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(54) **GOAL SEEKING ENGINE AND METHOD FOR GENERATING CUSTOM MEDIA PRESENTATIONS**

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(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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**Related U.S. Application Data**

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(51) **Int. Cl.**<sup>7</sup> ..... **G06F 15/00**

(52) **U.S. Cl.** ..... **707/500.1; 707/501.1; 345/723**

(58) **Field of Search** ..... **707/500, 500.1, 707/501.1; 345/302, 328, 723**

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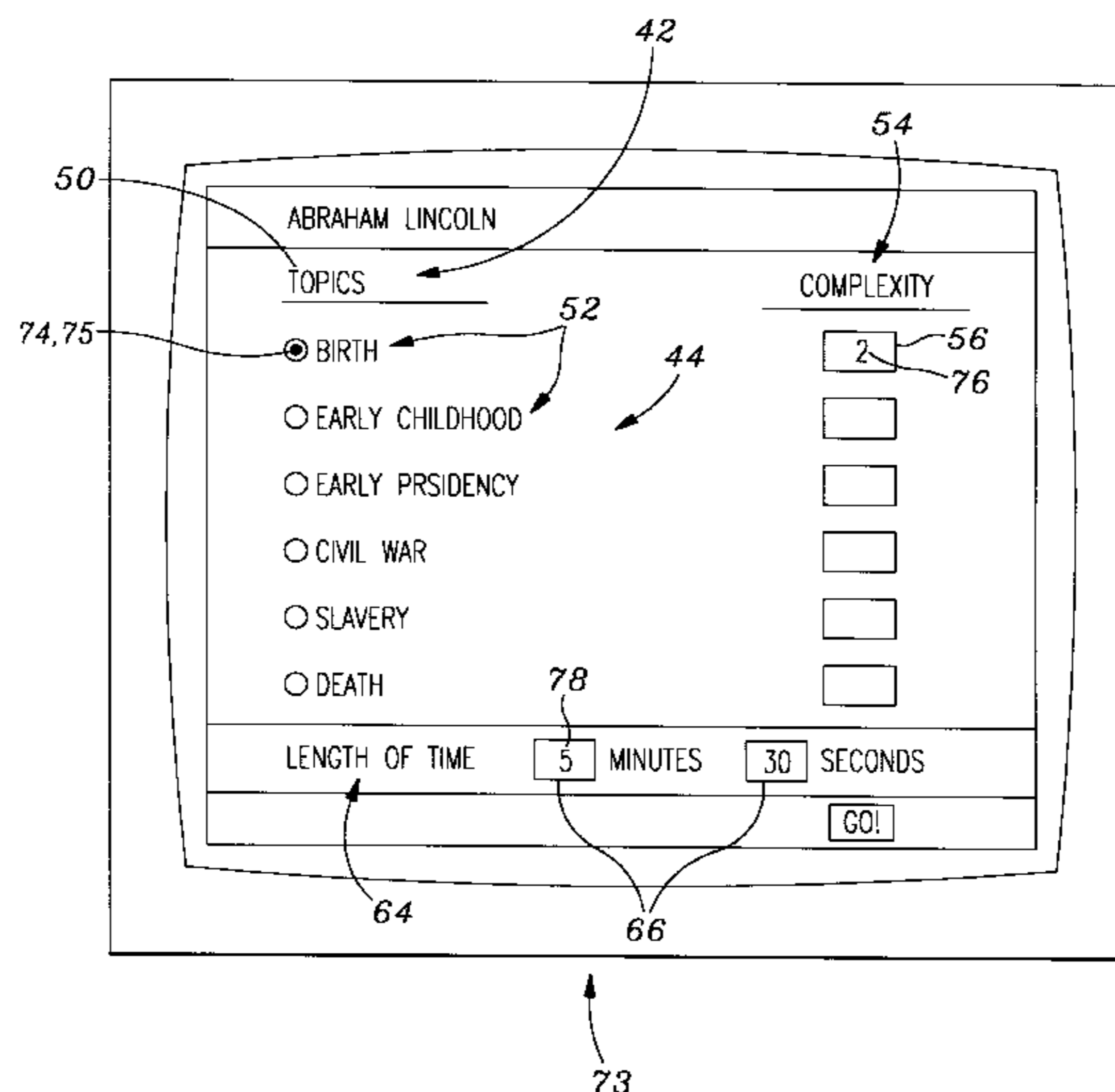
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(57) **ABSTRACT**

A method of formatting at least one media file allows a user to build a custom media presentation according to parameters specified by the user. According to the method, a plurality of media clips are first defined from the at least one media file. At least two media selection parameters are then defined, each of the at least two media selection parameters having at least one of a plurality of media descriptions. Each of the plurality of media clips is then associated with at least one of the plurality of media descriptions. Once the at least one media file has been properly formatted, desired media parameters are received from the user. The method then teaches selecting a plurality of suitable media clips that are associated with the desired media descriptions, and playing the plurality of suitable media clips.

