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SZABADALMI ÉS JOGI IRODA KFT.

# Uniqball – The beginning is always hard

A Success story? How to find the optimum ways?

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This is an unbelievable and unfinished history of a start up which started a few years ago and no one knows what comes next.

First step: Choosing and protecting a good name: UNIQBALL

The team:

- A clever engineering team with professional modern machinery with machine tools and skills how to use it.
- A professional photographer who knows the needs of customers and the market
- Skilled assistance
- Limited funds

The field of products:

All devices and means that can be required for attaching and using a camera, a video recorder or any optical device on a stander, generally a tripod.



# Uniqball Tripod Ballheads





Basic properties:

The horizontal position (leveling) was easy and fast to adjust

The horizontal basic line was always ensured

Adjustability in pan and tilt directions

Change from landscape to portrait direction (at special positions only)

This ballhead has appeared in the market and its simplicity and performance attracted attention of customers and firms dominating the market.

The product was protected by a PCT application, the written opinion was positive and a wide range of patent protection was initiated.

**The product development continued and the inventors recognized problems or further needs by the users**

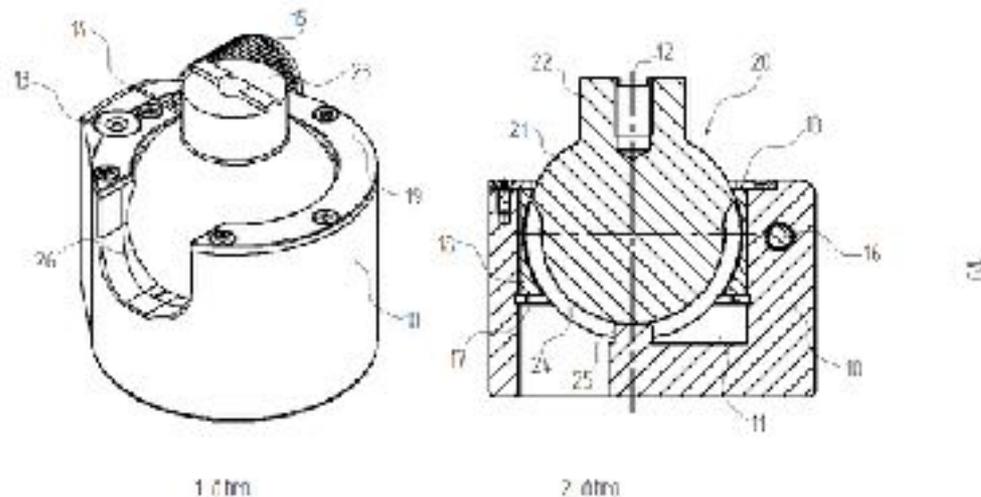
The size and weight of the housing was large

The shell required much space and leveling was often not needed

The adjustment of the splitted ball was not quite smooth as the spherical shape got distorted, and the splitting was expensive to make

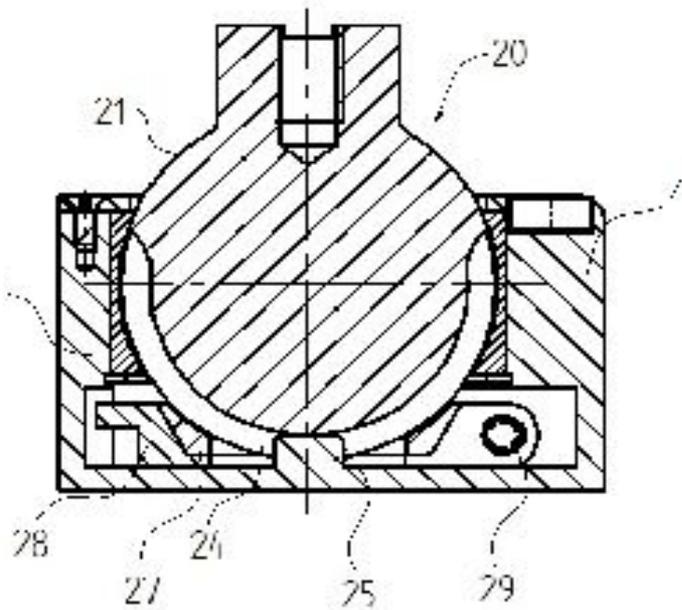
New requirements entered: tilt compensation, allowance of 3D adjustment, etc.

