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Visiting card with CD ROM

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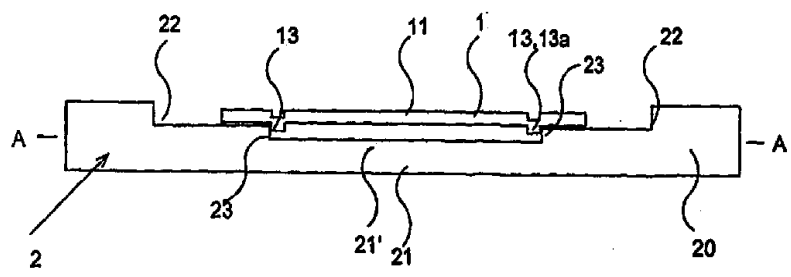
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(21) Internationales Aktenzeichen: PCT/CH98/00140 (22) Internationales Anmeldedatum: 15. April 1998 (15.04.98) (30) Prioritätsdaten: <table style="width: 100%;"> <tr> <td style="width: 33%;">1537/97</td> <td style="width: 33%;">25. Juni 1997 (25.06.97)</td> <td style="width: 33%;">CH</td> </tr> <tr> <td>526/98</td> <td>5. März 1998 (05.03.98)</td> <td>CH</td> </tr> </table> (71) Anmelder: ADIVAN HIGH TECH AG (CH/CH); Leuholz 17, CH-8855 Wangen (CH). (72) Erfinder: FISCHER, Gerhard; Rosenaustrasse 18, CH-6032 Emmen (CH). (74) Anwalt: PATENTANWALTSBÜRO FELDMANN AG; Kanalstrasse 17, CH-8152 Glatbrugg (CH). (71) NEXXT MEDIA PTE. LTD. 24, Raffles Place # 18-00 Clifford Centre, Singapore 048621 (SG) ADIVAN HIGH TECH LTD. c/o Cox Hallett & Wilkinsons 18 Parliament Street, Hamilton HM 12 Bermuda	1537/97	25. Juni 1997 (25.06.97)	CH	526/98	5. März 1998 (05.03.98)	CH	(81) Bestimmungsstaaten: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DE (Gebrauchsmuster), DK, EE, ES, FI, GB, GE, GH, GM, GW, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, ARIPO Patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), eurasisches Patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), europäisches Patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI Patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG). Veröffentlicht <i>Mit internationalem Recherchenbericht.</i> <i>Mit geänderten Ansprüchen.</i> 	
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(54) Titel: VISITING CARD WITH CD ROM (54) Bezeichnung: VISITENKARTE MIT CD-ROM								
								
(57) Abstract The invention relates to a new visiting card (1) which in addition to being used in the usual fashion can also be inserted into a normal CD player (2) and read in this way. This is made possible by special centring means in a CD player (2). The visiting card becomes a CD visiting card having a printed upper side visually perceived by the eye and a lower side which can be inscribed with data and read by computer.								
(57) Zusammenfassung Es wird eine neue Visitenkarte (1) vorgeschlagen. Diese Visitenkarte kann zusätzlich zum üblichen Gebrauch auch in ein normales CD-Laufwerk (2) eingelegt und so gelesen werden. Dies wird durch besondere Mittel zum Zentrieren in einem CD-Laufwerk (2) ermöglicht. Aus der Visitenkarte wird also eine Visitenkarte CD mit einer bedruckten und vom Auge visuell erkennbaren Oberseite und einer mit Daten beschreibbaren und mittels Computer lesbaren Unterseite.								

A Business Card

The invention relates to a visiting card having a first side printed with directly visually readable material and a second side which is provided with electronically processed data which can be optically or acoustically reproduced by a CD drive.

Visiting cards for a long time have been generally known and commonplace. They are printed and provided with names, company descriptions and other visually recognisable information on paper or other base materials. Since the format is relatively small, only a very limited quantity of information may be printed thereon. This quantity of information is sufficient with a direct presentation to a business partner. With a later viewing of the visiting card one would mostly however be happy if one would have significantly more information in connection with the presenter or the company, in order to activate and supplement the powers of remembering.

It is the object of the invention to specify a visiting card which in a conventional manner may be printed with information and additionally permits a large quantity of information to be conveyed.

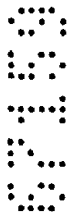
According to the present invention there is provided a business card having a first side printed with directly visually readable information, a second side which is provided with electronically processed data which can be optically or acoustically reproduced by a CD drive, and centering means for centering the business card in a CD drive, characterised in that the centering means projects



downwardly from the second side such that when inserting the business card into a CD drive they at least approximately bear on a centering shoulder for Mini-CD's in the CD drive.

5

Preferably, the centering means comprises centering cams or centering beads.



10 Advantageously, the centering beads are arranged such that when inserting the business card into a CD drive they at least approximately bear on the centering shoulder for Mini-CD's.

15 Typically the centering cams or the centering beads are produced by plastic deformation. Alternatively, the centering cams or centering beads are adhesively attached to the second side.



