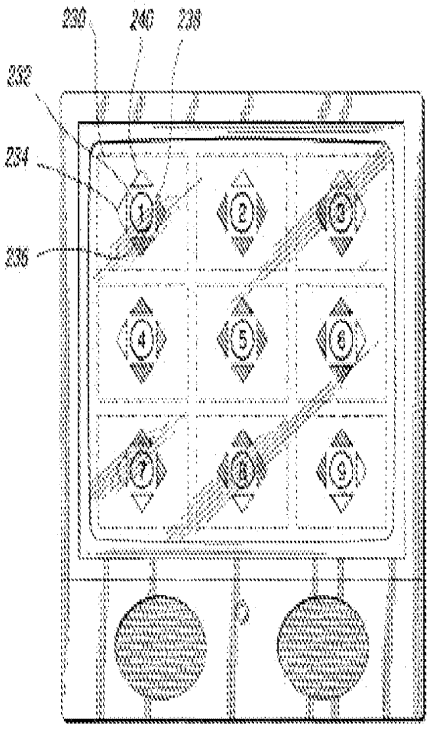
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
the two-dimensional layer in a form of a navigation matrix,	 *Fig. 2b* **Figure 2b of Claussen** "Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection button 214 of remote control device 210. Each representation cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning.

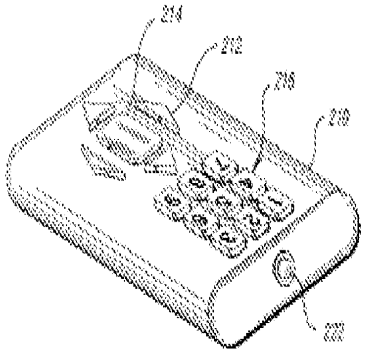
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Arrow indicators 234 and 240 representing left and up directional buttons are denoted as invalid using a first shading. Arrow indicators 236 and 238 representing down and right directional buttons are denoted as valid using a second shading. Presentation cell number 232 of cursor 230 identifies the current presentation cell as "one"." **Claussen at Col. 4, lines 42-56**  Fig. 4 **Figure 4 of Claussen** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52**  Fig. 7 **Figure 7 of Claussen**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
each cell is a division of a screen and exclusive to a separate single navigation option associated with a specific unique input,	 Fig. 2b **Figure 2b of Claussen** "Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection button 214 of remote control device 210. Each representation of cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning."

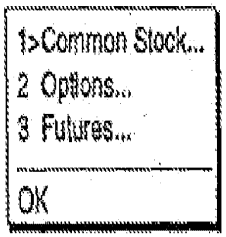
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 4, lines 42-50 "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28**  *fig. 2a* **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "The remote control device 210 also includes a SELECT button 214. The SELECT button 214

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the selected presentation cell." **Claussen at Col. 4, lines 29-34** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53**
the on-line content formatted to be displayed in one or more of the plurality of cells and formatted to be selected for navigation by one or more of the unique inputs,	"The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	<HDML VERSION=2.0> <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card> <CHOICE> <CE TASK=GO DEST=#stock>Common Stock... <CE TASK=GO DEST=#options>Options... <CE TASK=GO DEST=#futures>Futures... </CHOICE> . . . </HDML> When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16** FIGURE 1-4. Choice card  **Figure 1-4 of UP.Phone Language Reference**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

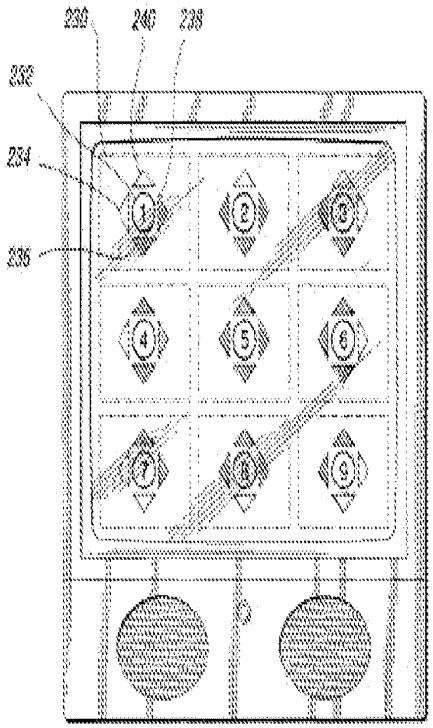
UP.Phone Language Reference at page 24

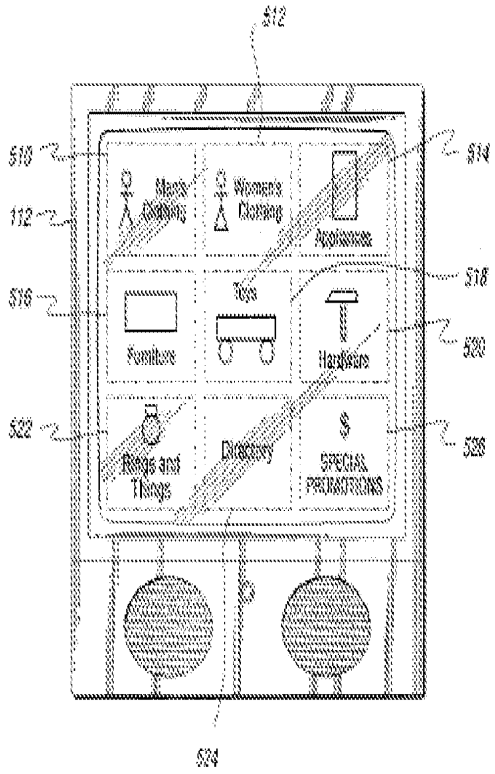
"To create aligned columns of text, insert <TAB> statements in the text. The phone automatically sets tab stops for you. It treats contiguous lines containing tabs as rows in a table, setting the number of columns to the number of tabs in the line with the most tabs. It sets the width of each column to accommodate the column's largest cell."
UP.Phone Language Reference at page 25

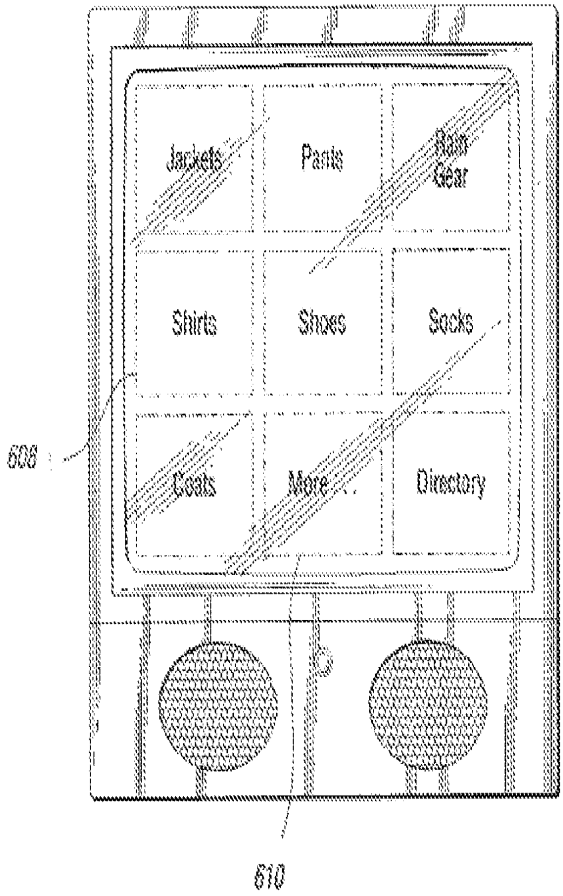
"This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press."
Claussen at Col. 5, lines 26-28

"Referring to the drawings, FIG. 1 illustrates an interactive user station for implementing the methods of the present invention. The user station 110 includes a display area 112 having nine presentation cells 114 for presenting video information."
Claussen at Col. 3, lines 46-50

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* Claussen at Figure 2b

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a **Figure 6a of Claussen** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32**

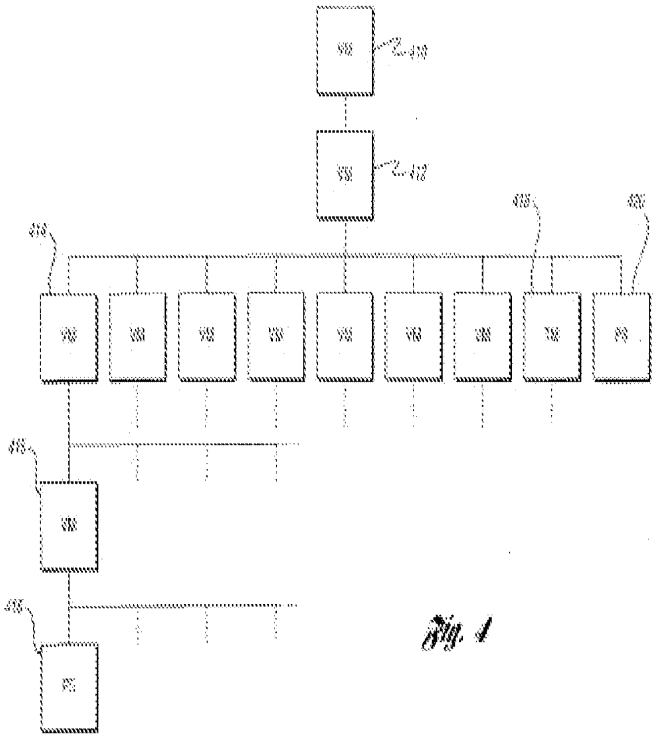
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a

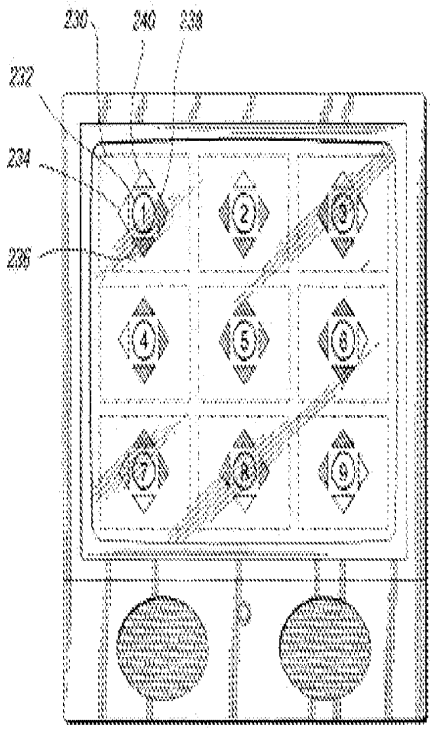
Petitioner BB&T - Exhibit 1008 - Page 3777

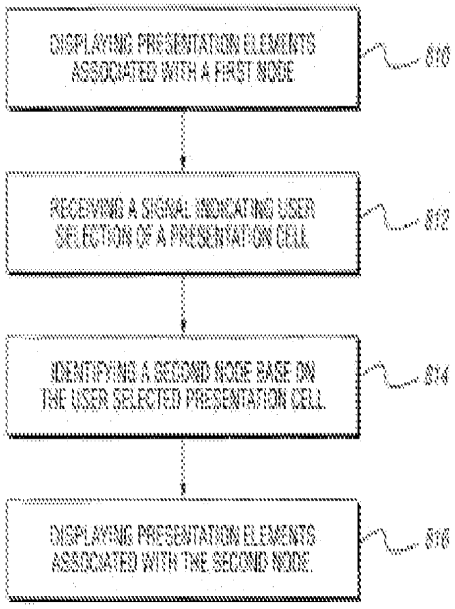
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer;	"Users must understand the concepts of hierarchical menu systems to best utilize the prior art computerized promotional methods and systems." **Claussen at Col. 1, lines 46-48** "Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 34-38** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

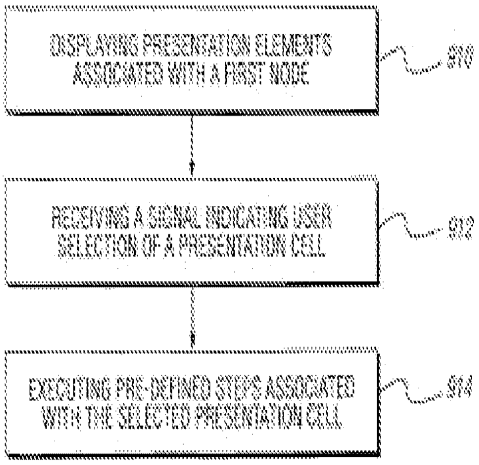
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Figure 4 of Claussen "Visual menu segments organize the presentation and provide navigation through the structure. Visual menus define the parent-child relationships. For each mode, product segments permit users to perform functions based on the displayed product. Typical functions include displaying features of the product, displaying product information, displaying instructional information and logging a sale of the product." **Claussen at Col. 5, lines 15-21** "To navigate through the structure, the user may select one of the nine presentation cells from visual menu 412. Upon the user's selection of a department related presentation cell, the interactive user station will display the presentation elements of node 414. Node 414 is a visual menu which includes

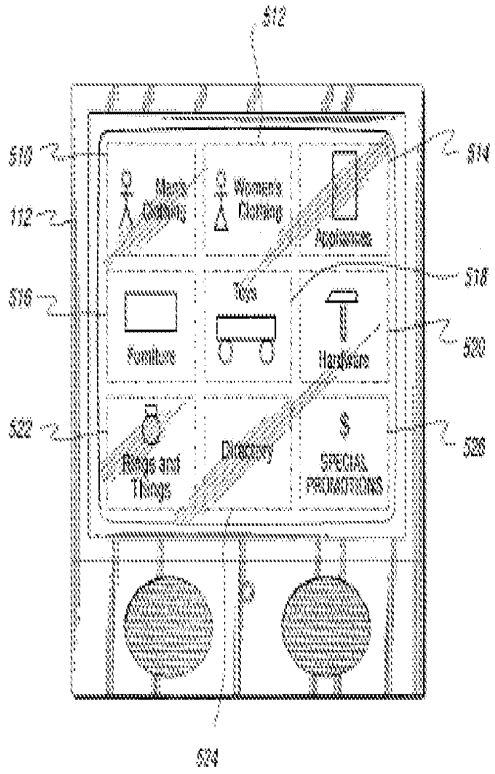
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presentation elements related to products carried in the selected department." **Claussen at Col. 5, lines 54-60**  *Fig. 2b* **Figure 2b of Claussen**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
receiving a user selection of one of the navigation options;	 Fig. 8 Figure 8 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

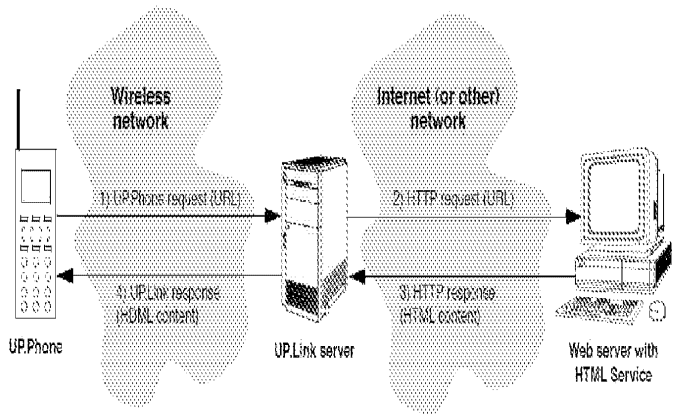
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2**
forwarding the selected navigation option across the internet to a server providing the simplified navigation interface;	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response

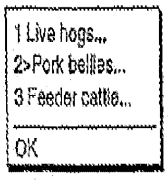
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "The UP.Browser behaves much like a conventional Web browser. Its interface (the text it displays and the input options it presents to the user) is controlled by the sets of commands it loads. For a Web browser, the presentation language is HTML; for the UP.Browser, it is HDML—a language optimized for the constraints of small handheld device displays and limited keypads. For a Web browser, the sets of commands are called Web pages, for an UP.Phone, they are called *cards*. The user navigates with the UP.Phone by pressing keys on the keypad. As the user navigates to different locations, the phone loads different cards, which change the display and the input options." **UP Getting Started at page 14** "An UP.Phone is a data-capable handheld device that runs the UP.Browser. The UP.Browser is a software module that enables the handheld device to interpret HDML and communicated with the UP.Link server. *A variety of handheld devices can be UP.Link-enabled.*" **UP Getting Started at page 14 (emphasis added)** FIGURE 2-1. High-level view of UP.Link platform components  **Figure 2-1 of UP Getting Started**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

FIGURE 2-2. Choice card



If the user presses 3 and then presses ACCEPT, the current URL is called with the following arguments:

```
?choiceval=Cattle&choicenum=3
```

Figure 2-2 of UP.Phone Language Reference

FIGURE 1-5. A typical UP.Link platform transaction

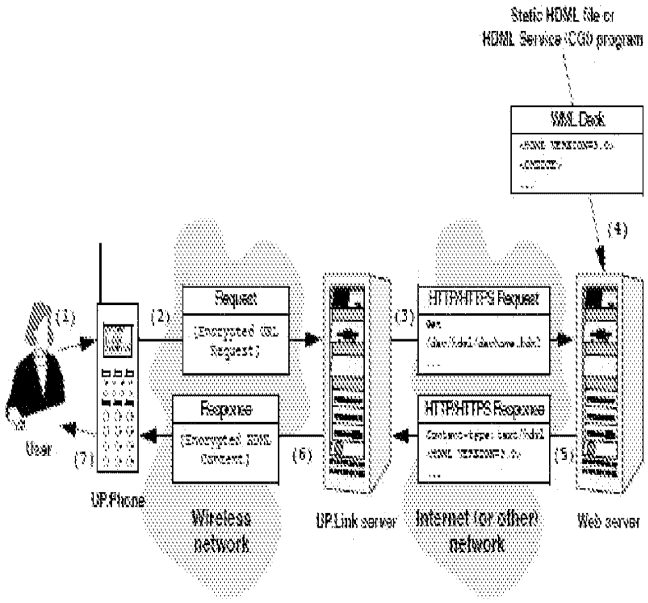
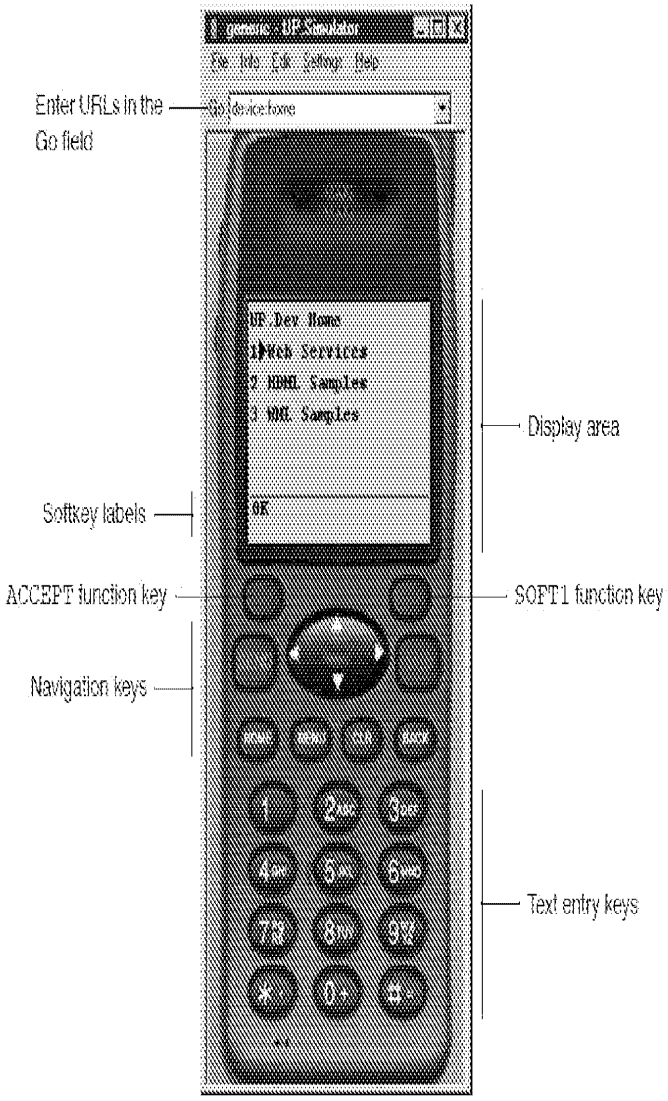
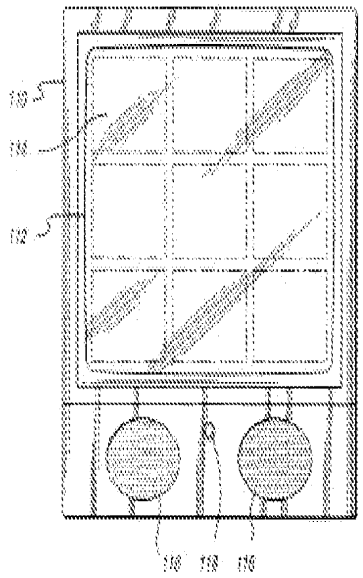


Figure 2-5 of UP Getting Started

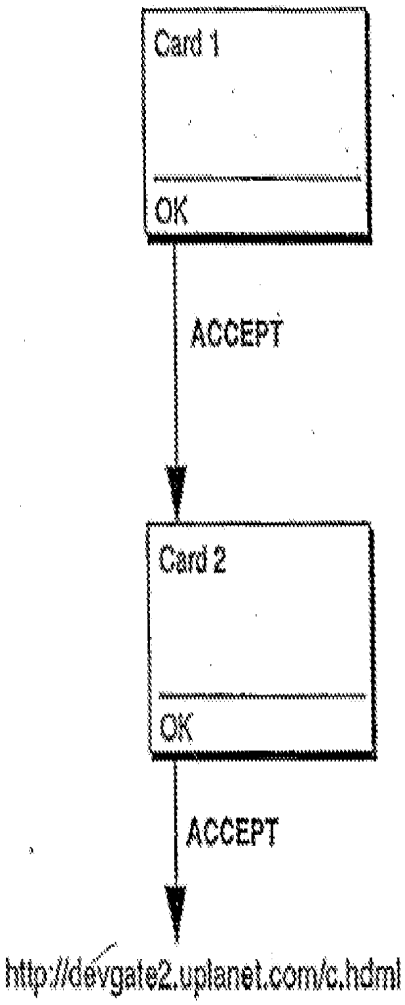
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 3-1. Developer Home card  Figure 3-1 of UP Getting Started

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 1 **Claussen at Figure 1** "The user station includes a processor in electrical communication with a memory and a presentation device. The presentation device includes a display having presentation cells arrangeable in an array. In the preferred embodiment, the presentation device is a video wall." **Claussen at Col. 2, lines 47-52** "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user." **Britton at Col. 1, line 62-Col. 2, line 2**

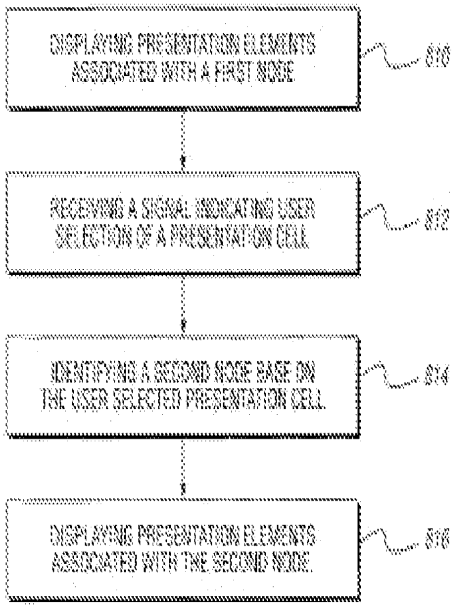
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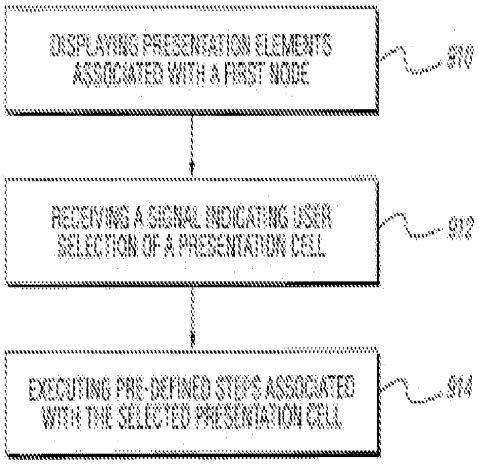
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
receiving a next deeper navigation layer of the simplified navigation interface corresponding to the selected navigation option;	FIGURE 1-3. Cards that specify actions  **Figure 1-3 of UP.Phone Language Reference** "HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:

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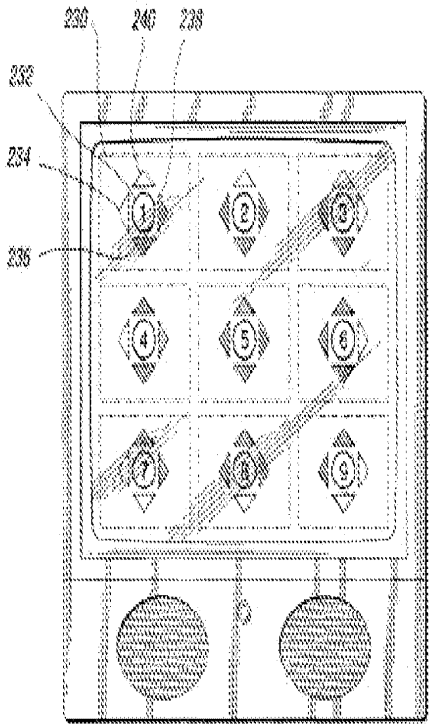
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	<HDML VERSION=2.0> <ACTION TYPE=ACCEPT TASK=GO DEST=#other_card> <CHOICE> <CE TASK=GO DEST=#stock>Common Stock... <CE TASK=GO DEST=#options>Options... <CE TASK=GO DEST=#futures>Futures... </CHOICE> . . . </HDML> When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions." **UP.Phone Language Reference at page 16**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 8 Figure 8 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2b Figure 2b of Claussen "When a user selects a particular hypertext link, a Web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the Web browser with a Web server at that address, and makes a request (e.g., an HTTP request) for the file identified in the link. The Web server then sends the requested file to the Web client which the Web browser interprets and displays to the user."

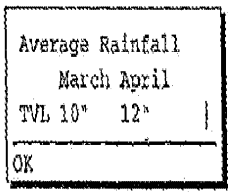
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Britton at Col. 1, line 62-Col. 2, line 2
and manipulating a region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical *scrolling* • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9 (emphasis added)** "HDML allows you to display formatted text in display cards and display content areas of entry and choice cards. It provides a variety of statements to specify how text is wrapped and *scrolled*, and how it is placed on the phone display." **UP.Phone Language Reference at page 23 (emphasis added)** "Some phones may display visual cues to indicate to the user that there is additional text in the current card. The user can *scroll* down and see the remaining lines by pressing the down arrow key. After *scrolling* down, the user can *scroll* back to the first lines by pressing the up arrow key." **UP.Phone Specification at page 25 (emphasis added)**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

FIGURE 1-12. Display card with formatted text containing tabs



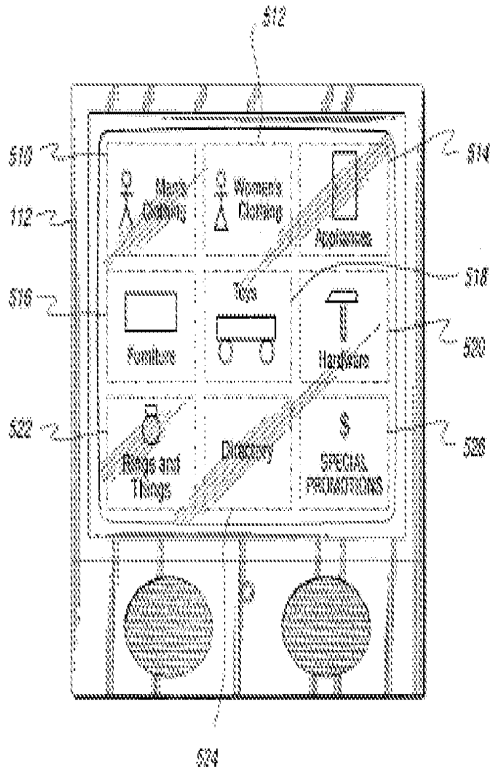
The phone display in this example uses a vertical bar (|) as visual cue to indicate there is additional text to which the user can scroll.

Figure 1-12 of UP.Phone Language Reference

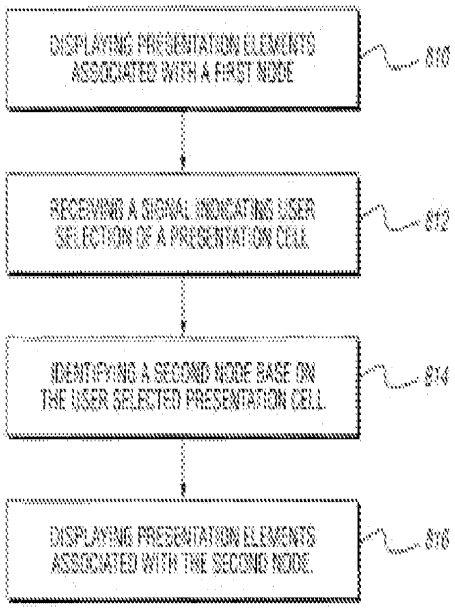
Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

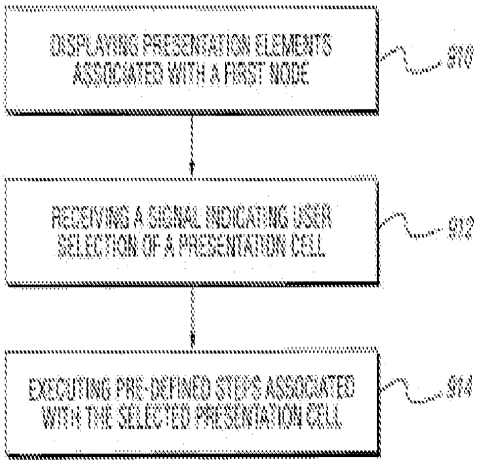
UP.Phone Language Reference at page 24

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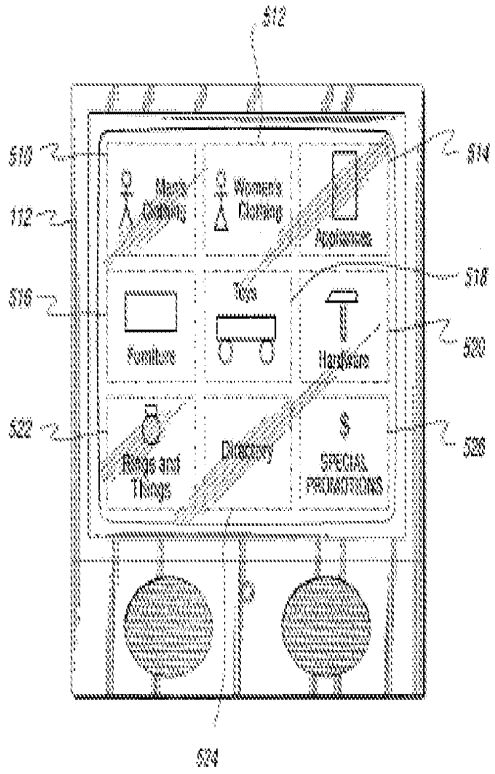
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
59. The machine readable medium of claim 58, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying one or more advertisements on the screen;	 Fig. 5 **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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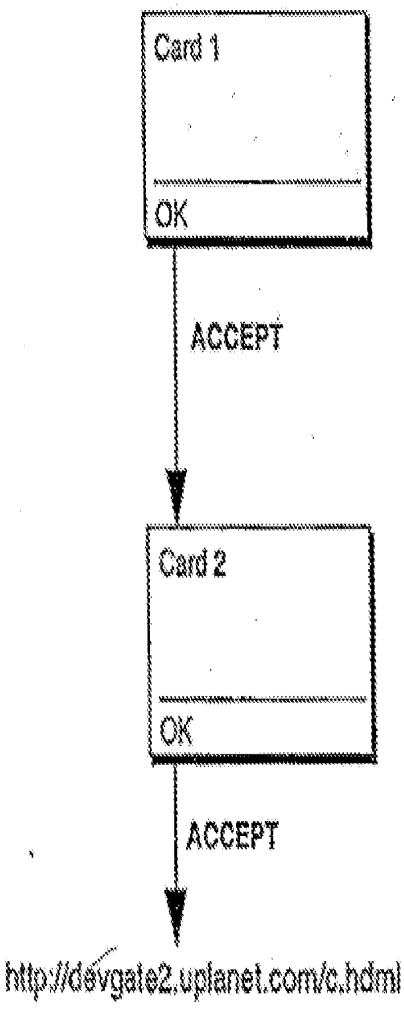
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
receiving a user selection of a displayed advertisement; and	 Fig. 8 **Figure 8 of Claussen**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 9* **Figure 9 of Claussen** "The method continues with the step of receiving a signal indicating a user selection of a presentation cell as shown in block **812**. Preferably, the step of receiving includes the steps of positioning an indicator at the presentation device to identify a presentation cell and receiving a command at the processor of the interactive user station. The user typically initiates the signal using a pointing device or a touch sensitive display screen." **Claussen at Col. 7, lines 34-41**

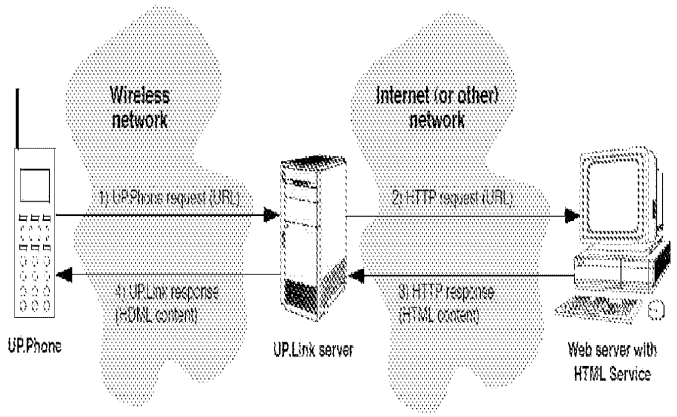
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

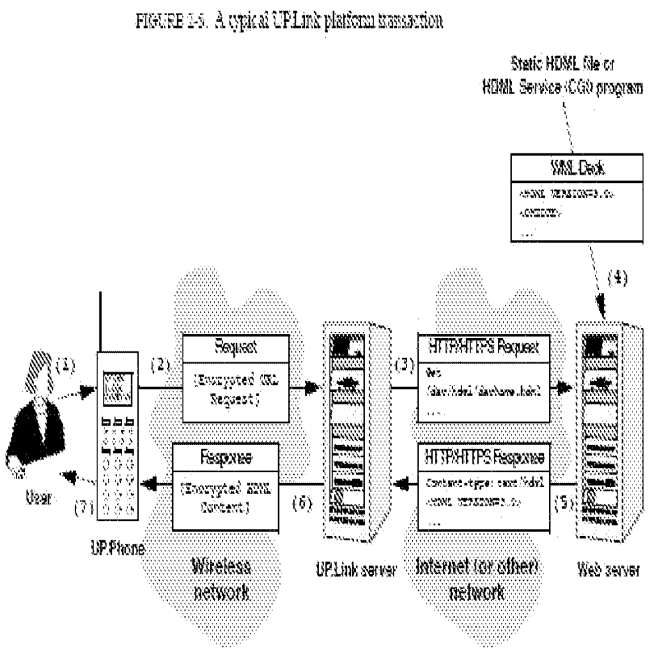
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
displaying second content accessed via the Internet,	FIGURE 1-3. Cards that specify actions 

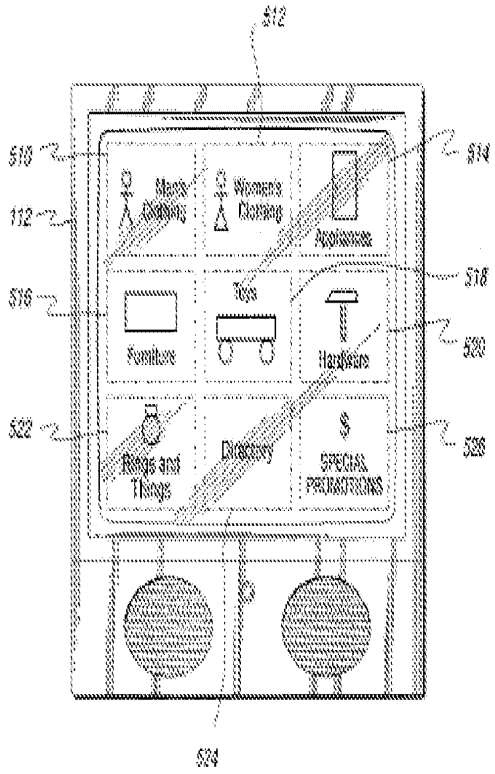
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

	Figure 1-3 of UP.Phone Language Reference
	
	"HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:
	`<HDML VERSION=2.0>`
	`<ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>`
	`<CHOICE>`
	`<CE TASK=GO DEST=#stock>Common Stock...`
	`<CE TASK=GO DEST=#options>Options...`
	`<CE TASK=GO DEST=#futures>Futures...`
	`</CHOICE>`
	. . .
	`</HDML>`
	When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."
	UP.Phone Language Reference at page 16
	
	FIGURE 2-1. High-level view of UP.Link platform components
	 

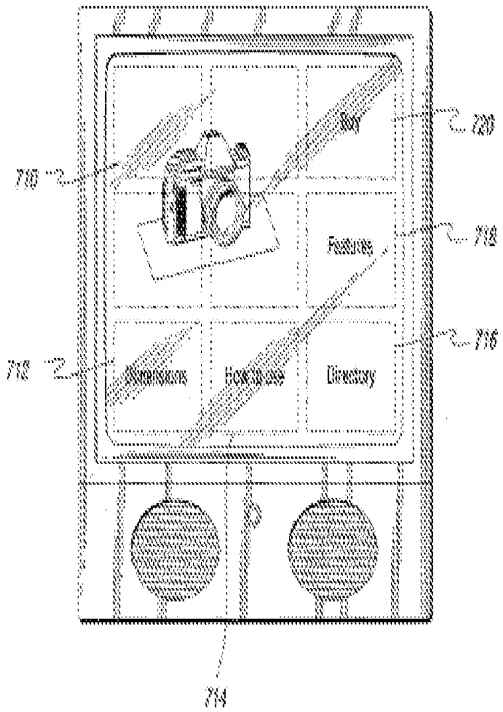
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 2-1 of UP Getting Started  Figure 2-5 of UP Getting Started

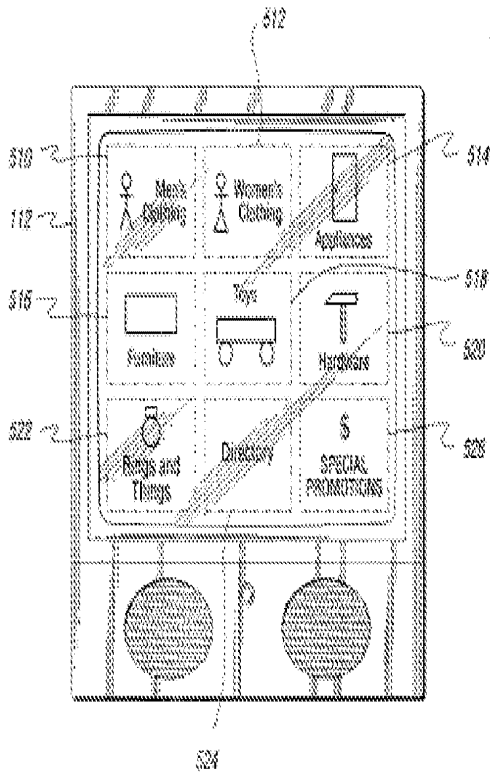
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen** "Selecting the presentation cell displaying presentation element **526** causes a text menu **418** to appear in a superimposed window **410**. Menu **418** permits the user to additional information or perform functions by selecting text menu options." **Claussen at Col. 6, lines 17-21**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 7* **Figure 7 of Claussen** "Users must understand the concepts of hierarchical menu systems to best utilize the prior art computerized promotional methods and systems." **Claussen at Col. 1, lines 46-48** "Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114."

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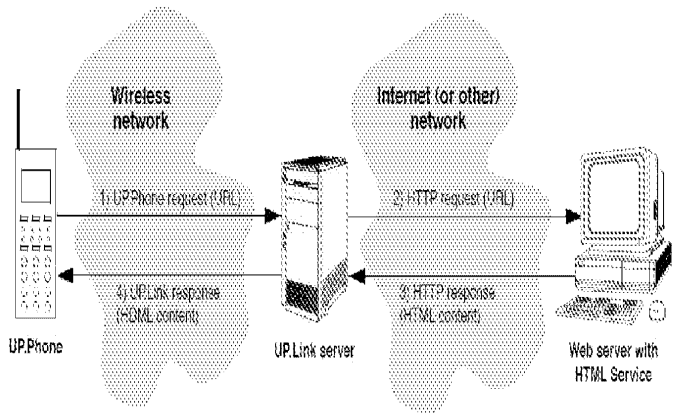
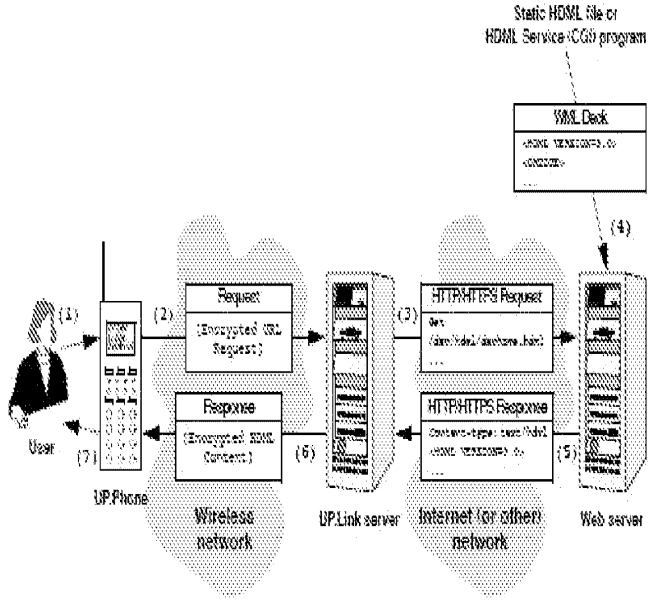
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 4, lines 34-38
wherein the second content is associated with the selected advertisement, and	 *Fig. 5* **Figure 5 of Claussen** "Selecting the presentation cell displaying presentation element **526** causes a text menu **418** to appear in a superimposed window **410**. Menu **418** permits the user to additional information or perform functions by selecting text menu options." **Claussen at Col. 6, lines 17-21**

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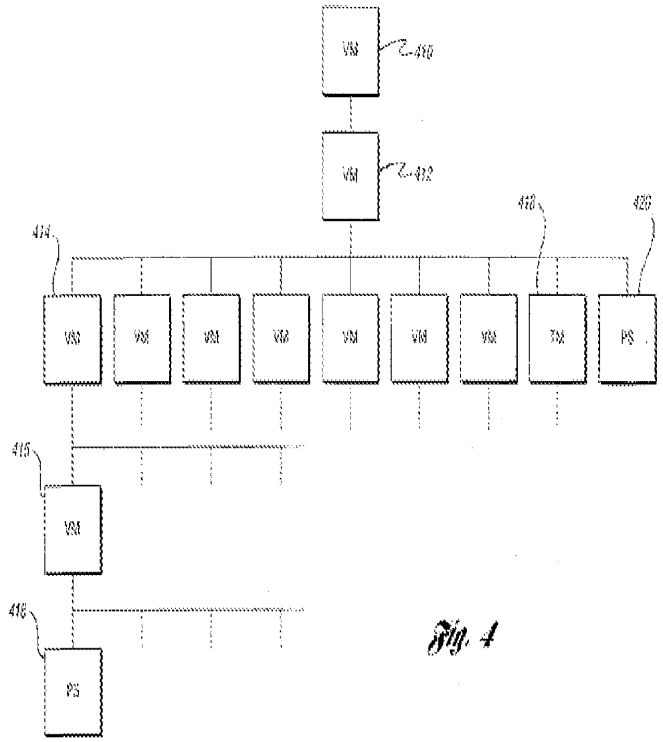
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Selecting presentation cells in which presentation elements 510-522 are displayed provides the user the ability to navigate the complex structure. Selecting the presentation cell displaying presentation element 524 causes product segment 420 to be displayed. Selecting the presentation cell displaying presentation element 526 causes a text menu 418 to appear in a superimposed window 410. Menu 418 permits the user to additional information or perform functions by selecting text men options." **Claussen at Col. 6, lines 12-21**

wherein the second content accessed via the Internet is formatted for navigation with the unique inputs.	"HDML also allows you to assign tasks to individual choices in a choice card. For example, the following deck provides three choices:
	`<HDML VERSION=2.0>`
	`<ACTION TYPE=ACCEPT TASK=GO DEST=#other_card>`
	`<CHOICE>`
	`<CE TASK=GO DEST=#stock>Common Stock...`
	`<CE TASK=GO DEST=#options>Options...`
	`<CE TASK=GO DEST=#futures>Futures...`
	`</CHOICE>`
	`. . .`
	`</HDML>`
	When the user chooses one of these choices and presses OK, the phone goes to the corresponding destination. Note that the phone ignores the ACCEPT action defined by the deck. Tasks defined for individual choices take precedence over deck and card-defined actions."
	UP.Phone Language Reference at page 16

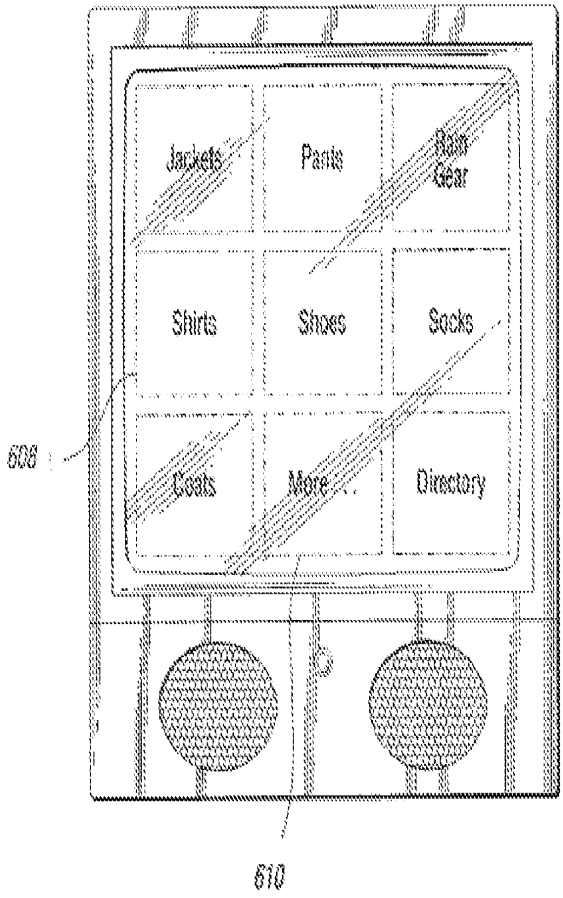
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	FIGURE 2-1. High-level view of UP.Link platform components  **Figure 2-1 of UP Getting Started** FIGURE 2-5. A typical UP.Link platform transaction  **Figure 2-5 of UP Getting Started**

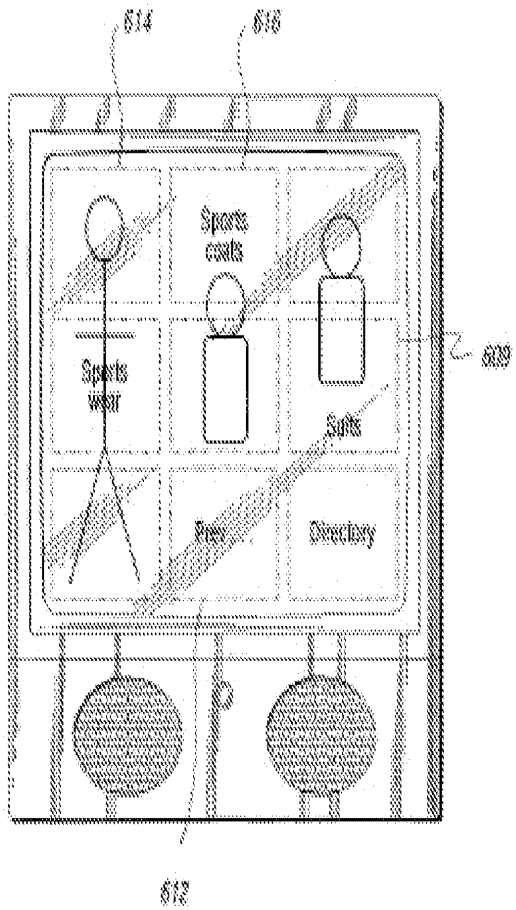
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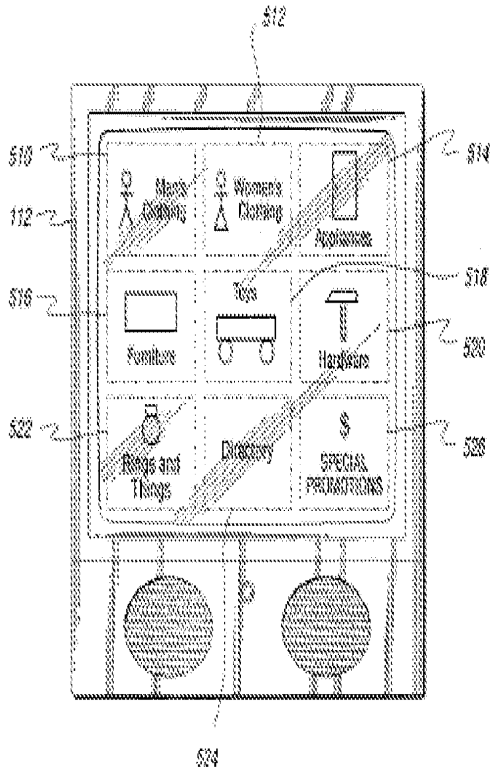
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
60. The machine readable medium of claim 58, wherein the on-line content is selected based, at least in part, on a navigation path of a user.	 Figure 4 of Claussen "The method begins with the step of presenting at the presentation device at least one presentation element associated with a first node. The method continues with the step of receiving a signal at the processor indicating a user selection of one of the presentation cells. The method further includes the step of identifying a second node based on the selected presentation cell. The method finally includes the step of presenting at the presentation device at least one presentation element associated with the second node." **Claussen at Col. 2, lines 52-62**

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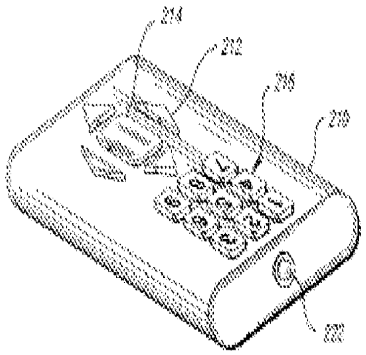
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6a Figure 6a of Claussen

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 6b Figure 6b of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 Figure 5 of Claussen

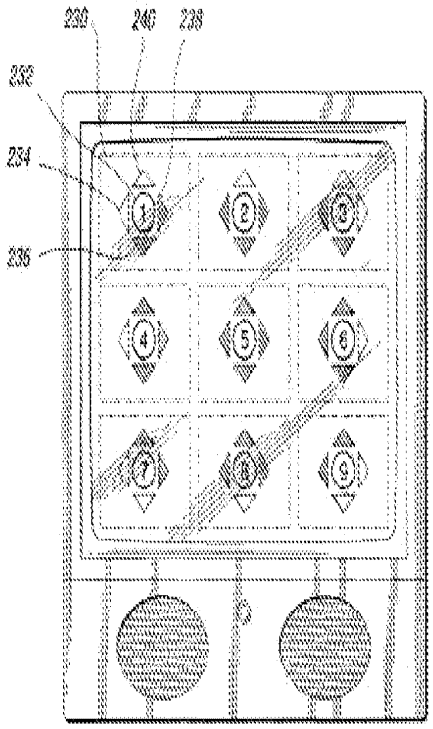
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**

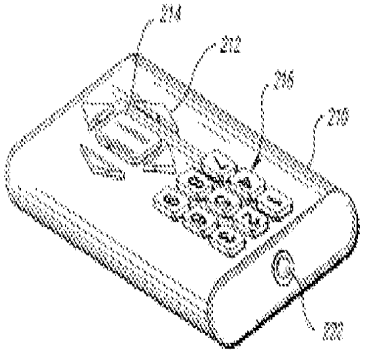
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "This behavior association is conceptually similar to a hypercard stack design, wherein each cell represents a button a user may press." **Claussen at Col. 5, lines 26-28** "The behavior associated with a cell could be navigational or functional. For example, selecting a

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 44-53** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell.

