US 20170031559A1

(19) United States

(12) Patent Application Publication

LEE et al.

(10) Pub. No.: US 2017/0031559 A1

(43) Pub. Date: Feb. 2, 2017

(54) ELECTRONIC APPARATUS AND METHOD FOR CONTROLLING DISPLAY

(71) Applicant: **Samsung Electronics Co., Ltd.**, Gyeonggi-do (KR)

(72) Inventors: **Kyung-Jun LEE**, Gyeonggi-do (KR); **Giang-Yoon KWON**, Seoul (KR); **Ki-Hyoung SON**, Gyeonggi-do (KR); **Hye-Jung CHANG**, Seoul (KR); **Hyun-Yeul LEE**, Seoul (KR); **Seung-Yeon CHUNG**, Seoul (KR)

(73) Assignee: **Samsung Electronics Co., Ltd.**

(21) Appl. No.: **15/222,342**

(22) Filed: **Jul. 28, 2016**

(30) **Foreign Application Priority Data**

Jul. 28, 2015 (KR) 10-2015-0106527

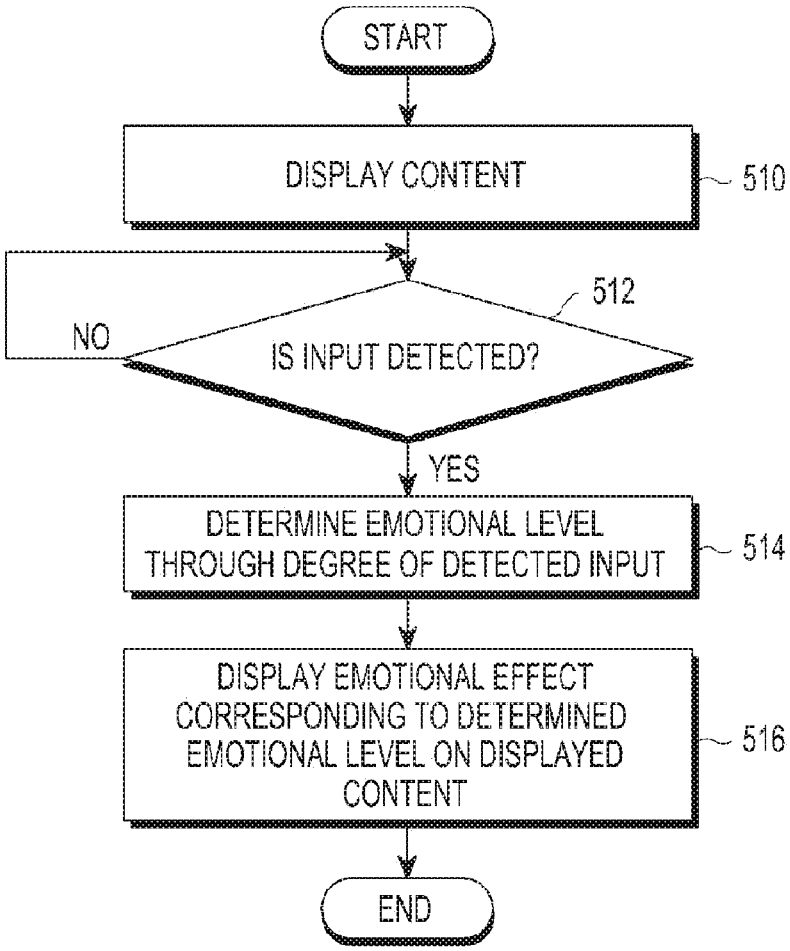
Publication Classification

(51) **Int. Cl.**

G06F 3/0488	(2006.01)
G06K 9/00	(2006.01)
G06T 11/60	(2006.01)
G06F 3/0481	(2006.01)

(52) **U.S. Cl.**

CPC ***G06F 3/0488*** (2013.01); ***G06F 3/04817*** (2013.01); ***G06K 9/00315*** (2013.01); ***G06T 11/60*** (2013.01)

(57) **ABSTRACT**

An electronic apparatus and a method for controlling a display that displays content is provided. The method includes displaying content, detecting an input corresponding to the displayed content, determining an emotional level based on the detected input, and applying an emotional effect corresponding to the determined emotional level to the displayed content, and displaying the emotional effect on the displayed content.