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(54) **METHODS AND SYSTEMS FOR PROCESSING ATTENTION DATA FROM A VEHICLE**

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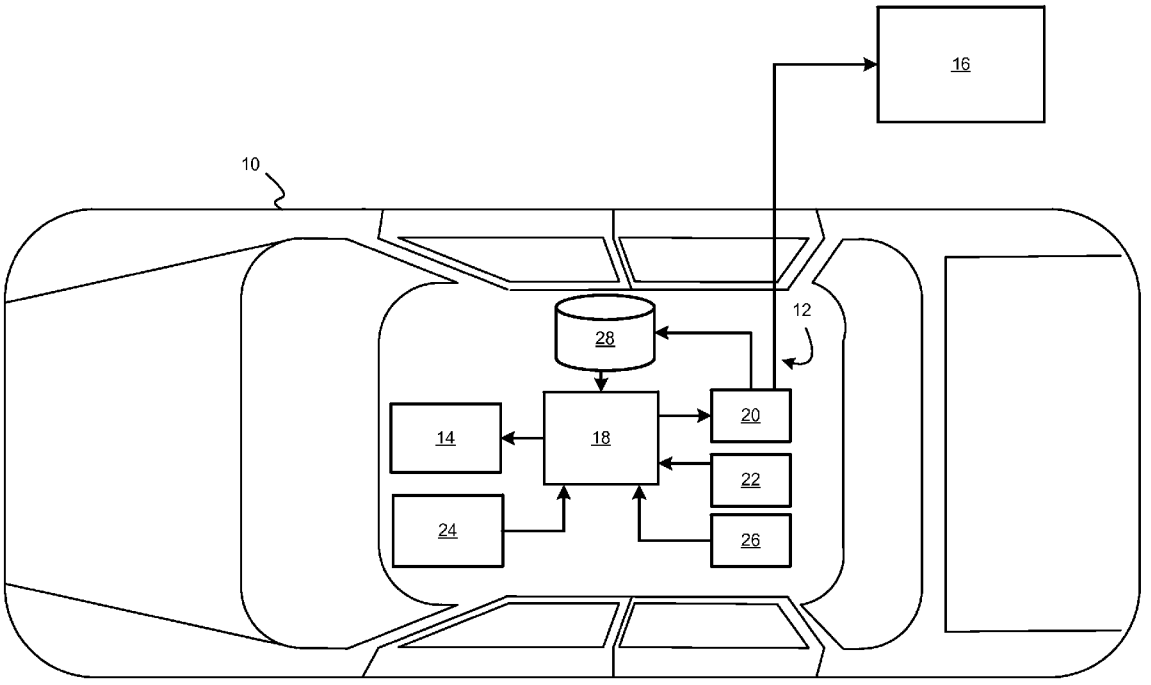
(57) **ABSTRACT**

Methods and systems are provided for processing attention data. In one embodiment, a method includes: receiving the attention data from a first vehicle, wherein the attention data indicates an attention of an occupant of the vehicle to a point in a space; processing, at a global processing system, the received attention data with other attention data to determine one or more statistics; and generating report data based on the one or more statistics.