**1 Claim, 8 Drawing Sheets**



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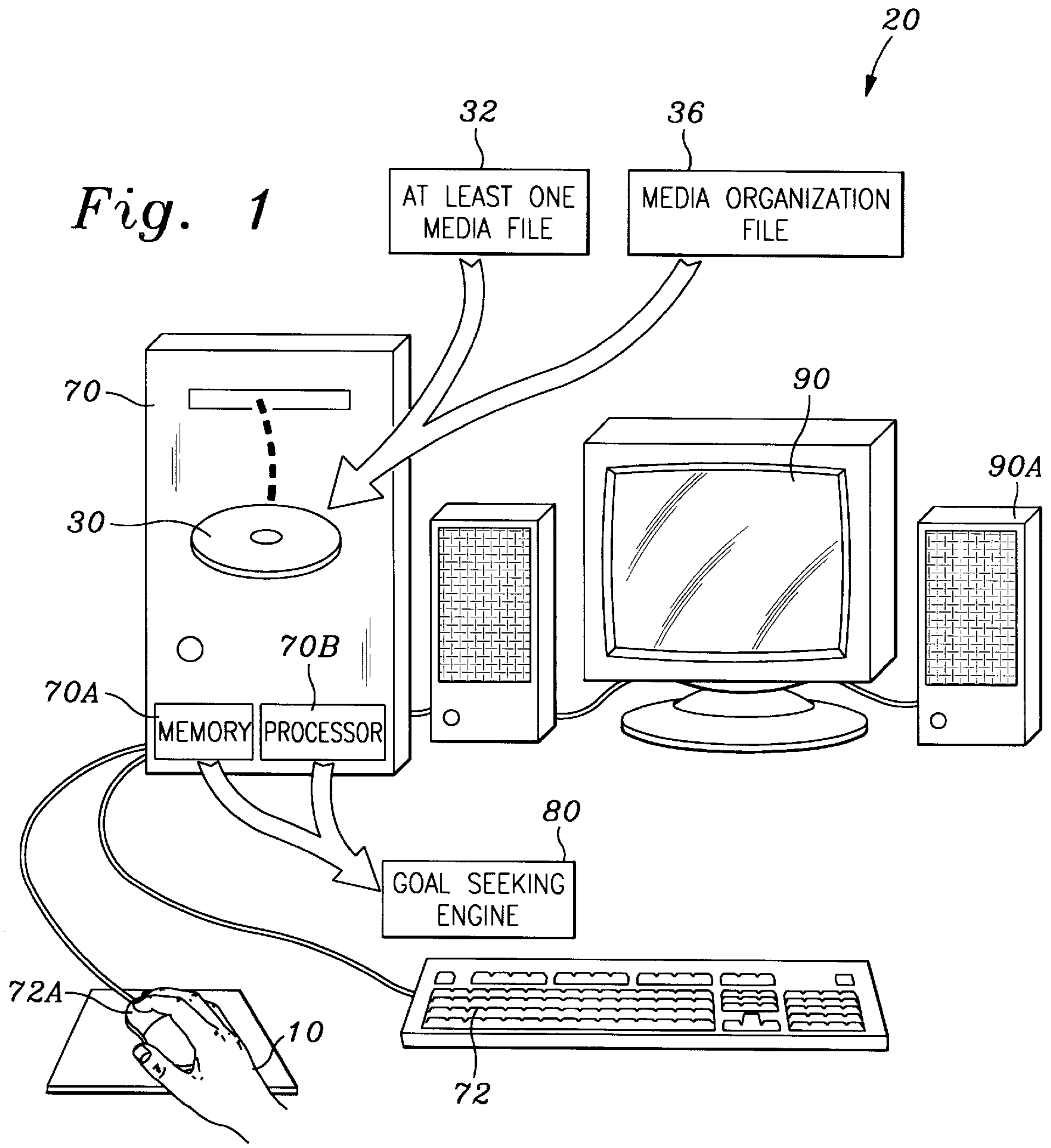
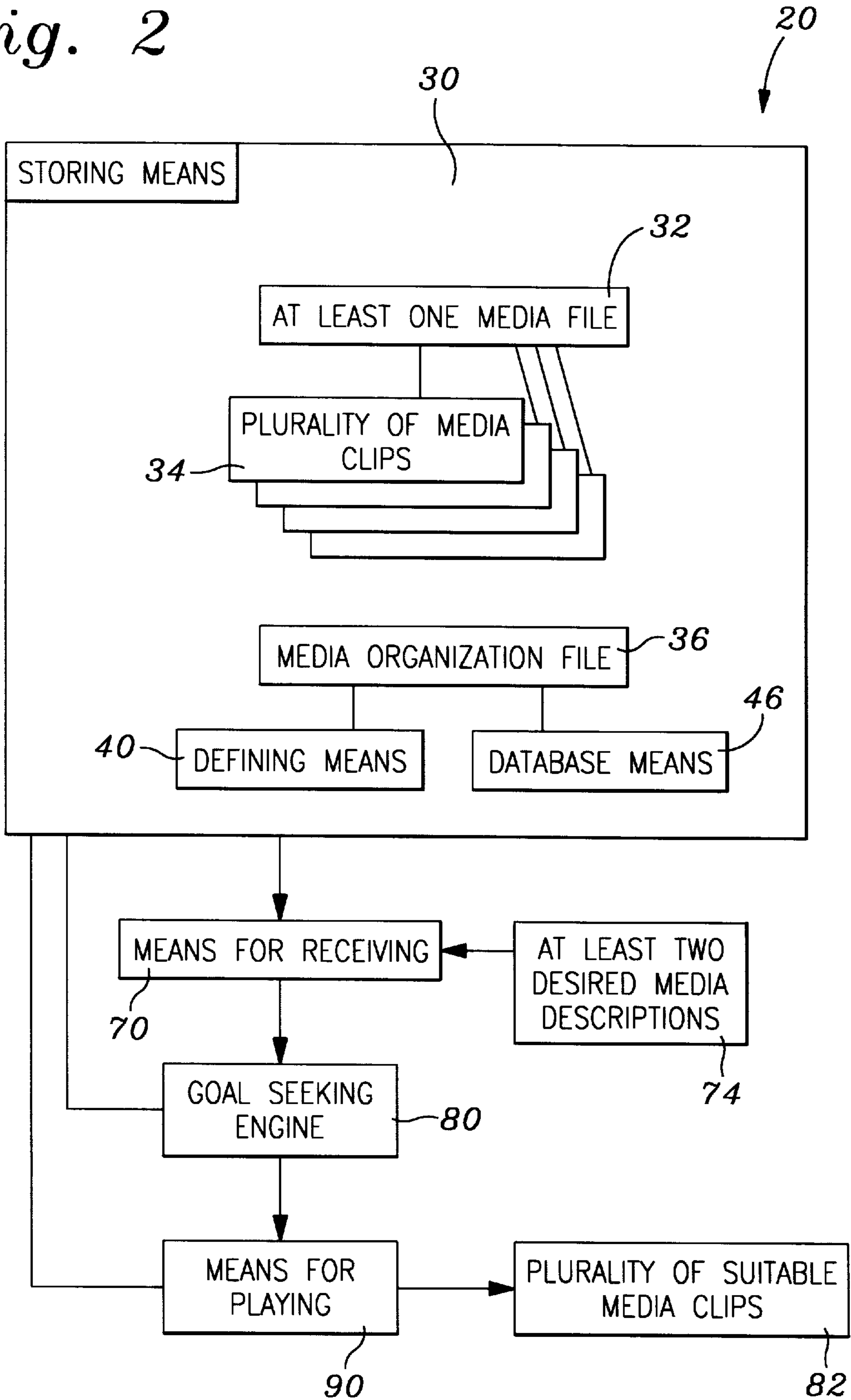


Fig. 2



*Fig. 3A*

CLIP #	FILE NAME
1	ABE 1.AVI
2	ABE 2.AVI
3	ABE 3.AVI
4	ABE 4.AVI

34

32

*Fig. 3B*

CLIP #	FILE NAME	START POINT	RUN TIME
1	ABE.AVI	0.00.00	30 S.
2	ABE.AVI	0.00.30	1 MIN. 05 S.
3	ABE.AVI	0.01.35	1 MIN.
4	ABE.AVI	0.01.45	35 S.

