US 20250262883A1

(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2025/0262883 A1**

GILPIN (43) **Pub. Date: Aug. 21, 2025**

(54) **HOLOGRAM GREETING CARD**

(71) Applicant: **HOLOPOP LLC**, Virginia Beach, VA (US)

(72) Inventor: **Ash GILPIN**, Virginia Beach, VA (US)

(21) Appl. No.: **19/081,994**

(22) Filed: **Mar. 17, 2025**

Related U.S. Application Data

(63) Continuation of application No. 18/821,505, filed on Aug. 30, 2024, now Pat. No. 12,251,954.

(60) Provisional application No. 63/536,204, filed on Sep. 1, 2023.

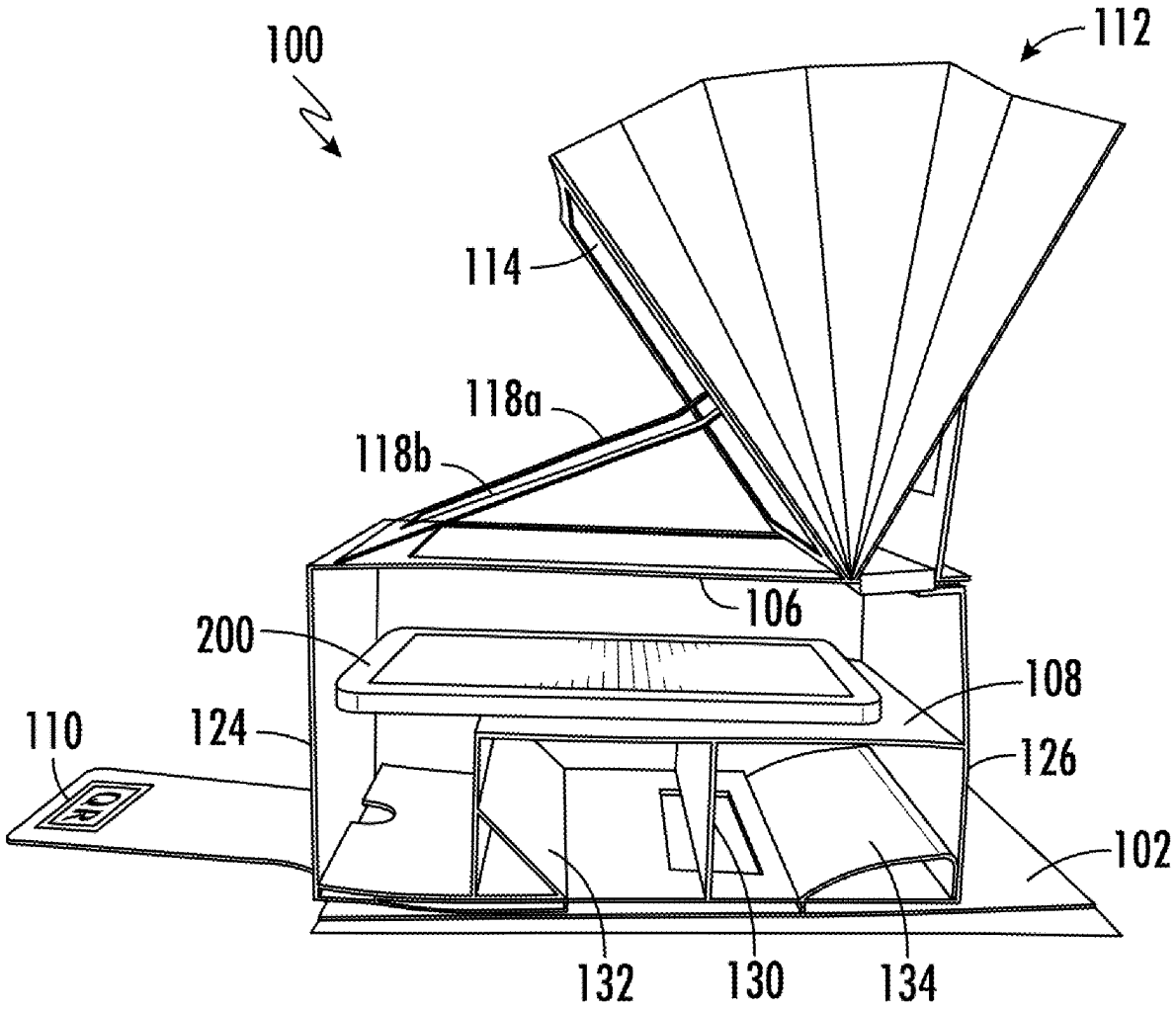
Publication Classification

(51) **Int. Cl.**
B42D 15/04 (2006.01)

(52) **U.S. Cl.**
CPC ***B42D 15/042*** (2013.01)

(57) **ABSTRACT**

A method of generating a hologram using at least one panel, a pop-up screen secured to the at least one panel, and a platform on the inside of the at least one panel. The method includes deploying the pop-up screen, placing an electronic device on the platform that is in front of the pop-up screen, and displaying a visual image on the electronic device to generate a hologram. The visual image may be a video or stationary image used to generate the hologram. The at least one panel may comprise a greeting card, a book cover, or a folder, and the pop-up screen may be configured to deploy manually or automatically. In addition, the method may include scanning a quick response (QR) code to retrieve a corresponding hologram video for displaying on the electronic device for generating the hologram.



