CLAIMS

1. An animated poster system, comprising:

a simulation panel comprising a poster portion, wherein the poster portion comprises a cast resin in which a sheet configured to act as an illumination surface is positioned;

a projector configured to project an image onto a first side of the simulation panel so as to illuminate the sheet such that the image is reproduced on the sheet; and

an image server in communication with the projector and comprising a non-transitory, machine-readable medium storing data representative of the image, and the data is such that the image reproduced on the sheet contains animated image elements, thereby creating an appearance of an animated poster on the poster portion; and

wherein the sheet is translucent with respect to light corresponding to the projected image.

2. The animated poster system of claim 1, wherein the simulation panel is secured to and forms at least a part of a wall, the simulation panel comprises a surrounding wall portion at least partially surrounding the poster portion and having a textured pattern that is substantially the same as a textured pattern of the wall.

3. The animated poster system of claim 1, wherein the simulation panel is configured to secure to and form at least a part of a wall, the simulation panel comprises a surrounding wall portion at least partially surrounding the poster portion and having a textured pattern that is substantially the same as a textured pattern of the wall, and wherein the surrounding wall portion comprises the casting resin and a filler disposed within the casting resin configured to provide structural reinforcement to the simulation panel.

4. The animated poster system of claim 1, wherein the simulation panel is configured to secure to and form at least a part of a wall, the simulation panel comprises a surrounding wall portion at least partially surrounding the poster portion and having a textured pattern that is substantially the same as a textured pattern of the wall, and wherein the simulation panel is a continuous piece having the surrounding wall portion and the poster portion.

5. The animated poster system of claim 1, wherein at least the poster portion comprises a neutral density filter configured to physically filter light that is incident on the sheet from the projector.

6. The animated poster system of claim 5, wherein the simulation panel is a rear projection panel that enables the projector to project the image through the cast resin, through the neutral density filter, and onto the sheet.

7. The animated poster system of claim 1, wherein the cast resin is substantially transparent with respect to visible light.

8. The animated poster system of claim 1, wherein the data is such that the image reproduced on the sheet simulates a texture of paper.

9. The animated poster system of claim 1, wherein the image server, the projector, or both, are configured to adjust a brightness of the image reproduced on the sheet to balance with ambient lighting in a setting including the simulation panel such that the image reproduced on the sheet has the appearance of a flat, graphic surface.

10. The animated poster system of claim 1, wherein the simulation panel is formed by a process comprising: securing a poster to a wall; creating a mold of at least the poster using a mold material such that the mold comprises a texture and geometry of the poster; filling the mold with a casting material; curing the casting material to form a cast resin having the texture and geometry of the poster; and placing the sheet within a position corresponding to the geometry of the poster.

11. The animated poster system of claim 10, wherein creating a mold of at least the poster using the mold material comprises applying the mold material to the wall beyond a perimeter of the poster such that the mold material is also applied directly to the wall, and such that the mold also comprises a geometry and texture of a portion of the wall.

12. A method, comprising:

forming a simulation panel by a process comprising:

creating a mold of at least a poster on a textured wall using a mold material such that the mold comprises a texture and geometry of the poster;

filling the mold with a casting material; curing the casting material to form a cast resin, wherein the cast resin comprises the texture and geometry of the poster; and

placing a translucent sheet in a position corresponding to the geometry of the poster, wherein the translucent sheet is placed in the position corresponding to the geometry of the poster after the curing of the casting material, or before the curing of the casting material.

13. The method of claim 12, wherein the process comprises placing a neutral density filter in the position corresponding to the geometry of the poster in an overlapping relationship with the translucent sheet.

14. The method of claim 12, wherein creating a mold of at least the poster using the mold material comprises applying the mold material to the wall beyond a perimeter of the poster such that the mold material is also applied directly to the wall, and such that the mold also comprises a geometry and texture of a portion of the wall.

15. The method of claim 14, comprising removing at least some of the portion of the wall that was molded to form an opening in the wall, and securing the simulation panel to the wall such that the opening is at least partially filled with the simulation panel.

16. The method of claim 15, wherein securing the simulation panel to the wall such that the opening is at least partially filled with the simulation panel comprises trimming a perimeter of the simulation panel to match a brick pattern of a remaining portion of the wall at the opening.

17. The method of claim 15, comprising:

positioning a projector on one side of the wall, the projector being in communication with an image server comprising one or more non-transitory, machine readable media storing data corresponding to one or more images; and

projecting the one or more images onto a projection surface of the simulation panel at least in a region corresponding to a position of the translucent sheet so as to reproduce the one or more images on the simulation panel, wherein the data corresponding to the one or more images is such that when the one or more images is reproduced on the simulation panel, the one or more images comprise static elements and animated elements to thereby create the appearance of an animated poster.

18. The method of claim 17, wherein positioning the projector on the one side of the wall comprises hiding the projector from vantage points on an opposite side of the wall from where the one or more images are viewed on the simulation panel.

19. A system, comprising:

a simulation panel formed by a process comprising:

securing a poster to a wall;

creating a mold of the poster and at least a portion of the wall beyond a perimeter of the poster using a mold material such that the mold comprises a texture and geometry of the poster and a texture and geometry of the portion of the wall;

filling the mold with a casting material; polymerizing the casting material to form a cast resin, the cast resin having at least some of the texture and the geometry of the poster and the wall, and wherein the casting material is such that the cast resin has a first optical transmittance; and

placing a translucent sheet in a position corresponding to the geometry of the poster such that the translucent sheet is disposed within an inset of the casting resin, and wherein the translucent sheet has a second optical transmittance that is lower than the first optical transmittance.

20. The system of claim 19, wherein the process comprises placing an optical filter in a position corresponding to the geometry of the poster such that the optical filter has an overlapping positional relationship with respect to the translucent sheet.

21. An animated poster system, comprising:

a simulation panel comprising a poster portion, wherein the poster portion comprises a cast resin in which a sheet configured to act as an illumination surface is positioned;

a projector configured to project an image onto a first side of the simulation panel so as to illuminate the sheet such that the image is reproduced on the sheet; and

an image server in communication with the projector and comprising a non-transitory, machine-readable medium storing data representative of the image, and the data is such that the image reproduced on the sheet contains animated image elements, thereby creating an appearance of an animated poster on the poster portion; and

wherein the simulation panel is secured to and forms at least a part of a wall, the simulation panel comprises a surrounding wall portion at least partially surrounding the poster portion and having a textured pattern that is substantially the same as a textured

pattern of the wall.

22. An animated poster system, comprising:

a simulation panel comprising a poster portion, wherein the poster portion comprises a cast resin in which a sheet configured to act as an illumination surface is positioned;

a projector configured to project an image onto a first side of the simulation panel so as to illuminate the sheet such that the image is reproduced on the sheet; and

an image server in communication with the projector and comprising a non-transitory, machine-readable medium storing data representative of the image, and the data is such that the image reproduced on the sheet contains animated image elements, thereby creating an appearance of an animated poster on the poster portion; and wherein the cast resin is substantially transparent with respect to visible light.

23. An animated poster system, comprising:

a simulation panel comprising a poster portion, wherein the poster portion comprises a cast resin in which a sheet configured to act as an illumination surface is positioned;

a projector configured to project an image onto a first side of the simulation panel so as to illuminate the sheet such that the image is reproduced on the sheet; and

an image server in communication with the projector and comprising a non-transitory, machine-readable medium storing data representative of the image, and the data is such that the image reproduced on the sheet contains animated image elements, thereby creating an appearance of an animated poster on the poster portion; and

wherein the data is such that the image reproduced on the sheet simulates a texture of paper.