

## DISCLOSURE OF INVENTION

[0042] According to one aspect of the present invention there is provided a method displaying information for viewing by a user

[0043] characterised by the steps of:

[0044] a) displaying primary information on a first focal plane, and

[0045] b) displaying secondary information on at least a second focal plane peripherally to said primary information, wherein said secondary information exhibits at least one characteristic capable of augmenting the effect of the primary information on the user.

[0046] As used herein, the primary information and secondary information may be comprised of alpha-numeric characters, symbols, plain text, images, animations, video sequences, a combination of same and any other means of visually representing information.

[0047] The terms primary and secondary information are not defined to infer or necessarily suggest any hierarchical relationship or degree of relative importance between the primary and secondary information. Rather, the term primary information is simply denotes the information being viewed directly by the user and being interpreted by normal conscious thought processes associated with reading or viewing images.

[0048] The said effect of the secondary information on a user viewing the primary information may include, but is not limited to:

[0049] an improved assimilation of the content or message contained by the primary information, including reading and/or comprehension speed;

[0050] an enhanced ability to perceive embedded, implied or related facts (directly or indirectly), links, nuances, innuendoes or associations regarding the primary information;

[0051] a greater understanding and comprehension of the primary information;

[0052] improved retention and latent recall of the primary information;

[0053] more enjoyment than experienced by viewing the primary information in isolation.

[0054] The said augmenting effect on a user may be achieved by,

[0055] displaying the secondary information on multiple focal planes, with substantially the same content and format as the primary information;

[0056] displaying the secondary information on multiple focal planes, with substantially the same content in a different format and/or visual appearance to the primary information;

[0057] displaying one of either the primary or secondary information on a rearward display screen before or after displaying the other of said primary or secondary information on a forward display screen.

[0058] the application of variable format to either or both of said primary or secondary information including, but not limited to speed, colour, repetition, visual effects, motion, looming, scrolling, blinking, fading and/or size change.

[0059] the static use of format including but not limited to speed, colour, repetition, visual effects, motion, looming, scrolling, blinking, fading and size change applied to either or both primary and/or secondary information.

[0060] displaying graphics/images as at least part of said secondary information capable of eliciting a priming, pre-fetching, anticipating, associating or triggering response by a viewer viewing the primary information.

[0061] any and all combinations and/or permutations of the above.

[0062] According to a further aspect of the present invention, there is provided a multi-focal plane display including at least two at least partially overlapping display surfaces, capable of displaying Information according to the above-described method.

[0063] Thus, while prior research has included three attentional components, i.e., an individual's capacity to divide attention between two items, the ability to focus on any single item with minimal interference from other items and the recovery time/latency involved in shifting attention between items, these fail to address the potential advantage/benefit of subconscious information assimilation during focused or divided attention activity.

[0064] The present invention may also incorporate existing technological applications displaying primary and secondary information, presently directed to use in single focal plane displays and/or wherein said secondary information lacks at least one characteristic capable of augmenting the effect of the primary information on the user.

[0065] Thus, according to a further aspect of the present invention, one of said primary or secondary information includes simultaneously displaying all or a substantial portion of a written work on either of said first and second focal planes.

[0066] Preferably, said written work is composed of text arranged in an enclosing geometric pattern, preferably a concentric spiral.

[0067] In one embodiment, recurring text items are displayed individually at a mean geometrical position between occurrences of the text item about the concentric spiral.

[0068] In a further embodiment, the text item frequency of occurrence document in the written work is denoted by a corresponding variation in intensity or luminance of the text item

[0069] Preferably, the other of said primary or secondary information includes displaying a portion of said written work.

[0070] As the viewer scrolls through the conventional text, the high frequency words are illuminated within the spiral, together with radial lines extending to each point in the spiral containing the word.