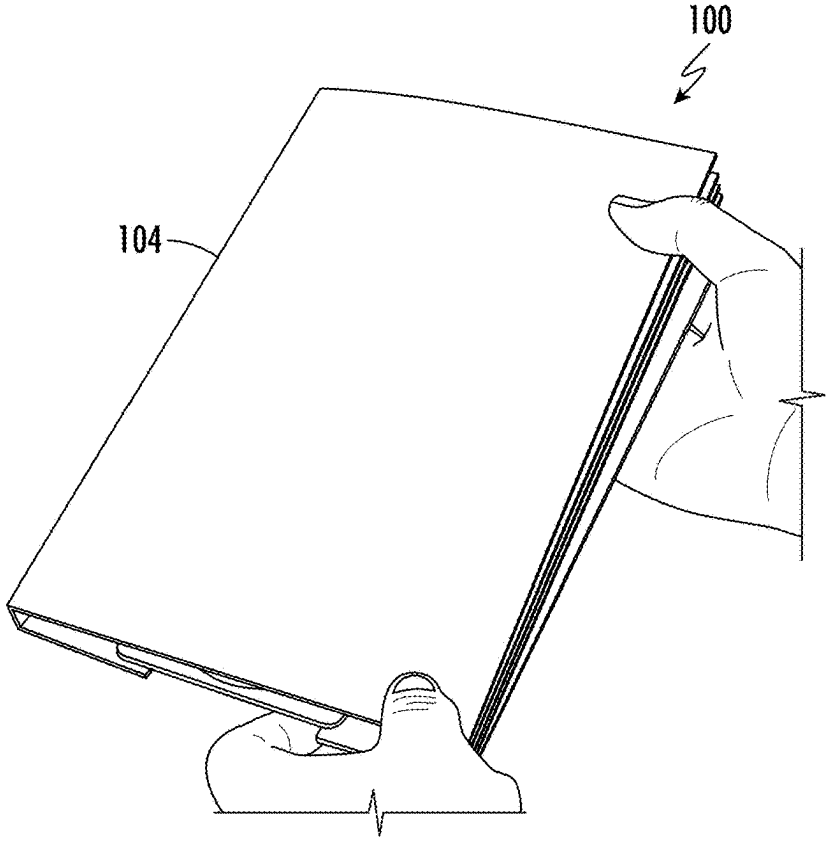


FIG. 1

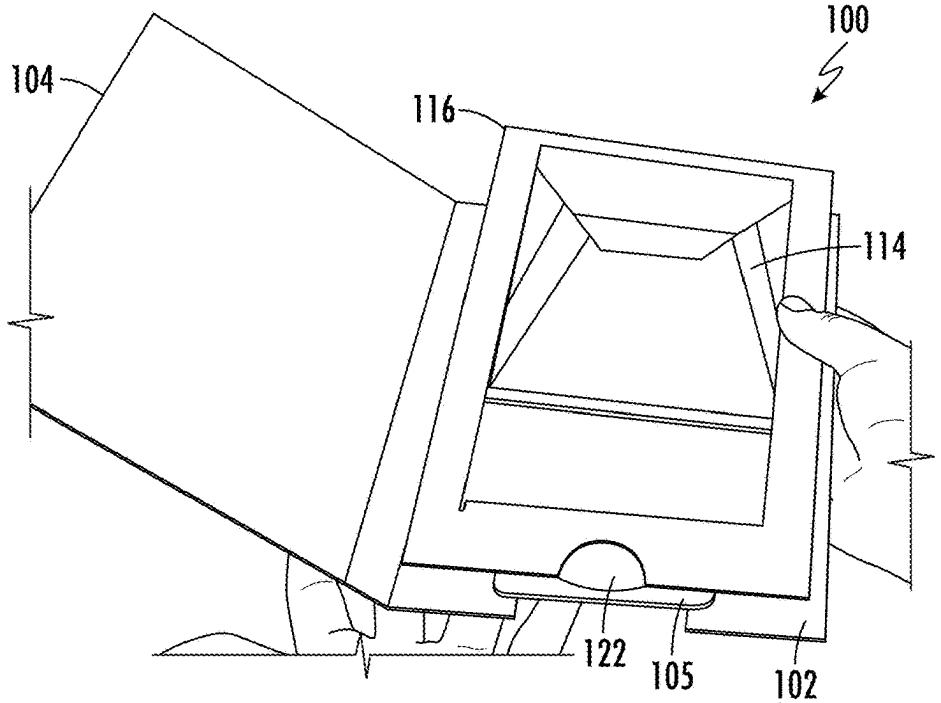


FIG. 2

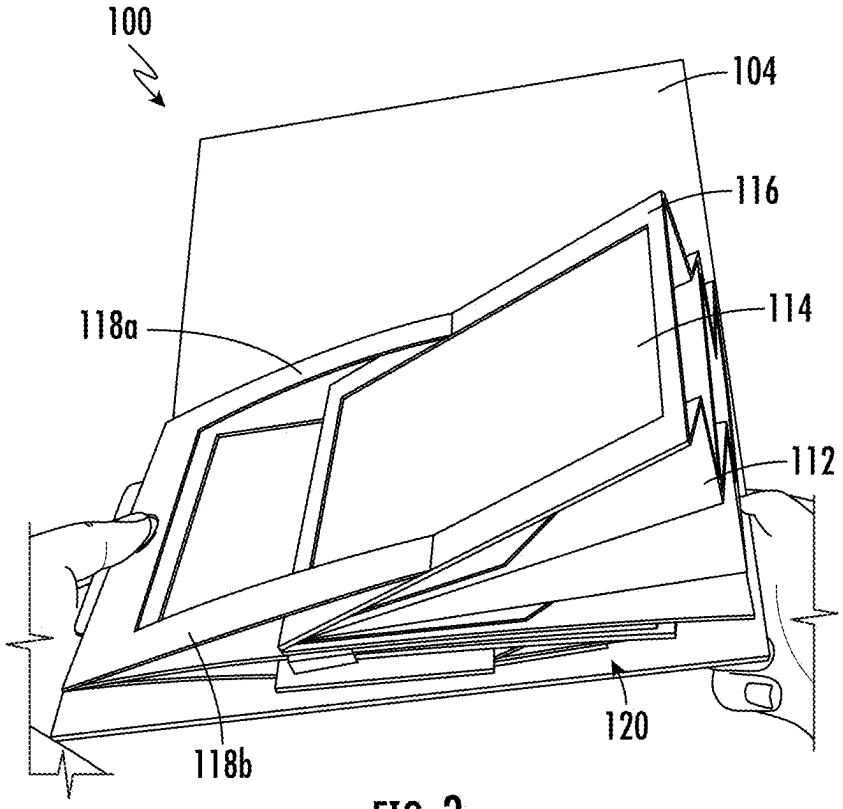

100
104
116
114
118a
112
120
118b

FIG. 3

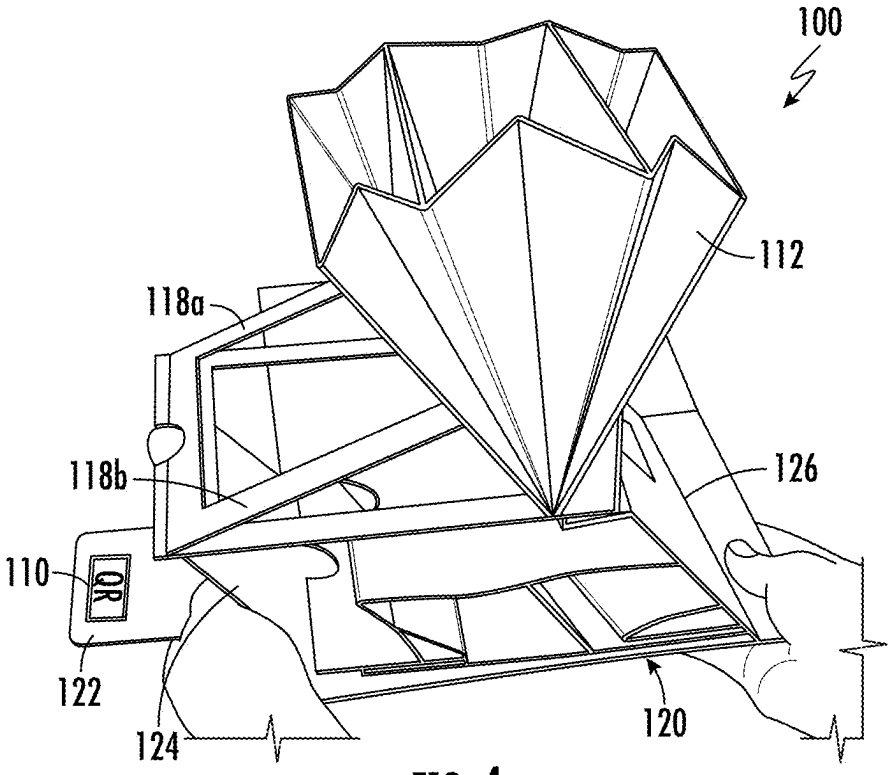

100
112
118a
126
118b
110
QR
122
124
120

FIG. 4

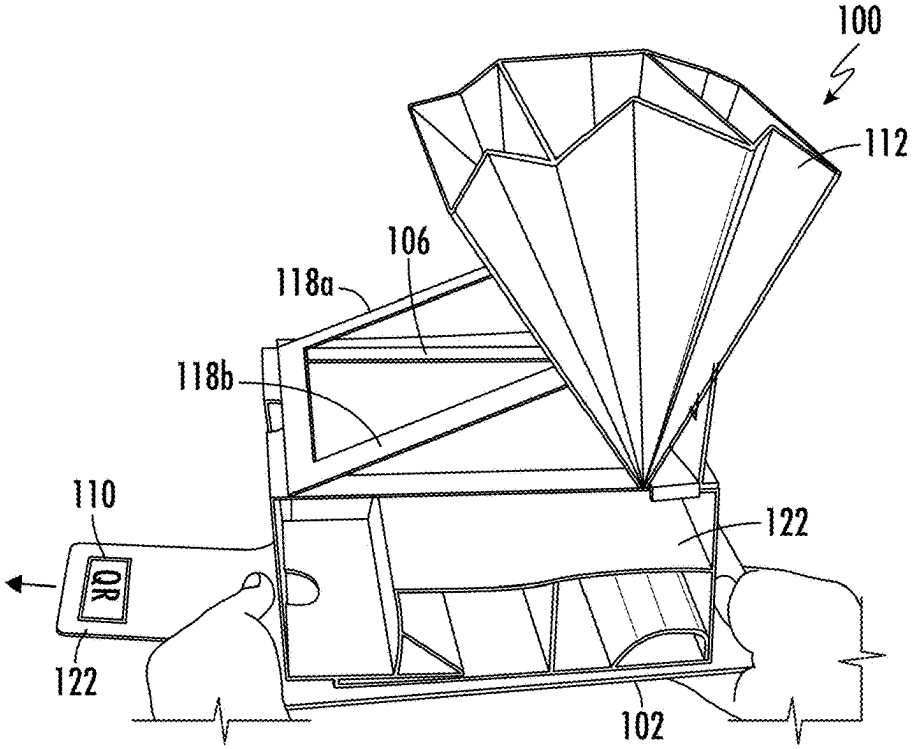

100
112
106
118a
118b
110
QR
122
122
102

FIG. 5

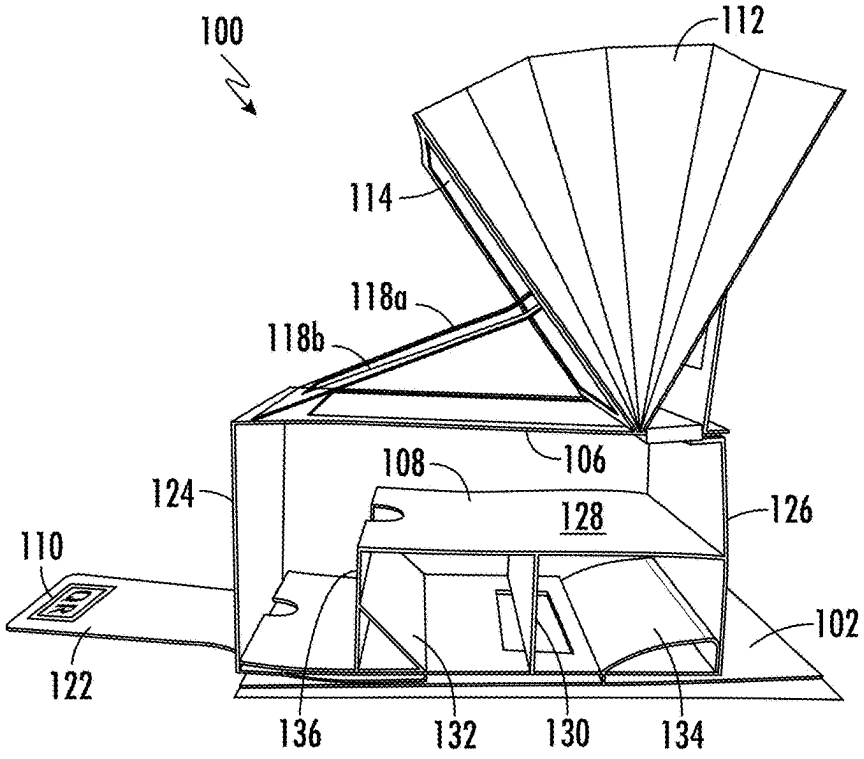

100
112
114
118a
118b
108
106
124
128
126
110
QR
122
102
136
132
130
134

FIG. 6

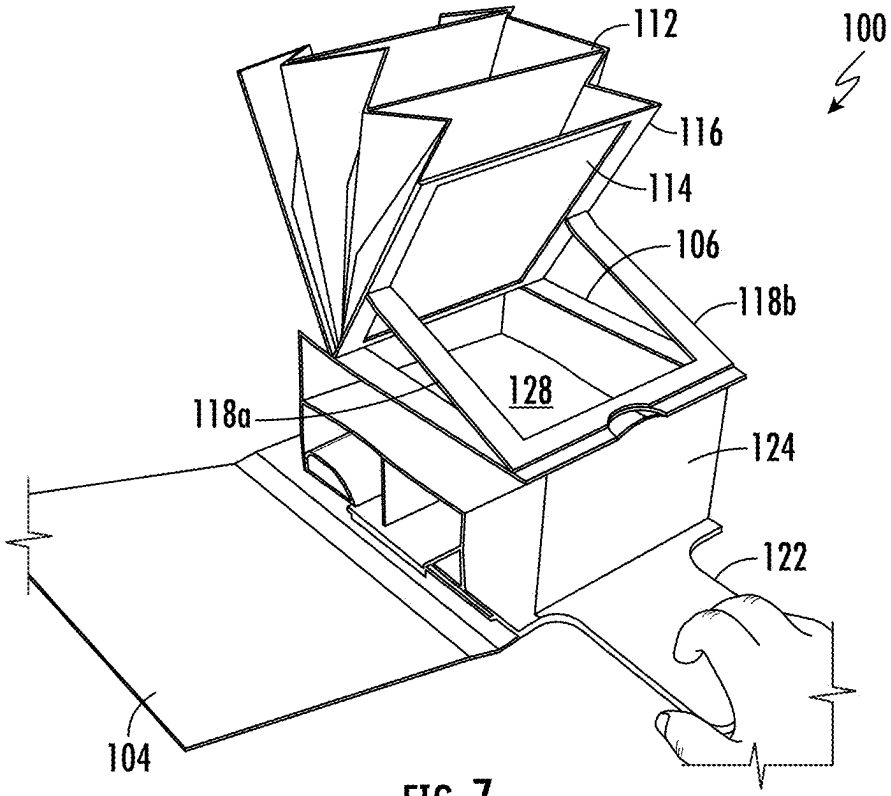

112
100
116
114
106
118b
128
118a
124
122
104

FIG. 7

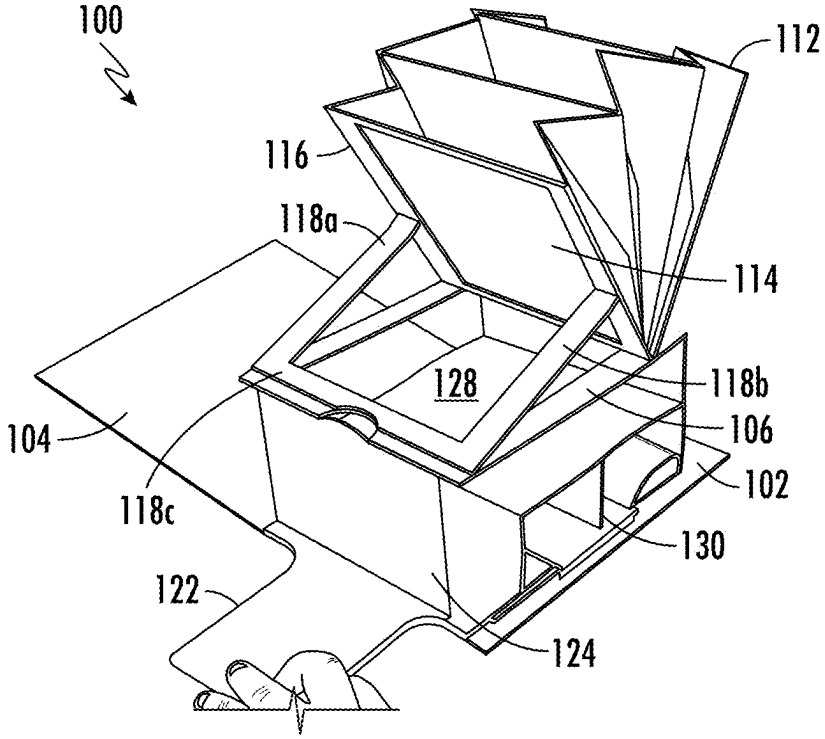

100
112
116
118a
114
128
118b
106
104
102
118c
130
122
124

FIG. 8

