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(54) **Dynamical visual presentation of marks on motor vehicles and rider**

(57) The system provides a full image field formed by two fixed sectors, a back sector (1) and a front sector (2), separated by a mobile part sector (3) formed by one or more elements corresponding to the rider clothing and various riding accessories. The mobile part sector (3), being in the middle of the image, gives a dynamic effect to the whole stamping thus creating a macroscopic, dynamical, three-dimensional sight perception. To obtain the correct sight view of the mark stamping a scanner is used to receive three-dimensional data mak-

ing part of the physical model: motorcycle and rider. Subsequently the three-dimensional data at disposal as well as the mark stamping data are entered in a computer with a special software, then the stated data are processed to obtain a complete image of the deforming stamping as the said image gets the characteristics of the data base or surface to be covered. The image thus obtained is applied in the curved surface without its sight perception getting altered.

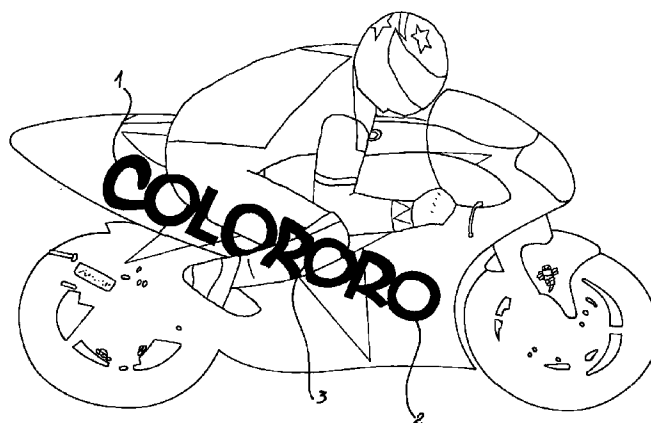


FIG. 1

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Description

[0001] The invention refers to a new visual perception system realizing an industrial advancement in the advertisement field of the stamping of marks or other commercial appliances to be placed both on saddle-mounted motor vehicles and on the clothing and accessories of the riders. Said system permits to have a full field of vision using jointly the parts of the vehicle and of the rider to constitute a full plane support for the mark stampings to be stamped on them. This because the stamping (mark or other advertising appliance) is deformed in such a way to adapt it to different supporting surfaces (motor vehicle, rider clothing and relative accessories) so to give a correct visual perception of the same from a perspective and full sight point of view. Another feature of the invention is that, as the stamping is placed on two sectors of the fixed part, i.e. the vehicle body, with in the middle a mobile part sector, formed by the rider and relative accessories, the rider movement during the motor-vehicle run causes the shift of the stamping support surfaces, where said movement arranges and disarranges the image sight continuously through a process which allows to see said image always in a correct way. The above stated phenomenology -which takes place in the middle part of the stamping- determines a full-sight dynamical perception of the same image. Thus, a blown-up three-dimensional display of the stamping can be observed by onlookers as if it was set up on a plane moving show and the onlooker demonic perception of the advertisement message remains vivid, relevant and time-lasting. The invented system is to be applied to sports and hobbies motor-vehicles, such as racing motor-cycles, touring motor-cycles, cross-country motor-cycles, mopeds, sidecars, water motor-cycles, go-kart and all types of saddle-mounted vehicles. The patent motivation is to be seen in the fact that the present technology, considering the rider's body like a breaking of full image visual field, determines the division of said field so permitting the stamping of the marks, or other similar ones, only in a separate way onto the three different parts of the vehicle; for this reason only small size stampings can be used, which are seen by the onlooker only like a whole fixed image inside a moving unity formed by the rider and by the motor-cycle, while the said marks come to form only secondary image references. The invented system considers the motor-vehicle and the rider as a whole, thus determining an only exhibition space where the vehicle mechanical parts, the vehicle body and the clothing and accessories of the rider come to be used as a support on which the stamping is to be placed. While, with the vehicle without the rider, the stamping can be seen all the way in the same zone by substituting the image of the mobile part sector (the rider) with another one printed on the fixed part of the zone covered by the rider when in a driving position. The present system features a full image field formed by two fixed