34

32

Fig. 4

DEFINING MEANS:				
MEDIA SELECTION PARAMETERS:				
50	TOPIC PARAMETER	COMPLEXITY PARAMETER	ORDER PARAMETER	TIME PARAMETER
44 MEDIA DESCRIPTION	AT LEAST ONE TOPIC	AT LEAST ONE COMPLEXITY RATING	AT LEAST ONE ORDER RATING	LENGTH OF TIME
	EX.: BIRTH TOPIC	EX.: 1-10	EX.: 1-100	EX.: 0.00.00- 5.55.55
	EARLY CHILDHOOD TOPIC	56	62	66
	EARLY PRESIDENCY TOPIC			
	CIVIL WAR TOPIC			
	SLAVERY TOPIC			
	DEATH TOPIC			
52				
				40

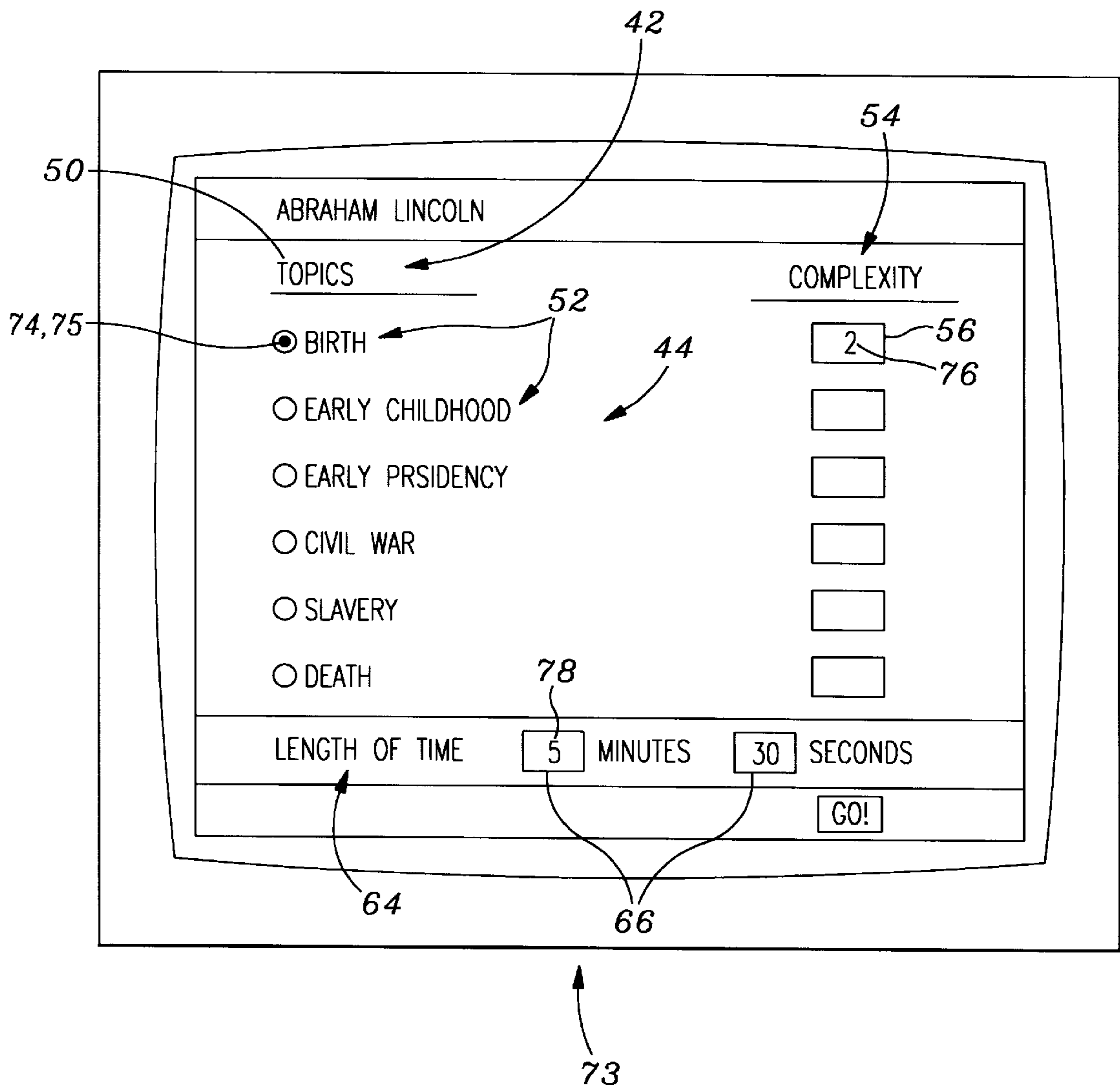
*Fig. 5*

DATABASE MEANS:				
CLIP #	TOPIC	COMPLEXITY	ORDER	TIME (MIN.)
1	BIRTH	1	1	10
2	BIRTH	1	1	5
3	DEATH	1	89	2
4	DEATH	8	92	2
N	-	-	-	-

