METHOD FOR PREVIEWING AND PRESELECTING COIFFURES

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FIG 1

FIG 2

INVENTOR.
STEVE UDICH

ATTORNEY
METHOD FOR PREVIEWING AND PRESELECTING COIFFURES

Steve Udich, Hammond, Ind., assignor to
Robert Tumlin, East Chicago, Ind.
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ABSTRACT OF THE DISCLOSURE

A method for displaying on a screen a proposed coiffure, simulated on the head of a customer. A slide of the proposed coiffure, a mask of the size and form of the proposed coiffure, and a slide of the customer are projected on a common screen to form a composite view of the customer with a proposed coiffure simulated on the customer's head.

This invention relates to a method for previewing proposed personal modifications and more particularly relates to a method for previewing and preselecting by a customer a new coiffure.

It is not uncommon for a person to consider a personal modification from time to time such as, for example, a new coiffure. Many people, however, hesitate to change or make the personal modification because of the fear, or apprehension, in not knowing exactly how they will look after the modification has been made or if, in fact the modification will suit them at all. Such modifications sometime require changes which at least temporarily prevent restoring the appearance to that before the modification. If the modification is a new coiffure, for example, it might be difficult to change back to the original and if the hair has been cut, or the like, even impossible to change back to the original for at least a period of time.

While some attempts have been made to provide a customer with a preview of their appearance after selection of a new coiffure, the apparatus and/or methods presently known and/or utilized fail to achieve a completely satisfactory result, commonly due to the length of time required, or poor quality end results for customer preview.

It is therefore an object of this invention to provide a novel method for customer preview of a proposed personal modification that is simple, requires a relatively short period of time and yet achieves good quality end results.

It is another object of this invention to provide a novel method for customer preselection of a new coiffure which allows direct viewing of the customer's head with the coiffure directly simulated thereon.

It is another object of this invention to provide a novel method for customer preselection of a new coiffure wherein the customer is able to select from a variety of coiffures simulated on the customer's head.

It is yet another object of this invention to provide a novel method for photographically preparing a plurality of slides and projecting the same by means of a plurality of projectors onto a common screen whereby a proposed personal modification may be shown simulated as a part of a customer.

With these and other objects in view, which will become apparent to one skilled in the art as the description proceeds, this invention resides in the novel method substantially as hereinafter described and more particularly defined by the appended claims, it being understood that such changes in the precise embodiment of the herein disclosed invention may be included as come within the scope of the claims.

The accompanying drawings illustrate one example of the invention according to the best mode so far devised for the practical application of the principles thereof, and in which:

FIGURE 1 is a schematic diagram illustrating the method of previewing proposed coiffure and simulating the same on the head of a customer and
FIGURE 2 is a presentation of the positioner for the camera lens.

In preparing to show the customer a proposed coiffure, a model having the proposed coiffure is first photographed. The model can be photographed in black and white, but is preferably photographed in color so that the proposed coiffure to be simulated on the customer can be in color to show the customer exactly how that particular customer would look with that particular coiffure. Any suitable camera can be used to take the photograph of the model so long as the film is larger than 35 millimeter. A single reflex camera mounted on a tripod and using size 127 film has been used with effectiveness.

In taking the photograph of the model having the proposed coiffure, it has been found preferable to provide a positioner 5 in the camera lens, which positioner preferably consists of three vertical lines intercepted centrally by one horizontal line, as shown in FIGURE 2. The model is then placed in front of the camera, flood lights, if needed, are turned on the model, and the horizontal line of the positioner in the lens is aligned with the center of the eyes. The two outside vertical lines are then aligned with the model's forehead just at the hair line, while the center vertical line is made to run through the center of the model's nose. The camera or the model, of course, may be moved, as needed, to achieve the desired model location. The photograph is then taken. All photographs taken, both of models and customers, are positioned in this same manner to assure a good composite projected end result.

