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

Dynamische visuelle Darstellung von Zeichen auf Motorfahrzeugen und Fahrer

Présentation dynamique visuelle des marques sur des véhicules à moteur et sur le conducteur

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## Description

**[0001]** The invention refers to a new method realizing an industrial advancement in the advertisement field of the stamping of marks or other commercial images to be used both on saddle-mounted motor vehicles and on the clothing of the riders. Said method permits to have a full field of view using jointly the parts of the vehicle and of the rider to form a support for the marks to be stamped. This because the stamping (mark or other advertising image) is deformed in such a way to adapt it to different supports (motor vehicle and rider clothing) so to give a correct visual perception of the same from a perspective and full point of view. Another feature that the invented method permits, is that, as the stamping is placed on two fixed parts, i.e. two sectors of the vehicle, and on a moving part, i.e. the rider and its clothing, the rider movement during the motor-vehicle run causes the movement of the stamping supports where said movement arranges and disarranges the image composition continuously through a process which allows to see said image always in a correct way. The above state phenomenology -which takes place in the central part of the stamping- determines a dynamic perception of the same image. Thus, a blown-up three dimensional view of the stamping is observed by the onlookers and in this way the perception of the advertisement message remains vivid, relevant and time-lasting. The invented method to be applied in the sports and hobbies motovehicles, such a 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 known art 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 complex formed by the rider and by the motor-cycle, while the said marks come to form only secondary image references. The invented method considers the motor-vehicle and the rider as an only body so forming 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 in the same zone by substituting the image of the central mobile part (the rider) with another one printed on the fixed part of the zone covered by the rider when in a driving position. The invented method forms a full image field by two part on the vehicle, a back part 1 and a front part 2, separated by a mobile central part 3 formed by one or more elements corresponding to the rider clothing. The said mobile central part 3 gives a dynamic effect to the whole stamping thus creating a macroscopic, dynamical, three-dimensional

view perception. The invented method makes use 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. 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. The stated data are processed to obtain a complete image of the deformed stamping as the said image gets the characteristics of the basic data (motor-cycle - 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 obtained with the invented method is the fact that the rider makes part of a three dimensional advertisement message in motion. The method allows the fit one or more stampings, even of several manufacturers, to all types of saddle-mounted motor-vehicle and relative riders, or to any other appliance, as the said stamping 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 view of the real deformed image, the present method provides in the case of the vehicle without the rider feature, in the vehicle zone where the rider sits, as a substitution of the stamping portion of lacking central part 3, another stamping part 4 deformed according to the surface on which is must be stamped. An embodiment obtained with the invented method 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 stamped in total view as seen by a hypothetical onlooker. In sheet 2 fig. 2 is a view of the only motor-cycle as it appears in fig. 1 to allow the view of the mark even without the rider. Fig. 3 is a view of the only rider in driving position with part of the stamped on him. The method permits to pace the advertisement message even on only fixed part 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, the invented method 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. Method for the production of a "full field image of an advertisement mark" on a motor vehicle with its rider in a riding position, comprising the steps of:
  - a) - collecting with a scanner dimensional data

concerning the shape of the advertisement mark;

b) - transferring said data into a computer;

c) - processing said scanned data in order to combine them with predetermined three-dimensional coordinates of the vehicle with its rider;

and

d) - processing, by means of an appropriate software, the combined three-dimensional data in order to produce a three-dimensional shape of a full field image of the mark, which shape, when applied on the curved surface of the vehicle and its rider in riding position, generates on a side observer, the perception of an undeformed full field image (1,2,3), on the vehicle with the rider in riding position, of the originally scanned advertisement mark.

2. Method according to claim 1, further **characterized by** the step of dividing the full field image of the advertising mark into three parts, a back part (1) and a front part (2), on the vehicle separated by a central part (3) formed by one or more elements corresponding to the rider clothing.
3. Method according to claim 2, further **characterized** the step of providing in the vehicle zone where the rider sits a substitution of the stamping present on the rider clothing, a fourth part (4) stamped in conformity with the shape of the vehicle, so as to allow a correct view in the case of the vehicle without the rider.
4. Method according to claim 1, **characterized by** the step of limiting the advertisement mark to be stamped to only one part of the vehicle (1 or 2) and on the part (3) corresponding to the rider clothing.
5. Method according to claim 2, further **characterized by** the step of selecting the locations for said three parts, so that the rider becomes part of a three-dimensional advertisement message during motion.

