



**Published List of Transition® Effects Innovations
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Flat or Rectangular or Curved or Formed

Supports non-rectangular shapes: In addition to supporting flat, rectangular shapes, the Transitions® Effect also supports multi-layer non-rectangular shapes (circles, ovals, irregular curves, etc) by employing flexible LED strips.

Supports Curved or Formed Shapes: The Transitions® Effect follows the same principle as in fiber optic cables. Light is introduced in one end. Light bounces back and forth as it travels down the medium with theoretically no loss. In the Transitions® Effect, the light is only consumed when it hits our full color fluorescent inks on the surface of the waveguide..

Just as when you bend an illuminated optical fiber, the light continues to follow the curve, the Transitions® Effect can similarly be used on curved or formed displays. For instance, an acrylic cylinder can be cut lengthwise. Our Transitions® Effect LEDs can be placed along the straight edge, and the light will travel around the curved cylinder until it hits the special inks.

Refrigerated Cases:

Header: The single typically backlit Duratrans header on refrigerated cases....can be made into a 2 or 3+ panel Transitions® Effect Display

Transparent Surfaces: The single double or triple wall glass doors of a refrigerated case can be transformed into full color motion advertising by converting the existing transparent surfaces into edge lit waveguides, or by installing transparent Transitions® Effect panels, such as acrylic, in front of or behind the existing surfaces. Imagery can be applied using Transitions® Effect repositionable film.

Shadow Boxes / Display Cases

The Transitions® Effect digital inks are so transparent that one can place product behind the system and see right through the invisible ink covered display panels. This can take the form of a shadow box, wherein physical product samples (e.g. eyeglasses, jewelry, watches, etc.) are placed in the box, perhaps on acrylic or glass shelves. The front of the system includes 1 or more Transitions® Effect panels. The system can alternate between the panel(s) and illuminating the product with visible light. When the box is not

illuminated, this low light condition serves as a dark background to increase contrast for the RGB invisible ink panels.

This can also take the form of a 3 dimensional object – e.g. a cube or a diamond or a set of nested cylinders or spheres – wherein the exterior surfaces are Transitions® Effect display panels, and the interior of the geometry contains a product to illuminate with visible light.

Signs

The Transitions® Effect can be used for signage, replacing traditional single image signs with multi-image multi-layer signs. These signs can be flat rectangular, circular, curved, or formed 3 dimensional signs. For instance, the Starbucks circular back lit sign can be upgraded to a sign with alternates between the logo, an image of the perfect cup of coffee, and a bakery item.

Additionally, due to the transparency of the digital inks, signs can enable visibility right through the sign when the panels are not illuminated.

Clocks

Clocks can incorporate multiple alternating imagery using the Transitions® Effect.

Artwork & Photography

Black and white or full color photography can be displayed with multiple images using the Transitions® Effect.

A static piece of artwork hangs on a wall, and is enjoyed. A new and novel use of the Transitions® Effect System is to utilize that same framed area to display 1, 2, 3 or more images from the same artist. Alternatively, an Artist can print or paint single or multiple layers of a flat, rectangular, circular, or 3 dimensional displays to produce unique art forms.

Fixtures

Store fixtures (for example tables, displays, shelves, stands, risers, etc) can integrate the Transitions® Effect such that these items become illuminated, sequencing features. Advertising, imagery, or colorful patterns can be incorporated.

Lighting

The Transitions® Effect emits light through the fluorescence of its inks. This can be used directly as a source of light. Alternatively, the features surrounding conventional lighting (for example lamp shades, sconce covers, hanging ceiling chandeliers, hanging “billiards lights”, etc.) can incorporate

single or multi-panel Transitions® Effects. Also the support structure for lamps can incorporate the Transitions® Effect

Menus & Menu Boards

Menus can be enhanced with the Transitions® Effect by incorporating single or multi-image thin film menus which are battery operated. This enables easy viewing in low light conditions of restaurants or bars.

Menu boards, like those behind the counter at fast food restaurants, can incorporate the Transitions® Effect to present alternating imagery of the products. Additionally, for example, it can be used to enable changing menus from morning offerings to afternoon offerings by simply switching on and off different layers of the display.

Product Enclosures

The flexibility and modularity of the Transitions® Effect System, allows for use as the actual Product Enclosures. These are the structures that are an integral part of a final product, such as the case of a cell phone or the body of a laptop computer. The same substrates used in the Transitions® Effect System, can now be used, but not limited to; Cases for Cell Phones, Case or Body of a Laptop Computer, Case or Body of Speakers, Cameras, Cosmetic Cases, Lipstick, Lighters, Humidors, Book Covers, Picture Frames, etc.

Product Packaging

Any product packaging that is used to package an end product, can now be enhanced with the Transitions® Effect System. The Substrates used in the Transitions® Effect System can be used to enclose or package a final end product. Many manufacturers use existing packaging, such as the cardboard box that packages an LCD or LED TV, to advertise the features of their product. This is an excellent example where the Transitions® Effect System could be integrated as part of the final product packaging, or utilizing the Product Packaging as a Point of Purchasing Display. Other examples are, but not limited to; CD Cases, Watch Boxes, Jewelry Boxes, LCD/LED Boxes, Camera Boxes, etc.

Furniture

Furniture (for example tables, counter tops, bar counters, chairs, benches, risers) can integrate The Transitions® Effect wherein light is introduced into clear material which serves as a waveguide and fluorescent patterns or imagery are thereby illuminated.