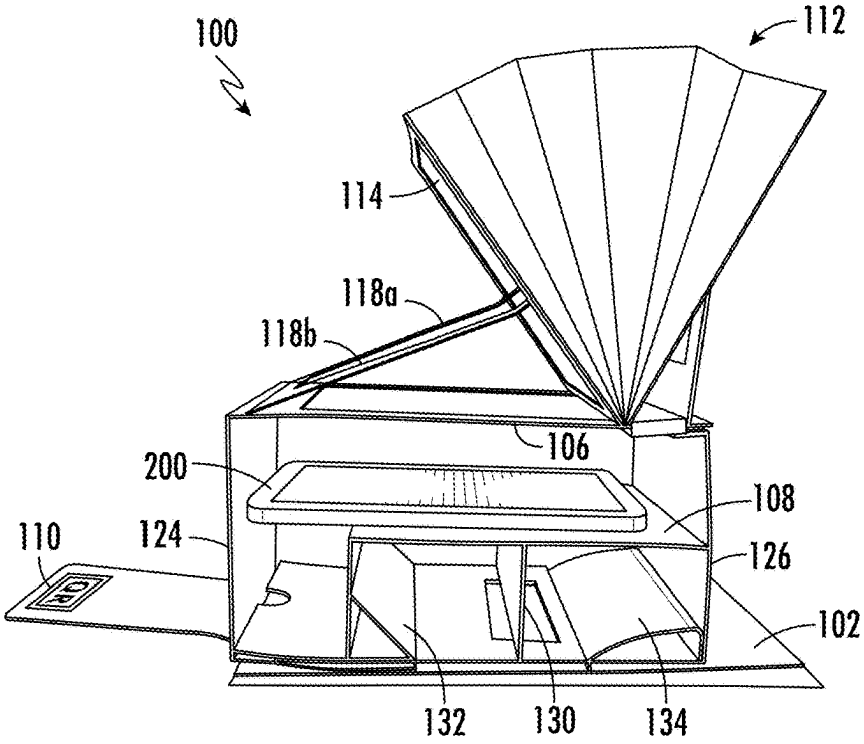

100
112
114
118a
118b
106
200
108
110
124
126
102
132
130
134

FIG. 9

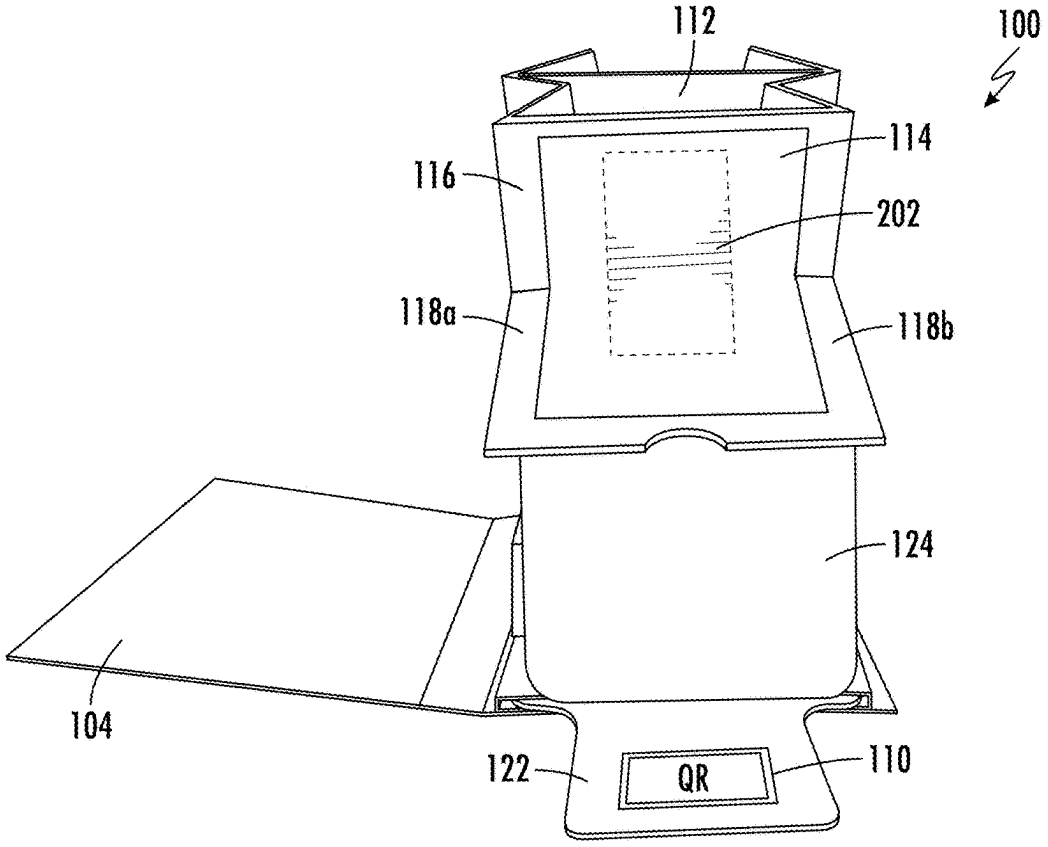

112
100
114
116
202
118a
118b
124
104
122
QR
110

FIG. 10

HOLOGRAM GREETING CARD

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This is a continuation application which is based upon U.S. application Ser. No. 18/821,505 filed Aug. 30, 2024, which is based upon U.S. provisional Application No. 63/536,204 filed Sep. 1, 2023, the disclosures which are hereby incorporated by reference in their entirety.

FIELD

[0002] The present invention relates to the field of greeting cards, and, more particularly, to a hologram greeting card.

BACKGROUND