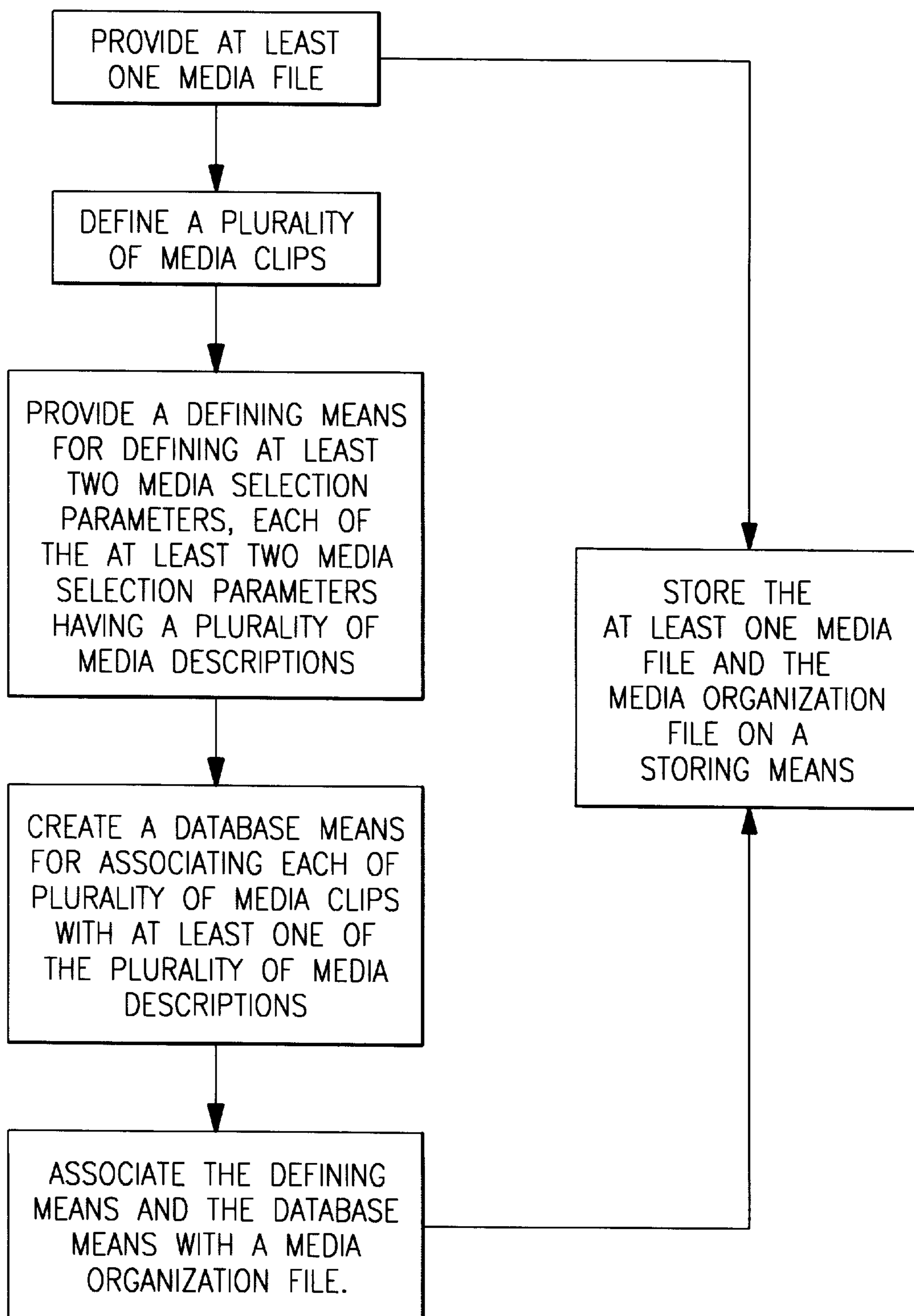
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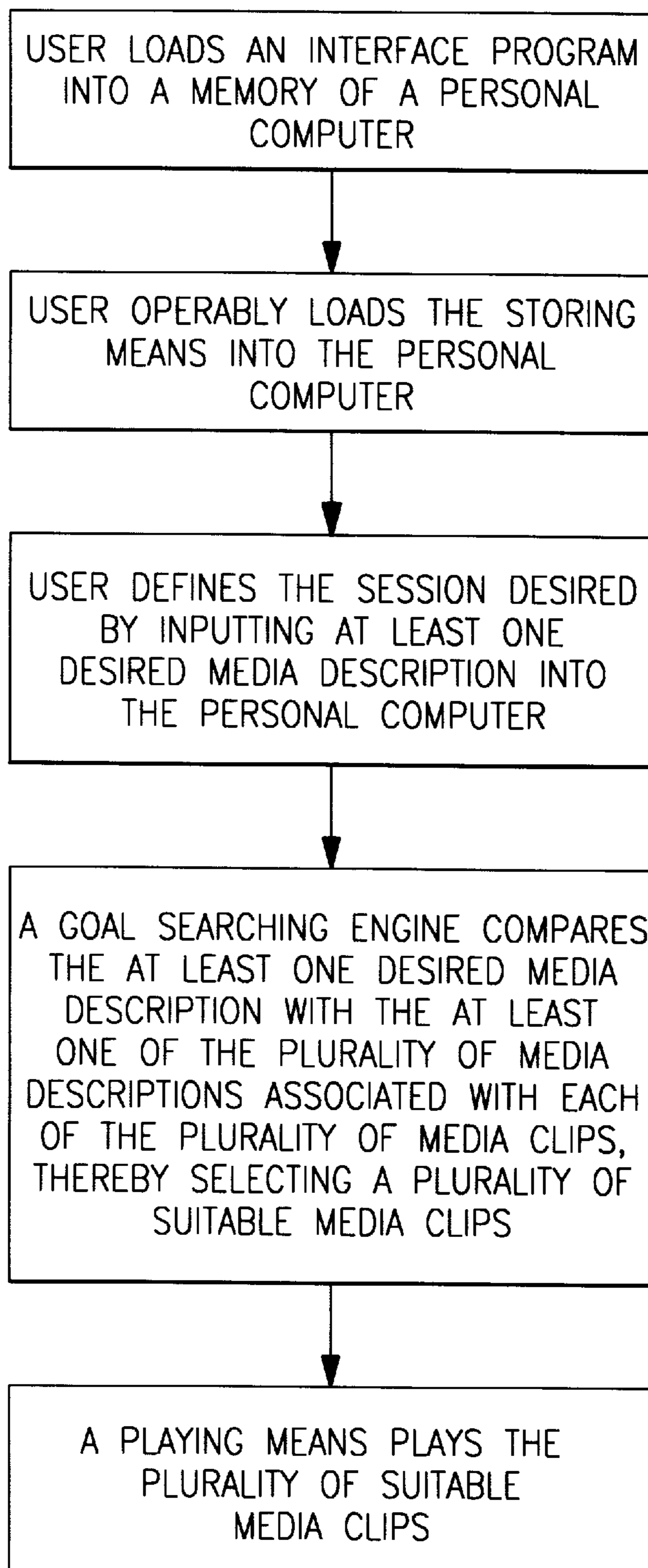


Fig. 6





*Fig. 7*

*Fig. 8*

## GOAL SEEKING ENGINE AND METHOD FOR GENERATING CUSTOM MEDIA PRESENTATIONS

### CROSS-REFERENCE TO RELATED APPLICATIONS

This application for a utility patent is a continuation-in-part of a previously filed utility patent Application having application Ser. No. 09/562,244, filed Apr. 28, 2000.

### STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH

Not Applicable

### BACKGROUND OF THE INVENTION

#### 1. Field of the Invention

This invention relates generally to a method of formatting media files, and more particularly to a method of formatting media files such that a user can build custom media presentations from a plurality of media clips according to parameters specified by the user.

#### 2. Description of Related Art

The following art defines the present state of this field:

Sawyer, U.S. Pat. No. 4,717,971, discloses a method for establishing an electronic picture file composed of a plurality of individual pictures stored on several disks. The method uses an editing procedure that is controlled by a plurality of attributes selected by the user. First, the user assigns a category to each picture. The user then has the option of specifying picture order, time allotted for viewing each picture and text to accompany each picture. The system generates an electronic picture file that is organized according to these parameters.