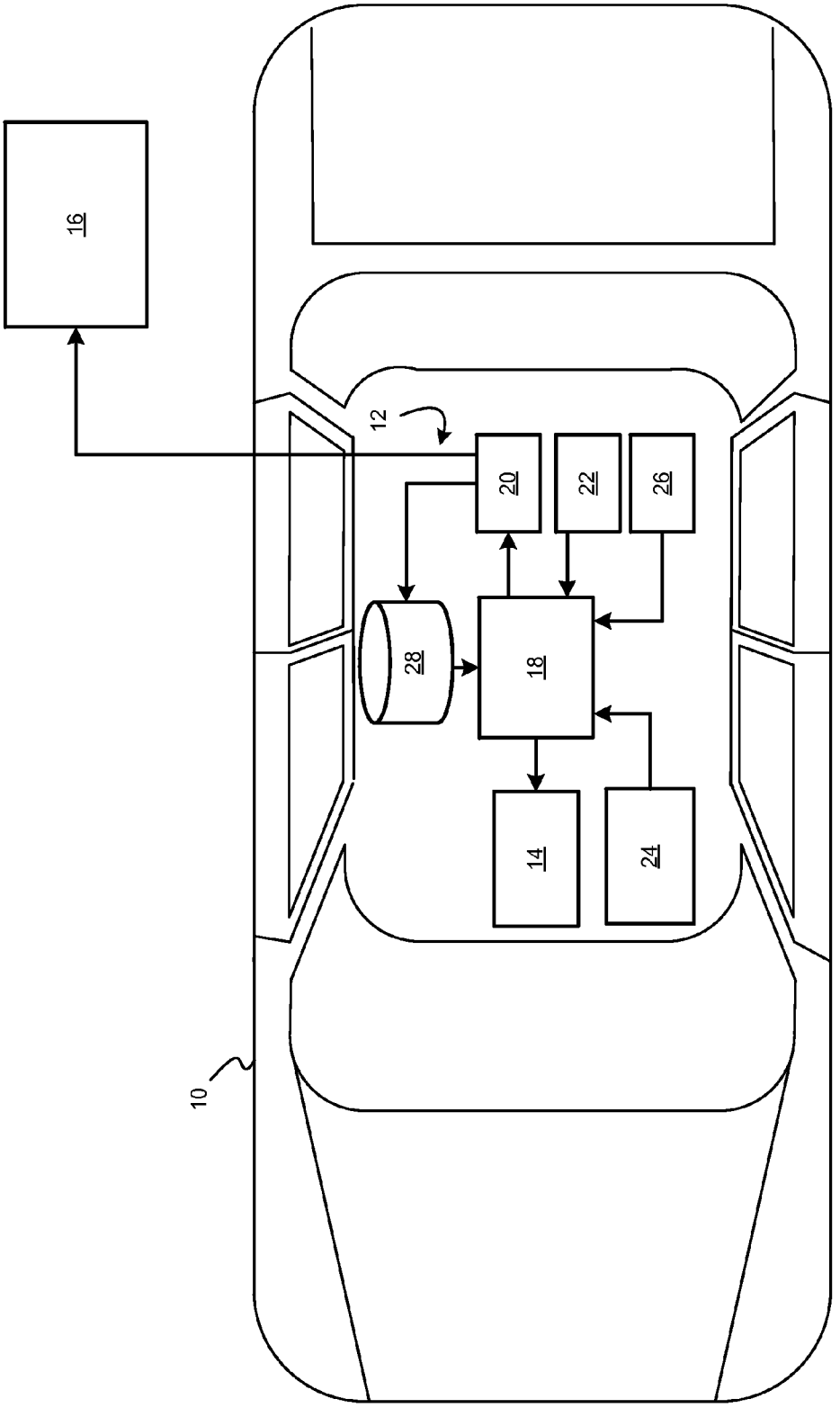


FIG. 1

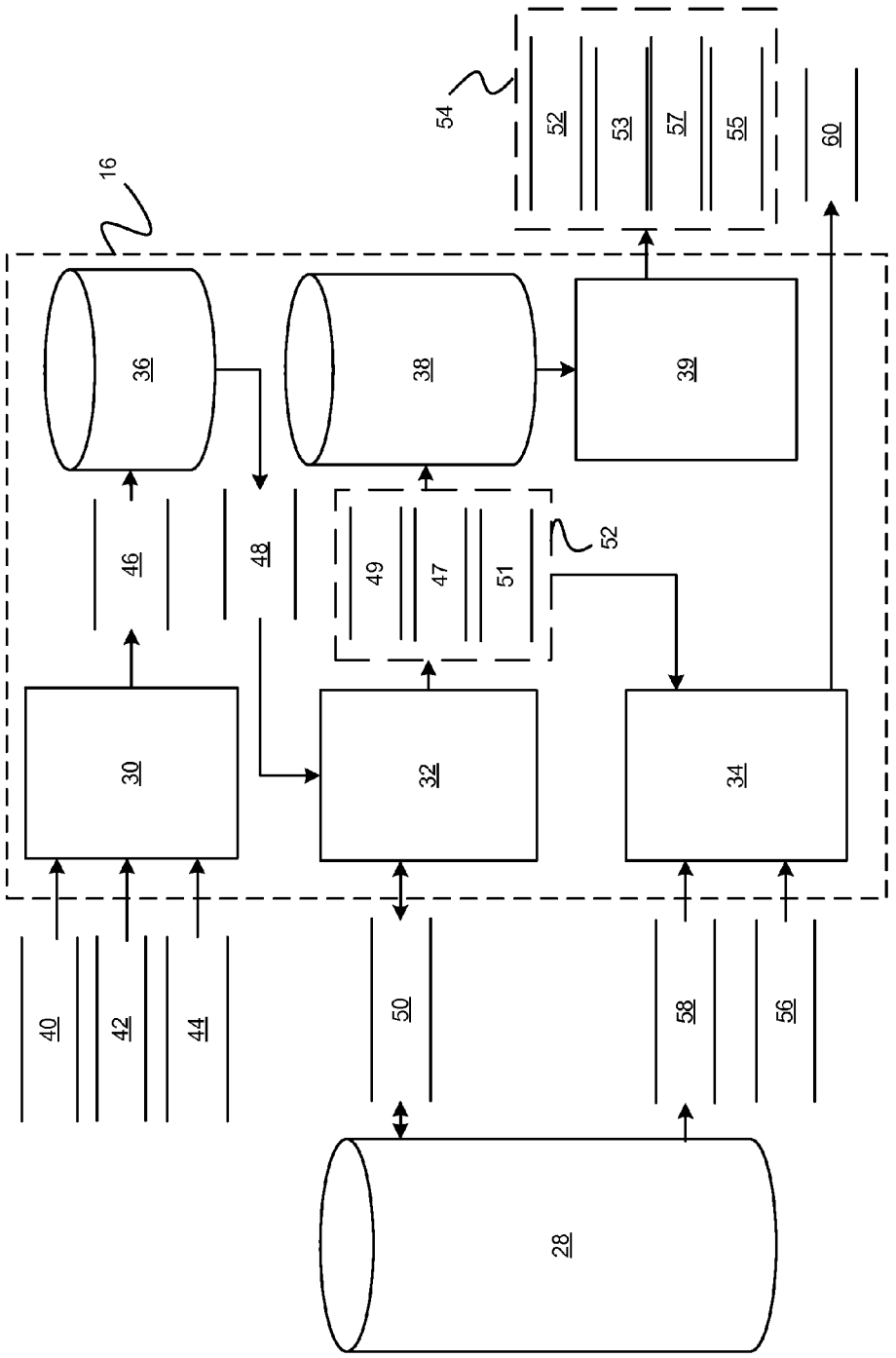

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FIG. 2

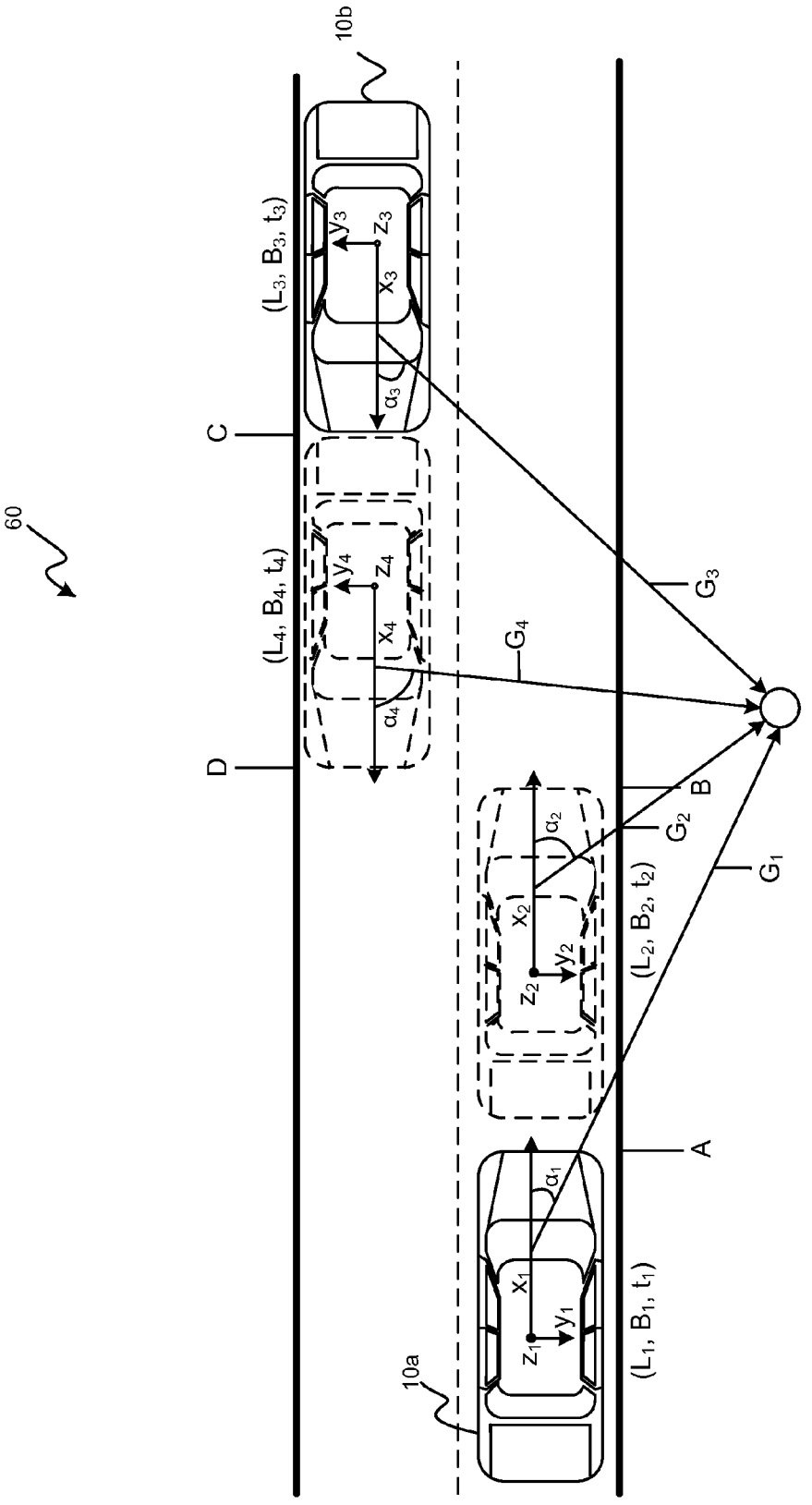
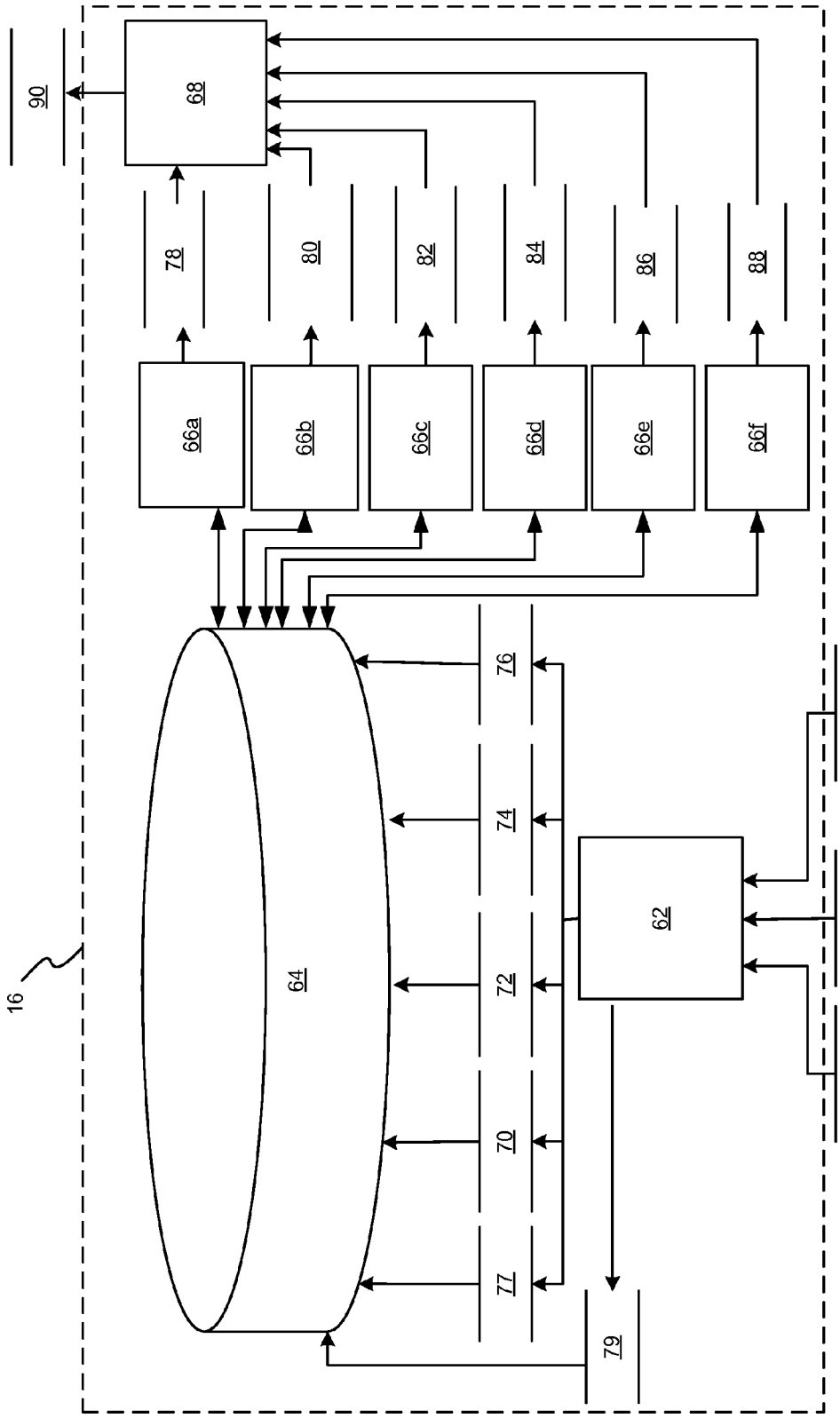

60
10b
10a
C
D
A
B
(L_3, B_3, t_3)
(L_4, B_4, t_4)
(L_2, B_2, t_2)
(L_1, B_1, t_1)
G_3
G_4
G_2
G_1
x_3 y_3 z_3 α_3
x_4 y_4 z_4 α_4
x_2 y_2 z_2 α_2
x_1 y_1 z_1 α_1

FIG. 3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66a
66b
66c
66d
66e
66f
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74
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54n
54b
54a