part sectors, a back sector 1 and a front sector 2, separated by a mobile part sector 3 formed by one or more elements corresponding to the rider clothing and various riding accessories. As the said mobile part sector 3 is in the middle of the image, it gives a whole dynamic effect to the whole stamping thus creating a macroscopic, dynamical, three-dimensional sight perception. In order to provide a correct sight view of the mark stamping or of any other advertisement appliance the invented system avails itself: 1) of a scanner to receive three-dimensional data or the optical sensing of the existing models through which the three-dimensional coordinates- that make part of the physical model- are obtained, i.e. the motorcycle and the rider dimensions; 2) subsequently, the three-dimensional data at disposal as well as the mark stamping data, i.e. all the necessary information about the mark or the image to be stamped on, its size and the place where to put it, are entered in a computer with a special software; 3) the above stated data are processed to obtain a complete image of the deformed stamping as the said image gets the characteristics of the data base (motorcycle + rider) or surface to be covered. Subsequently, the image thus obtained is applied in the curved surface without its sight perception getting altered. An innovative feature of the invented system is the fact that the rider makes part of a three-dimensional advertisement jigsaw puzzle in full swing. A special appliance of this system allows the fit one or more stampings, even of several manufacturers, to all types of saddle-mounted motor-vehicles and relative riders, or to any other appliance, as the said stampings can be stamped considering void spaces as full spaces and all the vehicle parts as forming an only surface on which the images to be advertised are projected. In order to allow a correct sight perception with a virtual image of the real deformed image, the present system in the case of the vehicle without the rider features, in the vehicle zone where the rider sits, as a substitution of the stamping portion of lacking mobile sector 3, another stamping sector 4 deformed according to the surface on which it must be stamped. An embodiment of the invented system is illustrated by way of example in the drawings of sheets 1 and 2. In sheet 1 fig. 1 is a view of the racing motor-cycle with the rider having a mark stamping in full view as seen by a hypothetical onlooker. In sheet 2 fig. 1 is a view of the only motor-cycle as it appears in figure 1 to ally the sight of the mark even without the rider. Fig. 3 is a view of the only rider when driving with the relative mark advertising portion on him. When making in use the above state system, the advertisement message can be placed even on an only fixed part sector 1 or 2 and on the mobile part sector 3 for all the possible views available, i.e. side-view, back-view, front-view, middle-view and top-view. All the above stated views can be easily perceived by the onlookers during the races. When put into effect, this system may feature other means to obtain a correct virtual image according to the latest technology currently in use, as

well as all stamping means to means marks on motor-vehicles.

Claims

1. New system to realize onto the full field of view of saddle mounted motor vehicles with the rider a dynamical visual perception of marks providing a full image field formed by two fixed sectors, a back sector (1) and a front sector (2), separated by a mobile part sector (3) formed by one or more elements corresponding to the rider clothing and various riding accessories; characterized in that:

- the mobile part sector (3), being in the middle of the image, gives a whole dynamic effect to the whole stamping thus creating a macroscopic, dynamical, three-dimensional sight perception;
- to provide a correct sight view of the mark stamping, or of any other advertisement appliance, it is used a scanner to receive three-dimensional data or the optical sensing of the existing models through which the three-dimensional coordinates -that make part of the physical model- are obtained, i.e. the motorcycle and the rider dimensions, subsequently the three-dimensional data at disposal as well as the mark stamping data, i.e. all the necessary information about the mark or the image to be stamped on, its size and the place where to put it, are entered in a computer with a special software, then the stated data are processed to obtain a complete image of the deforming stamping as the said image gets the characteristics of the data base or surface to be covered; the image thus obtained is applied in the curved surface without its sight perception getting altered.

2. New system to realize onto the full field of view of saddle mounted motor vehicles with the rider a dynamical visual perception of marks, as per claim 1, characterized in that to ally a correct sight perception with a virtual image of the real deformed image, in the case of the vehicle without the rider, it is provided in the vehicle zone where the rider sits, as a substitution of the stamping portion of lacking mobile sector (3) another stamping sector (4) deformed according to the surface on which it must be stamped.