**First basic new patent application:**

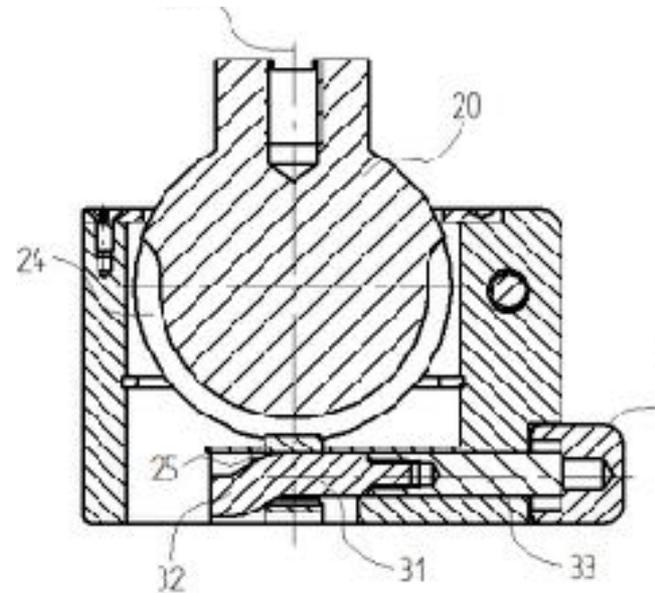




Additional properties:



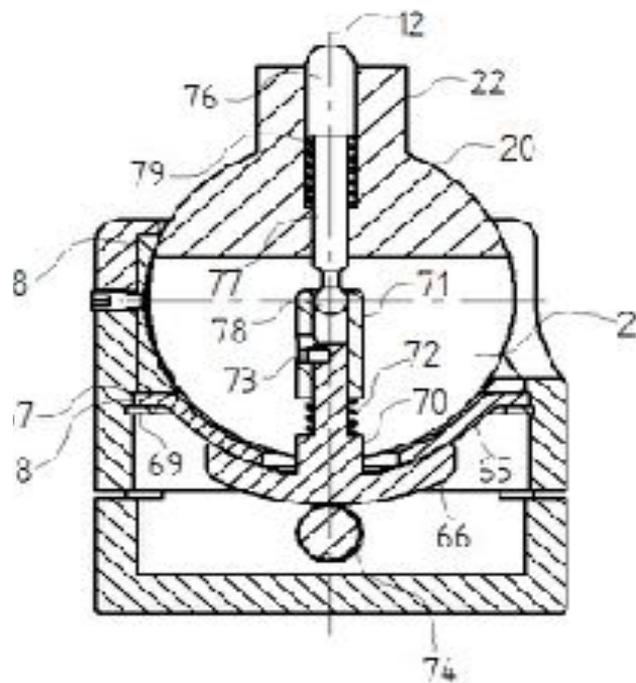
Different position fixing



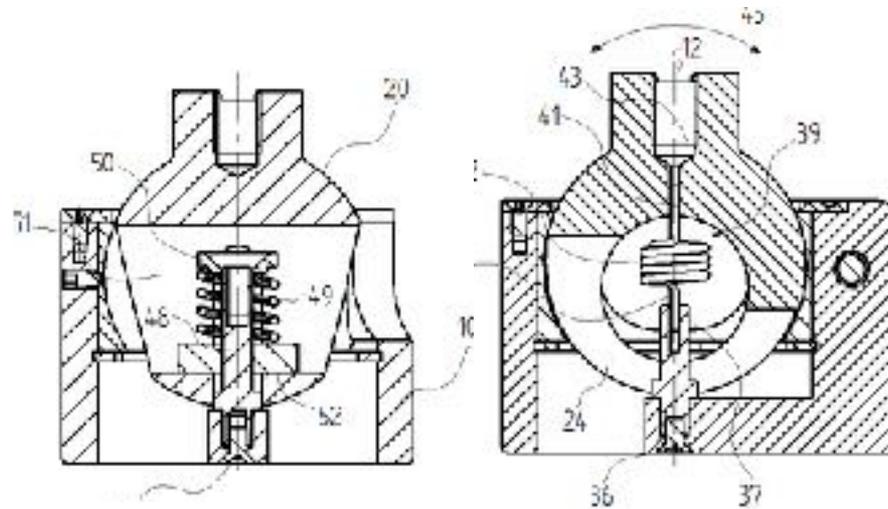
Change to 3D mode



Further options:



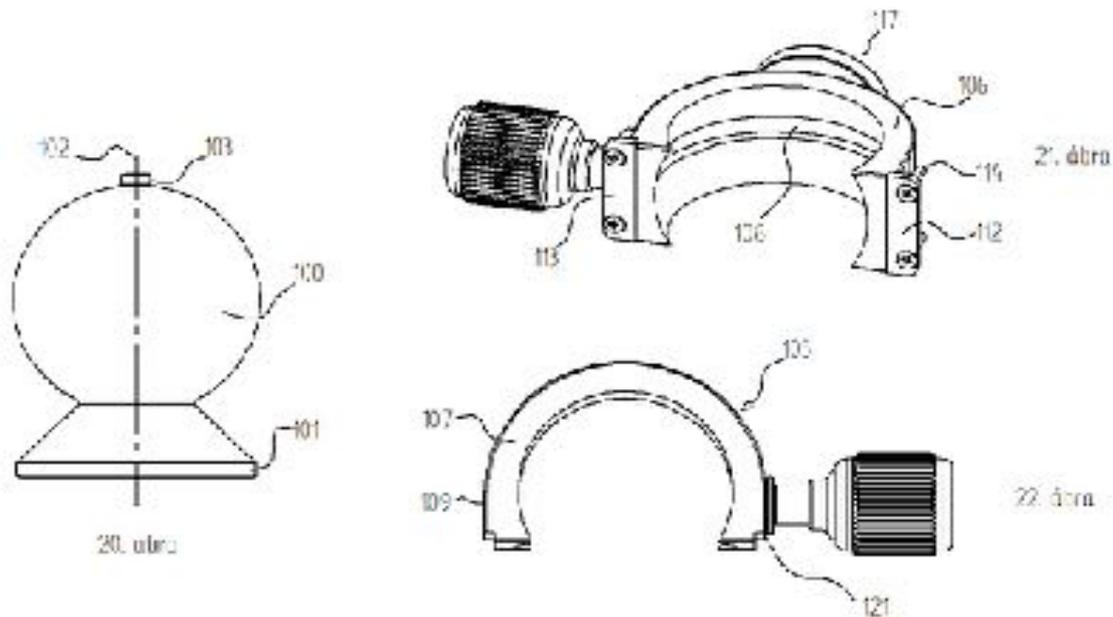
Level adjustment



Tilt compensation



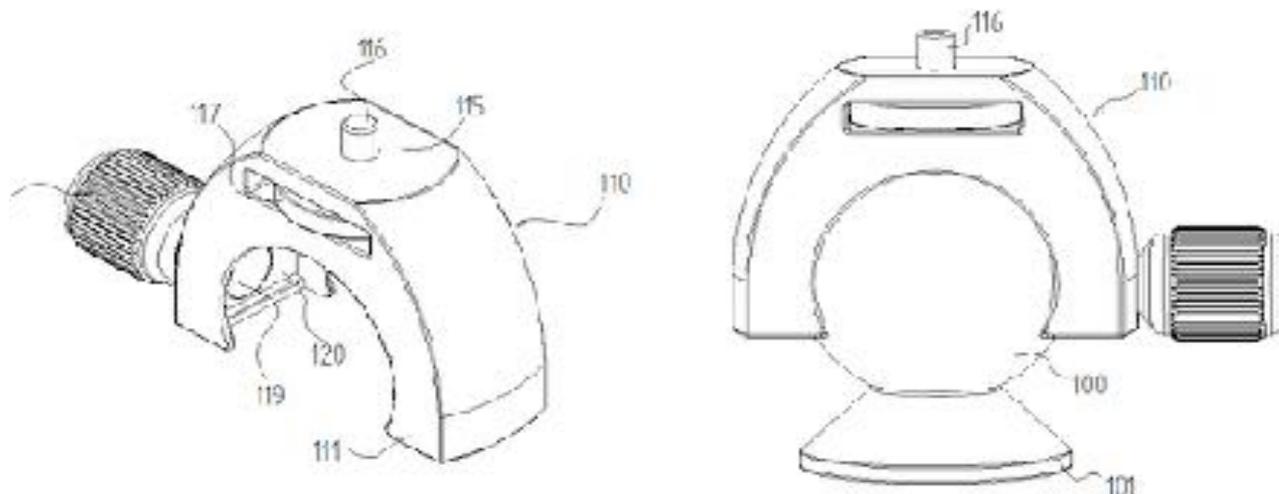
## Second application (modification)