Richards, U.S. Pat. No. 5,301,172, discloses a method of storing multimedia clips ("user information items") broken by inserted "selection points." A reproducing apparatus then reproduces the multimedia clips and allows the user to direct the course of the multimedia presentation by his or her responses at the selection points. Each selection point is capable of directing the multimedia presentation to a plurality of different multimedia clips.

Beitel, U.S. Pat. No. 5,339,423, discloses a computer/software system which enables a user to produce and display an audio/visual application using a library of image, audio and story objects.

Drake, U.S. Pat. No. 5,550,966, discloses an automated presentation capture system that captures and stores audio/video/presentation inputs and stores them in a database.

Gustman, U.S. Pat. No. 5,832,495, discloses cataloging multimedia data by labeling the different "elements" or pieces of each stream of media (audio, video, etc.) and associating keywords with each element. This data can be organized in a database and searched for the purpose of locating a specific element of multimedia.

Beitel, U.S. Pat. No. 5,274,758, discloses a user/PC interface system which enables the creation and performance of a synchronized audio/visual story on the PC. The system plays an audio presentation; and the audio presentation includes "labels" that, when played, trigger the generation of video images. Since the video images are displayed when triggered by the "label", the entire presentation is synchronized.

Etra, U.S. Pat. No. 5,012,334, discloses a video image bank system for preparing an edit tape and associated edit list from a library of stock video image sequences.

Isadore-Barreca, U.S. Pat. No. 5,590,262, discloses an interactive video creation method for constructing an interactive video interface having a primary video layer, a library layer and a resource data base layer.

Ettlinger, U.S. Pat. No. 4,746,994, discloses a videotaped-based editing system that uses a plurality of video recorders and a computer-based operator's console to allow easier editing.

Pooser, U.S. Pat. No. 5,812,134, discloses a 3-D display of the contents of a database. The 3-D display provides a user with both the "position" and relationships of the information unit being examined relative to the remainder of the database, as well as the information regarding the overall size and complexity of the database.

Nunally, U.S. Pat. No. 5,974,235, discloses techniques for storing video in a database and analyzing the video image data in order to detect significant features of the images. This system is useful for analyzing the videos produced by surveillance cameras to detect intruders.

The prior art teaches various methods of ordering media files. However, the prior art does not teach a method of formatting that allows a user to build a custom media presentation according to parameters specified by the user. The present invention fulfills these needs and provides further related advantages as described in the following summary.

### SUMMARY OF THE INVENTION

The present invention teaches certain benefits in construction and use which give rise to the objectives described below.

The present invention provides a method of formatting at least one media file, the formatting allowing a user to build a custom media presentation according to parameters specified by the user. According to the method, a plurality of media clips are first defined from the at least one media file. At least two media selection parameters are then defined, each of the at least two media selection parameters having at least one of a plurality of media descriptions. Each of the plurality of media clips is then associated with at least one of the plurality of media descriptions. Once the at least one media file has been properly formatted, desired media parameters are received from the user. The method then teaches selecting a plurality of suitable media clips that are associated with the desired media descriptions, and playing the plurality of suitable media clips.

A primary objective of the present invention is to provide a method of formatting at least one media file having advantages not taught by the prior art.

Another objective is to provide a method of formatting at least one media file that allows a professional to organize and classify material so that a user can utilize a goal seeking search engine to create custom media presentations that meet the requirements of the user.

Other features and advantages of the present invention will become apparent from the following more detailed description, taken in conjunction with the accompanying drawings, which illustrate, by way of example, the principles of the invention.

### BRIEF DESCRIPTION OF THE DRAWING

The accompanying drawings illustrate the present invention. In such drawings:

FIG. 1 is a perspective view of the preferred embodiment of the present invention;

FIG. 2 is a block diagram thereof;

FIG. 3A is a table showing how each of a plurality of media clips is referenced to one of at least one media file;

FIG. 3B is a table showing how each of a plurality of media clips is referenced to one media file;

FIG. 4 is a table showing a defining means of a media organization file, the defining means including a plurality of media selection parameters, each of the plurality of media selection parameters having a plurality of media descriptions;

FIG. 5 is a table showing a database means of the media organization file;

FIG. 6 is a screen display generated by an interface program;

FIG. 7 is a flow diagram showing the steps used to produce the media organization file; and

FIG. 8 is a flow diagram showing the steps taken by a user to select and view a plurality of suitable media clips.

### DETAILED DESCRIPTION OF THE INVENTION

The above described drawing figures illustrate the invention, a method for formatting at least one media file **32**, the formatting allowing a user **10** to build a custom media presentation according to at least two desired media descriptions **74** specified by the user **10**. In the preferred embodiment, the at least one media file **32** is formatted as described herein, and then played on a media system **20** that is capable of selecting, organizing, and playing a plurality of suitable media clips **82** drawn from at least one media file **32** according to the at least two desired media descriptions **74** entered by a user **10**.

#### The Media System

The media system **20** of the current invention takes a unique approach to data organization that is not shown in the prior art. The media system **20** organizes data by treating it like a four-dimensional object which can be "sliced" and reorganized as desired by the user **10** to create a custom media presentation that exactly meets the requirements of the user **10**. The four dimensions employed by the preferred embodiment of this technology are Width, Depth, Height, and Time. For purposes of this application, the four dimensions refer to the Topic of the media clip, the Complexity of the clip, the Order of the clips with respect to each other, and the length of Time of each clip. The specific dimensions employed, however, may be changed by those skilled in the art without avoiding the scope of this invention.

As shown in FIG. 1, the media system **20** includes a means for storing **30** ("storing means") the at least one media file **32** and a media organization file **36**. The media organization file **36** includes a defining means **40** for defining at least two media selection parameters **42** (the dimensions), each of the at least two media selection parameters **42** having a plurality of media descriptions **44**. The media organization file **36** further includes a database means **46** for associating each of the plurality of media clips **34** with at least one of the plurality of media descriptions **44**.

The media system **20** further includes a means for receiving **70** ("receiving means") at least two desired media descriptions **74** from the user **10**, and a means for selecting **80** ("selecting means") the plurality of suitable media clips **82** from the plurality of media clips **34** based upon the at least two desired media descriptions **74**. In the preferred embodiment, the media system **20** further includes a means for playing **90** the plurality of suitable media clips **82**.