After the photograph of the model has been taken, it is developed in conventional manner and a print 7 and a transparency 9 are made, both of which are identical in size. The print is cut around the outline of the hairdo (and a small portion of surrounding background is also cut out with the hairdo). The cut-out hairdo is then mounted between two pieces of clear plastic material, thus making a slide 11, which slide will hereinafter be referred to as the masking slide. If this slide is placed in the light path of a projector, only a black spot shaped like the hairdo will appear on the screen.

The remainder of the print 13 is placed over and made to coincide with the transparency of the photograph, and together make a second slide 15, which hereinafter will be referred to as the coiffure slide. When the coiffure slide is placed in the light path in a projector, all that will appear will be the hairdo, or coiffure, which will, of course, appear in color if color film has been used.

As many corresponding masking and coiffure slides can be made as desired to assure that the customer will have a broad selection of coiffures. Since there are many types of hair styles and since there are many colors and tints of hair, if color is to be used, a considerable number of slides are preferably made for customer preselection purposes.

When the customer comes in to preview a coiffure, the customer is preferably photographed as then appearing, (customer photograph may be taken with customer positioned in same manner as was model, if desired) and is then prepared for a second photograph which requires that the hair be held back from the face and ears (which can be done in conventional manner). The customer is then seated in front of the camera and positioned in the same manner as was the model, as brought out hereinafter. The photograph is then taken of the customer with hair held back and a transparency 17 made. In the transparency 17, the hair of the customer is removed by masking the
same either by using liquid opaque or other conventional means, the resulting modified transparency 19 being as shown in FIGURE 1. It has been found that a Polaroid Land Camera can be used using polaroid transparency film to cut down the time of processing required before the prepared simulated coiffure can be shown on a screen.

A pair of conventional projectors 23 and 25 are then provided with the projectors vertically aligned. In the lower projector 25 the coiffure slide is inserted, and in the upper projector 23 the masking slide and the transparency of the customer with hair removed are inserted and properly aligned. One or both of the projectors has adjusting means such as a telescopc lens, and by adjustment of the two projectors a composite picture is projected on a common screen 27.

The customer can then view the proposed coiffure simulated on the customer's head, preferably of life size, or larger if desired. It is to be appreciated, of course, that by masking the hairdo of the customer and permitting the proposed coiffure to be projected, the resulting composite picture will show the customer and on the head of that customer will appear the proposed new coiffure. By means of the positioner and by means of the telescopc lens, a good quality composite picture is achieved and the customer can see exactly how the coiffure will look if adopted.

To aid the customer in preselecting the coiffure, a third projector 29 can be added beside the two other projectors and into this projector a transparency 31 of the customer as then appearing is inserted (this transparency is made from the first photograph taken of the customer or at least a photograph taken without the hair being held back), and this view made to appear to one side of the composite picture. This, of course, allows the customer to compare present appearance with the proposed new appearance should the personal modification be adopted.

By having on hand a number of proposed coiffures, the customer may preview each in turn merely by having the operator change the masking slide and coiffure slide each time a new proposed coiffure is to be viewed. In this manner, the customer can preselect the coiffure desired before any work is done.

It is to be appreciated that while the discussion herein has been directed to selection of a new coiffure, the method of this invention can likewise be used for other personal modifications such as, for example, a change in cosmetics or a selection of such an item as a new hat.

View of the foregoing, it is felt that this invention provides a novel method for previewing and preselecting personal modifications not heretofore known or available.

What is claimed as my invention is:

1. A method for customer preview of a proposed personal modification, said method comprising the steps of:

   a. preparing a first presentation of a preselected personal modification, a second presentation of a mask corresponding substantially in size and form to that of said preselected personal modification, and a third presentation of a substantial portion of the customer as then appearing, said portion including the area of proposed personal modification, and all of said presentations being suitable for use with a projector; placing said presentations in the light path in a plurality of projectors; and simultaneously projecting said presentations on a common screen to form a composite picture whereby said preselected coiffure may be viewed simultaneously on said customer's head.

