We propose a new light projection technique named ‘HenGenTou’, which apparently animates, and adds a variety of realistic movement impressions to, a static projection target. By fully utilizing the processing characteristics of the human visual system, a simple algorithm produces novel visual experiences wherein printed pictures appear to move, deform, and flutter.

**Features**
- Addition of realistic impressions of motion and distortion to 2-D and 3-D static objects.
- An illusory display relying on the basic property of the human vision to separate and integrate color, form, and motion signals.
- Easy computation of projected motion.
- A variety of systems using the same basic principle can produce a number of astonishing visual effects.
- For example, a printed portrait changing expression; a printed fish staying under moving water; a printed flame fluttering in the wind; and the wall paper distorting dynamically.

**Application Scenarios**
- Add impressive expressions to, and increase saliencies of, a variety of static objects in the scene.
- New advertisement methodology: e.g., an idle poster smiling at you, bargain goods fluttering on the shelf, a signage on the street that surprises passerby.
- New expression methodology for art and design.
- New illumination system that controls the mood of the room in fancy ways.

### A system architecture of HenGenTou

- **A static object**
- **Motion patterns to be projected**
- **Outcome**

Using different systems, this technique can also produce a dynamic impression to a facial picture, or a dynamic deformation of a three-dimensional object.

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