

Summary of Market Research to Date

Approximately 50 Light Visor prototypes have been manufactured and given away without charge to a variety of different drivers since 1998. All of these prototypes were made by hand in a home workshop using parts purchased from various plastics and metal manufacturers in order to attempt to have others test the merits of the device and offer feedback.

In 1998, twenty prototypes and sets of instructions for use were given to friends along with a Questionnaire with 20 plus questions. The results were that 16 would continue to use it and 4 would not. The reasons given for non-use were: 1. they were sufficiently tall so that the stock vehicle visor seemed adequate to them; 2. that it was not esthetically pleasing to have a visor attachment; 3. that the provided 2"x5" shade was not large enough to suit them; 4. that it required constant adjustment for direction change.

This last objection changed somewhat when it was pointed out to the user that the directions for use said to "park" the Light Visor when the vehicle sun visor can provide adequate blocking area for focal sunlight. In general, the majority of those who have tried the Light visor prototype liked it and felt that it was easy and safe to use.

Also in 1998-1999, some of the prototypes were sent to various auto aftermarket manufacturers and other manufacturers. No manufacturer had any negative comment about the device other than the opacity of the shade, but virtually all of the manufacturers to whom the device was sent said they could not agree to a licensing agreement because of the perceived liability issues of having a any form of shading device on a flexible tubing placed between the driver and the windshield. But, as mentioned above, this web site will further explain (in the Issues and Questions section) how that has changed in the marketplace over the years since the Light Visor was patented.

Of the numerous prototypes since given to others for use, not one person has ever reported back to me with a safety concern issue. I have personally used one version or another of the Light Visor device since 1995 with no safety issues to report other than an occasional face bump into the soft fabric of the shade while exiting my vehicle when I had forgotten that it had been placed to the left side and not stored afterward.

I use the Light Visor prototype primarily during the early morning and early afternoon hours when the sun hits my eyes from either side of my vehicle. It saves me the time and trouble of swinging the stock vehicle visor from front to side and back repeatedly. It has also worked unfailingly as a temporary front-facing shade for those times when the stock visor was not able to block the incoming angle of focal sun rays.

Thus far, only non-electric prototypes of the Light Visor have been made. The current prototype of the Light Visor utilizes an acorn nut and Allen-bolt type of fastener system. The low, smooth profile of the Allen bolt head guarantees that when the spring clip is slid onto the vehicle visor, there will be no snags in the vehicle visor fabric; and at the shade end of the device, it keeps fingers from being cut when the shade is manipulated. The problem with this type of fastener arrangement is that it can presently only be assembled by hand using an Allen wrench and a socket on the acorn nut, which is of course, time consuming and labor intensive and not conducive to mass production. Pop rivets have not worked out because of the sharp edges that would cut fabric and fingers as the device is mounted and used. The nut and bolt method also allows the necessary pressure required to keep the shade and flextube clip respectively locked in right angle

mounting positions. A mass-produced, non-electric version of the Light Visor would presumably have an entirely different flexible tubing mounting system equivalent to the bracket mount shown in the Electric Light Visor embodiment instructions.

All in all, the Light Visor prototype has proven itself over the past decade to be a reliable and durable means of blocking focal sunlight when the provided vehicle visor was inadequate. It has been easily and safely used without incident and, I believe, deserves the consideration of potential licensing.

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