   b. preparing a plurality of first presentations each of which includes a proposed coiffure and a like plurality of second presentations each of which includes a mask substantially equal in size and form to that of said different one of said proposed coiffures; preparing a third presentation of at least the customer's head with hair held back from the face and ears; all of said presentations when prepared being suitable for use in a projector; placing said first presentation in the light path of a first projector and the like one of said second presentations and said third presentation in the light path of a second projector; simultaneously projecting said presentations on a common screen for viewing by said customer of the proposed coiffure simulated on said customer's head; and projecting each proposed coiffure in turn simulated on said customer's head until customer selects a desired coiffure.

   c. preparing a first slide of a preselected coiffure, a second slide of a mask corresponding in size and form substantially to that of said preselected coiffure, and a third slide of at least the customer's head with hair held back at least from the face; placing said first slide in the light path of a first projector and said second and third slides in the light path of a second projector; simultaneously projecting said slides on a common screen and adjusting said slides and focusing said projectors so that a composite view appears on said screen with said preselected coiffure simulated on said customer's head.

   d. a method for customer preview of a proposed coiffure modification, said method comprising the steps of:

      i. preparing a first slide of a preselected coiffure, a second slide of a mask corresponding in size and form substantially to that of said preselected coiffure, and a third slide of at least the customer's head with hair held back at least from the face; placing said first slide in the light path of a first projector and said second and third slides in the light path of a second projector; simultaneously projecting said slides on a common screen and adjusting said slides and focusing said projectors so that a composite view appears on said screen with said preselected coiffure simulated on said customer's head.

5. The method of claim 4 wherein said first and third slides include transparents and said second slide includes the coiffure of the photograph corresponding to that of the transparency included in said first slide.

6. A method for customer preview of a proposed coiffure modification, said method comprising the steps of:

   i. preparing a first slide of a preselected coiffure, the head of said model being made to appear of predetermined size and at a predetermined position by adjusting the distance between said model and camera where necessary; making a slide utilizing a transparency of said photographic view of said model and said mask; placing said first slide in a first projector and said second and third slides in a second projector vertically aligned with said first projector and focusing and adjusting said projectors so as to form a composite view on a common screen, said composite view being that of the customer with preselected coiffure simulated on the customer's head.

7. The method of claim 6 wherein said photographs are taken with a camera having positioning marks in viewer so that necessary distance and position between camera and customer are readily determined by aligning the head with said positioning marks while photographing both model and customer.

8. A method for customer preview of a proposed coiffure modification, said method comprising the steps of:

   i. preparing a first slide of a preselected coiffure, a second slide presentation of a mask correspond-
ing substantially in size to that of said preselected coiffure, and a third slide presentation of at least a customer's head with hair held back at least from the face, all of said slide presentations when prepared being suitable for use with a projector; placing said first slide presentation in the light path of a first projector and placing said second and third slide presentations in the light path of a second projector; simultaneously projecting said slide presentations on a common screen to form a composite view whereby said preselected coiffure may be viewed simulated on said customer's head; preparing a fourth presentation of said customer showing the customer's then present coiffure; and placing said fourth presentation in a third projector and projecting the same beside said composite view for ready comparison purposes.

9. A method for customer preview of a proposed personal modification, said method comprising the steps of: photographing a model with a preselected personal modification, said modification being made to appear of predetermined size and at a predetermined position by adjusting the distance between said model and camera where necessary; making a slide utilizing a transparency of said photograph of said model and marking by means of said photograph substantially all portions except said preselected personal modifications; making a second slide utilizing said personal modification appearing in said photograph of said model as a mask; photographing a customer with the area of personal modification being made to appear of predetermined size and at a predetermined position by adjusting the distance between camera and customer where necessary, said predetermined size and position being directly related to said predetermined size and position of said model with said preselected personal modification; making a third slide from a transparency of said photograph of said customer; placing said first slide in a first projector and said second and third slides in a second projector; and focusing and adjusting said projectors so that a composite view appears on a common screen, said composite view being that of the customer with the preselected personal modification simulated on the customer.

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R. N. SHEER, Assistant Examiner.