

Title (en)
MARKER-BASED PIXEL REPLACEMENT

Title (de)
MARKERBASIERTER PIXELERSATZ

Title (fr)
REMPLACEMENT DE PIXEL À BASE DE MARQUEUR

Publication
EP 3132597 A1 20170222 (EN)

Application
EP 15726347 A 20150414

Priority
• US 201461979771 P 20140415
• US 201462026954 P 20140721
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Abstract (en)
[origin: WO2015159289A1] A videographic system uses a videographic camera to obtain a temporal series of digital images of a scene and substitutes the video appearance of display boards in the scene with sub-images from a database. 3D vectorized tracking markers disposed rigidly with respect to the display boards enable a controller to geometrically adapt the sub-images for changing perspectives of the videographic camera. The markers may have a rotationally asymmetric pattern of contrasting portions with perimeters that have sections that are mathematically describable curves. The markers may be monolithically integrated with the display boards. The adapted images may be supplied to an interactive display system, along with pixel coordinate information about the sub-images and resource location identifiers associated with the sub-images. This allows linking to a networked resource by selecting the sub-image with a digital pointing and selecting device. The system may be configured to replace televised advertising board information with geometrically adapted user-targeted advertisements.

IPC 8 full level
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CPC (source: EP)
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Citation (search report)
See references of WO 2015159289A1

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Designated extension state (EPC)
BA ME

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