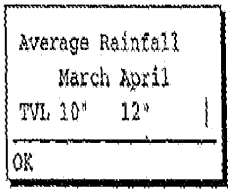
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
61. The machine readable medium of claim 58, wherein the user selection of one of the navigation options is received from any one of a remote control, a pointer device, a keypad, and a keyboard.	 Fig. 2a **Figure 2a of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells.

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
63. The machine readable medium of claim 58, wherein the screen includes individual regions adapted to be brought into focus and further adapted such that the on-line content can be manipulated within a selected one of the regions.	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical *scrolling* • ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys)

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	• ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9 (emphasis added)** "HDML allows you to display formatted text in display cards and display content areas of entry and choice cards. It provides a variety of statements to specify how text is wrapped and *scrolled*, and how it is placed on the phone display." **UP.Phone Language Reference at page 23 (emphasis added)** "Some phones may display visual cues to indicate to the user that there is additional text in the current card. The user can *scroll* down and see the remaining lines by pressing the down arrow key. After *scrolling* down, the user can *scroll* back to the first lines by pressing the up arrow key." **UP.Phone Specification at page 25 (emphasis added)** FIGURE 1-12. Display card with formatted text containing tabs  The phone display in this example uses a vertical bar (|) as visual cue to indicate there is additional text to which the user can scroll. **Figure 1-12 of UP.Phone Language Reference**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

UP.Phone Language Reference at page 24

FIGURE 1-4. Choice card

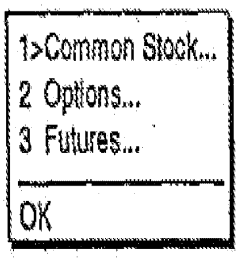
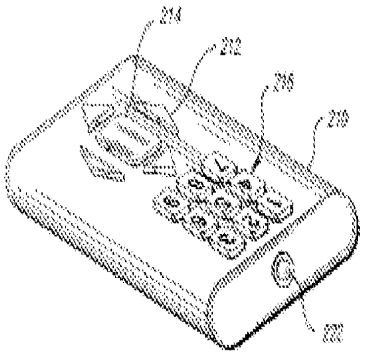
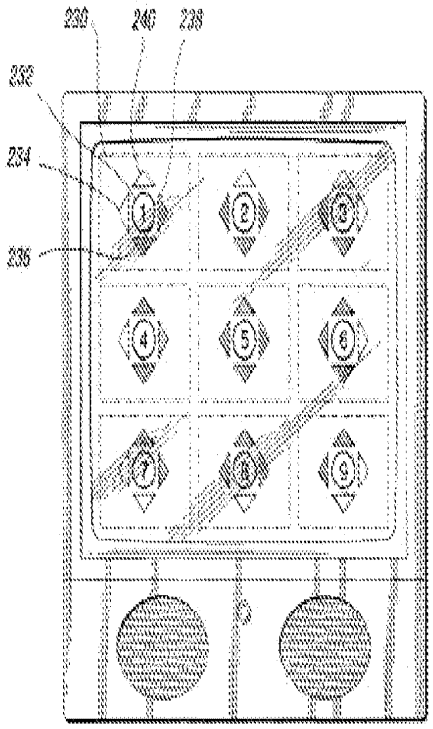


Figure 1-4 of UP.Phone Language Reference

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
64. The machine readable medium of claim 63, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: tabbing to focus on different one of the regions.	 *fig. 2a* Figure 2a of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Claussen** "Referring now to FIG. 2a, there is illustrated a remote control device 210 for use with the user station 110. The remote control device 210 includes fourteen buttons for communicating with user station 110. Four directional buttons 212 are provided to permit the user to indicate movement of a pointer at the

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	display area 112. The pointer can take any form including an arrow, a cursor, and a highlighted border around the presentation cell 114. Preferably, the pointer is a selection cursor positionable within any of the nine presentation cells. The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard tough-tone telephone. Pressing one of the nine buttons causes the selection cursor to be positioned within the associated presentation cell. Pressing "1", for example, causes the selection cursor to be positioned in the upper left presentation cell, while pressing "5" causes the selection cursor to be positioned in the center presentation cell. The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the select presentation cell. Typically, these steps will identify and present a second node associated with the selection presentation cell 114. This often provides the user with more information regarding the item displayed in the selected presentation cell 114." **Claussen at Col. 4, lines 6-38**
65. The machine readable medium of claim 63, wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or UP.Phone, connects to World Wide Web (WWW) servers through a system called an UP.Link. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of

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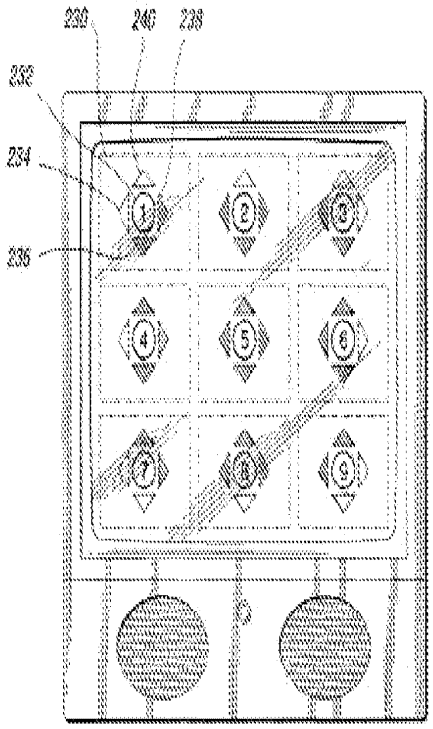
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called UP.Link services. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** **UP.Phone Language Reference at page 24**
66. The machine readable medium of claim 58, wherein at least some of the plurality	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet.

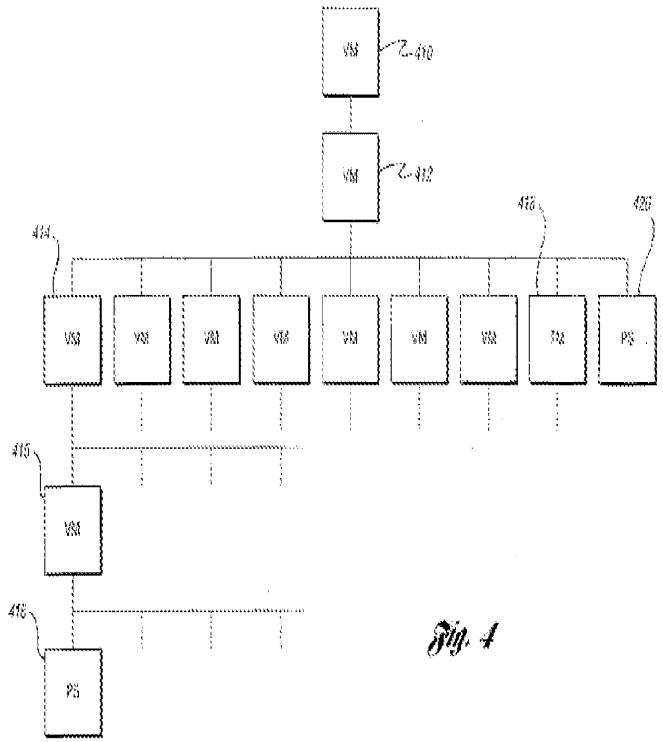
Statement	Effect
 	Starts a new line. The line uses the default wrapping mode you last specified on the card.
<LINE>	Starts a new line. If the text is too large to fit the phone display, the phone automatically scrolls it horizontally so the user can view the entire line. This wrapping mode is known as "Times Square" mode. Until a <WRAP> statement is encountered, all lines that follow the current line are also scrolled.
<WRAP>	Starts a new line. If the text is too large to fit the phone display, the phone word wraps the text to the next line. Until a <LINE> statement is encountered, all lines that follow the current line are also word wrapped.

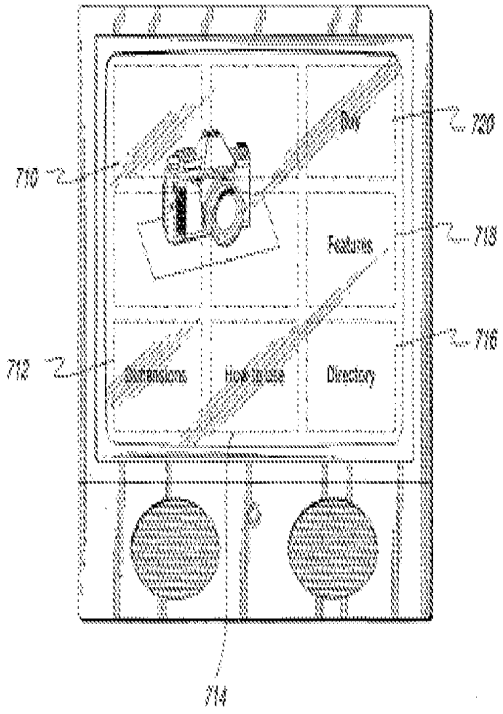
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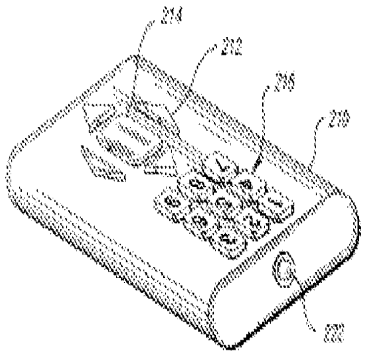
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
of cells correspond to primary navigation options.	An UP-Link-enabled handheld device, or UP.Phone, connects to World Wide Web (WWW) servers through a system called an UP.Link. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called UP.Link services. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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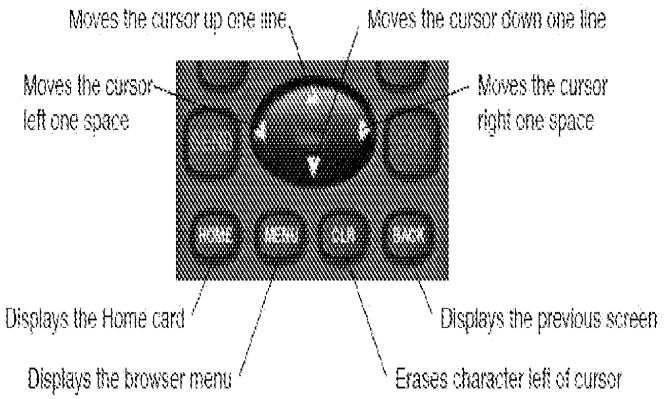
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 2b* **Figure 2b of Clauseen** "Referring now to FIG. 2b, there is illustrated a functional schematic of the display screen showing the nine possible cursor displays of the preferred embodiment. The cursor, generally referred to by reference numeral 230, is a graphical representation of the directional buttons 212 and selection button 214 of remote control device 210. Each representation cursor 230 includes a presentation cell number 232 and four arrow indicators 234-240 to assist the user with cursor positioning.

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Arrow indicators 234 and 240 representing left and up directional buttons are denoted as invalid using a first shading. Arrow indicators 236 and 238 representing down and right directional buttons are denoted as valid using a second shading. Presentation cell number 232 of cursor 230 identifies the current presentation cell as "one"." **Claussen at Col. 4, lines 42-56**  Fig. 4 **Figure 4 of Claussen** "Referring now to FIG. 4, there is illustrated a schematic diagram representing a hierarchical structure of nodes in accordance with the present invention." **Claussen at Col. 4, lines 64-66**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52**  Fig. 7 **Figure 7 of Claussen**

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 2a **Figure 2a of Claussen** "The remote control device 210 also includes a set of nine buttons for positioning the selection cursor. Each of the nine buttons can be associated with a presentation cell. The buttons are preferably numbered 1-9 and are arranged in a fashion similar to the buttons of a standard touch-tone telephone." **Claussen at Col. 4, lines 17-22** "The behavior associated with a cell could be navigational or functional. For example, selecting a cell having a navigational behavior could result in the presentation of an associated next node." **Claussen at Col. 5, lines 29-32** "The remote control device 210 also includes a SELECT button 214. The SELECT button 214 allows the user to indicate a selection of the presentation cell 114 identified by the pointer such as a highlighted border. Pressing the SELECT button 214 instructs the processor to execute steps associated with the selected presentation cell." **Claussen at Col. 4, lines 29-34**
67. The machine readable	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones,

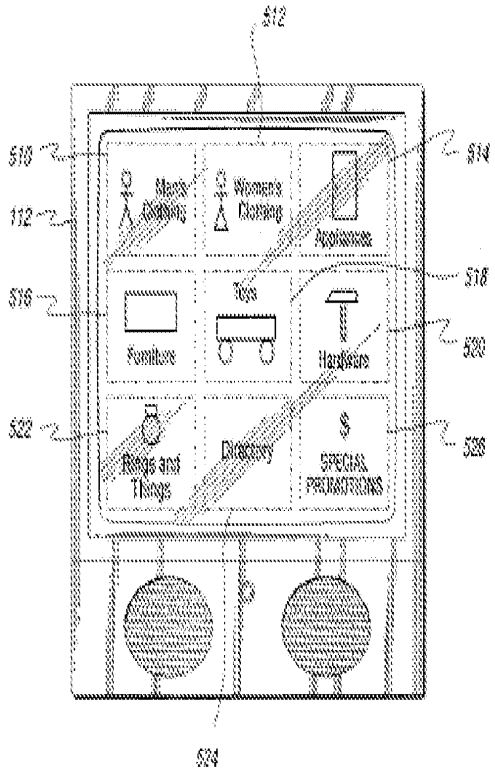
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
medium of claim 58, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: using a pointer device to select one or more of the plurality of cells and/or to manipulate the screen.	with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or UP.Phone, connects to World Wide Web (WWW) servers through a system called an UP.Link. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called UP.Link services. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** FIGURE 3-2. Generic UP.Simulator navigation keys  **Figure 3-2 of UP Getting Started**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
68. The machine readable medium of claim 58, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying the on-line content concurrently with one or more advertisements.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or *UP.Phone*, connects to World Wide Web (WWW) servers through a system called an *UP.Link*. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called *UP.Link services*. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

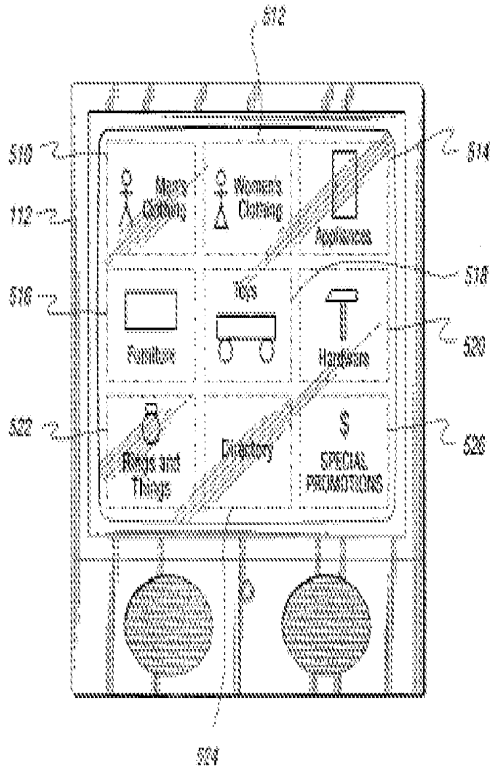
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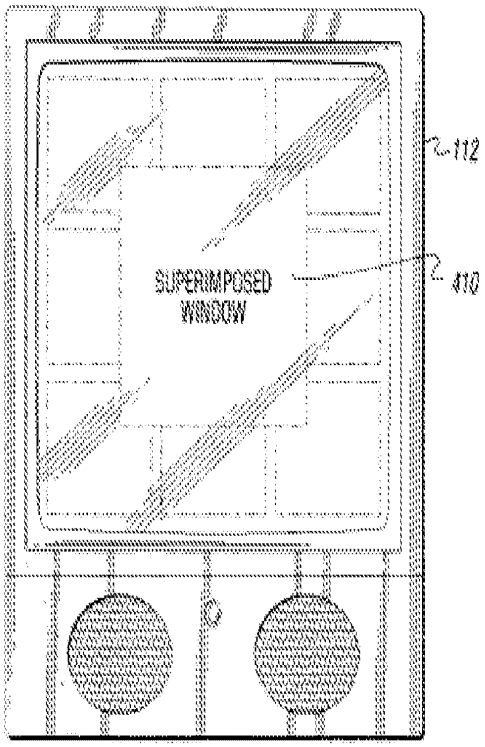
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* **Figure 5 of Claussen** "FIG. 5 illustrates the contents of visual menu 412. Visual menu 412 includes presentation elements pertaining to departments within the department store including men's clothing 510, women's clothing 512, appliances 514, furniture 516, toys 518, hardware 520, and jewelry 522. Visual menu 414 further includes presentation element 524 associated with a special promotion product segment and presentation element 526 associated with a store directory text menu." **Claussen at Col. 6, lines 4-12**

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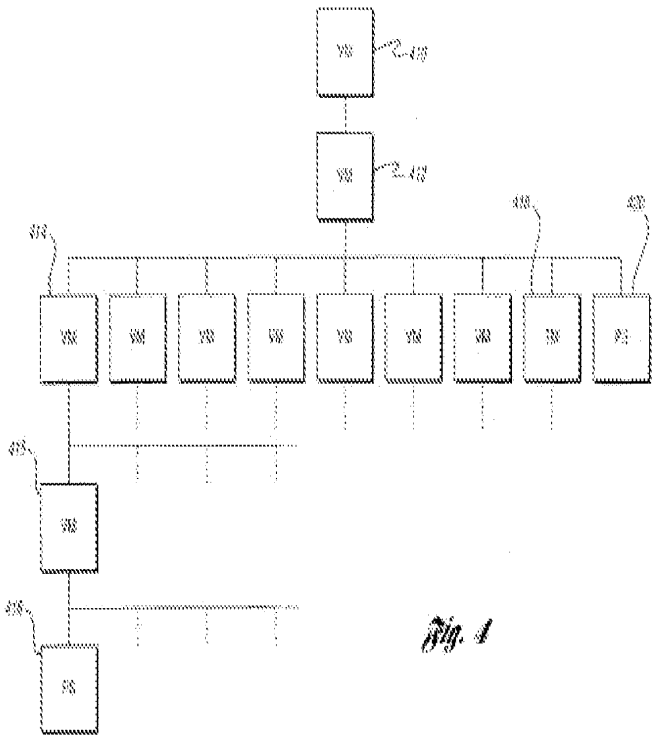
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion." **Claussen at Col. 5, lines 50-52**
69. The machine readable medium of claim 68, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying the simplified navigation interface as an overlay over the one or more advertisements.	"Referring now to FIG. 7, there is illustrated a typical product segment such as node 416 or node 420 used in accordance with the present invention. The illustrated product segment includes a presentation element 710 displayed in a 2.times.2 matrix of presentation cells. Presentation element 710 could be a digitized photograph, motion picture or other medium providing information allowing the user to identify and examine the associated product." **Claussen at Col. 6, lines 45-52** "Visual menu 412 is a menu of departments which includes nine presentation elements. Each presentation element corresponds to an individual presentation cell. Seven of the presentation elements associated with node 412 relate to departments within the department store. The eighth presentation element of node 412 provides the user access to a store directory. The ninth presentation element of node 412 is a product segment which provides information regarding a special promotion. To navigate through the structure, the user may select one of the nine presentation cells from visual menu 412. Upon the user's selection of a department related presentation cell, the interactive user station will display the presentation elements of node 414. Node 414 is a visual menu which includes presentation elements related to products carried in the selected department. Node 414 is a first display of a multi-display visual menu of products. Visual menu 414 could, for example, include presentation elements relating to apparel available in a men's clothing department of a department store. Upon selecting a presentation cell of node 414, the interactive user station will navigate the user to the selected node. Node 415 is a second display of a multi-display visual menu." **Claussen at Col. 5, lines 44-67**

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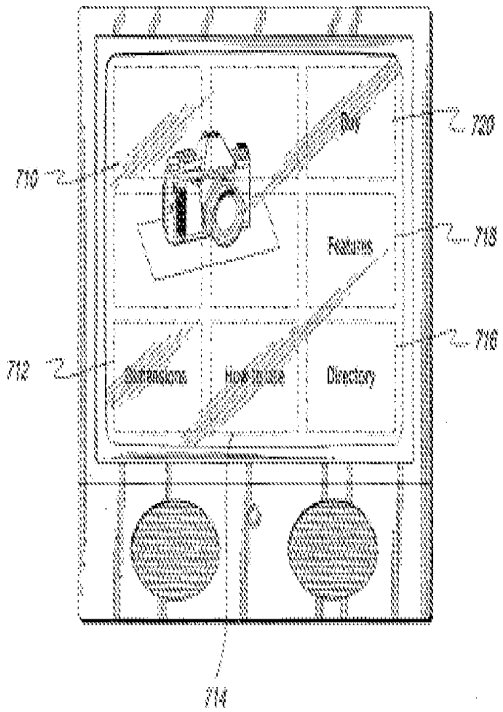
Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 5* Figure 5 of Claussen

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 *Fig. 3* **Figure 3 of Claussen** "Referring now to FIG. 3, there is illustrated a functional schematic of the display screen showing a superimposed text window over the matrix of cells. The superimposed window 410 is used to communicate textual information to the user. Typically, this textual information represents a menu of options selectable by the user." **Claussen at Col. 4, lines 57-63.**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	"Businesses providing products or services have traditionally found it useful to advertise. In order for advertising to be effective, an advertisement must contain information such as available products or services, prices and vendor locations. Further, this information must be conveyed to interested potential customers." **Claussen at Col. 1, lines 13-18** "It is another object of the present invention to provide a method for processing and presenting information at an interactive advertising station which provides multiple presentation cells to increase the amount of information presented." **Claussen at Col. 2, lines 30-34** 

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 4 of Claussen  *Fig. 7* **Figure 7 of Claussen**
70. The machine readable medium of claim 58, the machine readable medium further comprising: accepting an alphanumeric value to	"Because HDML can be used on a variety of handheld devices, with significantly different capabilities, it is defined with respect to a reference, or abstract, phone. The abstract phone has the following minimum feature set: • 12-fixed width character display • Vertical scrolling

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
indicate selection of the first navigation option, the first navigation option corresponding to a cell including a display of the alphanumeric value.	• ASCII printable character set • Message waiting indicator • Numeric and alphabetic character entry • Data entry editing • Choice selection (using arrow or numeric keys) • ACCEPT and PREV keys • One or two programmable keys (*softkeys*) supporting labels of five characters or more • Storage of state, including the current deck, card, choice, activity stack, variables, and destination card." **UP.Phone Language Reference at page 9** "The smallest unit of HDML an UP.Link service can send to a phone is a *deck*. A deck contains one or more cards, each of which specifies a single interaction between the phone and the user. HDML currently supports the following types of cards: • *Entry cards*- which display a message and allow the user to enter a string of text • *Choice cards*- which display a list of options from which the user can choose a single option • *Display cards*- which simply display information • *No-Display cards*- which execute an action but do not appear on the phone display When a phone receives a deck, it normally goes to the first card in the deck. It displays the information the card provides and allows the user to respond to it. Depending on the card type, the user can respond by entering text or choosing an option, and then pressing a function key." **UP.Phone Language Reference at page 11**

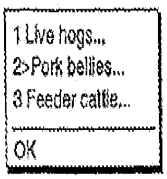
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton

METHOD=choice_method	The choice method. To make the list numbered, specify NUMBER. If the list is numbered, the user can choose an item by pressing the item's number or by scrolling to it and pressing a key. To make the list unnumbered, specify ALPHA. If the list is unnumbered, the user can choose an item only by scrolling to it and pressing ACCEPT. If you do not specify the METHOD option at all, the choice method defaults to NUMBER. Note that the phone will number only the first nine items in the list.

UP.Phone Language Reference at page 34

FIGURE 2-2. Choice card

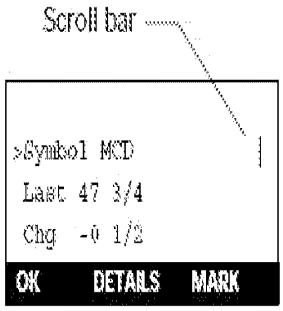


If the user presses 3 and then presses ACCEPT, the current URL is called with the following arguments:

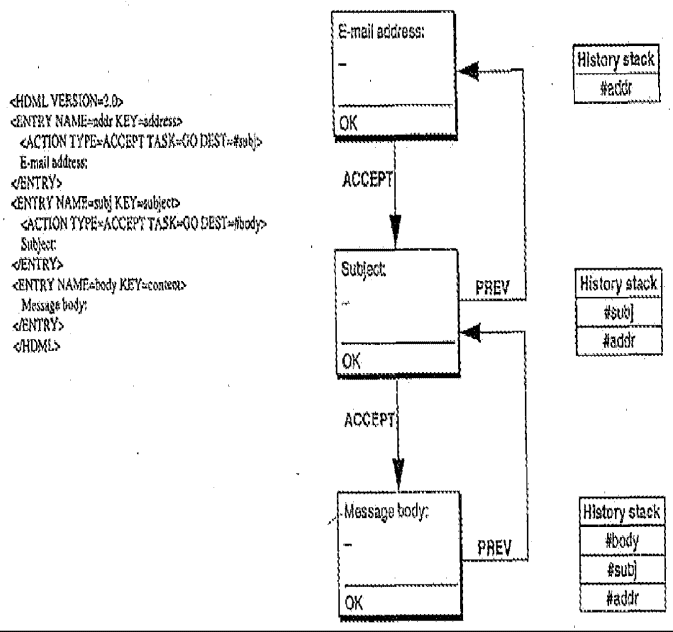
```
?choiceval=Cattle&choicenum=3
```

Figure 2-2 of UP.Phone Language Reference

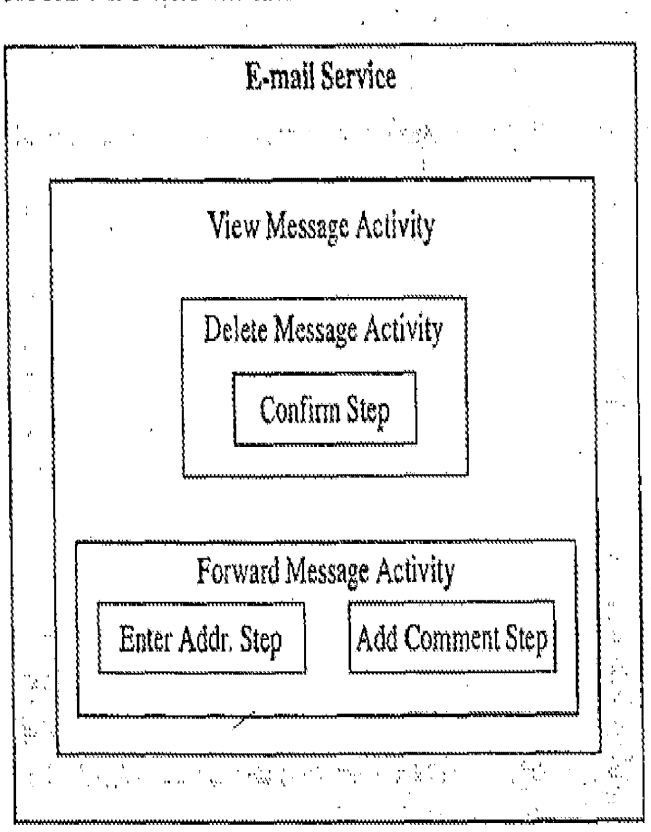
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
71. The machine readable medium of claim 58, wherein the simplified navigation interface includes a search form.	■ A **display card** displays information. Typically, when you start an application, it displays one or more choice and text entry cards, followed by a display card with the information you requested. This card, from the DECStock application, is an example of a display card.  The scroll bar on the right side indicates there is more text on this card than can fit on the display. To view the hidden lines, use the ▼ key to scroll down. As you scroll through the text, the scroll bar moves down, ending up at the bottom when there are no more lines to display. Use the ▲ key to scroll back up. If the entire contents of a card fits on the display, no scroll bar appears. **UP.Browser at pages 6-7**
72. The machine readable medium of claim 58, wherein the simplified navigation interface includes an email form.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or UP.Phone, connects to World Wide Web (WWW) servers through a system called an UP.Link. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests.

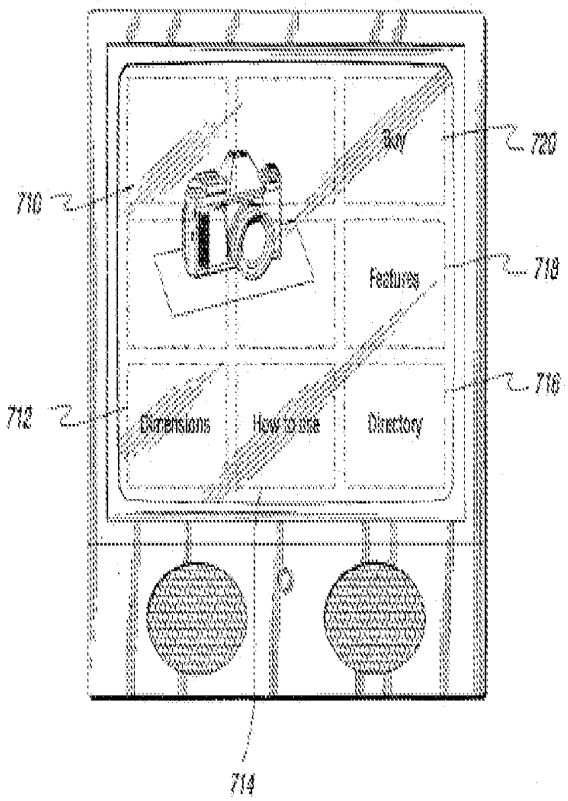
Petitioner BB&T - Exhibit 1008 - Page 3839

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called UP.Link services. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v** "For example, suppose an email service provides sequential cards to enter an email message address, subject, and body. After entering the address and the subject, the user can back up to either card by pressing PREV. Figure 1-5 illustrates this interface." **UP.Phone Language Reference at page 16** FIGURE 1-5. Card history 

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Figure 1-5 of UP.Phone Language Reference "An HDML service can provide multiple activities to its users. For example, a mail service might provide activities such as "Create a New Message" and "View Mail Inbox." The "Create a New Message" activity might include steps to enter an e-mail address, enter a subject, and enter the message body." **UP.Phone Language Reference at page 17** FIGURE 1-8. Nested activities  **Figure 1-8 of UP.Phone Language Reference**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
73. The machine readable medium of claim 58, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising: displaying a purchasing interface in response to receiving the selection of the first navigation option.	 Fig. 7 **Figure 7 of Claussen** "Presentation element 720 provides the user the ability to purchase the displayed product. Upon detecting a selection of the cell displaying presentation element 720, the interactive user station performs a set of pre-defined steps associated with the presentation element 720. These steps, for example, might cause video information representing a live sales agent to be displayed in the presentation cell associated with presentation element 720. An alternative embodiment might include displaying a text-based purchase form displayed in a superimposed window to permit the

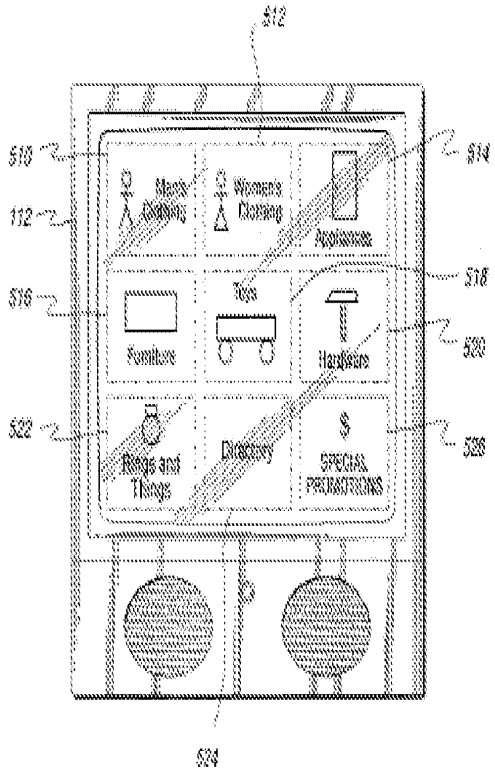
Petitioner BB&T - Exhibit 1008 - Page 3842

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	user to authorize a product purchase." **Claussen at Col. 7, lines 16-26**
74. The machine readable medium of claim 58, wherein the simplified navigation interface is not presented through a standard web browser.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or UP.Phone, connects to World Wide Web (WWW) servers through a system called an UP.Link. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called UP.Link services. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**
75. The method of claim 1, wherein the on-line content includes one or more of audio content and video content from the web page.	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet. An UP-Link-enabled handheld device, or UP.Phone, connects to World Wide Web (WWW) servers through a system called an UP.Link. The UP.Phone functions much like a WWW browser; the user

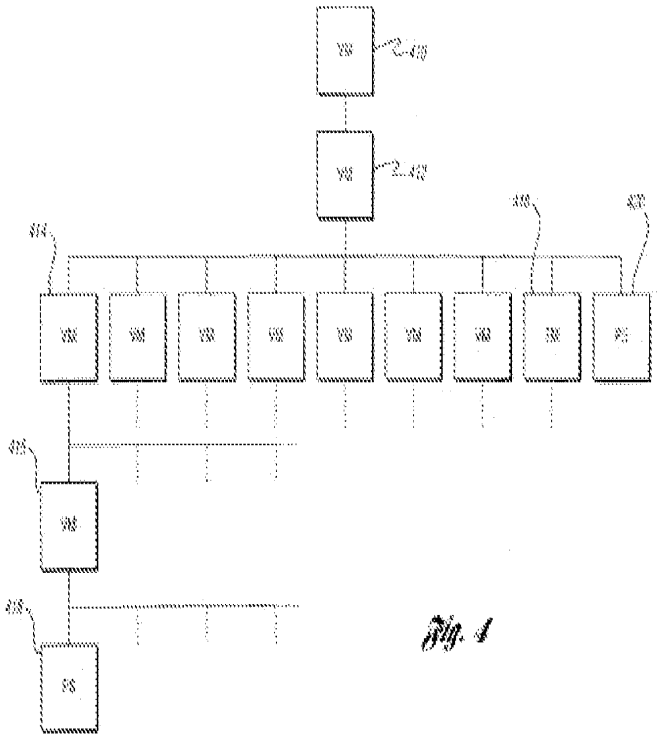
Petitioner BB&T - Exhibit 1008 - Page 3843

Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called UP.Link services. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen** "It is yet another object of the present invention to provide a method for navigating a complex structure of audio/video elements at an interactive advertising station which provides a user with an intuitive user interface." **Claussen at Col. 2, lines 35-38** "FIG. 4 is a block diagram representing a hierarchical structure of audio/visual elements"

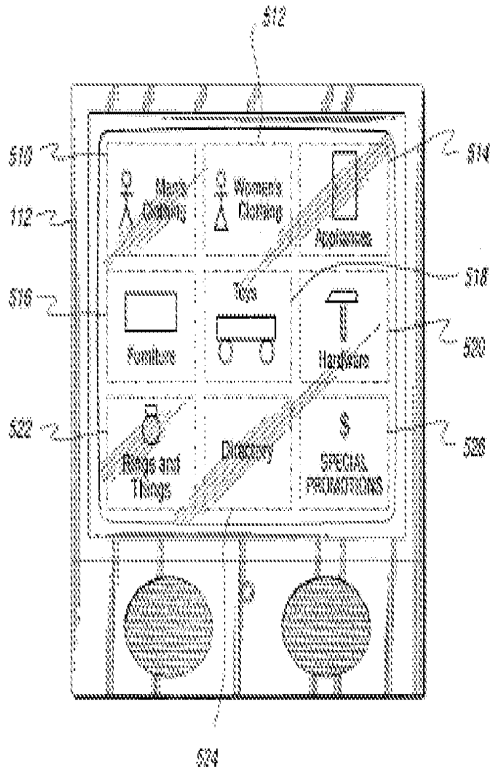
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 3, lines 30-31  **Figure 4 of Claussen** "Preferably, the user station 110 includes speakers 116 for presenting audio information. The audio information can be used to accompany or supplement the video information presented at the display area." **Claussen at Col. 3, lines 61-64**
76. The machine readable medium of claim 58, wherein the on-line content includes	"The UP.Link platform provides owners of data-capable handheld devices, such as cellular phones, with wireless access to a wide array of services. These services include, but are not limited to, many of the services available on the Internet.

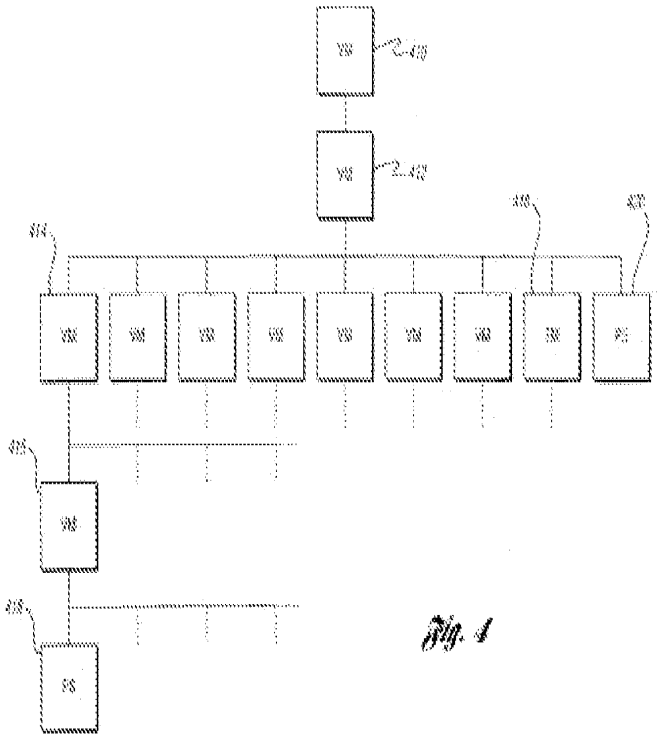
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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
one or more of audio content and video content from the web page.	An UP-Link-enabled handheld device, or UP.Phone, connects to World Wide Web (WWW) servers through a system called an UP.Link. The UP.Phone functions much like a WWW browser; the user presses keys on the phone to navigate and request URLs. The UP.Phone uses the data capabilities of conventional cellular networks to send the requests to an UP.Link, which converts them into Hypertext Transport Protocol (HTTP) requests. The UP.Link sends HTTP requests over the Internet or direct lines to web servers maintained by Unwired Planet or third-party developers. The applications on these web servers that handle UP.Link requests are called UP.Link services. UP.Link services respond to the requests using Handheld Device Markup Language (HDML), an open language developed by Unwired Planet to interactively display information on small handheld devices. When an UP.Link receives a response from an UP.Link service, it relays it back to the UP.Phone that originated the request. The UP.Phone displays the response to the user." **UP.Phone Language Reference at page v**

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	 Fig. 5 **Figure 5 of Claussen** "It is yet another object of the present invention to provide a method for navigating a complex structure of audio/video elements at an interactive advertising station which provides a user with an intuitive user interface." **Claussen at Col. 2, lines 35-38** "FIG. 4 is a block diagram representing a hierarchical structure of audio/visual elements"

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Claims of the '196 Patent	Disclosure of Claussen in view of Unwired Planet and further in view of Britton
	Claussen at Col. 3, lines 30-31  **Figure 4 of Claussen** "Preferably, the user station 110 includes speakers 116 for presenting audio information. The audio information can be used to accompany or supplement the video information presented at the display area." **Claussen at Col. 3, lines 61-64**

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OTH-A

Fifth Amended Complaint filed by EMG in *EMG TECHNOLOGY, LLC v. APPLE, INC. et al.*, No. 6:08-cv-447 (E.D. Tex. filed Nov. 24, 2008)

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
TYLER DIVISION

EMG TECHNOLOGY, LLC,

Plaintiff,

v.

APPLE INC.,
AMERICAN AIRLINES, INC.,
BLOOMBERG, L.P.,
UNITED PARCEL SERVICE, INC.,
DELL, INC.,
HYATT CORPORATION,
MARRIOTT INTERNATIONAL, INC., &
BARNES & NOBLE, INC.,

Defendants.

Case No. 6:08-cv-447-LED

JURY TRIAL DEMANDED

FIFTH AMENDED COMPLAINT FOR PATENT INFRINGEMENT

Plaintiff EMG Technology, LLC ("EMG") alleges as follows for its fifth amended complaint against Defendants Apple Inc., American Airlines, Inc., Bloomberg, L.P., United Parcel Service, Inc., Dell, Inc., Hyatt Corporation, Marriott International, Inc., and Barnes & Noble, Inc. (collectively, "Defendants"):

JURISDICTION AND VENUE

1. This is an action for patent infringement in violation of the Patent Act of the United States, 35 U.S.C. §§ 1 et seq.

2. This Court has original and exclusive subject matter jurisdiction over the patent infringement claims for relief under 28 U.S.C. §§ 1331 and 1338(a).

3. The Court has personal jurisdiction over Defendants because Defendants have transacted and are transacting business in the Eastern District of Texas that includes, but is not

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limited to, the use and sale of products and systems that practice the subject matter claimed in the patents involved in this action.

4. Venue is proper in this district under 28 U.S.C. § 1391(b-c) and 1400(b) because a substantial part of the events or omissions giving rise to the claims occurred in this District, where Defendants have done business and committed infringing acts and continue to do business and to commit infringing acts.

PARTIES

5. EMG is a limited liability company organized under the laws of the State of California with its principal place of business in Los Angeles, California. EMG operates offices at 100 East Ferguson, Ste. 1200, Tyler, Texas 75702.

6. EMG is informed and believes, and on that basis alleges, that Defendant Apple Inc. ("Apple"), is a corporation organized under the laws of the State of California, with its principal place of business at 1 Infinite Loop, Cupertino, California 95014. EMG is further informed and believes, and on that basis alleges, that Apple is in the business of designing, manufacturing, marketing, selling and/or distributing computers, cellular phones, and other electronic devices, and derives a significant portion of its revenue from the sale of portable devices and cellular phones – various models of the Apple iPhone and the Apple iPod Touch – capable of browsing the Internet using a small screen, including websites reformatted for that purpose. EMG is informed and believes, and on that basis alleges, that, at all times relevant hereto, Apple has done and continues to do business in this judicial district.

7. EMG is informed and believes, and on that basis alleges, that Defendant American Airlines, Inc. ("American"), is a corporation organized under the laws of the State of Delaware, with its principal place of business at 4333 Amon Carter Blvd., Fort Worth, Texas

76155. EMG is further informed and believes, and on that basis alleges, that American is in the business of airline travel and cargo services, and derives a significant portion of its revenue from the sale of its services through Internet web sites, including web sites reformatted for use on portable devices and cellular phones capable of browsing the Internet using a small screen. EMG is informed and believes, and on that basis alleges, that, at all times relevant hereto, American has done and continues to do business in this judicial district.

8. EMG is informed and believes, and on that basis alleges, that Defendant Bloomberg, L.P. ("Bloomberg"), is a limited partnership organized under the laws of the State of Delaware, with its principal place of business at 731 Lexington Avenue, New York, New York 10022. EMG is further informed and believes, and on that basis alleges, that Bloomberg is in the business of providing news and information about business and finance, and that a significant portion of its revenue from the sale of its services through its Internet web sites, including web sites reformatted for use on portable devices and cellular phones capable of browsing the Internet using a small screen. EMG is informed and believes, and on that basis alleges, that, at all times relevant hereto, Bloomberg has done and continues to do business in this judicial district.

9. EMG is informed and believes, and on that basis alleges, that Defendant United Parcel Service, Inc. ("UPS"), is a corporation organized under the laws of the State of Delaware, with its principal place of business at 55 Glenlake Parkway, NE, Atlanta, Georgia 30328. EMG is further informed and believes, and on that basis alleges, that UPS is in the business of providing shipping services, and derives a significant portion of its revenue from the sale of its services on its Internet web sites, including web sites reformatted for use on portable devices and cellular phones capable of browsing the Internet using a small screen. EMG is informed and

believes, and on that basis alleges, that, at all times relevant hereto, UPS has done and continues to do business in this judicial district.

10. EMG is informed and believes, and on that basis alleges, that Defendant Dell, Inc. ("Dell"), is a corporation organized under the laws of the State of Delaware, with its principal place of business at One Dell Way, Round Rock, Texas 78682. EMG is further informed and believes, and on that basis alleges, that Dell is in the business of designing, manufacturing, marketing, selling and/or distributing computers, and other electronic devices, and derives a significant portion of its revenue from the sale of its services through Internet web sites, including web sites reformatted for use on portable devices and cellular phones capable of browsing the Internet using a small screen. EMG is informed and believes, and on that basis alleges, that, at all times relevant hereto, Dell has done and continues to do business in this judicial district.

11. EMG is informed and believes, and on that basis alleges, that Hyatt Corporation ("Hyatt") is a corporation organized under the laws of the State of Delaware, with its principal place of business at 71 South Wacker Drive, Chicago, IL 60606. EMG is further informed and believes, and on that basis alleges, that Hyatt is in the business of providing hotel, resort and restaurant services, and derives a significant portion of its revenue from the promotion and sale of its services through Internet web sites, including web sites reformatted for use on portable devices and cellular phones capable of browsing the Internet using a small screen. EMG is informed and believes, and on that basis alleges, that, at all times relevant hereto, Hyatt has done and continues to do business in this judicial district.

12. EMG is informed and believes, and on that basis alleges, that Marriott International, Inc. ("Marriott") is a corporation organized under the laws of the State of

Delaware, with its principal place of business at 10400 Fernwood Road, Bethesda, MD 20817. EMG is further informed and believes, and on that basis alleges, that Marriott is in the business of providing hotel, resort and restaurant services, and derives a significant portion of its revenue from the promotion and sale of its services through Internet web sites, including web sites reformatted for use on portable devices and cellular phones capable of browsing the Internet using a small screen. EMG is informed and believes, and on that basis alleges, that, at all times relevant hereto, Marriott has done and continues to do business in this judicial district.

13. EMG is informed and believes, and on that basis alleges, that Barnes & Noble, Inc. ("Barnes & Noble") is a corporation organized under the laws of the State of Delaware, with its principal place of business at 122 5th Avenue, New York, NY 10011. EMG is further informed and believes, and on that basis alleges, that Barnes & Noble is in the business of selling books, music, DVD, video games, and related products and services, and derives a significant portion of its revenue from the promotion and sale of its products and services through Internet web sites, including web sites reformatted for use on portable devices and cellular phones capable of browsing the Internet using a small screen. EMG is informed and believes, and on that basis alleges, that, at all times relevant hereto, Barnes & Noble has done and continues to do business in this judicial district.

PATENTS

14. United States Patent No. 7,441,196 (the "'196 Patent") entitled "Apparatus and Method of Manipulating a Region on a Wireless Device Screen for Viewing, Zooming and Scrolling Internet Content" was duly and legally issued on October 21, 2008. A true and correct copy of the '196 Patent is attached hereto as Exhibit "A" and incorporated herein by this reference. By a series of assignments, EMG is now the assignee of the entire right, title and

interest in and to the '196 Patent, including all rights to enforce the '196 Patent and to recover for infringement. The '196 Patent is valid and in force.

15. United States Patent No. 7,020,845 (the "'845 Patent") entitled "Navigating Internet Content on a Television Using a Simplified Interface and a Remote Control" was duly and legally issued on March 28, 2006. A true and correct copy of the '845 Patent is attached hereto as Exhibit "B" and incorporated herein by this reference. By a series of assignments, EMG is now the assignee of the entire right, title and interest in and to the '845 Patent, including all rights to enforce the '845 Patent and to recover for infringement. The '845 Patent is valid and in force.

FIRST CLAIM FOR RELIEF

Infringement of the '196 Patent

16. EMG refers to and incorporates herein by reference paragraphs 1-15.

17. Apple, American, Bloomberg, UPS, Dell, Hyatt, Marriott, and Barnes & Noble, by the acts complained of herein, and by making, using, selling, offering for sale, and/or importing in the United States, including in the Eastern District of Texas, products and/or services embodying the invention, have in the past, do now, and continue to infringe the '196 Patent directly, contributorily and/or by inducement, literally and/or under the doctrine of equivalents, in violation of 35 U.S.C. § 271.

18. By reason of the acts of Apple, American, Bloomberg, UPS, Dell, Hyatt, Marriott, and Barnes & Noble alleged herein, EMG has suffered damage in an amount to be proved at trial.

19. Apple, American, Bloomberg, UPS, Dell, Hyatt, Marriott, and Barnes & Noble threaten to continue to engage in the acts complained of herein and, unless restrained and

enjoined, will continue to do so, all to EMG's irreparable injury. It would be difficult to ascertain the amount of compensation that would afford EMG adequate relief for such future and continuing acts, and a multiplicity of judicial proceedings would be required. EMG does not have an adequate remedy at law to compensate it for the injuries threatened.

SECOND CLAIM FOR RELIEF

Infringement of the '845 Patent

20. EMG refers to and incorporates herein by reference paragraphs 1-19.

21. Apple, American, Bloomberg, UPS, Dell, Hyatt, Marriott, and Barnes & Noble, by the acts complained of herein, and by making, using, selling, offering for sale, and/or importing in the United States, including in the Eastern District of Texas, products and/or services embodying the invention, have in the past, do now, and continue to infringe the '845 Patent directly, contributorily and/or by inducement, literally and/or under the doctrine of equivalents, in violation of 35 U.S.C. § 271.

22. By reason of the acts of Apple, American, Bloomberg, UPS, Dell, Hyatt, Marriott, and Barnes & Noble alleged herein, EMG has suffered damage in an amount to be proved at trial.

23. Apple, American, Bloomberg, UPS, Dell, Hyatt, Marriott, and Barnes & Noble threaten to continue to engage in the acts complained of herein and, unless restrained and enjoined, will continue to do so, all to EMG's irreparable injury. It would be difficult to ascertain the amount of compensation that would afford EMG adequate relief for such future and continuing acts, and a multiplicity of judicial proceedings would be required. EMG does not have an adequate remedy at law to compensate it for the injuries threatened.

