

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
2 March 2006 (02.03.2006)

PCT

(10) International Publication Number
WO 2006/023228 A1

- (51) International Patent Classification⁷: **G09F 19/22**,
15/00, 19/12, 9/33, 9/35
- (21) International Application Number:
PCT/US2005/026669
- (22) International Filing Date: 27 July 2005 (27.07.2005)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
10/922,561 20 August 2004 (20.08.2004) US
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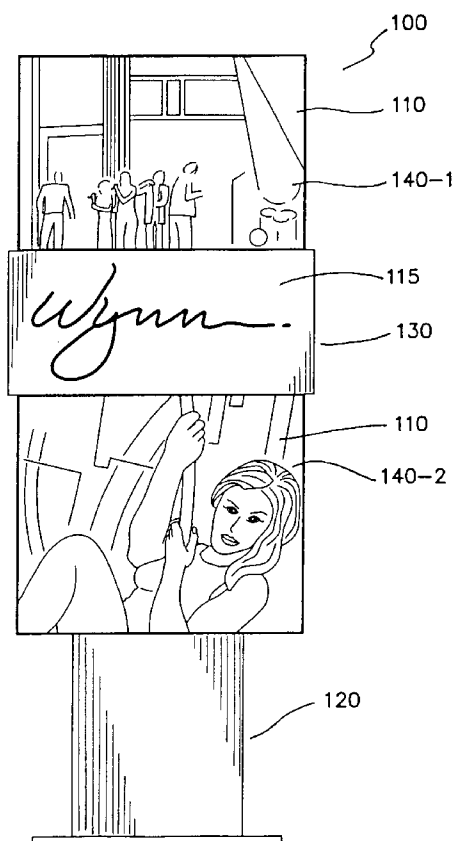
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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,

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(54) Title: DISPLAY AND METHOD OF OPERATION



(57) Abstract: A sign structure (100) having a display (110), movable member (130) and computer means creates a unique vehicle for displaying content. In one version, the movable member (130) is adjacent to the display and substantially shields a portion of the display (110) as it traverses thereover. Coordinated content transmitted to the display gives the appearance that the movable member (130) is influencing the displayed content. For example, as the member (130) moves upward an image below the member stretches in size while an image above the member (130) compresses in size until the upper image disappears and the lower image occupies the entire visible portion of the display. This continues as the member (130) traverses up and down over the display (110). The member may appear to manipulate the images by stretching, compressing, pushing, pulling and/or erasing them.



KG, KM, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,

Published:

— with international search report

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