![OIST — OKINAWA INSTITUTE OF SCIENCE AND TECHNOLOGY GRADUATE UNIVERSITY 沖縄科学技術大学院大学]

# Graphical Data for Technology Promotion

## 1   CHOICE OF DATA

The purpose of graphical data selected for technology promotion is twofold; to provide an explanation of the technology and to catch the eye. Such graphical data is printed in magazines, on A0 posters, and published to internal and external webpages. Therefore, it's important to provide well-selected, colourful images of sufficiently high quality (resolution, bit-depth and artistic quality where appropriate).

It should also be noted that the choice of an image of a prototype or real data, carefully selected not to reveal too much, rather than a sketch will help to convey the impression that the technology is mature.

Ideally data for an invention should be provided to TLS in a package (a compressed file archive), of perhaps 2 or 3 images, renderings, numerical data sets, as is appropriate for the technology to be promoted.
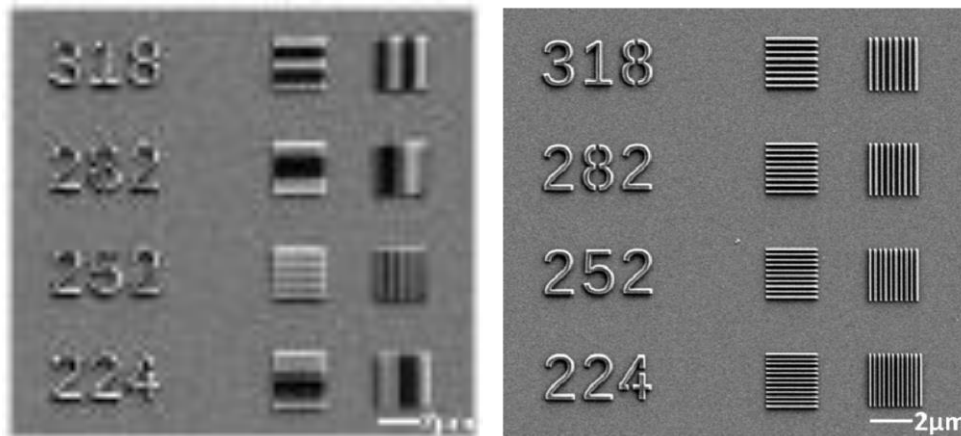


*Figure 1 Difference between low resolution image (left) as it might appear published on a webserver or in-print and the high resolution (right) version of the same image.*

## 2   UPDATES TO DATA

Please refer to the non-confidential disclosure (NCD) published on the webpage https://groups.oist.jp/tls/licensing-opportunities that will be used to promote your technology. If you have updated data (graphical, tabular, etc.) since the initial publication of the NCD, that can be used to more convincingly promote your technology, please contact TLS so that we can incorporate this data into the NCD to promote your technology more effectively.

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# 3 IMPROVING QUALITY

Fortunately, there are several precautions that can be taken to mitigate such problems, which can lead to office actions, additional cost, delays and extra-review cycles.

## 3.1 COLOUR

Colour should be used to differentiate between different data-sets, where possible it is requested that OIST vital red (R200 G0 B25, #c80019, c14 m100 y100 k5) is used to differentiate the present invention so that our promotional materials will have a consistent look and feel.
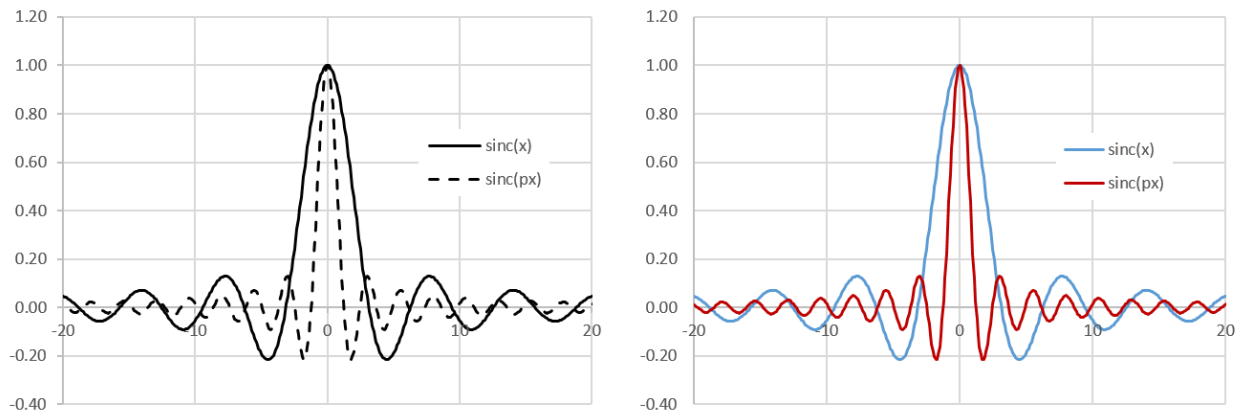


*Figure 2 A figure as it might be formatted for a patent (left) and as it might be formatted for an NCD (right). The consistent use of OIST vital red makes it easier for potential licensees discussing technologies with TLS and/or BDS to identify the curve associated with the technology being promoted.*

Similarly, data points should be differentiated by the choice of appropriate symbols.

## 3.2 PREFERRED FILE FORMAT

The preferred file format is TIFF, 300 dpi, maximum size 2480 x 3508 pixels.

## 3.3 SOFTWARE

Please refer to the document Supported Software and File formats.