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JURY DEMAND

24. EMG demands a jury trial on all issues so triable.

PRAYER FOR RELIEF

WHEREFORE, EMG prays for relief as follows:

A. For an order finding that the '196 Patent is not invalid and not unenforceable;

B. For an order finding that the '845 Patent is not invalid and not unenforceable;

C. For an order finding that Apple, American, Bloomberg, UPS, Dell, Hyatt, Marriott, and Barnes & Noble have infringed the '196 Patent and the '845 Patent directly, contributorily and/or by inducement, in violation of 35 U.S.C. § 271;

D. For an order temporarily, preliminarily and permanently enjoining Apple, American, Bloomberg, UPS, Dell, Hyatt, Marriott, and Barnes & Noble, their officers, directors, agents, servants, affiliates, employees, subsidiaries, divisions, branches, parents, attorneys, representatives, privies, and all others acting in concert or participation with any of them, from infringing the '196 Patent and/or the '845 Patent directly, contributorily and/or by inducement, in violation of 35 U.S.C. § 271;

E. For an order directing Defendants to file with the Court, and serve upon EMG's counsel, within thirty (30) days after entry of the order of injunction, a report setting forth the manner and form in which they have complied with the injunction;

F. For an order awarding EMG general and/or specific damages adequate to compensate EMG for Defendants' infringement, including a reasonable royalty and/or lost profits, in amounts to be fixed by the Court in accordance with proof, including enhanced and/or exemplary damages, as appropriate, as well as all of Defendants' profits or gains of any kind from their acts of patent infringement;

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G. For an order awarding EMG pre-judgment interest and post-judgment interest at the maximum rate allowed by law;

H. For an order requiring an accounting of the damages to which EMG is found to be entitled;

I. For an order awarding enhanced damages pursuant to 35 U.S.C. § 284 due to the willful and wanton nature of Defendants' infringement;

J. For an order declaring this to be an exceptional case pursuant to 35 U.S.C. § 285 and awarding EMG its attorneys' fees;

K. For an order awarding EMG its costs of court; and

L. For an order awarding EMG such other and further relief as the Court deems just and proper.

Dated: October 20, 2009

Respectfully Submitted,

By: /s/ Charles Ainsworth

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Robert Christopher Bunt
State Bar No. 00787165
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CERTIFICATE OF SERVICE

I hereby certify that all counsel of record, who are deemed to have consented to electronic service are being served this 20th day of October, 2009, with a copy of this document via the Court's CM/ECF system per Local Rule CV-5(a)(3).

/s/ Charles Ainsworth
CHARLES AINSWORTH

OTH-B
(2 of 5)

EMG's September 22, 2009 Infringement Contentions in *EMG TECHNOLOGY, LLC v. APPLE, INC. et al.*, No. 6:08-cv-447 (E.D. Tex. filed Nov. 24, 2008)

```
</TD>
                    </TR>
                    <TR>
                         <TD class="padT6" style="padding-bottom:5px">
                              <!-- left (2nd cell) top marketing banner -->

<script type="text/javascript" language="javascript">
     var timer = null;
     var bannerIndex = 0;
     var banners = new Array(7);
     var bannersCount = banners.length;
     var bannerRotInt = 8000;
     var defaultWidth = 250;
     var defaultHeight = 250;
```

```
                    var flashVersion = "6.0.0";
                    var contentVersion = 6;
                    var flashvars = {};
                    var params = {wmode: "opaque"};
                    var attributes = {};
                    var anchorViewItem = new Object();
                    anchorViewItem.reportedLocation = "Homepage_Top";
                    var isIE = false;
                    if(navigator.appName == "Microsoft Internet Explorer"){
                          isIE = true;
                    }

                    var FlashCanPlay;

                    var detectFlash = function(){
                          var plugin = (navigator.mimeTypes && navigator.mimeTypes["application/x-shockwave-
flash"]) ? navigator.mimeTypes["application/x-shockwave-flash"].enabledPlugin : 0;
                          if ( plugin ) {
                                    var words = navigator.plugins["Shockwave Flash"].description.split("
");
                                   for (var i = 0; i < words.length; ++i)
                                   {
                                     if (isNaN(parseInt(words[i])))
                                     continue;
                                     var PluginVersion = words[i];
                                   }
                                 FlashCanPlay = PluginVersion >= contentVersion;
                          }
                          else if (navigator.userAgent && navigator.userAgent.indexOf("MSIE")>=0
                             && (navigator.appVersion.indexOf("Win") != -1)) {
                                document.write('<SCR' + 'IPT LANGUAGE=VBScript\> \n'); //FS hide this from
IE4.5 Mac by splitting the tag
                                document.write('on error resume next \n');
                                document.write('FlashCanPlay = (
IsObject(CreateObject("ShockwaveFlash.ShockwaveFlash." & contentVersion))\n');
                                document.write('</SCR' + 'IPT\> \n');
```

```
                        }
                    }
                    detectFlash();
                    var buildIEFlashObject = function(path){
                        return '<OBJECT classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000" codebase="' +
window.location.protocol.toString() +
'//download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=6,0,0,0" ID="bannerItem" WIDTH="' +
defaultWidth + '" HEIGHT="' + defaultHeight + '"><PARAM NAME="movie" VALUE="' + path + '"><PARAM NAME="quality"
VALUE="high"><PARAM NAME="wmode" VALUE="transparent"><PARAM NAME="bgcolor" VALUE="#FFFFFF"></OBJECT>';
                    }

                    var buildMozFlashEmbed = function(path){
                        return '<embed ID="bannerItem" src="' + path + '" quality="high"
wmode="transparent" bgcolor="#FFFFFF" swLiveConnect=FALSE width="' + defaultWidth + '" height="' + defaultHeight
+ '" name="flashgordon" ALIGN="" type="application/x-shockwave-flash" pluginspage="'
+window.location.protocol.toString()+ '//www.macromedia.com/go/getflashplayer"></embed>';
                    }

                    var BannerItem = function(index, imgSrc, target, altTitle, isFlashValue, title,
repositoryName, repositoryId, locale, openInNewWin, flashReplaceImage){
                        this.index = index;
                        this.imgSrc = imgSrc;
                        this.flashReplaceImage = flashReplaceImage;
                        this.target = target;
                        this.altTitle = altTitle;
                        this.isFlash = isFlashValue;
                        this.flash = "";
                        this.hasRendered = false;
                        this.title = title;
                        this.repositoryName = repositoryName;
                        this.repositoryId = repositoryId;
                        this.locale = locale;
                        this.img = new Image();
                        this.img.id = 'bannerItem';
                        this.img.width = defaultWidth;
                        this.img.height = defaultHeight;
```

```
                        this.img.style.visibility = "visible";
                        this.img.border = '0';
                        this.openInNewWin = openInNewWin;

                        if( index == 0 && isFlashValue == false){
                              this.img.src = this.imgSrc;
                        }

                        if(isFlashValue == true){
                              this.img.src = this.flashReplaceImage;
                        }

                        this.isImageEmpty = function(){
                              if(this.img.src.length == 0)
                                    return true;
                              else
                                    return false;
                        }
                        this.isFlashEmpty = function() {
                              if( this.flash.length == 0 )
                                    return true;
                              else
                                    return false;
                        }
                        this.toString = function () {
                              return 'index :: ' + this.index + '\nimgSrc :: ' + this.imgSrc + '\ntarget ::
' + this.target + '\naltTitle :: ' + this.altTitle +
                                    '\nisFlash :: ' + this.isFlash + '\nhasRendered :: ' + this.hasRendered
+ '\ntitle :: ' + this.title + '\nrepositoryName :: ' +
                                    this.repositoryName +   '\nrepositoryId :: ' + this.repositoryId +
'\nlocale :: ' + this.locale+ '\nopenInNewWin :: ' + this.openInNewWin +' \n ';
                        }
                  }
            var getQueryParameter = function(name,url){
                name = name.replace(/[\[]/,"\\\[").replace(/[\]]/,"\\\]");
                var regexS = "[\\?&]"+name+"=([^&#]*)";
```

```
    var regex = new RegExp( regexS );
    var results = regex.exec( url );
    if( results == null ) {
        return "";
    }
    else {
        return results[1];
    }
}
var getTargetNoParams = function(bannerItem){
    var symbols = new Array("?",";","#");
    var targetNoParams = bannerItem.target;
    var index = -1;
    for (var i = 0; i < symbols.length; ++i)
    {
        index = targetNoParams.indexOf(symbols[i]);
        if (index != -1) {
            targetNoParams = targetNoParams.substring(0,targetNoParams.indexOf(symbols[i]));
        }
    }
    return targetNoParams;
}
var getUrlParameter = function(bannerItem){
    var url = getQueryParameter("fileName",bannerItem.target);
    if (url.length > 0) {
        return url;
    }
    else {
        return encodeURIComponent(bannerItem.target);
    }
}
var getReportedTarget = function(bannerItem){
    var fileName = getQueryParameter("fileName",bannerItem.target);
    if (fileName.length > 0) {
        return fileName;
    }
```

```
                else {
                    return getTargetNoParams(bannerItem);
                }
            }

            var isExternalLink = function(link){
                    if(link.indexOf("http")==0){
                        return true;
                    }
                    return false;
            }

            var updateLinkForReporting = function(bannerItem){
                var bannerItemLink = $('bannerItemLink');
                var url = getUrlParameter(bannerItem);
                var anchorLocation = "Homepage_Top";
                if (bannerItem.isFlash) {
                    anchorLocation = anchorLocation+' (flash)';
                }
                bannerItemLink.href = bannerItem.target + "&anchorLocation="+anchorLocation+"&url=" + url +
"&_locale="+bannerItem.locale+"&repositoryName=" + bannerItem.repositoryName + "&repositoryId=" +
bannerItem.repositoryId;
                bannerItemLink.altTitle = bannerItem.altTitle;
                bannerItemLink.title = bannerItem.altTitle;
                var openInNewWin = bannerItem.openInNewWin;
                 if (!bannerItem.isFlash || ( bannerItem.isFlash && !FlashCanPlay ) ) {
                    if(isExternalLink(bannerItem.target)){
                        bannerItemLink.href =  bannerItem.target;
                    }
                      if(openInNewWin == 'Y'){
                        bannerItemLink.onclick = function()
{window.open(this.href,'','scrollbars=yes,toolbar=yes,resizable=yes,status=yes,location=no,menubar=no,width=700,h
eight=480,top=1,left=385');return false;}
                      }else{
                        bannerItemLink.onclick = " ";
                      }
```

```
        }
    }
    var display = function(bannerItem){
        updateLinkForReporting(bannerItem);
                if(!bannerItem.isFlash && bannerItem.isImageEmpty()){
                      bannerItem.img.src = bannerItem.imgSrc;
                      bannerItem.img.height = defaultHeight;
                      bannerItem.img.width = defaultWidth;
                }
                if(FlashCanPlay && bannerItem.isFlash && isIE == true){
                      $('bannerItem').replace(buildIEFlashObject(bannerItem.imgSrc));

            report(bannerItem);
                      setTimer();
                }else if(FlashCanPlay && bannerItem.isFlash){
                      $('bannerItem').replace(buildMozFlashEmbed(bannerItem.imgSrc));
            report(bannerItem);
            setTimer();
                }else{
                      bannerItem.img.style.visibility = "visible";
                      bannerItem.img.height = defaultHeight;
                      bannerItem.img.width = defaultWidth;
                      //PREVENT DISPLAY ROTATION BEFORE IMAGE FULLY LOADED
                      if(bannerItem.img.complete){
                            $('bannerItem').replace(bannerItem.img);
                            report(bannerItem);
                            setTimer();
                      }else{
                            clearTimeout(timer);
                            setTimeout("tryAgain()", 1000);
                      }
                 }
            }
            var tryAgain = function(){
                display( banners[bannerIndex] );
            }
```

```
var setTimer = function(){
      if(bannersCount > 1)
            timer = setTimeout("nextBanner()", bannerRotInt);
}
var previousBanner = function(){
      clearTimeout(timer);
      if (bannerIndex == 0)
            bannerIndex = bannersCount - 1;
      else
            bannerIndex = --bannerIndex;
      display( banners[bannerIndex] );
}
var nextBanner = function(){
      clearTimeout(timer);
      if(bannerIndex == (bannersCount-1))
            bannerIndex = 0;
      else
            bannerIndex = ++bannerIndex;
      display( banners[bannerIndex] );
}
var report = function(bannerItem){
      if(bannerItem.hasRendered == false){
            bannerItem.hasRendered = true;
            anchorViewItem.flash = bannerItem.isFlash;
if(bannerItem.isFlash){
   anchorViewItem.reportedLocation = "Homepage_Top (flash)";
}else{
   anchorViewItem.reportedLocation = "Homepage_Top";
}
anchorViewItem.reportedTarget = getReportedTarget(bannerItem);
            anchorViewItem.reportedTitle = bannerItem.altTitle;
            anchorViewItem.repositoryName = bannerItem.repositoryName;
anchorViewItem.repositoryId = bannerItem.repositoryId;
            anchorViewItem.locale = bannerItem.locale;
            HomePageUtils.reportImpression(anchorViewItem);
      }
```

```
                    }

                    var initBanners = function(){









                    banners[0] = new BannerItem(
                         0, "/content/images/home/bannersTop/Central_SouthAM_Banner3.jpg",

     "/aa/netsaaver/viewNetSAAverSpecialsDetails.do?saleId=&itemDescriptor=FareToolSpecialContent&fileName=Latin
Sale.xml&locale=en_US", "Central And South America On Sale",
                         false, "",
                         "PromotionContentRepository", "16121555",
                         "en_US", "", "/content/images/home/bannersTop/Central_SouthAM_Banner3.jpg" );
                    banners[1] = new BannerItem(
                         1, "/content/images/home/BeachBanner0509.jpg",

     "/aa/netsaaver/viewNetSAAverSpecialsDetails.do?saleId=&itemDescriptor=FareToolSpecialContent&fileName=Beach
Sale.xml&locale=en_US", "Beach Flight Deals",
                         false, "",
                         "PromotionContentRepository", "16121432",
                         "en_US", "", "/content/images/home/BeachBanner0509.jpg" );
```

```
banners[2] = new BannerItem(
      2, "/content/images/home/bannersTop/giftCardHolidays3.jpg",
      "/aa/i18nForward.do?p=/urls/giftcardholidays.jsp", "Gift Card Holidays",
      false, "",
      "PromotionContentRepository", "16119842",
      "en_US", "", "/content/images/home/bannersTop/giftCardHolidays3.jpg" );

banners[3] = new BannerItem(
      3, "/content/images/home/bannersTop/US_UK_50KmilesB.jpg",

"/aa/viewPromotionDetails.do?fileName=A0309_Trans50.xml&repositoryName=PromotionContentRepository&itemDescriptor=PromotionContent", "50,000 Bonus Miles To The UK",
      false, "",
      "PromotionContentRepository", "16119430",
      "en_US", "", "/content/images/home/bannersTop/US_UK_50KmilesB.jpg" );
```

```
banners[4] = new BannerItem(
      4,  "/content/images/home/bannersTop/250x250_AA_Baseball_Homepage.swf",
      "https://secure.ed4.net/aa/sweeps/sweeps.cfm?s=30797&r=62", "Win With MLB",
      true, "",
      "PromotionContentRepository", "16120657",
      "en_US", "Y", "/content/images/home/bannersTop/250x250_AA_Baseball_Homepage.gif" );

banners[5] = new BannerItem(
      5,  "/content/images/home/bannersTop/AA_Flagship_250x250_top_75k2.swf",
      "http://www.theflagshipexperience.com/default_en.html?or=aa1", "Capture The
Flagship Experience",
      true, "",
      "PromotionContentRepository", "16120853",
      "en_US", "", "/content/images/home/bannersTop/AA_Flagship_250x250_top_75k.gif" );
```

```
                banners[6] = new BannerItem(
                      6, "/content/images/home/bannersTop/flexAward_250x250_v2.jpg",
                      "/aa/i18nForward.do?p=/urls/flexawards.jsp", "AAdvantage One-Way Flex Awards",
                      false, "",
                      "PromotionContentRepository", "16120662",
                      "en_US", "", "/content/images/home/bannersTop/flexAward_250x250_v2.jpg" );









                      setTimer();
                report(banners[0]);
                }

                initBanners();
             </script>




     <div id="bannerViewer" style="height:250px; width:250px">
          <a
href="/aa/netsaaver/viewNetSAAverSpecialsDetails.do?saleId=&itemDescriptor=FareToolSpecialContent&fileName=LatinS
ale.xml&locale=en_US" id="bannerItemLink" title="Central And South America On Sale" ><span id="bannerContainer">
       <script type="text/javascript" language="javascript">
          updateLinkForReporting(banners[0]);
       </script>

                      <IMG SRC="/content/images/home/bannersTop/Central_SouthAM_Banner3.jpg"
id="bannerItem" WIDTH="250" HEIGHT="250" BORDER="0" ALT="Central And South America On
Sale"/></span></a></div><div id="bannerControl"><div id="buttonBanners"><a href="javascript:void(0);"
id="backBtn" onclick="javascript:previousBanner();"></a><a href="javascript:void(0);" id="nextBtn"
onclick="javascript:nextBanner();"></a></div></div>
                           </TD>
                      </TR>
```

```
                        <TR>
                            <TD>
                                <!-- left (3rd cell) Module Text -->









<span class="cTtl">Fare Sale Alerts</span>
<div class="c02">
     <table width="100%" cellpadding="1" cellspacing="0" border="0">




         <tr valign="top">
             <td>
                 St. Louis, MO<br />
                 to Brownsville, TX<br /><img src="/content/images/common/c.gif" width="140" height="3"
border="0"></td>
           <td align="right" class="modTxt" nowrap="nowrap"><a
href="/aa/reservation/netSAAverSearchAccess.do?initNetSAAver=TRUE&refererPage=netSAAverHome&searchFeature=netsaav
er_alert_home&marketId=7442095&isNetSAAVER=true">$124*</a></td>
             <td align="center" class="modTxt"><a
href="/aa/netsaaver/viewNetSAAverSpecialsDetails.do?contentId=16120642&amp;saleId=2530&amp;contentType=FareToolSp
ecials&amp;viewRestriction=true"
onclick="javascript:window.open(this.href,'ViewRestrictions','scrollbars=yes,menu=no,width=680,height=430,top=125
```

```
,left=325');return false;" target="_blank">Restrictions</a></td>
        </tr>




         <tr valign="top">
              <td>
                   Los Angeles, CA<br />
                   to San Francisco, CA<br /><img src="/content/images/common/c.gif" width="140" height="3"
border="0"></td>
             <td align="right" class="modTxt" nowrap="nowrap"><a
href="/aa/reservation/netSAAverSearchAccess.do?initNetSAAver=TRUE&refererPage=netSAAverHome&searchFeature=netsaav
er_alert_home&marketId=7438112&isNetSAAVER=true">$49*</a></td>
                <td align="center" class="modTxt"><a
href="/aa/netsaaver/viewNetSAAverSpecialsDetails.do?contentId=16020691&amp;saleId=10&amp;contentType=FareToolSpec
ials&amp;viewRestriction=true"
onclick="javascript:window.open(this.href,'ViewRestrictions','scrollbars=yes,menu=no,width=680,height=430,top=125
,left=325');return false;" target="_blank">Restrictions</a></td>
        </tr>




         <tr valign="top">
              <td>
                   Denver, CO<br />
                   to Cozumel, Mexico<br /><img src="/content/images/common/c.gif" width="140" height="3"
border="0"></td>
             <td align="right" class="modTxt" nowrap="nowrap"><a
href="/aa/reservation/netSAAverSearchAccess.do?initNetSAAver=TRUE&refererPage=netSAAverHome&searchFeature=netsaav
er_alert_home&marketId=7440698&isNetSAAVER=true">$71*</a></td>
                <td align="center" class="modTxt"><a
href="/aa/netsaaver/viewNetSAAverSpecialsDetails.do?contentId=16121436&amp;saleId=2541&amp;contentType=FareToolSp
ecials&amp;viewRestriction=true"
onclick="javascript:window.open(this.href,'ViewRestrictions','scrollbars=yes,menu=no,width=680,height=430,top=125
```

```
,left=325');return false;" target="_blank">Restrictions</a></td>
        </tr>




            <tr valign="top">
            <td colspan="3">
                <div class="padT8">
                    <div class="cBtn" align="right">
                        <form method=post
action="/aa/myAccount/emailSubscriptionAlertsAccess.do?anchorEvent=false">
                        <input type="submit" value="Edit Cities" class="aaNonButton">
                        </form>
                    </div>
                </div>
                </td>
            </tr>



    <tr valign="top">
        <td colspan="3">* Fares shown are each way, based on round-trip purchase. Taxes, fees and conditions
apply.</td>
    </tr>

    </table>
</div>
                        </TD>
                    </TR>
                    <TR>
                        <TD>
                            <!--  left (4th cell) Promotional Template -->
```

```
<SPAN CLASS="cTtl">AA News and Offers</SPAN>
<div class="c02">









<table CELLPADDING="0" CELLSPACING="0" BORDER="0">
      <tr VALIGN="top">
      <td>



                  <table>
              <TR>
                        <TD VALIGN="top">
```

```
                                        <IMG SRC="/content/images/common/arrow_alert.gif" WIDTH="10"
HEIGHT="11">


                        </TD>
                        <td class="rtxt">


                    <img
src="/content/images/common/wa.gif?Log=1&impressloc=index.jsp&impresstitle=TSA+Secure+Flight+Information&impressh
ref=%2Faa%2FviewPromotionDetails.do%3FitemDescriptor%3DPromotionContent%26fileName%3D0509_secureFlight.xml%26type
%3DMarketingMessageTeaser&impresslocale=en_US&impressposition=1" border="0" width="1" height="1" >
                                <a
href="/aa/viewPromotionDetails.do?itemDescriptor=PromotionContent&fileName=0509_secureFlight.xml&type=MarketingMe
ssageTeaser&anchorLocation=index.jsp&url=0509_secureFlight.xml&_locale=en_US&repositoryName=PromotionContentRepos
itory&repositoryId=16121033&reportedTitle=TSA+Secure+Flight+Information&reportedPos=1">TSA Secure Flight
Information</a>
                        </td>
                </TR>
                </table>


                    <table>
                <TR>
                        <TD VALIGN="top">


                                        <IMG SRC="/content/images/common/arrow_alert.gif" WIDTH="10"
HEIGHT="11">


                        </TD>
                        <td class="rtxt">
```

```
                    <img
src="/content/images/common/wa.gif?Log=1&impressloc=index.jsp&impresstitle=Enhanced+Boarding+Passes+With+Flight+C
heck-
In&impresshref=%2Faa%2FviewPromotionDetails.do%3FitemDescriptor%3DPromotionContent%26fileName%3D0908_boardingPass
.xml%26type%3DMarketingMessageTeaser&impresslocale=en_US&impressposition=2" border="0" width="1" height="1" >
                        <a
href="/aa/viewPromotionDetails.do?itemDescriptor=PromotionContent&fileName=0908_boardingPass.xml&type=MarketingMe
ssageTeaser&anchorLocation=index.jsp&url=0908_boardingPass.xml&_locale=en_US&repositoryName=PromotionContentRepos
itory&repositoryId=16104335&reportedTitle=Enhanced+Boarding+Passes+With+Flight+Check-In&reportedPos=2">Enhanced
Boarding Passes With Flight Check-In</a>
                    </td>
            </TR>
            </table>


                <table>
            <TR>
                    <TD VALIGN="top">


                                <IMG SRC="/content/images/common/arrow_alert.gif" WIDTH="10"
HEIGHT="11">


                    </TD>
                    <td class="rtxt">


                    <img
src="/content/images/common/wa.gif?Log=1&impressloc=index.jsp&impresstitle=Get+Flight+Status+Updates+Sent+Directl
y+To+You&impresshref=%2Faa%2FviewPromotionDetails.do%3FitemDescriptor%3DPromotionContent%26fileName%3DFSN_promo.x
ml%26type%3DMarketingMessageTeaser&impresslocale=en_US&impressposition=3" border="0" width="1" height="1" >
                        <a
```

```
href="/aa/viewPromotionDetails.do?itemDescriptor=PromotionContent&fileName=FSN_promo.xml&type=MarketingMessageTeaser&anchorLocation=index.jsp&url=FSN_promo.xml&_locale=en_US&repositoryName=PromotionContentRepository&repositoryId=16109654&reportedTitle=Get+Flight+Status+Updates+Sent+Directly+To+You&reportedPos=3">Get Flight Status Updates Sent Directly To You</a>
                        </td>
                </TR>
                </table>




      </td>
      </tr>
</table>


<br>
<DIV class="cBtn" align="right">
<form action="/aa/listNewsAndOffers.do" method="get">
<input type="hidden" name="locale" value="en_US"/>
    <input type="submit" name="method" value="View All News" class="aaNonButton">   

    <input class="aaNonButton" type="button" value="View All Offers" name="submitAllOffers"
onclick="location.href='/aa/netsaaver/viewAllPromotions.do?anchorLocation=Navigation Menu&title=All Offers'">
</form>
</DIV>
</div>


                        </TD>
                    </TR>
                    <TR>
                        <TD>
                            <!--  left (5th cell)  -->
```

```
<!-- Begin Password Help -->
<SPAN CLASS="cTtl">Password Help</SPAN>
<DIV CLASS="c02">
      <DIV CLASS="cBody">Trouble signing in? Need a new password?</DIV>
      <DIV CLASS="cBody" ALIGN="RIGHT">
            <form method="post">
                  <input type=button class="aaNonButton" style="width: 235px; text-align:right;" value="View the
Frequently Asked Questions"

      onClick="newWin=window.open('/aa/i18nForward.do?p=/utility/FAQs/customerService_FAQ.jsp','FAQs','scrollbars
=yes,menu=no,width=680,height=430,top=125,left=325');newWin.focus();">
            </form>
      </DIV>
</DIV>
<!-- End Password Help -->



                              </TD>
                        </TR>
                  </TABLE>
                  <!------------------------  End left Table --------------------->
            </TD>
            <TD width="17px" ><IMG SRC="/content/images/common/c.gif" WIDTH="17" HEIGHT="1"></TD> <!-------
----- Spacer ------------>
            <TD valign="top" width="382px">
                  <!------------------------  Start Right Table ---------------------->
                  <TABLE  CELLPADDING="0" CELLSPACING="0" BORDER="0" >
                        <tr>
                              <TD>
                                    <!-- Booking Module (1st right cell) -->
```

```
        <img
src="/content/images/common/wa.gif?Log=1&impressloc=Shopping+Links+%2FHome+page&impresstitle=Flights&impresshref=
%2Faa%2Freservation%2FroundTripSearchAccess.do&impresslocale=en_US" border="0" width="0" height="0" >


    <img
src="/content/images/common/wa.gif?Log=1&impressloc=Shopping+Links+%2FHome+page&impresstitle=Car&impresshref=%2Fa
pps%2Futility%2FBookCar.jhtml" border="0" width="0" height="0" >


    <img
src="/content/images/common/wa.gif?Log=1&impressloc=Shopping+Links+%2FHome+page&impresstitle=Hotel&impresshref=%2
Fapps%2Futility%2FBookHotel.jhtml" border="0" width="0" height="0" >


    <img
src="/content/images/common/wa.gif?Log=1&impressloc=Shopping+Links+%2FHome+page&impresstitle=Cruises&impresshref=
%2Fapps%2Fredirect%2FAACruises.jhtml" border="0" width="0" height="0" >
```

```
    <img
src="/content/images/common/wa.gif?Log=1&impressloc=Shopping+Links+%2FHome+page&impresstitle=Vacation&impresshref
=http%3A%2F%2Fwww.aavacations.com" border="0" width="0" height="0" >


    <img
src="/content/images/common/wa.gif?Log=1&impressloc=Shopping+Links+%2FHome+page&impresstitle=Deal&impresshref=%2F
apps%2FnetSAAver%2FNetSAAverHome.jhtml" border="0" width="0" height="0" >


<div STYLE="width: 382px;">
<div class="shopBox">
    <div class="shopText">Book:</div>
      <div class="btnShop">
            <a
href="/aa/reservation/roundTripSearchAccess.do?anchorLocation=Shopping+Links+%2FHome+page&url=%2Faa%2Freservation
%2FroundTripSearchAccess.do&_locale=en_US&reportedTitle=Flights" class="btnShop">Flights</a>
      </div>
      <div class="btnShop">
            <a
href="/apps/utility/BookCar.jhtml?src=AATABCAR&anchorLocation=Shopping+Links+%2FHome+page&url=%2Fapps%2Futility%2
FBookCar.jhtml&_locale=en_US&reportedTitle=Car" class="btnShop">Car</a>
      </div>
      <div class="btnShop">
            <a
href="/apps/utility/BookHotel.jhtml?src=AATABHOTEL&anchorLocation=Shopping+Links+%2FHome+page&url=%2Fapps%2Futili
ty%2FBookHotel.jhtml&_locale=en_US&reportedTitle=Hotel" class="btnShop">Hotel</a>
      </div>
      <div class="btnShop">
            <a href="http://www.aavacations.com" class="btnShop">Vacation</a>
      </div>
      <div class="btnShop">
            <a
href="/apps/redirect/AACruises.jhtml?cid=cAAL20060922004&anchorLocation=Shopping+Links+%2FHome+page&url=%2Fapps%2
```

```
Fredirect%2FAACruises.jhtml&_locale=en_US&reportedTitle=Cruise" class="btnShop">Cruise</a>
      </div>
      <div class="btnShop">
            <a
href="/apps/netSAAver/NetSAAverHome.jhtml?anchorLocation=Shopping+Links+%2FHome+page&url=%2Fapps%2FnetSAAver%2FNe
tSAAverHome.jhtml&_locale=en_US&reportedTitle=Deal" class="btnShop">Deals</a>
      </div>
</div>
<BR STYLE="line-height:12px;">
</div>
```

```
                              </TD>
                        </TR>
                        <tr>
                              <TD>
                                    <!-- Booking Module (1st right cell) -->
```

```
<table width="100%" cellpadding="0" cellspacing="0" border="0">
     <tr>
          <td>

               <table width="100%" cellpadding="0" cellspacing="0" border="0">
                    <tr>
                         <td>
                              <TABLE CELLSPACING="0" CELLPADDING="0" BORDER="0" WIDTH="220" HEIGHT="10">

                                        <tr valign="top">

                                             <TD CLASS="moduleTabBg" WIDTH="4"><IMG
SRC="/content/images/nav/moduleTabLeft.gif" HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                                             <TD CLASS="moduleTab" VALIGN="bottom" nowrap="nowrap"><A
class="moduleTabLink" HREF="/aa/reservation/roundTripSearchAccess.do">Book Flights</a></TD>
                                             <TD CLASS="moduleTabBg" WIDTH="4"><IMG
SRC="/content/images/nav/moduleTabRight.gif" HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>


                                             <TD CLASS="moduleTabBg" WIDTH="4"><IMG
SRC="/content/images/nav/moduleTabLeft.gif" HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                                             <TD CLASS="moduleTab" WIDTH="4" VALIGN="bottom"
nowrap="nowrap"><A class="moduleTabLink" HREF="javascript:void(0);"
onclick="javascript:window.open('/aa/pubcontent/en_US/utility/FAQs/reservations_FAQ.jsp#Make a
Reservation','FAQs','scrollbars=yes,menu=no,width=680,height=430,top=125,left=325');">?</a></td>
                                             <TD CLASS="moduleTabBg" WIDTH="4"><IMG
SRC="/content/images/nav/moduleTabRight.gif" HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
```

```
                                        <td width="1"><span style="font-size:6px;"> </span></td>


                                          <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG
SRC="/content/images/nav/moduleTabLeft.gif" HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                                        <TD CLASS="moduleTabOff" VALIGN="bottom" nowrap="nowrap"><A
class="moduleTabLink" HREF="/aa/reservation/viewReservationsAccess.do">View/Change Reservations</a></TD>
                                        <TD CLASS="moduleTabBgOff" WIDTH="3"><IMG
SRC="/content/images/nav/moduleTabRight.gif" HEIGHT="4" WIDTH="3" ALT="" ALIGN="top"></TD>
                                        <td width="1"><span style="font-size:6px;"> </span></td>




                                          <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG
SRC="/content/images/nav/moduleTabLeft.gif" HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                                        <TD CLASS="moduleTabOff" VALIGN="bottom" nowrap="nowrap"><A
class="moduleTabLink" HREF="/aa/reservation/viewReservationsAccess.do">Flight Check-In</a></TD>
                                        <TD CLASS="moduleTabBgOff" WIDTH="3"><IMG
SRC="/content/images/nav/moduleTabRight.gif" HEIGHT="4" WIDTH="3" ALT="" ALIGN="top"></TD>
                                        <TD WIDTH="30%"></TD>

                                    </tr>
                                </table>

                            <DIV CLASS="mod" STYLE="width: 382px;"><DIV CLASS="smMod" STYLE="width: 382px;">
```

```
          <form name="reservationFlightSearchForm" id="reservationFlightSearchForm" method="post"
action="/aa/reservation/searchFlightsSubmit.do" autocomplete="off" onsubmit="javascript:return (checkFormSubmit()
&& trackAllFormValues(reservationFlightSearchForm));">
    <script language="JavaScript1.2" src="/apps/common/js/airportcode.js" type="text/javascript">
        </script>

        <input type="hidden" name="currentCodeForm" value="">
     <script language="JavaScript1.2" src="/aa/common/js/calendar.jsp" type="text/javascript"> </script>
        <input type="hidden" name="flightSearch" value="revenue" />
        <input type="hidden" name="currentCalForm" value="dep">
        <input type=hidden name=dateChanged value="false">
        <input type=hidden name=fromSearchPage value="true">
        <input type=hidden name=advancedSearchOpened value="false" id="advancedSearchSelected">

        <div id="bookingModule">
       <table class="tripType" cellpadding ="0" cellspacing="0" width="100%">
        <tbody>
          <tr>
               <td>
                 <input type="image" name="enter" src="/content/images/common/c.gif" border="0"
value="_button_success" style="height:0px;width:0px;" alt="">
               </td>
             <td class="roundTrip"><input type="radio" name="tripType" value="roundTrip" checked="checked"
onclick="showHideReturnDate(document.reservationFlightSearchForm,false)" id="flightSearchForm.tripType.roundTrip"
class="aaAlignMiddleRadio">
                        <label for="flightSearchForm.tripType.roundTrip">
                             Round-Trip
                        </label>
                   </td>
             <td class="oneWay"><input type="radio" name="tripType" value="oneWay"
onclick="showHideReturnDate(document.reservationFlightSearchForm,true)" id="flightSearchForm.tripType.oneWay"
class="aaAlignMiddleRadio">
                             <label for="flightSearchForm.tripType.oneWay">One-Way</label></td>
             <td id="multiCity"><a
```

```
href="javascript:submitForm(document.reservationFlightSearchForm.multi_success)" title="Go to the Search Flights
Input page">Multi-City</a>
                                    <input type="hidden" name="multi_success" value="button_multi_success"
disabled="disabled"></td>

                <td class="redeemMiles">




                              <input type="checkbox" name="searchCategory" value="award"
onclick="swapForms(document.reservationFlightSearchForm)" id="flightSearchForm.tripType.redeemMiles"
class="aaAlignMiddleRadio">

                    <label for="flightSearchForm.tripType.redeemMiles">
                       <img src='/content/images/AAdvantage/AAdvantage_RedeemMiles.gif' alt='Redeem AAdvantage
Miles' border="0" align="absmiddle"/>
                    </label>

                    <input type="hidden" name="aairpassSearchType" value="false"></td>
                  </tr>
              </tbody>
            </table>
                <div class = "padT4">
              <table class="bookingModuleMain" cellpadding ="0" cellspacing="0" border="0" >



                              <TR>
                                    <td class="modTxtMed" colspan="6" style="padding:2px 6px 0px 0px;"
align="right">
                                          <a href="#" id="linkEsp"
onclick="trackAllFormValues(localeForm);javascript:document.localeForm.submit();">Espa&ntilde;ol</a>
                                    </td>
                              </TR>



                        <tr>
```

```
                <td class ="padL05" valign ="bottom" colspan="2" >
                                <span class="text10NormalC"> <span class="textBold"> <label
for="reservationFlightSearchForm.originAirport">
                                        From:
                                        </label> </span> <a href="javascript:void(0);"
onclick="launchAirportCode('originAirport','reservationFlightSearchForm');
                        return false;" class="marginL45"> Lookup</a> </span>
                            </td>
                 <td width="49%" valign ="bottom" colspan="4" >
                                Departure Date
                                :
                            </td>
                        </tr>
                        <tr>
                <td class ="padL05"  colspan="2">
                                <input type="text" name="originAirport" maxlength="30" size="16" value=""
onkeydown="javscript:checkTabNEnter(event, SmartSuggestDiv);" onkeyup="javascript:smartSuggestLookup(this,
SmartSuggestDiv, event);" id="reservationFlightSearchForm.originAirport" style="width:125px;" autocomplete="off">
                                </td>
                    <td class="modTxt padR5" >
                                <a href="javascript:void(0);" target="_self"
onclick="javascript:launchCalendar('flightParams.flightDateParams.travel','reservationFlightSearchForm',event);
return false;"> <img src="/content/images/modules/calendar.gif" height="21" width="26" border="0"
alt="calendar"></a>
                                  </td>
                    <td class="modTxt padR5">
                                <select name="flightParams.flightDateParams.travelMonth"
onchange="updateReturnDate(this.form);"
id="reservationFlightSearchForm.flightParams.flightDateParams.travelMonth" class="moduleDrop"><option
value="1">Jan</option>
<option value="2">Feb</option>
<option value="3">Mar</option>
<option value="4">Apr</option>
<option value="5">May</option>
<option value="6">Jun</option>
<option value="7">Jul</option>
```

```
<option value="8">Aug</option>
<option value="9">Sep</option>
<option value="10">Oct</option>
<option value="11">Nov</option>
<option value="12">Dec</option>
<option value="-1000" selected="selected">Month</option></select>
                                    <label
for="reservationFlightSearchForm.flightParams.flightDateParams.travelMonth" style="display:none">
                                        Departure Month
                                    </label>
                                      </td>
                    <td class="modTxt padR5">
                                    <select name="flightParams.flightDateParams.travelDay"
onchange="updateReturnDate(this.form);" id="reservationFlightSearchForm.flightParams.flightDateParams.travelDay"
class="moduleDrop"><option value="1">1</option>
<option value="2">2</option>
<option value="3">3</option>
<option value="4">4</option>
<option value="5">5</option>
<option value="6">6</option>
<option value="7">7</option>
<option value="8">8</option>
<option value="9">9</option>
<option value="10">10</option>
<option value="11">11</option>
<option value="12">12</option>
<option value="13">13</option>
<option value="14">14</option>
<option value="15">15</option>
<option value="16">16</option>
<option value="17">17</option>
<option value="18">18</option>
<option value="19">19</option>
<option value="20">20</option>
<option value="21">21</option>
<option value="22">22</option>
```

```
<option value="23">23</option>
<option value="24">24</option>
<option value="25">25</option>
<option value="26">26</option>
<option value="27">27</option>
<option value="28">28</option>
<option value="29">29</option>
<option value="30">30</option>
<option value="31">31</option>
<option value="-1000" selected="selected">Day</option></select>
                                    <label
for="reservationFlightSearchForm.flightParams.flightDateParams.travelDay" style="display:none">
                                         Departure Day
                                    </label>
                                      </td>
                    <td class="modTxt padR2">
                                    <select name="flightParams.flightDateParams.searchTime"
onchange="updateReturnDate(this.form);" id="reservationFlightSearchForm.flightParams.flightDateParams.searchTime"
class="moduleDrop"><option value="120001">All Day</option>
<option value="040001">Early Morning</option>
<option value="090001" selected="selected">Morning</option>
<option value="120002">Noon</option>
<option value="1530">Afternoon</option>
<option value="1830">Early Evening</option>
<option value="200001">Evening</option>
<option value="0100">1 am</option>
<option value="0200">2 am</option>
<option value="0300">3 am</option>
<option value="0400">4 am</option>
<option value="0500">5 am</option>
<option value="0600">6 am</option>
<option value="0700">7 am</option>
<option value="0800">8 am</option>
<option value="0900">9 am</option>
<option value="1000">10 am</option>
<option value="1100">11 am</option>
```

```
<option value="1200">12 pm</option>
<option value="1300">1 pm</option>
<option value="1400">2 pm</option>
<option value="1500">3 pm</option>
<option value="1600">4 pm</option>
<option value="1700">5 pm</option>
<option value="1800">6 pm</option>
<option value="1900">7 pm</option>
<option value="2000">8 pm</option>
<option value="2100">9 pm</option>
<option value="2200">10 pm</option>
<option value="2300">11 pm</option>
<option value="0000">12 am</option></select>
                                    <label
for="reservationFlightSearchForm.flightParams.flightDateParams.searchTime" style="display:none">
                                         Departure Time
                                    </label>
                                      </td>
                                    </tr>
                          <tr>
                               <td colspan="6">
                                    <IMG SRC="/content/images/common/c.gif" WIDTH="1" HEIGHT="3" BORDER="0">
                               </td>
                             </tr>
                             <tr>
                       <td class ="padL05" valign ="bottom" colspan="2" >
                                    <span class="text10NormalC"> <span class="textBold"> <label
for="flightSearchForm.destinationAirport">
                                         To:
                                              </label> </span> <a href="javascript:void(0);"
onclick="launchAirportCode('destinationAirport','reservationFlightSearchForm')" class="marginL60"> Lookup</a>
</span>
                               </td>
                     <td valign ="bottom" colspan="4" >
                                    <div class="c10" id="returnDateLabel">
                                         Return Date
```

```
                                        :
                                    </div>
                                </td>
                            </tr>
                            <tr>
                        <td class ="padL05" colspan="2">
                                    <input type="text" name="destinationAirport" maxlength="30" size="16"
value="" onkeydown="javascript:checkTabNEnter(event, SmartSuggestDiv);"
onkeyup="javascript:smartSuggestLookup(this, SmartSuggestDiv, event);"
id="reservationFlightSearchForm.destinationAirport" style="width:125px;" autocomplete="off">
                                </td>
                                  <div id="returnDate">
                        <td class="modTxt padR5" id="returnCalendar">
                                    <a href="javascript:void(0);" target="_self"
onclick="javascript:launchCalendar('returnDate.travel','reservationFlightSearchForm',event); return false;"> <img
src="/content/images/modules/calendar.gif" height="21" width="26" border="0" alt="calendar"></a>
                                        </td>
                        <td class="modTxt padR5" id="returnMonth">
                                    <select name="returnDate.travelMonth" onchange="updateChangedDate(this);"
id="reservationFlightSearchForm.returnDate.travelMonth" class="moduleDrop"><option value="1">Jan</option>
<option value="2">Feb</option>
<option value="3">Mar</option>
<option value="4">Apr</option>
<option value="5">May</option>
<option value="6">Jun</option>
<option value="7">Jul</option>
<option value="8">Aug</option>
<option value="9">Sep</option>
<option value="10">Oct</option>
<option value="11">Nov</option>
<option value="12">Dec</option>
<option value="-1000" selected="selected">Month</option></select>
                                    <label for="reservationFlightSearchForm.returnDate.travelMonth"
style="display:none">
                                        Return Month
                                    </label>
```

```
                                    </td>
                <td class="modTxt padR5" id="returnDay">
                                <select name="returnDate.travelDay" onchange="updateChangedDate(this);"
id="reservationFlightSearchForm.returnDate.travelDay" class="moduleDrop"><option value="1">1</option>
<option value="2">2</option>
<option value="3">3</option>
<option value="4">4</option>
<option value="5">5</option>
<option value="6">6</option>
<option value="7">7</option>
<option value="8">8</option>
<option value="9">9</option>
<option value="10">10</option>
<option value="11">11</option>
<option value="12">12</option>
<option value="13">13</option>
<option value="14">14</option>
<option value="15">15</option>
<option value="16">16</option>
<option value="17">17</option>
<option value="18">18</option>
<option value="19">19</option>
<option value="20">20</option>
<option value="21">21</option>
<option value="22">22</option>
<option value="23">23</option>
<option value="24">24</option>
<option value="25">25</option>
<option value="26">26</option>
<option value="27">27</option>
<option value="28">28</option>
<option value="29">29</option>
<option value="30">30</option>
<option value="31">31</option>
<option value="-1000" selected="selected">Day</option></select>
                                <label for="reservationFlightSearchForm.returnDate.travelDay"
```

```
style="display:none">
                                        Return Day
                                    </label>
                                        </td>
                    <td class="modTxt padR2" id="returnYear">
                                    <select name="returnDate.searchTime"
id="reservationFlightSearchForm.returnDate.searchTime" class="moduleDrop"><option value="120001">All Day</option>
<option value="040001">Early Morning</option>
<option value="090001">Morning</option>
<option value="120002">Noon</option>
<option value="1530" selected="selected">Afternoon</option>
<option value="1830">Early Evening</option>
<option value="200001">Evening</option>
<option value="0100">1 am</option>
<option value="0200">2 am</option>
<option value="0300">3 am</option>
<option value="0400">4 am</option>
<option value="0500">5 am</option>
<option value="0600">6 am</option>
<option value="0700">7 am</option>
<option value="0800">8 am</option>
<option value="0900">9 am</option>
<option value="1000">10 am</option>
<option value="1100">11 am</option>
<option value="1200">12 pm</option>
<option value="1300">1 pm</option>
<option value="1400">2 pm</option>
<option value="1500">3 pm</option>
<option value="1600">4 pm</option>
<option value="1700">5 pm</option>
<option value="1800">6 pm</option>
<option value="1900">7 pm</option>
<option value="2000">8 pm</option>
<option value="2100">9 pm</option>
<option value="2200">10 pm</option>
<option value="2300">11 pm</option>
```

```
<option value="0000">12 am</option></select>
                                <label for="reservationFlightSearchForm.returnDate.searchTime"
style="display:none">
                                     Return Time
                                </label>
                                     </td>
                               </div>
                          </tr>
                         <tr>
                              <td colspan="6">
                                   <IMG SRC="/content/images/common/c.gif" WIDTH="1" HEIGHT="5" BORDER="0">
                              </td>
                    </tr>
                <tr>
                  <td class ="padL05" valign="top" nowrap="nowrap" colspan="3">
                    <div class="c7" id="alternateAirportDistance">
                      <label for="flightSearchForm.alternateAirportDistance">
                        airports within
                      </label>
                                     <span> <select name="alternateAirportDistance"
id="flightSearchForm.alternateAirportDistance" class="c8"><option value="0" selected="selected">0 Miles</option>
<option value="30">30 Miles</option>
<option value="60">60 Miles</option>
<option value="90">90 Miles</option></select> <br />
                                          <br /> </span>
                    </div>
                    <div id="passenger">
                      <p class="c9">
                                          <a href="javascript:void(0);"
onclick="window.open('/aa/pubcontent/en_US/utility/FAQs/reservations_FAQ.jsp#s10q9', 'TravelHelp', 'height=430,
width=680'); "> <label for="flightSearchForm.passengerCount">
                                                    Passengers</a>
                                                    :
                                               </label></a> <span> <select name="passengerCount"
onchange="calcAdultPsgrs(document.reservationFlightSearchForm)" id="flightSearchForm.passengerCount"><option
value="0">0</option>
```

```
<option value="1" selected="selected">1</option>
<option value="2">2</option>
<option value="3">3</option>
<option value="4">4</option>
<option value="5">5</option>
<option value="6">6</option></select> </span>
                  </p>
                 </div>
                       <br/>
                       <div id ="expandedMode" style="display:none;">
                           <IMG SRC="/content/images/common/c.gif"  WIDTH="1" HEIGHT="15"  BORDER="0">
                      </div>
                       <div id ="discountCode">
                                    <span class="text11NormalC"> <a href="javascript:void(0);"
onclick="javascript:window.open('/aa/i18nForward.do?p=/utility/FAQs/reservations_FAQ.jsp#code','FAQs','scrollbars
=yes,menu=no,width=680,height=430,top=125,left=325');"><label
                                                          for="flightSearchForm.discountCode">
                                                          Promotion Code
                                                     </label></a> <br /> <input type="text" name="discountCode"
maxlength="30" size="12" value="" id="flightSearchForm.discountCode" style="width:125px;" autocomplete="off">
</span>
                       </div>


                </td>
                <td valign ="top" class="searchBy" colspan ="3">
                  <div id="non_revenue1" style="display:none;">
                                    <span class="textBold"> Search By </span>
                      <br>
                                    <input type="radio" name="awardDatesFlexible" value="true"
checked="checked" id="flightSearchForm.searchType.datesFlexible" class="aaAlignMiddleRadio">
                      <label for="flightSearchForm.searchType.datesFlexible">
                        Dates Flexible
                      </label>
                                    <input type="radio" name="awardDatesFlexible" value="false"
id="flightSearchForm.searchType.exactDates" class="aaAlignMiddleRadio">
                      <label for="flightSearchForm.searchType.exactDates">
```

```
                    Exact Dates
                  </label>
                 </div>
                </div>
                <div id="revenue1" class="c11">
                        <table cellpadding="0" cellspacing="0" width="100%" border="0">
                                <tr>
                                        <td nowrap="nowrap">
                                                <b>Search By</b>
                                        </td>
                                </tr>
                                <tr>
                                        <td nowrap="nowrap">
                                                <input type="radio" name="searchTypeMode" value="matrix"
onclick="onSearchTypeChange(this.form)" id="flightSearchForm.searchType.matrix" class="aaAlignMiddleRadio">
                                                        <label for="flightSearchForm.searchType.matrix">Price
&amp; Schedule</label>

                                                                 &lt;span class="modTxtAlert aaText">
                                                                Enhanced

                                                        </span>
                                </td>
                        </tr>
                        <tr>
                                <td nowrap="nowrap">
                                <input type="radio" name="searchTypeMode" value="schedule"
checked="checked" onclick="onSearchTypeChange(this.form)" id="flightSearchForm.searchType.schedule"
class="aaAlignMiddleRadio">
                                        <label
for="flightSearchForm.searchType.schedule">Schedule</label>
                                </td>
                        </tr>
                        <tr>
```

```
                                                    <td> </td>




                                </tr>
                                <tr>
                                        <td nowrap="nowrap" align="right">
                                            <div style="padding: 30px 6px 0 0" id="datesFlexibleDiv">
                                        <a href="javascript:
submitForm(document.reservationFlightSearchForm.dates_flex_success)" title="Go to the Dates Flexible Search Input
page">My Dates are Flexible</a>
                                                    <input type="hidden" name="dates_flex_success"
value="button_dates_flexible" disabled="disabled">
                                                </div>
                                        </td>
                                    </tr>
                            </table>
                    </div>
                    </div>
                     </td>
                    </tr>
                <tr>
                  <td class ="padL05" colspan ="6" height="100%" valign="top">
                    <img src="/content/images/common/c.gif" width="1" height="2" border="0">
                    <div id="advancedSearch">
                                    <span class="text11BoldC"> <a href="#" id="imgAdvSearchPlusLink"
style="text-decoration:none" onclick="collapseExpand(false, document.reservationFlightSearchForm);return false;">
<input type="image" name="" src="/content/images/common/plus.gif" align="absmiddle" border="0"
id="imgAdvSearchPlus" style="height:11px;width:11px;" alt="">  <a href="#" onClick="collapseExpand(false,
document.reservationFlightSearchForm);return false;">Advanced Search</a></span>
                                    <label for="imgAdvSearchPlus" style="display:none">
                                        Advanced Search Plus
                                    </label>
                                    <label for="imgAdvSearchPlusLink" style="display:none">
                                        Advanced Search Plus
                                    </label>
```

```
                    <div id="revAdvancedSearchText">
                                        <span class="text9Normal0"> Cabin Preference, Children, Country
of Residence </span>
                    </div>
                    <div id="awardAdvancedSearchText" style="display:none">
                                        <span class="text9Normal0"> Cabin Preference, Award Type...
</span>
                    </div>
                    <div style="position:relative;top:0;">
                      <div style="position:absolute;top:-18px;_top:-20px;left:345px;_left:290px;">
                                            <input type="submit" name="_button_success" value="GO"
onclick="setSearchCategory(document.reservationFlightSearchForm)" id="flightSearchForm.button.reSubmit"
class="btnFormHot">
                      </div>
                    </div>
                  </div>
                </td>
              </tr>
            </table>
               </div>
            <div id="commonTripPreferances" style="display:none;">




<table class="passengerList" width="100%" border="0" cellpadding="0" cellspacing="0" STYLE="width: 382px;">
  <tr>
    <td class ="padL05" colspan = "8">
      <span style ="padding:0px 0px 0px 0px;" class = "moduleNote">Maximum 6 passengers per reservation.</span>
    </td>
  </tr>
  <tr>
    <td align ="left" class="text11NormalC padL05" valign="middle">
       <a href="/aa/pubcontent/en_US/utility/FAQs/reservations_FAQ.jsp#s10q9"
        target="TravelHelp"
```

```
        onclick="displayPopup(2,this.href,'TravelHelp',430,680); return false;"
        onmouseover="self.status='New Window: Travel Help - Adult Passengers';return true;"
        onmouseout="self.status='';return true;"><label for="flightSearchForm.adultPassengerCount">
        Adults</label></a>
    </td>
    <td class="padR5" valign="middle">
      <select name="adultPassengerCount" id="flightSearchForm.adultPassengerCount"><option value="0">0</option>
<option value="1" selected="selected">1</option>
<option value="2">2</option>
<option value="3">3</option>
<option value="4">4</option>
<option value="5">5</option>
<option value="6">6</option></select>
    </td>
    <td align ="left" class="text11NormalC padL05" valign="middle">
      <a href="/aa/pubcontent/en_US/utility/FAQs/reservations_FAQ.jsp#s10q9"
        target="TravelHelp"
        onclick="displayPopup(2,this.href,'TravelHelp',430,680); return false;"
        onmouseover="self.status='New Window: Travel Help - Senior Passengers';return true;"
        onmouseout="self.status='';return true;"><label for="flightSearchForm.seniorPassengerCount">
        Seniors</label></a>
    </td>
    <td class="padR5" valign="middle">
      <select name="seniorPassengerCount" id="flightSearchForm.seniorPassengerCount"><option value="0"
selected="selected">0</option>
<option value="1">1</option>
<option value="2">2</option>
<option value="3">3</option>
<option value="4">4</option>
<option value="5">5</option>
<option value="6">6</option></select>
    </td>
    <td align ="left" class="text11NormalC padL05" valign="middle">
      <a href="/aa/pubcontent/en_US/utility/FAQs/reservations_FAQ.jsp#s10q9"
        target="TravelHelp"
        onclick="displayPopup(2,this.href,'TravelHelp',430,680); return false;"
```

```
        onmouseover="self.status='New Window: Travel Help - Traveling with Children and Infants';return true;"
        onmouseout="self.status='';return true;"><label for="flightSearchForm.childPassengerCount">
        Children</label></a>
    </td>
    <td class="padR5" valign="middle">
      <select name="childPassengerCount" id="flightSearchForm.childPassengerCount"><option value="0"
selected="selected">0</option>
<option value="1">1</option>
<option value="2">2</option>
<option value="3">3</option>
<option value="4">4</option>
<option value="5">5</option></select>
    </td>
    <td >
     <a href="/aa/pubcontent/en_US/utility/FAQs/reservations_FAQ.jsp#s10q9"
        target="TravelHelp"
        onclick="displayPopup(2,this.href,'TravelHelp',430,680); return false;"
        onmouseover="self.status='New Window: Travel Help - Traveling with Children and Infants';return true;"
        onmouseout="self.status='';return true;"><label for="flightSearchForm.infantPassengerCount">
        Infant in<br>a Seat</label></a>

    </td>
    <td valign="middle">
      <select name="infantPassengerCount" id="flightSearchForm.infantPassengerCount"><option value="0"
selected="selected">0</option>
<option value="1">1</option>
<option value="2">2</option>
<option value="3">3</option>
<option value="4">4</option>
<option value="5">5</option></select>
    </td>
  </tr>
  <tr>
      <td colspan = "4"  >
      </td>
      <td class="aaPadTL4"  colspan = "4">
```

```
            <span>
                  <a
href="/aa/pubcontent/en_US/travelInformation/specialAssistance/childrenTraveling.jsp#childrenTravelingAlone"
target="TravelHelp" onclick="displayPopup(2,this.href,'TravelHelp',430,680); return false;"
                  onMouseOver="self.status='New Window: Traveling With Children and Infants - Children Traveling
Alone';return true;" onMouseOut="self.status='';return true;">Children Under 15 Traveling Alone</a>
            </span>
      </td>
  </tr>
</table>

             <table class="advancedTripPrefs">
              <tr>
                <td class ="padL05" width="127">
                     <div id="numberOfStops">
                                        <span class="text11Normal0"> <label
for="flightSearchForm.numberOfStops">
                                                Number of Stops
                                                :
                                            </label> </span>
                        <br />
                                        <span> <select name="numberOfStops" id="flightSearchForm.numberOfStops"
class="moduleDrop"><option value="P" selected="selected">No Preference</option>
<option value="N">None</option>
<option value="1 ">1 or Less</option></select> </span>
                   </div>
                   <div id="awardCabinClassOptions" style="display:none;">




<span class="text11Normal0">
  <label for="flightSearchForm.awardCabinClass">Cabin Preference:</label>
</span>
<br />
<span>
```

```
  <select name="awardCabinClass" id="flightSearchForm.awardCabinClass" class="moduleDrop"><option value="E"
selected="selected">Economy</option>
<option value="B">Business</option>
<option value="P">First</option></select>
</span>

                  </div>
                </td>
                <td>
                  <div id="cabinClassOptions" style="display:none;">




<span class="text11Normal0">
  <label for="flightSearchForm.classOfServicePreference">Cabin Preference:</label>
</span>
<br />
<span>
  <select name="classOfServicePreference" id="flightSearchForm.classOfServicePreference"
class="moduleDrop"><option value="coach-restricted" selected="selected">Economy with restrictions</option>
<option value="coach-unrestricted">Economy without restrictions</option>
<option value="coach-fullfare">Full Fare Economy Class</option>
<option value="business-restricted">Business Class or Higher with Restrictions</option>
<option value="business-fullfare">Business Class or Higher Full Fare</option>
<option value="first-restricted">First/Premium Class with Restrictions</option>
<option value="first-fullfare">First/Premium Class Full Fare</option></select>
</span>

                  </div>
                  <div id="matrixCabinClassOptions" style="display: none;">




<span class="text11Normal0">
```

```
  <label for="flightSearchForm.cabinOfServicePreference">Cabin Preference</label>
</span>
<br />
<span>
  <select name="cabinOfServicePreference" id="flightSearchForm.cabinOfServicePreference"
class="moduleDrop"><option value="matrix-show_all" selected="selected">Show All</option>
<option value="matrix-economy_only">Economy Only</option>
<option value="matrix-business_first">Business/First</option></select>
</span>


                                                    </div>
                  </td>
                </tr>
              </table>
            </div>
            <div id="revenueTripPreferances" style="display:none;">




<table class="advancedTripPrefs">
  <tr>
    <td class ="padL05" width="127">
      <span class="text11Normal0"><label for="flightSearchForm.countryPointOfSaleVal">
        Resident of:</label></span>
      <br />
      <span>
        <select name="countryPointOfSaleVal" id="flightSearchForm.countryPointOfSaleVal"
class="moduleDrop"><option value="US">United States</option>
<option value="GB">United Kingdom</option>
<option value="CA">Canada</option>
<option value="AO">All Others</option></select>
      </span>
    </td>
    <td id="numberOfFlights" class = "noVisibility" >
      <span class="text11Normal0">
```

```
        <label for="numberOfFlightsToDisplay">
          Number of Flights to Display:</label>
      </span>
      <br />
      <select name="numberOfFlightsToDisplay" id="numberOfFlightsToDisplay" class="moduleDrop"><option
value="10">10</option>
<option value="20">20</option>
<option value="30">30</option>
<option value="40">40</option>
<option value="50">50</option></select>
    </td>
  </tr>
</table>
<table class="advancedTripPrefs">
  <tr>
    <td class="padL05">
      <span class="text11Normal0">
        Select Carrier:</span>
      <br />
      <input type="radio" name="carrierPreference" value="T" checked="checked" id="flightSearchForm.carrierAA"
style="background:#D6E2F0;" class="radio">
      <span class="text10Normal0">
        <label for="flightSearchForm.carrierAA">
          AA, American Eagle and AmericanConnection&reg;
        </label>
      </span>
      <div id="nonAACarriers">
            <input type="radio" name="carrierPreference" value="O" id="flightSearchForm.carrierAAOneWorld"
style="background:#D6E2F0;" class="radio">
            <span class="text10Normal0">
              <label for="flightSearchForm.carrierAAOneWorld">
                AA, American Eagle, AmericanConnection&reg; and <B>one</B>world
              </label>
            </span>
            <br />
            <input type="radio" name="carrierPreference" value="F" id="flightSearchForm.carrierAll"
```

```
style="background:#D6E2F0;" class="radio">
          <span class="text10NormalC">
                <label for="flightSearchForm.carrierAll">
                 <a href="/aa/i18nForward.do?p=/utility/eticketoppmirror.jsp"
                   target="TravelHelp"
                   onclick="displayPopup(2,this.href,'Help',430,680);return false;"
                   onmouseover="self.status='New Window: Travel Help - All Carriers';return true;"
                   onmouseout="self.status='';return true;">
                     All Carriers
                   </a>
               </label>
          </span>
     </div>
     <br />
     <span class="text11BoldC">
          <a href="#"  style="text-decoration:none"   onClick="collapseExpand(false,
document.reservationFlightSearchForm);return false;">
          <input type="image" name="" src="/content/images/common/minus.gif" align="absmiddle" border="0"
id="flightSearchForm.imgAdvSearchMinus" style="height:11px;width:11px;" alt=""> <a href="#"
onClick="collapseExpand(false, document.reservationFlightSearchForm);return false;">Advanced Search</a>
               <label for="flightSearchForm.imgAdvSearchMinus" style="display:none">Advanced Search
Minus</label>
     </span>
    <div style="display:inline;margin:0 0 0 220px;_margin-left:168px;">
      <input type="submit" name="_button_success" value="GO"
onclick="setSearchCategory(document.reservationFlightSearchForm)" id="flightSearchForm.button.reSubmit"
class="btnFormHot">
     </div>
   </td>
  </tr>
</table>


          </div>
          <div id="awardTripPreferances" style="display:none;">
```

```
<table  class ="advancedTripPrefs" >
  <tr>
    <td class ="padL05">
      <span class="text11Normal0">
        <a href='/aa/pubcontent/en_US/disclaimers/awardType.jsp' target="TravelHelp"
onclick="displayPopup(2,this.href,'Help',430,680); return false;" onmouseover="self.status='New Window: Travel
Help - Award Type';return true;"
           onmouseout="self.status='';return true;"><label for="flightSearchForm.awardTypes">Award
Type:</label></a>
      </span>
      <br />
      <span class="text11Normal0">
        <select name="awardType" id="flightSearchForm.awardTypes" class="moduleDrop"><option value="M"
selected="selected">MileSAAver</option>
<option value="A">AAnytime</option></select>
      </span>
      <br />
      <br />
      <span class="text11BoldC">
           <a href="#"  style="text-decoration:none"
onClick="collapseExpand(false,document.reservationFlightSearchForm);return false;">
         <input type="image" name="" src="/content/images/common/minus.gif" align="absmiddle" border="0"
id="flightSearchForm.imgAdvSearchMinus" style="height:11px;width:11px;" alt=""> <a href="#"
onClick="collapseExpand(false,document.reservationFlightSearchForm);return false;">Advanced Search</a>
                <label for="flightSearchForm.imgAdvSearchMinus" style="display:none">Advanced Search
Minus</label>
      </span>
        <div style="display:inline;margin:0 0 0 220px;_margin-left:168px;">
        <input type="submit" name="_button_success" value="GO"
onclick="setSearchCategory(document.reservationFlightSearchForm)" id="flightSearchForm.button.reSubmit"
class="btnFormHot">
      </div>
    </td>
  </tr>
```

```
</table>

          </div>
        </div>
          </form>

<form name="localeForm" method="post" action="/aa/reservation/roundTripSearchAccess.do">

    <input type="hidden" name="event" value="toggleLocale" />
      <input type="hidden" name="locale" value="es_US" />
      <input type="hidden" name="previousPage" value="/aa/reservation/roundTripSearchAccess.do">
      <input type="hidden" name="anchorEvent" value="false">
</form>

                                </div></div>
                        </td>
                    </tr>
                    </table>
            </td>
      </tr>
</table>

                                    </TD>
                            </TR>
                            <TR>
                                    <TD>
                                            <!--  right (2nd cell) Module Text -->
```

```
<table width="100%" cellpadding="0" cellspacing="0" border="0">
     <tr>
          <td>
               <TABLE CELLSPACING="0" CELLPADDING="0" BORDER="0" WIDTH="200" HEIGHT="10">
                 <TR VALIGN="top">
                   <TD CLASS="moduleTabBg" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabLeft.gif"
HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                   <TD CLASS="moduleTab" VALIGN="bottom" nowrap="nowrap"><A class=moduleTabLink
HREF="/aa/travelInformation/gatesTimesAccess.do">Gates &amp; Times</a></TD>
                   <TD CLASS="moduleTabBg" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabRight.gif"
HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                   <TD CLASS="moduleTabBg" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabLeft.gif"
HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                     <TD CLASS="moduleTab" WIDTH="4" VALIGN="bottom" nowrap="nowrap"><A class=moduleTabLink
HREF="javascript:void(0);"
onclick="javascript:window.open('/aa/i18nForward.do?p=/utility/FAQs/travelInformation_FAQ.jsp#gatesAndTimes','FAQ
s','scrollbars=yes,menu=no,width=680,height=430,top=125,left=325');">?</a></TD>
                   <TD CLASS="moduleTabBg" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabRight.gif"
HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                   <td width="1"><span style="font-size:6px;"> </span></td>
                   <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabLeft.gif"
HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                   <TD CLASS="moduleTabOff" VALIGN="bottom" nowrap="nowrap"><A class=moduleTabLink
HREF="/aa/travelInformation/flightscheduleAccess.do">Schedules</a></TD>
                   <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabRight.gif"
HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                   <td width="1"><span style="font-size:6px;"> </span></td>
                   <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabLeft.gif"
HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
                   <TD CLASS="moduleTabOff" VALIGN="bottom" nowrap="nowrap"><A class=moduleTabLink
HREF="/aa/travelInformation/fsnAccess.do">Flight Status Notification</a></TD>
                   <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabRight.gif"
HEIGHT="4" WIDTH="4" ALT="" ALIGN="top"></TD>
```

```
                    <TD WIDTH="11"></TD>
                  </TR>
                </TABLE>

                <DIV CLASS="mod" STYLE="width: 382px;"><DIV CLASS="smMod" STYLE="width: 382px;">
      <form name="gatesTimesForm" id="gatesTimesForm" method="post" action="/aa/gatesTimesSubmit.do"
autocomplete="off" onsubmit="javascript:return  checkFormSubmit();">


          <input type="hidden" name="currentCalForm" value="dep">
          <input type="hidden" name="currentCodeForm" value="">
          <div class="padT4">
          <TABLE BORDER="0" CELLSPACING="0" CELLPADDING="0">
                    <TR>
                              <td class ="padL05" valign ="bottom" >
                                   <span class = "text10NormalC">
                                        <span class="mTxtR05">
                                             <label for="gatesTimesStatusForm.origin">
                                                  From:
                                             </label>
                                        </span>
                                        <a href="javascript:void(0);"
onclick="launchAirportCode('originAirport','gatesTimesForm')" class = "marginL45">
                                        Lookup</a>
                                   </span>
                                   <br>
                                  <input type="text" name="originAirport" maxlength="30" size="18" value=""
onkeydown="javscript:checkTabNEnter(event, SmartSuggestDiv);" onkeyup="javascript:smartSuggestLookup(this,
SmartSuggestDiv, event);" id="gatesTimesForm.originAirport" style="width:125px;">
                              </td>
                              <td class ="padL05" valign ="bottom">
                                <span class = "text10NormalC">
                                   <span class="mTxtR05">
                                        <label for="gatesTimesStatusForm.destination">
                                             To:
                                        </label>
```

```
                                    </span>
                                   <a href="javascript:void(0);"
onclick="launchAirportCode('destinationAirport','gatesTimesForm')" class="marginL60">
                                    Lookup</a>
                                    <br>
                                   <input type="text" name="destinationAirport" maxlength="30" size="18"
value="" onkeydown="javscript:checkTabNEnter(event, SmartSuggestDiv);"
onkeyup="javascript:smartSuggestLookup(this, SmartSuggestDiv, event);" id="gatesTimesForm.destinationAirport"
style="width:125px;">
                                    </span>
                                  </td>
                                <TD CLASS="mTxtL05" VALIGN="bottom">and/or</TD>
                                <TD CLASS="mTxtLR05" NOWRAP>
                                  Flight Number:<br>
                                  <input type="text" name="flightNumber" maxlength="4" size="7" value=""
id="gatesTimesForm.flightNumber" style="width:60px"></TD>
                        </TR>
          </TABLE></div>
          <DIV CLASS="padT6">
               <TABLE WIDTH="100%" CELLPADDING="0" CELLSPACING="0" BORDER="0">
                        <TR>
                                <TD ROWSPAN="2" CLASS="mTxtL05">Date:<BR>
                                     <select name="travelDate" id="gatesTimesForm.travelDate"
title="Date"><option value="Yesterday">Yesterday</option>
<option value="Today" selected="selected">Today</option>
<option value="Tomorrow">Tomorrow</option></select>
                                    </TD>
                                <TD ROWSPAN="2" CLASS="mTxtL05">Time:<BR>
                                  <select name="flightParams.flightDateParams.searchTime"
id="gatesTimesForm.flightParams.flightDateParams.searchTime" class="moduleDrop"><option value="120001">All
Day</option>
<option value="120001">Early Morning</option>
<option value="080000" selected="selected">Morning</option>
<option value="100000">Noon</option>
<option value="140000">Afternoon</option>
<option value="170000">Early Evening</option>
```

```
<option value="200000">Evening</option>
<option value="0100">1 am</option>
<option value="0200">2 am</option>
<option value="0300">3 am</option>
<option value="0400">4 am</option>
<option value="0500">5 am</option>
<option value="0600">6 am</option>
<option value="0700">7 am</option>
<option value="0800">8 am</option>
<option value="0900">9 am</option>
<option value="1000">10 am</option>
<option value="1100">11 am</option>
<option value="1200">12 pm</option>
<option value="1300">1 pm</option>
<option value="1400">2 pm</option>
<option value="1500">3 pm</option>
<option value="1600">4 pm</option>
<option value="1700">5 pm</option>
<option value="1800">6 pm</option>
<option value="1900">7 pm</option>
<option value="2000">8 pm</option>
<option value="2100">9 pm</option>
<option value="2200">10 pm</option>
<option value="2300">11 pm</option>
<option value="0000">12 am</option></select>
                                        <label for="gatesTimesForm.flightParams.flightDateParams.searchTime"
style="display:none">Departure Time</label>
                                    </TD>
                                    <TD VALIGN="middle" CLASS="mTxtL05" width="50%"> </TD>
                                    <TD ROWSPAN="2" VALIGN="bottom" ALIGN="right" CLASS="mTxtLR05">
                                      <input type="submit" name="_button_success" value="GO"
id="gatesTimesForm.submit" class="btnFormHot">
                                    </TD>
                                </TR>
                            </TABLE>
                        </DIV>
```

```
            <DIV CLASS="padT6"></DIV>
        </form>
</div>
</div>
</tr>
</table>

                                    </TD>
                                </TR>
                                <TR>
                                    <TD>
```

```
<table width="100%" cellpadding="0" cellspacing="0" border="0">
     <tr>
          <td>
```

```
                <TABLE CELLSPACING="0" CELLPADDING="0" BORDER="0" WIDTH="200" HEIGHT="10">
  <TR VALIGN="top">
    <TD CLASS="moduleTabBg" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabLeft.gif" HEIGHT="4" WIDTH="4"
ALT="" ALIGN="top"></TD>
    <TD CLASS="moduleTab" VALIGN="bottom" nowrap="nowrap"><A class=moduleTabLink
HREF="/aa/myAccount/myAccountAccess.do?anchorEvent=false">My Account</a></TD>
    <TD CLASS="moduleTabBg" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabRight.gif" HEIGHT="4" WIDTH="4"
ALT="" ALIGN="top"></TD>
    <TD CLASS="moduleTabBg" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabLeft.gif" HEIGHT="4" WIDTH="4"
ALT="" ALIGN="top"></TD>
      <TD CLASS="moduleTab" WIDTH="4" VALIGN="bottom" nowrap="nowrap"><A class=moduleTabLink
HREF="javascript:void(0);"
onclick="javascript:window.open('/aa/i18nForward.do?p=/utility/FAQs/travelInformation_FAQ.jsp#gatesAndTimes','FAQ
s','scrollbars=yes,menu=no,width=680,height=430,top=125,left=325');">?</a></TD>
    <TD CLASS="moduleTabBg" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabRight.gif" HEIGHT="4" WIDTH="4"
ALT="" ALIGN="top"></TD>
    <td width="1"><span style="font-size:6px;"> </span></td>
    <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabLeft.gif" HEIGHT="4" WIDTH="4"
ALT="" ALIGN="top"></TD>
    <TD CLASS="moduleTabOff" VALIGN="bottom" nowrap="nowrap"><A class=moduleTabLink
HREF="/aa/AAdvantage/purchaseUpgradesAccess.do?anchorEvent=false">Buy Upgrades</a></TD>
    <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabRight.gif" HEIGHT="4" WIDTH="4"
ALT="" ALIGN="top"></TD>
    <td width="1"><span style="font-size:6px;"> </span></td>
    <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabLeft.gif" HEIGHT="4" WIDTH="4"
ALT="" ALIGN="top"></TD>
    <TD CLASS="moduleTabOff" VALIGN="bottom" nowrap="nowrap"><A class=moduleTabLink
HREF="/aa/myAccount/emailSubscriptionAlertsAccess.do?anchorEvent=false">Email Subscriptions</a></TD>
    <TD CLASS="moduleTabBgOff" WIDTH="4"><IMG SRC="/content/images/nav/moduleTabRight.gif" HEIGHT="4" WIDTH="4"
ALT="" ALIGN="top"></TD>
    <TD WIDTH="11"></TD>
  </TR>
</TABLE>

<DIV CLASS="mod" STYLE="width: 382px;"><DIV CLASS="smMod" STYLE="background-color:#EEF2F8;width: 382px;">
            <form name="loginForm" method="post" action="/aa/loginSubmit.do" onsubmit="trackLogin(this);">
```

```
          <input type="hidden" name="previousPage" value="/aa/myAccount/myAccountAccess.do">
          <div class="modH1">Login to View AAdvantage Balances & Other Account Preferences</div>
          <TABLE CELLSPACING="0" CELLPADDING="0" BORDER="0">
                    <TR>
                  <TD COLSPAN="2" CLASS="mTxtLR05" NOWRAP><DIV CLASS="modTxt"><A
HREF="/aa/login/needPasswordAccess.do">Need a password?</A></DIV></TD>
                <TD ALIGN="center" ROWSPAN="2" CLASS="mTxtLR05">
                  <DIV CLASS="modTxt"><A HREF="/aa/AAdvantage/quickEnroll.do" CLASS="red">Instant
AAdvantage<BR>Enrollment!</A></DIV>
                  <DIV CLASS="modTxt"><A
HREF="/aa/i18nForward.do?p=/AAdvantage/programDetails/main.jsp&anchorEvent=false">Learn more about member
benefits.</A></DIV>
                </TD>
              </TR>
              <TR>
                <TD CLASS="mTxtLR05">AAdvantage #<br>

                     <input type="text" name="aadvantageNumber" maxlength="7" size="10" tabindex="1" value=""
id="" autocomplete="off"/>



                </TD> 
                <TD CLASS="mTxtLR05">Password<br>
                     <input type="password" name="password" maxlength="12" size="10" tabindex="2" value="">
                </TD>
              </TR>
            </TABLE>
          <TABLE WIDTH="100%" CELLPADDING="0" CELLSPACING="0" BORDER="0">
              <TR VALIGN="bottom">
                <TD >
                     <div style="float: left; height: 30px; width: 20px;">
                          <input type="checkbox" name="rememberMe" value="yes"
id="loginForm.rememberMeCheckbox">
                     </div>Remember my AAdvantage Number on this computer for my next visit.</td>
                <TD CLASS="modBtn" ALIGN="right"><input type="submit" name="_button_go" value="GO"
class="btnFormHot"></TD>
```

```
                </TR>
              </TABLE>
            </DIV></DIV>
        </form>

</div>
</div>
</tr>
</table>


                                    </TD>
                               </TR>
                               <TR>
                                    <TD align="center">
                                         <!-- right (3rd cell) targeted wide marketing banner -->

        <img
src="/content/images/common/wa.gif?Log=1&impressloc=Homepage_Bottom&impresstitle=Las+Vegas+Bargains&impresshref=h
ttp%3A%2F%2Fwww.aavacations.com%2Fspecials%2Flas0904-las-vegas-bargains.asp%3FADID%3DAACM-AA8-LAS-09-
```

```
08&impresslocale=en_US&impressflash=" border="0" width="1" height="1" >
          <a href="http://www.aavacations.com/specials/las0904-las-vegas-bargains.asp?ADID=AACM-AAB-LAS-09-
08&anchorLocation=Homepage_Bottom&url=http%3A%2F%2Fwww.aavacations.com%2Fspecials%2Flas0904-las-vegas-
bargains.asp&_locale=en_US&repositoryName=PromotionContentRepository&repositoryId=16117538&reportedTitle=Las+Vega
s+Bargains"><script type="text/javascript">
                                var movie_link = "http://www.aavacations.com/specials/las0904-las-vegas-
bargains.asp?ADID=AACM-AAB-LAS-09-08";
                               var on_click =
"window.open(this.href,'','scrollbars=yes,toolbar=yes,resizable=yes,status=yes,location=no,menubar=no,width=700,h
eight=480,top=1,left=385');return false;";
                           </script>




                <SCRIPT type="text/javascript">
                <!--
                     var movie_width   = "234";
                     var movie_height   = "60";
                     var movie_altText = "Las Vegas Bargains";
                     var movie_image = "/content/images/home/bannersBottom/las0904-las-vegas-bargains.gif";
                     var movie_flash = "";
                var servletImage =
"/apps/reportFlashServlet/12441497891385432.dyn?rendered=12441497891388&amp;target=http://www.aavacations.com/spec
ials/las0904-las-vegas-bargains.asp&amp;ADID=AACM-AAB-LAS-09-08&amp;title=Las Vegas
Bargains&location=Homepage_Bottom";
                var servletFlash =
"/apps/reportFlashServlet/12441497891385432.dyn?rendered=12441497891388&amp;target=http://www.aavacations.com/spec
ials/las0904-las-vegas-bargains.asp&amp;ADID=AACM-AAB-LAS-09-08&amp;title=Las Vegas
Bargains&location=Homepage_Bottom (flash)";
                    var MM_FlashCanPlay = true;
                    var MM_contentVersion = 4;

                    var NonBannerFlashCanPlay;
                      var contentVersion = 6;
                      var detectFlash = function () {
```

```
                    var plugin = (navigator.mimeTypes && navigator.mimeTypes["application/x-shockwave-
flash"]) ? navigator.mimeTypes["application/x-shockwave-flash"].enabledPlugin : 0;
                    if (plugin) {
                        var words = navigator.plugins["Shockwave Flash"].description.split(" ");
                        for (var i = 0; i < words.length; ++i) {
                            if (isNaN(parseInt(words[i]))) {
                                continue;
                            }
                            var PluginVersion = words[i];
                        }
                        NonBannerFlashCanPlay = PluginVersion >= contentVersion;
                    } else {
                        if (navigator.userAgent && navigator.userAgent.indexOf("MSIE") >= 0 &&
(navigator.appVersion.indexOf("Win") != -1)) {
                            document.write("<SCR" + "IPT LANGUAGE=VBScript> \n");
                            document.write("on error resume next \n");
                            document.write("NonBannerFlashCanPlay = (
IsObject(CreateObject(\"ShockwaveFlash.ShockwaveFlash.\" & MM_contentVersion)))\n");
                            document.write("</SCR" + "IPT> \n");
                        }
                    }
                };
                var displayFlash = function(movie_width, movie_height, movie_altText, movie_image,
movie_flash, movie_link, servletImage, servletFlash, NonBannerFlashCanPlay, MM_contentVersion, on_click) {

                    if (NonBannerFlashCanPlay && movie_flash) {
                        document.write("<object title=\"" + movie_altText + "\"
classid=\"clsid:D27CDB6E-AE6D-11cf-9688-444553540000\"");
                        document.write("  codebase=\"" + window.location.protocol.toString() +
"//download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=6,0,0,0\" ");
                        document.write(" id=\"flash-exmaple\" width=\"" + movie_width + "\"
height=\"" + movie_height + "\">");
                        document.write(" <param name=\"movie\" value=\"" + movie_flash + "\"> <param
name=\"quality\" value=\"high\"> <param name=\"wmode\" value=\"transparent\"> <param name=\"bgcolor\"
value=\"#FFFFFF\">  ");
                        document.write(" <embed src=\"" + movie_flash + "\" quality=\"high\"
```

```
wmode=\"transparent\" bgcolor=\"#FFFFFF\"  ");
                                    document.write(" swLiveConnect=FALSE width=\"" + movie_width + "\" height=\""
+ movie_height + "\" name=\"flashgordon\" ALIGN=\"\"");
                                    document.write(" type=\"application/x-shockwave-flash\" pluginspage=\"" +
window.location.protocol.toString() + "//www.macromedia.com/go/getflashplayer\" /></object>");
                                    document.write("<img src=\"" + servletFlash + "\" width=\"0\" height=\"0\"
border=\"0\" vspace=\"0\" hspace=\"0\">");
                               } else {
                                    document.write("<a href=\"" + movie_link + "\" onclick=\"" + on_click +
"\"><img src=\"" + movie_image + "\" alt=\"" + movie_altText + "\" width=\"" + movie_width + "\" height=\"" +
movie_height + "\" border=\"0\"></a>");
                                    document.write("<img src=\"" + servletImage + "\" width=\"0\" height=\"0\"
border=\"0\" vspace=\"0\" hspace=\"0\">");
                               }
                          };

                          detectFlash();

displayFlash(movie_width,movie_height,movie_altText,movie_image,movie_flash,movie_link,servletImage,servletFlash,
NonBannerFlashCanPlay,MM_contentVersion,on_click);
                          //-->
                     </script></a>




                                    </TD>
                               </TR>
                          </TABLE>
                          <!-------------------------  End Right Table ------------------------->
                     </TD>
               </TR>
          </TABLE>  <!-- End Main table -->
```

```
        <img src="/aa/CookieServlet.jsp?pref=session"/>


    <!--  End Body -->
    <div id="pageDiv" style="visibility:hidden;position:relative;_position:absolute;"></div>
    <tiles:insert attribute="onlineOpinion" />
```

