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(54) **PERSONALIZED VIRTUAL REALITY CONTENT BRANCH PREDICTION**

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H04L 29/08	(2006.01)

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(58) **Field of Classification Search**

None

See application file for complete search history.

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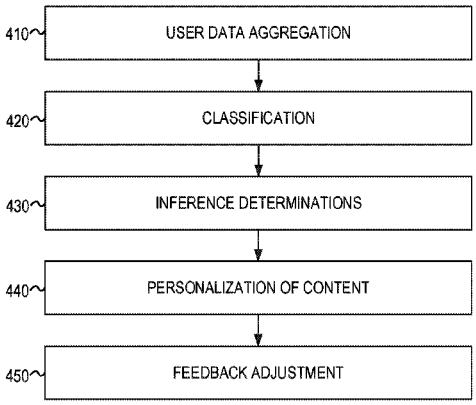
(57) **ABSTRACT**

Methods, apparatus, and machine-readable mediums are described for doing predictive content branch selection for rendering environments such as virtual reality systems. User data is aggregated from multiple users. Each user is classified based upon the user data. Personalization parameters are identified for each of the plurality of users. Content to be presented is determined and modified with a modification for a user based upon the personalization parameters for the user. The modified content is sent to the user.

21 Claims, 5 Drawing Sheets

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