3. New system to realize onto the full field of view of saddle mounted motor vehicles with the rider a dynamical visual perception of marks, as per claim 1, characterized in that the advertisement message can be stamped even on an only fixed part sector (1 or 2) and on the mobile part sector (3) for all possi-

ble views available, i.e. side-view, back-view, front-view, middle-views and top-view; all stated views to be perceived in different way by the onlooker during the race.

4. New system to realize onto the full field of view of saddle mounted motor vehicles with the rider a dynamical visual perception of marks, as per claim 1, characterized in that special appliance consists in the fact to ally the fit one or more stampings, even of several manufacturers, to all types of saddle-mounted motorvehicles and relative riders as the stampings can be stamped considering void spaces as full spaces and all the vehicle parts as forming an only surface on which the images to be advertised are projected.

5. New system to realize onto the full field of view of saddle mounted motor vehicles with the rider a dynamical visual perception of marks, as per claim 1, characterized in that the rider makes parts of a three-dimensional advertisement jigsaw puzzle in full swing.

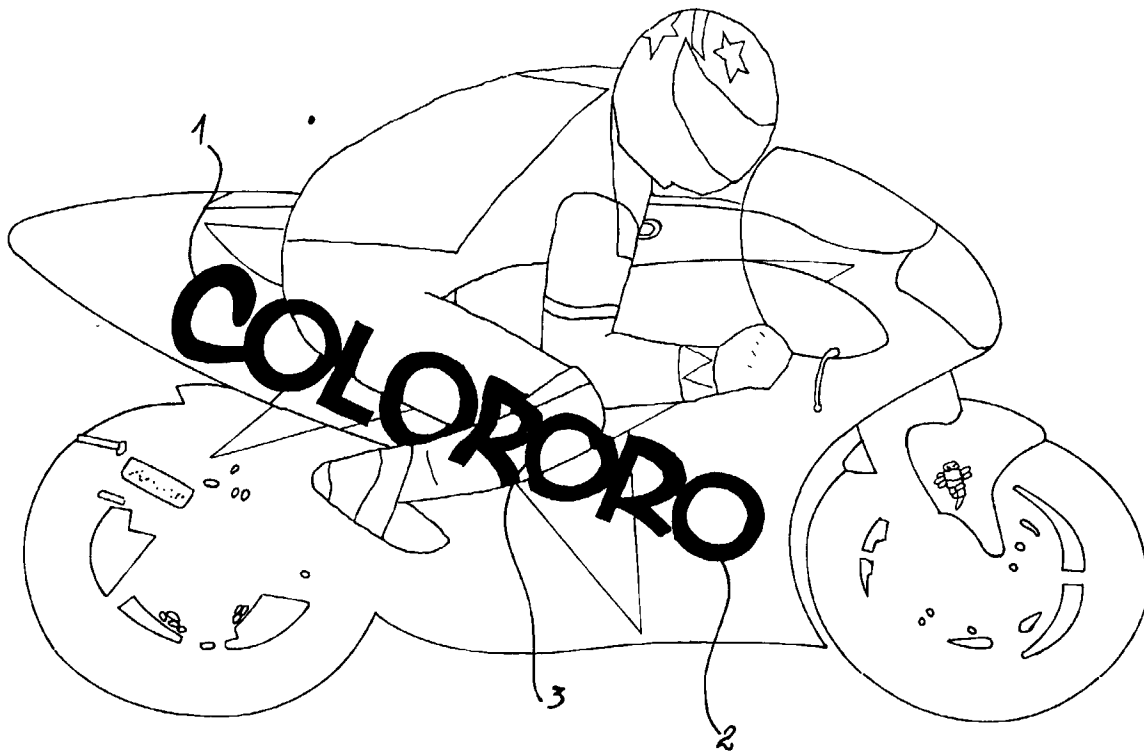


FIG. 1

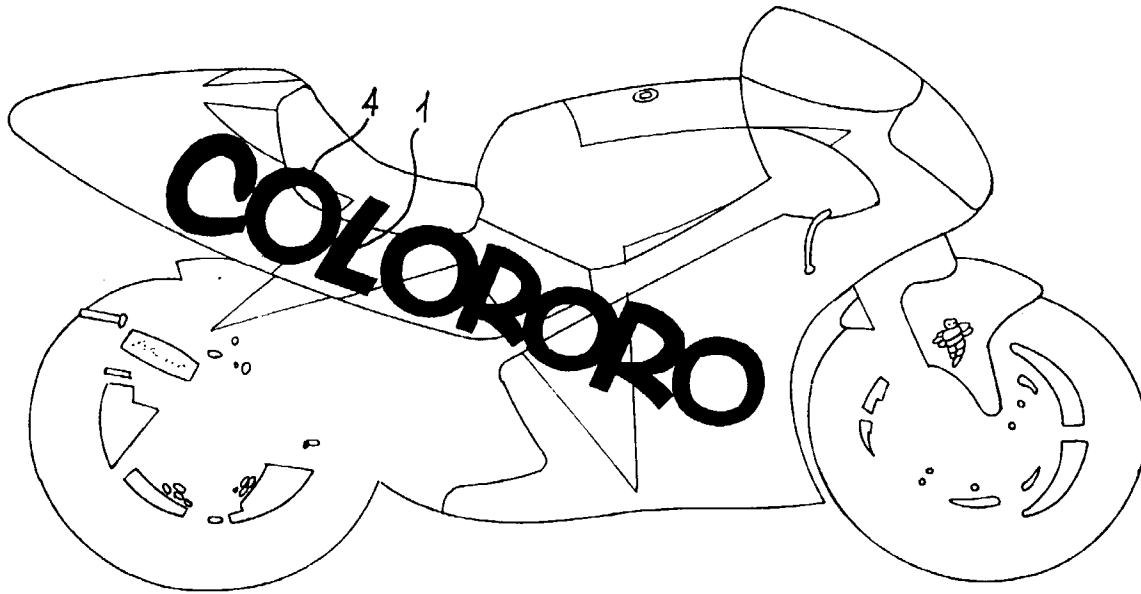


FIG. 2

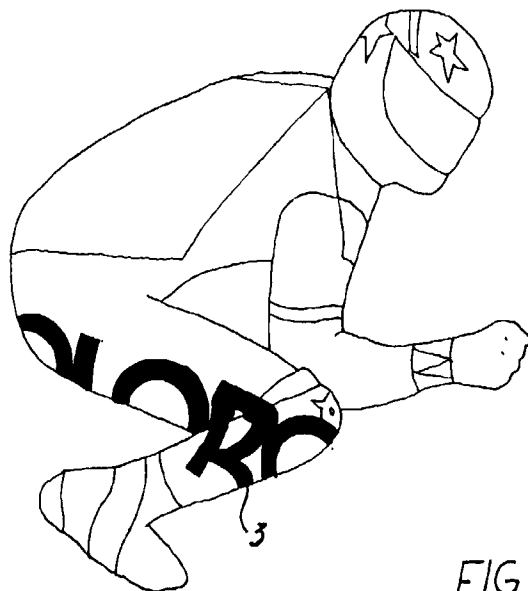


FIG. 3



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EUROPEAN SEARCH REPORT

Application Number
EP 98 83 0063

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
A	FR 2 648 604 A (DEMANGEOT THIERRY) 21 December 1990 * claim 1; figure 1 *	1	G09F21/04 G09F21/02
A	DE 297 17 560 U (OHTMER STEFAN) 4 December 1997 * claim 1; figure 1A *	1	
A	DE 92 15 519 U (JORDAN HANS HENNING) 17 March 1994 * figure 1 *	1	
A	EP 0 703 558 A (AVIX INC) 27 March 1996 * claim 1 *	1	
			TECHNICAL FIELDS SEARCHED (Int.Cl.6)
			G09F
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 18 June 1998	Examiner Puhl, A
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