<!--

--> <!-- --> <!-- --> --> <!-- --> <!-- --> -->

```
 <!-- i2a tracking code-->
<script type="text/javascript"
src="/apps/common/js/i2a.js">
</script>
```

```
            </TD>
        </TR>
        <TR>
            <TD COLSPAN="3"><IMG SRC="/content/images/nav/mainCapBottom.gif" WIDTH="125" HEIGHT="24"
BORDER="0"></TD>
        </TR>
        <TR>
            <TD> </TD>
            <TD COLSPAN="2" ALIGN="center" CLASS="modTxt">
```

```
     <table cellpadding="0" cellspacing="0" border="0" width="100%">
     <tr>
          <td class="modTxt" align="center">
               <!-- To remove the content to being searched by google -->
<!--googleoff: all-->
<div class="padT6">
     <div  class ="padL05">
          <a href="/aa/i18nForward.do?p=/urls/dealfinder.jsp" class="footer"><img
src="/content/images/footer/footer_DealFinder.gif" alt="Deal Finder" border="0" style="vertical-align:text-
bottom"/></a>
          |
          <a href="/aa/i18nForward.do?p=/urls/rss.jsp" class="footer"><img src="/content/images/common/rss.gif"
width="43" height="14" alt="RSS Feeds" border="0" style="vertical-align:text-bottom"/></a>
          |
          <a HREF="/aa/i18nForward.do?p=/footer/spanish.jsp" class="footer"><img
src="/content/images/footer/footer_Espanol.gif"  alt="AA.com en Espa&ntilde;ol" border="0" style="vertical-
align:text-bottom"/></a>
          <br/>
     </div>
      <div class="pad5">
          <a href="/aa/reservation/reservationsHomeAccess.do" class="footer">Airline Tickets</a>
          |
          <a href="http://www.aacareers.com/us/frame_index.htm?http&&&www.aacareers.com/us/index.shtml"
class="footer">AA Careers</a>
          |
          <a href="/aa/i18nForward.do?p=/footer/copyright.jsp" class="footer">Copyright</a>
          |
          <a href="/aa/i18nForward.do?p=/footer/legal.jsp" class="footer">Legal</a>
          |
          <a href="/aa/i18nForward.do?p=/footer/privacyPolicy.jsp" class="footer">PRIVACY POLICY</a>
          |
          <a href="/aa/i18nForward.do?p=/aboutUs/customerCommitment/main.jsp" class="footer">Customer Service
Plan</a>
          |
          <a href="/aa/i18nForward.do?p=/footer/browserRequirements.jsp" class="footer">Browser
```

```
Compatibility</a>
            |
            <a href="/aa/i18nForward.do?p=/utility/siteMap/siteMap.jsp" class="footer">Site Map</a>
      </div>
      <div class="pad5">
            <a href="http://citi.bridgetrack.com/usc/05/multi/aa/plat/aAFooter/default.htm"><img
src="/content/images/footer/footer_citiCard.gif" width="110" height="54" alt="CITI" border="0"></a>
            <a href="/aa/i18nForward.do?p=/travelInformation/airportAmenities/AdmiralsClub.jsp"><img
src="/content/images/footer/admiralsclub_logo2.gif" width="90" height="40" alt="Admirals Club" border="0"></a>
            <a href="http://www.oneworld.com"><img src="/content/images/footer/memberofoneworld.gif" width="86"
height="43" alt="oneworld" border="0"></a>
            <a href="/aa/i18nForward.do?p=/footer/eagleOverview.jsp"><img
src="/content/images/footer/footer_americaneagle.gif" alt="American Eagle" width="122" height="54"
border="0"></a>
            <a href="http://www.aavacations.com"><img src="/content/images/footer/footer_AAVacations.gif"
alt="AAVacations.com" border="0" width="145" height="54"></a>
      </div>
</div>
<!--googleon: all-->
            </td>
      </tr>
      </table>

      <script language="JavaScript" type="text/javascript">
      <!--
      self.name="aacom_main";
      //  -->
      </script>



<!--  Include the Reference Page Tag script -->
<!--//BEGIN REFERENCE PAGE TAG SCRIPT-->
```

```
<script language="javascript" type="text/javascript" src="/apps/common/js/wa.js"></script>
<noscript>
<img src="/content/images/common/wa.gif?log=1&v_id=1" border="0" width="1" height="1"/>
</noscript>
<!-- END REFERENCE PAGE TAG-->



            </TD>
        </TR>
</TABLE>
<div id="pageDiv" style="visibility:hidden;position:relative;_position:absolute;"></div>









<!--oobegin
* OnlineOpinionF3cS v3.0
* The following code is Copyright 1998-2006 Opinionlab, Inc.
* All rights reserved. Unauthorized use is prohibited.
* This product and other products of OpinionLab, Inc. are protected by U.S. Patent No. US 6606581, 6421724,
6785717 B1 and other patents pending.
* http://www.opinionlab.com
-->
<div class="noprint">
```

```
          <script language="javascript" type="text/javascript" charset="windows-1252"
src="/content/common/styles/onlineopinionF3c5/oo_engine.js"></script>




     <script language="javascript" type="text/javascript" charset="windows-1252"
src="/content/common/styles/onlineopinionF3c5/oo_conf_en-US.js"></script>


     <script language="javascript" type="text/javascript">

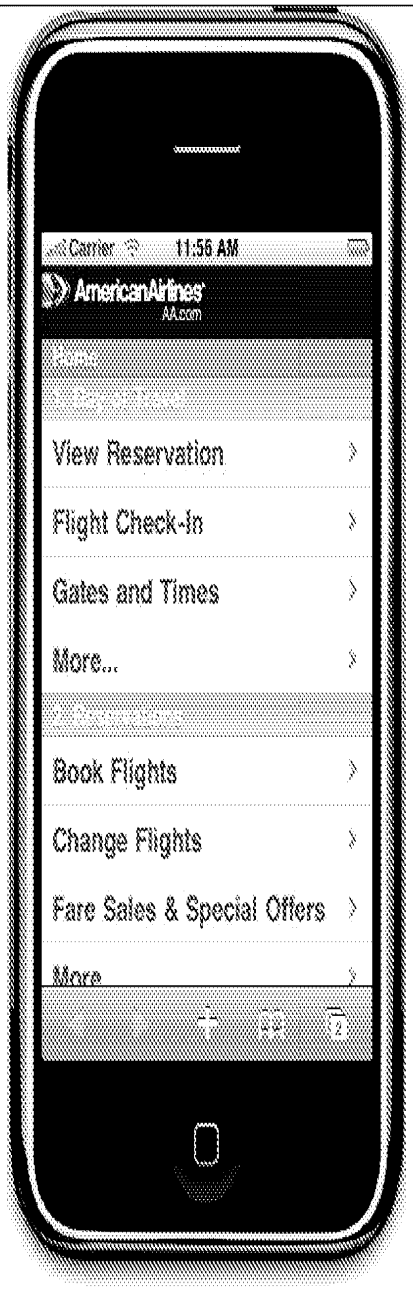

                    custom_var='0|0|0|en_US';


     _ht='http://www.aa.com/index.jsp/US';
     </script>

</div>
<!--ooend-->




</body>
<script type="text/javascript" src="/apps/common/js/homepage.jsp"></script>
</html>
```

 Carrier 11:56 AM AmericanAirlines AA.com View Reservation Flight Check-In Gates and Times More... Book Flights Change Flights Fare Sales & Special Offers More Figure 1		

```
<?xml version="1.0" encoding="UTF-8"?>

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML Basic 1.0//EN" "http://www.w3.org/TR/xhtml-basic/xhtml-basic10.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
    <head>
        <meta http-equiv="Content-Type" content="application/xhtml+xml; charset=utf-8"/>
        <meta name="viewport"
            content="width=320; initial-scale=1.0; maximum-scale=1.0; user-scalable=0;"/>
        <script type="text/javascript">
                var cw = 0;
                addEventListener(& #039; load & #039;, function () {
                    scrollTo(0, 1);
                    setInterval(h, 300);
                },
                false);
                function h() {
                    if (cw != window.innerWidth) {
                        scrollTo(0, 1);
                        cw = window.innerWidth;
                    }
                }</script>
        <link rel="apple-touch-icon" href="http://img.usablenet.com/aa.com/aa.png"/>
        <title>AA.com</title>
        <script type="text/javascript">
            addEventListener(& #039; click & #039;, function (e) {
                var l = e.target; while (l & amp; & amp;(l.nodeType != 1 || l.localName.toLowerCase() != & #039;
a & #039;)) l = l.parentNode; if (l) {
                    l.setAttribute(& #039; selected & #039;, & #039; true & #039;);
                } else return;
            },
            true);
            addEventListener(& #039; unload & #039;, function (e) {
                var l = e.target; var elts = document.getElementsByTagName(& #039; a & #039;);
                for (var i = 0; i & lt; elts.length; i++) elts[i].removeAttribute(& #039; selected & #039;);
            },
            true);</script>
```

```
<link rel="shortcut icon" href="http://www.aa.com/favicon.ico"/>
<meta content="" name="keywords"/>
<meta content="" name="description"/>
<meta content="s2q5iw3MJ4pjm7QHopyjEusFYhF00qIXurpchGlUftQ=" name="verify-v1"/>
<meta content="Usablenet Mobile 2.1" name="generator"/>
<style type="text/css">
    body {
        background:#fff;
        color: #000;
    }
    div.lmb_nav, div.lmb_header {
        text-align:center;
        color:#1e4798;
    }
    a.lmb_nav,a.lmb_nav:visited {
        text-decoration:none;
        font-weight:bold;
    }
    span.lmb_nav {
        color:#ccc;
    }
    a,a:visited {
        color:#1e4798;
    }
    .lmb_title,a.lmb_title {
        color:#fff;
        background:#1e4798;
        margin:5px 0px;
        text-decoration:none;
    }
    hr {
        background:#1e4798;
        color:#1e4798;
        margin:0;
    }
    * {
```

```
                font-size:small;
                margin:0;
            }
            ol {
                margin-left:2em
            }
            ul {
                margin-left:0.3em
            }
            a img {
                border:none;
            }
            .lmb0 {
                background:#eaeef5
            }
            .lmb1 {
                background:#d5dded
            }
            head {
                background-
image:url(/mt/images/loading.gif),url(/mt/images/selection.png),url(/mt/images/listGroup.png);
            }
            body .iphone_list a {
                display:block;
                text-decoration:none;
                border-bottom:1px solid #ccc;
                font-size:20px;
                font-weight:bold;
                padding:9px 32px 8px 10px;
                color:#00c;
                background: url(/mt/images/listArrow.png) no-repeat right center;
                background-color: inherit;
            }
            body .iphone_list a[selected] {
                background: url(/mt/images/loading.gif) no-repeat right center, url(/mt/images/selection.png)
repeat-x left top;
```

```
        background-color:#194fdb;
        color:#fff;
    }
    body .iphone_list li {
        position:relative;
        margin:0;
        list-style:none;
    }
    body .iphone_group {
        position:relative;
        top:-1px;
        margin-bottom:-2px;
        border-top:1px solid #7d7d7d;
        border-bottom:1px solid #999999;
        padding:1px 10px;
        background: url(/mt/images/listGroup.png) repeat-x;
        font-size:17px;
        font-weight:bold;
        text-shadow:rgba(0,0,0,0.4) 0 1px 0;
        color:#fff;
        background-color:#8dabb4;
    }
    .iphone_list div {
        border:none !important;
    }
    .iphone_hide {
        display:none;
    }
    .lmb_area {
        text-shadow:rgba(0,0,0,0.4) 0 1px 0;
        padding-left:6px;
    }
    div.lmb_bottom {
        padding-left:6px;
    }
    body {
```

```
        font-family:Helvetica,Arial,sans-serif;
}
.center {
    text-align:center
}
.lmb_header_bg {
    background:#00007c;
    text-align:left;
}
.lmb_gray {
    color:#fff;
    background:#999;
    border-left:4px solid #999;
}
.lmb_title2 {
    color:#fff;
    background:#999;
    font-weight:bold;
    border-left:4px solid #999;
    margin-left:-4px;
}
.lmb_area {
    background:#6a8ad5;
    color:#fff;
    font-weight:bold;
    border-left:4px solid #6a8ad5;
}
.lmb_homesec {
    color:#00c;
    font-weight:bold;
}
a.advisory {
    color:#f60;
}
a.advisory:visited {
    color:#f60;
```

```
}
a {
    color:#00c;
}
a.lmb_nounder {
    color:#00c;
    text-decoration:none;
}
a.lmb_nounder:visited {
    color:#00c;
    text-decoration:none;
}
.lmb_white {
    background:#fff;
    color:#000;
}
.btnpad0 {
    background:#fff;
    border-right:4px solid #fff;
    border-top:4px solid #fff;
    border-bottom:4px solid #fff;
}
.btnpad1 {
    background:#eef1fa;
    border-right:4px solid #fff;
    border-top:4px solid #eef1fa;
    border-bottom:4px solid #eef1fa;
}
.lpad {
    background:#fff;
    border-left:4px solid #fff;
}
.lmb_home {
    background:#0001cc;
    color:#020586;
}
```

```
div.lmb_bottom {
    background:#666;
    color:#fff;
    border:4px solid #666;
}
a.lmb_bottom,a.lmb_bottom:visited {
    color:#fff;
}
.lmb_warning {
    color:#c00;
    font-weight:bold;
}
.lmb_alert {
    background:#c00;
    color:#fff;
    font-weight:bold;
    border-left:4px solid #c00;
}
.lmb12indent {
    background:#eef1fa;
    border-left:22px solid #eef1fa;
}
.lmb02indent {
    background:#fff;
    border-left:22px solid #fff;
}
.lmb002indent {
    background:#f8f9fd;
    border-left:22px solid #f8f9fd;
}
.lmb12pad {
    background:#eef1fa;
    border-left:4px solid #eef1fa;
}
.lmb02pad {
    background:#fff;
```

```
    border-left:4px solid #fff;
}
.lmb002pad {
    background:#fff;
    border-left:4px solid #f8f9fd;
}
.lmb12bdl {
    background:#eef1fa;
    border-top:2px solid #999;
}
.lmb02bdl {
    background:#fff;
    border-top:2px solid #999;
}
.lmb12bl {
    background:#eef1fa;
    border-top:1px solid #ccc;
}
.lmb02bl {
    background:#fff;
    border-top:1px solid #ccc;
}
.lmb12b_l {
    background:#eef1fa;
    border-bottom:1px solid #ccc;
}
.lmb02b_l {
    background:#fff;
    border-bottom:1px solid #ccc;
}
.lmb002bl {
    background:#f8f9fd;
    border-top:1px solid #ccc;
}
.lmb02bll {
    background:#fff;
```

```
        border-top:1px solid #ccc;
        border-bottom:1px solid #ccc;
    }
    .lmb12bll {
        background:#eef1fa;
        border-top:1px solid #ccc;
        border-bottom:1px solid #ccc;
    }
    .lmb12b_bk {
        background:#eef1fa;
        border-left:4px solid #eef1fa;
        margin-left:-4px;
    }
    .lmb12b {
        background:#eef1fa;
    }
    .lmb02b {
        background:#fff;
    }
    .sep0 {
        border-top:3px solid #fff;
        border-bottom:3px solid #fff;
    }
    .sep1 {
        border-top:3px solid #eef1fa;
        border-bottom:3px solid #eef1fa;
    }
    .green {
        color:#090;
        font-weight:normal;
    }
    .lmb_note {
        color:#c00;
    }
    .bluel {
        border-top:1px solid #000065;
```

```
        }
        .green {
            color:#090;
            font-weight:normal;
        }
        hr {
            color:#ccc;
            background:#ccc
        }
        #un_grey_button {
            background:#CCC9BD;
            font-weight:bold;
            color:#006;
        }
        .un_ltt_button {
            background:#c00;
            font-weight:bold;
            color:#fff;
        }
        .yellow {
            background:#fffea1
        }
        .orange {
            color:#DC6801;
            font-weight:bold;
        }</style>
    <style type="text/css">
        #iphonecontent {
            width:100%;
            min-height:900px;
            -webkit-text-size-adjust:none;
            font-family: Helvetica;
            line-height:1.4em;
        }
        * {
            font-size: 12pt;
```

```
            }
            input[type=&quot;
            submit&quot;
            ], input[type=&quot;
            reset&quot;
            ] {
                -webkit-appearance:button-bevel;
                -webkit-border-radius:10px;
                padding:3px;
            }</style>
    </head>
    <body>
        <div id="iphonecontent">
            <div class="lmb_header">
                <div class="lmb_header_bg">
                    <img alt="American Airlines"

src="/img?url=http%3A%2F%2Fwww.aa.com%2Fcontent%2Fimages%2FmobileSite%2Faa_logo_mobile.gif&amp;ttl=2500000&amp;wi
dth=160"/>
                </div>
                <div class="lmb_area">
                    <b>Home</b>
                </div>
            </div>
            <div>
                <div/>
                <div class="iphone_group">1. Day of Travel</div>
                <div class="iphone_hide">
                    <div class="lmb12b">
                        <div class="lmb12pad">1. <span class="lmb_homesec">
                                <a class="lmb_nounder" accesskey="1"

href="/mt/www.aa.com/aa/homePage.do?locale=en_US&amp;pref=true&amp;un_jtt_v_day_of_travel=1"
                                    >Day of Travel</a>
                            </span></div>
                    </div>
```

```
                </div>
                <div class="iphone_list">
                    <div class="lmb002bl">
                        <div class="lmb002indent">
                            <a class="lmb_nounder"
                                href="/mt/www.aa.com/aa/reservation/viewReservationsAccess.do?anchorEvent=false"
                                >View Reservation</a>
                        </div>
                    </div>
                    <div class="lmb02bl">
                        <div class="lmb02indent">
                            <a class="lmb_nounder"

href="/mt/www.aa.com/aa/reservation/viewReservationsAccess.do?anchorEvent=false&amp;un_jtt_v_ci=1"
                                >Flight Check-In</a>
                        </div>
                    </div>
                    <div class="lmb002bl">
                        <div class="lmb002indent">
                            <a class="lmb_nounder"
                                href="/mt/www.aa.com/aa/travelInformation/gatesTimesAccess.do?anchorEvent=false"
                                >Gates and Times</a>
                        </div>
                    </div>
                    <div class="lmb02bl">
                        <div class="lmb02indent">
                            <a class="lmb_nounder"

href="/mt/www.aa.com/aa/homePage.do?locale=en_US&amp;pref=true&amp;un_jtt_v_day_of_travel=1"
                                >More...</a>
                        </div>
                    </div>
                </div>
                <div class="iphone_group">2. Reservations</div>
                <div class="iphone_hide">
                    <div class="lmb12bl">
```

```
                    <div class="lmb12pad">2. <span class="lmb_homesec">
                            <a class="lmb_nounder" accesskey="2"

href="/mt/www.aa.com/aa/homePage.do?locale=en_US&amp;pref=true&amp;un_jtt_v_reservations=1"
                                >Reservations</a>
                        </span></div>
                </div>
            </div>
            <div class="iphone_list">
                <div class="lmb002bl">
                    <div class="lmb002indent">
                        <a class="lmb_nounder"
                            href="/mt/www.aa.com/aa/reservation/roundTripSearchAccess.do?anchorEvent=false"
                            >Book Flights</a>
                    </div>
                </div>
                <div class="lmb02bl">
                    <div class="lmb02indent">
                        <a class="lmb_nounder"

href="/mt/www.aa.com/aa/reservation/viewReservationsAccess.do?anchorEvent=false&amp;un_jtt_v_cf=1"
                            >Change Flights</a>
                    </div>
                </div>
                <div class="lmb002bl">
                    <div class="lmb002indent">
                        <a class="lmb_nounder"
                            href="/mt/www.aa.com/aa/netsaaver/viewNetSAAverFareSales.do?anchorEvent=false"
                            >Fare Sales &amp;amp; Special Offers</a>
                    </div>
                </div>
                <div class="lmb02bl">
                    <div class="lmb02indent">
                        <a class="lmb_nounder"

href="/mt/www.aa.com/aa/homePage.do?locale=en_US&amp;pref=true&amp;un_jtt_v_reservations=1"
```

```
                        >More...</a>
                    </div>
                </div>
            </div>
            <div class="iphone_group">3. Travel Information</div>
            <div class="iphone_hide">
                <div class="lmb12bl">
                    <div class="lmb12pad">3. <span class="lmb_homesec">
                            <a class="lmb_nounder" accesskey="3"

href="/mt/www.aa.com/aa/homePage.do?locale=en_US&amp;pref=true&amp;un_jtt_v_travel_info=1"
                                >Travel Information</a>
                        </span></div>
                </div>
            </div>
            <div class="iphone_list">
                <div class="lmb002bl">
                    <div class="lmb002indent">
                        <a class="lmb_nounder"
                            href="/mt/www.aa.com/aa/travelInformation/gatesTimesAccess.do?anchorEvent=false"
                            >Gates and Times</a>
                    </div>
                </div>
                <div class="lmb02bl">
                    <div class="lmb02indent">
                        <a class="lmb_nounder"
                            href="/mt/www.aa.com/aa/travelInformation/createFSNAccess.do?anchorEvent=false"
                            >Create Flight Status Notification</a>
                    </div>
                </div>
                <div class="lmb002bl">
                    <div class="lmb002indent">
                        <a class="lmb_nounder"
                            href="/mt/www.aa.com/aa/pubcontent/en_US/fragments/aacomMobile/travelUpdates.jsp"
                            >Travel Updates &amp;amp; Alerts</a>
                    </div>
```

```
                    </div>
                    <div class="lmb02bl">
                        <div class="lmb02indent">
                            <a class="lmb_nounder"

href="/mt/www.aa.com/aa/homePage.do?locale=en_US&amp;pref=true&amp;un_jtt_v_travel_info=1"
                                >More...</a>
                        </div>
                    </div>
                </div>
                <div class="iphone_group">4. AAdvantage</div>
                <div class="iphone_hide">
                    <div class="lmb12bl">
                        <div class="lmb12pad">4. <span class="lmb_homesec">AAdvantage</span></div>
                    </div>
                </div>
                <div class="iphone_list">
                    <div class="lmb002bl">
                        <div class="lmb002indent">
                            <a class="lmb_nounder"
                                href="/mt/www.aa.com/aa/myAccount/myAccountAccess.do?anchorEvent=false"
                                >AAdvantage Account</a>
                        </div>
                    </div>
                    <div class="lmb02bl">
                        <div class="lmb02indent">
                            <a class="lmb_nounder"
                                href="https://mobile.aa.com/mt/www.aa.com/aa/AAdvantage/quickEnroll.do"
                                >Enroll in AAdvantage</a>
                        </div>
                    </div>
                    <div class="lmb002bl">
                        <div class="lmb002indent">
                            <a class="lmb_nounder"
                                href="/mt/www.aa.com/aa/reservation/viewReservationsAccess.do?anchorEvent=false"
                                >Request Upgrades</a>
```

```
                    </div>
                </div>
                <div class="lmb02bl">
                    <div class="lmb02indent">
                        <a class="lmb_nounder"
                            href="/mt/www.aa.com/aa/AAdvantage/purchaseUpgradesAccess.do?anchorEvent=false"
                            >Buy 500 Mile Upgrades</a>
                    </div>
                </div>
            </div>
            <div class="iphone_group">5. Contact AA</div>
            <div class="iphone_list">
                <div class="lmb12b">
                    <div class="lmb12pad">
                        <a accesskey="1" class="lmb_nounder"

href="/mt/www.aa.com/apps/utility/contactAA/ContactAAHome.jhtml?fileName=resFlightBooking.jhtml"
                            >Flight Bookings</a>
                    </div>
                </div>
                <div class="lmb02bl">
                    <div class="lmb02pad">
                        <a accesskey="2" class="lmb_nounder"

href="/mt/www.aa.com/apps/utility/contactAA/ContactAAHome.jhtml?fileName=awardMileageReins.jhtml"
                            >AAdvantage</a>
                    </div>
                </div>
                <div class="lmb12bl">
                    <div class="lmb12pad">
                        <a accesskey="3" class="lmb_nounder"
                            href="/mt/www.aa.com/aa/contactAA/viewContactAAAccess.do?lmbissues=1"
                            >Mobile Site Issues</a>
                    </div>
                </div>
                <div class="lmb02bl">
```

```
                    <div class="lmb02indent">
                        <a

href="/mt/www.aa.com/aa/homePage.do?locale=en_US&amp;pref=true&amp;un_jtt_v_contact=1"
                            >More...</a>
                    </div>
                </div>
            </div>
            <div class="iphone_hide">
                <div class="lmb12b1">
                    <div class="lmb12pad">5. <span class="lmb_homesec">
                            <a class="lmb_nounder" accesskey="5"

href="/mt/www.aa.com/aa/homePage.do?locale=en_US&amp;pref=true&amp;un_jtt_v_contact=1"
                                >Contact AA</a>
                        </span></div>
                </div>
            </div>
            <div class="bluel">
                <div class="lmb_bottom">
                    <a class="lmb_bottom"
                        href="http://www.aa.com/aa/homePage.do?fullHTMLVersion=true">
                        <b>Full HTML Version</b>
                    </a>
                </div>
            </div>
        </div>
        <div id="un_jtt_powered"/>
    </div>
</body>
</html>
```

Safari HTML Reference

Apple Applications > Safari



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Introduction

You can use Hypertext Markup Language (HTML) in conjunction with other web content technologies to deploy cross-platform media-rich interactive content to a variety of sources. HTML documents—which can be anything from a textual product description to a photo library to an interactive form—can be read by web browsers on every common platform, displayed and interacted with on portable digital devices, and integrated into WebKit-based applications in Mac OS X, along with a variety of other technologies.

