

description. The user may then remove the device 1 from the article and place the device 1 in a different location for continued display. Alternately, the device 1 may be preprogrammed to automatically periodically display a preprogrammed message without activation by the sensor means or user interface. That is to say that the control circuitry 4 may be preprogrammed to display a preprogrammed message at predetermined intervals. It is noted that any manner of displaying the preprogrammed message may be chosen with sound engineering judgment.

In another embodiment of this invention, the device 1 has communications capabilities. In one embodiment, the device can communicate with other devices via radio communication, or other means of wireless communication. This enables the device 1 to communicate with other similar devices in the general vicinity. For example, the devices 1 in a store would have means for communicating with each other. The operation of the communication devices within device 1 are well known in the art, and will not be further described herein.

In another embodiment, the device 1 (as shown in FIGS. 7 and 7a) has a tactile display 44, which can be Braille, or some other form of information. Either a portion of the display membrane 3 (as shown in FIG. 7) or the entire display membrane 3 is dedicated to the tactile display 44. The tactile display 44 will be either dynamic or static. The tactile display 44 is comprised of multiple contact elements, wherein under each contact element is an electromechanical device 46 that allows the contact element to be raised upon the application of an appropriate electrical signal.

In still another embodiment, the device 1 has a programmable touch interface 4'. In this embodiment, instead of an electrical connector, electrical contact is made to the device 1 through physical contact. In this embodiment, the interface 4' communicates through a wire, via a bit-serial connection, with the necessary protocol to decide which device is communicating when and how. An example of the technology being described herein is the iButton® and 1-Wire® available from Maxim Integrated Products of Sunnyvale, Calif.

In another embodiment of the invention, the device 1 has access to a computer network, which access can be either via a physical connection, or through wireless connection. The wireless connection also allows the device 1 to be connected to other devices, such as a printer, a camera/web cam, speakers, telephones, personal digital assistants, and receive audio transmissions such as radio or satellite radio, etc. In one embodiment, the device 1 could be used to send information directly to a user's PDA. The device 1 can also be used to download information from the global computer network to another device.

In another embodiment of the invention, the device 1 can determine its physical location by accessing a physical location determination system (such as a Global Positioning System or the Galileo system), which can be either via a physical connection, or through wireless connection. Furthermore, the device 1 can relay its position when queried via a suitable mechanism, such as receiving a specific radio signal. This information relay can be either via a physical connection or through a wireless connection.

Several embodiments have been described, hereinabove. It will be apparent to those skilled in the art that the above methods may incorporate changes and modifications without departing from the general scope of this invention. It is intended to include all such modifications and alterations in so far as they come within the scope of the appended claims or the equivalents thereof.

We claim:

1. A method of displaying electronic graphical information in a magazine, the steps comprising:
  - providing one or more adjacent flexible pages bound together at a binding;

providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means including:

an electronic image display device;

control circuitry operatively communicated to the electronic image display device for use in electronically displaying graphical information on the electronic image display device;

at least a first power cell operatively communicated to the control circuitry for use in supplying power to the control circuitry; and,

at least one item chosen from the group comprising: headphone port, tactile display, touch interface, means for connecting to a computer network, means for wireless connection to remote devices, means for receiving information from a physical location determination system, means for transmitting information received from the physical location determination system, and a memory port;

affixing the electronic image display device to at least one of the flexible pages; and,

selectively displaying at least a first electronic image on the electronic image display device.

2. The method of claim 1, wherein the step of providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means further comprising:

providing a sensor for use in determining the proximity of the one or more adjacent flexible pages; and,

wherein before the step of selectively displaying at least a first electronic image on the electronic image display device, the step further comprising:

sensing the turning of a flexible page adjacent to the electronic image display device.

3. The method of claim 1, further comprising the step of: affixing the control circuitry to the binding.

4. The method of claim 1, further comprising the step of: affixing the control circuitry to one of the flexible pages.

5. The method of claim 2, wherein the step of providing a flexible self-contained electronic graphical information displaying means further includes:

providing electronic information storage means;

selectively communicating the electronic information storage means to the control circuitry; and,

preprogramming the electronic information storage means with at least one electronic graphical image.

6. The method of claim 5, wherein the step of providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means further comprising:

an electronic data receiving port operatively communicated to the control circuitry; and,

further comprising the step of:

selectively operatively communicating the electronic information storage means to the control circuitry, and,

programming the electronic information storage means with at least one electronic graphical image, via electronic data receiving port.

7. The method of claim 1, wherein the self-contained electronic graphical information displaying means is selectively, removably attached to the flexible pages, such that the electronic image display device is still capable of displaying the electronic graphical information when removed.