



*Leader in Patent Analysis and Transaction Advisory Services*

# Enhanced User Experience Portfolio

*For Mobile Devices, Wearables, Mobile OS, Mobile Apps, Smart TVs, Gaming Systems and Home Automation*

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# Enhanced User Experience



## Relevant Markets

Mobile Devices  
Wearables  
Mobile Operating Systems  
Mobile Applications  
Smart Televisions  
Gaming Systems  
Home Automation Devices  
Search Applications

## Offer Deadline

GTT Group will review all offers when made, but all offers should be made prior to July 9, 2015

## Contact GTT Group

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## Opportunity Summary

- GTT Group is exclusively representing the sale of three issued U.S. patents and two pending U.S. applications that broadly relate to enhancing the user experience of various computing devices and associated applications.
- The portfolio contains two families that relate to mobile device notifications and enhancing search queries.
- The inventions can be implemented in mobile devices, wearables, mobile operating systems, mobile applications, smart televisions, gaming systems, home automation devices, and search applications.
- The patents are unencumbered.
- Each family contains an open application.
- The inventors are collectively named on 25 issued patents worldwide spanning technologies such as hybrid-electric vehicles, battery charging, and mobile devices. Their inventions have generated interest in several transactions where their patents were acquired by large corporations.
- GTT Group subject matter experts are available to answer questions about the technology and applicability of the claims.

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## Mobile Notifications Family Market Applicability

- Mobile phone revenues in the United States were projected to be \$60 billion in 2014. [1]
- There are over 170 million smartphone owners in the US, accounting for a 72% market penetration.
- Modern mobile devices, such as those using the Android and iOS operating systems, already include the sensors (such as accelerometers) and existing APIs needed to use the patented solutions. No hardware changes are required.
- Advantages of using the patented solutions include increased mobile device battery life, improved user notification frequency, and timely information retrieval.

[1] <http://dazeinfo.com/2014/06/06/apple-inc-aapl-anxious-china-beat-us-largest-mobile-phone-market-revenue-2014/>

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## Enhanced Search Family Market Applicability

- A large variety of different types of computing devices and associated applications can use the patented solutions – for example: mobile devices, wearables, mobile operating systems, mobile applications, smart televisions, gaming systems, home automation devices, and search applications.
- The patented solutions improve search result relevance by advantageously supplementing search queries with extracted keywords from recorded audio of a user's speech.

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## Transaction Structure

Seller prefers an all-cash transaction.

## Bidding Deadline

All interested parties should plan on placing an offer by July 9, 2015.

## Submitting an Offer

Offers should be submitted in writing from an authorized party stating the price offered and any material condition to closing.

## Pricing

No price floor has been set. Seller reserves the right to accept any offer and refuse any and all offers in its sole and arbitrary discretion. GTT Group is able to provide value guidance to qualified interested parties.

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## Non-Notice

Seller has agreed that the information provided to prospective purchasers throughout this sales campaign will not be used in any legal or administrative proceeding directed to enforcement of any patent associated with the Enhanced User Experience patents.

## Encumbrances

There are no encumbrances on the Enhanced User Experience patents.