

**36.** The electronic device of claim 35, further comprising:  
means for determining an orientation of the electronic device; and

means for designating the one or more areas based on the determined orientation of the electronic device.

**37.** The electronic device of claim 35, further comprising:  
means for presenting content on the display in one of at least two orientations; and

means for designating the one or more areas based on the orientation of the content.

**38.** The electronic device of claim 35, wherein the means for determining if at least one of the one or more controls is invoked by the obtained touch data comprises means for recognizing touch gestures based on the obtained touch data.

**39.** The electronic device of claim 35, further comprising:  
means for obtaining force data in response to a touch event, and

means for governing an aspect of the at least one invoked control based on the obtained force data.

**40.** A user interface method for operating an electronic device having a display and a touch sensitive bezel substantially surrounding the display, the method comprising:

presenting content on the display;

designating one or more areas of the touch sensitive bezel for one or more controls of the electronic device;

presenting one or more visual guides at a perimeter of the display adjacent to the one or more designated areas;

detecting touch data on the touch sensitive bezel;

determining which of the controls is invoked by the touch data; and

operating the electronic device with the invoked control.

**41.** The method of claim 40, wherein the act of presenting one or more visual guides at a perimeter of the display adjacent to the one or more designated areas comprises superimposing the visual guides over the content presented on the display.

**42.** The method of claim 40, wherein the act of presenting one or more visual guides at a perimeter of the display adjacent to the one or more designated areas comprises presenting the visual guides at the perimeter after being implicated by a user action selected from the group consisting of touching a predetermined portion of the touch sensitive bezel, making a predetermined touch gesture on the touch sensitive bezel, and moving the electronic device.

**43.** The method of claim 40, wherein the act of designating one or more areas of the touch sensitive bezel for one or more controls of the electronic device comprises:

associating one or more areas of the touch sensitive bezel with the one or more controls; and

associating one or more touch gestures on the one or more associated control areas with the one or more controls.

**44.** The method of claim 43, wherein the act of determining which of the controls is invoked by the touch data comprises:

determining if the touch data includes the one or more associated control areas; and

determining from the touch data if the one or more touch gestures associated with the one or more controls have occurred on the one or more associated control areas.

**45.** The method of claim 40, further comprising:

determining an orientation of the electronic device; and

designating the one or more areas of the touch sensitive bezel for the one or more controls based on the determined orientation.

**46.** The method of claim 40, wherein the act of presenting content on the display comprises presenting content in one of at least two orientations on the display, and wherein the method further comprises designating the one or more areas on the touch sensitive bezel based on the orientation of the content.

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