This document details every HTML tag and property supported by WebKit and Safari on all platforms, which include Mac OS X, iPhone OS, and Windows. You should read this if you are developing web content that will be displayed in Safari or within a WebKit-based application.

Note: When used to describe the platform availability of a particular element or attribute, "Safari" in this document refers to Safari in Mac OS X and Windows. Elsewhere, "Safari" refers to Safari on any platform.

Organization of This Document

The following articles describe key aspects of Safari's HTML support:

- "Explanation of Terms" (page 15) explains terminology used in this reference.
- "Supported HTML" (page 17) describes all the HTML elements supported by Safari. This includes standard tags (as defined by the World Wide Web Consortium, or W3C), common tags that are not part of a standard, and Apple extensions.
- "Supported Attributes" (page 49) describes the HTML attributes supported by Safari.
- "Input Values and Additional Meta Tags" (page 93) describes supported types for the `input` tag and additional keys for the `meta` tag.

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Explanation of Terms

This article describes the availability and support level fields of a listing and explains their meanings and possible values. You can use this information to produce web content that is compatible across multiple platforms or optimized for viewing on iPhone.

Availability

Availability tells the versions of Safari in which the element first appeared or was deprecated. Deprecated tags are not guaranteed to be supported in the future. Note that elements available in Safari for Mac OS X and Windows are not automatically available in iPhone OS, and vice versa.

Support Level

Support Level tells the source of a given tag if it is not part of a W3C standard or otherwise supported by the majority of current browsers. The possible values are:

- Apple extension—properties defined by Apple. These properties are fully supported by WebKit and Safari. A few of these extensions, where noted, are specific to Safari on iPhone OS.

Tags may be shifted to other categories as time passes, particularly as tags are added to relevant standards.

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Supported HTML

Safari and WebKit implement a large subset of the HTML 4.01 Specification defined by the World Wide Web Consortium (W3C). This reference defines every symbol in the specification that Safari implements. If a tag is not listed here, it is not supported by Safari and WebKit.

HTML Tags

a

Specifies a hyperlink or a page anchor.

Syntax

```
<a href="URL"> ... </a>
```

Discussion

When the `href` attribute is used with this tag, the text or image enclosed by the tag becomes a hyperlink, linked to the URL specified by `URL`. When the `name` attribute is used, the tag becomes an anchor which can be linked to by a hyperlink.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

abbr

Specifies an abbreviated form of a string.

Syntax

```
<abbr title ="fullstring"> abbrev </abbr>
```

Discussion

In Safari, the string specified by `abbrev` is displayed on screen while the content of `fullstring` is revealed in tooltip form by holding the mouse over the abbreviated value. This tag is also useful for applications that read the underlying HTML code of a page, such as screen readers.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

acronym

Specifies the acronym form of a string.

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Syntax

```
<acronym title ="fullstring"> acro </acronym>
```

Discussion

In Safari, the string specified by `acro` is displayed on screen while the content of `fullstring` is revealed in tooltip form by holding the mouse over the acronym itself. This tag is also useful for applications that read the underlying HTML code of a page, such as screen readers.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

address

Specifies a street address.

Syntax

```
<address>

streetaddress

</address>
```

Discussion

This tag specifies a street address. The address enclosed within the tags is italicized. Line breaks (such as ones between a street address and a city/state/zip) are not automatically inserted.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

applet

Deprecated. Embeds a Java applet within a page.

Syntax

```
<applet height="value" width="value" archive="URL">
<applet height="value" width="value" code="URL">
```

Discussion

The applet is displayed at the location of the tag in the page, with a height specified by `height` and a width specified by `width`. The location of the applet is given by the URL specified by `archive` if the applet is stored in a Java archive or zip file, or `code` if the applet is in a standard java class file.

Availability

Available in Safari 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. You should use the `object` tag to embed Java applets unless you have a specific reason to use this tag .

area

Specifies a specific area within an image map.

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Syntax

```
<area shape ="shapetype" coords ="coords" href ="URL">
```

Discussion

This tag defines discrete areas within an image map (defined by an enclosing `<map>` tag). The area defined by this tag will act as a hyperlink, linked to the URL specified by `URL`, bounding shape specified by `shape` and coordinates specified by `coords`.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

audio

Embeds audio into a webpage.

Syntax

```
<audio src="url"
       autoplay="true"
       start="00:00:00.00"
       loopstart="00:00:00.07" <!-- 7 seconds -->
       loopend="00:00:00.19"
       end="00:00:00.27"
       playcount="4" <!-- play 4x -->
       controls="true" >
```

Discussion

The `audio` element may contain fallback content for browers that do not support this element. Any content enclosed within the `audio` element is ignored by browsers that support the audio element (but it must be valid HTML).

The `audio` element supports inclusion of `source` elements to provide multiple versions of an audio clip encoded with different codecs, at different bit rates, and so on. These `source` elements must be the first elements inside the audio element before any fallback content. See "source" (page 40) for more information.

Availability

Available in Safari 3.1 and later.

b

Displays text in a bold style.

Syntax

```
<b> content </b>
```

Discussion

The text specified by `content` is displayed in the bold style but otherwise will match the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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base

Defines the base URL for all linked objects on a page.

Syntax

```
<base href ="URL">
```

Discussion

The URL specified by `href` will act as the base URL for any relatively-linked object—such as an image, hyperlink, or Java applet—on the page. If a URL is specified absolutely (with a fully-qualified URL), it will not be affected by this tag. This tag must be placed in the `head` section of a page.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

basefont

Deprecated. Specifies the base font for a page.

Syntax

```
<basefont color ="color" face ="face" size ="size">
```

Discussion

The font is used as the default font for the page unless otherwise specified. The font is specified by `face`, its size is specifed by `size`, and its color is specified by `color`. These attributes and their various options are defined in " Supported Attributes " (page 49).

Availability

Available in Safari 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. You should use CSS styling to set this property for the enclosing elements unless you have a specific reason to use this tag.

bdo

Displays text in a different direction.

Syntax

```
<bdo dir ="dir"> content </bdo>
```

Discussion

The text specified by `content` is displayed left-to-right if `dir` is set to "ltr"; it is displayed right-to-left if it is set to "rtl."

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

big

Displays text in a large size.

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Syntax

```
<big> content </big>
```

Discussion

The text specified by `content` is displayed in a larger size but otherwise will match the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

blockquote

Displays text in an indented quotation style.

Syntax

```
<blockquote> content </blockquote>
```

Discussion

The text specified by `content` is indented (on both sides of the text block), but otherwise will match the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

body

Defines the entirety of the document body.

Syntax

```
<body> content </body>
```

Discussion

The content specified by `content` comprises most of the content of the page. Though you can specify style attributes within this tag, this behavior has been deprecated in HTML 4.01 and should be replaced with CSS style attributes.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

br

Represents a single line break.

Syntax

```
<br>
```

Discussion

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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button

Defines an interactive button on a page.

Syntax

```
<button> content </button>
```

Discussion

The text specified by `content` is displayed within the frame of the button. This differs from the "button" input type in that you can specify content within the button tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

canvas

Specifies an advanced drawing region.

Syntax

```
<canvas id="identifer" height="value" width="value">
```

Discussion

This tag specifies the location of an advanced drawing region. The canvas tag supports the same attributes as the `<img>` tag with the exception of the `src` attribute, which is ignored. You can specify any of the other attributes you would normally specify for an image. The identifier specified by `id` is required for Dashboard widgets, as are the height and width specified by `height` and `width` respectively.

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

caption

Defines a caption for an HTML table.

Syntax

```
<caption> content </caption>
```

Discussion

The text specified by `content` is displayed as a caption for the table in which it is enclosed.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

center

Deprecated. Defines a region of content to be centered.

Syntax

```
<center> content </center>
```


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Discussion

The content specified by `content` is centered within its enclosing element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. Styles should be more finely tuned using CSS instead of using HTML style tags.

cite

Specifies a citation.

Syntax

```
<cite> content </cite>
```

Discussion

This tag specifies a citation. The text enclosed within the tags is italicized.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

code

Specifies text as computer code.

Syntax

```
<code> content </code>
```

Discussion

This tag specifies a block of code. The text enclosed within the tags will use a "teletype" monospaced character font.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

col

Specifies attributes of columns in a table.

Syntax

```
<col properties >
```

Discussion

This tag allows you specify attributes for a given table column, with those attributes specified by `properties`. A series of `<col>` tags must be placed in order of the actual table columns. For example, to set center column alignment for a columns, you would use `<col align="center">`.These must be placed within a table or a `colgroup`.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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colgroup

Specifies attributes for multiple columns in a table.

Syntax

```
<colgroup properties ></colgroup>
```

Discussion

This tag allows you specify attributes for multiple table columns, with those attributes specified by `properties`. For example, to set center column alignment for three different columns, you would use `<colgroup span="3" align="center">`. These must be placed within a table.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

dd

Specifies a definition for a term.

Syntax

```
<dd> content </dd>
```

Discussion

This tag specifies a definiton for a term within an HTML definition list. The text enclosed within the tags is indented under the term specified by the enclosing `<dt>` block.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

del

Specifies a block of deleted text.

Syntax

```
<del> content </del>
```

Discussion

This tag specifies a block of deleted text, which is marked with a crossbar.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

dfn

Specifies a definition.

Syntax

```
<dfn> content </dfn>
```


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Discussion

This tag specifies a definition of any sort.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

dir

Deprecated. Specifies a directory list.

Syntax

```
<dir>

<li> content </li>

</dir>
```

Discussion

This tag specifies a directory list, each element of which is specified by an `<li>` tag..

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. List styles should be more finely tuned using CSS instead of using HTML style tags, and the structure should be defined instead with the `<ul>` and `<ol>` tags.

div

Specifies a styleless section in a document.

Syntax

```
<div> content </div>
```

Discussion

This tag specifies a section in a document, as a block element. Multiple divs will stack vertically on the page. Use CSS styles to tune the style properties of this element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

dl

Specifies a definition list.

Syntax

```
<dl> content </dl>
```

Discussion

This tag specifies a definition list. Within the bounds of this block, terms to be defined should be marked using the `<dt>` tag, and their definitions should be marked using the `<dd>` tag.

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

dt

Specifies a definition term.

Syntax

```
<dt> content </dt>
```

Discussion

This tag specifies a definition term. It should be used to mark an actual term within the bounds of a definition list (`<dl>`). Definitions should follow each term, and be marked using the `<dd>` tag.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

em

Specifies emphasized text.

Syntax

```
<em> content </em>
```

Discussion

This tag specifies a block of emphasized text. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

embed

Deprecated. Embeds an object within a page.

Syntax

```
<embed height ="value" width ="value" src/code="URL" > content </em>
```

Discussion

The object, if visible, is displayed at the location of the tag in the page, with a height specified by `height` and a width specified by `width`. The location of the object is given by the URL specified by `src`, or `code` if the applet is in a standard java class file.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. You should use the `<object>` tag to embed objects unless you have a specific reason to use this tag .

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fieldset

Specifies a set of fields.

Syntax

```
<fieldset>

caption input

caption input

</fieldset>
```

Discussion

This tag encloses a set of input fields, and will draw a box around them. The fields themselves are made with input tags specified by `input` and the name of the field is plaintext specified by `caption`.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

font

Deprecated. Defines a font style for the content the tag encloses.

Syntax

```
<font> content </font>
```

Discussion

The content specified by `content` is altered based on a variety of properties, such as `face`, `size`, and `color`.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. Styles should be more finely tuned using CSS instead of using HTML style tags.

form

Specifies an HTML form.

Syntax

```
<form> formContent </form>
```

Discussion

This tag specifies a form on a page. Each individual form (with its variety of inputs such as checkboxes, text fields, and password fields) should be enclosed in its own form tag set. If using the form for some kind of submission, the form's submit button should also be enclosed within this tag set.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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frame

Specifies an individual frame.

Syntax

```
<frame src ="URL">
```

Discussion

This tag specifies an individual frame within a frameset. The URL for the frame is specified by `src`.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

frameset

Specifies a frameset.

Syntax

```
<frameset>
```

Discussion

This tag specifies the overall frameset for a number of frames (each specified with the `<frame>` tag. The URL for the frame is specified by `src`. The size of each column should be specified by the `cols` and `rows` properties.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

h1 - h2 - ... - h6

Specifies various headers.

Syntax

```
<h#> content </h#>
```

Discussion

This tag specifies a block of header text, with <h1> representing the largest font size and <h6> representing the smallest. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

head

Specifies metainformation about the HTML document.

Syntax

```
<head> content </head>
```


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Discussion

This tag can contain a number of informational tags, such as `<title>` for the page title or `<style>` for a CSS definition block.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

hr

Specifies a horizontal line.

Syntax

```
<hr>
```

Discussion

This tag specifies a horizontal line. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

html

Specifies the HTML document.

Syntax

```
<html>
```

Discussion

This tag specifies an HTML document, and should encompass all the content of the page.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

i

Displays text in an italic style.

Syntax

```
<i> content </i>
```

Discussion

The text specified by `content` is displayed in the italic style but otherwise will match the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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iframe

Displays a URL in an inline frame.

Syntax

```
<iframe src ="URL"></iframe>
```

Discussion

The URL specified by `src` will load into an inline frame placed wherever the iframe is entered.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

img (or image)

Displays an inline image.

Syntax

```
<img src ="URL">
```

Discussion

The image file specified by `src` is displayed inline in the enclosing element.

Availability

`img` is available in Safari 1.0 and later. `image` is available in Safari 3.0 and later. Both are available in iPhone OS 1.0 and later.

input

Displays an input for an HTML form.

Syntax

```
<input type ="type">
```

Discussion

This tag specifies some kind of input mechanism in an HTML form. The type specified by `type` can be one of the following: `button`, for a basic button; `checkbox` for a checkbox element; `file` for a file upload interface; `hidden` for an invisible input type; `password` for a shielded password field; `radio` for a radio button element; `reset` for a form-reset button; `submit` for a form-submit button; or `text` for a standard text field.

Safari on iPhone OS extends the input tag with two additional properties, `autocorrect` and `autocapitalize`, described in "Supported Attributes" (page 49).

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

ins

Specifies a block of inserted text.

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Syntax

```
<ins> content </ins>
```

Discussion

This tag specifies a block of inserted text, which is marked with an underline.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

isindex

Deprecated. Specifies an index field.

Syntax

```
<isindex prompt ="prompt">
```

Discussion

This tag displays a prompt and a search field, which as a form will submit the value using a GET request. The default prompt in Safari is "This is a searchable index. Enter search keywords:", but this can be overridden by specifying a string for the `prompt` attribute.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. You should use standard HTML input types to process queries instead of using this tag.

kbd

Specifies text as keyboard text.

Syntax

```
<kbd> content </kbd>
```

Discussion

This tag specifies a block of keyboard text. The text enclosed within the tags will use a "teletype" monospaced character font.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

keygen

Provides public key generation for forms.

Syntax

```
<keygen name="name" challenge="challenge_value">
```

Discussion

This tag places a form element on the page which will generate a 512, 1024, or 2048-bit public key as its value. The challenge specified by `challenge` and the public key are DER encoded and digitally

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signed with a private key (stored in a local database). The result is then encoded in base64 and is returned as the value of this field.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

label

Specifies a label for input controls.

Syntax

```
<label for ="id"> content </label>
```

Discussion

This tag specifies a label for the input control whose name is specified by `for`. The text specified by `content` makes up the body of the label.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

layer

Specifies individual layers on a webpage.

Syntax

```
<layer>content</layer>
```

Discussion

This tag specifies an independent layer of content on a webpage. This tag is not well-supported and should be replaced with `<iframe>` frames using CSS styling techniques in HTML 4.01 Transitional documents. In HTML 4.01 Strict documents, this tag should be replaced with `<object>` or `<div>`.

Availability

Available in Safari 1.0 and later. Available with limited support in iPhone OS 1.0 and later.

legend

Specifies the caption for a fieldset.

Syntax

```
<legend> content </legend>
```

Discussion

This tag specifies the label for a fieldset (specified by the `<fieldset>` tag). The caption specified by `content` is merged with the box surrounding the fieldset.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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li

Specifies a list element.

Syntax

```
<li> content </li>
```

Discussion

Within a list block (specified by `<ul>` for an unordered list, or `<ol>` for an ordered list), this tag specifies single list element, whose content is specified by `content`. List styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

link

Specifies a connection to an external file.

Syntax

```
<link href ="URL">
```

Discussion

This tag specifies an external file which is related to the HTML document it is enclosed in. For example, you should use this tag in the head of an HTML document to specify an external CSS stylesheet.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

listing

Deprecated. Equivalent to "pre" (page 38).

Syntax

```
<listing>
```

Discussion

This tag is supported for backwards compatibility only. You should not use it in new documents.

Availability

Available in Safari 3.0 and later. Available in iPhone OS 1.0 and later. Deprecated in HTML 3.2, not available in HTML 4 and later.

map

Specifies a browser-processed image map.

Syntax

```
<map name ="id" id ="id">
```


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Discussion

This tag encloses the `area` elements that define the regions of an image map. The identifier specified by `id` and by `name` should is used by an `<img>` element's `usemap` property.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

This tag encloses the `area` elements that define the regions of an image map. The identifier specified by `id` and by `name` should is used by an `<img>` element's `usemap` property.

marquee

Specifies a horizontally scrolling block of content.

Syntax

```
<marquee>content</marquee>
```

Discussion

This tag specifies a block of content that scrolls horizontally (by default, across 100% of the enclosing element). The content specified by `content` can be arbitrary—it is not limited to text alone. You can specify a custom width using CSS styling techniques.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

menu

Deprecated. Specifies a menu list.

Syntax

```
<menu> content </menu>
```

Discussion

This tag specifies a definition list. Within the bounds of this block, terms to be defined should be marked using the `<dt>` tag, and their definitions should be marked using the `<dd>` tag,

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. List styles should be more finely tuned using CSS instead of using HTML style tags, and the structure should be defined instead with the `<ul>` and `<ol>` tags.

meta

Specifies metainformation about an HTML page.

Syntax

```
<meta name ="title" content ="content">
```


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Discussion

This tag specifies a list of metainformation about a page, such as keywords for a search engine to index. The title specified by `name` defines what metainformation you are displaying. The text specified by `content` is the actual metainformation.

For information on Apple-specific meta tag keys, see "Input Values and Additional Meta Tags" (page 93).

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

nobr

Specifies a region of content with no embedded line breaks.

Syntax

```
<nobr>content</nobr>
```

Discussion

The content specified by `content` is displayed with no line breaks. It is intended for blocks that must remain on one line.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

noembed

Specifies content to display to browsers that do not support embedded objects.

Syntax

```
<noembed>content</noembed>
```

Discussion

This tag specifies a block of content that will display in browsers that do not support embedded objects.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

noframes

Specifies content that displays in browsers that do not support frames.

Syntax

```
<noframes> content </noframes>
```

Discussion

This tag specifies a block of content that displays in browsers that do not support frames or have them deactivated.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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nolayer

Specifies content that displays in browsers that do not support layers.

Syntax

```
<nolayer>content</nolayer>
```

Discussion

This tag specifies a block of content that displays in browsers that do not support layers.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

noscript

Specifies content that displays in browsers that do not run scripts.

Syntax

```
<noscript> content </noscript>
```

Discussion

This tag specifies a block of content that displays to browsers who do not support execution of scripts or have them deactivated.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

object

Embeds an object within a page.

Syntax

```
<object height="value" width="value" archive="URL" data="URL">content</object>
<object height="value" width="value" data="URL" codebase="URL">content</object>
```

Discussion

The object is displayed at the location of the tag in the page, with a height specified by `height` and a width specified by `width`.

The location of the object is given by the URL specified by `archive` for a Java archive, `data` for some arbitrary embedded data (an image, for example), or `codebase` for object code of any other type.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

ol

Specifies an ordered list.

Syntax

```
<ol> content </ol>
```


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Discussion

This tag specifies an ordered, numbered list. Within the bounds of this block, list items should be defined using the `<li>` tag.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

optgroup

Specifies a group of options.

Syntax

```
<optgroup label ="label"> options </optgroup>
```

Discussion

Within a `select` input type, this tag specifies a subgroup of options. Within the bounds of this block, individual options are specified using the `<option>` tag. The title of the subgroup is specified by `label`, and in Safari is displayed as bold grey text, with its associated options indented under it.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

option

Specifies a list option.

Syntax

```
<option value ="value"> title </option>
```

Discussion

Within a `select` input type, this tag specifies a single selectable option. The form value of the option is specified by `value`, and its visible name is specified by `title`. These can be placed directly within a `select` input type or within an `optgroup` within it.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

p

Displays a paragraph.

Syntax

```
<p> content </p>
```

Discussion

This tag indicates a paragraph in the document.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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param

Represents a parameter for an `object` declaration.

Syntax

```
<param name ="name" value ="value">
```

Discussion

This tag represents a specific parameter for an embedded `object` element. You can place any number of these , but they must be enclosed within the `<object>` block. The parameter's name/key is specified by `name` and its value is specified by `value`.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

plaintext

Represents a block of preformatted text.

Syntax

```
<plaintext>content</plaintext>
```

Discussion

This tag preserves the formatting of the block of text specified by `content`, specifically line breaks and multiple spaces (normal text operation in Safari displays no difference between a single space and multiple consecutive spaces). In Safari, text enclosed in this element is also rendered in a monospace "teletype" font. This also stops the interpretation of HTML tags, so they are rendered onscreen. This tag is not well-supported and may cause unintended behavior in Safari; consider using the `<pre>` tag instead.

Availability

Available in Safari 1.0 and later. Available with limited support in iPhone OS 1.0 and later.

pre

Represents a block of preformatted text.

Syntax

```
<pre> content </pre>
```

Discussion

This tag preserves the formatting of the block of text specified by `content`, specifically line breaks and multiple spaces (normal text operation in Safari displays no difference between a single space and multiple consecutive spaces). In Safari, text enclosed in this element is also rendered in a monospace "teletype" font.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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q

Displays an inline quotation.

Syntax

```
<q> content </q>
```

Discussion

The text specified by `content` is displayed in quotes but otherwise will match the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags. Para

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

S

Deprecated. Defines a block of text in strikethrough style.

Syntax

```
<s> content </s>
```

Discussion

The content specified by `content` is rendered with a crossbar.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. The `<del>` tag is more appropriate for this function. Styles should be more finely tuned using CSS instead of using HTML style tags.

samp

Specifies text as sample code.

Syntax

```
<samp> content </samp>
```

Discussion

This tag specifies a block of code. The text enclosed within the tags will use a "teletype" monospaced character font.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

script

Embeds and executes script code.

Syntax

```
<script type ="mimetype"> code </script>
```


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Discussion

This tag specifies a block of script code, such as JavaScript. The code specified by `code` is invisible onscreen, but is visible in the page source. Code embedded within script tags (unless defined inside functions) is executed immediately on page load. The MIME type of the script should be specified by `type`.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

select

Specifies a selection input type.

Syntax

```
<select> options </select>
```

Discussion

This tag specifies a selection menu. This block must contain a set of `option` elements or `optgroup` elements containing options. In Safari, if the `size` property is explicitly set for this tag, the input box will resemble a Mac OS X combo box, otherwise it will resemble a pop-up menu.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

small

Displays text in a small size.

Syntax

```
<small> content </small>
```

Discussion

The text specified by `content` is displayed in a smaller size but otherwise will match the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

source

Provides a resource URI for a multimedia element such as `audio` or `video`.

Syntax

```
<video poster="bananas.png" ... >
    <source
        src="bananas.mp4"
        type="video/mp4; codecs=&quot;avc1.42E01E, mp4a.40.2&quot;"
        media="screen"
        pixelration="1.78"  <!-- 16:9 -->
    >
    </source>
```


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```
    <source ...></source>
    <source ...></source>

    <!-- Fallback content for browsers that do not support the video tag goes
here. -->

</video>
```

Discussion

Web developers should take care to specify type and codec information appropriately. Browsers use this information to choose the media that is most appropriate according to available codecs, screen resolution, and so on.

Availability

Available in Safari 3.1 and later.

span

Specifies an inline styleless section in a document.

Syntax

```
<span> content </span>
```

Discussion

This tag specifies a section in a document. Multiple consecutive spans are placed horizontal on the page by default. Use CSS styles to tune the style properties of this element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

strike

Deprecated. Defines a block of text in strikethrough style.

Syntax

```
<strike> content </strike>
```

Discussion

The content specified by `content` is rendered with a crossbar.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. The `<del>` tag is more appropriate for this function. Styles should be more finely tuned using CSS instead of using HTML style tags.

strong

Specifies text as "strong" emphasized text.

Syntax

```
<strong> content </strong>
```


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Discussion

This tag specifies a block of emphasized text. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

style

Defines an inline stylesheet.

Syntax

```
<style type ="mimetype"> css_declarations </style>
```

Discussion

This tag specifies a CSS stylesheet within the page. All CSS declarations should be placed within this block. This tag should be placed in the `head` section of a page. If you are linking to an external stylesheet, use the `link` element instead.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

sub

Specifies text as subscript.

Syntax

```
<sub> content </sub>
```

Discussion

The text specified by `content` is displayed in a smaller size and is subscripted, but otherwise matches the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

sup

Specifies text as superscript.

Syntax

```
<sup> content </sup>
```

Discussion

The text specified by `content` is displayed in a smaller size and is superscripted, but otherwise matches the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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table

Defines a data table.

Syntax

```
<table> content </table>
```

Discussion

This tag defines a table structure for a page. The HTML specified by `content` should contain the other structural elements such as table rows (`<tr>`) and table cells (`<td>`).

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

tbody

Defines a table's body.

Syntax

```
<tbody> content </tbody>
```

Discussion

This tag defines a the body for a table. It is only a structural definition and by default does not render anything unique, so the HTML specified by `content` should contain the other structural elements such as table rows (`<tr>`) and table cells (`<td>`).

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

td

Defines a table cell.

Syntax

```
<td> content </td>
```

Discussion

This tag defines a cell within a table. Cells are usually enclosed by table row (`<tr>`) definitions. Consecutive table cells are placed horizontally onscreen.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

textarea

Specifies a text area input type.

Syntax

```
<textarea rows ="value" cols ="value"> content </select>
```


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Discussion

This tag specifies a scrollable, multi-line text input block. You can specify its size onscreen by specifying values for `rows` and `cols`.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

tfoot

Defines a table's footer.

Syntax

```
<tfoot> content </tfoot>
```

Discussion

This tag defines a footer for a table. It is only a structural definition and by default does not render anything unique, so the HTML specified by `content` should contain the other structural elements such as table rows (`<tr>`) and table cells (`<td>`).

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

th

Defines header text for a table column.

Syntax

```
<th> content </th>
```

Discussion

Table headers should be placed in their own table row, usually the first in a table definition, and should correspond in number to table cell definitions in later rows. In Safari, the text specified by `content` is displayed in a bold face.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

thead

Defines a table's header.

Syntax

```
<thead> content </thead>
```

Discussion

This tag defines a header for a table. It is only a structural definition and by default does not render anything unique, so the HTML specified by `content` should contain the other structural elements such as table rows (`<tr>`) and table cells (`<td>`).

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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title

Defines the visible window title for the page.

Syntax

```
<title> content </title>
```

Discussion

The text specified by `content` is displayed at the top of a browser window, but remains invisible in embedded WebKit web views unless requested programatically. This tag must be placed in the `head` section of a page.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

tr

Defines a table row.

Syntax

```
<tr> content </tr>
```

Discussion

This tag defines a row within a table. Table cells are usually enclosed by these rows. Consecutive table rows are placed vertically onscreen.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

tt

Displays text in a "teletype" style.

Syntax

```
<tt> content </tt>
```

Discussion

The text specified by `content` is displayed in a monospaced "teletype" style, but otherwise matches the style of the enclosing element. Styles should be more finely tuned using CSS instead of using HTML style tags.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

u

Deprecated. Defines a block of underlined text.

Syntax

```
<u> content </u>
```


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Discussion

The content specified by `content` is underlined.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later. This tag has been deprecated in the HTML 4.01 standard. The `<ins>` tag is more appropriate for this function. Styles should be more finely tuned using CSS instead of using HTML style tags. Additionally, underlined text should not be used as it may be confused with actual hyperlinks.

ul

Specifies an unordered list.

Syntax

```
<ul> content </ul>
```

Discussion

This tag specifies an unordered, bulletted list. Within the bounds of this block, list items should be defined using the `<li>` tag.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

var

Specifies a variable.

Syntax

```
<var> content </var>
```

Discussion

This tag specifies a variable. The text enclosed within the tags is italicized.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

video

Embeds video into a webpage.

Syntax

```
<video src="url"
       poster="freezeframe.png"
       autoplay="true"
       start="00:00:00.00"
       loopstart="00:00:00.07" <!-- 7 seconds -->
       loopend="00:00:00.19"
       end="00:00:00.27"
       playcount="4" <!-- play 4x -->
       controls="true"
       width="640"
```


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```
        height="480"
>
```

Discussion

The `video` element may contain fallback content for browers that do not support this element. Any content enclosed within the `video` element is ignored by browsers that support the audio element (but it must be valid HTML).

The `video` element supports inclusion of `source` elements to provide multiple versions of a video clip encoded with different codecs, at different bit rates, and so on. These `source` elements must be the first elements inside the `video` element before any fallback content. See "source" (page 40) for more information.

Availability

Available in Safari 3.1 and later.

wbr

Specifies a block in which line breaks are permitted.

Syntax

```
<wbr>content</wbr>
```

Discussion

Within a `<nobr>` block (in which line breaks are disabled), any content specified by `content` is permitted to use line breaks. The line breaks themselves must still be requested using the `<br>` tag.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

xmp

Represents a block of literal text.

Syntax

```
<xmp>content</xmp>
```

Discussion

This tag preserves the formatting of the block of text specified by `content`, specifically line breaks, multiple spaces, and the greater-than and less-than symbols that accompany HTML tags. This block is also prefaced with a newline. In Safari, text enclosed in this element is also rendered in a monospace "teletype" font. This tag is not well-supported and may cause unintended behavior in Safari; consider using the <pre> tag instead.

Availability

Available in Safari 1.0 and later. Available with limited support in iPhone OS 1.0 and later.

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Supported Attributes

This article defines all the attributes that are supported by Safari and WebKit.

Supported Attributes

If an attribute is not listed here, it is not supported by Safari and WebKit. The "Related Tags" section of each attribute links to the elements that the attribute directly applies to. If an attribute applies to the vast majority of elements, the "Related Tags" section is omitted. Some attributes are also marked as deprecated, which means they are supported by Safari but, because they are no longer supported by the HTML specification, are not guaranteed to be supported in the future.

abbr

Specifies the abbreviation for a table header cell.

Related Tags

"td" (page 43)
"th" (page 44)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

accept

Specifies the supported MIME types for a form.

Related Tags

"form" (page 27)
"input" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

accept-charset

Specifies the supported character sets for a form.

Related Tags

"form" (page 27)

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

accesskey

Specifies the access key for accessibility/screen reading.

Related Tags

"a" (page 17)
"area" (page 18)
"button" (page 22)
"input" (page 30)
"label" (page 32)
"legend" (page 32)
"textarea" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

action

Specifies the URL of a form processor (for example, a CGI script)

Related Tags

"form" (page 27)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

align

Aligns inline elements within an element. Deprecated in HTML 4.01 (use CSS styling instead).

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

alink

Specifies the color of a currently active hyperlink. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"body" (page 21)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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alt

Provides a short description of an image, area, or input type.

Related Tags

"applet" (page 18)

"area" (page 18)

"img (or image)" (page 30)

"input" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

archive

Specifies a comma-separated list of Java archive URLs.

Related Tags

"applet" (page 18)

"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

autocapitalize

If `off`, deactivates automatic capitalization for an input element; If `on`, activates automatic capitalization for the element.

Related Tags

"input" (page 30)

Availability

Available in iPhone OS 1.1.1 and later.

Support Level

Apple extension.

autocomplete

If `off`, deactivates automatic completion for an input element; If `on`, activates automatic completion for the element.

Related Tags

"input" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.1.1 and later.

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autocorrect

If `off`, deactivates automatic correction for an input element; If `on`, activates automatic correction for the element.

Availability

Available in iPhone OS 1.1.1 and later.

Support Level

Apple extension.

autoplay

Specifies whether a media element should begin playing as soon as it is loaded.

Related Tags

"`audio`" (page 19)

"`video`" (page 46)

Availability

Available in Safari 3.1 and later.

autosave

Specifies an autosave name for a search field, so prior searches can be saved.

Related Tags

"`input`" (page 30)

Availability

Available in Safari 1.3 and later.

Support Level

Apple extension.

axis

Specifies a comma-separated list of category names for a table cell or table header cell.

Related Tags

"`td`" (page 43)

"`th`" (page 44)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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background

Specifies a background image. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"body" (page 21)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

behavior

Used for the marquee element. Can be set to `scroll` to continually scroll, `slide` to slide it to the edge and start again at the beginning, or `alternate` to scroll back and forth.

Related Tags

"marquee" (page 34)

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

bgcolor

Sets the background color of an element. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"body" (page 21)
"table" (page 43)
"td" (page 43)
"th" (page 44)
"tr" (page 45)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

bgproperties

Sets the background style if a background image has been set. The only value available is "fixed", which will lock the background in place as the page scrolls.

Related Tags

"body" (page 21)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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border

Sets the visible border width for a table.

Related Tags

"img (or image)" (page 30)

"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

bordercolor

Defines the color of a table border; has no effect in Safari.

Related Tags

"table" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

cellpadding

Defines the pixel spacing within table cells.

Related Tags

"table" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

cellspacing

Defines the pixel spacing between cells.

Related Tags

"table" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

challenge

Provides an arbitrary string that acts as the challenge for a keygen.

Related Tags

"keygen" (page 31)

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

char

Defines the axis of alignment for a block of text (for example, the decimal point in an English monetary value). The default is a decimal point.

Related Tags

"col" (page 23)
"colgroup" (page 24)
"tbody" (page 43)
"td" (page 43)
"tfoot" (page 44)
"th" (page 44)
"thead" (page 44)
"tr" (page 45)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

charoff

Specifies the offset to the alignment character specified by the `char` attribute.

Related Tags

"col" (page 23)
"colgroup" (page 24)
"tbody" (page 43)
"td" (page 43)
"tfoot" (page 44)
"th" (page 44)
"thead" (page 44)
"tr" (page 45)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

charset

Defines the character encoding style of a given linked resource.

Related Tags

"a" (page 17)
"link" (page 33)
"script" (page 39)

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

checked

Indicates that a checkbox element should show up as checked in a form.

Discussion

This attribute does not require a value: its presence indicates the box is checked, its absence indicates it is not.

Related Tags

"input" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

cellborder

Sets the width of the border of an individual table cell.

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

cite

Specifies the URL for the source of a citation, or a string explaining the reason for a change.

Related Tags

"blockquote" (page 21)

"q" (page 39)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

class

Space-separated list of CSS classes defining the style for an element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

classid

Specifies the URL of the implementation for an embedded object.

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Related Tags

"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

clear

Specifies the flow direction of text around a line break. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"br" (page 21)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

code

Defines the class file for an applet specified with the applet tag. Deprecated in HTML 4.01, along with the `applet` tag.

Related Tags

"applet" (page 18)

Availability

Available in Safari 1.0 and later.

codebase

Defines the base URL for a class ID, data file, or archive specified with the object tag. Deprecated in HTML 4.01 for the `applet` tag, but not for the `object` tag.

Related Tags

"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

codetype

Defines the content-type for the code embedded by the `object` tag.

Related Tags

"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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color

Defines the text color for font elements. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"basefont" (page 20)

"font" (page 27)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

cols

Defines the number of columns in a text area or frame set.

Related Tags

"frameset" (page 28)

"textarea" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

colspan

Defines the number of columns spanned by an individual column definition.

Related Tags

"td" (page 43)

"th" (page 44)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

compact

Compresses the space between elements in a list or menu. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"dir" (page 25)

"dl" (page 25)

"menu" (page 34)

"ol" (page 36)

"ul" (page 46)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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composite

Specifies how an image gets composited onto a Dashboard widget.

Related Tags

"img (or image)" (page 30)

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

Support Level

Apple extension.

content

Specifies the content for a given meta key.

Related Tags

"meta" (page 34)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

contenteditable

If `true`, the element can be edited on the fly; if `false`, it cannot.

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

controls

If `true`, the media element includes controls, such as a play button; if `false`, it does not.

Related Tags

"audio" (page 19)

"video" (page 46)

Availability

Available in Safari 3.1 and later.

coords

Specifies a comma-separated list of lengths for the area element or for client-side image maps.

Related Tags

"area" (page 18)

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

data

Specifies a URL to data required by an embedded object element.

Related Tags

"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

datetime

Specifies the date and time of a change.

Discussion

Used for the `del` and `ins` elements. Uses the ISO date format.

Related Tags

"del" (page 24)

"ins" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

declare

Added alone to an object element's definition. Tells the object to declare but not instantiate itself.

Related Tags

"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

defer

Added alone to a script element's definition. Tells the script to defer execution.

Related Tags

"script" (page 39)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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dir

Specifies the direction (ltr/rtl) of text within an element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

direction

Specifies the scrolling direction for the marquee element. Can be set to "left" or "right".

Related Tags

"marquee" (page 34)

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

disabled

Added alone to an input type's definition. Disables (greys out) the element.

Related Tags

"button" (page 22)
"input" (page 30)
"optgroup" (page 37)
"option" (page 37)
"select" (page 40)
"textarea" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

enctype

Defines the MIME content encoding type for a form.

Related Tags

"form" (page 27)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

end

Specifies the time at which an audio or video element will stop playing. If this attribute is not specified, the media element will play to completion.

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Related Tags

"audio" (page 19)

"video" (page 46)

Availability

Available in Safari 3.1 and later.

face

Comma-separated list of font names. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"basefont" (page 20)

"font" (page 27)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

for

Specifies the identifier of the control the label is relevant to.

Related Tags

"label" (page 32)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

frame

Specifies which sides of a table frame should be shown.

Discussion

Possible values are: `void` (none), `above` , `below` , `hsides` (top and bottom), `vsides` (right and left), `rhs` (right hand side), `lhs` (left hand side), `box` (all four sides), and `border` (all four sides).

Related Tags

"table" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

frameborder

Specifies whether or not to display a frameborder. Can be set to "1" or "0".

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Related Tags

"frame" (page 28)

"iframe" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

headers

Specifies a space-separated list of identifiers of table header cells.

Related Tags

"td" (page 43)

"th" (page 44)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

height

Specifies the height of the element. Deprecated in HTML 4.01 for applets and table elements.

Related Tags

"applet" (page 18)

"iframe" (page 30)

"img (or image)" (page 30)

"object" (page 36)

"td" (page 43)

"th" (page 44)

"video" (page 46)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

hidden

If `true`, the embedded object is hidden onscreen; if `false`, it is not.

Related Tags

"embed" (page 26)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

href

Specifies the URL for any kind of link or area definition.

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Related Tags

"a" (page 17)

"area" (page 18)

"base" (page 20)

"link" (page 33)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

hreflang

Specifes the language of the resource linked to by the element's href attribute.

Related Tags

"a" (page 17)

"link" (page 33)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

hspace

Specifies the pixel size of the horizontal spacing surrounding the element. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"applet" (page 18)

"img (or image)" (page 30)

"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

http-equiv

Used in the `meta` element. Contains some kind of information about the header of the page.

Related Tags

"meta" (page 34)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

id

Specifies a unique identifier for an element.

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

incremental

Specifies whether or not the "search" input type should perform the search as the user is typing.

Related Tags

`"input"` (page 30)

Availability

Available in Safari 1.3 and later.

Support Level

Apple extension.

ismap

Added alone to an image or input element. Indicate that the element corresponds to a server-side image map.

Related Tags

`"img (or image)"` (page 30)

`"input"` (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

keytype

Specifies the key type for the `keygen` element. Can be set to `RSA` or `DSA`.

Related Tags

`"keygen"` (page 31)

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

label

Specifies the label for options or option groups within a pull-down menu.

Related Tags

`"optgroup"` (page 37)

`"option"` (page 37)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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lang

Specifies the base language for the element's attributes and textual content. Values are standard two-letter language codes.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

language

Specifies the language of a `script` element. Deprecated in HTML 4.01.

Related Tags

"`script`" (page 39)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

leftmargin

Used in the `body` element. Specifies the left margin of the page content.

Related Tags

"`body`" (page 21)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

link

Color of an unvisited hyperlink. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"`link`" (page 33)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

longdesc

Long textual description for images and frames. Augments the `alt` attribute for an element.

Related Tags

"`frame`" (page 28)

"`iframe`" (page 30)

"`img (or image)`" (page 30)

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

loop

Specifies the number of times a media element (movie or sound) will loop. Also specifies the number of times a marquee element will loop.

Related Tags

"embed" (page 26)

"marquee" (page 34)

"object" (page 36)

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

loopend

Specifies the time at which an audio or video element will loop back to the time specified by the `loopstart` attribute.

Discussion

Looping occurs only if the `playcount` attribute for the element is set to a value higher than `1`. By default, the value for this attribute is equal to the value for the `end` attribute.

Related Tags

"audio" (page 19)

"video" (page 46)

Availability

Available in Safari 3.1 and later.

loopstart

Specifies the time to which an audio or video element will return when it loops.

Discussion

Looping occurs only if the `playcount` attribute for the element is set to a value higher than `1`. By default, the value for this attribute is equal to the value for the `start` attribute.

Related Tags

"audio" (page 19)

"video" (page 46)

Availability

Available in Safari 3.1 and later.

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manifest

Specifies the relative path to the application cache manifest file that specifies the resources—such as HTML, JavaScript, CSS, and image files—to download and store in the application cache.

Related Tags

"html" (page 29)

Availability

Available in iPhone OS 2.2 and later.

marginheight

Specifies the height of the margins in a frame.

Related Tags

"frame" (page 28)

"iframe" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

marginwidth

Specifies the width of the margins in a frame.

Related Tags

"frame" (page 28)

"iframe" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

max

Same as the `maxlength` attribute.

Related Tags

"input" (page 30)

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

maxlength

Specifies the maximum input length for a text input field in characters.

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Related Tags

"input" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

mayscript

Added alone to an applet element's definition. Tells the script to allow the applet access to the JavaScript scripting objects.

Related Tags

"applet" (page 18)

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

media

Defines the media type that the element is designed for.

Discussion

The default value is `screen`, but the attribute can also be set to `tty` for a fixed-pitch device, `tv` for low-resolution televisions, `projection` for projectors, `handheld` for handheld devices, `print` for printed material, `braille` for braille devices, `aural` for speech synthesizers, or `all` for all devices.

Related Tags

"link" (page 33)

"source" (page 40)

"style" (page 42)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

method

Specifies the form submission method, either `POST` or `GET`.

Related Tags

"form" (page 27)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

min

Specifies the minimum input length for a text field.

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Related Tags

"input" (page 30)

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

multiple

Added alone to a `select` element's definition. If present, the element will permit multiple selections.

Related Tags

"select" (page 40)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

name

Specifies the name of the element, which can be used in a variety of ways.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

nohref

Added alone to an `area` element's definition. If present, the area has no particular action assigned to it.

Related Tags

"area" (page 18)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

noresize

Added alone to a `frame` element's definition. If present, the frames cannot be resized.

Related Tags

"frame" (page 28)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

nosave

Legacy attribute. Has no effect in Safari.

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

noshade

Added alone to an `hr` element's definition. If present, the rule is drawn as a single line and not as a "groove." Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"`hr`" (page 29)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

nowrap

Added alone to a table cell's definition. Suppresses word wrap if present. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"`td`" (page 43)

"`th`" (page 44)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

object

Specifies the URL of a serialized applet in an `applet` element. Deprecated in HTML 4.01 along with the applet element.

Related Tags

"`applet`" (page 18)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onabort

JavaScript delegate. The code specified by this attribute is called when the image element it is assigned to is aborted during load.

Related Tags

"`img (or image)`" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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onbeforecopy

JavaScript delegate. The code specified by this attribute is called before the associated element is copied.

Availability

Available in Safari 1.3 and later.

onbeforecut

JavaScript delegate. The code specified by this attribute is called before the associated element is cut.

Availability

Available in Safari 1.3 and later.

onbeforepaste

JavaScript delegate. The code specified by this attribute is called before the associated element has something pasted into it.

Availability

Available in Safari 1.3 and later.

onbeforeunload

JavaScript delegate. The code specified by this attribute is called before the associated element is unloaded from the page.

Availability

Available in Safari 1.3 and later.

onblur

JavaScript delegate. The code specified by this attribute is called when the associated element loses focus.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onchange

JavaScript delegate. The code specified by this attribute is called when the associated element changes its value.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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onclick

JavaScript delegate. The code specified by this attribute is called when the associated element is clicked.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

oncontextmenu

JavaScript delegate. The code specified by this attribute is called when the associated element is right-clicked or when the mouse button is held down long enough to generate a contextual menu.

Availability

Available in Safari 1.1 and later.

oncopy

JavaScript delegate. The code specified by this attribute is called when the associated element is copied.

Availability

Available in Safari 1.3 and later.

oncut

JavaScript delegate. The code specified by this attribute is called when the associated element is cut.

Availability

Available in Safari 1.3 and later.

ondblclick

JavaScript delegate. The code specified by this attribute is called when the associated element is double-clicked.

Availability

Available in Safari 1.0 and later.

ondrag

JavaScript delegate. The code specified by this attribute is called when the associated element is dragged.

Availability

Available in Safari 1.3 and later.

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ondragend

JavaScript delegate. The code specified by this attribute is called when the associated element is done being dragged.

Availability

Available in Safari 1.3 and later.

ondragenter

JavaScript delegate. The code specified by this attribute is called when a drag has entered the associated element.

Availability

Available in Safari 1.3 and later.

ondragleave

JavaScript delegate. The code specified by this attribute is called when a drag has left the associated element.

Availability

Available in Safari 1.3 and later.

ondragover

JavaScript delegate. The code specified by this attribute is called when a drag is over the associated element.