FIG. 4

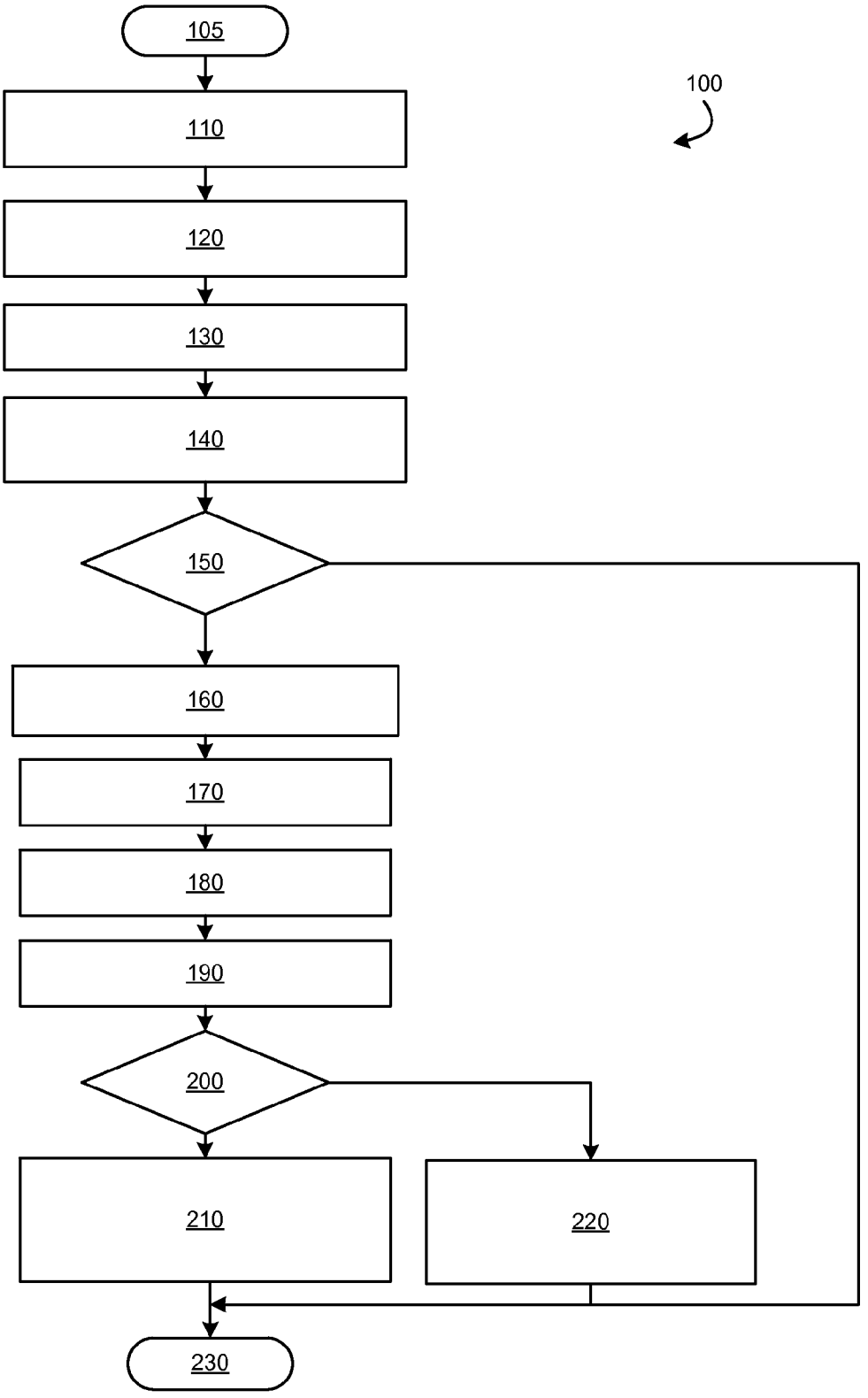

FIG. 5

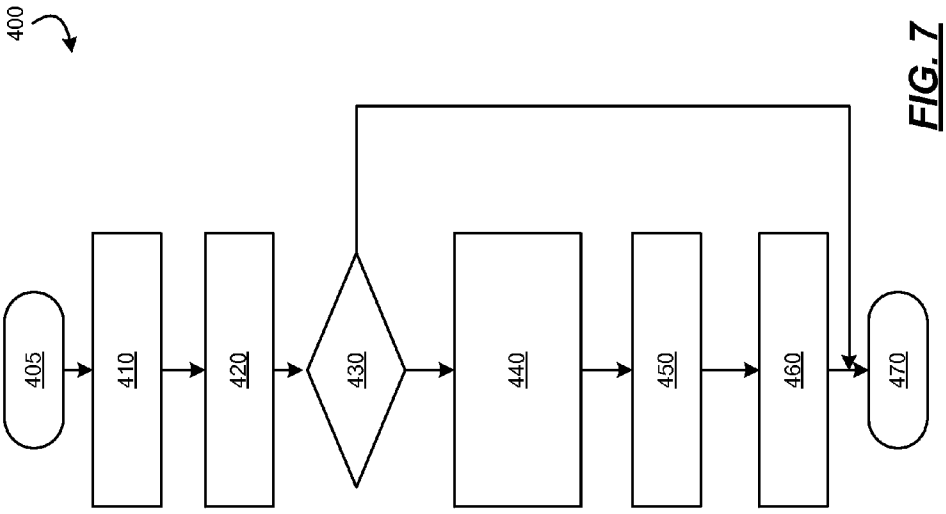
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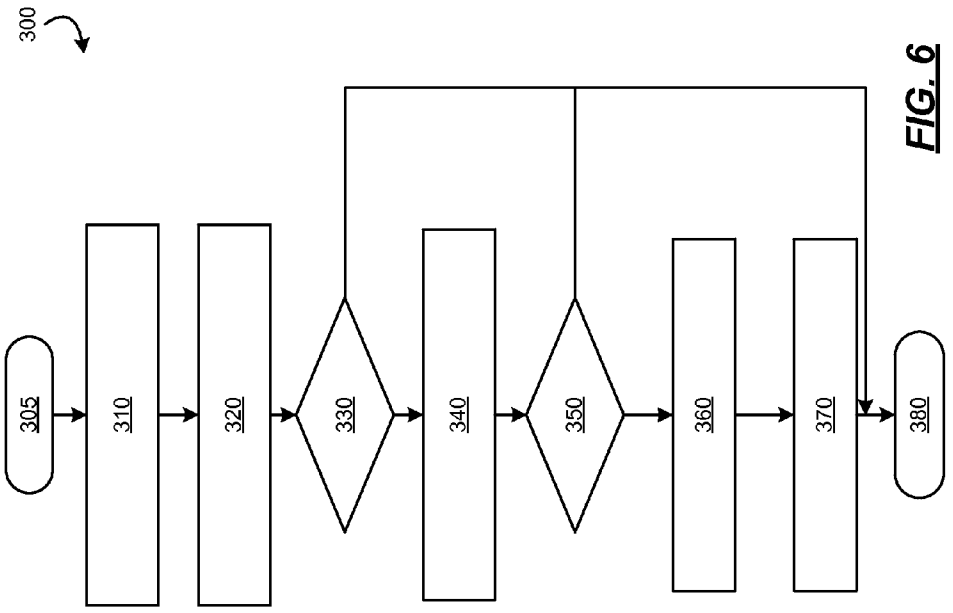
FIG. 7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310
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350
360
370
380

FIG. 6

METHODS AND SYSTEMS FOR PROCESSING ATTENTION DATA FROM A VEHICLE

TECHNICAL FIELD

[0001] The technical field generally relates to methods and systems for processing attention data from a vehicle, and more particularly to methods and systems for processing attention data from a vehicle by a remote processing system.

BACKGROUND

[0002] Gaze detection systems generally include one or more cameras that are pointed at the eyes of an individual and that track the eye position and gaze direction of the individual. Vehicle systems use gaze detection systems to detect the gaze direction of a driver. The gaze direction of the driver is then used to detect the driver's attentiveness to the road ahead of them, or the driver's general attention to a feature inside the vehicle.

[0003] For example, some vehicle systems use the gaze direction of a driver to determine if the driver is inattentive to road and to generate warning signals to the driver. In another example, some vehicle systems determine that the driver is looking in the direction of a particular control knob or switch of the vehicle and can control that particular element (e.g., turn it on, etc.) based on the determination. In each of the examples, the vehicle systems make a general determination of where the driver is looking and do not make a determination of what the driver is looking at (i.e. what is grasping the attention of the driver).

[0004] Accordingly, it is desirable to provide methods and systems for detecting the attention of a driver to a point or object in a three-dimensional space. In addition, it is desirable to provide methods and systems for detecting the attention of a driver to a particular point or object outside of the vehicle. In addition, it is desirable to provide methods and system for making use of the information determined from the detected attention of the driver to the particular point or object. Furthermore, other desirable features and characteristics of the present invention will become apparent from the subsequent detailed description and the appended claims, taken in conjunction with the accompanying drawings and the foregoing technical field and background.

SUMMARY

[0005] Methods and systems are provided for processing attention data. In one embodiment, a method includes: receiving attention data from a first vehicle, wherein the attention data indicates an attention of an occupant of the vehicle to a point in a space; processing, at a global processing system, the received attention data with other attention data to determine one or more statistics; and generating report data based on the one or more statistics.