[0003] Some existing greeting cards include LCD screens that allow a user to view a short video stored in memory. These types of video greeting cards are expensive to manufacture relative to existing greeting cards. In addition, the LCD screens require batteries to operate, which further increases the cost. While these types of electronic greeting cards are desirable, the complexity of manufacturing them with the LCD screens and associated electronic components is a significant drawback.

[0004] Accordingly, what is needed in the art is a new electronic greeting card that is cost effective to manufacture and is more entertaining than a typical video greeting card.

SUMMARY

[0005] A hologram greeting card is disclosed. The hologram greeting card includes a first panel and a second panel joined together along an adjacent longitudinal edge, where the first panel has a pocket with an opening along a front edge of the first panel. The hologram greeting card also includes a pop-up base having a front wall and a rear wall supporting a top frame therebetween. The front wall is slidingly positioned within the pocket of the first panel when in a retracted position, and the rear wall is secured proximate to a rear edge of the first panel. In addition, the hologram greeting card includes a pop-up platform positioned within the pop-up base on the first panel and the pop-up platform having a top surface elevated from the first panel and configured to support an electronic device thereon when the pop-up base is deployed. The hologram greeting card also includes an expandable backdrop having a bottom edge secured proximate a rear edge of the top frame, a screen frame secured to a front of the expandable backdrop, and a pop-up screen secured within the screen frame. A pair of support struts are secured proximate a front edge of the top frame and extend to the screen frame to support the pop-up screen at an acute angle relative to the top surface of the pop-up platform when the expandable backdrop is deployed. A rear edge of the top surface of the pop-up platform is coupled to the rear wall of the pop-up base.