20 The business card may have any shape, and may be produced by punching from a CD. The centering cams or centering beads can be produced in the same punching procedure.

25 An advantage of the invention is that as information, for example complete company information, such as company program, catalogues, order forms, and for example even automatic Internet entrance into the Home-Page of the company may be present on the visiting card.

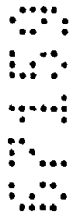
30 A further advantage of the invention lies in the fact that the visiting card according to the invention can be manufactured also in various formats.



Preferred embodiments of the invention are illustrated, by way of example only, with reference to the accompanying drawings in which:

5 Figure 1 shows a visiting card according to the invention in a view from below;

Figure 2 shows the visiting card illustrated in Figure 1 inserted in the CD-ROM drive;



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Figure 3 shows a visiting card according to the invention illustrated in Figure 1 in cross section.

15 The invention is now described in more detail in the context of the drawings.



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The basic concept of the invention lies in the combination of a visiting card and a CD-ROM. On the one hand visiting cards consist mostly of paper, semi-cardboard or plastic. They have a certain format, roughly the same as is usual with credit cards and as is very widespread worldwide. On the other hand already CD's with music or with a catalogue or company information have been distributed by various companies. However one may not

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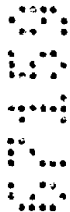
The new visiting card now permits both. It is the case of a CD which in format corresponds to the visiting cards and despite this may be inserted and read in a normal CD drive. Thus the business card becomes a visiting card CD.

30



As is known a usual CD drive comprises a central drive pin and a circular drive centering into which a CD is inserted. The drive centering centers the inserted CD and by way of the drive pin it is driven in the drive.

5 During the operation the CD is situated in and on a small air cushion guided in the drive centering driven by the pin and the central rest. So that the normal CD and the Mini-CD may be used in the same drive, the centering for the CD's is designed in two stages adapted to the two
10 different diameters. The drive and centering as is known are mechanically separated from one another so that the CD's are not mechanically loaded and damaged in the region of their drive opening.



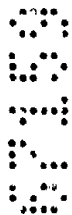
15 Up to now certain CD's have already been manufactured in a shape deviating from the round disk for advertising purposes. However these comprise a shape with which the edge always at several locations corresponds to the normal circumference of the CD. If such CD's are inserted into
20 the drive then the drive pin engages into the central drive recess of the CD and the CD bears with several points of its diameter within on the centering edge of the drive centering. These CD's are described as a "shaped CD". Their shape is milled out of a usual round CD.



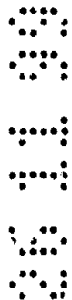
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A CD with a size and shape of a visiting card is however too small in order to rest in the drive centering. In no way does it correspond to the format of the normal CD or the Mini-CD. The decisive problem is the centering
30 in the usual CD drive. This is solved in that the visiting card as a CD-Rom is shaped in the visiting card format and is provided with suitable means for centering in the CD drive.





The visiting card 1 according to the invention is shown seen from below in the Figure 1. It has a format as is usual for visiting cards. It is manufactured as a usual
5 CD from the same material and in the same manner. In the middle there is located a drive recess 11 which is surrounded by a resting region 15. To this there is connected the data region 14 which can be written with data and which can be read in the CD drive. Arranged on a
10 circle are a number of centering cams 13, here preferably four. The centering cams are arranged such that when the visiting card is inserted in the CD drive, the centering cams 13 bear on the centering shoulder (see Figure 2) and hold the visiting card in a centered manner. The means for
15 centering in the CD drive instead of a number of individual naps or cams may also alternatively comprise centering beads 13a arranged on both sides symmetrically to the drive recess 11. In Figure 2 this is only shown on one side. These each describe a sector of a circle, wherein the radius is selected such that the outer edges
20 of the centering bead 13a come to bear on the centering shoulder 23 with minimal play.



In the Figure 2 a visiting card 1 according to the
25 invention is inserted in a drive drawer 20 of a CD drive. It is shown in the section A-A according to Figure 1. It can be easily seen how the drive drawer 20 comprises a first centering shoulder 22 for usual CD's and a second centering shoulder 23 for Mini-CD's. The drive pin 21 and
30 drive rest 21' of the drive recess 11 of the visiting card are only indicated, since they are not located in the section A-A. The visiting card 1 then with its centering means 13, 13a projecting downwardly bears on the centering



edge 23 for Mini-CD's, of the drive. This guarantees a secure centering of the visiting card 1 in the drive. At the same time it of course bears on the drive rest 21' and the drive pin 21 projects through the drive recess 11. On
5 rotation of the visiting card a minimal air cushion is formed between the visiting card and the drawer or the centering edge 23. Thus the visiting card on insertion into the drive is definitively and cleanly centered and on running it is not mechanically loaded.