Availability

Available in Safari 1.3 and later.

ondragstart

JavaScript delegate. The code specified by this attribute is called when the associated element has started to be dragged.

Availability

Available in Safari 1.3 and later.

ondrop

JavaScript delegate. The code specified by this attribute is called when the associated element is dropped.

Availability

Available in Safari 1.3 and later.

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onerror

JavaScript delegate. The code specified by this attribute is called when the associated element has an error in loading.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onfocus

JavaScript delegate. The code specified by this attribute is called when the associated element gets focus.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

ongesturechange

Specifies the JavaScript method to invoke when fingers are moved during a gesture.

Availability

Available in iPhone OS 2.0 and later.

Support Level

Apple extension.

ongestureend

Specifies the JavaScript method to invoke when the gesture ends (when there are 1 or 0 fingers touching the surface).

Availability

Available in iPhone OS 2.0 and later.

Support Level

Apple extension.

ongesturestart

Specifies the JavaScript method to invoke when two or more fingers touch the surface.

Availability

Available in iPhone OS 2.0 and later.

Support Level

Apple extension.

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oninput

JavaScript delegate. The code specified by this attribute is called when text is entered into the associated element.

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

onkeydown

JavaScript delegate. The code specified by this attribute is called when a key is pressed over the associated element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onkeypress

JavaScript delegate. The code specified by this attribute is called when a key is pressed and released over the associated element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onkeyup

JavaScript delegate. The code specified by this attribute is called when a key is released over the associated element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onload

JavaScript delegate. The code specified by this attribute is called when the associated element finishes loading.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onmousedown

JavaScript delegate. The code specified by this attribute is called when the mouse button is pressed over the associated element.

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onmousemove

JavaScript delegate. The code specified by this attribute is called when a key is moved within the associated element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onmouseout

JavaScript delegate. The code specified by this attribute is called when the mouse leaves the associated element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onmouseover

JavaScript delegate. The code specified by this attribute is called when the mouse is over the associated element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onmouseup

JavaScript delegate. The code specified by this attribute is called when the mouse button is released over the associated element.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onmousewheel

JavaScript delegate. The code specified by this attribute is called when the mouse wheel button is rotated.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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onorientationchange

The JavaScript method to invoke when the orientation of the device changes.

Availability

Available in iPhone OS 1.1.1 and later.

onpaste

JavaScript delegate. The code specified by this attribute is called when the associated element is pasted.

Availability

Available in Safari 1.3 and later.

onreset

JavaScript delegate. The code specified by this attribute is called when the associated form element is reset.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onresize

JavaScript delegate. The code specified by this attribute is called when the associated element is resized.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onscroll

JavaScript delegate. The code specified by this attribute is called when the associated element is scrolled (a text box would use this, for example).

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

onsearch

JavaScript delegate. The code specified by this attribute is called when the associated element is copied.

Availability

Available in Safari 1.3 and later.

Support Level

Apple extension.

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onselect

JavaScript delegate. The code specified by this attribute is called when text within the associated element is selected.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

onselectstart

JavaScript delegate. The code specified by this attribute is called when the associated element begins to be selected. You can use this to prevent selections.

Availability

Available in Safari 1.3 and later.

onsubmit

JavaScript delegate. The code specified by this attribute is called when the associated form element is submitted.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

ontouchcancel

Specifies the JavaScript method to invoke when the system cancels tracking for the touch.

Availability

Available in iPhone OS 2.0 and later.

Support Level

Apple extension.

ontouchend

Specifies the JavaScript method to invoke when a given event lifts from the surface.

Availability

Available in iPhone OS 2.0 and later.

Support Level

Apple extension.

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ontouchmove

Specifies the JavaScript method to invoke when a finger for a given event moves on the surface.

Availability

Available in iPhone OS 2.0 and later.

Support Level

Apple extension.

ontouchstart

Specifies the JavaScript method to invoke when a finger for a given event touches the surface.

Availability

Available in iPhone OS 2.0 and later.

Support Level

Apple extension.

onunload

JavaScript delegate. The code specified by this attribute is called when the associated element is unloaded from the page.

Availability

Available in iPhone OS 2.1 and later.

oversrc

Specifies the source of an image to be displayed when the mouse is over an element. Useful for rollovers.

Related Tags

"img (or image)" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

placeholder

Specifies the placeholder text displayed in light grey when the search input field is not currently in use.

Related Tags

"input" (page 30)

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

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Support Level

Apple extension.

playcount

Specifies the number of times an audio or video element will loop. The default value is `1`, meaning the element will play only once.

Related Tags

"`audio`" (page 19)

"`video`" (page 46)

Availability

Available in Safari 3.1 and later. Available in iPhone OS 1.0 and later.

pluginpage

Specifies the URL of the page where visitors can find the plug-in required to display content embedded with the `embed` element. This has been deprecated along with the `embed` element.

Related Tags

"`embed`" (page 26)

Availability

Available in Safari 1.0 and later. Available with limited support in iPhone OS 1.0 and later.

pluginspage

Same as the `pluginpage` attribute.

Related Tags

"`embed`" (page 26)

Availability

Available in Safari 1.0 and later. Available with limited support in iPhone OS 1.0 and later.

pluginurl

Same as the `pluginspage` attribute, except it links directly to the plug-in itself (in Java archive format).

Related Tags

"`embed`" (page 26)

Availability

Available in Safari 1.0 and later. Available with limited support in iPhone OS 1.0 and later.

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poster

Specifies the URL for an image to display while a video element is loading.

Related Tags

"video" (page 46)

Availability

Available in Safari 3.1 and later. Available with limited support in iPhone OS 1.0 and later.

precision

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

profile

Specifies the URL to a file of meta data or a list of said files.

Related Tags

"head" (page 28)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

prompt

Specifies the textual prompt for the `isindex` element. Deprecated in HTML 4.01.

Related Tags

"isindex" (page 31)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

readonly

Added alone to a textarea's definition. If present, the textarea will not be editable.

Related Tags

"textarea" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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rel

Defines a relationship to another document. The URL specified by this property relates to this document by rel. In other words, it is the next-order relation.

Related Tags

"a" (page 17)

"link" (page 33)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

results

Specifies how many results should be returned by the search input type.

Related Tags

"input" (page 30)

Availability

Available in Safari 1.3 and later.

Support Level

Apple extension.

rev

Defines a relationship to another document. This document relates to the URL specified by this property as rev. In other words, it is the reverse-order relation.

Related Tags

"a" (page 17)

"link" (page 33)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

rows

Defines the number of rows in a textarea or frameset.

Related Tags

"frameset" (page 28)

"textarea" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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rowspan

Defines the number of rows spanned by an individual row definition.

Related Tags

"td" (page 43)

"th" (page 44)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

rules

Specifies which rulings to show for a table element. Its potential values are `none`, `groups`, `rows`, `cols`, and `all`.

Related Tags

"table" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

scheme

Defines the scheme to be used to interpret a meta value.

Related Tags

"meta" (page 34)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

scope

Specifies the scope handled by a table's header cells. Possible values are `row`, `col`, `rowgroup`, and `colgroup`.

Related Tags

"td" (page 43)

"th" (page 44)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

scrollamount

Specifies the number of pixels that a marquee element will scroll between successive redraws of its onscreen view.

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Related Tags

"marquee" (page 34)

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

scrolldelay

Specifies the number of milliseconds that a marquee element will delay between successive redraws of its onscreen view.

Related Tags

"marquee" (page 34)

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

scrolling

Specifies whether or not a frame or iframe element should have scrollbars.

Discussion

Setting this property to `yes` will always show the scrollbars, `no` will never show the scrollbars, and `auto` will show the scrollbars only if the content needs to scroll (this is the default).

Related Tags

"frame" (page 28)

"iframe" (page 30)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

selected

Added alone to an `option` definition. If present, the option with this property is selected in the list.

Related Tags

"option" (page 37)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

shape

Defines the shape of an area element or a client-side image map. Can take the form of `default`, `rect`, `circle`, or `poly`.

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Related Tags

"a" (page 17)

"area" (page 18)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

size

Defines the physical size of a variety of inputs and fonts. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"basefont" (page 20)

"font" (page 27)

"hr" (page 29)

"input" (page 30)

"select" (page 40)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

span

Specifies the number of columns that a given `col` or `colgroup` definition will span.

Related Tags

"col" (page 23)

"colgroup" (page 24)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

src

Specifies a URL for an external file or resource.

Related Tags

"audio" (page 19)

"frame" (page 28)

"iframe" (page 30)

"img (or image)" (page 30)

"input" (page 30)

"script" (page 39)

"video" (page 46)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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standby

Defines a message to show while an object is being loaded within an `object` definition.

Related Tags

"`object`" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

start

Specifies the time at which an audio or video element starts playing. By default, the element starts at the beginning.

Also defines the starting sequence number for an ordered list. This functionality is deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"`audio`" (page 19)
"`ol`" (page 36)
"`video`" (page 46)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

style

Specifies CSS style information for the element. The style definitions are placed inline with this property. To specify external styles (defined in external files or in a `style` element), use the `class` property.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

summary

Specifies a textual summary for a table of data.

Related Tags

"`table`" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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tabindex

Specifies the tab index for a hyperlink or input element. Can range from 0 to 32767. As a user tabs through a page, the focus will follow this tabbing order.

Related Tags

"a" (page 17)
"area" (page 18)
"button" (page 22)
"input" (page 30)
"object" (page 36)
"select" (page 40)
"textarea" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

tableborder

Specifies the width of a table's border. You should use CSS styling to define this property instead.

Related Tags

"table" (page 43)

Availability

Available in Safari 1.3 and later. Available in iPhone OS 1.0 and later.

target

Defines the target window for a hyperlink. You can specify any target definition, but the following values are built-in: "_blank" will load the clicked URL into a new, unnamed window; "_self" will load in the same frame that was clicked; "_parent" will load into the parent frame of the frame that was clicked; "_top" will load the document into the original window, eliminating any existing frameset.

Related Tags

"a" (page 17)
"area" (page 18)
"base" (page 20)
"form" (page 27)
"link" (page 33)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

text

Defines the page-wide text color in the body element. Deprecated in HTML 4.01 (use CSS styling instead).

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Related Tags

"body" (page 21)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

title

Defines a title for the associated element. In Safari, this will display a tool tip for the element with this value.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

topmargin

Specifies the top margin of the page content.

Related Tags

"body" (page 21)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

truespeed

Specifies whether or not a marquee operates at the true speed specified by its parameters. The default behavior will constrain the speed to certain minimum values of scroll delay and scroll amount.

Related Tags

"marquee" (page 34)

Availability

Available in Safari 1.2 and later. Available in iPhone OS 1.0 and later.

type

Defines a textual content type for elements like scripts and objects, and input types for the input element. See the input types table below for possible values.

Related Tags

"a" (page 17)
"button" (page 22)
"input" (page 30)
"li" (page 33)
"link" (page 33)
"object" (page 36)
"ol" (page 36)

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"param" (page 38)
"script" (page 39)
"style" (page 42)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

usemap

Specifies the URL for an image map on a document. Usually this is an anchor (for example, "#myMap") defined as a map element on the page.

Related Tags

"img (or image)" (page 30)
"input" (page 30)
"object" (page 36)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

valign

Specifies vertical alignment within a column or table element definition.

Related Tags

"col" (page 23)
"colgroup" (page 24)
"tbody" (page 43)
"td" (page 43)
"tfoot" (page 44)
"th" (page 44)
"thead" (page 44)
"tr" (page 45)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

value

Specifies the current value for an input type. For those elements that can display their values (such as text fields), they will display this value onscreen. Otherwise the values are all available as form values when submitted.

Related Tags

"button" (page 22)
"input" (page 30)
"li" (page 33)

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"option" (page 37)

"param" (page 38)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

valuetype

Specifies the value type for a `param` element within an object definition. Can be `data` if the value is evaluated and passed as a string, `ref` if the value is a URL and is unevaluated when passed, or `object` if the value is an identifier that refers to an object definition.

Related Tags

"param" (page 38)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

version

Specifies the version of the HTML DTD used to verify the document. Deprecated in HTML 4.01, use DOCTYPE declarations instead.

Related Tags

"html" (page 29)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

vlink

Color of an already-visited hyperlink. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"body" (page 21)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

vspace

Specifies the pixel size of the vertical spacing surrounding the element. Deprecated in HTML 4.01 (use CSS styling instead).

Related Tags

"applet" (page 18)

"img (or image)" (page 30)

"object" (page 36)

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Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

width

Specifies the height of the element. Deprecated in HTML 4.01 for applets and table elements.

Related Tags

"applet" (page 18)
"iframe" (page 30)
"img (or image)" (page 30)
"object" (page 36)
"td" (page 43)
"th" (page 44)
"video" (page 46)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

wrap

Defines the wrap style for a textarea. Can be set to `soft` to wrap without outputting carriage returns to the field, `hard` to wrap with outputting carriage returns, and `off` to not wrap at all.

Related Tags

"textarea" (page 43)

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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Input Values and Additional Meta Tags

This article describes supported keys for the `input` tag along with Apple-specific `meta` tags.

Input Type Values

Safari supports many different input types. They can be specified using the `type` attribute of the `input` element. These input types are listed below.

button

A button input type. More versatile than a submit button.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

checkbox

A standard checkbox.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

file

A file upload interface.

Availability

Available in Safari 1.0 and later.

hidden

A hidden input type (to store values without showing them on the page). Note that the input can still be seen in the page source.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

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image

An image that acts as an input.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

password

A visually-shielded password field.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

radio

A radio button.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

range

A slider. Its minimum value should be set with the `min` attribute, its maximum value should be set with `max`, and its discrete step size should be set with `step`.

Availability

Available in Safari 2.0 and later.

Support Level

Apple extension.

reset

A reset button for a form.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

search

A search field. Uses the `incremental`, `placeholder`, `autosave`, and `results` attributes in addition to standard HTML attributes.

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Availability

Available in Safari 2.0 and later.

Support Level

Apple extension.

submit

A submission button for a form.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

text

A standard text field.

Availability

Available in Safari 1.0 and later. Available in iPhone OS 1.0 and later.

Additional meta Tag Keys

apple-mobile-web-app-capable

Sets whether a web application runs in full-screen mode.

Syntax

```
<meta name="apple-mobile-web-app-capable" content="yes" />
```

Discussion

If `content` is set to `yes`, the web application runs in full-screen mode; otherwise, it does not. The default behavior is to use Safari to display web content.

You can determine whether a webpage is displayed in full-screen mode using the `window.navigator.standalone` read-only Boolean JavaScript property.

Availability

Available in iPhone OS 2.1 and later.

Support Level

Apple extension.

apple-mobile-web-app-status-bar-style

Sets the style of the status bar for a web application.

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Syntax

```
<meta name="apple-mobile-web-app-status-bar-style" content="black" />
```

Discussion

This meta tag has no effect unless you first specify full-screen mode as described in "apple-mobile-web-app-capable" (page 95).

If `content` is set to `default`, the status bar appears normal. If set to `black`, the status bar has a black background. If set to `black-translucent`, the status bar is black and translucent. If set to `default` or `black`, the web content is displayed below the status bar. If set to `black-translucent`, the web content is displayed on the entire screen, partially obscured by the status bar. The default value is `default`.

Availability

Available in iPhone OS 2.1 and later.

Support Level

Apple extension.

viewport

Changes the logical window size used when displaying a page on iPhone.

Syntax

```
<meta name = "viewport" content = "width = 320,
       initial-scale = 2.3, user-scalable = no">
```

Discussion

Use the viewport meta key to improve the presentation of your web content on iPhone. Typically, you use the viewport meta tag to set the width and initial scale of the viewport.

For example, if your webpage is narrower than 980 pixels, then you should set the width of the viewport to fit your web content. If you are designing an iPhone-specific web application, you should set the width to the width of the device.

Table 1 (page 97) describes the properties supported by the viewport meta key and their default values. When providing multiple properties for the viewport meta key, you should use a comma-delimited list of assignment statements.

When referring to the dimensions of a device, you should use the constants described in Table 2 (page 98) instead of hard-coding specific numeric values. For example, use `device-width` instead of `320` for the width, and `device-height` instead of `480` for the height in portrait orientation.

You do not need to set every viewport property. If only a subset of the properties are set, then Safari on iPhone infers the other values. For example, if you set the scale to `1.0`, Safari assumes the width is `device-width` in portrait and `device-height` in landscape orientation. Therefore, if you want the width to be 980 pixels and the initial scale to be 1.0, then set both of these properties.

For example, to set the viewport width to the width of the device, add this to your HTML file:

```
<meta name = "viewport" content = "width = device-width">
```

To set the initial scale to `1.0`, add this to your HTML file:

```
<meta name = "viewport" content = "initial-scale = 1.0">
```

To set the initial scale and to turn off user scaling, add this to your HTML file:

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```
<meta name = "viewport" content = "initial-scale = 2.3, user-scalable = no">
```

Use the Safari on iPhone console to help debug your webpages as described in Debugging. The console contains tips to help you choose viewport values—for example, it reminds you to use the constants when referring to the device width and height.

Availability

Available in iPhone OS 1.0 and later.

Support Level

Apple extension.

Table 1 Viewport properties

Property	Description
`width`	The width of the viewport in pixels. The default is `980`. The range is from 200 to 10,000. You can also set this property to the constants described in Table 2 (page 98). Available on iPhone OS 1.0 and later.
`height`	The height of the viewport in pixels. The default is calculated based on the value of the width property and the aspect ratio of the device. The range is from 223 to 10,000 pixels. You can also set this property to the constants described in Table 2 (page 98). Available on iPhone OS 1.0 and later.
`initial-scale`	The initial scale of the viewport as a multiplier. The default is calculated to fit the webpage in the visible area. The range is determined by the `minimum-scale` and `maximum-scale` properties. You can set only the initial scale of the viewport—the scale of the viewport the first time the webpage is displayed. Thereafter, the user can zoom in and out unless you set `user-scalable` to `no`. Zooming by the user is also limited by the `minimum-scale` and `maximum-scale` properties. Available on iPhone OS 1.0 and later.
`minimum-scale`	Specifies the minimum scale value of the viewport. The default is `0.25`. The range is from >0 to 10.0. Available on iPhone OS 1.0 and later.
`maximum-scale`	Specifies the maximum scale value of the viewport. The default is `1.6`. The range is from >0 to 10.0. Available on iPhone OS 1.0 and later.
`user-scalable`	Determines whether or not the user can zoom in and out—whether or not the user can change the scale of the viewport. Set to `yes` to allow scaling and `no` to disallow scaling. The default is `yes`. Setting `user-scalable` to `no` also prevents a webpage from scrolling when entering text in an input field. Available on iPhone OS 1.0 and later.

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Table 2 Special viewport property values

Value	Description
`device-width`	The width of the device in pixels. Available on iPhone OS 1.1.1 and later.
`device-height`	The height of the device pixels. Available on iPhone OS 1.1.1 and later.

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Document Revision History

This table describes the changes to *Safari HTML Reference*.

Date	Notes
2008-11-12	Revised document structure and added application cache manifest and other iPhone OS HTML attributes.
2008-10-15	Minor edits throughout.
2008-09-09	Updated for Safari 3.1.
2008-01-15	Moved reference information for the viewport meta key from Safari Web Content Guide for iPhone.
2007-12-11	Added iPhone-specific HTML attributes.
2007-09-04	Reformatted content.
2006-05-23	Corrected typos.
2005-11-09	Corrected typos.
2005-08-11	Corrected typos.
	Corrected typos. Added information on the paragraph tag.
2005-06-28	Corrected a typo.
2005-06-04	New document that describes the HTML tags and properties supported by Safari and the Web Kit.

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iPhone Human Interface Guidelines for Web Applications

User Experience



2009-01-06

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Introduction

Apple's iPhone presents a revolutionary user interface and interaction model. Users can view webpages, use web applications, and use built-in iPhone features, such as Mail, iPod, and Camera, wherever they go. Safari on iPhone, a unique implementation of Safari, is the application users use to browse the web on both iPhone and iPod touch.

Note: Safari on iPhone behaves the same on iPhone and iPod touch except when users tap links to iPhone-only applications. See *Apple URL Scheme Reference* for more information about using URL schemes to link to Apple applications.

This document introduces you to the iPhone environment and how it shapes the user experience of iPhone content. Then, it explains how to design a superlative user interface for your web content so it displays and works well on iPhone. It does this by first examining different types of iPhone content and exploring how you can decide which type to create. It then discusses how to apply user interface design principles to iPhone content, and finally provides numerous metrics and guidelines to help you handle specific design issues. For the implementation details and guidance you need to write the code for your iPhone product, see the "See Also" section below.

Whether you're an experienced web content developer or an application developer unfamiliar with web content creation, you should read this document to find out what users expect of iPhone content and how to design content that exceeds those expectations.

If you have user interface development experience, you might be tempted to skip the sections on human interface design principles and desirable application characteristics. Although your prior knowledge of these topics is extremely useful, you're encouraged to read these sections to learn how to apply your experience to the design of iPhone content.

Organization of This Document

iPhone Human Interface Guidelines for Web Applications contains the following chapters:

- "iPhone and the User's Environment" (page 9) introduces iPhone and describes how the user's environment influences the design and usage of iPhone content. This chapter also describes features of the iPhone user interface that have a bearing on the design of iPhone content.
- "Content on iPhone: Is It a Webpage or an Application?" (page 15) defines the different types of iPhone content you can develop and how that influences what you decide to do with your existing content. It also discusses how to define your user audience so you can customize your user experience and user interface design.
- "Principles and Guidelines for Creating Great iPhone Content" (page 21) covers the principles of human interface design as they apply to iPhone content and provides guidelines to help you realize these principles in your design.

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- "Metrics, Layout Guidelines, and Tips" (page 31) presents layout and user interface metrics and tips you should use as you develop an iPhone web application or webpage.

At the end of the document is a glossary that defines iPhone and web-application development terms; see "Glossary" (page 49).

See Also

To learn how to implement your design in code, read:

- *Safari Web Content Guide for iPhone OS*

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iPhone and the User's Environment

Apple's iPhone introduces a revolutionary platform for your web content. With an innovative user interaction model and exceptional interoperability, iPhone offers significant new opportunities and a few unique challenges to web content developers.

The goal of this chapter is to orient you to the iPhone platform and properly set your web-development expectations. To do this, this chapter describes how the environment in which users use iPhone, combined with iPhone features and infrastructure, influences your design decisions.

It's a Browser-Based World

Obviously, users use and perceive iPhone very differently than they do a desktop or even a laptop computer. This may seem like an unnecessary statement, but it is an observation that is crucial to keep in mind as you create content for iPhone, especially if you're an experienced application developer. This is because you may have to work to shift your perspective away from a computer-centric world view, even if your expertise lies in web content creation. It's essential to keep in mind, for example, that instead of the layered windows, desktop, mouse, and file system with which you're familiar, iPhone has a small, fixed screen size, a browser interface supplied by Safari on iPhone, a touch-based input system, and no accessible file system.

Regardless of these differences in platform, however, your main goal as a web content developer is the same: to capture users' imagination and earn their loyalty with a solution that is functional, focused, and enjoyable to use.

iPhone users are accepting of, and even anticipating, an experience different from the one they are accustomed to on a desktop computer, a laptop, or even a mobile phone. Although this affords you a certain latitude for experimentation, be aware that iPhone users are likely to be even less tolerant of sluggish performance and a complicated user interface than they are when it comes to software running in a computer. In addition, users quickly become accustomed to the elegant, functional, and streamlined user interface of the built-in applications and features, which sets a standard by which they're apt to judge other content.

There are, of course, similarities between the computer and iPhone environments, too. The most notable similarity, from the perspective of user experience and the user interface, is that most of the characteristics that define great computer applications also define great iPhone webpages and applications, whether built-in or external. Qualities such as responsiveness, simplicity, ease of use, and consistency are at least as important in iPhone content as they are in computer applications. To learn more about these qualities and how to build them into your web content, see "Principles and Guidelines for Creating Great iPhone Content" (page 21).

Other similarities are evident at the content implementation level. Accepted best practices for website design and implementation are wholly applicable to iPhone content design and implementation (for an overview of these guidelines, see Creating Compatible Web Content). If you're in the habit of following web design best practices when you target desktop browsers, you're well on your way to creating content that displays well on iPhone. Following the user experience and user interface guidelines in the rest of this document will help you build on that expertise so you can create best-in-class iPhone content.

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Ultimately, iPhone users may determine additional qualities that characterize the most successful iPhone products. As iPhone content evolves and you discover new ways to provide functionality to users, new best practices will emerge.

iPhone and Its Place in the User's World

Almost by definition, users use iPhone while they are mobile. Whether they're in a car or a train, sitting in a cafe or on a park bench, taking a walk, shopping, or waiting for an appointment, users use iPhone in environments that are likely to be filled with distractions. This does not mean that your iPhone solution can't or shouldn't perform important tasks that require users to concentrate. But it does mean that you must be prepared for the probability that users will not be giving their undivided attention to your content, at least not for long.

Above all, therefore, your iPhone content must be quick and extremely easy to use. You need to grab the user's attention immediately and help them access the most valuable parts of your content quickly.

Users not only use iPhone differently, they also feel differently about it. For example, users have a much more personal relationship with iPhone than they have with their computer and this influences which user experience characteristics are most important. One aspect of this bond is the fact that iPhone is a small device that can accompany users wherever they go. This view encourages the development of a broad range of products that provide quick, easy access to things users need and want no matter where they are, such as shopping lists, movie reviews, maps and directions, email, and games.

The user interaction model also informs content design. Because there is no external physical device that comes between the user and iPhone, the user interface of iPhone content must be especially streamlined and inviting.

iPhone as Web Platform

Although iPhone combines camera, phone, iPod, and email functionality, as far as your web content is concerned iPhone is a mobile web platform on which users view your webpage or use your web application. How users access web content, using iPhone network connectivity, browser capabilities, and the view screen, has a significant impact on both the behavior of your web content and users' perception of it.

The following sections briefly describe these parts of the iPhone web infrastructure, emphasizing how each part influences the design of your web content. For details on how to implement your webpage or web application to work well with this infrastructure, see *Safari Web Content Guide for iPhone OS*.

Network Connectivity

iPhone connects to either an available Wi-Fi network, which can be very fast, or the EDGE network, which is slower. As users move about, iPhone automatically switches to the service currently available to provide the fastest possible connection speed.

As you design your web content, you should keep the adaptable connectivity of iPhone in mind. You can't predict what connection speeds users have at a given moment or know when iPhone switches from one network to another, so your content should be designed to work well at any connection speed. And when

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you optimize your content to be responsive at the slowest connection speed, users enjoy even better performance at higher connection speeds. See Creating Compatible Web Content for some specific optimization techniques you can use to enhance the performance and responsiveness of your iPhone content.

Safari on iPhone

Safari on iPhone provides the interface for all web content on iPhone. Although Safari on iPhone is similar in many ways to Safari on the computer desktop, it is not the same. You need to work within the feature set Safari on iPhone makes available and provide workarounds if you typically use Safari features available on the desktop that are unavailable on iPhone. For information on all the differences between Safari on iPhone and Safari on the desktop and how to accommodate them, see Creating Compatible Web Content.

Most Safari on iPhone features influence the implementation of your web content, but some have an impact on the design of your user interface. The following list describes those features you should keep in mind as you design the user experience and user interface of your web content.

- Safari on iPhone supports cookies.

  This means that you can use cookies to save the user's context, preferences, and previously entered data, which can streamline the user's interaction with your content by minimizing the amount of information users must supply.

- Safari on iPhone does not support Flash or Java (including Java applets) in iPhone content.

  In particular, be sure you avoid recommending that users download the latest Flash to their iPhone because neither Flash nor file downloads are supported by Safari on iPhone. Because of this constraint, the user interface of your web content should not rely on Flash animation to communicate with users.

- Safari on iPhone interprets most of the user's finger movements as targeting the way iPhone displays your content, not the content itself.

  The main exception to this is the tap, which is analogous to a single mouse click, and which can cause Safari on iPhone to send the `onclick` event to your webpage. As you design your user interface, keep in mind that the users should be able to use a tap to access and drive all functionality in your content ("The iPhone User Interaction Model" (page 13) describes the touch-based interface of iPhone). For more information on the events Safari on iPhone generates, see Handling Events.

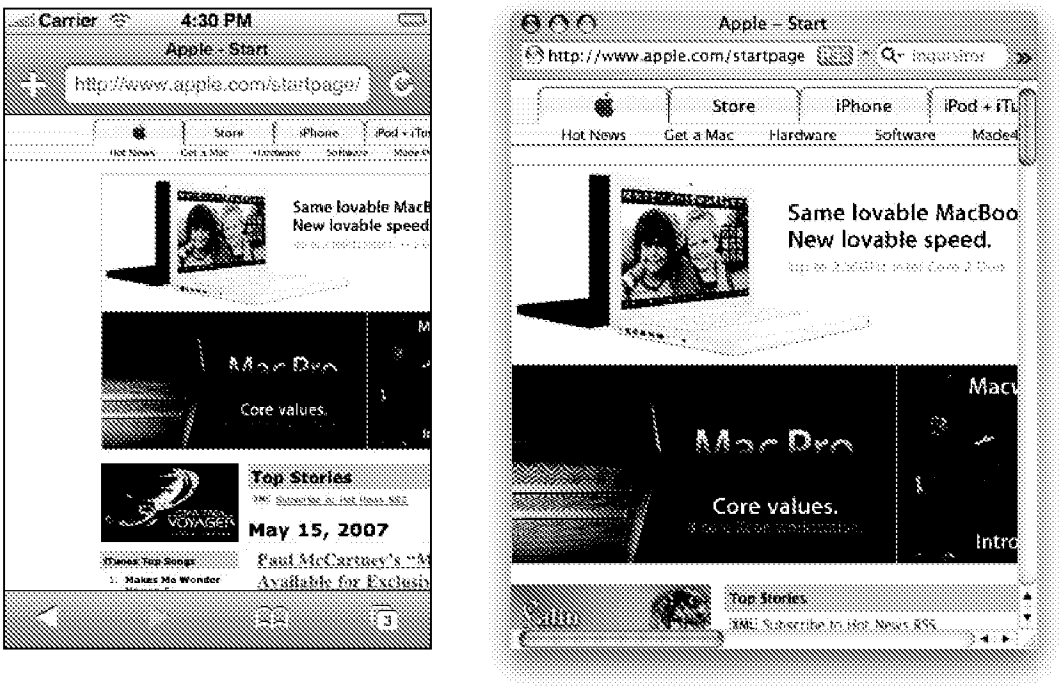
Currently, Safari on iPhone does not support third party plug-ins. For a complete list of web technologies that Safari on iPhone does not support, see Creating Compatible Web Content.

The iPhone Viewport

For Safari on iPhone, the **viewport** is a rectangular area that determines how content is laid out and where text wraps on a webpage. On the desktop, the viewport is defined by the size of the browser window. Users resize the viewport on the desktop by resizing the window and they scroll to see more of the webpage, if necessary. But Safari on iPhone does not have resizable windows, so there are no scroll bars or resize controls. Figure 1-1 shows how the viewport differs between Safari on iPhone and Safari on the desktop.

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Figure 1-1 Differences between Safari on iPhone and Safari on the desktop



Safari on iPhone

Safari on the desktop

As you design the user experience and user interface of your webpage, it's important to remember that iPhone users can change the scale of the viewport by zooming in and out, but not the size. The only exception to this is that when users change iPhone from portrait to landscape orientation, the viewport size changes. Under certain circumstances, Safari on iPhone may adjust the viewport width and change the webpage layout. Note that you can set the viewport size and other properties to improve the presentation of your webpage the first time it is rendered on iPhone. "Lay Out Content for Safari on iPhone" (page 33) provides an introduction to configuring the viewport; Configuring the Viewport provides implementation details.

When iPhone users pan or scroll to see more of a webpage, a gray bar appears at the right side or bottom of the iPhone screen to give a visual indication of how much more of the webpage there is to see. Although this is similar to the way the size of a scroller on the desktop indicates how much of the content is hidden, the gray bars Safari on iPhone displays are indicators only; they cannot be dragged.

For webpages, there's nothing wrong with expecting users to zoom in to read text, but there are things you can do to make the zoom effective, such as presenting your text in relatively narrow columns of small, easily digestible blocks. This allows users to avoid panning back and forth to read long lines of text. For example, most online newspaper websites are designed to mimic the easy-to-read column layout used on paper, and this translates very well to iPhone.

For a webpage that is intended to behave as an iPhone web application, however, you should avoid requiring users to zoom in at all, because it impedes access to your content and weakens the perception of the webpage as a standalone application. To learn about how webpages on iPhone and iPhone web applications are defined, see "Content on iPhone: Is it a Webpage or an Application?" (page 15).

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The iPhone User Interaction Model

Users use their fingers to operate the iPhone user interface, tapping, flicking, and pinching to select, navigate, and read web content and use built-in applications. There are real advantages to using fingers to operate a device: They are always available, they are capable of many different movements, and they give users a sense of immediacy and connection to the device that's impossible to achieve with an external input device, such as a mouse.

However, fingers have one major disadvantage: They are much bigger than a mouse pointer, regardless of their size, their shape, or the dexterity of their owner. In the context of a display screen, fingers can never be as precise as a mouse pointer. Additionally, there are some actions users can take with the combination of a mouse and keyboard that are difficult to replicate using fingers alone, such as text selection, drag-and-drop operations, and cut, copy, and paste actions.

Fortunately, you can meet the challenges of a finger-based input system by good user interface design. For the most part, this means making sure your layout accommodates the average size of a fingertip and finding alternatives to drag-and-drop and cut, copy, and paste. For specific guidelines on how to lay out your user interface to make it easy to use, see "Metrics, Layout Guidelines, and Tips" (page 31).

iPhone users perform specific movements, called **gestures**, to get particular results. Table 1-1 lists the gestures users can perform. It's vital to realize, however, that you do not receive an event for most of these gestures. Instead, the majority of these gestures are interpreted by Safari on iPhone and applied to the way iPhone displays content, instead of being passed directly to your content. For more information on how to handle events created on iPhone, see Handling Events.

Table 1-1 Gestures users make to interact with iPhone

Gesture	Action
Tap	To press or select a control or link (analogous to a single mouse click). You receive the `onclick` event for this gesture.
Double tap	To zoom in and center a block of content or an image. To zoom out (if already zoomed in).
Flick	To scroll or pan quickly.
Drag	To move the viewport or pan.
Pinch open	To zoom in.
Pinch close	To zoom out.
Touch and hold	To display an information bubble, magnify content under the finger, or perform specific actions in built-in iPhone applications and features.
Two-finger scroll	To scroll up or down within a text area, an inline frame, or an element with overflow capability, depending on the direction of the movement. You can receive a `mousewheel` event for this gesture.

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Content on iPhone: Is It a Webpage or an Application?

As you prepare your web content to display successfully on iPhone, you face a decision. Should you modify your webpage (if necessary) so that it looks great on iPhone or create an iPhone web application? Before you make this decision, you need to understand what distinguishes a webpage and an iPhone web application. This chapter defines three types of third-party content that users can access on iPhone and outlines some of the steps you take to develop them.

You should read this chapter if you're considering how to display your web content on iPhone. After you decide what type of iPhone content you want to deliver, be sure to read "Design for Your Users" (page 17) to gain insight into this first important step in the user experience and user interface design process.

Types of iPhone Content

When is a webpage an iPhone web application? It may be that the best answer is "when the user thinks it is." But when it comes to design and development and the choice of appropriate metrics, guidelines, and techniques, that answer isn't very helpful. In a document that provides material help to developers, such as this one, definitions are required for clarity and disambiguation, even if they might seem a bit arbitrary.

As described in "Safari on iPhone" (page 11), Safari on iPhone provides the interface for all web content on iPhone. Not surprisingly, therefore, the way a webpage works in Safari on iPhone determines how the page is defined.

This document distinguishes three types of webpage. The first type is a W3C (World Wide Web Consortium)–compliant webpage in which all elements display and operate as designed, with the exception of any elements that rely on unsupported technologies, in particular, plug-ins, Flash, or Java. This type of webpage is referred to in this document as **compatible with Safari on iPhone**. Webpages that are compatible with Safari on iPhone display successfully on iPhone, even if some content is missing or the missing plug-in icon is displayed (Figure 2-1 shows this icon). However, the user interface of a webpage that is compatible with Safari on iPhone does not necessarily take into account the iPhone user interaction model (described in "The iPhone User Interaction Model" (page 13)) and may require users to pan and zoom extensively.

Figure 2-1 Safari on iPhone displays the missing plug-in icon when third-party plug-ins are present



The second type of webpage is a W3C compliant–webpage that displays and operates as designed, correctly scales content for the iPhone screen, and has no elements that rely on unsupported technologies, in particular, plug-ins, Flash, or Java. Often, this type of webpage is designed to detect when it is being viewed on iPhone and adjusts the content it provides accordingly. This document refers to this type of webpage as **optimized for Safari on iPhone**. Webpages that are optimized for Safari on iPhone may integrate with built-in iPhone features and services, such as email and phone, where appropriate.

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In addition to meeting the requirements for a webpage that is optimized for Safari on iPhone, the third type of webpage provides discrete functionality to users and is often implemented using modern web technologies, such as AJAX. This type of webpage is referred to in this document as an **iPhone web application**. An iPhone web application emulates built-in iPhone applications by providing a focused solution to users, integrating with iPhone features and services where appropriate, and minimizing the user's awareness of the browser experience.

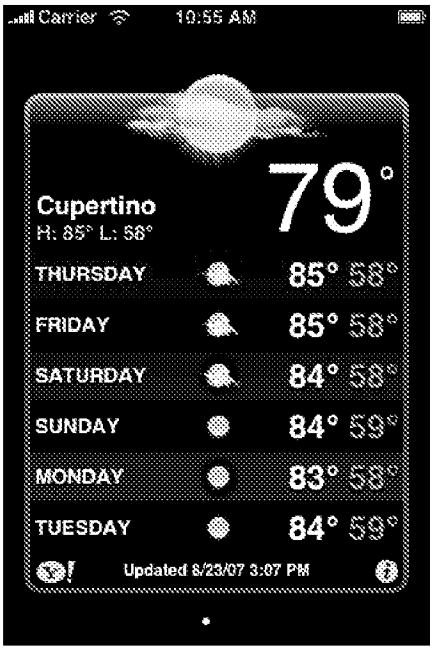
Even though, at the implementation level, all three types of iPhone content are webpages, it's helpful to be able to discuss an iPhone web application as something different from a webpage that is compatible with, or optimized for, Safari on iPhone. This is because users have expectations of an application that are different from those they have of a webpage, which means that some user experience and user interface design guidelines are better suited to an application than they are to a webpage.

Decide How to Position Your Content

If you followed standard website design and implementation best practices when you developed your web content, it's likely that your content is at least compatible with Safari on iPhone. Now, you need to decide if you want to optimize your webpages for Safari on iPhone or use your content to create an iPhone web application. To help you make this decision, this section elaborates on the main attributes of an iPhone web application, as defined in "Types of iPhone Content" (page 15).

Most importantly, an iPhone web application provides a focused solution to a well-defined problem: Users prefer an application that performs one task perfectly to an application that tries to perform many tasks but excels at none of them. This is especially true for iPhone web applications, because users expect to accomplish things quickly on iPhone and they don't want to waste time either figuring out what an application does or wading through unnecessary functionality. For example, the built-in Weather application (shown in Figure 2-2) displays a focused, easy-to-understand answer to the question "What's the weather forecast for my chosen location?".

Figure 2-2 The built-in Weather application focuses on a single task



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If you can easily identify the primary task your webpage performs, you should consider developing an iPhone web application that offers that functionality to users. For example, if the primary purpose of your webpage is to aggregate information on a single topic, you could design an iPhone web application that presents that information in a way that looks at home on iPhone.

If, however, your website includes a combination of different functions and types of information, you have two options: You can optimize it for iPhone or you can create an iPhone web application using only one feature of your content. For example, a website that displays an up-to-date list of bestselling novels, provides news about authors and book reviews, hosts book discussions, and allows users to order books has a unifying theme but no single purpose. However, an iPhone web application that allows users to order a book from a list of current bestsellers would be a focused and useful application. Another possibility using this example is an iPhone web application that allows users to keep track of a personal reading list, adding new books and checking off others when they're finished.

If you've decided to design an iPhone web application, it's worth revisiting the main attributes of iPhone web applications. Specifically, an iPhone web application emulates the look and feel of built-in iPhone applications in three ways:

- An iPhone web application minimizes the user's awareness of the browser experience.

  Although an iPhone web application is, by definition, a web application that users open in Safari on iPhone, it suppresses the browser's presence in its user interface. As a result, users perceive the application as a standalone solution. One way to achieve this effect is to set viewport properties so that the iPhone web application displays correctly in Safari on iPhone and requires no zooming or panning. Another way is to provide custom navigation controls embedded in the webpage so users don't have to use the Safari on iPhone navigation controls.

- An iPhone web application reproduces the control style, layout, and behavior of the built-in iPhone applications.

  Users are accustomed to the user experience offered by built-in iPhone applications, which means that they recognize the function of specific controls and expect a clean, easy-to-use layout. Additionally, users expect scrolling to be minimized and constrained to the vertical direction, color usage to be subtle, and branding to be discreet.

- An iPhone web application integrates with built-in iPhone features and services.

  Users expect to be able to access built-in iPhone functionality, such as the phone and Google maps, while they are using an iPhone web application.

Design for Your Users

Before you begin to work on your iPhone web application, be sure you know precisely who your users are. Although you may have defined the functionality you want to provide, if you don't know who your users are and how they're likely to use your product, it's very difficult to deliver that functionality appropriately. Understanding your users is an important requirement for designing a successful website, but it is even more important for designing a successful iPhone web application. This is because, to be useful, an iPhone web application must deliver a focused solution to a well-defined problem.

As you begin to design your product, therefore, spend some time defining your user audience: Are they experienced or novice, serious or casual, looking for help with a specific task or looking for entertainment? Knowing these things about your users helps you customize the user experience and user interface to their particular needs and wants.

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When you design a webpage or application for iPhone users, you already know a lot about them. For example:

- They are probably mobile right now.
- They want quick and easy access to your content.
- They need to be able to jump in and out of your webpage or application when a phone call comes in, an email message arrives, or they decide to listen to a song.
- They expect to be able to initiate a phone call, open their email, and view a Google map while they're in your content.

If you're designing a webpage (as opposed to an iPhone web application), this may be all you need to know about your audience. In addition to ensuring that your webpage is at least compatible with Safari on iPhone, you should concentrate on building in as many of the characteristics of great iPhone content as possible (see "Principles and Guidelines for Creating Great iPhone Content" (page 21) for advice on how to do this).

If you're designing an iPhone web application, it's appropriate to go further in defining your audience and ask yourself what traits might set your users apart from all other iPhone users. Are they business people, teenagers, or retirees? Will they use your application at the end of every day, every time they check their email, or whenever they have a few extra moments? The more accurately you define your audience, the more accurate are your decisions about the look, feel, and functionality of your user interface.

For example, if your application helps business people keep track of their billing time, your user interface should focus on making it easy to enter times and rates, without asking for a lot of details that aren't central to the task. In addition, you might choose a subtle color palette that appears professional and is pleasant to look at several times a day.

Or, if your iPhone web application provides entertainment to a target audience of teenagers, you might instead want a user interface that is exciting, language that imparts a feeling of exclusivity, and a color palette that evokes current fashions.

Finally, examine the set of features you intend to deliver. With the image of your user audience in mind, try to distill the list of features into a single statement, a product definition statement, that describes the most important functionality of your product and how it benefits your users. For example, the built-in Calendar application (shown in Figure 3-4 (page 26)) is an easy-to-use tool that allows users to see dates and associate events with specific days. The product definition statement for this application could be "A date and event tracking tool for all users."

As you design your content, use your product definition statement to help you decide which features are critical (and should be prominent) and which are secondary. It's especially important to eliminate those features that don't support the product definition statement, because iPhone web applications have no room to spare for functionality that isn't focused on the main task.

Imagine, for example, that you're thinking of developing an iPhone web application that people can use when they shop for groceries. In the planning stage, you might consider including a wide range of activities users might like to perform, such as:

Getting nutritional information about specific foods
Finding coupons and special offers
Creating and using shopping lists
Locating stores
Looking up recipes
Comparing prices
Keeping a running total of prices

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However, you believe that your users are most concerned with remembering everything they need to buy, they would like to save money if possible, and they're probably in a hurry to get home with their purchases. Using this audience definition, you craft a product definition statement for your application, such as "A shopping list creation and coupon-finding tool for people in a hurry." Filtering your list of potential features through this product definition statement, you decide to focus primarily on making shopping lists easy to create, store, and use. You also offer users the ability to find coupons for the items on their list. Even though the other features are useful (and might become primary features of other applications), they don't fit the product definition statement for this application.

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Principles and Guidelines for Creating Great iPhone Content

Great iPhone content embodies many of the characteristics of great computer applications and is informed by many of the same design principles. One such principle, understanding your users, is a cornerstone of user experience and user interface design, whether you are designing a webpage, an iPhone web application, or a computer application. (Read "Design for Your Users" (page 17) for more information on how to define your user audience and create a product definition statement.) This chapter describes the essential principles of human interface design behind great iPhone content and provides guidelines that help you incorporate these characteristics in your webpage or iPhone web application.

At a high level, the advice and guidelines in this chapter are applicable to both webpages and iPhone web applications. After all, characteristics such as simplicity, focus, and clear communication are essential ingredients of a great user experience, whether that experience involves reading a webpage or using an application. The differences lie primarily in the interpretation and implementation of the guidelines.

For example, one of the ways to achieve simplicity is to avoid the clutter of too many visual elements that compete for the user's attention. In a webpage, you might do this by reducing the number of ads, images, and links. In an iPhone web application, you might do this by reducing the number of controls, shortening the displayed text, avoiding purely decorative elements, and ensuring adequate spacing between controls.

Simplicity and Ease of Use

Simplicity and ease of use are fundamental principles for creating all types of software, but in iPhone content they are critical. As described in "iPhone and Its Place in the User's World" (page 10), iPhone users are probably doing other things while they simultaneously view or use your content on iPhone. If users can't quickly figure out how to use your content, they're likely to move on to something else and not come back.

As you design the flow of your content and its user interface, follow these guidelines to build in simplicity and ease of use:

- Make it obvious how to use your content.
- Avoid clutter, unused blank space, and busy backgrounds.
- Minimize required user input.
- Express essential information succinctly.
- Provide a fingertip-sized target area for all links and controls.
- Avoid unnecessary interactivity.

The following sections explain each guideline for simplicity and ease of use in more detail.

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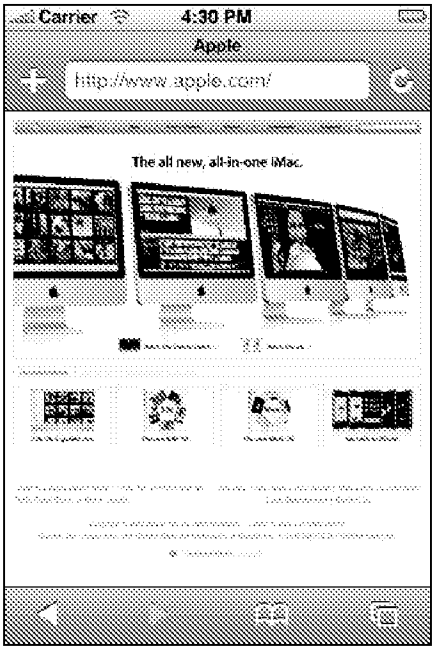
Make It Obvious

You can't assume that users have the time (or can spare the attention) to figure out how your content works. Therefore, you should strive to make your web content instantly understandable to users.

In a webpage, you should display the most important information and functionality prominently. Remember that users view your webpage in a small screen, probably with some of their attention elsewhere. As a result, panning, scrolling, or paging past irrelevant elements to find valuable information can be irritating.

For example, Apple's main website, shown in Figure 3-1, prominently displays featured products; users can get more information about them with a tap.

Figure 3-1 The most important information should be the most prominent



In an iPhone web application, the main function should be immediately apparent. You can do this by minimizing the number of controls from which users have to choose and labeling them clearly so users understand exactly what they do. For example, in the built-in Stopwatch function (part of the Clock application), shown in Figure 3-2, users can see at a glance which button stops and starts the stopwatch and which button records lap times.

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Figure 3-2 The built-in Stopwatch function makes its usage obvious



Avoid Clutter

A webpage that is cluttered with many different sizes and styles of elements, different sizes and colors of text, and gratuitous images presents an unpleasant user experience. Viewed in the small iPhone screen, the negative effects of clutter are magnified, making webpages that might be acceptable on the desktop difficult to use on iPhone.

In both webpages and iPhone web applications, it's important to avoid overloading users with a profusion of images and elements. Space is at a premium in the iPhone screen, so you should display only those elements that provide essential information or functionality in the current context. For the most part, avoid displaying elements and images that are purely decorative.

It's also important to avoid leaving too much blank space around your content. If blank space separates important content, users must pan or scroll past it to reach that content. If a lot of blank space is concentrated around the edges of your webpage, it makes your webpage look poorly laid out. Whether you're designing a webpage or an iPhone web application, you should use only enough blank space to make controls easy to tap accurately and to make images and text look uncrowded.

Minimize Required Input

Inputting information takes time and attention, whether users tap your controls or use the iPhone keyboard. If your application requires a lot of user input, either all at once or before users can begin using your content, it slows users down and can discourage them from persevering with your site.

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Of course, you often need some information from users to tailor the content or task to their needs, but you should balance this with what you offer users in return. In other words, strive to provide as much information or functionality as possible for each piece of information users provide. That way, users feel they are making progress and are not being delayed as they attempt to reach the important parts of your content.

For example, a website that helps users purchase concert tickets might first ask users for input—such as artist name, concert dates, and locations—before displaying a list of concerts that meet these criteria. Finally, the website would give users a way to purchase the tickets they've selected. In an iPhone web application that performs the same function, however, it's better to avoid requiring users to supply a lot of information before they can get to the main purpose, which is to buy tickets. Therefore, this iPhone web application might first display a short list of the most popular concerts scheduled in the next few weeks. In this way, most users can make progress toward their goal before they have to supply the information required to make a purchase.

Consider using cookies to store previously input information to avoid asking for it again. You can also use cookies to remember where users were the last time they accessed your webpage or application. Cookies can help you tailor your content to users as soon as they arrive at your content.

When you ask for input from users, consider using lists (or pop-up menus) instead of text fields whenever possible. It's usually easier for users to select an item from a list than to type words. By default, Safari on iPhone displays pop-menus in an easy-to-use, aesthetically pleasing way. See Figure 4-13 (page 42) for an example.

Express Information Succinctly

When your user interface text is short and direct, users can quickly and easily absorb it. Therefore, identify the most important information, express it concisely, and display it prominently so users don't have to read too many words to find what they're looking for or to figure out what to do next.

To help you do this, think like a newspaper editor and strive to convey information in a condensed, headline style. Give controls short labels (or use well-understood symbols) so users understand how to use them at a glance.

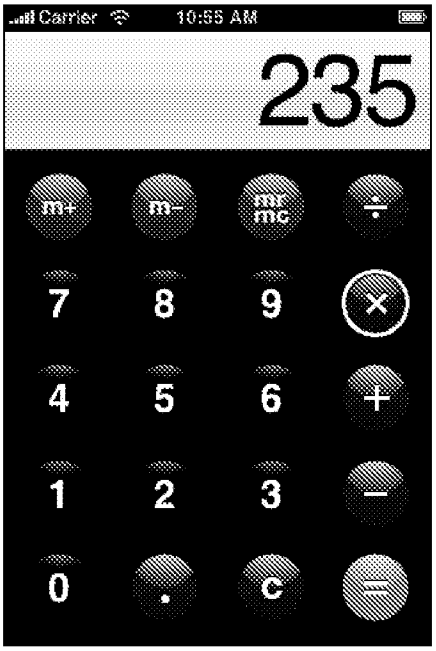
Provide Fingertip-Sized Targets

If your layout places links and controls too close together, users must spend extra time and attention being careful where they tap and are more likely to tap the wrong element. A simple, easy-to-use user interface spaces controls and other user-interaction elements so that users can tap accurately with a minimum of effort. "Metrics, Layout Guidelines, and Tips" (page 31) contains some specific metrics you can use in your layout.

For example, the built-in Calculator application displays large, easy-to-tap controls that each have a target area of about 44 x 44 pixels. Figure 3-3 shows the Calculator iPhone application.

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Figure 3-3 The built-in Calculator application displays fingertip-sized controls



Avoid Unnecessary Interactivity

Interactivity, not including required user input, is often used to engage users' interest and imagination. For example, some webpages present elaborate entry pages users must pass through before getting to the main content. Although an entry page might be acceptable in a webpage viewed on the desktop, when viewed on iPhone it merely prevents users from reaching your content quickly. In your iPhone solution, make sure you use interactivity to get users closer to their goal and avoid interactivity that serves no functional purpose.

Another form of interactivity in a webpage is the use of elements and images that hide their functionality until users interact with them by, for example, mousing over them. This design doesn't work well on iPhone for two reasons. The first is that you do not receive an event equivalent to a mouseover, so such elements and images do not reveal their functionality to iPhone users. The second is that this type of interactivity adds an unnecessary layer of indirection between users and the content they want to view. Therefore, you should avoid interactivity that can be replaced by simple, straightforward elements.

If you're designing an iPhone web application, your content is, by definition, interactive. However, you should examine your design and eliminate those interactive elements that don't provide essential functionality and consider replacing others with simple, clearly labeled controls.

Focus

A webpage or iPhone web application that establishes and maintains focus on its prime functionality is rewarding and enjoyable to use. Especially critical for iPhone web applications, focus strengthens the user's perception of your content as a standalone solution. As you design your content, therefore, stay focused on your product definition statement and make sure every feature and user interface element supports it. See "Design for Your Users" (page 17) for some advice on how to create a product definition statement.

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In an iPhone web application, a good way to achieve focus is to determine what's most important in each context. As you decide what to display on each page always ask yourself, is this critical information or functionality users need right now? If not, decide if the information or functionality is critical in a different context or if it's not that important after all. For example, an iPhone web application that helps users keep track of car mileage loses focus on this functionality if it also displays the car's maintenance history.

Following the guidelines for making your content simple and easy to use also helps make your content focused. In particular, avoiding clutter and unnecessary interactivity, and minimizing user input make it easier for users to arrive quickly at the most important parts of your content, which tightens the focus on your solution (for specifics on these guidelines, see "Simplicity and Ease of Use" (page 21)).

For example, the built-in Calendar application (shown in Figure 3-4) is focused on days and the events that occur on them. Users can use the clearly labeled buttons to highlight the current day, select a viewing option, and add events. The most important information, days and the events associated with them, is the most prominent. User input is simplified by allowing users to choose from lists of event times, repetition intervals, and alert options, instead of requiring keyboard entry for all input.

Figure 3-4 The built-in Calendar application is focused on days and events



Communication

Communication and feedback are as important in webpages and web applications are they are in desktop applications. Users need to know that their requests are being processed and when their actions might result in data loss or other problems. On the other hand, it's also important to avoid overdoing it by, for example, alerting the user to conditions that aren't really serious or asking for confirmation too often.

Here are some guidelines to help you provide the right level of communication and feedback:

- Use user-centric terminology.

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Avoid technical jargon in the user interface. Use what you know about your users to determine whether the words and phrases you plan to use are appropriate. For example, if your content targets soccer fans, it might be appropriate to use terms and abbreviations that are commonly used in the sport. On the other hand, if your user audience includes fans of many different sports, it's better to avoid relying on terms that are specific to only one sport.

- In an iPhone web application, provide embedded navigational functionality, when appropriate.

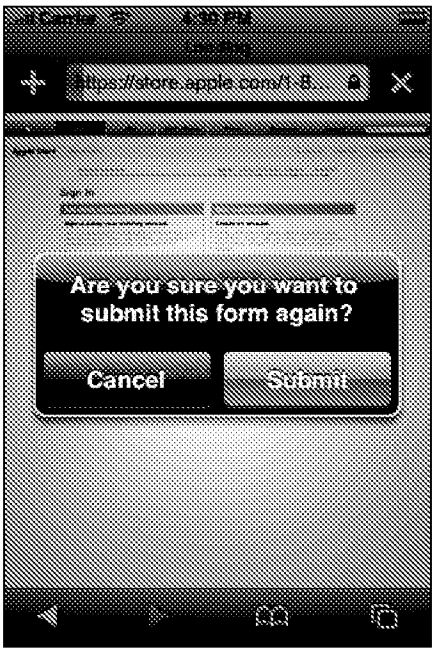
  In iPhone web applications that preserve their own context and contain multiple pages through which users can navigate, it's a good idea to provide custom navigation controls. This minimizes the browser experience and helps users avoid inadvertently jumping to a different website. For information on how to do this, see "Provide a Custom Navigation Solution" (page 45).

- Provide feedback when necessary.

  If you need to tell the user something important, such as asking for confirmation of input data before the user taps a submit button, you can use the JavaScript `alert` element. (Safari on iPhone displays such a JavaScript alert as shown in Figure 3-5 (page 27).)

  If your webpage or iPhone web application is communicating with the server or downloading its resources, it might be appropriate to let users know that progress is being made, so they don't think that your content has stopped responding. You can create and display a progress indicator for this purpose. If possible, display the progress indicator next to the element that is associated with the processing. You should avoid displaying a progress indicator in a JavaScript alert, however, unless the entire website or iPhone web application is busy.

Figure 3-5 An alert in Safari on iPhone



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Consistency

Consistency across user interfaces allows users to apply knowledge they've gained from other webpages and applications to new content. For webpages, there are many examples of good website design with which to be consistent. But for web applications, iPhone presents a different platform and a different way of doing things. With what should you be consistent?

To the extent that you can, emulate the clean lines and layout of the built-in iPhone applications. Use a color palette that subtly unifies your content. And, where appropriate, design controls to look and behave like the controls in the built-in iPhone applications. See "Metrics, Layout Guidelines, and Tips" (page 31) for some specific guidelines to help you do these things.

For example, the World Clock function of the built-in Clock application (shown in Figure 3-6) uses the same style of button and the same fonts and font attributes used in many other built-in applications. In addition, World Clock displays the user-selected locations in a scrollable list, which works like the lists in other built-in applications. Consistency of appearance and function helps users know what to expect when they tap a button or see a list.

Figure 3-6 The controls and list of the built-in World Clock function make it consistent with other built-in applications



Consistency within a user interface is at least as important as consistency with other user interfaces. Remember that iPhone users don't want to spend time discovering and working around the idiosyncrasies of your user interface; they want to be able to use your content as soon as they view it on iPhone. Therefore, you should reward their attention by ensuring that controls and features work as users have learned to expect.

If, for example, you use the same control to perform different actions, you make it impossible for users to apply what they've learned from their earlier encounter with the control and predict the outcome of their gesture. Because iPhone users may have little patience with an application that doesn't behave consistently, an inconsistent user interface can alienate your audience.

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Responsiveness

Responsiveness means that an iPhone web application or webpage is perceived to respond quickly and accurately to users' requests and gestures. Responsiveness in an iPhone web application or webpage is even more important than it is in an application or webpage on the desktop, because users are constantly aware of the passage of time, both in terms of the flow of real-world events and in the usage of the battery.

As described in "Network Connectivity" (page 10), you can't predict what network speed users experience at any given time, because iPhone automatically switches to the currently available network. As a general rule, therefore, you should design your solution so that it loads quickly and works well at the slowest connection speed. In addition, be sure to provide adequate feedback on potentially lengthy processes (as described in "Communication" (page 26)) so that users know your content is still responding.

If your webpage or iPhone web application seems unresponsive, users may not give it a second chance. Here are some things you can do to increase perceived performance:

- Optimize images.

  Be mindful of the recommended limits on image sizes (for specifics on these limits, see Creating Compatible Web Content) and supply reduced-size images whenever possible.

  Consider using JavaScript to draw elements, such as controls and backgrounds, instead of adding existing images to your resources.

- Handle video and audio content correctly.

  iPhone streams movies and audio using HTTP over EDGE and Wi-Fi networks. See Creating Video for details on how to ensure a great audio and video experience on iPhone.

- Make sure JavaScript execution does not exceed 5 seconds for each top-level entry point.

  Execution longer than 5 seconds raises an exception and makes your webpage seem unresponsive.

- Be mindful of resource limits.

  Make sure your webpage or application does not contain unneeded JavaScript, which consumes memory resources without providing any benefit.

Interoperability

An iPhone webpage or application is interoperable when it works seamlessly with built-in iPhone applications and features. It's natural to focus only on your own content, but it's important to remember the other things users can do with their iPhones and the larger environment in which they're operating. The better your content handles interruptions and, when appropriate, integrates with iPhone features, the more useful your webpage or application is.

The iPhone environment includes features such as phone, iPod, email, and web browser functionality. There are two main ways to take this environment into account as you design your webpage or iPhone web application:

- Make sure your content can handle frequent interruptions.

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Users are likely to quickly switch between webpages, applications (both built-in and external), and iPhone functions, so you should perform frequent server-side saves of user data and state. Because there is no concept of quitting an application on iPhone, you won't get any notification when users decide to switch from your webpage to another webpage or to a built-in application.

Remember that there is no local storage on iPhone that is available to your application. Therefore, you need to make sure you save important information when you can. And, if users are in the midst of providing information to your webpage (by filling in a form, for example), you should alert them to the possibility of data loss if they navigate away from your webpage before they are finished. (See "Communication" (page 26) for more information on communicating with users.)

- Make it easy for users to use built-in iPhone features and applications.

  Where appropriate, you can include links that allow users to make a phone call, open Mail, look at Google maps, or view YouTube videos. See *Apple URL Scheme Reference* for details on how to add these links to your content.

Adaptability

Users can view iPhone content in landscape or portrait orientation, and they can be connected through Wi-Fi or EDGE. Your webpage or application, however, probably won't know when these things change. Fundamentally, this means two things:

- Avoid making assumptions about the way users view your content or the speed of the connection. Design and optimize your webpage or application to work well at slower connection speeds and in both portrait and landscape orientations.
- If possible, avoid absolute positioning in your layout. This is because text that appears in absolute-positioned elements can overflow the screen after users zoom in.

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Metrics, Layout Guidelines, and Tips

This chapter provides specific layout guidelines and metrics you can use to design the user interface of your web content so it looks great and works well on iPhone OS–based devices. Some guidelines and metrics are more applicable to iPhone web applications than to webpages, but you should read them all and follow the ones that make the most sense for your needs.

If you're new to web content design, be sure to familiarize yourself with accepted best practices; for an overview, see Creating Compatible Web Content. Then, read this chapter to find out how to adjust your content so it works well with the unique features of iPhone.

Note: This chapter describes metrics and other specifics you need when you create web content "by hand" for display on iPhone OS–based devices. As an alternative, you might choose to take advantage of the comprehensive and intuitive web application development environment in Dashcode 2.0. To learn more about the facilities Dashcode provides, see *Dashcode User Guide*.

Create an Icon for Your Web Application or Webpage

You can provide a custom icon that users can display on their Home screens using the Web Clip feature. You can create an icon that represents your website as a whole or an icon that represents a single webpage. Users tap the icon to reach your web content in one easy step.

Users can display as many custom icons on their Home screens as they want, so you should design an icon that is:

- Attractive, so users want to keep it on their Home screens
- Distinctive, so users can easily find it among all other icons

If your web content is distinguished by a familiar image or memorable color scheme, it makes sense to incorporate it in your icon. However, to ensure that your icon looks great on iPhone you should also follow the guidelines in this section. (To learn how to add code to your web content to provide a custom icon, see "Specifying a Webpage Icon for Web Clip" in *Safari Web Content Guide for iPhone OS*.)

When a user decides to display your icon on the Home screen, iPhone 1.1.3 and later automatically adds some visual effects so that it coordinates with the built-in icons. Specifically, iPhone 1.1.3 adds:

- Rounded corners
- Drop shadow
- Reflective shine

For example, Figure 4-1 shows a simple icon as it might be provided by a webpage:

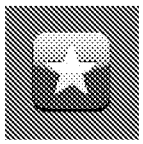
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Figure 4-1 A simple icon before it is displayed as a Web Clip



Figure 4-2 shows the same icon as it is displayed on a Home screen by iPhone 1.1.3:

Figure 4-2 A simple icon displayed as a Web Clip on the Home screen



To ensure that your icon can take advantage of these visual enhancements, provide an image in PNG format that:

- Measures 57 x 57 pixels, with 90 degree corners (if the image measures other than this size, iPhone 1.1.3 scales it)
- Does not have any shine or gloss

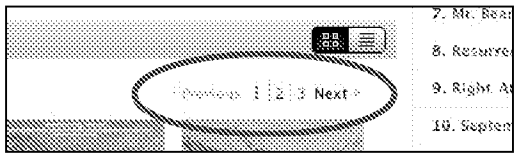
As with other user interface elements on iPhone, icons that use bold shapes and lines and pleasing color combinations work best. It's advisable to spend some time simplifying your icon design so it clearly conveys the essence of your web content. Also, it's a good idea to investigate how your choice of image and color might be interpreted by people from different cultures.

Use Custom CSS

To ensure that your content is readable and well laid out when it displays on iPhone, you can provide a style sheet that adapts to iPhone. For example, you might want to do this if your text looks better in Safari on iPhone when it is displayed at 200%. Or, you might change the display of a set of items from a horizontal orientation to a vertical one, to accommodate the smaller screen.

You can also use custom CSS to style controls or provide alternative controls. For example, the Apple website includes a page that displays movie trailers users can watch. When viewed in Safari on the desktop, users can click the numbers or the previous and next controls (shown in Figure 4-3) to see additional trailers.

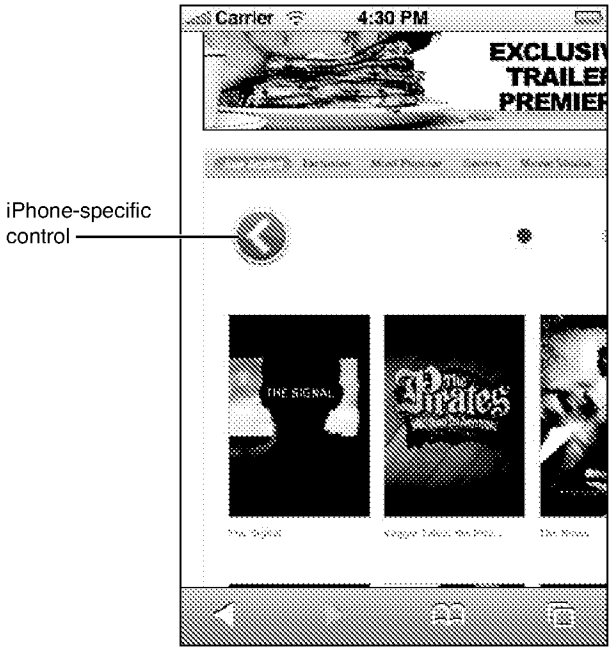
Figure 4-3 The additional trailers controls on the Apple movie trailers webpage when viewed in Safari on the desktop



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When viewed on iPhone, however, the next, previous, and number controls are replaced by prominent, easy-to-use buttons with symbols that echo the style of built-in controls. Figure 4-4 shows one of these custom controls.

Figure 4-4 The previous trailers control on the Apple movie trailers webpage when viewed in Safari on iPhone



To provide a style sheet specifically for iPhone, use the CSS 3 media query. For more information on how to do this, including code samples, see Customizing Style Sheets.

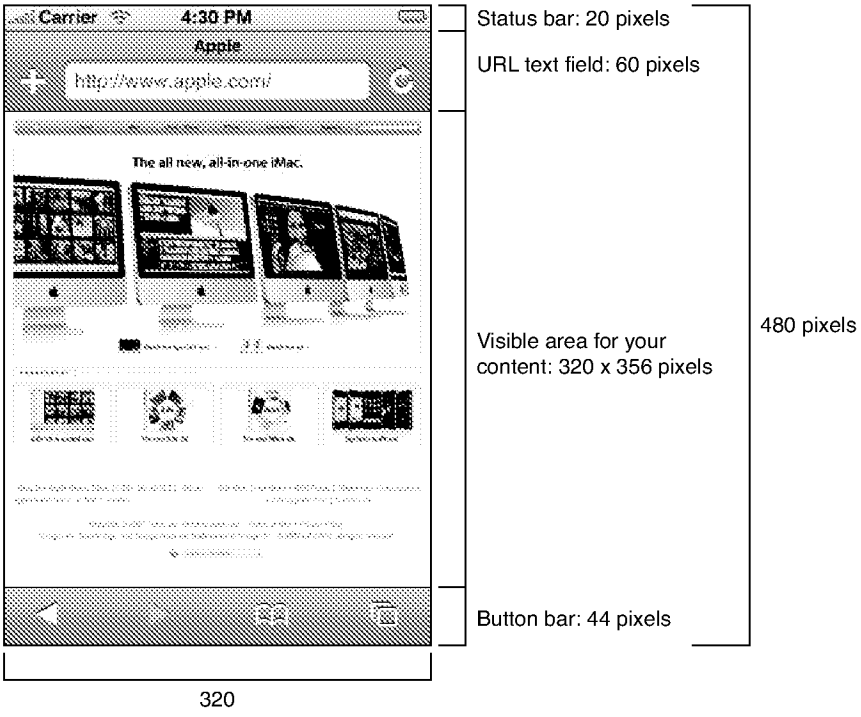
Lay Out Content for Safari on iPhone

As you design the user interface of your webpage or iPhone web application, you need to know how much display space Safari on iPhone makes available to you. By default, Safari on iPhone displays a status bar, a URL text field, and a button bar, all of which extend across the full width of the screen, in both portrait and landscape orientation. The status bar can show battery charge, network status, and time. The URL text field displays a bookmark button and a refresh button, in addition to a text field in which users can type a URL. The **button bar** at the bottom of the screen displays buttons that act on the current iPhone feature or built-in application. The button bar is the toolbar of the Safari on iPhone application.

Safari on iPhone displays your content between the lower edge of the URL text field and the top edge of the button bar. Figure 4-5 shows the metrics of the Safari on iPhone controls and the visible area in which you can display your content when iPhone is in portrait orientation.

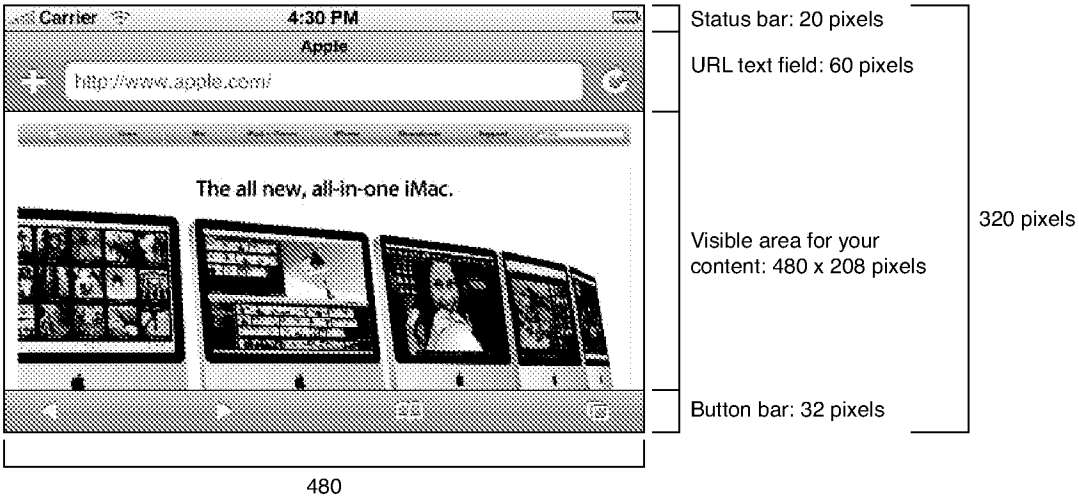
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Figure 4-5 Portrait orientation layout metrics in pixels



When iPhone is in landscape orientation the metrics change, although the relative arrangement of the status bar, URL text field, and button bar is the same. Figure 4-6 shows the dimensions of the visible area available for your content when iPhone is in landscape orientation.

Figure 4-6 Landscape orientation layout metrics in pixels



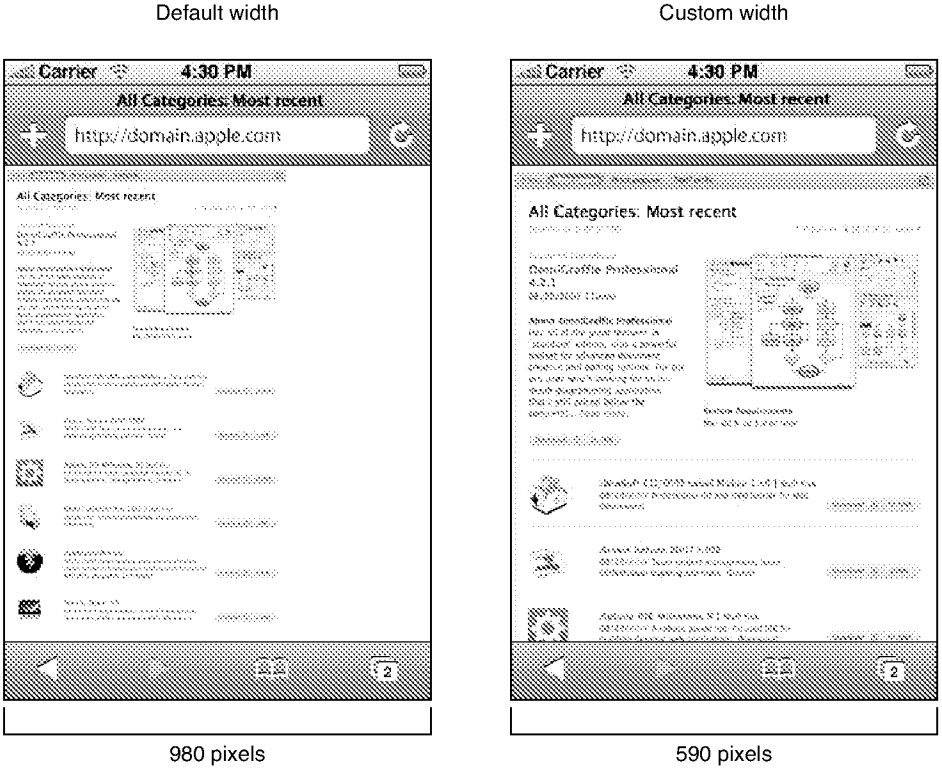
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Note: Although it is possible for your iPhone web application to scroll the URL text field off the top edge of the screen, it cannot change the position of the button bar or the status bar. You can, however, change the appearance of the status bar. See "Changing the Status Bar Appearance" in *Safari Web Content Guide for iPhone OS* for information on how to do this.

As mentioned in "The iPhone Viewport" (page 11), the iPhone viewport determines how your content is laid out on iPhone. When Safari on iPhone loads a webpage, it sets the viewport's initial scale property so that the full width of the webpage fits the width of the iPhone screen. It also sets the viewport's width property to 980 pixels, which is the width of most webpages.

You might need to change the default values of these properties if the width of your webpage is much different from 980 pixels, especially if it is narrower. This is because if the width of your webpage is less than 980 pixels, your content scales too small, making it very difficult for users to see without zooming. If the width of your webpage is greater than 980 pixels, users must pan to see all the content on the page. Figure 4-7 shows a narrow webpage before and after its width property is set appropriately.

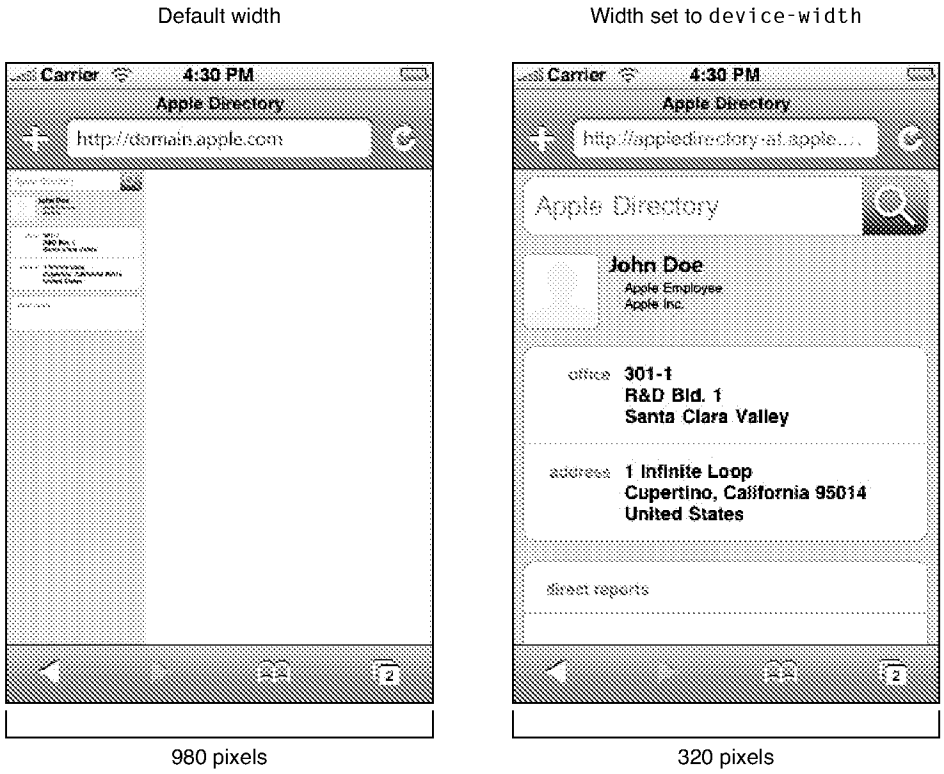
Figure 4-7 Setting the width property of a narrow webpage



It's especially important for iPhone web applications to specify the correct values for viewport width and height, because it means that the user interface fits the screen precisely, without requiring users to zoom or pan. This strengthens the user's perception of the content as a standalone application and reduces the user's awareness of Safari on iPhone. For example, Figure 4-8 shows how an application looks when it incorrectly sets the width to 980 pixels (on the left) and how it looks when the width is corrected to equal the width of the iPhone screen (on the right).

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Figure 4-8 Setting the width property to display an application correctly



If you're developing an iPhone web application using Safari on iPhone 1.1.1 and later, you should use the `device-width` and `device-height` constants to set the viewport width and height properties to the size of the iPhone screen. This ensures that Safari on iPhone renders the application with a scale of 1.0 and doesn't change the layout of the user interface when users switch from portrait to landscape orientation.

It is also recommended that you turn off user scaling in your iPhone web application. This means that Safari on iPhone does not zoom in your content when users double-tap or pinch open.

To supply values for viewport properties, use the viewport metatag. In addition to width and height, you can also use the metatag to specify values that control scaling. For more information about using the metatag to set viewport properties, including sample code, see Configuring the Viewport.

