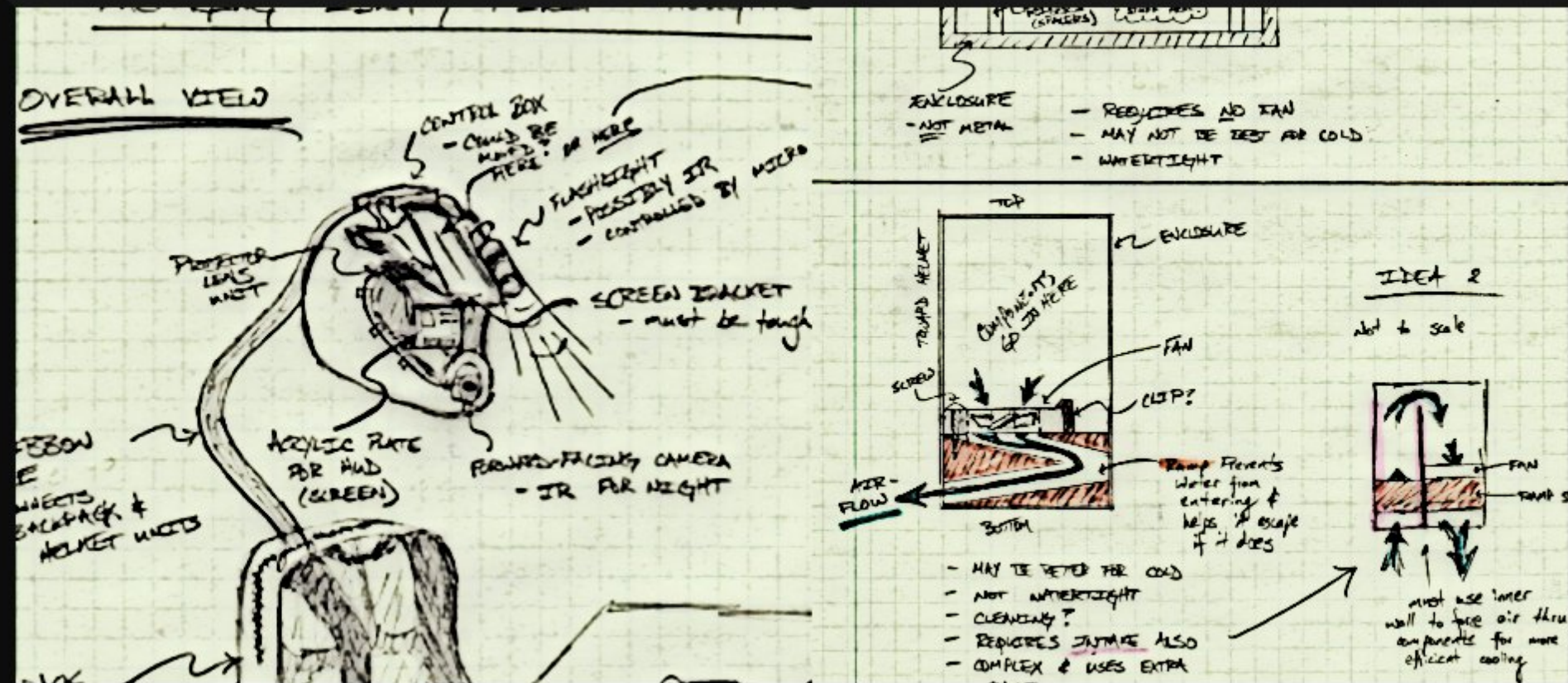


# THE INCREDIBLE HUD



# Possible Patent Liabilities

- Display technology: projection + combiner glass + diffuser + lens/mirror
- Data collection: GPS, accelerometer, thermometer, webcam +  $\mu$ Controller + Atom
- The way the data is collected and displayed all together is KEY
- A portable, battery powered, controllable, helmet based device

# Product Search



## SportVue MC2:

- Helmet attachment
- Speed, RPM, Gear, Radar
- Data recording
- Beam display
- Battery Powered



# Product Search



## BMW Formula One HUD:

- Micro LCD Display
- Map, Info from the pit
- Transparent image
- Car powered



# Product Search

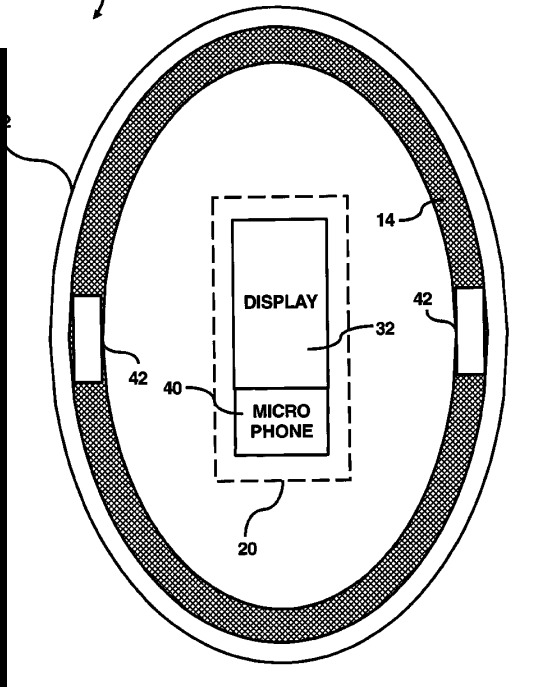
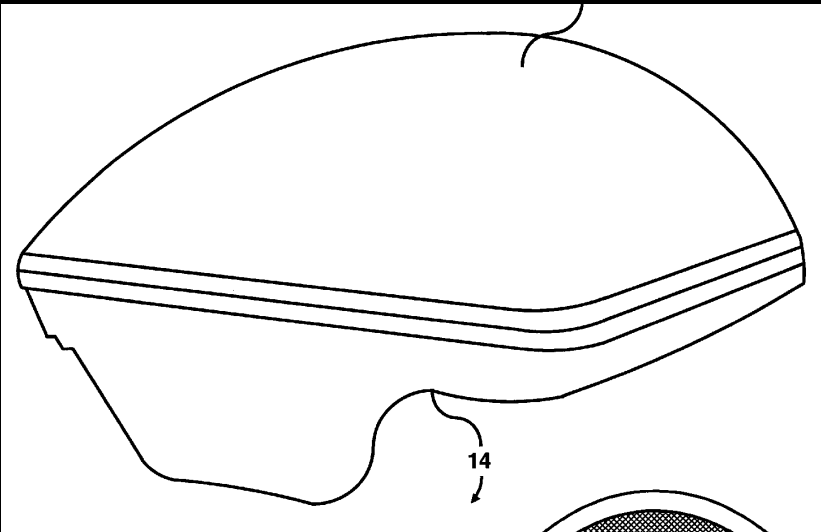


## BAE Systems Q-Sight:

- LCD to combining lens
- Holographic waveguide
- Clip on device
- Plug and Play



# Product Search



## Smart Helmet:

- Integrated electronics
- GPS, sensors, comm. network, dot-matrix display, etc.
- Built into helmet
- Battery powered

# Patent Analysis

- Similar items but not completely alike
- One or two individual conflicts
  - But lack functions as a whole
- For example:
  - Non-projection display
  - Not based with the helmet
  - Minimal data displayed/recorded
- Found many patents that were only “an ability” to display a HUD via helmet
- Many ‘same function/different way’ or ‘different function/ same way’ – not both!

Questions?