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The manufacture of the shape is then not effected by milling out the shape from a finished CD but by a punching procedure. Thus in a single working procedure the shape and the means for centering the visiting card CD may be manufactured. So that the shape is cleanly cut at the circumference and with this the centering cams may be formed, the punching procedure must take place slowly so that on producing the centering cams 13, there takes place a deformation but no piercing. With this the centering
cams are slowly pressed downwards by small stamps in the punching tool and the material is plastically deformed. With this of course minimal indentations 13' arise on the printable upper side 12. During the punching procedure, on the one hand the shape is punched out and on the other
hand in the region of the centering cams 13 to be formed the material is only deformed. This procedure makes possible the manufacture of the visiting cards as a visiting card CD in one working procedure and therefore very inexpensively and carefully. Of course it is also
possible to adhesively attach the centering cams onto the lower side 12 in a separate working procedure.



On the upper side the visiting card may be normally printed as previously with the name, address and further details. On the lower, the data side, it is the case of a usual CD, which can be written with data readable by computer. For example a company protocol, a company catalogue and similar information including multimedia may be recorded on. It is however also possible to store a complete computer program thereon. As an example an automatic access to a computer or a Home-Page of a company is mentioned.

The technology of the manufacture of the visiting card 1 and of the arrangement of the centering cams 13 then makes it possible to form the visiting card in almost any shape, since it is centered in the drive by the centering cams 13 and not by the outer circumference.



THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A business card having a first side printed with directly visually readable information, a second side
5 which is provided with electronically processed data which can be optically or acoustically reproduced by a CD drive, and centering means for centering the business card in a CD drive, characterised in that the centering means projects downwardly from the second side such that when
10 inserting the business card into a CD drive they at least approximately bear on a centering shoulder for Mini-CD's in the CD drive.

2. A business card according to claim 1, characterised
15 in that the centering means comprises centering cams or centering beads.

3. A business card according to claim 2, characterised
20 in that the centering beads are arranged such that when inserting the business card into a CD drive they at least approximately bear on the centering shoulder for Mini-CD's.

4. A business card according to claim 2 or 3,
25 characterised in that the centering cams or the centering beads are produced by plastic deformation.

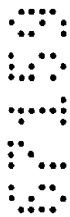
5. A business card according to claim 2 or 3,
30 characterised in that the centering cams or centering beads are adhesively attached to the second side.

6. A business card according to any one of claims 1 to 5, characterised in that the business card has any shape.



7. A business card according to claim 6, characterised in that the business card is produced by a punching from a CD.

5 8. A business card according to claim 7, characterised in that the centering cams or the centering beads are produced in the same punching procedure.



10 9. A business card substantially as hereinbefore described with reference to the accompanying drawings.

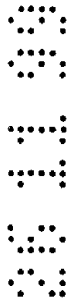


Fig. 2

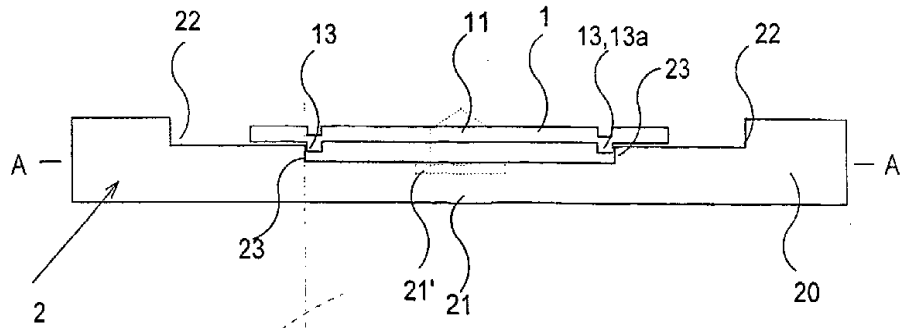


Fig. 1

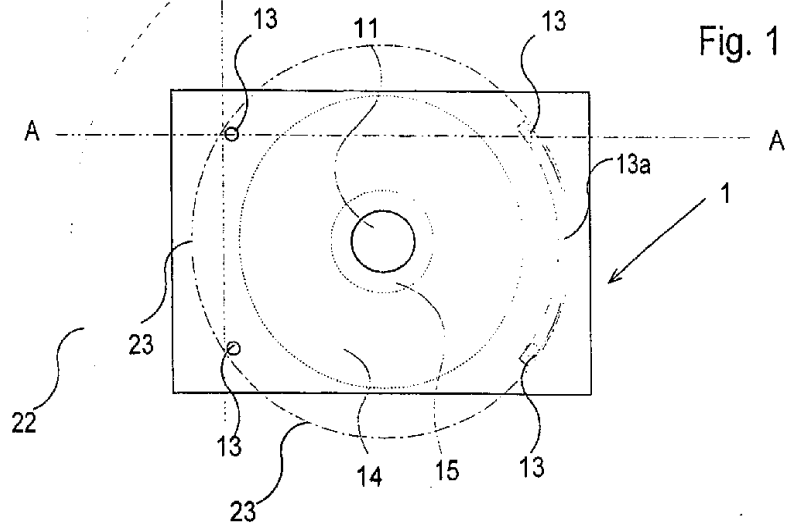


Fig. 3