[0006] In another embodiment, a system includes a first module that receives the attention data from a first vehicle. The attention data indicates an attention of an occupant of the vehicle to a point in a space. A second module processes the received attention data with other attention data to determine one or more statistics. A third module generates report data based on the one or more statistics.

DESCRIPTION OF THE DRAWINGS

[0007] The exemplary embodiments will hereinafter be described in conjunction with the following drawing figures, wherein like numerals denote like elements, and wherein:

[0008] FIG. **1** is a functional block diagram of a vehicle that includes a driver attention detection system that communicates with an attention director system and/or a global attention processing system in accordance with various embodiments;

[0009] FIG. **2** is a functional block diagram illustrating functional modules of the driver attention detection system in accordance with various embodiments;

[0010] FIG. **3** is an illustration of gaze vectors that are used to determine driver attention by the driver attention detection system in accordance with various embodiments;

[0011] FIG. **4** is a functional block diagram illustrating functional modules of the global attention processing system in accordance with various embodiments;

[0012] FIG. **5** is a flowchart illustrating a driver attention detection method that may be performed by the driver attention detection system in accordance with various embodiments;

[0013] FIG. **6** is a flowchart illustrating a driver attention direction method that may be performed by the driver attention detection system in accordance with various embodiments; and

[0014] FIG. **7** is a flowchart illustrating a global attention processing method that may be performed by the global attention processing system of FIG. **1** in accordance with various embodiments.

DETAILED DESCRIPTION

[0015] The following detailed description is merely exemplary in nature and is not intended to limit the application and uses. Furthermore, there is no intention to be bound by any expressed or implied theory presented in the preceding technical field, background, brief summary or the following detailed description. It should be understood that throughout the drawings, corresponding reference numerals indicate like or corresponding parts and features. As used herein, the term module refers to any hardware, software, firmware, electronic control component, processing logic, and/or processor device, individually or in any combination, including without limitation: application specific integrated circuit (ASIC), an electronic circuit, a processor (shared, dedicated, or group) and memory that executes one or more software or firmware programs, a combinational logic circuit, and/or other suitable components that provide the described functionality.

[0016] FIG. **1** is a functional block diagram of a vehicle **10** that includes a driver attention detection system **12** that communicates with a driver attention director system **14** and/or a global (or comprehensive) attention processing system **16** in accordance with various embodiments. As can be appreciated, the vehicle **10** may be any vehicle, including but not limited to an automobile, an aircraft, a spacecraft, a watercraft, a sport utility vehicle, or any other type of vehicle **10**. Although the figures shown herein depict an example with certain arrangements of elements, additional intervening elements, devices, features, or components may be present in actual embodiments. It should also be understood that FIG. **1** is merely illustrative and may not be drawn to scale.

[0017] As shown, the exemplary driver attention detection system **12** includes an attention determination module **18** that

detects the attention of an occupant of the vehicle **10** (such as a driver and/or other occupants) to a point in a three-dimensional space. For exemplary purposes, the disclosure will be discussed in the context of detecting the attention of the driver. As will be discussed in the exemplary embodiments below, the attention determination module **18** detects the attention of the driver to a point that is outside of the vehicle **10** (referred to as a point of interest) and, in some cases, associates the point with a particular object that is located at that point (referred to as an object of interest). For example, the object may be a fixed or mobile object such as, but not limited to, a road feature (e.g., an exit ramp, a traffic light, a road sign, a guard rail, another vehicle, a pedestrian, etc.), an advertisement feature (e.g., a billboard, a sign, a building, a sign on a moving vehicle, etc.), or a particular landmark (e.g., either a natural landmark, or a man-made landmark) that the driver is focusing on.

[0018] Once the point of interest and/or the object of interest have been detected, the attention determination module **18** stores information about the driver's attention to the point of interest and/or the object of interest for future use. For example, the attention determination module **18** stores the time the driver's attention was on the point of interest and/or the object of interest, the location of the point of interest, and any information describing the object of interest, if identified.

[0019] In various embodiments, based on the information about the driver's current attention, the attention determination module **18** determines whether or not to direct the driver's attention to a different point of interest and/or object of interest on the three-dimensional space. For example, if the determined attention of the driver indicates that the driver is looking away from a particular desired point of interest or object of interest, the attention determination module **18** can provide notification data to the driver attention director system **14**. The driver attention director system **14**, in turn, includes one or more director devices that selectively activate based on the notification data to direct the driver's attention. As can be appreciated, the director devices can include, but are not limited to, light devices, a display screen, audio devices, haptic devices, a phone (e.g., a personal phone that is paired with the vehicle **10** or a phone that is integrated with the vehicle **10**), a heads up display, or any combination thereof.

[0020] In various embodiments, the attention determination module **18** communicates the information about the attention of the driver to the global attention processing system **16**. The communication may be through, for example, a wireless communication system **20** (e.g., a Wi-Fi system, a cellular network system, a Bluetooth system, etc.) or other communication system (not shown) of the vehicle **10**. The global attention processing system **16** processes the information from the vehicle **10** and/or from multiple vehicles (not shown) to determine global points of interest (i.e., points of interest viewed a number of times by a single driver, by a number of occupants, or by a number of vehicles), global objects of interest (i.e., objects of interest viewed a number of times by a single driver, by a number of occupants, or by a number of vehicles), and/or other statistics.

[0021] In various embodiments, the attention determination module **18** detects the attention of the driver to the points of interest and/or the objects of interest based on information received from one or more systems of the vehicle **10**. For example, the attention determination module **18** receives inputs from a global positioning system **22**, a gaze detection system **24**, an inertial measurement system **26**, and an object maps datastore **28**. As can be appreciated, in various embodiments, the attention determination module **18** may receive inputs from other systems (not shown) in addition to or as an alternative to the systems shown and described.

[0022] The global positioning system **22** communicates with satellites (not shown) to derive a current location (e.g., latitude and longitude coordinates) of the vehicle **10**. The global positioning system **22** provides the location information to the attention determination module **18**. As can be appreciated, other systems of determining a location of the vehicle **10** may be used as an alternative. Such systems may include, but are not limited to an antenna signal triangulation system or other system.

[0023] The gaze detection system **24** includes one or more tracking devices (e.g., such as a camera or other device) that track the eye position, eye movement, head position and/or head movement of the driver (or other occupants), and an image processor that process the data from the tracking devices to determine a gaze direction of the driver (or other occupants). The gaze detection system **24** provides the gaze direction to the attention determination module **18**. As can be appreciated, the gaze detection system **24** can provide the gaze direction of the driver, other occupants, and/or the driver and the other occupants. For exemplary purposes, the disclosure will be discussed in the context of the gaze detection system **24** providing the gaze direction of the driver.

[0024] The inertial measurement system **26** includes one or more measurement devices that determine an orientation of the vehicle **10**. The inertial measurement system **26** provides the orientation (e.g., the bearing and elevation) of the vehicle **10** to the attention determination module **18**. As can be appreciated, other systems of determining an orientation of the vehicle **10** may be used as an alternative. Such systems may include, but are not limited to a compass or other system.