#### The Storing Means

The storing means **30** is preferably a digital storage media capable of storing both the at least one media file **32** and the media organization file **36**. The storing means **30** can be selected by those skilled in the art from a variety of suitable storage media, including magnetic storage disks, tapes, hard-drives, optical storage disks, memory chips, or other suitable media that are well known by those skilled in the art. In the preferred embodiment, as shown in FIG. 1, the storing means **30** is a compact disk ("CD") which can be easily packaged, sold, and transported in the same way as traditional media.

Those skilled in the art can devise many forms of storing means **30**. Since the specific storing means **30** used is not critical to the novelty of the invention, any equivalent storing means **30** should be considered within the scope of this invention.

#### The Media File(s) and Media Clip(s)

As shown in FIG. 2, the at least one media file **32** contains the content that is to be experienced by the user **10**. The at least one media file **32** can be any form of media that conveys information, including but not limited to text (such as .txt, .html, and .doc), audio (such as CD, .mp3, midi, and .wav), animation (such as flash), images (such as .jpeg and .gif) and video (such as DVD, MPEG, and .avi). The at least one media file **32** contains a plurality of media clips **34**. Each of the plurality of media clips **34** represents a specific user experience; and it is the selection and combination of the plurality of media clips **34** that creates the final work which is viewed by the user **10**.

As shown in FIG. 3A, in the preferred embodiment the at least one media file **32** includes many media files, each media file functioning as one of the plurality of media clips **34**. While this embodiment increases the total storage space necessary to store all of the overlapping material in multiple files, it makes other aspects of the programming and function easier and faster, so this embodiment is currently preferred.

In an alternative embodiment, as shown in FIG. 3B, the at least one media file **32** is one large file from the plurality of media clips **34** are drawn. For example, one clip could be defined as the first 30 seconds of the large file; and a second clip could be defined as starting at 30 seconds and continuing for 1 minute and 5 seconds. It is possible that two or more of the plurality of media clips **34** overlap. In an example of such a case, the third clip may be defined as starting after 1 minute and 35 seconds and continuing for 1 minute, while the fourth clip may be defined as starting after 1 minute and 45 seconds and continuing for 35 seconds. In this fashion, a single media file **32** can be "cut up" into the plurality of media clips **34**.

#### The Media Organization File

The media organization file **36** is used to enable the sorting and selection of the plurality of media clips **34**. The media organization file **36** is associated with a defining means **40** for defining at least two media selection parameters **42**. Each of the at least two media selection parameters **42** has a plurality of media descriptions **44**. Those skilled in the art can devise a variety of media selection parameters **42**, and the parameters can vary depending upon the nature of the plurality of media clips **34** and the intended use of the media system **20**.

In the preferred embodiment, as shown in FIG. 4, the at least two media selection parameters **42** include a topic parameter **50** having at least one topic **52**, a complexity parameter **54** having at least one complexity rating **56**, an order parameter **60** having at least one order rating **62**, and

a time parameter **64** having a length of time **66**. The at least one topic **52** preferably includes various major topics, as one would expect to see in a table of contents. The at least one complexity rating **56** and the at least one order rating **62** are preferably numerals within the range of 1–10. The length of time **66** is preferably a numeric measurement of time in an appropriate interval length. A further discussion of these parameters, as well as a practical example, is provided below.

The media organization file **36** further includes a database means **46** for associating each of the plurality of media clips **34** with at least one of the plurality of media descriptions **44**. In the preferred embodiment, the database means **46** associates each of the plurality of media clips **34** with at least one of the at least one topic **52**, at least one of the at least one complexity rating **56**, at least one of the at least one order rating **62**, and the length of time **66**.

In a simple embodiment, as shown in FIG. 5 and as discussed below, the database means **46** is shown in a simple table assigning at least one of the plurality of media descriptions **44** to each of the plurality of media clips **34**. It is important to recognize that this is a simple example—in a preferred embodiment of this technology, it is expected that the database means **46** will include a complex relational database to provide the most effective results from any given search. In such a relational database, each of the plurality of media clips **34** is associated with a different one of the plurality of media descriptions **44** depending upon the context of the search. The construction of such a relational database, according to the teachings of this invention, is within the abilities of those skilled in the art and thus does not require a more detailed discussion.

#### The Interface Program

As shown in FIG. 6, the receiving means **70** functions to receive the at least two desired media descriptions **74** from the user **10**. Each of the at least two desired media descriptions **74** corresponds to one of the at least two media selection parameters **42**. In the preferred embodiment, the at least two desired media descriptions **74** include a desired topic **75**, a desired complexity **76**, and a desired play length **78**. By inputting this information, the user **10** is able to control the output of the media system **20** so the user **10** can select only appropriate portions of the media content.

As shown in FIG. 1, the receiving means **70** is preferably a personal computer having a memory **70A**, a processor **70B** and an interface program **73** operably installed to function thereon. The personal computer **70** is operably connected to a data input mechanism **72**, such as a keyboard **72** and a mouse **72A**. While the keyboard **72** and the mouse **72A** are preferred, those skilled in the art can devise many equivalent mechanisms, such as a microphone and voice recognition software (not shown), and such equivalent embodiments are within the scope of the claimed invention. Since such computers and peripherals are well known in the art, a further detailed description is not required.

As shown in FIG. 6, the interface program **73** draws upon the media organization file **36** to produce a screen display on the monitor **90**. The screen display allows the user **10** to use the keyboard **72** and the mouse **72A** to input the desired media descriptions **74**. In the preferred embodiment, the interface program **73** draws upon the media organization file **36** to produce a screen display on the monitor **90** that lists the at least one topic **52** and the at least one complexity rating **62**.

Through the personal computer **70** and the keyboard **72** and the mouse **72A**, the user **10** is able to input the desired media descriptions **74** into the interface program **73**. In the

preferred embodiment, the user **10** simply selects the desired media descriptions **74** from the plurality of media descriptions **44** and by inputting the desired play length **78**, as shown in FIG. 6. While it is preferred that the user **10** directly manipulate the desired media descriptions **74**, for maximum control, it should be noted that many forms of “front end” can be placed on this type of system without altering the fundamental structure of the media system **20**. For example, in another embodiment the user **10** might input a “plain English” description of the presentation he or she would like. An artificial intelligence built into the interface program **73** would then determine the desired media descriptions **74** based upon techniques that are known to those skilled in the art. The selections made by the user **10** are inputted into the goal seeking engine **80**, as described below.

#### The Goal Seeking Engine

The selecting means **80** is used for selecting a plurality of suitable media clips **82** from the plurality of media clips **34**. The selecting means **80**, a critical component of the media system **20**, functions by comparing the plurality of desired media descriptions **74** with the plurality of media descriptions **44** and selecting the suitable media clips **82** that match the selected criteria. The selecting means **80** preferably includes a goal seeking engine **84** for performs several selection steps. First, the goal seeking engine **84** selects, from the plurality of media clips **34**, only those media clips that are associated with the at least one topic **52** that matches the desired topic **75**.

