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Marshall et al.

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(54) **SYSTEMS, METHODS AND APPARATUS FOR SELF-COORDINATED DRONE BASED DIGITAL SIGNAGE**

(71) Applicant: **Intel Corporation**, Santa Clara, CA (US)

(72) Inventors: **Carl S. Marshall**, Portland, OR (US); **John Sherry**, Portland, OR (US); **Giuseppe Raffa**, Portland, OR (US); **Glen J. Anderson**, Beaverton, OR (US); **Selvakumar Panneer**, Portland, OR (US); **Daniel Pohl**, Puchheim (DE)

(73) Assignee: **INTEL CORPORATION**, Santa Clara, CA (US)

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See application file for complete search history.

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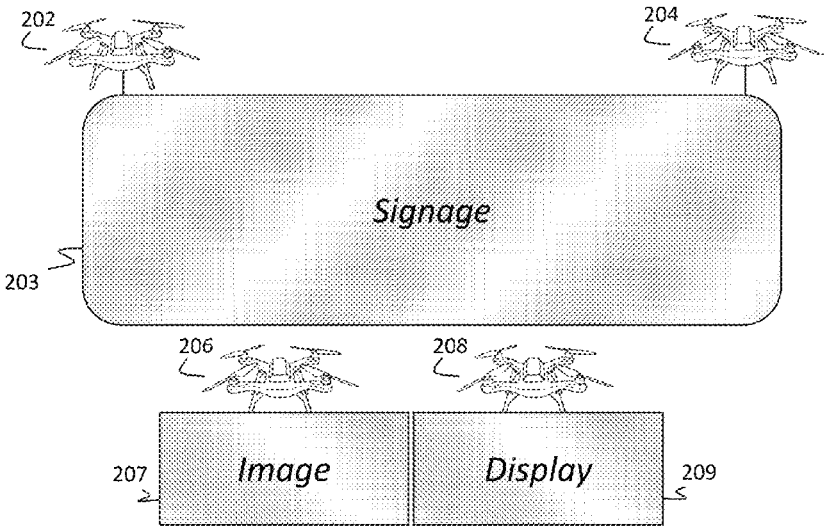
Primary Examiner — Nicholas Kiswanto

(74) *Attorney, Agent, or Firm* — Spectrum IP Law Group LLC

(57) **ABSTRACT**

The disclosed embodiments generally relate to methods, systems and apparatuses to provide ad hoc digital signage for public or private display. In certain embodiments, the disclosure provides dynamically formed digital signage. In one application, one or more drones are used to project the desired signage. In another application one or more drones are used to form a background to receive the projected image. In still another application, sensors are used to detect audience movement, line of sight or engagement level. The sensor information is then used to arrange the projecting drones or the surface-image drones to further signage presentation.

18 Claims, 8 Drawing Sheets