[0025] The object maps datastore **28** stores location information and descriptive information (e.g., a name, or type of object) about objects in a three-dimensional space in a format, such as a map format. The map can be provided to the vehicle **10** through the wireless communication system **20**. The map can be communicated to the vehicle **10** from a stationary system (e.g., from a central processing center) or a mobile system (e.g., from another vehicle). As can be appreciated, separate maps can be provided for certain types of objects, or a single map can be provided for any number of different types of objects. The maps can be selectively provided and/or stored to the object maps datastore **28** based on a location of the vehicle **10**, or other criteria. The object maps datastore **28** provides the maps to the attention determination module **18**.

[0026] Referring now to FIG. **2** and with continued reference to FIG. **1**, a functional block diagram illustrates various embodiments of the attention determination module **18**. Various embodiments of an attention determination module **18** according to the present disclosure may include any number of sub-modules. As can be appreciated, the sub-modules shown in FIG. **2** may be combined and/or further partitioned to similarly detect the driver's attention to points and/or objects in a three-dimensional space. In various embodiments, as shown in FIG. **2**, the attention determination module **18** includes a gaze vector calculation module **30**, an attention determination module **32**, an attention director module **34**, a gaze vector datastore **36**, an attention data datastore **38**, and an attention data communication module **39**.

[0027] The gaze vector calculation module **30** receives as input, vehicle location data **40** (e.g., from the GPS system **22**), gaze direction data **42** (e.g., from the gaze detection system **24**), and vehicle orientation data **44** (e.g., from the inertial measurement system **26**). The received data **40-44** is associated with a particular time (t). For example, the vehicle location data **40** can indicate a location of the vehicle **10** in absolute coordinates (X, Y, Z) at a particular time (t). The vehicle orientation data **44** can indicate a pointing vector of the vehicle in absolute coordinates (X, Y, Z) at a particular time (t). The gaze direction data **42** can indicate a gaze direction of the driver relative to vehicle coordinates (x, y, z) at a particular time (t).

[0028] Based on the inputs **40-44**, the gaze vector calculation module **30** determines a gaze vector **46** in absolute coordinates (X, Y, Z) of the driver for the particular time (t) and stores the gaze vector **46** in the gaze vector datastore **36** for future use. For example, as shown in FIG. **3**, the location (L_1) of a first vehicle **10***a* can be provided in absolute coordinates at a first time t_1 corresponding to a first position A on a road. The orientation or bearing (B_1) of the first vehicle **10***a* can be provided in absolute coordinates and can include the azimuth angle and the elevation. The gaze direction of the driver can be provided in vehicle coordinates and can include the angle α_1. The gaze vector (G_1) is determined in vehicle coordinates (x_1, y_1, z_1) based on the angle α_1 and then converted into absolute coordinates based on the location and bearing (L_1, B_1, t_1) using a coordinate system transformation.

[0029] As the vehicle **10***a* moves forward from the first position A to a second position B on the road, the location (L_2) of the vehicle **10***a* is provided in absolute coordinates at a second time t_2. The orientation or bearing (B_2) of the first vehicle **10***a* can be provided in absolute coordinates and can include the azimuth angle and the elevation. The gaze direction of the driver can be provided in vehicle coordinates and can include the angle α_2. A second gaze vector (G_2) is determined in vehicle coordinates (x_2, y_2, z_2) based on the angle α_2 and then converted into absolute coordinates based on the location and bearing (L_2, B_2, t_2) using a coordinate system transformation.

[0030] Likewise, if a second vehicle **10***b* were traveling in the opposite direction in the opposite lane on the road, the location (L_3) of the second vehicle **10***b* can be provided in absolute coordinates at a first time t_3 corresponding to a first position C on the road. The orientation or bearing (B_3) of the second vehicle **10***b* can be provided in absolute coordinates and can include the azimuth angle and the elevation. The gaze direction of the driver can be provided in vehicle coordinates and can include the angle α_3. The gaze vector (G_3) is determined in vehicle coordinates (x_3, y_3, z_3) based on the angle α_3 and then converted into absolute coordinates based on the location and bearing (L_3, B_3, t_3) using a coordinate system transformation.

[0031] As the vehicle **10***b* moves forward from the first position C to a second position D on the road, the location (L_4) of the vehicle **10***b* is provided in absolute coordinates at a second time t_4. The orientation or bearing (B_4) of the second vehicle **10***b* can be provided in absolute coordinates and can include the azimuth angle and the elevation. The gaze direction of the driver can be provided in vehicle coordinates and can include the angle α_4. The second gaze vector (G_4) for the second vehicle **10***b* is determined in vehicle coordinates (x_4, y_4, z_4) based on the angle α_4 and then converted into absolute coordinates based on the location and bearing (L_4, B_4, t_4) using a coordinate system transformation.

[0032] The gaze vectors (G_1 and G_2) are calculated are stored in the gaze vector datastore **36** of the first vehicle **10***a*; and the gaze vectors (G_3 and G_4) are calculated and stored in the gaze vector datastore **36** of the second vehicle **10***b*. In some cases, the gaze vectors (G_3 and G_4) may be communicated to the first vehicle **10***a* and stored in the gaze vector datastore **36** of the first vehicle **10***a*. Likewise, the gaze vectors (G_1 and G_2) may be communicated to the second vehicle **10***b* and stored in the gaze vector datastore **36** of the second vehicle **10***b*.

[0033] With reference back to FIG. **2** and with continued reference to FIG. **1**, the attention determination module **32** receives as input, gaze vectors **48** that were stored in the gaze vector datastore **36**. The gaze vectors **48** may be gaze vectors **48** from a single vehicle (e.g., vehicle **10***a* of FIG. **2**) or from multiple vehicles (e.g., vehicle **10***a* and **10***b* of FIG. **2**). Based on the gaze vectors **48**, the attention determination module **32** determines a point of interest **47** for a particular time **49** in the absolute coordinate system. For example, the attention determination module **32** evaluates a number of gaze vectors **48** over a certain time period, and if a threshold number of gaze vectors **48** in the time period intersect, then it is determined that, for that time period, the point of interest is at or near the intersection of the gaze vectors **48**. The attention determination module **32** then sets the point of interest **47** to the coordinates of the intersection at the particular time **49**.

[0034] In various embodiments, if a certainty of the point of interest **47** is low (e.g., only a minimal number of gaze vectors **48** intersect, or the point of interest is far from the vehicle, etc.), then the attention determination module **32** may rely on data from additional sources to confirm the point of interest **47**. For example, statistical data received from the global attention processing system **16**, or data from other systems of the vehicle **10** may be used in confirming the point of interest **47**.

[0035] If a point of interest **47** is determined, the attention determination module **32** then selectively retrieves object data **50** from the object maps datastore **28**. For example, the attention determination module **32** may evaluate the maps of the object maps datastore **28** for an object that is located at the point of interest **47**. If the map indicates that an object is located at the point of interest **47**, the attention determination module **32** defines an object of interest **51** at the particular point of interest using descriptive information about the object from the object maps datastore **28**. The attention determination module **32** then stores the point of interest **47**, the time **49**, and the object of interest **51** as attention data **52** in the attention data datastore **38** for future use. If, however, the map does not indicate that an object is located at the point of interest **47**, the attention determination module **32** may update the map with the point of interest **47** and information about the point of interest **47** that is received from other sources (e.g., from vehicle systems such as a vehicle camera or other system, or from systems remote to the vehicle), if available.

