

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  
• IL 2015050400 W 20150414

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  
**H04N 5/222** (2006.01); **H04N 5/272** (2006.01); **H04N 21/81** (2011.01)

CPC (source: EP)  
**G06T 7/246** (2016.12); **G06T 7/73** (2016.12); **H04N 5/2723** (2013.01); **H04N 21/812** (2013.01); **H04N 21/816** (2013.01); **G06T 2207/30204** (2013.01); **G06T 2207/30221** (2013.01)

Citation (search report)  
See references of WO 2015159289A1

Designated contracting state (EPC)  
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)  
BA ME

DOCDB simple family (publication)  
**WO 2015159289 A1 20151022**; CA 2948298 A1 20151022; EP 3132597 A1 20170222

DOCDB simple family (application)  
**IL 2015050400 W 20150414**; CA 2948298 A 20150414; EP 15726347 A 20150414