[0006] The hologram greeting card may also have a pull tab coupled to the front wall and configured to slide the front wall out from the pocket when pulled. The pop-up platform may include a platform front wall and a platform rear wall that support the top surface of the pop-up platform therebetween. The pop-up platform may have a front collapsible angle support between the front wall of the pop-up platform and the first panel, and a second collapsible angle support between the rear wall of the pop-up platform and the first panel. The pop-up platform may also have a vertical support coupled to the first panel between the platform front and rear walls. The top frame of the hologram greeting card may have an opening aligned between the top surface of the pop-up platform and the pop-up screen.

[0007] The hologram greeting card may include a quick response (OR) code printed on the pull tab, where the QR code is configured to be scanned by a QR reader to retrieve a corresponding hologram video to display on the electronic device. The pop-up screen is orientated relative to the top surface of the pop-up platform when deployed to generate a hologram from the hologram video. The second panel of the hologram greeting card may be configured to fold over the adjacent longitudinal edge to cover an entirety of the first panel, and the expandable backdrop may be fan folded and configured to expand when the pop-up base is deployed.

[0008] In another aspect, a hologram greeting card is disclosed that includes at least one panel, and a pop-up screen secured to the at least one panel and configured to move between a collapsed position and a deployed position. The hologram greeting card also includes a platform on the inside of the at least one panel and positioned in front of the pop-up screen when the pop-up screen is in the deployed position. The platform is configured for an electronic device to be positioned thereon, where the pop-up screen is orientated relative to electronic device to generate a hologram when in the deployed position.

[0009] In another aspect a method of generating a hologram using at least one panel, a pop-up screen secured to the at least one panel, and a platform on the inside of the at least one panel is disclosed. The method includes deploying the pop-up screen, placing an electronic device on the platform that is in front of the pop-up screen, and displaying a visual image on the electronic device to generate a hologram. The visual image may be a video or stationary image used to generate the hologram. The at least one panel may comprise a greeting card, a book cover, or a folder, and the pop-up screen may be configured to deploy manually or automatically. In addition, the method may include scanning a quick response (OR) code to retrieve a corresponding hologram video for displaying on the electronic device for generating the hologram.

[0010] Other aspects, advantages, and features of the present disclosure will become apparent after review of the entire application, including the following sections: Brief Description of the Drawings, Detailed Description, and the Claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] The aspects and the attendant advantages of the embodiments described herein will become more readily apparent by reference to the following detailed description when taken in conjunction with the accompanying drawings wherein:

[0012] FIG. **1** is a perspective view of hologram greeting card in accordance with particular aspects of the invention disclosed herein;

[0013] FIG. **2** is a perspective view of the hologram greeting card of FIG. **1** in an open position;

[0014] FIG. **3** is a perspective view of a pop-up screen inside the hologram greeting card in a collapsed position;

[0015] FIG. **4** is a perspective view of a pull tab of the hologram greeting card being pulled to deploy the pop-up screen;

[0016] FIG. **5** is a perspective view of the pop-up screen and expandable backdrop of the hologram greeting card;

[0017] FIG. **6** is an elevational view of the hologram greeting card with the pop-up base and pop-up platform deployed;

[0018] FIG. **7** is a left side perspective view of the hologram greeting card with the pop-up screen deployed;

[0019] FIG. **8** is a right side perspective view of the hologram greeting card with the pop-up screen deployed;

[0020] FIG. **9** is an elevational view of the hologram greeting card with an electronic device positioned on the pop-up platform; and

[0021] FIG. **10** is a front view of the hologram greeting card displaying a hologram.

DETAILED DESCRIPTION

[0022] The present invention will now be described more fully hereinafter with reference to the accompanying drawings, in which preferred embodiments of the invention are shown. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein. Rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. Like numbers refer to like elements throughout.

[0023] Referring now to FIGS. **1** and **2**, a hologram greeting card (referred to hereinafter, as "card"), generally designated **100**, includes a first panel **102**, and a second panel **104** joined along an adjacent longitudinal edge. The second panel **104** is configured to open and close over an entirety of the first panel **102**. The card **100** includes a similar appearance to an ordinary greeting card. As those of ordinary skill in the art can appreciate, the hologram greeting card **100** may be any shape, such as oval or diamond shaped, and is not limited to being rectangular.

[0024] When the second panel **102** is opened as shown in FIG. **2**, the pop-up screen **114** can be seen in a collapsed position. The first panel **102** also includes a pocket **105** with an opening along a front edge of the first panel **102**, which will be explained in more detail below. The pop-up screen **114** is secured within a screen frame **116**. The pop-up screen may be transparent or have other optical qualities suitable in the process for generating a hologram and three dimensional images. The pop-up screen **114** is configured to fold relatively flat when the second panel **104** is closed over the first panel **102** and to unfold and pop-up when the second panel **104** is opened. The pop-up screen **114** may pop open automatically or may be activated manually.

