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The Chameleon ~~Principle~~ Project

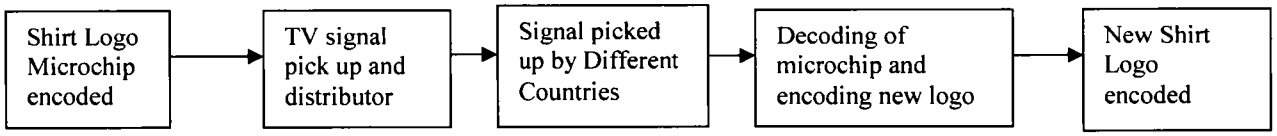
The concept here is to have the logos (advertisements) on Football (or any sport/F1/Cycling) transferable/changeable in each different country though their own TV signal system and Internet signal.

An example would be for a team such as Newcastle United who have "Northstar Beer" on their shirts. Only known in the North East of England.

But Newcastle has supporters everywhere in the world and there are companies willing to see their name on a Newcastle shirt.

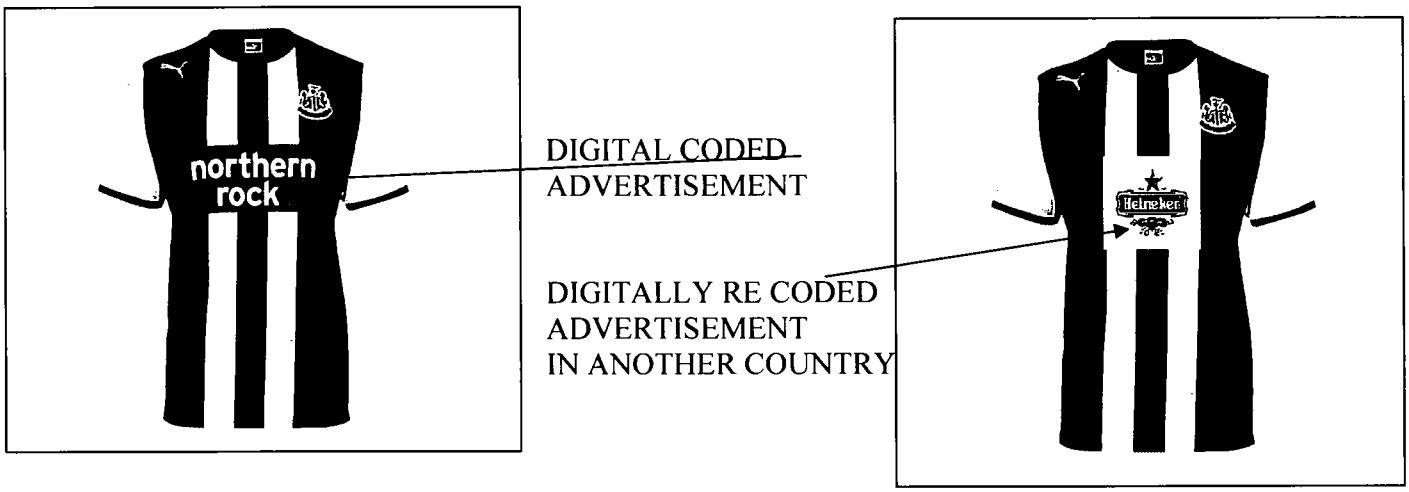
Newcastle in turn has a chance to have their shirts advertised in a 100+ different countries and enjoying the revenue from so many different sources that they can increase their income MANY fold.

This requires every shirt to have their ironed on advertisement digitally enhanced so that when a camera is on the shirt in a different country it shows a DIFFERENT logo.
This part is probably the most difficult (but not impossible) to achieve.
Very light microchips or any other future invention (digital,electronic or any new formats) which can receive and project images that can be implanted that will make no difference to the weight of the shirt.
The signals from the shirt will then be decoded in each different country to be encoded with a different logo.



Just like you can not receive or see certain programmes on your Computer because your country is digitally coded, the TV signal can also be coded to suit each different country.

This can be used for football, cricket (India), Basketball, Cycling, Rugby and any sport .
The important thing with the microchips on the shirts its that they follow the contours of the advertisement so wher the shirt is folding, the encoded image folds similarly.
This requires a dedicated microchip and encoding for image processing and location grouping for accurate image and resolution reception and signal processing at the receiving side.