The role of the sphere and the housing is interchanged



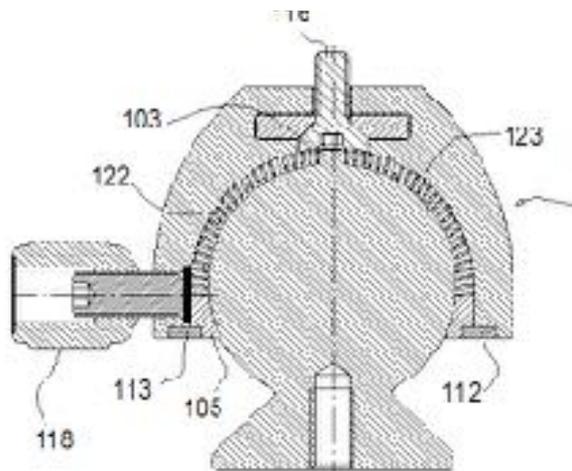
Further illustration:



The outer shell is the support for the camera and allows easy adjustment. Before filing the PCT application claiming both priorities, further developments occurred.



## Third development:



- Tilt compensation
- Easy change to 3D mode
- Easier ways of finding the guiding groove

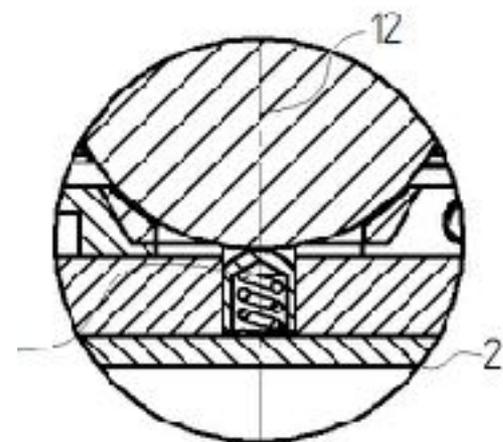
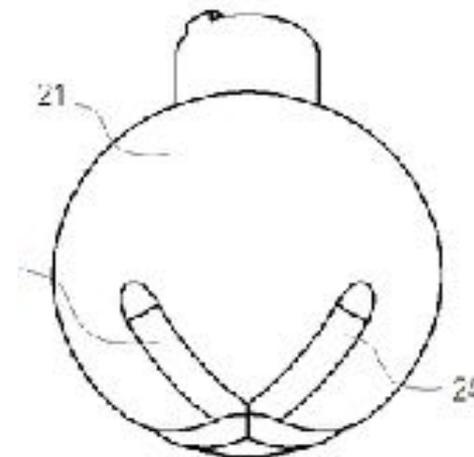
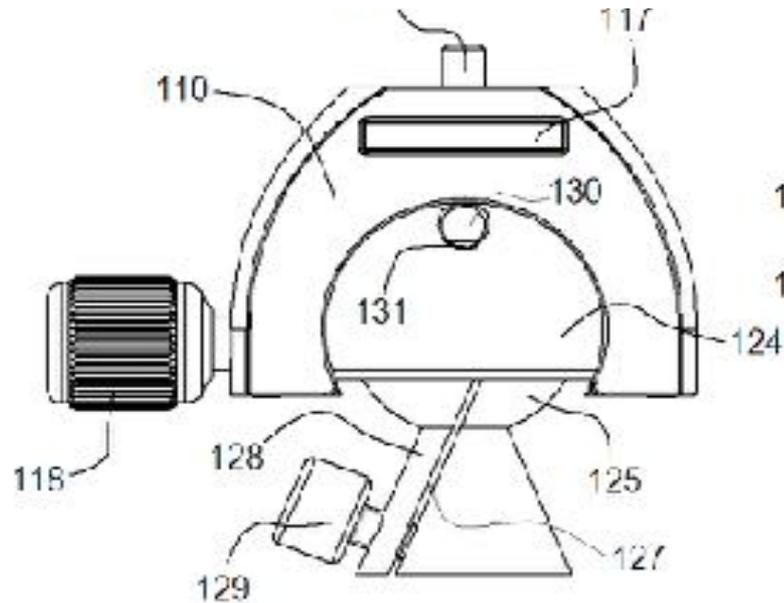


Fig 10

Easy leveling:



It is a real task to define patent claims that include all these embodiments, but for cost-saving there was no more money than filing a single PCT application.