#### Patentansprüche

1. Verfahren zum Herstellen einer "Abbildung mit vollem Betrachtungsbereich eines Werbezeichens" auf einem Motorfahrzeug, dessen Fahrer sich in einer Fahrposition befindet, mit den Schritten:
  - a) - Sammeln, mit einem Scanner, von Abmessungsdaten, die die Gestalt des Werbezeichens betreffen;
  - b) - Uebertragen der Daten in einem Computer;
  - c) - Verarbeiten der gescannten Daten, um sie mit vorbestimmten dreidimensionalen Koordinaten

naten des Fahrzeugs mit seinem Fahrer zu kombinieren; und

d) - Verarbeiten, mit Hilfe einer geeigneten Software, der kombinierten dreidimensionalen Daten, um eine dreidimensionale Gestalt einer Abbildung mit vollständigem Betrachtungsbereich des Zeichens herzustellen, wobei diese Gestalt, wenn sie auf die gekrümmte Oberfläche des Fahrzeugs und dessen in Fahrposition befindlichen Fahrers aufgebracht wird, für einen seitlichen Beobachter die Wahrnehmung einer unverformten Abbildung (1, 2, 3) mit vollständigem Betrachtungsbereich erzeugt, auf dem Fahrzeug, dessen Fahrer sich in Fahrposition befindet, des ursprünglich eingescannten Werbezeichens.

2. Verfahren nach Anspruch 1, weiter **gekennzeichnet durch** den Schritt, daß die Abbildung mit vollständigem Betrachtungsbereich des Werbezeichens in drei Teile aufgeteilt wird, einen hinteren Teil (1) und einen vorderen Teil (2), auf dem Fahrzeug, getrennt **durch** einen zentralen Teil (3), der von einem oder mehreren Elementen gebildet wird, die der Kleidung des Fahrers entsprechen.
3. Verfahren nach Anspruch 2, weiter **gekennzeichnet durch** den Schritt, daß in der Zone des Fahrzeugs, in der der Fahrer sitzt, ein Ersatz des Aufdrucks oder aufgebrachten Gegenstands, der sich auf der Kleidung des Fahrers befindet, bereitgestellt wird, wobei ein vierter Teil (4) entsprechend der Form der Fahrzeugs aufgebracht wird, so daß die Möglichkeit einer zutreffenden Wahrnehmung im Falle, daß sich das Fahrzeug ohne Fahrer befindet, geschaffen wird.
4. Verfahren nach Anspruch 1, **gekennzeichnet durch** den Schritt, daß das Werbezeichen, das auf lediglich einen Teil des Fahrzeuges (1 oder 2), und auf den Teil (3), der der Kleidung des Fahrers entspricht, aufzubringen ist, beschränkt wird.
5. Verfahren nach Anspruch 2, weiter **gekennzeichnet durch** den Schritt, daß die Stellen für die genannten drei Teile ausgewählt werden, so daß der Fahrer während der Bewegung ein Teil einer dreidimensionalen Werbebotschaft wird.

#### Revendications

1. Présentation dynamique visuelle des marques sur des véhicules à moteur et sur le conducteur, comprenant les étapes consistant à:
  - a) - recueillir avec un scanner des données dimensionnelles concernant la forme de la mar-

que publicitaire;

b) - transférer lesdites données dans un ordinateur;

c) - traiter lesdites données scannées afin de les combiner avec des coordonnées tridimensionnelles prédéterminées du véhicule avec son conducteur;

et

d) - traiter, au moyen d'un logiciel approprié, les données tridimensionnelles combinées afin de produire une forme tridimensionnelles combinées afin de produire une forme tridimensionnelle d'une image plein champ de la marque, forme qui, lorsqu'elle est appliquée sur la surface incurvée du véhicule et son conducteur en position de conduite, crée pour un observateur placé sur le côté la perception d'une image plein champ non déformée (1, 2, 3), sur le véhicule avec le conducteur en position de conduite, de la marque publicitaire scannée au départ.