Doors & Windows

Doors and windows can integrate the Transitions® Effect into the clear panels to create signage, imagery, or patterns. This effect can also be used to create privacy by obscuring the transparent surfaces while the inks are illuminated.

Architecture

Interior and Exterior Walls, Ceilings and Floors of commercial and domestic properties can be enhanced with the Transitions® Effect System. The Substrates used in the Transitions® Effect System, allows for use by integrating the Transitions® Effect System into existing structures (Walls, Ceilings, Floors) or actually using the Transitions® Effect System as these structures. The Transitions® Effect System will allow for special effects, motion, advertising, artwork, variable color format, mood setting, sports themes, theme setting, seasonal setting, holiday setting, etc in or as these structures. The Transitions® Effect System can also be applied to other architectural features, but not limited to; Risers on staircase, cabinets, doors, trim-work, counter-tops, booth dividers, etc.

Wallpaper

Transitions® Effect inks can also be used for creating wallpaper, wherein the inks are front lit or back lit by UV lights.

Vehicle Application

On Motorcycles, Cars, Yachts, Snow Mobile, Aircraft, Trailers, Trucks, any type of vehicle, the Transitions® Effect System can be used for Customization Features. For instance, the Transitions® Effect System could be actually integrated into motorcycle gas tanks or fenders. Painted on Flames could now be replaced with “Photo-realistic” flames that appear to move or get brighter! The Transitions® Effect System can also be used to provide motion to the Vehicle Wrap market. The Substrates used in Transitions® Effect System can be formed or shaped into, but not limited to; Fenders, Gas Tanks, Accessories, Wheels, Vehicle Logos, Windows, Door Panels, Auto Dashboards, Auto Headliners, Displays, Lights, Consol, Glove box, Seats, Headrests, License Plate Bracket, etc.

Mannequins

Mannequins made of clear material can become illuminated single surface or multi-surface 3 dimensional systems. For instance, skin, nail, eye, face color can change with the Transitions® Effect.

Toys & Games

Toys and games can incorporate the Transitions® Effect, wherein curved or flat panels can illuminate either pre-printed images or artwork drawn by the user.

Teaching / Instructional Aides:

Conventional Dry-Erase Boards and Classroom Blackboards can be enhanced with the Transitions® Effect System. The Substrates used in the Transitions® Effect System, allows for use by integrating the Transitions® Effect System into existing Dry-Erase Boards and Classroom Blackboards or actually using the Transitions® Effect System as these structures. Map Overlays, Formulas, Test Questions, Schematics, New Language, or any type of teaching or instructional information can be printed on the Transitions® Effect System, with a front or top "Clear" panel utilized for entering responses as one would do on a Conventional Dry-Erase Board or Classroom Blackboard.

Amusement Parks / Sports Arenas / Casinos / Arcades:

These places are full of opportunities to install low cost energy efficient illuminated Transitions® Effect displays.

Sporting Good Items:

Skate boards, Skis, Sporting Equipment, Batters Helmets, Football Helmets, Motorcycle Helmets, Basketball Backboards, etc, but not limited to, typically have Team Logos, Messaging, Advertising, etc, applied by painting or decal application. These items can now be enhanced with the Transitions® Effect System. The Substrates used in the Transitions® Effect System, allows for use by integrating the Transitions® Effect System into existing parts or pieces of these sporting good items.

Ornaments / Decorations:

Many Ornaments / Decorations utilize Lights or LEDs to enhance an item. An example of this is Christmas tree lights and ornaments. A new and novel use of the Transitions® Effect System will be to integrate into, but not limited to; Holiday, Seasonal, Promotional, Birthday, Spiritual, Themed, etc. Ornaments / Decorations. These Ornaments / Decorations will now have the impact of

motion and light, and can be linked or daisy chained similar to Christmas Tree Lights. The Substrates used in the Transitions® Effect System, allows for use by integrating the Transitions® Effect System into existing parts or pieces of these Ornaments / Decorations.

The Transitions® Effect System can also be made into, but not limited to the following shapes; Christmas Tree, Shamrock, Easter Bunny, Pumpkin, Snowflake, Beer Tapers, etc.

Jewelry / Watches / Pens

These items can incorporate battery operated Transitions® Effect features. For instance, the face of a watch can change between multiple background graphics. Lapel pins can have inset photographs which alternate between various members of the family.

Military

A military application would be to utilize the Transitions® Effect System as a type of “Active Camouflage” on Military Vehicles, whereas the Transition artwork would serve as camouflage that could adapt to the operating environment, ie. From Field to Urban to Desert. The Substrates used in Transitions® Effect System can be formed or shaped into, but not limited to; Fenders, vehicle side panels, Wheels, Windows, Door Panels, etc.

Clothing

By incorporating rigid or flexible waveguide materials (such as flexible plastic, fiber optics, etc), clothing can use the Transitions® Effect to create illuminated clothing effects, either displaying solid colors or patterns or imagery.

Appliances

Appliances can incorporate the Transitions® Effect on their surfaces to communicate information or to provide aesthetic features.

Sports Memorabilia

Sports memorabilia can incorporate the Transitions® Effect in numerous ways. 3 dimensional memorabilia can incorporate single or multi-layer illuminated features. For instance, 3 nested spheres can transition between a basketball, imagery of the team, and an image of the winning hoop shot. Window decals can become illuminated single or multi-layer imagery which transition. The clear windows of a display case such as a trophy case can

transition between imagery and transparency, wherein the trophy lighting is alternated with the Transitions® Effect panels.

Gift Cards

Battery powered Transitions® Effects can be incorporated into gift cards to present illuminated single or multi-image effects.