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PARTIAL OR TOTAL MOVEMENT OF THE SUBJECTS OF
ADVERTISING BOARDS, PANELS AND TENT-BOARDS

5 This invention refers to an arrangement which gives us the
ability to move the subjects of advertising boards or part of
them by the mechanical movement of the boards' picture or of
the board or by the movement of the subjects which are added
externally and in front of the board, having as a result the
10 promotion of the subject projected.

Until now, the subjects of the advertising boards are presented
by photographic or simple drawn display. In this way, the
presentation of the subjects was made statically without
15 achieving the highest possible result, i.e. the highest
promotion of the advertising subject.

A practical application of the invention as defined in the
appended claims is provided with reference to the drawings
20 enclosed.

In figure 1 we see the front section of the board with rollers
and added objects.

In figure 2 we see a sectional view of the board with rollers.

In figure 3 we see the front section of a kiosk facade.

25 In figure 4 we see a sectional view of a kiosk.

In figure 5 we see a front section of the kiosk with the movable
tent

With reference to the drawings the partial or total movement of
30 the subjects is accomplished with the help of a board (1) that
bears rollers (2) at both ends, by the use of which the picture
(3) of the subject is continuously moved. In this way, the same
subject (4) is unrolled in front of the eyes of the passerby or
the spectator with the participation of additional external
35 objects (5), having as a result the promotion of the subject
projected.



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The same result can be accomplished by using the relevant application at the top of the facade (7) or at the tent (8, 8a) of the kiosks (6, 6a) where the four sides (9) can become the
5 continuation of the same subject (picture) (3a) with the interference of external relevant objects (5a), since the picture rotates constantly offering a continuation of the subject due to the rollers (2a, 2b) at the four corners.

10 Apart from the vertical position the rollers can be placed in a horizontal or any other position. The pictures of the boards can be illuminated from behind or the front and the external objects can move independently with all possible movements (palindromic, up-down, pendulum) or they can remain still. The
15 subject of the picture (font) can participate in partial or total movement.

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CLAIMS

5 1. Projected arrangement of movable advertising subjects/
pictures on boards, panels etc. characterized in that the
advertising subject/picture is placed on a non-transparent
movable medium which moves continuously and in front of
10 remain still, the movement of the picture/advertising subject at
the back in relation with the immovable picture in front giving
the spectator the impression of a movable object.

2. Projected arrangement of movable advertising subjects/
15 pictures according to claim 1 where the object/picture in front
moves partially i.e. a part of it.

3. Projected arrangement of movable advertising subjects/
pictures on boards, panels etc. characterized in that the
20 advertising subject/picture is placed on a non-transparent
movable medium which moves continuously and in front of
which there are one or more media of objects-pictures which
can move independently with all possible movements
(palindromic, up-down, pendulum), the movement of the
25 picture/advertising subject at the back in relation with the
movable picture in front giving the spectator the impression of
a movable object.

4. Arrangement according to claims 1, 2 or 3 where the
30 subjects/pictures are illuminated internally.

5. Arrangement according to claims 1, 2 or 3 where the
subjects/pictures are illuminated externally.