Second, from those media clips that are associated with the at least one topic **52**, selecting only those media clips that are associated with the at least one complexity rating **56** that matches the desired complexity **76**. It is important to understand that simply selecting certain complexity ratings **56** is a simplification of the final commercial product. In the preferred embodiment, the goal seeking engine **80** does not just select certain numbers, but uses mathematical averaging to select a range of numbers whose average approximately matches the desired complexity **76**. The user **10** ultimately has control over the range of discretion allowed the goal seeking engine **80**, and in the preferred embodiment the user **10** can adjust the “advanced controls” of the goal seeking engine **80** to fine tune the amount of variation that the goal seeking engine **80** is allowed.

Third, from those media clips that are associated with both the at least one topic **52** that matches the desired topic **75** and the at least one complexity rating **56** that matches the desired complexity **76**, the goal seeking engine **80** selects the plurality of suitable media clips **82** which are not duplicates, based on the order rating **62**, and the sum of whose length of time **66** is approximately equal to the desired play length **78**. Finally, the plurality of suitable media clips **82** are ordered based on the order rating **62**. Once again, a linear solution to the process of ordering the plurality of suitable media clips **82** is a simplified version of the preferred embodiment. In the preferred embodiment, the goal seeking engine **80** uses relational database techniques to assign different order ratings **62** to each of the plurality of suitable media clips **82** based upon which other media clips have been selected.

The goal seeking engine **84** preferably includes a software program that implements a knapsack algorithm. The knapsack algorithm **84** sorts the potentially available combinations of the plurality of media clips **34** to select the plurality of suitable media clips **82** that most closely match the requested characteristics, yet still fit within the desired play length **78**. The knapsack algorithm **84**, or an equivalent, is critical because it is expected that, in many searches, many

of the plurality of media clips **34** meet the requirements described by the user **10**—and it is necessary to select only some of the plurality of media clips **34** to arrive at a result that matches the length of time **66** requested by the user **10**. The knapsack algorithm **84** sorts these possibilities and determines a combination that most closely fits the needs of the user **10**. A more detailed discussion of the knapsack algorithm **84** is contained in Algorithms, A Functional Programming Approach, 2d Edition, by Fethi Rabhi and Guy Lapalme, hereby incorporated by reference in full.

The knapsack algorithm **84** preferably also has the ability to allow for repetition of material to create the most effective final product. In the preferred embodiment, in cases in which the sum of the lengths of time **66** of the plurality of suitable media clips **82** is less than the desired play length **78**, or when otherwise suitable, the goal seeking engine **84** has the ability to insert additional media clips which either overlap or are duplicates of one or more of the plurality of suitable media clips **82**. Suitable duplicates can be determined based upon the desired topic **74**, the desired complexity **76**, the length of time **66**, and the order parameter **60** associated with each of the clips. For example, if the media organization file **36** shows that two of the plurality of media clips **34** overlap and have the same order parameter **60**, with one clip being 5 minutes and the second being 2 minutes, the goal seeking engine **84** will initially select the 5 minute clip for display. Then, if there is additional time available, the goal seeking engine **84** might select the 2 minute segment to repeat and emphasize the point. This is particularly likely to occur if the 2 minute media clip contains information that is close to the complexity or interest specified by the user **10**.

In many cases, the knapsack algorithm **84** can sort the results of a search to create a media experience in which the sum of the length of time **66** of all of the plurality of suitable media clips **82** is almost exactly equal to the desired play length **78**. However, it is only required that the sum of the length of time **66** of all of the plurality of suitable media clips **82** be approximately equal to the desired play length **78**. For purposes of this invention, the sum need only roughly approximate the desired play length **78**. In some searches, there may be a substantial difference between the sum and the desired play length **78**. In the preferred embodiment, the user **10** can control how close that goal seeking engine **80** can come to its goal. For example, the user **10** might request a 30 minute presentation and allow 15 minutes in variation. In another example, the user might request a 2 minute presentation that must be exactly 2 minutes. In most cases, the goal seeking engine **80** should be able to very closely meet even the most stringent requirements of the user **10**; however, greater processing time will be required to meet stringent search criteria. A carefully prepared and formatted media organization file **36** makes it possible for the sum and the desired play length **78** to be nearly exactly equal.

Much of the success of the media system **20** depends upon the creation and editing of the media organization file and the plurality of media clips **34**. If the plurality of media clips **34** are long and not skillfully edited, the search results will be of lower quality. It is worth noting, however, that a poorly executed search engine, which are not efficient in this matching step, should still be considered within the scope of this invention. The requirement that “the sum of the length of time **66** of all of the plurality of suitable media clips **82** be approximately equal to the desired play length **78**” should not be construed as requiring that another search engine be effective in matching the sum and the desired play length **78** in order to infringe. It is also worth noting that if the user **10** requests a very narrow field of data and the desired play length **78** is very large, the media presentation may be significantly shorter than the desired play length **78**;

although the use of repetition by the goal seeking engine **80** could potentially alleviate the disparity.

#### The Media Player

In the preferred embodiment, the media system **20** further includes a means for playing **90** the plurality of suitable media clips **82**. In the preferred embodiment, the playing means **90** is a monitor **90** and a pair of speakers **90A** that are operatively attached to the personal computer **70**. The monitor **90** and the pair of speakers **90A** are well known in the prior art and do not constitute an inventive aspect of the invention. It is possible that many devices might be devised by those skilled in the art to play the media formatted according to the teachings of this invention, and these alternative embodiments should be considered within the scope of this invention.

#### The Method of Use

In an example of a practical application of this technology, we will describe the use of the above-described technology to format and view a movie about Abraham Lincoln.

According to the teachings of this invention, as shown in FIG. 7, the movie is first segmented into the plurality of files **32**, each of the plurality of files **32** containing a discrete segment of the movie and representing one of the plurality of media clips **34**. Determining how to properly edit and select each of the plurality of media clips **34** requires a great deal of skill, creativity and experience, so it is expected that this will be performed by a professional.

The professional then creates the defining means **40** to define the at least two media selection parameters **42** and their respective plurality of media descriptions **44**. According to the preferred embodiment, the media selection parameters **42** include at least one topic **52**, a complexity parameter **54** having at least one complexity rating **56**, an order parameter **60** having at least one order rating **62**, and a time parameter **64** having a length of time **66**; however, it should be kept in mind that other parameters may be devised by those skilled in the art.