[0036] The attention data communication module **39** retrieves the attention data **52** from the attention data datastore **38** and prepares the attention data **52** for communication by the wireless communication system **20** to the global attention processing system **16**. For example, the attention data communication module **39** packages the attention data **52** for a time period with an occupant identifier **57** (e.g., if multiple

occupants can be tracked), a vehicle identifier **53** (e.g., the VIN or other data identifying the vehicle and/or the vehicle type), and, optionally, contextual data **55** (e.g., data defining the conditions during which the attention data was determined such as, but not limited to, weather conditions, road conditions, vehicle conditions, etc.) and communicates the packaged data **54** to the wireless communication system **20** for communication to the global attention processing system **16**.

[0037] The attention director module **34** receives as input, vehicle location data **56** (e.g. from the global positioning system **22**), and the attention data **52**. Based on the inputs **52**, **56**, the attention director module **34** determines whether the driver's attention is directed towards a desired object. In various embodiments, the desired object may be defined in a map of desired objects and stored in the maps datastore **38**. For example, based on the vehicle location data **56**, the attention director module **34** selectively retrieves object data **58** (i.e. data of desired objects defined to be within a proximity to the vehicle location) from the maps of the object maps datastore **28**. In various embodiments, the desired object may be determined by a system of the vehicle **10**. For example, the desired object may be received from a navigation system, or other system of the vehicle (data flow not shown).

[0038] The attention director module **34** then compares the point of interest **47** from the attention data **52** with the location of the desired object from the object data **58**. If the point of interest **47** and the location of the desired object are relatively the same, the attention director module **34** determines that the driver's attention is towards the desired object and no notification data **60** is sent. If, however, the point of interest **47** is different than the location of the desired object, the attention director module **34** determines that the driver's attention is not towards the desired object (rather it may be towards another object on the map or not towards any object at all) and the attention director module **34** sends notification data **60** to the attention director system **14** to direct the driver's attention.

[0039] Referring now to FIG. **4** and with continued reference to FIG. **1**, a functional block diagram illustrates various embodiments of the global attention processing system **16** of FIG. **1**. Various embodiments of a global attention processing system **16** according to the present disclosure may include any number of sub-modules. As can be appreciated, the sub-modules shown in FIG. **4** may be combined and/or further partitioned to similarly receive and process the driver attention data **54** of FIG. **2**. In various embodiments, the global attention processing system **16** includes a data storage module **62**, a global attention data datastore **64**, one or more data processing modules **66***a*-**66***n*, and an output generation module **68**.

[0040] The data storage module **62** receives as input the driver attention data **54***a*-**54***n* from various vehicles **10***a*, **10***b*, etc. and selectively stores the driver attention data **54***a*-**54***n* in the global attention data datastore **64**. For example, the data storage module selectively categories and stores the data based on vehicle data **70**, time data **72**, point of interest data **74**, object of interest data **76**, the various contextual data **77**, and/or occupant data.

[0041] The data processing modules **66***a*-**66***n* selectively retrieve the stored data from the driver attention data datastore **64** and process the data using one or more data processing methods to produce various statistics. For example, a first data processing module **66***a* processes the data to determine global points of interest **78**, that is, points of interest that are identified by a number of times by a particular driver, by a number of occupants of a vehicle, and/or by a number of vehicles. In another example, a second data processing module **66***b* processes the data to determine global objects of interest **80**, that is, objects of interest that are identified by a number of times by a particular driver, by a number of occupants of a vehicle, and/or by a number of vehicles. In still another example, a third data processing module **66***c* processes the data for frequencies **82** that particular points or objects are identified as a point or an object of interest (i.e., the frequency that the object actually attracts a driver's attention when driving by). In still other examples, a data processing module **66***d* processes the data to identify similarities **84** between the drivers attention and the attention of other drivers (e.g., using collaborative filtering methods). In still other examples, a data processing module **66***e* processes the data to identify contextual conditions **86** (e.g., weather, road conditions, traffic, seasons, etc.) that determine particular points or objects that are more prone to attention. In still other examples, a data processing module processes **66***f* the data to identify attention spatter **88** (i.e., how often the driver changes his focus of attention) and contextual data surrounding attention spatter such as time of day, weather conditions, etc.

[0042] The output generation module **68** receives the processed data **78**-**82** from the data processing modules **66***a*-**66***n*. The output generation module **68** generates one or more reports **90** based on the processed data. For example, the output generation module **68** generates a graphical report, such as map that includes identifiers (e.g., hot spots, or other identifier) of the global points of interest **78**, or global objects of interest **80**. In another example, the output generation module **68** generates a textual and/or data report that includes the frequencies **82** and/or other statistics **84**-**88**.

[0043] In various embodiments, the data report may be communicated back to the vehicle **10** and the vehicle **10** may use the data from the data report (e.g., as probabilities or weights) to determine future points of interest and/or objects of interest. In various embodiments, the statistics can be further processed with other data (e.g., other data received from the vehicle, or other entities) to generate reports of probabilities of pursuing other actions that relate to attention given to a particular object. Such actions may include, but are not limited to, purchasing items seen in advertisements, driving to a particular destination, other events. In various embodiments, the statistics can be processed with other data to generate reports of road conditions having a potential to distract drivers causing the drivers to lose focus. These reports may be communicated to business entities such as road authorities and/or can be communicated back to the vehicle **10** for enhanced vehicle control during the road condition.

[0044] Referring now to FIGS. **5**-**6** and with continued reference to FIGS. **1**-**4**, flowcharts illustrate attention determination methods and attention director methods that may be performed by the sub-modules of the attention determination module **18** in accordance with various embodiments. As can be appreciated in light of the disclosure, the order of operation within the methods is not limited to the sequential execution as illustrated in FIGS. **5**-**6**, but may be performed in one or more varying orders as applicable and in accordance with the present disclosure. As can further be appreciated, one or more steps of the methods may be added or removed without altering the spirit of the method.

[0045] With particular reference to FIG. **5**, a flowchart illustrates exemplary sequences of steps of a method **100** for determining driver attention in accordance with exemplary embodiments. The method may begin at **105**. The vehicle location data **40** that indicates the vehicle location in absolute coordinates is received at **110**. The vehicle orientation data **44** that indicates the vehicle orientation in absolute coordinates is received at **120**. The gaze direction data **42** that indicates the gaze direction in vehicle coordinates is received at **130**. Based on the vehicle location, the vehicle orientation, and the gaze direction, the gaze vector **46** is calculated in absolute coordinates (e.g., as discussed above, or according to other methods) and stored at **140**.

[0046] If, at **150**, enable conditions are not met for processing the gaze vectors (e.g., a certain number of gaze vectors have not been stored for a certain time period, or other enable condition), the method may end at **230**. If, however, enable conditions are met for processing the gaze vectors at **150**, gaze vectors **48** are processed at **160**-**220**.

