

Selfie Aligner Patent – Business Strategy

Switch from open source to patented technology

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New Technology:

The key technology behind the Selfie Aligner is protected by patent.

Traditional alignment systems, where a camera seeing a QR-code or small chess board, is based on an article published by Tsai and Lenz in 1989. Together with an open-source program, based on this academic work, everybody is able to build and sell an alignment system.

This kind of classic alignment have been sold for decades and is still the most used system.

The Selfie Aligner is based on a brand-new algorithm and have an accuracy 20 time better. This technology is protected by patent and cannot freely be copied and used as the traditional technology.

The technology behind the Selfie Aligner is a game changer for visual alignment of robots.



*Mobile Robot with the Selfie Aligner
Henning Forbech at Aalborg University*

New Business Strategy:

The introduction of this technology changes the business case for visual aligners. Only the owner of the patent or users with a license to the technology can benefit from the high accuracy from the Selfie Aligner

As producer of visual aligner systems this leaves two options:

Buy the patent (or get a license) and offer high precision alignment systems to your customers. Your competitors will be left behind with outdated technology.

Or don't buy the Selfie Aligner technology! You must then continue with the old inaccurate technology from the 80ties. You must also prepare to compete against other companies with a far better technology.

If you are not the owner of the Selfie Aligner patent you must hope you will be able to get a license. The new owner of the technology will most likely be one of your competitors.

Now, imagine you were the owner of the patent: Would you license it to your competitors or just leave them in the dust with their vintage technology?

Doing business with patented technology is very different from a market based on open-source technology.

More information:

Patent online:

<https://onlineweb.dkpto.dk/ef/2024/3/120807972.pdf>

Selfie Aligner test and demonstration:

<https://www.toolchanger.eu/selfie-info/SelfieAligner.htm>



Patent



Web info