



(51) International Patent Classification:

E06B 9/40 (2006.01) *E06B 9/24* (2006.01)
E06B 9/42 (2006.01) *H04Q 9/00* (2006.01)
G05D 25/00 (2006.01)

(21) International Application Number:

PCT/IB2013/001347

(22) International Filing Date:

8 May 2013 (08.05.2013)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

61/644,275 8 May 2012 (08.05.2012) US
13/840,579 15 March 2013 (15.03.2013) US

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(81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM,

AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *without international search report and to be republished upon receipt of that report (Rule 48.2(g))*

(54) Title: MOTORIZED WINDOW COVERING ASSEMBLY

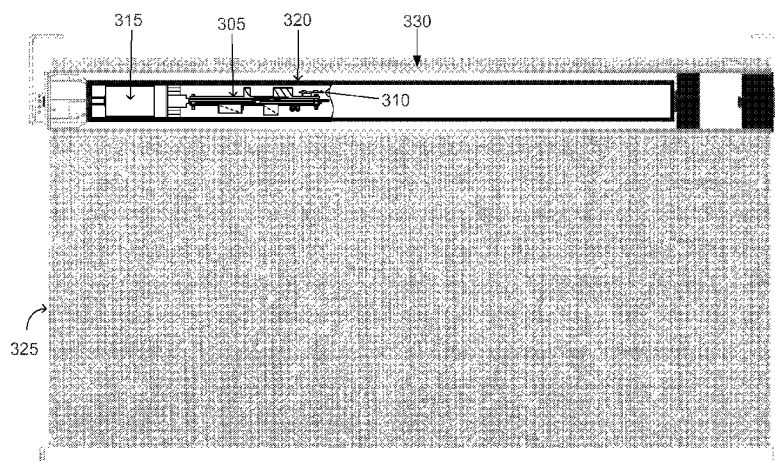


FIG. 3

(57) Abstract: Various embodiments relate to apparatuses and methods of attractive, low cost, controllable, or other featured motorized window covering assemblies. The use of a motor assembly with an integrated WiFi interface enables eliminating a setup box, resulting in lower cost. Eliminating the setup box and any associated wires further eliminates the eye sore that they may pose. These eliminations, along with an elongated motor assembly used in some embodiments, further enable the motor to be made less noticeable by, for example, making it easier to hide or camouflage. As one example, an elongated motor assembly, comprising an elongated casing surrounding the motor and the control board, is hidden inside a window covering holder. An IP address can be assigned to each motor, which enables addressing and controlling each motor individually from any remote device located anywhere with access to the internet.