[0047] For example, the gaze vectors **48** associated with a time period are retrieved from the gaze vector datastore **36** at **160**. It is determined whether x or more gaze vectors for the time period intersect at **170**. If x or more gaze vectors for the time period do not intersect at **170**, the method may end at **230**. If, however, x or more gaze vectors for the time period intersect at **170**, the point of interest is set to the point of intersection at **180**. The map for the point of interest is retrieved from the object maps datastore **28** at **190**. If an object of interest is determined from the map at **200**, the attention data **52** is generated including the occupant identifier (if multiple occupants), vehicle identification data, the point of interest data, the time data, and the object of interest data, and stored at **210**. Thereafter, the method ends at **230**. If, however, an object of interest is not determined from the map at **200**, the attention data **52** is generated including the occupant identifier (if multiple occupants), vehicle identification data, the point of interest data, and the time data and stored at **220**. Thereafter, the method ends at **230**.

[0048] With particular reference to FIG. **6**, a flowchart illustrates exemplary sequences of steps of a method **300** for directing a driver's attention in accordance with exemplary embodiments. As can be appreciated, the method can be used in any number of scenarios to direct the driver's attention. For example, the method may be used in a navigation system to direct the driver's attention to a road sign, a next turn, or an exit ramp. In another example, the method may be used by an advertisement system to direct the driver's attention to a particular upcoming billboard advertisement.

[0049] The method may begin at **305**. The vehicle location data **56** that indicates a current location of the vehicle **10** is received at **310**. The object data **58** is retrieved from the object maps datastore **28** at **320**. It is determined whether a desired object of interest is located at or near the location of the vehicle **10** at **330**. The desirability of the object of interest may depend on the type of system performing the method. For example, if the navigation system were performing the method, the desired object of interest may be a next exit in the navigation route.

[0050] If the desired object of interest is not located at or near the location of the vehicle **10** at **330**, the method may end at **380**. If, however, the desired object of interest is located at or near the location of the vehicle **10** at **330**, the notification data **60** is selectively generated at **340**-**370**. For example, the attention data **52** is received at **340**, and it is determined whether the attention data **52** indicates that the point of interest of the driver at that time is at or near the location of the desired object of interest at **350**. If the point of interest is at or near the location of the desired object of interest at **350**, no direction notification data **60** is generated and the method may end (e.g., it is determined that the driver's attention is already on the desired object of interest) at **380**. If, however, the point of interest is not at or near the location of the desired object of interest at **350**, the direction notification data **60** is generated at **360** and the driver is notified via the attention director system **14** at **370**. Thereafter, the method may end at **380**.

[0051] With reference to FIG. **7** and with continued reference to FIGS. **1**-**4**, a flowchart illustrates exemplary sequences of steps of a method **400** for processing attention data **54***a*-**54***n* and that may be performed by the global attention processing system **16** in accordance with exemplary embodiments. The method may begin at **405**. The attention data **54***a* for a particular vehicle **10***a* is received at **410**. The attention data **54***a* is selectively stored in the global attention data datastore **64** based on the vehicle identifier **70**, the point of interest **74**, the time **72**, and/or the object of interest **76** at **420**.

[0052] It is determined whether enable conditions are met for processing the attention data of the global attention data datastore **64** at **430**. If enable conditions are not met at **430**, the method may end at **470**. If, however, the enable conditions are met at **430**, the stored attention data is processed using one or more processing methods (e.g., frequency processing, global objects of interest processing, global points of interest processing, etc.) at **440**, and a report of the results is generated in a graphical format, a textual format, and/or a data format at **450**. The report is then communicated to a vehicle, or other entity for use depending on the type of processing performed at **460**. Thereafter, the method may end at **470**.

[0053] As can be appreciated, the disclosed methods and systems may vary from those depicted in the Figures and described herein. For example, as mentioned above, the vehicle **10** of FIG. **1**, and the modules of FIGS. **2** and **4**, and/or portions and/or components thereof may vary, and/or may be disposed in whole or in part in any one or more of a number of different vehicle units, devices, and/or systems, in certain embodiments. In addition, it will be appreciated that certain steps of the methods **100**, **300**, and **400** may vary from those depicted in FIGS. **5**-**7** and/or described above in connection therewith. It will similarly be appreciated that certain steps of the methods **100**, **300**, and **400** may occur simultaneously or in a different order than that depicted in FIGS. **5**-**7** and/or described above in connection therewith.

[0054] While at least one exemplary embodiment has been presented in the foregoing detailed description, it should be appreciated that a vast number of variations exist. It should also be appreciated that the exemplary embodiment or exemplary embodiments are only examples, and are not intended to limit the scope, applicability, or configuration of the disclosure in any way. Rather, the foregoing detailed description will provide those skilled in the art with a convenient road map for implementing the exemplary embodiment or exemplary embodiments. It should be understood that various changes can be made in the function and arrangement of elements without departing from the scope of the disclosure as set forth in the appended claims and the legal equivalents thereof.

What is claimed is:

1. A method of processing attention data, comprising:

receiving the attention data from a first vehicle, wherein the attention data indicates an attention of an occupant of the vehicle to a point in a space;

processing, at a global processing system, the received attention data with other attention data to determine one or more statistics; and

generating report data based on the one or more statistics.

2. The method of claim **1**, wherein the attention data indicates the attention of the occupant to an object that is located at the point in the space at a time.

3. The method of claim **1**, wherein the attention data further indicates contextual data at the time.

4. The method of claim **1**, wherein the attention data further indicates at least one of a vehicle identifier and an occupant identifier.

5. The method of claim **1**, wherein the other attention data is received from the first vehicle.

6. The method of claim **1**, wherein the other attention data is received from at least one other vehicle.

7. The method of claim **1**, wherein the statistics comprise a frequency of attention to the point in the space.

8. The method of claim **1**, wherein the statistics comprise at least one global point of interest that indicates a point identified by at least one of a number of occupants of the first vehicle and a number of times by the first occupant.

9. The method of claim **1**, wherein the statistics comprise at least one global point of interest that indicates a point identified by a number of vehicles.

10. The method of claim **1**, wherein the statistics comprise contextual conditions associated with particular points.

11. The method of claim **1**, wherein the statistics comprise spatter of the occupant.

12. The method of claim **11**, wherein the statistics comprise contextual data associated with the spatter.

13. The method of claim **1**, wherein the statistics comprise similarities between the attention of the first occupant and an attention of other occupants.

14. The method of claim **1**, further comprising communicating the report data to the vehicle.

15. The method of claim **1**, further comprising communicating the report data to another vehicle.

16. The method of claim **1**, further comprising communicating the report data to a business entity.

17. The method of claim **1**, wherein the report data includes a probability of pursuing actions that relate to the attention given to the point.

18. The method of claim **1**, wherein the report data includes a point or object that is identified as having a potential to distract occupants.

19. The method of claim **1**, wherein the report data is according to a graphical format.

20. The method of claim **1**, wherein the report data is according to at least one of a text format and a data format.

21. A system for processing attention data, comprising:

a first module that receives the attention data from a first vehicle, wherein the attention data indicates an attention of an occupant of the vehicle to a point in a space;

a second module that processes the received attention data with other attention data to determine one or more statistics; and

a third module that generates report data based on the one or more statistics.

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