The improvements in the ballhead design has been substantial but to convince the market on the really unique nature is probably insufficient. Three different and substantial further improvements were made:



The camera is held at the front female threaded winding of the objective that allows easy turn by 90° by keeping the central axis.



## Second improvement: Combined I Plate and L Bracket



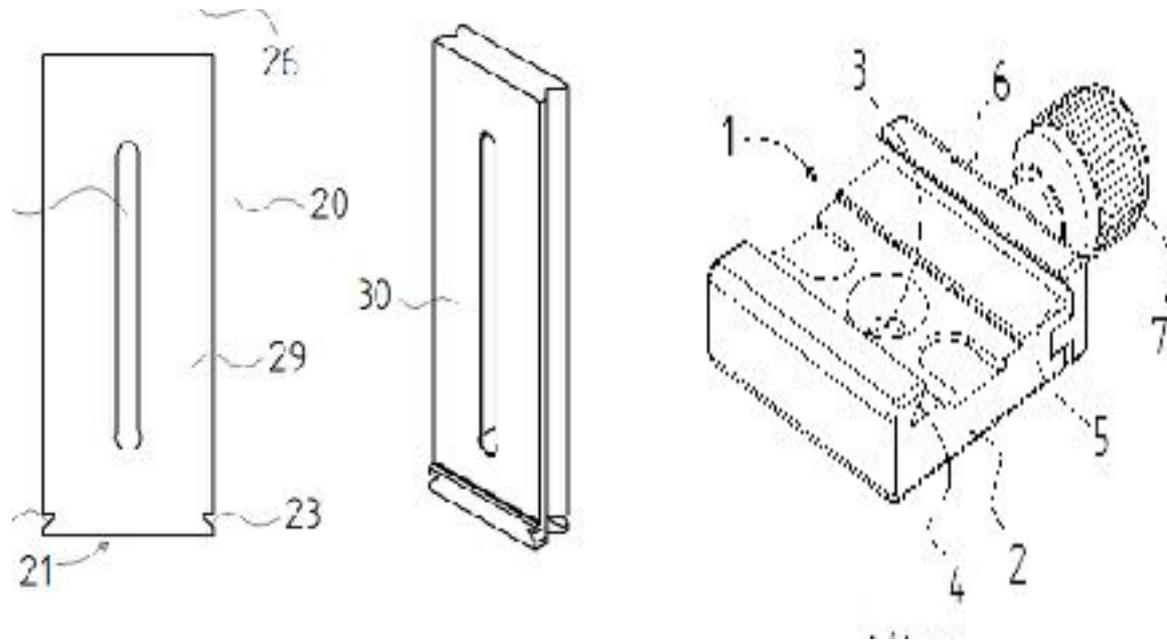
I-Plate

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L - Bracket

## Uniqball design:



This I Plate can be inserted in the Arca holder in two positions which are normal to each other and substitutes the L-bracket. There is no need to change the fixing of the camera to the Plate