2. Présentation dynamique visuelle des marques sur des véhicules à moteur et sur le conducteur selon la revendication 1, **caractérisé en outre par** l'étape consistant à diviser l'image plein champ de la marque publicitaire en trois parties, une partie arrière (1), une partie avant (2), sur le véhicule séparé par une partie centrale (3) formée d'un ou plusieurs éléments correspondant à l'équipement vestimentaire du conducteur.
3. Présentation dynamique visuelle des marques sur des véhicules à moteur et sur le conducteur selon la revendication 2, **caractérisé en outre par** l'étape consistant à fournir dans la zone du véhicule où s'assoit le conducteur une substitution de l'impression présente sur l'équipement vestimentaire du conducteur, une quatrième partie (4) imprimée en correspondance avec la forme du véhicule, de façon à permettre une visualisation correcte en cas de véhicule sans le conducteur.
4. Présentation dynamique visuelle des marques sur des véhicules à moteur et sur le conducteur selon la revendication 1, **caractérisé en outre par** l'étape consistant à limiter la marque publicitaire à imprimer à une seule partie du véhicule (1 ou 2) et sur la partie (3) correspondant à l'équipement vestimentaire du conducteur.
5. Présentation dynamique visuelle des marques sur des véhicules à moteur et sur le conducteur selon la revendication 2, **caractérisé en outre par** l'étape consistant à choisir les emplacements desdites trois parties, afin que le conducteur fasse partie du message publicitaire tridimensionnel pendant le déplacement.

