

Title (en)
VIRTUAL ADVERTISING PLATFORM

Title (de)
VIRTUELLE WERBEPLATTFORM

Title (fr)
PLATE-FORME DE PUBLICITÉ VIRTUELLE

Publication
EP 2751782 A1 20140709 (EN)

Application
EP 12708388 A 20120227

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Abstract (en)
[origin: WO2013030634A1] In embodiments, a virtual advertising platform may use a three- dimensional mapping algorithm to insert a virtual image within a digital video stream. The virtual advertising platform may apply a three-dimensional mapping algorithm to the virtual digital image, wherein the three-dimensional mapping algorithm causes the virtual digital image to be recomposited within a plurality of frames within a received two-dimensional digital data feed in place of a spatial region within the two- dimensional data feed. The mapping algorithm may enable application of analogous geometric changes to the virtual digital image that are present in the spatial region within the plurality of video frames within the two-dimensional digital video data feed, and may send the recomposited digital data feed for display to a user, wherein the recomposited digital data feed is a virtualized digital data feed that includes the virtual digital image in place of the spatial region.

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