INTRODUCTION

This catalog is intended to help companies imagine the vast possibilities and opportunities for showcasing innovation. The goal is to communicate the value that intellectual property plays in the innovation process. The intended viewers could be:

Customers / Clients / Visitors Inventors / Employees / Management Public Relations / Media Shareholders / Stakeholders Stock analysis / Portfolio managers / Recruits

ABOUT US

Ries Hansen started US Patent Services in 1989. 26 years later he sold off the patent plaque portion of the business keeping the patent wall division and forming IP Innovation Displays, LLC.

IP Innovation Displays specializes in the design, fabrication and installation of graphic innovation displays and intellectual property walls. We offer displays and platforms, both interactive and architectural, that help companies capture, distill and celebrate innovation and intellectual property.

Contact us at Info@IPInnovationDisplays.com or call 262-622-1974 for an on-site consultation or for more information.

We are experts in visualizing innovation.

Visualizing Innovation Requires an Artistic Approach

IP Innovation Displays LLC.
DISPLAY PROPOSALS

We provide detailed design proposals for projects that require a creative approach. Our proposals address the intended viewer audience and desired impression that our clients seek. Location and décor need to be considered and 3-D renderings may be required to help visualize the proposed designs. A proposal will address a host of considerations that help to define the scope of an innovation display, such as any programming or database development, patent portfolio size, materials or signage, and on-site installation. Finally, cost estimates and budgetary restraints are considered.

Proposals would include:
- Designs and renderings
- Roles and responsibilities
- System designs and integration
- Content and information gathering and development

Distilling your needs with planning and creative design.
DESIGN IN MIND

Design is at the heart of the viewer’s experience. Almost instantaneously, design shapes the viewer’s impression. It can be subtle or bold, cutting edge or traditional. Design should capture the value a company places on invention and innovation, while celebrating the human element that drives both. Our team of designers has over 50 years of experience in designing media and corporate branding.
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Cable Systems: Suspension

Cable suspension systems present an up-scale, engineered appearance. They incorporate machined, wall-anchor turnbuckles and stainless steel wire cables running floor to ceiling. Our illuminated, low voltage LED wire suspension frames (below) are a new addition to our displays, and offer the additional feature of being easy and convenient to update periodically. Simply side one parchment out of the acrylic holder and replace with a new one.

Cable systems can be combined with:
• Inscription panels / Corporate branding
• Many styles of patent plaques available
• Signage / 3-D lettering

To display a legacy of innovation envisions a destiny of success.
Rail Systems

Rail systems have universal appeal for displaying and showcasing a patent portfolio of plaques. Rail systems combine contemporary style with an industrial appearance to create an instantaneous visual impression. Square, brushed aluminum rails are mounted onto ACM aluminum wall boards by means of aluminum standoffs to provide an optimal hanging support for a collection of patent plaques.

Rail systems can be combined with:

- Inscription panels
- Touch Screens / Monitors
- Murals
- Product shelves
- Signage / 3-D lettering

Companies that display innovation, display leadership.
Panel systems are great for displaying large patent portfolios with groupings of patents. Depending upon the size of the panel and the patent plates, anywhere from 12 - 30 patents can be displayed on a single panel. Panel systems can be constructed from a range of materials, but primarily ACM brushed aluminum or North American walnut panels are the most popular. Aluminum wall stand-offs can be added to accentuate the design.

Rail systems can be combined with:
- Inscription panels
- Touch Screens / Monitors
- Corporate signage
- Signage / 3-D lettering

Innovations and patents offer companies an opportunity to celebrate the human spirit.
PANEL SYSTEMS : Acrylic

Our acrylic panel systems are the definition of elegance, embracing a museum quality look and feeling. Floating and suspended off the wall on polished aluminum stand-offs, the clear acrylic panels can be custom crafted to hold Various groupings of 2-5 Executive size patent plaques.

Acrylic panel systems can be combined with:

- Virtually any style of patent plaque
- Inscription panels / Corporate branding
- Signage / 3-D lettering
- Product posters / Printed canvas

A company that celebrates innovation, also empowers it.
What if you could “visually” express to your important constituents, the strategic value of innovation and intellectual property? What if you could link patents to real world products and processes so that anyone could understand the connection between innovation and market leadership? What if you could recognize the inventors and people behind invention and innovation in a digital and engaging manner? Interactivity opens up a whole world of communication possibilities to capture, distill and celebrate innovations, patents, brands and virtually any form of intellectual capital or property.

Whether on a kiosk or touch screen, internet or intranet, once the data and content has been gathered and organized, it can be disseminated to an entire corporate enterprises.

All projects have basic development phases that we thoughtfully guide our clients through:

- Planning phase
- Design phase
- Development phase
- Deployment phase

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DISPLAY CONTENT

The interactive content can be virtually unlimited in media forms and capacity. Patent portfolio size becomes irrelevant as an infinite number of patents can be loaded into the database. Perhaps most compelling is that the content is dynamic. Our Patent Watch and Retrieval software automates updating the display weekly or monthly. Combined with architectural signage components, a visual synergy is created in the display that compels the viewer to interact with the content.