Consider the List Approach

As you lay out your webpage or iPhone web application, you often find that you need to display information in a list-like format. Lists are a natural way to present information organized by date, popularity, name, location, or any other sorting scheme. Lists are based on the principles of simplicity and ease of use (described in "Simplicity and Ease of Use" (page 21)) and consistency (described in "Consistency" (page 28)) and they are an especially effective way for iPhone web applications to display information. This is because lists encourage a simple, uncluttered layout and, because they are similar to menus, users already understand how they work. This section describes two ways to lay out lists and provides the metrics you need to organize your content so that it looks good on iPhone and is easy for users to read and use.

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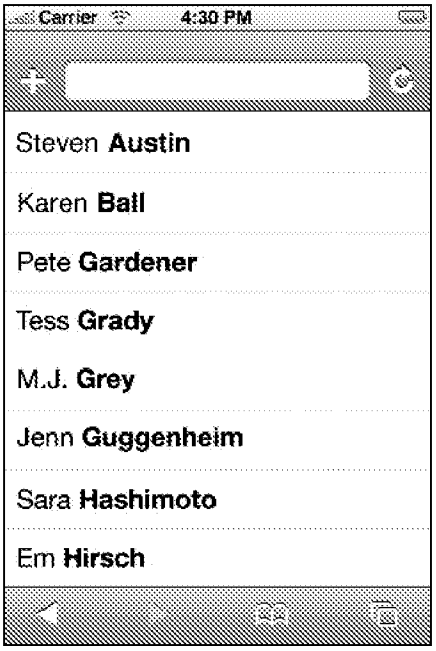
For code examples showing how to implement these guidelines, see *iPhoneListPatterns*.

One style of list layout, the edge-to-edge list layout, displays all items in equally sized rows. It is well suited to iPhone web applications that need to display a large number of items, such as locations, names, or objects, from which users can choose. When users choose an item from the list, an iPhone web application might respond by:

- Displaying details about the item, such as contact information for the chosen person or theater information associated with the chosen concert.
- Performing an action associated with the item. For example, if the list displays items for sale, the selection of an item might result in the display of an order form.
- Displaying another, more focused list of items that helps users drill down to the desired content. In this way, you can present a large amount of hierarchically organized information in a simple, efficient way. For example, an iPhone web application that helps users decide which books to buy might first display a list of literary genres, followed by a list of authors in each genre, followed by a list of book titles for each author.

Figure 4-9 shows an example of an edge-to-edge layout used to display a list of names. Note that the last names are displayed in bold font to make it clear that the list is alphabetized by last name (see "Edge-to-Edge List Metrics" (page 38) for details on the display of text in lists).

Figure 4-9 An iPhone web application that displays a list of names using the edge-to-edge layout



The other style of list layout, the rounded rectangle list layout, displays information in separate, rounded-corner boxes that are visually distinct from the background. This type of layout is useful for displaying small groups of information related to a single topic. To display a person's contact information, for example, you might list home, work, mobile, and fax numbers in one box, email addresses in another box, and street addresses in a third box. The "After" illustration in Figure 4-8 (page 36) shows one way this can look.

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The rounded-rectangle design is well suited for use as the destination screen displayed at the end of some number of preceding edge-to-edge lists. For example, as described above, an iPhone web application that helps users find books can use edge-to-edge lists that allow users to make increasingly specific choices, drilling down through genres, authors, and book titles. To display details about a specific book, however, the application can use the rounded-rectangle layout to display groups of related information, such as the book's publication information, links to reviews, and titles of similar books.

Edge-to-Edge List Metrics

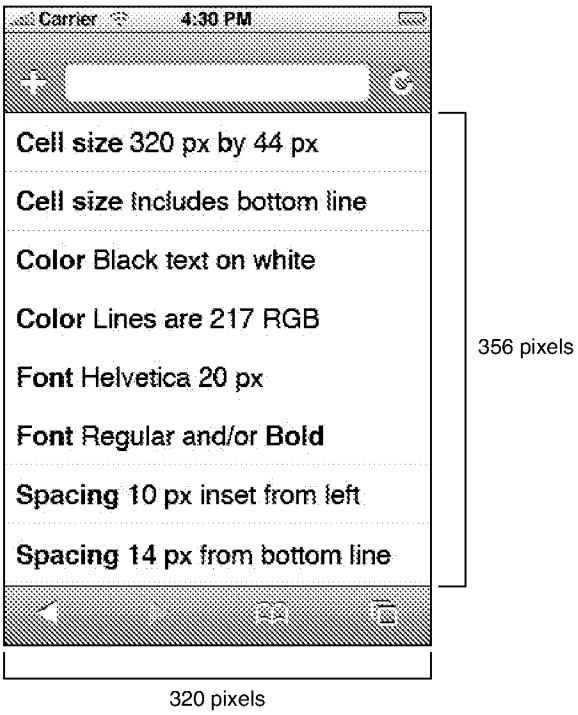
To display a flat list of items, use the edge-to-edge design, which yields the most space for your content. Each row, or cell, is 44 pixels high (including the line at the bottom of the cell) and 320 pixels wide.

Use Helvetica, 20-pixel size, in black for all text. By default, you should make your text bold for optimum readability, but you can use regular font for content that's less important. You can also use bold to emphasize a portion of the text that's used for sorting. For example, if you display a list of full names alphabetized by last name, you can use bold font for the last name and regular font for the rest of the name. Text should be inset 10 pixels from the left edge and 14 pixels from the line at the bottom edge of the cell.

The background fill color of the list is white, and the lines between items are R = 217, G = 217, B = 217.

If you need to provide a control, design a rounded rectangular button that is 29 pixels high and has a corner radius of 5 pixels but that has a target area that is 44 pixels high. Use Helvetica, 12-pixel size, for the label on the button. Place the button 10 pixels from the right edge of a cell and center it vertically. Figure 4-10 shows this style of layout (without a button).

Figure 4-10 Edge-to-edge list design layout



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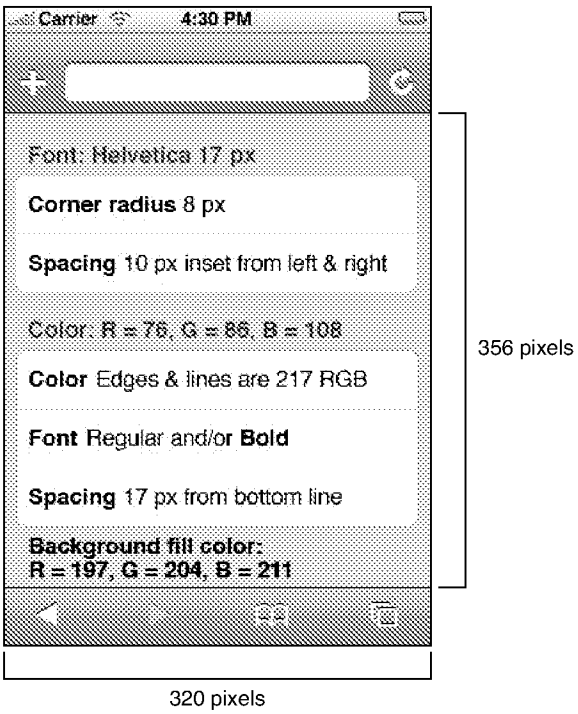
Rounded-Rectangle List Metrics

To display items in groups, use the rounded-rectangle design. Each rounded rectangle has a corner radius of 8 pixels, a width of 300 pixels, and white background fill. The edges of the rounded rectangles and the horizontal lines between the cells inside them are R = 217, G = 217, B = 217.

Because there is slightly less space for content in this design, use Helvetica, 17-pixel size, in black for all text. As with the edge-to-edge design, you should use bold font by default, but you can use regular font for secondary or de-emphasized text. Within a rounded rectangle, text should be inset 10 pixels from the left edge and 14 pixels from the bottom edge of a cell.

A rounded rectangle should be inset 10 pixels from both right and left edges of the iPhone screen and 17 pixels from the top of the button bar. Figure 4-11 shows the layout of this design.

Figure 4-11 Rounded-rectangle list design layout



The design shown in Figure 4-11 allows you to display text between the rounded rectangles that you can use as labels for the groups of content. This text should be Helvetica, 17-pixel size, and should be bold. Instead of black, however, the color of this text is R = 76, G = 86, B = 108. The size of the area behind the rounded rectangles is 320 pixels wide and 356 pixels high and its background fill color is R = 197, G = 204, B = 211.

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Accommodate the Built-in Form Interface

Under certain circumstances, Safari on iPhone provides to users some built-in conveniences, such as a keyboard, a navigation bar, and a form assistant. The fact that these user interface components are built in means you don't have to replicate them in your content, but it also means that you may need to take them into account when you design your layout. This is especially true for the layout of an iPhone web application's user interface.

An **HTML form** is a section of an HTML document that contains special elements that users interact with, such as buttons, checkboxes, and text fields. Users typically enter text, select menu items, or check checkboxes and then submit the form to a web server for processing. The following sections describe how to work with the user interface objects that Safari on iPhone displays for some of the controls in HTML forms.

Keyboards

When users tap an input element in a webpage form, Safari on iPhone automatically displays the keyboard and the form assistant in place of the button bar. The form assistant contains iPhone controls users tap to move among form controls and to dismiss the keyboard.

There are two ways you can handle the display of forms in your content. One way is to allow Safari on iPhone to automatically zoom in and center each form control in turn as the user taps it. The other way is to specify a form layout that fits the available area of the screen when the keyboard and form assistant are displayed.

The first method is suitable for webpages that don't look and behave like an iPhone web application. When you define a form in such a webpage, you can count on Safari on iPhone to automatically zoom in on and center an individual form control when the user taps it and simultaneously display a keyboard and the form assistant. When the user taps Next or Previous in the form assistant, Safari on iPhone automatically centers and displays the next or previous form control.

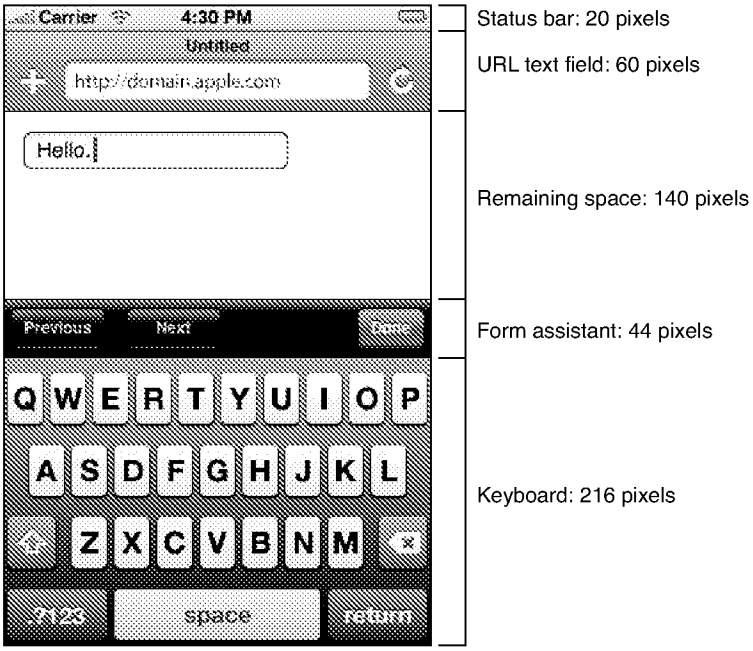
Note: If you choose to turn off user scaling, be aware that you also lose the automatic zoom on form controls. User scaling is one of the viewport properties you can set using the viewport metatag, introduced in "Lay Out Content for Safari on iPhone" (page 33).

The second method of handling forms in your content is suitable for an iPhone web application. As described in "Lay Out Content for Safari on iPhone" (page 33), you've already set the viewport width and height properties to ensure your content fits the screen precisely. In addition, you've turned off user-scaling so your application looks right in both portrait and landscape orientation. Then, if your application needs to display a form, you need to determine the screen size that's available when the keyboard and form assistant are visible, and lay out your content to fit.

When a keyboard and the form assistant are visible, Safari on iPhone displays your webpage in the area below the URL text field and above the keyboard and form assistant, as shown in Figure 4-12.

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Figure 4-12 Screen metrics when a keyboard is displayed in portrait orientation



When a keyboard and the form assistant are not displayed, there is an additional 216 pixels of vertical space available (in portrait orientation) for the display of your webpage (as shown in Figure 4-5 (page 34)).

In landscape orientation, two of the values differ: The keyboard height is 162 pixels, and the form assistant height is 32 pixels.

Note: In iPhone OS 1.1 and earlier, the keyboard height in landscape orientation is 180 pixels.

Notice that the keyboard in Figure 4-12 (page 41) displays a return button in the lower-right corner. The label of this button can change, depending on the type of the input control. For example, a search field causes the lower-right button to be labeled Search.

For information on available configuration options for forms and the keyboard, see Designing Forms.

The Pop-up Menu

When users tap a pop-up menu style selection control in a webpage or iPhone web application, Safari on iPhone displays a custom user interface control that differs from the corresponding control Safari displays on the desktop. In Safari on the desktop, a pop-up menu that contains a large number of items displays as it does in a Mac OS X application; that is, the menu opens to display all items, extending past the window boundaries, if necessary. Users can scroll through the list itself to see each item.

On the small iPhone screen, however, it's too difficult for users to scroll through an open menu without also scrolling the surrounding page. Therefore, Safari on iPhone automatically displays a unique style of list when users tap a pop-up menu control. Figure 4-13 shows the list Safari on iPhone displays when a user taps the Apple.com Worldwide pop-up menu on the Apple website.

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Figure 4-13 Safari on iPhone displays a scrolling list for pop-up menu style selection controls



Create Custom Form Controls

The WebKit engine that Safari on iPhone uses allows you to style your own form controls. Using CSS, you can create custom checkboxes, text fields, selection elements, and other form controls specifically for display on iPhone.

Although you can style form controls any way you want, you should focus on designing controls that are easy to use, attractive, and consistent both within your content and, as much as possible, with built-in iPhone controls. (For more information on the principles of ease of use and consistency, see "Principles and Guidelines for Creating Great iPhone Content" (page 21).) In particular, keep in mind the following:

- Create controls that are at least 29 pixels high and provide a target area that's 44 pixels high.

  Users tap controls with their fingers, so controls that are too small are frustrating and difficult to use. Following this recommendation for control size ensures that users can successfully tap a control without mistakenly tapping a nearby control.

- Design your controls to be consistent with each other.

  Different instances of the same type of control should not be greatly dissimilar in size and style unless you need to use the differences to communicate something to users. Users assume there is a reason for user interface elements to look different, so it's a good idea to work with this assumption and not against it. See "Consistency" (page 28) for more information about the principle of consistency.

- Style your controls to coordinate with the design of your user interface and enhance the message you present to users.

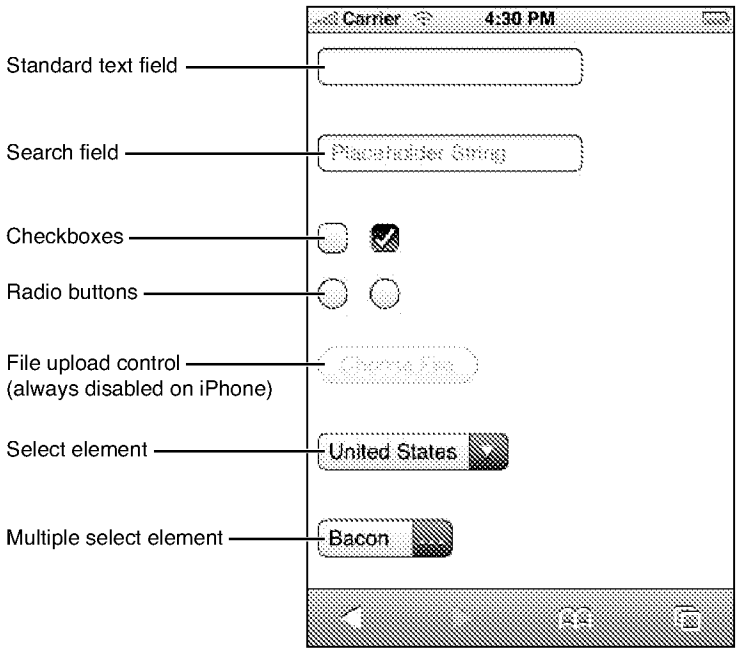
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A pleasing user interface design encourages users to return to your webpage or application. Knowing as much as possible about your user audience helps you design the best controls for your webpage's user interface. See "Design for Your Users" (page 17) for more information about defining your user audience.

Be Aware of Default Control Styles

As with Safari on the desktop, Safari on iPhone provides default styles for form controls in your webpage or iPhone web application. Whereas Safari on the desktop supplies Aqua controls by default, Safari on iPhone supplies default control styles that are specific to iPhone. Before you design custom form control styles, look at the default control styles you get automatically, shown in Figure 4-14:

Figure 4-14 Default control styles rendered by Safari on iPhone



The first five form control types shown in Figure 4-14 are produced by specifying different values for the `type` attribute of the `input` HTML tag (to learn more about the `input` tag, see *Safari HTML Reference*). Table 4-1 shows the value used for each type.

Table 4-1 Values to specify some default form control types

Control description	Value of `type` attribute
Standard text field	`text` Note that the standard text field is the default type of the `input` tag, so you do not have to specify `text` to get it.
Search field	`search`

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Control description	Value of `type` attribute
Checkbox	`checkbox`
Radio button	`radio`
File upload control Note that this control is always disabled on iPhone, because iPhone does not support file uploading.	`file`

Note: Safari on iPhone does not display the text "Placeholder String" in the search field control by default; it is added by specifying this text in the `placeholder` attribute.

The two selection controls shown in Figure 4-14 (page 43) are both created using the `select` HTML tag. To display a list of items from which users can choose only one at a time, use the `select` tag and supply a set of `option` elements that represent the items. By default, Safari on iPhone displays the closed state of this control in a style that resembles a closed pop-up menu on the desktop.

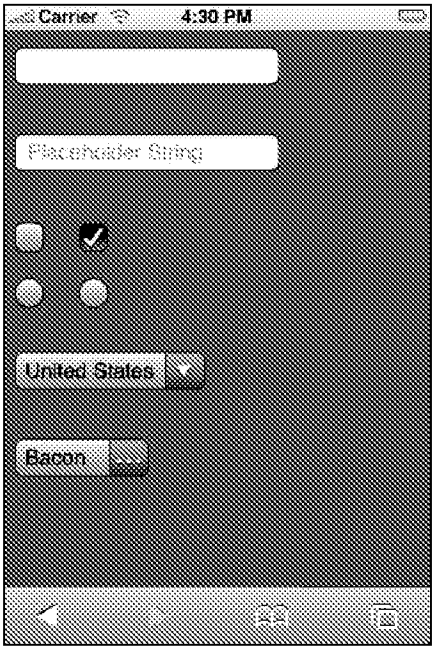
To display a list of items from which users can choose more than one at a time, use the `select` tag with the `multiple` attribute and supply a set of `option` elements that represent the items. By default, Safari on iPhone displays the closed state of this control in the same way it displays a closed single selection control, except that it displays an ellipsis character (…) in place of the downward triangle to indicate additional selections.

When users tap either the single or multiple selection control, Safari on iPhone reveals the list of items in a custom scrolling list, as shown in Figure 4-13 (page 42). See "The Pop-up Menu" (page 41) for more information on how users interact with this type of control.

Although the checkbox, radio button, and selection controls shown in Figure 4-14 (page 43) appear to have a white background, by default the background of these controls is translucent. As a result, the controls blend better with the background of your webpage. Using CSS properties, however, you can change this default translucency or set a specific background color. Figure 4-15 shows the translucency of the checkbox, radio button, and selection controls by placing them on a blue background.

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Figure 4-15 Checkboxes, radio buttons, and selection controls rendered by Safari on iPhone have a translucent background by default



Provide a Custom Navigation Solution

Navigation is a necessity in both webpages and iPhone web applications. The combination of the way users interact with iPhone and the size of the iPhone screen makes easy, accurate navigation essential.

In accordance with webpage design best practices and the principles of simplicity and focus (described in "Simplicity and Ease of Use" (page 21) and "Focus" (page 25)), you should avoid requiring users to move through too many pages to get to what they're interested in. Tapping too many times on iPhone is as annoying as clicking too many times in a desktop browser. It is also irritating if your webpage requires users to pan to a different location on the page to reveal the control that takes them to the next page.

Safari on iPhone, like Safari on the desktop, provides a back button (it's the left-pointing arrow on the left end of the button bar, as shown in Figure 4-5 (page 34)). When users tap this back button, Safari on iPhone opens the previously visited URL. Under certain circumstances, this behavior may present a problem. For example, if your webpage or iPhone web application preserves its own context and displays different pages with a single URL, users may assume that tapping the Safari on iPhone back button will return them to the previously viewed page, when in fact it returns them to the previously viewed website. This is an especially important problem for iPhone web applications to solve, because an iPhone web application strives to emphasize its similarities to built-in iPhone applications and to downplay the fact that it is a web application viewed in Safari on iPhone.

If you're developing an iPhone web application or if your webpage maintains its own context, you can address this issue by designing a custom control that helps users navigate your content, as described next.

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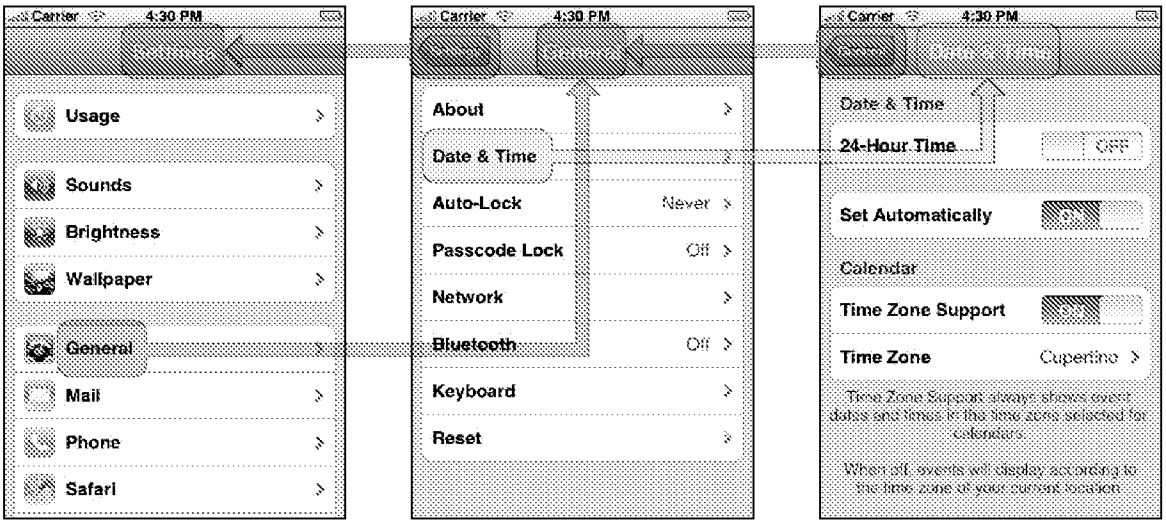
Important: This is *not* a recommendation to design another back button; providing redundant controls is a user interface design error.

To enable custom navigation, follow these steps:

- On each page, including the first page, clearly and succinctly title each link to a subsequent page. If possible, use a one-word title.
- Be sure the title of each subsequent page is identical to the title you used in the text that links to it.
- Add a custom navigational control to the upper-left corner of every page except the first page, and label it with the title of the page the user visited previously.

When users move from one page to another, they can easily return to the previous page because your custom navigational control always displays the title of the previous page. Figure 4-16 shows how this looks in a few pages of the built-in Settings application.

Figure 4-16 Providing a custom navigational control



Providing a custom navigational control encourages users to ignore the built-in button bar while they are in your application, decreasing the possibility that they will mistakenly tap the Safari on iPhone back button and strengthening the feeling that they are using a standalone application. The built-in iPhone applications use this method to good effect, which means that users are already accustomed to it.

Pay Attention to Text

For most webpages, the automatic zooming that Safari on iPhone performs in response to user gestures is sufficient to allow users to read the content with ease. For in-depth information on how Safari on iPhone zooms and centers content, see Creating Compatible Web Content. In addition, following web-design best practices, such as avoiding fonts, font colors, and font sizes that are difficult to read, and displaying text in a column format, is probably all you need to do to display clear, easily readable text in your webpage.

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Note: Even though Safari on iPhone supports a wide range of built-in fonts, it's best to use the most readable fonts, such as Helvetica, for most of the text you display. For example, you may have a good design reason to display a word or two in Zapfino, but using it for all the text on your webpage can make your content difficult to read.

If you're developing an iPhone web application, on the other hand, you might want to go a bit further to ensure your text is easy to read and helps focus the user's attention on your content. The following list presents guidelines that help you save space and make text more readable in your application:

- Use a 17-pixel to 22-pixel font.
- Use bold for emphasis, to delineate list items, or to show hierarchy or sort order (see Figure 4-10 (page 38) and Figure 4-11 (page 39) for examples).
- Make each label as succinct as possible, begin it with a capital letter, and do not follow it with a colon.
- Left align text, especially in a list layout.
- Consider avoiding the underlined style for displaying links, because it can make the text appear crowded.

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Glossary

AJAX (Asynchronous JavaScript and XML) A cross-platform web development technique used to create interactive web applications. Typically, AJAX is understood to comprise the use of some combination of HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), the DOM (Document Object Model), XML (Extensible Markup Language), JavaScript, and the `XMLHttpRequest` object.

button bar A built-in iPhone user interface component. The button bar extends across the bottom of the screen in Safari on iPhone and some built-in applications. It provides buttons that act on the currently displayed iPhone feature or application.

compatible with Safari on iPhone A webpage that is W3C (World Wide Web Consortium)–compliant and in which all elements display and operate as designed, with the exception of any elements that rely on unsupported technologies, such as plug-ins, Flash, or Java.

CSS (Cascading Style Sheets) A style sheet language used to define the visual presentation of a document written in a markup language, such as HTML (Hypertext Markup Language).

DOM (Document Object Model) A platform-independent interface, typically implemented in JavaScript, that provides a structured set of objects that correspond to a document's elements. Developers can take advantage of the DOM to dynamically access and change the content, structure, and style of a document written in a markup language, such as HTML (Hypertext Markup Language) or XML (Extensible Markup Language).

double tap A user gesture used to zoom in or out on web content. A double tap consists of two quick taps. Safari on iPhone interprets a double tap as targeting iPhone itself, not the web content. Compare tap.

drag A user gesture used to scroll or pan. To drag, users place a finger on the iPhone screen and move it in the desired direction without lifting it from the screen.

flick A user gesture used to scroll or pan quickly. To flick, users place a finger on the iPhone screen and quickly swipe it in the desired direction.

form assistant A Safari on iPhone user interface component displayed when users fill out web forms. The form assistant contains buttons that users tap to move among form controls and to dismiss the keyboard.

HTML (Hypertext Markup Language) The standard scripting language used to create web content.

iPhone web application A W3C (World Wide Web Consortium)–compliant webpage or web application that provides a focused solution to users and contains no elements that rely on unsupported technologies, such as plug-ins, Flash, or Java. An iPhone web application emulates the look and behavior of the built-in iPhone applications and minimizes the user's awareness of the browser experience.

JavaScript A scripting language used in web content development, primarily to create functions that can be embedded in or included from HTML (Hypertext Markup Language) documents and that interact with the DOM (Document Object Model).

optimized for Safari on iPhone A W3C (World Wide Web Consortium)–compliant webpage that displays and operates as designed, correctly scales content for the iPhone screen, and contains no elements that rely on unsupported technologies, such as plug-ins, Flash, or Java.

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pan To move content displayed on iPhone from side to side (horizontally) with the drag gesture. Compare scroll.

pinch close A two-finger user gesture used to zoom out. To pinch close, users place the thumb and a finger (or two fingers) a little distance apart on the iPhone screen and move them toward each other without lifting them from the screen. Compare pinch open.

pinch open A two-finger user gesture used to zoom in. To pinch open, users place the thumb and a finger (or two fingers) close together on the iPhone screen and move them apart without lifting them from the screen. Compare pinch close.

Safari on iPhone A unique implementation of Safari that is native to iPhone. Safari on iPhone interprets user gestures, scales web content to fit the iPhone screen, and contains built-in features that support PDF viewing, video playback, and linking to iPhone features, such as phone, Mail, and Maps.

Safari on the desktop The version of Safari that runs on the computer desktop.

scroll To move content displayed on iPhone up and down (vertically) with the drag gesture. Compare pan.

single tap See tap.

status bar A built-in iPhone user interface component. The status bar displays information about iPhone, such as battery charge, network status, lock status, and time. The status bar is always visible.

tap A user gesture used to select a control or element, analogous to a single click in a desktop application. To tap, users make a quick up-and-down motion with a finger, lightly striking the screen. Safari on iPhone interprets a tap as targeting the web content, not iPhone itself. Compare double tap.

touch and hold A user gesture used to display an enhanced view or additional information, such as the address of a link, or to perform specific actions in built-in iPhone applications and features. To touch and hold, users touch the iPhone screen, leaving their finger motionless until the information is displayed or the action occurs.

two-finger scroll A user gesture used to scroll content in an element with overflow capability or a scrollable inline frame element. A two-finger scroll is a drag performed with two fingers moving together in the same direction.

viewport The rectangular area that determines how content is laid out and where text wraps on the webpage when viewed on iPhone.

visible area The area of the iPhone screen that is available for the display of web content.

W3C (World Wide Web Consortium) An international consortium in which member organizations, staff, and the public participate to develop web standards and protocols. See www.w3.org.

WebKit (1) An open source source web browser engine. (2) A Mac OS X application framework that provides classes to display web content, and that simplifies webpage loading and the display of content that contains various MIME types.

XML (Extensible Markup Language) A markup language used to represent structured information in a standard way.

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Document Revision History

This table describes the changes to *iPhone Human Interface Guidelines for Web Applications*.

Date	Notes
2009-01-06	Made minor corrections.
2008-09-09	Describes how to design the user interface of an iPhone web application.

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Document Revision History

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iPhone
User's Guide

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Activating and Setting Up iPhone 1

What You Need

To use iPhone, you need:

- A new two-year wireless service plan with AT&T
- A Mac or a PC with a USB 2.0 port and one of the following operating systems:
  - Mac OS X version 10.4.10 or later
  - Windows XP Home or Professional with Service Pack 2 or later
  - Windows Vista Home Premium, Business, Enterprise, or Ultimate edition
- iTunes 7.3 or later, available at www.itunes.com
- An iTunes Store account
- An Internet connection

You must be at least 18 years old to open a new AT&T wireless account. You will need a major credit card to open a new iTunes Store account.

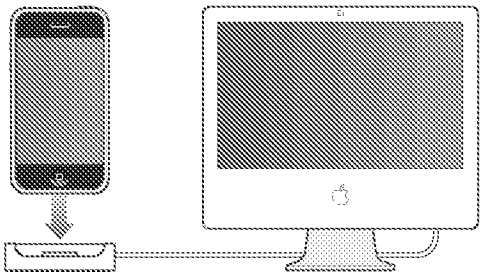
Activating iPhone

Before you can use any of iPhone's features, you must activate iPhone by signing up for an AT&T service plan and registering iPhone with the network. If you already have an AT&T (Cingular) wireless account, you can choose to upgrade your account to work with iPhone, or you can keep using your old phone and add a new line for iPhone. (Some accounts may not be upgradable.) You can transfer your current phone number to iPhone, or get a new one.

For more information about iPhone, including videos about how to activate and use iPhone, go to:
www.apple.com/iphone

To activate iPhone:

1. Download and install iTunes 7.3 (or later) from www.itunes.com.
2. Connect iPhone to a USB 2.0 port on your Mac or PC using the dock and cable that came with iPhone. (Don't connect iPhone to the USB port on your keyboard—it does not have enough power.) iTunes opens automatically.



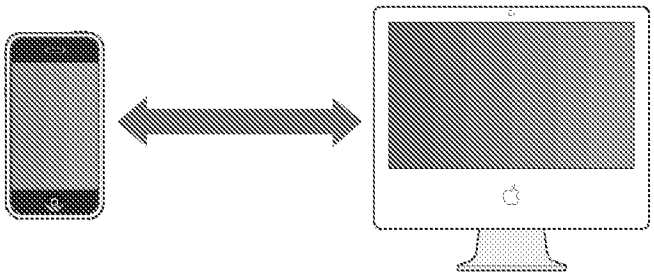
3. Follow the onscreen instructions in iTunes to activate iPhone and sync iPhone with your contacts, calendars, email accounts, and bookmarks on your computer.

   A single checkmark in "Set Up Your iPhone" syncs all these items automatically. Or you can use iTunes to customize the information you sync, and to sync your music, photos, podcasts, TV shows, and movies to iPhone. See the following section.

   Important: AT&T will send you a welcome text message a few minutes after activation is complete, letting you know that you can receive calls. If you are migrating your current phone number to iPhone, activation is usually completed in less than 20 minutes, but it may take several hours depending on your previous carrier.

Syncing iPhone with Your Computer

When you connect iPhone to your computer, iTunes syncs iPhone with the information and media on your computer, according to your iPhone settings in iTunes. By default, iTunes does this automatically.



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You can set iTunes to sync any or all of the following:

- Contacts—names, phone numbers, addresses, email addresses, and so on
- Calendars—appointments and events
- Email account settings
- Webpage bookmarks
- Music and audiobooks
- Movies
- TV shows
- Podcasts
- Photos

Because music, movies, TV shows, podcasts, and photos are managed on your computer, these items are synced one-way, from your computer to iPhone. Email account settings also are only synced from your computer to iPhone. This allows you to customize your email account on iPhone without affecting the email account settings on your computer. Contacts and calendars are synced both ways between your computer and iPhone. New entries or changes you make on iPhone get synced to your computer, and vice versa.

If you like, you can set iPhone to sync with only a portion of what's on your computer. For example, you might want to sync only a group of contacts from your address book, or only unwatched movies. You can adjust sync settings whenever iPhone is connected to your computer.

Important: You can connect and sync only with one iPhone at a time. If you're using a PC, you should be logged in to your own user account on the computer before connecting iPhone. If you connect more than one iPhone to the same user account, use the same sync settings for each.

Setting Up Syncing

You use iTunes on your computer to set up which items are synced with iPhone.



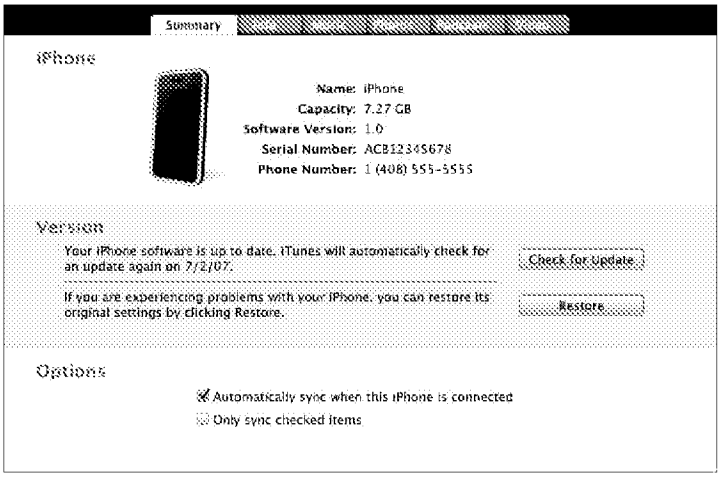
Set up syncing

1. Connect iPhone to your computer, and open iTunes (if it doesn't open automatically).
2. Select iPhone in the iTunes Source pane.
3. Configure the sync settings in each of the panes.
4. Click Apply in the lower-right corner of the screen.

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The following sections provide an overview of each of the iPhone configuration panes in iTunes. For more information, see iTunes Help (in iTunes, choose Help > iTunes Help).



Summary Pane

Select "Automatically sync when this iPhone is connected" to have iTunes sync iPhone automatically whenever you connect iPhone to your computer. Deselect this option if you want to sync only by clicking the Sync button in iTunes. For more information about preventing automatic syncing, see page 9.

Select "Only sync checked items" if you want to sync only checked items in your iTunes library.

Info Pane

The Info pane lets you configure the sync settings for your contacts, calendars, email accounts, and web browser.

Contacts

You can sync contacts from Mac OS X Address Book and Yahoo! Address Book on a Mac, or from Yahoo! Address Book, Windows Address Book (Outlook Express), or Microsoft Outlook on a PC. On a Mac, any other address books you've set to sync with Address Book, such as Microsoft Entourage, will also be synced with iPhone. If you sync with Yahoo! Address Book, you only need to click Configure when you change your Yahoo! ID or password after you've set up syncing. Click Configure and enter your new login information.

Note: Syncing won't delete any contact in Yahoo! Address Book that contains a Messenger ID, even if you've deleted the contact from your address book on iPhone or your computer. To delete a contact with a Messenger ID, log in to your online Yahoo! account and delete the contact using Yahoo! Address Book.

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Calendars

You can sync calendars from iCal on a Mac, or from Microsoft Outlook on a PC. On a Mac, when you sync iCal calendars with iPhone, any other calendars you've set to sync with iCal, such as your events and tasks in Microsoft Entourage, will also be synced with iPhone.

Mail Accounts

You can sync email account settings from Mail on a Mac, or Microsoft Outlook or Outlook Express on a PC. Account settings are only transferred from your computer to iPhone. Changes you make to an email account on iPhone do not affect the account on your computer.

Note: The password for your Yahoo! email account is not saved on your computer. So if you sync a Yahoo! email account, you must enter the password on iPhone. From the Home screen choose Settings > Mail, choose your Yahoo! account, then enter your password in the password field.

Web Browser

You can sync bookmarks from Safari on a Mac, or Safari or Microsoft Internet Explorer on a PC.

Advanced

These options let you replace the information on iPhone with the information on your computer during the next sync.

Music, Podcasts, and Video Panes

Use these panes to specify the media you want to sync. You can sync all music, podcasts, and videos, or select the playlists and specific podcasts and videos you want on iPhone. Audiobooks and music videos are synced along with music.

Photos Pane

You can sync iPhone with photos in iPhoto 4.0.3 or later on a Mac, or with Adobe Photoshop Album 2.0 or later or Adobe Photoshop Elements 3.0 or later on a PC. Or you can sync with any folder on your computer that contains images.

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Preventing iPhone from Syncing Automatically

You may want to prevent iPhone from syncing automatically if you prefer to add items to iPhone manually or when you connect iPhone to some other computer than the main computer you sync iPhone with.

Set iTunes not to sync automatically when you connect iPhone

- Connect iPhone to your computer and in iTunes click the Summary tab. Then deselect "Automatically sync when this iPhone is connected." This also prevents iTunes from opening automatically when you connect iPhone. You can still start a sync manually.

Set iTunes to prevent automatic syncing for all iPhones

- In iTunes choose iTunes > Preferences (on a Mac) or Edit > Preferences (on a PC), then deselect "Disable automatic syncing for all iPhones."

  If this checkbox is selected, iPhone won't sync automatically, even if "Automatically sync" is selected in the Summary pane.

Prevent iPhone from syncing automatically one time, without changing any settings

- Open iTunes. Then as you connect iPhone to your computer, press and hold Command-Option (if you're using a Mac) or Shift-Control (if you're using a PC) until you see iPhone in the iTunes Source pane.

Start a sync manually

- Click the Summary tab, then click Sync in the lower-right corner of the window. Or, if you've changed any sync settings, click Apply.

Disconnecting iPhone from Your Computer

Unless iPhone is syncing with your computer, you can disconnect iPhone from your computer at any time.

When iPhone is syncing with your computer, iPhone shows "Sync in progress." If you disconnect iPhone before it's done syncing, some data may not have been transferred. When iPhone is done syncing, iTunes shows "iPhone sync is complete."

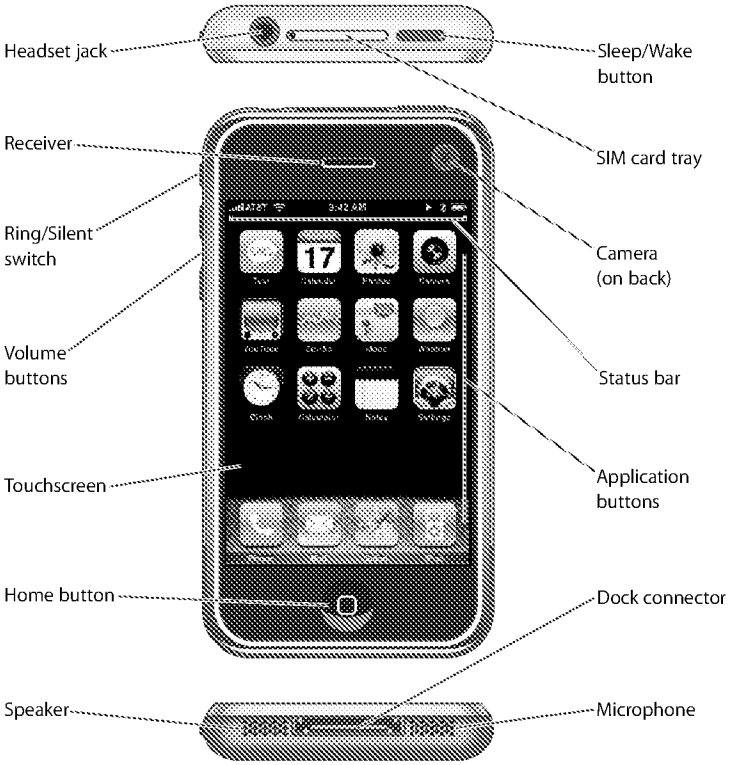
To cancel a sync so you can disconnect iPhone, drag the slider on iPhone. If you get a call during a sync, the sync is canceled automatically and you can unplug iPhone to answer the call. Connect iPhone after the call to finish syncing.

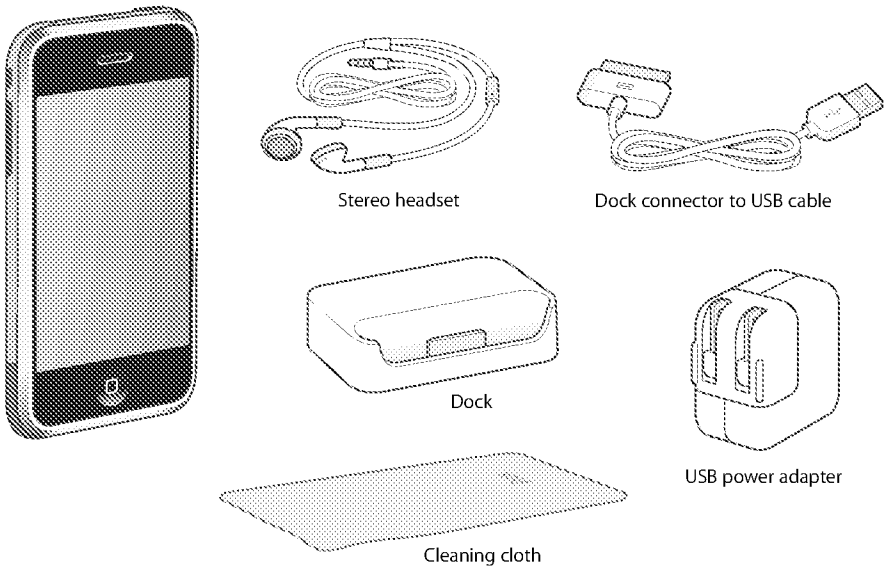
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Basics

2

iPhone at a Glance





Item	What you can do with it
Stereo headset	Listen to music, videos, and phone calls. Use the built-in microphone to talk. Click the mic button to answer or end a call. When listening to iPod, click the button once to play or pause a song, or click twice quickly to skip to the next track.
Dock	Connect the dock to your computer or to the power adapter using the included cable, then set iPhone in the dock so it stands upright as it charges or syncs. Connect external speakers to the line out port on the back of the dock using an audio cable that has a standard 3.5 millimeter stereo miniplug.
Dock connector to USB cable	Use the cable to connect iPhone to your computer to sync and charge, or to the power adapter to charge. The cable can be used with the dock or plugged directly into iPhone.
USB power adapter	Connect the power adapter to iPhone using the included cable, then plug it into a standard power outlet to charge iPhone.
Cleaning cloth	Wipe the iPhone screen.

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iPhone Applications

Press the Home ▢ button at any time to see the iPhone applications. Tap any application button to get started:

 Phone	Make calls, with quick access to recent callers, favorites, and all your contacts. Visual voicemail presents a list of your voicemail messages. Just tap to listen to any message you want, in any order you want.
 Mail	Send and receive email using your existing email accounts. iPhone works with the most popular email systems—including Yahoo! Mail, Gmail, AOL, and .Mac Mail—as well as most industry-standard POP3 and IMAP email systems.
 Safari	Browse any website over the EDGE data network or over Wi-Fi. Rotate iPhone sideways for widescreen viewing. Double-tap to zoom in or out—Safari automatically fits sections to the iPhone screen for easy reading.
 iPod	Listen to your songs, audiobooks, and podcasts. Watch TV shows, movies, and video podcasts in widescreen.
 Text	Send and receive SMS text messages with anyone who has an SMS-capable phone. Conversations are saved in an iChat-like presentation, so you can see a history of messages you've sent to and received from each person.
 Calendar	View your iCal, Microsoft Entourage, or Microsoft Outlook calendar synced from your computer. Enter events on iPhone and they get synced back to your computer. Set alerts to remind you of events, appointments, and deadlines.
 Photos	View photos transferred from your computer or taken with iPhone. View them in portrait or landscape mode. Zoom in on any photo for a closer look. Watch a slideshow. Email photos, assign them to contacts, and use them as wallpaper.
 Camera	Take clear, crisp photos at two megapixels and view them on iPhone, email them, or upload them to your computer. Take a friend's picture and set iPhone to display it when that person calls you.
 YouTube	Play videos from YouTube's online collection. Search for any video, or browse featured, most viewed, most recently updated, and top-rated videos.
 Stocks	Watch your favorite stocks, updated automatically from the Internet.
 Maps	See a street map or a photographic satellite view of locations around the world. Zoom in for a closer look. Get detailed directions and see current traffic conditions. Find businesses in the area and call with a single tap.

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 Weather	Get current weather conditions and a six-day forecast. Store your favorite cities for a quick weather report anytime.
 Clock	View the time in cities around the world—create clocks for your favorites. Set one or more alarms. Time yourself using the stopwatch, or set a countdown timer.
 Calculator	Add, subtract, multiply, and divide.
 Notes	Jot notes on the go—reminders, grocery lists, brilliant ideas. Send them in email.
 Settings	Adjust all iPhone settings in one convenient place. Set your ringtone, wallpaper, screen brightness, and settings for network, phone, mail, web, music, video, photos, and more. Set auto-lock and a passcode for security.

Status Icons

The icons in the status bar at the top of the screen give information about iPhone:

Status icon		What it means
	**Cell signal**	Shows whether you're in range of the cell network and can make and receive calls. The more bars, the stronger the signal. If there's no signal, the bars are replaced with "No service."
	**Airplane Mode**	Shows that airplane mode is on—you cannot use the phone, access the Internet, or use Bluetooth® devices. Non-wireless features are available. See page 94.
	**Wi-Fi**	Shows that iPhone is connected to the Internet over a Wi-Fi network. The more bars, the stronger the connection. See page 21.
	**EDGE**	Shows that AT&T's EDGE network is available, and iPhone can connect to the Internet over EDGE. See page 21.
	**Lock**	Shows that iPhone is locked. See page 14.
	**Play**	Shows that a song is playing. See page 60.
	**Alarm**	Shows that an alarm is set. See page 89.
	Bluetooth	*Blue or white icon:* Bluetooth is on and a device, such as a headset or car kit, is connected. *Gray icon:* Bluetooth is on, but no device is connected. *No icon:* Bluetooth is turned off. See page 37.
	Battery	Shows battery level or charging status. See page 22.

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iPhone Buttons and Touchscreen

A few simple buttons and a high-resolution touchscreen make it easy to learn and use iPhone.

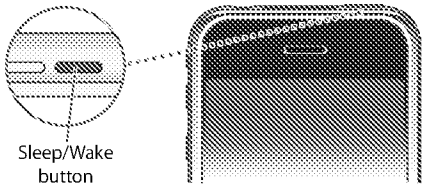
WARNING: For important information about driving safety, see page 103.

Locking iPhone and Turning It On or Off

When you're not using iPhone but you still want to receive calls and text messages, you can lock it.

When iPhone is locked, nothing happens if you touch the screen. You can still listen to music and adjust the volume, and use the button on the included stereo headset to play or pause a song, or answer or end a call.

By default, if you don't touch the screen for a minute, iPhone locks automatically.



To	Do this
Lock iPhone	Press the Sleep/Wake button.
Unlock iPhone	Press the Home ▢ button or the Sleep/Wake button, then drag the slider.
Turn iPhone completely off	Press and hold the Sleep/Wake button for a few seconds until the red slider appears, then drag the slider. When iPhone is off, incoming calls go straight to voicemail.
Turn iPhone on	Press and hold the Sleep/Wake button until the Apple logo appears.

For information about setting iPhone to require a passcode to unlock it, see "Passcode Lock" on page 98.

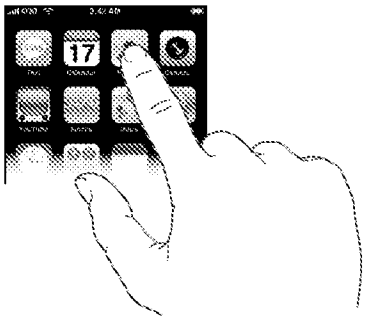
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Exhibit P to Claim Chart Regarding Infringement of U.S. Patent 7,441,196 by Apple

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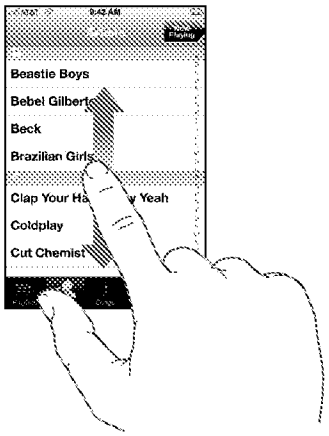
Using the Touchscreen

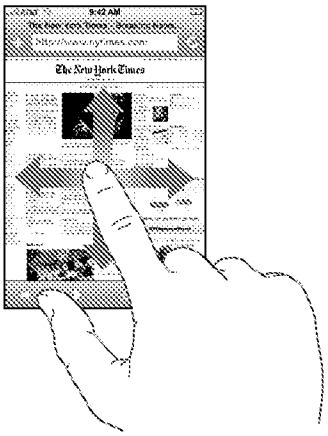
The controls on the iPhone touchscreen change dynamically to suit the task at hand.

- Tap any application to open it.



- Press the Home ▢ button below the display at any time to return to the Home screen and see all the applications.
- Flick or drag up or down to scroll. On some screens such as webpages, you can also scroll side to side.

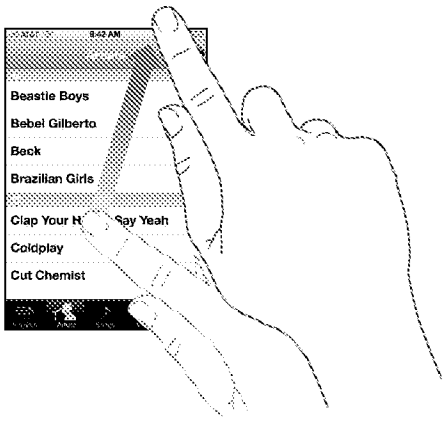




Flicking or dragging your finger to scroll won't choose or activate anything on the screen.

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- Flick to scroll quickly.

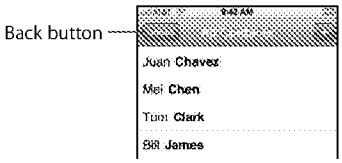


You can wait for the scrolling to come to a stop, or tap or touch anywhere on the screen to stop it immediately. Tapping or touching to stop scrolling doesn't choose or activate anything on the screen.

- Some lists have an index along the right side. Tap a letter to jump to items starting with that letter. Drag your finger along the index to quickly scroll through the list.

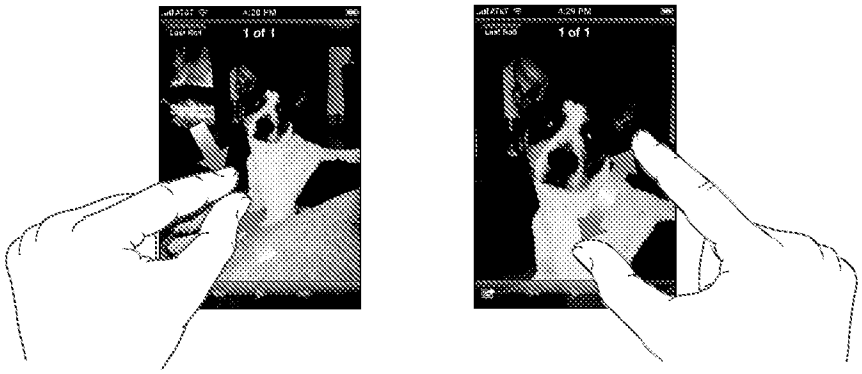


- Tap an item in the list to choose it. Depending on the list, tapping an item can do different things—for example, it may open a new list, play a song, open an email, or show someone's contact information so you can call that person.
- The back button in the upper-left corner shows the name of the previous list. Tap it to go back.



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- When viewing photos, web pages, email, or maps, you can zoom in and out. You can double-tap (tap quickly twice) to zoom in, then double-tap again to zoom out. Or just pinch to zoom in or out.

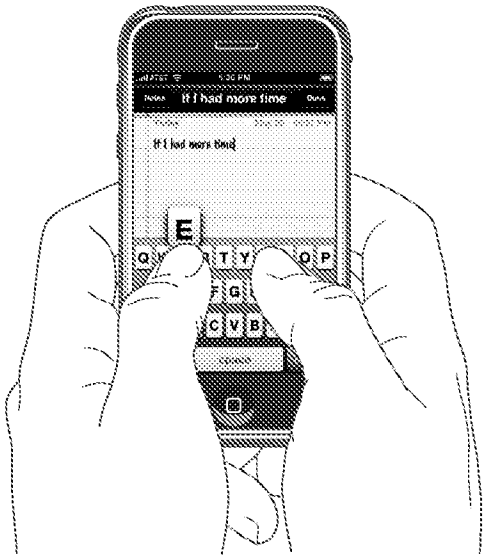


Entering Text

You can use the onscreen keyboard to enter text messages, contact information, notes, and more. The intelligent keyboard on iPhone automatically suggests corrections as you type, to help prevent mistyped words. Start by typing with just your index finger. As you get more proficient, you can type more quickly by using two thumbs.

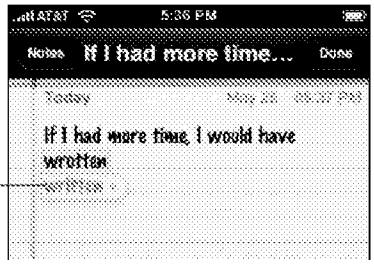
1. Tap a text field, such as in a note or new contact, to bring up the keyboard.
2. Tap keys on the keyboard.

   As you type, each letter appears above your thumb or finger. If you touch the wrong key, you can slide your finger to the correct key while maintaining contact with the screen. The letter is not entered until you release your finger from the key.



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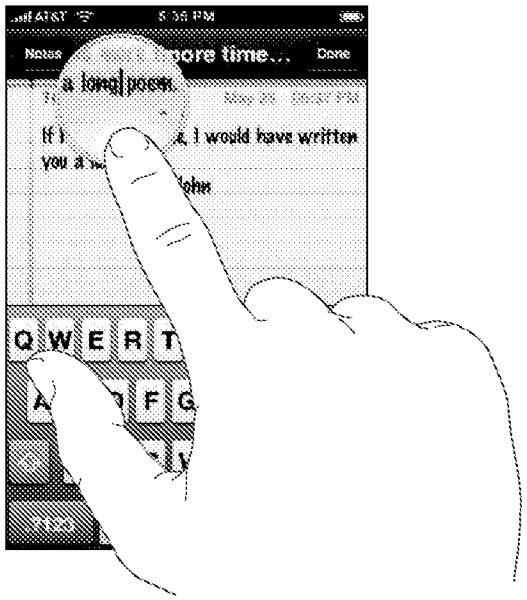
Suggested corrections appear just above or below the word you're typing.



- *To use the suggested correction,* type a space, punctuation mark, or return character.
- *To reject the correction,* finish typing the word as you want it, then tap the word before continuing to type anything else. (The second time you type the same word and reject the correction this way, iPhone adds the word to its dictionary.)

To	Do this
Type uppercase	Tap the Shift ⇧ key before tapping a letter.
Turn caps lock on	Enable Caps Lock (see page 99), then double-tap the Shift ⇧ key. The Shift key turns blue, and all letters you type are uppercase. Tap the Shift key again to turn caps lock off.
Shows numbers, punctuation, or symbols	Tap the Number .?123 key. Tap the Symbol #+= key to see additional punctuation and symbols.

3 To edit text, touch and hold to see a magnified view, then position the cursor.



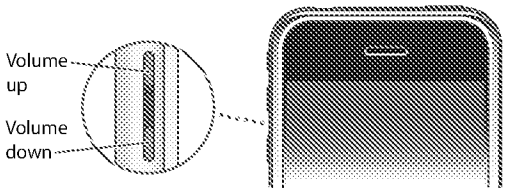
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You can use this magnified view whenever you're typing text. For example, you can use it when composing email, or when typing in a text field while surfing the web.

Adjusting the Volume

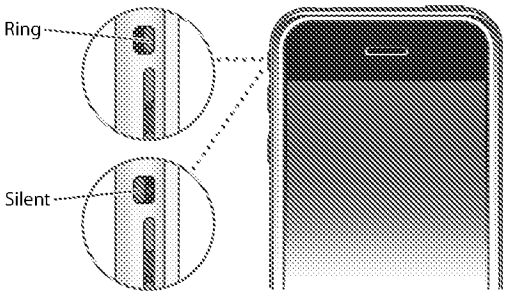
When you're on the phone or listening to songs, movies, or other media, the buttons on the side of iPhone adjust the audio volume. Otherwise, the buttons control the volume for the ringer, alerts, and other sound effects.

- To adjust the volume, use the buttons on the side of iPhone.



WARNING: For important information about avoiding hearing loss, see page 102.

- Flip the Ring/Silent switch to change between ring and silent modes.



When set to ring mode, iPhone plays all sounds. When set to silent mode, iPhone doesn't ring or sound any alerts or sound effects (alarms set using Clock do sound). By default, when you get a call, iPhone vibrates whether it's set to ring or silent mode. If iPhone is set to ring mode, you can silence a call by pressing the Sleep/Wake button or one of the volume buttons once. Press a second time to send the call to voicemail.

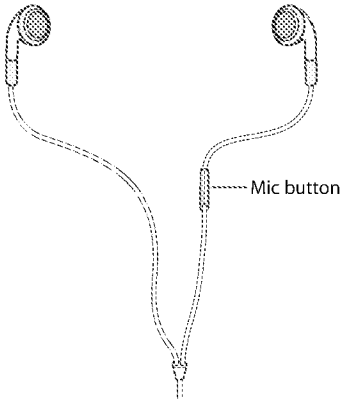
For information about changing sound and vibrate settings, see page 96.

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Using the Stereo Headset

The headset included with iPhone features a microphone and an integrated button that allows you to answer and end calls easily, and control audio and video playback.

Plug in the headset to listen to music or a phone call. Callers hear you through the headset microphone. Click the mic button to control music playback and answer or end calls, even when iPhone is locked.



To	Do this
Pause a song or video	Click the mic button once. Click again to resume playback.
Skip to the next song	Click twice quickly.
Answer an incoming call	Click once.
End the current call	Click once.
Decline an incoming call	Press and hold for about two seconds, then let go. When you let go, two low beeps confirm you declined the call.
Switch to an incoming or on-hold call and put the current call on hold	Click once. Click again to switch back to the first call.
Switch to an incoming or on-hold call and end the current call	Press and hold for about two seconds, then let go. When you let go, two low beeps confirm you ended the first call.

If you get a call while the headset is plugged in, you can hear the ringtone through both the iPhone speaker and the headset.

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Connecting to the Internet

iPhone connects to the Internet automatically whenever you use Mail, Safari, YouTube, Stocks, Maps, or Weather. iPhone does the following, in order, until connected:

- Connects over the last Wi-Fi network you used that's available.
- If no previously used Wi-Fi networks are available, iPhone shows a list of Wi-Fi networks in range. Tap a network and, if necessary, enter the password to join. Networks that require a password show a lock next to them.
- If no Wi-Fi networks are available or you choose not to join any, iPhone connects to the Internet over EDGE.

If no Wi-Fi networks are available and EDGE is not available, iPhone cannot connect to the Internet. Turning on airplane mode disables both Wi-Fi and EDGE.

Note: Because iPhone uses EDGE for the phone, you cannot use the Internet over EDGE when you're on a call. To talk on the phone and use Internet applications at the same time, connect over a Wi-Fi network.

Wi-Fi

iPhone can join AirPort and other Wi-Fi networks at home, at work, or at Wi-Fi hot spots around the world.

When iPhone is connected to a Wi-Fi network, the Wi-Fi icon in the status bar at the top of the screen shows connection strength. The more bars you see, the stronger the connection.

- To see all the Wi-Fi networks in range, from the Home screen choose Settings > Wi-Fi. Tap a network to join it.

Many Wi-Fi networks can be used free of charge, and some require a fee. To join a Wi-Fi network at a hot spot where charges apply, in most cases you can open Safari to see a webpage that allows you to sign up for service.

For information about configuring Wi-Fi settings, see "Wi-Fi" on page 94.

EDGE

EDGE allows Internet connectivity over the cellular network, available through AT&T's wireless service. Check AT&T's network coverage in your area for availability.

You can tell iPhone is connected to the Internet over EDGE if you see E in the status bar at the top of the screen.

If you're outside AT&T's network, you may be able to use EDGE from another carrier. Roaming charges may apply.

Note: While iPhone is actively transferring data over EDGE—downloading a webpage, for example—you may not be able to receive calls. Incoming calls may go to voicemail.

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Using iPhone on an Airplane

Airplane mode disables the wireless features of iPhone to avoid interfering with aircraft operation and other electrical equipment.

- From the Home screen choose Settings, then turn airplane mode on.

When you turn on airplane mode, appears in the status bar at the top of the screen. No cell phone, radio, Wi-Fi, or Bluetooth signals are emitted from iPhone. You cannot:

- Make phone calls
- Send or receive email
- Browse the Internet
- Send or receive text messages
- Stream YouTube videos
- Get stock quotes
- Get maps locations
- Get weather reports

If allowed by the aircraft operator and applicable laws and regulations, you can continue to use iPhone to:

- Listen to music and watch video
- Listen to visual voicemail
- Check your calendar
- Take or view pictures
- Hear alarms
- Use the stopwatch or timer
- Use the calculator
- Take notes
- Read text messages and email messages stored on iPhone

Charging the Battery

iPhone has an internal rechargeable battery.

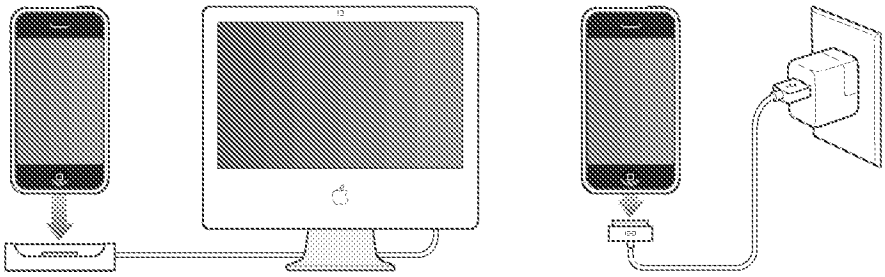
Charge the battery

- Connect iPhone to a power outlet using the included cable and power adapter.

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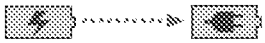
Charge the battery and sync iPhone

- Connect iPhone to your computer (not your keyboard) using the included cable and dock.



Note: If iPhone is connected to a computer that's turned off or is in sleep or standby mode, the iPhone battery may drain.

An icon in the upper-right corner of the screen shows battery charging status.



Charging Charged

If you charge the battery while syncing or using iPhone, it may take longer to charge.

Important: If iPhone is very low on power, it shows a message saying "Please Connect to Power" or "Charging... Please Wait" and needs to charge for up to ten minutes before you can use it. If iPhone is extremely low on power, the display may be blank for up to two minutes before showing the low-power message.

Rechargeable batteries have a limited number of charge cycles and may eventually need to be replaced. The iPhone battery is not user replaceable; it can only be replaced by an authorized service provider. For more information, go to: www.apple.com/batteries

WARNING: For important safety information about charging iPhone, see page 102.

Cleaning iPhone

Use the cloth that came with iPhone to gently wipe the glass screen and the case.

You can also use a soft, slightly damp, lint-free cloth. Unplug and turn off iPhone (press and hold the Sleep/Wake button, then drag the onscreen red slider). Avoid getting moisture in openings. Don't use window cleaners, household cleaners, aerosol sprays, solvents, alcohol, ammonia, or abrasives to clean iPhone.

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Phone

3

Tap Phone to make calls, view and add contacts, and check voicemail.



Making a call on iPhone is as simple as tapping a name or number in your contacts list or tapping someone in your favorites list. Or tap the name of a recent caller to return the call. Your contacts are automatically synced with the address book on your computer each time you connect iPhone.

Visual voicemail displays a list of your voicemail messages so you can listen to them in whatever order you chose. Or tap to get more information, such as the time and duration of the call.

Calling and Answering

The cell signal indicator at the top of the screen shows whether you're in range of the cell network and can make and receive calls. The more bars, the stronger the signal.

WARNING: For important information about driving safety, see page 103.

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Making a Call

Making a call is easy—simply tap an entry in your list of contacts, favorites, or recent calls on iPhone. Or you can make a call the "old-fashioned" way, by entering a number on the keypad.

Call someone in your contacts list

- Tap Contacts and choose a contact, then tap the phone number you want to call.

Call someone in your favorites list

- Tap Favorites and choose a contact.

For information about adding people to your favorites list, see page 34.

Call someone you've recently called or who has recently called you

- Tap Recents and choose a person or number. Calls you've missed are shown in red. Tap Missed to see only missed calls.

You can also tap Keypad and then tap Call, to bring up the number of the last person you called.

Dial a call

- Tap Keypad and enter the number, then tap Call. Tap ⌫ if you make a mistake.

While You're On a Call

When you're on a call, the screen shows call options.

Call options



To	Do this
Mute the microphone	Tap Mute. The caller can't hear you, but you can still hear the caller. Tap Mute again for the caller to hear you.
Use the keypad to enter information	Tap Keypad. You can use the keypad to enter information requested by automated voice systems, such as when calling airlines reservations. Tap Hide Keypad to see call options again.

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To	Do this
Use the speakerphone, so you can talk and listen hands-free	Tap Speaker anytime you're on a call.
Make a conference call	Tap Add Call. For information about conference calling, see page 28.
Put a call on hold	Tap Hold. The caller can't hear you and you can't hear the caller. Tap Hold again to talk again.
Use iPhone applications while you're on a call	While on a call, press the Home button to go to the Home screen and use other applications. Or tap Contacts to browse contacts. So for example, you can check your calendar or takes notes while on a call. If you're connected to Wi-Fi, you can also browse the web and use other Internet applications such as Maps—to find the location of a restaurant, perhaps. To return to the call screen from another application, tap the green bar at the top of the screen.
End a call	Tap End Call. If you're listening through the included stereo headset, you can also click the mic button to end a call.

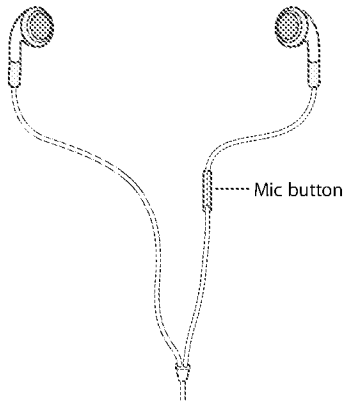
Answering a Call

When someone calls you, iPhone rings and displays the caller's information.

Answer a call

When you receive a call, do one of the following:

- Tap Answer. Or, if iPhone is locked, drag the slider.
- If you're listening through the stereo headset, you can click the mic button to answer.



Appendix B to EMG's P.R. 3-1 Disclosure of Asserted Claims and Infringement Contentions
Exhibit P to Claim Chart Regarding Infringement of U.S. Patent 7,441,196 by Apple

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Silencing or Declining a Call

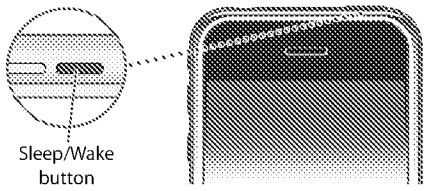
When a call comes in, you may not want to answer it, or you may need to stop iPhone from ringing or vibrating. You can silence or decline an incoming call. When you silence a call, you still have a chance to answer it, until the call goes to voicemail. When you decline a call, the call is silenced and sent directly to voicemail.

Silence a call

- Press the Sleep/Wake button once, or either of the volume buttons.

Decline a call

- Do one of the following:
  - Press the Sleep/Wake button twice quickly.



  - Press and hold the mic button on the headset for about two seconds, then let go. When you let go, two low beeps confirm that the call was declined.
  - Tap Decline. Decline appears only when you're using iPhone.

Checking Recent and Missed Calls

iPhone keeps a list of the most recent calls you made or received.

See a list of recently made, received, and missed calls

- Tap Recents.

Missed calls appear in red. To list only your missed calls, tap Missed.

Tap the ⓘ next to an entry to see more information about the call, such as whether the call was incoming or outgoing. If the call was to or from someone in your contacts, all of the contact information is shown and the phone number used for the call appears in blue. A star indicates that the number is also in your favorites list.

Making or Answering a Second Call During a Call

You can make or receive another call while you're already on the phone. If you receive a second call, iPhone beeps and shows the caller's information and a list of options.

Put a caller on hold and make a second call

- Tap Add Call and make a second call.

Respond to an incoming call

- Do one of the following:

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- *To ignore the call and send it to voicemail,* tap Ignore.
- *To hold the first call and answer the new call,* tap Hold Call + Answer.
- *To end the first call and answer the new one,* tap End Call + Answer.

To	Do this
Switch back to the first call and put the second call on hold	Tap the first call at the top of the screen, or tap Swap.
Merge the two calls, so all three of you can talk	Tap Merge Calls.

Conference Calling

Conference calling lets you talk to more than one person at a time. You can merge up to five calls for a phone conference.

Start a conference call

1. Make a call.
2. Tap Add Call and make another call. The first call is put on hold. If you want, you can talk on the second line privately before merging the calls.
3. Tap Merge Calls. The calls are merged onto one line and everyone can hear each other.
4. Repeat steps two and three to add more calls to the conference.

To	Do this
Drop one call from a conference	Tap Conference and tap next to a call. Then tap End Call.
Talk privately with a call in a conference	Tap Conference and tap Private next to a call. Tap Merge Calls to return the call to the conference.
Add an incoming call to a conference	Tap Hold Call + Answer, then tap Merge Calls.

iPhone always has two lines available, one of which can be a conference call.

Emergency Dialing

Even if your iPhone isn't activated or doesn't have a SIM card, you can still use it to call emergency services, for example by dialing 911.

Call for help in an emergency

1. Tap Keypad and dial the number, then tap Call. Or if iPhone is locked with a passcode (see page 98), tap Emergency Call, then dial the number.

You should not rely on wireless devices for essential communications, such as medical emergencies. Use of any cellular phone to call emergency services, for example by dialing 911, may not work in all locations. Emergency numbers and services vary by region, and sometimes an emergency call cannot be placed due to network availability or environmental interference.

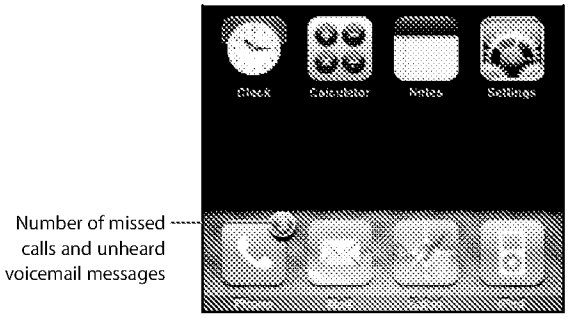
Appendix B to EMG's P.R. 3-1 Disclosure of Asserted Claims and Infringement Contentions
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Visual Voicemail

When you decline or don't answer a call, the caller hears a recorded greeting and can leave a voicemail message. On iPhone, visual voicemail lets you see a list of your messages and choose which ones to listen to or delete, without having to listen to prior messages or voice instructions.

The Phone button on the Home screen shows the total number of missed calls and unheard voicemail messages you have.



When you tap Phone, the Voicemail button shows the number of unheard voicemail messages and the Recents button shows the number of missed calls.



Setting Up Voicemail

Set up voicemail and create a password

- Tap Voicemail. The first time you tap Voicemail, iPhone prompts you to create a voicemail password and record your voicemail greeting.

Record a new voicemail greeting

1. Tap Voicemail and tap Greeting. Then tap Custom.
2. Tap Record and say your greeting.
3. When you finish, tap Stop. To listen to your greeting, tap Play.
4. When you're satisfied, tap Save.

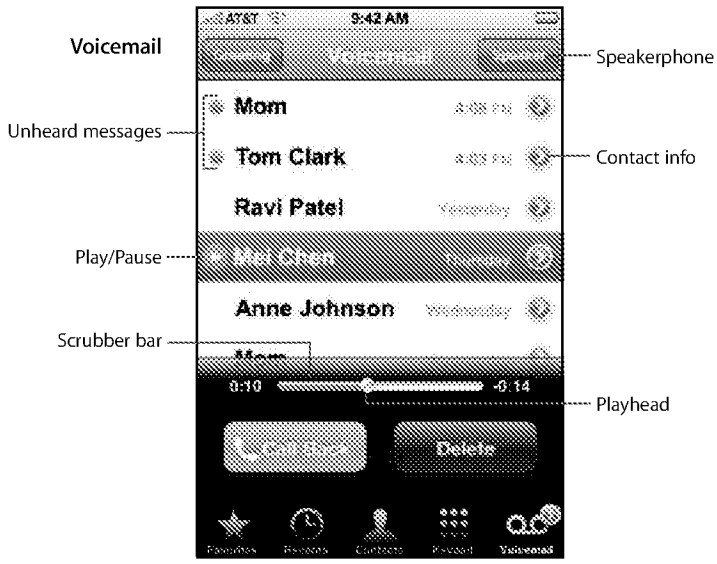
Set iPhone to play a default voicemail greeting

- Tap Voicemail and tap Greeting. Then tap Default. When someone calls, they'll hear a standard message that includes your phone number.

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Checking Voicemail

The Voicemail screen shows your voicemail messages. Unheard messages have a blue dot next to them.



Listen to a new voicemail message

- Tap Voicemail, then tap the new message. The message downloads to iPhone and plays. Tap ❚❚ to pause the message. Tap ▶ to resume playback.

You can skip to any point in a message by dragging the playhead on the scrubber bar. This is useful if you want to review part of a message—to hear a phone number again, for example.

Once you listen to a message, it is saved for 30 days from the time you listened to it.

To	Do this
Listen to a message again	Tap the message and tap ▶.
Listen to a deleted message	Tap Deleted Messages (at the end of your voicemail messages), then tap the message you want to hear.
Listen over the speakerphone	Tap Speaker. If iPhone is connected to a Bluetooth headset or car kit, tap Audio and choose Speaker Phone. To switch back to the headset or car kit, tap Audio again, then choose the device.

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