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(21) International Application Number: PCT/US96/03007 (22) International Filing Date: 6 March 1996 (06.03.96) (30) Priority Data: 08/402,008 10 March 1995 (10.03.95) US (71) Applicant: BOIT, INC. [US/US]; Suite F, 7297 Ronson Road, San Diego, CA 92111 (US). (72) Inventors: BREWER, Donald, R.; 7255 Charmant Drive #731, San Diego, CA 92122 (US). JARCHO, Michael; 9763 Alto Drive, La Mesa, CA 91947 (US). (74) Agents: SAMPLES, Kenneth, H. et al.; Fitch, Even, Tabin & Flannery, Room 900, 135 South LaSalle Street, Chicago, IL 60603 (US).		(81) Designated States: AL, AM, AT, AU, AZ, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IS, JP, KE, KG, KP, KR, KZ, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, UZ, VN, ARIPO patent (KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG). Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> SG 9612225-4

(54) Title: DYNAMICALLY CHANGING LIQUID CRYSTAL DISPLAY TIMEKEEPING APPARATUS**(57) Abstract**

A dynamically changing, multi-color liquid crystal display for electronic watches or other design apparel items is provided. The liquid crystal displays incorporated within the watch or designer apparel item can be adapted to provide various colored images such as geometric images, animation images, customized images, designer labels, logos, etc. on colored backgrounds or alternatively provides a color changing capability that is a esthetically pleasing and fashionable. Moreover, the dynamically changing watch or other designer apparel item allows for the electronic control of the color appearance of the liquid crystal displays as well as electronic control of the liquid crystal display images, such images being generally independent of the time of day.