Examples of content options can include:

- Digital patent databases
- Inventor recognition
- Inventor / Patent search
- RFID Inventor fast find
- Patent mapping to products or industries
- Foreign patents
- Brands
- Top inventors
- Inventors by location
- New inventors by calendar quarter
- Products linked to patents
- R & D efforts

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GRAPHICAL USER INTERFACE

The GUI is at the forefront of the viewer experience. It is the connection between the viewer and the display. It drives the navigation that delivers the content to the viewer. We custom design each screen to be intuitive and communicative in a compelling and dynamic manner. The goal is to communicate the value that patents and innovations create.

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IP Innovation Displays LLC.
Exporting to various display platforms allows our clients the means of extending and disseminating the innovation content and presentation across a corporate enterprise and around the world. We have remote controlled displays on (4) continents around the world that avoid the security issues of corporate firewalls. We access these displays using Guest Wi-Fi or 4G connections.

Some display platforms for communicating the display content include:

- Touchscreen
- Kiosk
- Monitor
- Projection
- Internet
- Extranet
- Tablet / Laptop

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IP Innovation Displays LLC.
CONTENT MODULES

Our turnkey modular content system allows our clients to piece together the type and depth of the information being served to the viewer. We offer a cost effective, turnkey inventor recognition module that auto-updates itself. Or, by pulling together additional modules, a company’s innovation story can be defined and celebrated. Patent mapping modules link patents to products in a variety of ways to communicate the value patents play in the innovation process.

Contact us at Info@IPInnovationDisplays.com or call 262-622-1974 for an online demonstration or for more information.
MAIN MENU:
This is the launching point for the user experience. Any number of navigation modules can be incorporated, such as:

- Innovation history
- Corporate profile
- R&D financials
- Key innovations (by market sectors)
- IP database
- Products

INNOVATION HISTORY:
This module can be as extensive as desired, and linked to an interactive timeline of innovations, patents and branding that serve to map a corporate legacy of invention and innovation.

- Founding first patent
- Historical timelines
- Critical innovations
- Digital patent database (From 1834)
- Branding & trademarks

COMPANY PROFILE:
This module features everything from technology initiatives to R&D focus, global locations to the demographic profiles of the corporate culture. It can include:

- Corporate IP strategy and mission
- Market sectors
- Locations & Information
- Inventor recognition
- Employee demographics
Inventor Recognition:

This stand-alone, turn-key module is the future of inventor recognition, particularly for companies with large patent portfolios and lots of inventors. Our custom created software automatically populates the patent database either weekly or monthly, via any wireless network or mobile connection to the internet. The graphic interface scrolls through a cue of X-number of patents, pausing briefly on each inventor name. Some optional navigation suggestions:

- Inventor / Patent search
- Top inventors / New inventors
- Inventors by location / Department
- RFID Inventor Fastfind recognition
- IP Database of any size
- Inventor recognition program criteria.

See a video demo at: www.RecognizingInnovation.com/interactive-displays

Personalized RFID inventor recognition cards instantly display each inventor’s patents with the wave of a hand. A personalized Presidential appreciation card can be included.

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IP Innovation Displays LLC.
The permutations of options for content and navigation are virtually infinite in an interactive innovation display. It can be an automated patent viewer or a multilevel story about the innovation process. The goal is to capture, distill and celebrate the innovation process that leads to a competitive market advantage.
Benefits:

- Promote the value of innovation in a manner that is visual and understandable.
- Distribute a cohesive message about the value of innovations and patents.
- Communicate a perception of technological leadership for constituents.
- Showcase the return on investment from innovations and patents with real world results.
- Illustrate how a core competence in innovation spans diversified market sectors.
- Capture the pride among employees for inventive risk taking and creative thinking.
- Recognize and celebrate a company’s intellectual capital.
- Increase the value of innovations and patents by using them in corporate communications.

Considerations:

- Audience and message
- Scope (Timeline, portfolio size, branding, etc.)
- Design theme and décor
- Expandability and flexibility
- Locations
- Interactivity
- Navigation
- Platforms
- Construction (prototypes, materials, installation)

Our Services and Capabilities:

- On-site evaluation and consultation
- Project proposals
- Project design
- 3-D imaging and renderings
- Content and information gathering
- Project management and scheduling
- Prototype fabrication (metal, wood, signage)
- Programming (.net, VB, Flash, XML, Access)
- Engineering (structural, mechanical, electrical)
- Installation

Exhibit and Display Elements:

- Interactive LED touch screen displays
- Digital monitors
- Interactive kiosks
- Patent plaques / patent holders
- Custom signage / lettering / branding
- Installation kits
- Graphic wall murals
- Panel systems
- Museum exhibits
- Lighting solutions
- Audio solutions

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