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Rapid Serial Visual Presentation

Design for Cognition

Authors: **Spence**, Robert, **Witkowski**, Mark

Provides a clear description of RSVP and illustrates its many possible applications to tasks including e-commerce, video fast-forwarding and rewind, TV channel searching and news browsing

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A powerful new image presentation technique has evolved over the last twenty years, and its value demonstrated through its support of many and varied common tasks. Conceptually, Rapid Serial Visual Presentation (RSVP) is basically simple, exemplified in the physical world by the rapid riffling of the pages of a book in order to locate a known image.

Advances in computation and graphics processing allow RSVP to be applied flexibly and effectively to a huge variety of common tasks such as window shopping, video fast-forward and rewind, TV channel selection and product browsing. At its heart is a remarkable feature of the

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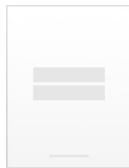


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