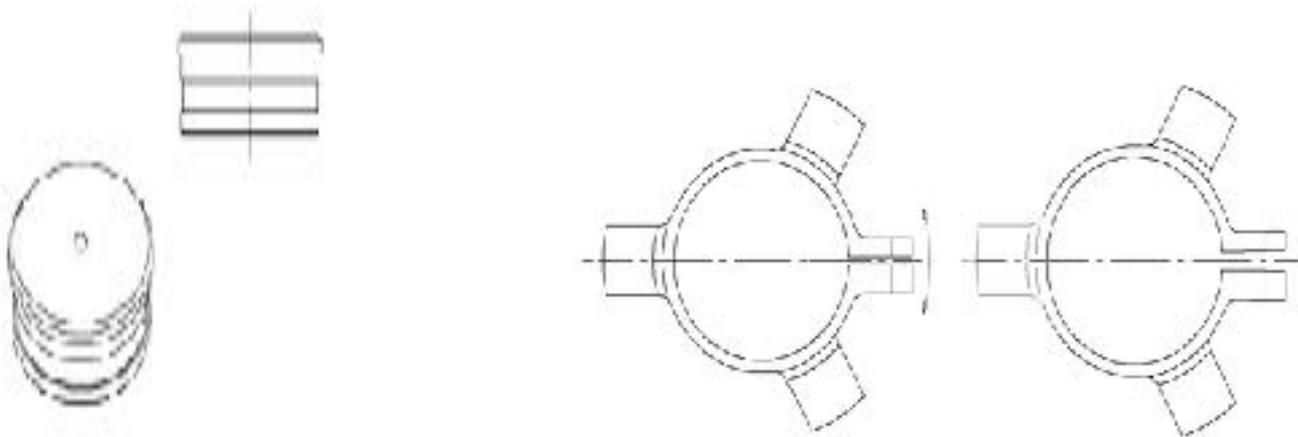
In international exhibitions major manufacturers said: „I wonder why we have not invented this!” „Miraculous and simple” „Good bye to L brackets”

Third invention: **Spider**: the grey frame around the red interior



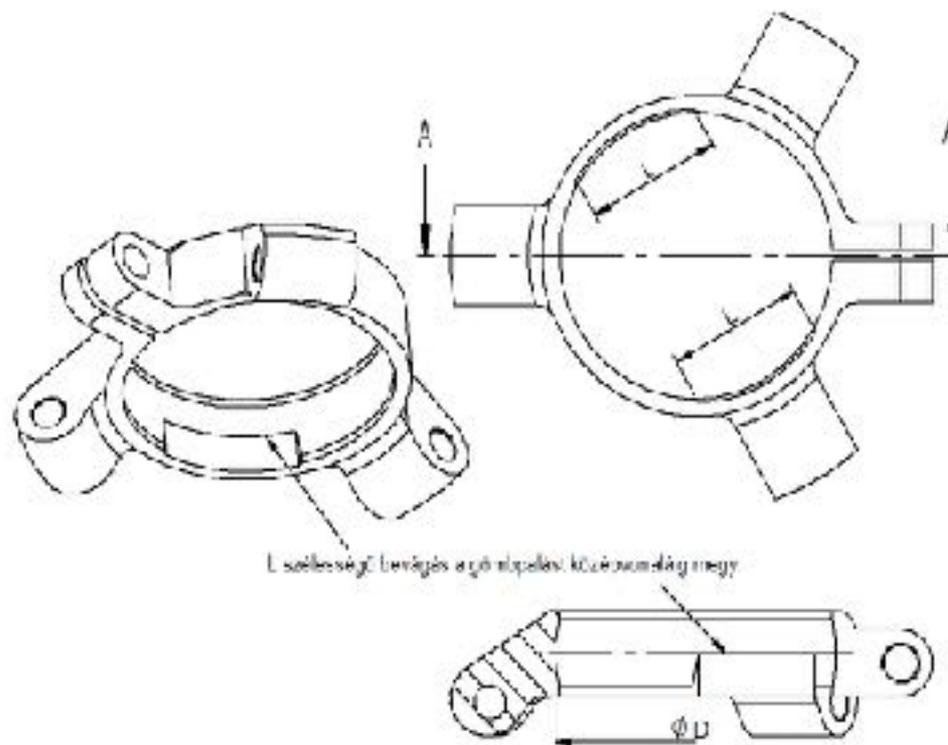
The red insert has spherical side and the upper plane can be adjusted easily, i.e. leveling can be solved

The design of the spider and its insert is now explained:



The task is simple: how to enable the insertion of this cylindrical top plate in the spider, and also a spherical insert?

The revolutionary solution:





This way of insertion of either a cylindrical top plate or a leveling plate with spherical profile was exhibited in two recent international exhibitions.

The result: a major manufacturer of camera accessories and tripods wishes to license the portfolio and wishes to establish a long term cooperation.

The question lies now on the terms and conditions and whether what part of the production should be retained and what licensed and under what conditions.

These are the questions of the future but the basis is:

- Basic development in many fields of use and evaluating the innovation
- Providing for appropriate IP protection
- Making perfect and functioning products

In the name of the whole Uniqball team I  
thank you for your attention.



[www.uniqball.eu](http://www.uniqball.eu)