In the current example involving the life of Abraham Lincoln, the professional could then create topics **52** that are relevant to the life of Abraham Lincoln, such as a birth topic, an early childhood topic, an early presidency topic, a civil war topic, a slavery topic, and a death topic. The professional would then define the complexity rating **56**, such as 1–10, with 1 including very general information and 10 including very specific details. Finally, the professional would then define the at least one order rating **62**, such as a scale of 1–100, with 1 including being the first clip in the story and 100 being the last clip. As described above, the use of a linear scale is a simplified version to facilitate understanding of the invention. In the preferred embodiment, the database means **46** would be a relational database would allow the plurality of media clips **34** to be organized relative to each other, allowing a large plurality of complexity ratings **56** and order ratings **62** to be associated with each of the plurality of media clips **34**.

Once the defining means **40** has been created, each of the plurality of media clips **34** is then categorized in the database means **46**. In this step, each of the plurality of media clips **34** is then associated with at least one of the at least one topic **52**, at least one of the at least one complexity rating **56**, and at least one of the at least one order rating **62**. Completing the relational database **46** described above would often be a long and difficult task, but it would provide the best response to the query of the user **10**. Finally, each of the plurality of media clips **34** is associated with the length of time **66** of the media clip, which is objectively determined.

Following the example described above, FIG. 5 shows a sample table categorizing four media clips. The first media clip, 10 minutes generally describing the birth of Abraham Lincoln, is categorized under the topic of birth, with a

complexity of 1, and order of 1, and a time of 10 minutes. The second media clip, a 5 minute segment of the first media clip which eliminates some of the background material included in the first clip, is categorized under the topic of birth, with a complexity of 1, and order of 1, and a time of 5 minutes. The third media clip, a 2 minute clip generally describing the assassination of Abraham Lincoln, is categorized under the topic of death, with a complexity of 1, and order of 89, and a time of 2 minutes. The fourth media clip, a 2 minute clip describing certain particular details of the assassination, is categorized under the topic of death, with a complexity of 8, and order of 92, and a time of 2 minutes.

Once the professional has constructed the media organization file **36**, it is stored on the storing means **30** along with the plurality of media clips **34**. According to the preferred embodiment of this invention, the storing means **30** is a CD which is then distributed to consumers who are interested in the life of Abraham Lincoln. As described above, it is equally acceptable to distribute the described files via the global computer network or another known method of data distribution.

The user **10** then loads the described files into the personal computer **70** by inserting the CD **30**, downloading the file, and activating the interface program **73**. As shown in FIG. **6**, the user **10** is presented the list of selections described above. Based upon the input of the user **10**, as shown in FIG. **8**, the goal searching engine means **84** selects the plurality of suitable media clips **82** for transmission to the playing means **90**.

In the current example, the user **10** might select a 15 minute overview of the life of Lincoln. In this case, the goal seeking engine **84** would select clips 1 and 3 because they are of suitable complexity, and play clip 1 and then clip 3 based on their order. Clip number 2 would be rejected based upon the order parameter **60** because the goal searching engine would recognize that clips 1 and 2 are duplicates, and clip 1 is of a more suitable length. If the user **10** had requested only 7 minutes of presentation, the goal searching engine means **84** would elect clips 2 and 3 as a more suitable combination.

Once the user **10** had viewed the overview, he or she may request 2 minutes of further details of the death of Lincoln, in which case the goal searching engine would reject clips 1 and 2 as the incorrect topic, but play clip 4 based upon meeting the stated criteria and meeting the time restrictions.

Of course, a typical product would often contain many hundreds or even thousands of media clips **34**, allowing extremely complex presentations that can be customized in any respect to the needs of the user **10**. This exceptional flexibility and customization allow enormous amounts of data to be readily searched, even by those unfamiliar with the field of the material, because the material has already been classified and organized by the professional that is knowledgeable in the field.

#### Other Embodiments

While we have referred to the distribution of a CD **30** having at least one media file **32** that can then be customized by the user **10**, it is also possible to utilize this technology in other ways. In an alternative embodiment, the storing means **30** is a central computer hard-drive of a central computer (not shown) operably connected to at least one personal computer **70** via a network such as a global computer network. The central computer (not shown) is programmed by one skilled in the art to directly download data to any of the personal computers that request the data. In one embodiment, the central computer downloads the at least one media file **32** and the media organization file **36** to the hard-drive or RAM of one of a network of personal computers via a global computer network. In another embodiment, the at least one media file **32** and the media organization file **36** remain resident on the central computer,

and only the plurality of suitable media clips **82** are transmitted to the personal computer, via either download or streaming technologies. As will be recognized by those skilled in the art, this allows content providers to sell content in small and customized packages rather than just in bulk. The user **10** could obtain a small segment of content, presumably for a lower cost, rather than be required to purchase an entire work. It also allows the content provider to collect fees for each segment of the work, rather than only one fee for the entire work.

While the invention has been described with reference to at least one preferred embodiment, it is to be clearly understood by those skilled in the art that the invention is not limited thereto. Rather, the scope of the invention is to be interpreted only in conjunction with the appended claims.

What is claimed is:

1. A method for playing a selected portion of at least one media file, the method comprising the steps of:

defining a plurality of media clips from the at least one media file;

defining at least one topic, at least one complexity rating, and at least one order rating, the at least one complexity rating providing a rating of the complexity of one of the plurality of media clips, the at least one order rating defining a presentation sequence of the plurality of media clips;

measuring each of the plurality of media clips to determine a length of time of each of the plurality of media clips;

providing a database means for associating each of the plurality of media clips with one of the at least one topics, one of the at least one complexity ratings, one of the at least one order ratings, and the length of time measured;

associating, in the database means, each of the plurality of media clips with the length of time measured;

associating, in the database means, each of the plurality of media clips with at least one of the at least one topic;

associating, in the database means, each of the plurality of media clips with at least one of the at least one complexity rating;

associating, in the database means, each of the plurality of media clips with at least one of the at least one order rating;

providing a goal seeking engine;

receiving, into the goal seeking engine, a desired topic, a desired complexity, and a desired play length, the goal seeking engine performing the steps of:

selecting from the plurality of media clips only those media clips that are associated with the at least one topic that matches the desired topic;

selecting from those media clips that are associated with the at least one topic only those media clips that are associated with the at least one complexity rating that matches the desired complexity;

selecting, from those media clips that are associated with both the at least one topic that matches the desired topic and the at least one complexity rating that matches the desired complexity, a plurality of suitable media clips which are not duplicates, based on the order rating, and the sum of whose length of time is approximately equal to the desired play length;

sorting the plurality of suitable media clips based on the order rating; and

playing the plurality of suitable media clips.