[0025] In a particular aspect to deploy the pop-up screen manually, a pull tab **122** is pulled to begin the process to deploy a pop-up base **120**, as shown in FIGS. **3** and **4**. The pull tab **122** may have a quick response (OR) code **110** printed on it, wherein the QR code **110** is configured to be scanned by a QR reader to retrieve a corresponding hologram video to play on an electronic device. As those of ordinary skill in the art can appreciate, the QR code **110** may be placed anywhere on the card **100**, and is not limited to placement on the pull tab **122**.

[0026] The pop-up base **120** includes a front wall **124** and a rear wall **126**, which support a top frame **106** therebetween. The front wall **124** is coupled to the pull tab **122**. The front wall **124** is slidingly positioned within the pocket **105** of the first panel **102** when in a retracted position, and the rear wall **126** is secured proximate to a rear edge of the first panel **102**.

[0027] Accordingly, as the pull tab **122** is pulled away from the first panel **102**, the front wall **124** begins to slide out from the pocket **105**. Once the front wall **124** is pulled out from the pocket **105**, the front wall **124** is positioned vertically relative to the first panel **102**. As the front wall **124** is being pulled from the pocket **105**, this in turn causes the rear wall **126** to unfold and begin its pop-up movement from a collapsed position to vertical relative to the first panel **102**. This pop-up movement is because the rear panel **126** is connected to the front wall **124** by the top frame **106**.

[0028] As the pop-up base **120** is being deployed by the movement of the pull tab **122**, a pop-up platform **108** and expandable backdrop **112** are also being deployed in the same movement, as shown in FIGS. **5** and **6**. The pop-up platform **108** is positioned within the pop-up base **120** on the first panel **102**. The pop-up platform **108** has a top surface **128** that is elevated from the first panel **102** and configured to support the electronic device **200** thereon when the pop-up base **120** is deployed.

[0029] The pop-up platform **108** includes a platform front wall **136** and a platform rear wall that is shared with the rear wall **126** of the pop-up base **120**. For additional support, the pop-up platform **108** may have a front collapsible angle support **132** between the front wall **136** of the pop-up platform **108** and the first panel **102**, and a second collapsible angle support **134** between the shared rear wall **126** of the pop-up platform **108** and the first panel **102**. The pop-up platform **108** may also have a vertical support **130** coupled to the first panel **102** to support the top surface **128** of the pop-up platform **108**.

[0030] In addition, a pair of support struts **118***a*, **118***b* are secured proximate a front edge of the top frame **106**. The pair of support struts **118***a*, **118***b* extend to the screen frame **116** to support the pop-up screen **114** at an acute angle relative to the top surface **128** of the pop-up platform **108** when the expandable backdrop **112** is deployed. The expandable backdrop **122** has a bottom edge secured proximate a rear edge of the top frame **106**. The expandable backdrop **122** may be fan folded and is configured to expand when the pop-up base **120** is deployed.

[0031] Referring now to FIGS. **7** and **8**, the pop-up screen **114** is orientated relative to the top surface **128** of the pop-up platform **108** when deployed to generate a hologram. As explained above, the card **100** may include a QR code **110** that can be scanned by a QR reader on an electronic device such as a smartphone of the user to retrieve a corresponding hologram video. The hologram video can be a personalized video to include a name of the recipient where the video wishes the recipient a happy birthday, for example. In addition, the pop-up screen **114** is not limited for use with a greeting card, as those of ordinary skill in the art can appreciate, the pop-up screen **114** can used with a book, folder, or other item.

[0032] Referring now to FIGS. **9** and **10**, the pop-up platform **108** is configured to hold the electronic device **200** when projecting the hologram video to the pop-up screen **114**. The top frame **106** has an opening aligned between the top surface **128** of the pop-up platform **108** and the pop-up screen **114** that allows the electronic device **200** playing the hologram video to project the hologram video to the pop-up screen **114**.

[0033] The combination of the hologram video and the pop-up screen **114** generate and display a hologram **202** that is visible, as shown in FIG. **10**. The user **204** can view the hologram **202** being displayed on the pop-up screen **114** due to coating optics that creates an illusion of being three-dimensional. The pop-up screen **114** may comprise other shapes and have one or more sides.

[0034] The previous description of the disclosed embodiments is provided to enable any person skilled in the art to make or use the disclosed embodiments. Various modifications to these embodiments will be readily apparent to those skilled in the art, and the generic principles defined herein may be applied to other embodiments without departing from the spirit or scope of the disclosure. Thus, the present disclosure is not intended to be limited to the embodiments shown herein but is to be accorded the widest scope possible consistent with the principles and novel features as defined herein.

1. A method of generating a hologram using at least one panel, a pop-up screen secured to the at least one panel, and a platform on the inside of the at least one panel, the method comprising:

deploying the pop-up screen;

placing an electronic device on the platform that is in front of the pop-up screen; and

displaying a visual image on the electronic device to generate a hologram.

2. The method of claim **1**, wherein the visual image comprises a video.

3. The method of claim **1**, wherein the at least one panel comprises a greeting card, a book cover, and a folder.

4. The method of claim **1**, further comprising scanning a quick response (OR) code to retrieve a corresponding hologram video for displaying on the electronic device for generating the hologram.

5. The method of claim **1**, wherein the pop-up screen is configured to automatically deploy.

* * * * *