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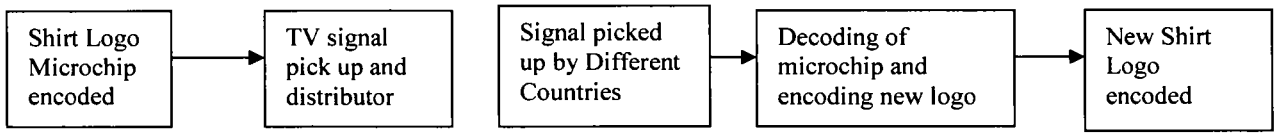
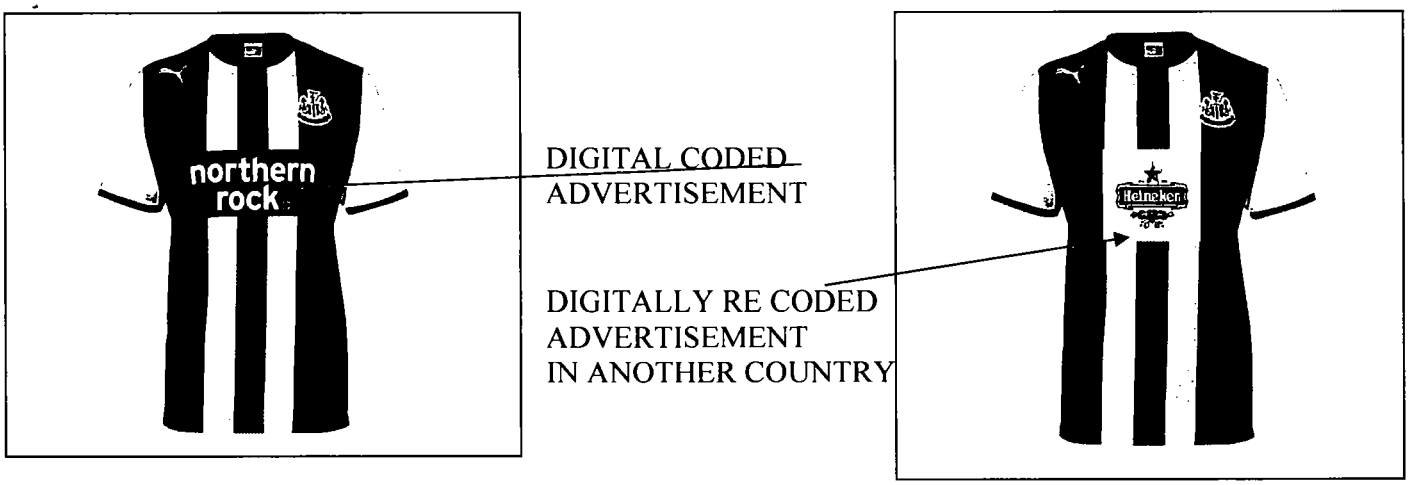
The Chameleon Principle (Diagrams)





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The advertisement will be coded into the shirt panel carrying the logo or onto the lettering. Different methods of securing the code or eventual projections depends on the advent of technology. The MAIN idea is the ability to project a different Sponsor's Logo from the original on shirt/bike/car /overalls even side boarding on fields.

CLAIMS

The Inventor/Applicant makes the following claims;

1. **The idea/application of having an image from a still board or moving shirt captured and digitally coded either by microchips, special paint/film or any other future inventions for capturing and decoding by way of electronic media reception in different countries and subsequently decoding and displaying a different image at the country/state/city of reception.**

2. **This application applies to anything that can be used for advertising such as shirts, sideboards, A Boards, hats, pants Helmets, Cars, Buses.**

3. **The whole idea of Capturing one Image and then either through digital coding , encoding and recoding through Television or Computer Streaming or Video, reproducing a different image in another receiver's Country/State/City.**

4. **Any type of coding (digital ,film, paint, colour code) on one item that is transformed in ANY technica form to have a different image at the receiver's end specifically designed to the specifications coded onto the original item and showing the desired image on the receiver's end.**

End of Claims