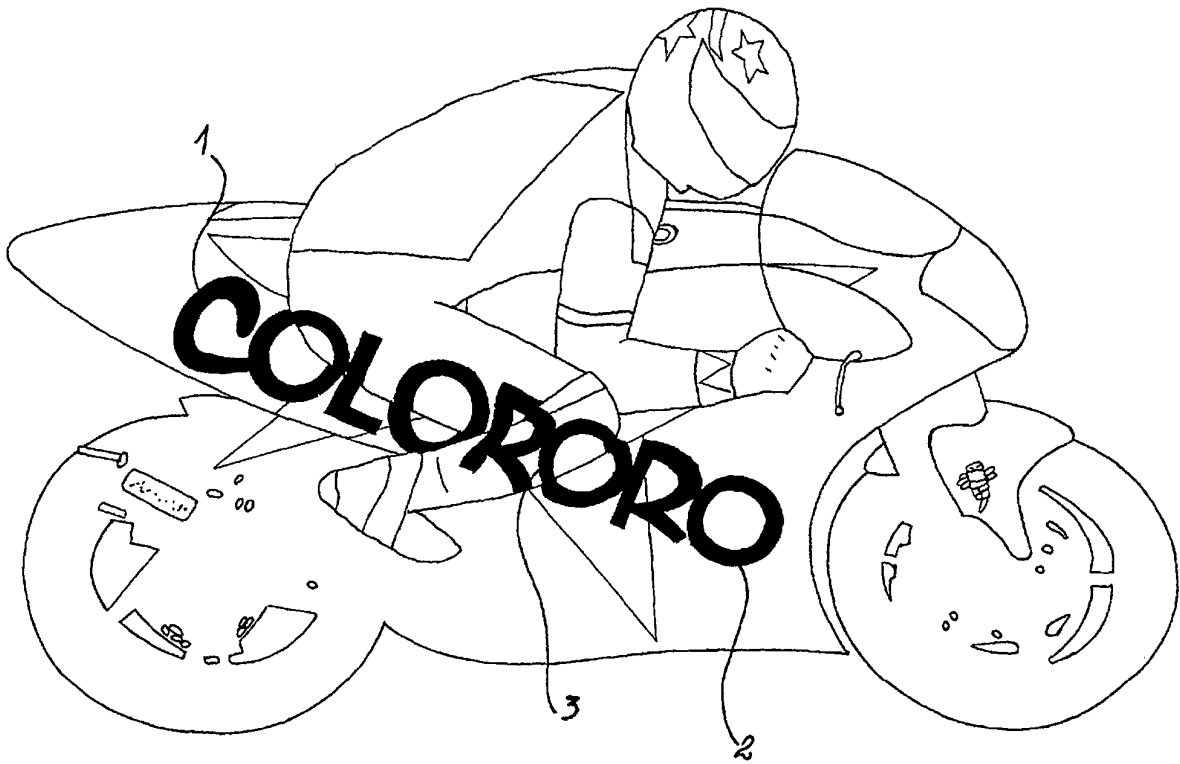


FIG. 1

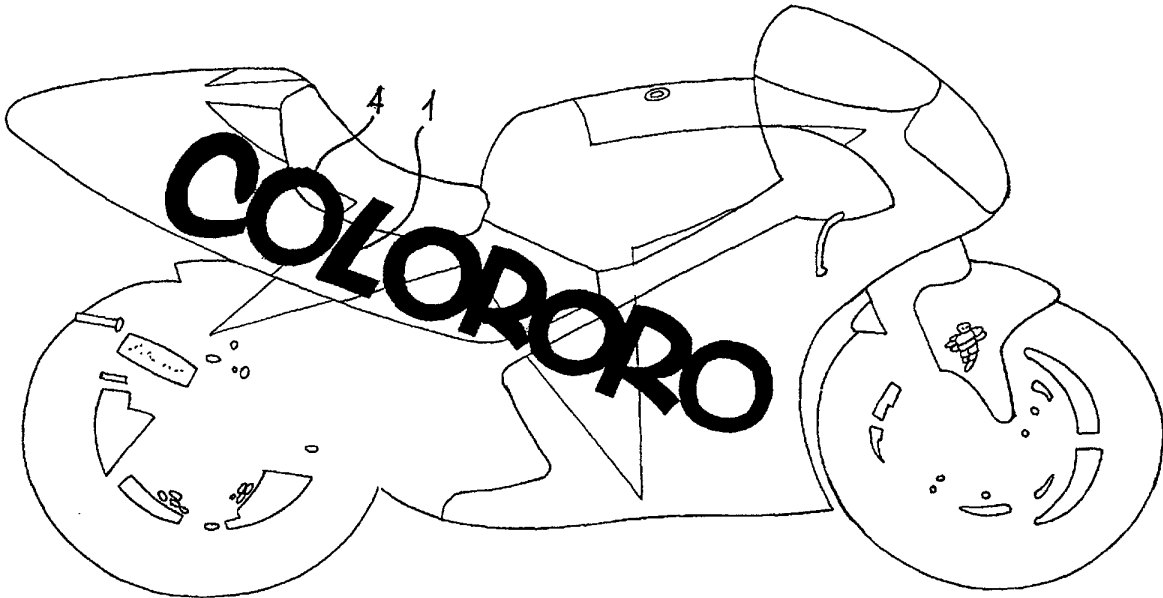


FIG. 2

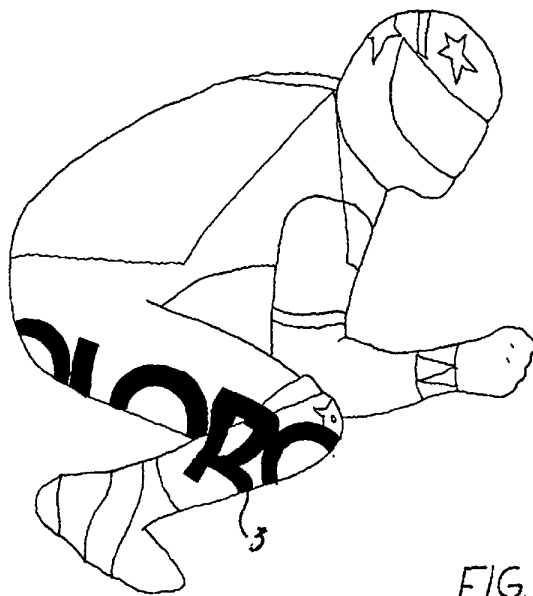


FIG. 3