

[0029] On the other hand, embodiments of the invention could be designed to be reusable. For example, the system could be designed to be reprogrammed over and over again with new information. In the latter case, embodiments of the invention may be constructed of more durable materials than in the embodiments where disposability is desired. To make the system more durable, for example, the carrier material 110 may be laminated with plastics such as, by way of example only, polyethylene, polyester, polypropylene or other water-resistant plastics. In embodiments, the carrier material 110 may even have a protective outer layer formed from a durable transparent material such as hardened glass to prolong its useful life.

[0030] FIG. 7 illustrates one possible inventive embodiment of the present invention. In FIG. 7, a carrier material 110 and associated electronic display device 130 form at least part of a place mat 700 placed on a table 720, for example in a restaurant. Others of the elements of system 100 as shown in FIG. 2 may be incorporated into the place mat, but are not illustrated. The electronic display device 130 may display a still or moving image including any or all of letters, words, numbers and pictures. The image content may be stored in a memory 240 (see FIG. 2) and the display device 130 may display the content under the control of a controller 220 (see FIG. 2). In the example of FIG. 7, a picture 730 and a text message 790 are displayed electronically on the covering, and could relate, for example, to advertising. The place mat could additionally include a fixed printed image. The place mat is shown with a typical table setting of knife 740, fork 750, and spoon 760, along with a plate 770 and a glass 780.

[0031] FIG. 7A illustrates an embodiment wherein an interactive, electronic game 790 is incorporated into a place mat 700 resting on a table 720. FIG. 7B shows an enlarged view of the game 790. In this case the game is "tic tac toe". In each square of the game a small "o" 792 and a small "x" 791 is displayed. By using a touch screen display, which are well known in the display art, a square can be chosen as containing a large "X" 794 or a large "O" 793, when the players press on the display on either the smaller "x" 791 or the smaller "o" within a given square. Since the display is dynamic and the program in the display device that is contained within the place mat can be reprogrammed, any number of games can be selected for display and play on the place mat, and the present invention is therefore not limited to the game of "tic tac toe".

[0032] FIG. 8 illustrates another possible inventive embodiment of the present invention. In FIG. 8, a carrier material 110 and associated electronic display device 130 form at least part of a cover of a periodical cover or other publication cover such as a magazine cover 800. Others of the elements of system 100 as shown in FIG. 2 may be incorporated into the cover, but are not illustrated. The electronic display device 130 may display a still or moving image including any or all of letters, words, numbers and pictures. The image content may be stored in a memory 240 (see FIG. 2) and the display device 130 may display the content under the control of a controller 220 (see FIG. 2). The inventive magazine cover has a spine or magazine binder 810 made from any number of materials including by way of example only, plastic, metal, or cardboard. The carrier material 110 may include a non-electronic message 850 such as the name of the magazine. The cover may also

contain the name of the practice or business 860 where the magazine may reside, such as by way of example only at a book store, magazine store, doctor's office, beauty salon, law office, or professional office. A back sheet 830 may also be attached to the spine to provide additional protection for the magazine, and may or may not include an electronic display. The inventive display cover will therefore allow for the ability to wirelessly change the message or advertisement displayed on the cover. This can be particularly advantageous to either the magazine publisher, or the owner of the office or store where the inventive display cover will reside.

[0033] FIG. 9 illustrates a still further possible application for embodiments of the present invention. In FIG. 9, a carrier material 110 and associated electronic display device 130 form at least part of a menu 900. Others of the elements of system 100 as shown in FIG. 2 may be incorporated into the menu, but are not illustrated. The electronic display device 130 may display a still or moving image including any or all of letters, words, numbers and pictures, where the image content may be stored in a memory 240 (see FIG. 2) and displayed under the control of a controller 220 (see FIG. 2). The carrier material 110 may include a combination of fixed-print information 920 and 950 that might be used to provide the name of the establishment or other information that need not be updated frequently. The electronic display device 130 may include information that is changed frequently such as daily specials 940. The electronic display device 130 may also be used to advertise other businesses near the establishment, such as nightclubs, golf courses, or auto dealers.

[0034] FIG. 10 illustrates yet another possible application for embodiments of the present invention. In FIG. 10, a carrier material 110 and associated electronic display device 130 form at least part of a poster 1000. Others of the elements of system 100 as shown in FIG. 2 may be incorporated into the poster, but are not illustrated. The poster 1000 is wrapped around a utility pole 1030 and conforms to the curved shape of the utility pole. The electronic display device 130 may display a still or moving image including any or all of letters, words, numbers and pictures, where the image content may be stored in a memory 240 (see FIG. 2) and displayed under the control of a controller 220 (see FIG. 2). FIG. 10 is an illustration of how the flexibility of the electronic display system 100 according to embodiments of the present invention provides for non-traditional applications. That is, FIG. 10 shows how the electronic display device 130 can be used to advertise on a curved surface that normally would not be used for electronic, dynamic (moving image) advertising. In outdoor applications such as this, the solar cells as described above could be used, for example, to provide power.

[0035] FIG. 11 illustrates another non-traditional application for electronic, moving-image advertisement. In FIG. 11, the carrier material 110 and associated electronic display device form at least part of a poster 1000 that is fastened to a garbage can 1030 and conforms to the curved shape of the garbage can. The electronic display device 130 may again be used to display advertising content. In outdoor applications such as this, the solar cells as described above could be used to provide power to the device.

[0036] FIG. 12 illustrates yet another inventive embodiment of the present invention. In FIG. 12, a carrier material 110 and associated electronic display device 130 form at