some circumstances, the orientation of what is displayed may not match how the device **450** is currently orientated. The user may rotate or changes the orientation of the device **450**, for example, to the orientation shown in **FIG. 9B**. The orientation senor **490** is used to determine the new orientation (i.e., rotation of 90-degrees), and the processing circuitry (not shown) of the device **450** determines that the areas **471** designated on the bezel **470** for certain user controls of the electronic device **450** should be changed. Accordingly, the processing circuitry alters the designation of the areas **471** of the bezel **470** so that they will better match the newly sensed orientation of the device **450**. In addition, because the electronic device **450** can display visual guides **480** relative to the designated areas **471** of the bezel **470**, the processing circuitry also alters location of the visual guides **480** on the display **460** so that their new locations match the new locations of the designated areas **471** of the bezel **470**.

[**0086**] For example, the area **471**A of where the "Left" control **480** in **FIG. 9A** will remain on the same side **454** of the device **450** as shown in **FIG. 9B**. Yet, the "Left" control **480** is preferably orientated along the new bottom edge **456** of the device **450** so that it is in a position more amenable to the user. Thus, the old area **471**A is no longer designated for the "Left" control. Instead, a new area **421**B of the bezel **470** is designated for the "Left" control **480**, and the visual guide **480** for the "Left" control is displayed in the appropriate position of the display **470** along the new bottom edge **456** to match the new designated area **471**B.

[**0087**] In the example of **FIGS. 9A-9B**, orientation data from the orientation sensor **490** is used to alter the designation of the areas **471** for the user controls and the location of visual guides **480**. In other embodiments, the orientation of the content to be displayed may dictate how the designation of the areas **471** for the user controls and the location of visual guides **480** should be for the device **450**. For example, the display **460** of the electronic device **450** in **FIGS. 9A-9B** is rectangular and can be used to show content in "portrait" or "landscape" orientations. Depending then on the desired or required orientation for particular content (e.g., image, screen, user interface, or picture) to be shown on the display **460**, the electronic device **450** can alter the designation of the areas **471** for the user controls and the location of visual guides **480** according to the "portrait" or "landscape" orientations of the content. In other words, when the device **450** is preparing to display particular content, the electronic device **450** can determine the particular orientation for that content. Then, when the device **450** switches to show that new content on the display **460**, the electronic device **450** alters the designation of the areas **471** for the user controls and the location of visual guides **480** if the orientation of the newly displayed content is different from that previously displayed. Thus, the user can naturally rotate the device **450** to better view the newly displayed content in its preferred orientation (e.g., "portrait" or "landscape"), and the visual guides **480** and designated areas **471** will be already matched to the content's orientation.

[**0088**] Turning to **FIG. 10**, the electronic device **500** of the present disclosure can also be configured to discriminate or ignore certain forms of touch data made on the bezel **520**. For example, the housing **502** of the electronic device **500** may be designed to fit mainly around the display **510** and the surrounding bezel **520**. As a result, when a user holds the electronic device **500**, it may be likely that portion of the user's hand (e.g., one of the user's fingers or thumb) will maintain consistent contact on portion **522** of the bezel **520**. In this instance, it is desirable that the electronic device **500** ignores such consistent contact made on the bezel **520**. The processing circuitry (not shown) of the device **500** can store information tracking how long touch data has occurred on portions of the bezel **520** and/or how many adjacent, designated areas have had repeated touch data. Then, after a predefined time limit, the processing circuitry can begin to ignore that consistent touch data in the portion **522** of the bezel **520** when determining what user controls the user is implicating. Furthermore, the processing circuitry can designated new locations for areas of the bezel **520** for user controls that are part of the ignored portion **522** of the bezel **520**. In the present example, the areas **524** and **526** for the "page up" and page down" user controls on the left side of the bezel **520** have been moved to new locations outside the ignored portion **522**. Likewise, the visual guides **512** associated with the "page up" and page down" user controls have been shifted to new locations adjacent to the newly designated areas **524** and **526**.

[**0089**] In previous embodiments of the present disclosure, the touch sensitive bezel of the present disclosure is arranged substantially around the entire perimeter of the display. In one alternative shown in **FIG. 11**, an embodiment of an electronic device **530** can have a touch sensitive bezel **550** around a display **540** just as before. In addition, the electronic device **530** can have one or more additional touch sensitive pads or surfaces **560** incorporated throughout various sides of the housing **532** for the device **530**. These additional touch sensitive pads **560** can be used to detect location caused by a user touching the pads **560** and/or can be used to detect force caused by a user pressing the pads **560**. The additional touch sensitive pads **560** can be positioned along edges of the housing **532** and can be positioned on the back of the housing **530**.

[**0090**] Any user controls designated for areas **562** on these additional touch sensitive pads **560** may be preconfigured and may not be change during operation. In this way, the user may know the functionality of the various pads **560** and can use the areas **562** to control features of the device **530** without the need of any visual guides **542** on the display **540**. Alternatively, the user may be able to designate any user controls for these additional touch sensitive pads **560** using setup and configuration operations of the device **530**. In yet another alternative, user controls for areas **562** of these additional pads **560** can be designated and re-designated by the electronic device **530** during operation in much the same way disclosed herein for areas **552** on the bezel **550**. For example, areas **562** on the pads **560** can be designated for user controls similar to the areas **552** that can be designated on the bezel **550**, and visual guides **542** can be displayed around the perimeter of the display **540** adjacent to corresponding areas **562** on the additional pads **560** in the same way that the visual guides **542** are displayed adjacent designated areas **552** of the bezel **550**.

[**0091**] In **FIG. 11**, for example, the area **552** on the bezel **550** can be designated to adjust values, and the areas **562** of the adjacent side pad **560** can be designated to select various attributes of the display **540**. Because the device **530** can be hand-held, the user can selected from the various attributes