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(71)Name of Applicant :

1)KHAN CHANGEZ ANWAR

Address of Applicant :A-302 PLOT NO.18 SECTOR 10

DWARKA NEW DELHI-110075 India

(72)Name of Inventor :

1)KHAN CHANGEZ ANWAR

(57) Abstract :

The invention titled MULTI DIMENSIONAL DIGITALLY PROJECTED MEDIA & ADVERTISING MEDIUM/SYSTEM (Multi Dimensional in the above title means Four Dimensional (4D), Three Dimensional (3D), Two Dimensional (2D) Still & Moving Imagery) is a new medium, process and system to the existing and prevalent medium of advertising and outdoor advertisement not a replacement or alternate to the advertising. Advertising began with print media (Publication/Newspapers), then began the era of electronic media, Radio Advertising followed by Television and lastly a decade ago Internet/online advertising (websites/emails) along with New Media Advertising (mobile/sms/ringtones/podcast/vodcast), but the outdoor/out of home (OOH) media remained the same only upgrading and updating with few and static innovations like outdoor video/LED/ticker displays & screens, common in New York, Times Square and Piccadilly Circus, London and came into India quite recently. This new Invention method, medium will induct, apply dynamic 3D/4D animated/visual effects digital still/moving image projection technology for outdoor advertisement. Outdoor advertisement in form of digital 2D/3D/4D still image or motion picture for publicity and promotion, any kind of advertisement film can be projected on hard surface of an architecture/structure/building with application of a high resolution/definition multiple digital projection system. This new invention and process is creation of a new medium and method in outdoor advertising industry and the advertising world. In outdoor advertising only poster, hoardings, bills, banners, billboards, video/LED screens etc are used and are presently prevalent form of marketing adopted and used by various organizations in spreading awareness amongst masses and for marketing in relation to the products, services and also equally used by the Government Departments and agencies to make people aware about specific campaigns or any public policy. Mediums customarily adopted, engaged or used in Outdoor Advertising are outdated and primitive. The invention put before the authority for protection under Patent Act is a medium of Outdoor Advertising under title Multi Dimensional Digitally Projected Media & Advertising Medium/System, which is new technology, process and a new system is introduced herewith. (Graphical impressions are enclosed here after)

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