

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
1 September 2005 (01.09.2005)

PCT

(10) International Publication Number  
**WO 2005/081211 A3**

(51) International Patent Classification<sup>7</sup>: **G09F 19/00**,  
21/02, 21/04

(21) International Application Number:  
PCT/ZA2005/000035

(22) International Filing Date: 14 February 2005 (14.02.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
2004/1387 20 February 2004 (20.02.2004) ZA

(71) Applicant and

(72) Inventor: **LEVINSOHN, Steven, Mark** [ZA/ZA]; 204  
Hyde Gate, 27 Ruth Road, 2196 Hyde park (ZA).

(74) Common Representative: **LEVINSOHN, Steven,  
Mark**; 204 Hyde Gate, 27 Ruth Road, 2196 Hyde park  
(ZA).

(81) Designated States (*unless otherwise indicated, for every  
kind of national protection available*): AE, AG, AL, AM,  
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,  
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,

GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,  
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,  
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ,  
TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA,  
ZM, ZW.

(84) Designated States (*unless otherwise indicated, for every  
kind of regional protection available*): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,  
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,  
FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,  
SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,  
GQ, GW, ML, MR, NE, SN, TD, TG).

**Declaration under Rule 4.17:**

— of inventorship (Rule 4.17(iv)) for US only

**Published:**

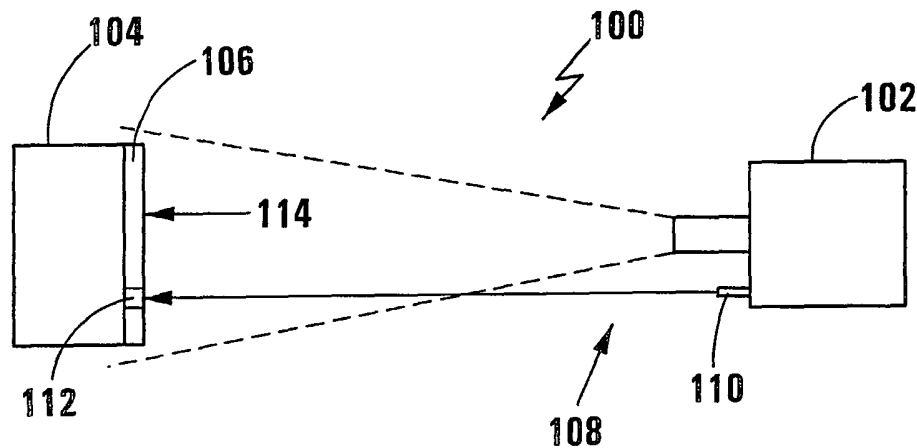
— with international search report  
— before the expiration of the time limit for amending the  
claims and to be republished in the event of receipt of  
amendments

(88) Date of publication of the international search report:

3 November 2005

[Continued on next page]

(54) Title: SYNCHRONIZATION OF COMMUNICATION



(57) Abstract: This invention provides for the filming and display of an electronically variable communication such as a message, an advertisement, a logo or the like on an article that is being filmed, in a synchronized manner. A display device having a display screen is carried by the article. Synchronization may be effected by providing a line of sight transmitter in a camera that is to film the article, with the article having a corresponding sensor, so that when the camera is pointed at the article, the appropriate communication id displayed thereon. Display of the communication and filming of the article may be time synchronized. Further, the article may have an identifier, with the camera having a facility to identify the article being filmed, the identity of the article being communicated to a manager which then causes the appropriate communication to be displayed on that article. Still further, the camera may have an operator, who receives instructions from a manager to film a specified article when a desired communication is to be displayed on that article.

WO 2005/081211 A3



---

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

# INTERNATIONAL SEARCH REPORT

International Application No  
PCT/ZA2005/000035

**A. CLASSIFICATION OF SUBJECT MATTER**  
IPC 7 G09F19/00 G09F21/02 G09F21/04

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)  
IPC 7 G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 4 806 924 A (GIRAUD ET AL) 21 February 1989 (1989-02-21)	1-10, 28-33, 62,63
Y	the whole document	11-22, 34-61
X	US 2002/030638 A1 (WEINER MICHAEL) 14 March 2002 (2002-03-14)	23-27
Y	page 3, paragraph 33 - page 6, paragraph 58; figures 4,5,13	11-22, 34-61
X	US 2001/020935 A1 (GELBMAN ALEXANDER) 13 September 2001 (2001-09-13)	23-27
Y	the whole document	11-20, 34-61
	----- -/--	

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

° Special categories of cited documents :

- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier document but published on or after the international filing date
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

- "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
- "&" document member of the same patent family

Date of the actual completion of the international search

20 September 2005

Date of mailing of the international search report

30/09/2005

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2  
NL - 2280 HV Rijswijk  
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,  
Fax: (+31-70) 340-3016

Authorized officer

Pavlov, V

# INTERNATIONAL SEARCH REPORT

Int'l Application No  
PCT/ZA2005/000035

## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6 084 526 A (BLOTKY ET AL)	23-27
Y	4 July 2000 (2000-07-04) the whole document	11-20, 34-61

# INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/ZA2005/000035

Patent document cited in search report		Publication date	Patent family member(s)	Publication date
US 4806924	A	21-02-1989	AR 240107 A1	31-01-1990
			AU 584341 B2	25-05-1989
			AU 4445785 A	02-01-1986
			BR 8503138 A	18-03-1986
			CA 1257720 A1	18-07-1989
			DD 240458 A5	29-10-1986
			DE 3577941 D1	28-06-1990
			DK 171205 B1	22-07-1996
			EP 0167453 A1	08-01-1986
			ES 8703649 A1	01-05-1987
			FI 852595 A	30-12-1985
			FR 2566934 A1	03-01-1986
			GR 851463 A1	25-11-1985
			HU 40524 A2	28-12-1986
			IN 164103 A1	14-01-1989
			JP 1954644 C	28-07-1995
			JP 6081313 B	12-10-1994
			JP 61112487 A	30-05-1986
			KR 9311290 B1	29-11-1993
			MA 20469 A1	31-12-1985
			MC 1683 A	03-06-1986
			MX 157840 A	15-12-1988
			NO 852607 A	30-12-1985
			OA 8049 A	31-01-1987
			PL 254205 A1	17-06-1986
			PT 80737 A	01-07-1985
			RO 93086 A1	30-11-1987
			YU 109085 A1	31-10-1988
			ZA 8504680 A	26-02-1986
<hr/>				
US 2002030638	A1	14-03-2002	NONE	
<hr/>				
US 2001020935	A1	13-09-2001	NONE	
<hr/>				
US 6084526	A	04-07-2000	JP 2000344244 A	12-12-2000
<hr/>				