Claims

1. Equipment for displaying information carriers especially for advertising purposes, which equipment has a chamber (1; 20; 26; 30) for accommodating the information carrying device (11; 25; 27; 43; 56) and constructed in a way to make it possible to look into its internal space, in which chamber there is at least one transparent plate (8; 18; 37) transversal with respect to the direction of viewing, attached to the wall of the chamber, and the information carrying device is situated on this plate directly or via a supporting device attached to the transparent plate; and at least a part of the chamber wall contains strips (10a, 10b; 40) parallel to its strip (9; 39) contacting the transparent plate, ***characterised by*** that the information carrying device (11; 25; 27, 43, 56) or/and its supporting device (38, 55) is formed by at least two objects (11a, 11b; 25a, 25b; 27a, 27b), which are situated on the two sides of the transparent plate (8; 18; 37, 50) opposite each other and the projections of which seen from the direction perpendicular to the transparent plate are identical or basically identical.

2. Equipment as in claim 1, ***characterised by*** that the distance (M) between the viewpoint(s) (14, 15) of the chamber and the transparent plate (8) is chosen to ensure coverage of the transparent plate part (8; 18) fitting between the objects (11a, 11b; 25a, 25b; 27a, 27b).

3. Equipment as in claim 1 or 2, ***characterised by*** that the objects (11a, 11b; 25a, 25b; 27a, 27b; 38a, 38b; 55a, 55b) forming the information carrying device (11; 25; 27; 43, 56) are fitted on two sides

of the transparent plate (8, 18, 37, 50), or at a distance (h) from the sides fixed to a pin (14) or pivot, in a given case arranged on or with the latter so that they can be rotated with a motor built in the objects (11a, 11b; 25a, 25b; 27a, 27b).

4. Equipment as in claim 1 or 2, *characterised by* that the chamber wall (20) is formed by two side walls (23, 24), a top (21) and a bottom (22); and the side walls (23, 24) and the central parts (23a, 24a) of the top (21) are made of a non-transparent material, while side wall parts and top parts (23b; 24b; 21b) made of a transparent material – e.g. plastic, or a glass plate made dull by surface milling – are attached to these central side wall parts (23a, 24a) and central top part (21a) on two sides.

5. Equipment as in any of claims 1-3, *characterised by* that the chamber (26) is cylindrical and its wall (28) is ring-shaped and made of a transparent material at least along its internal surface, and light sources (28a) are built into this wall (28).

6. Equipment as in any of claims 1-3, *characterised by* that

- the walls of the upright prismatic or cylindrical chamber (30) are formed by an at least partly transparent side wall and a non-transparent top (36) and bottom (35);
- the transparent plate (37) is built in the chamber diagonally or in the direction of the diameter;
- at least on the bottom (35) and on the top (36), and in a given case in the side walls or on the side wall of the chamber (30) too, there are strips (40) along the two sides of the contact strip (39) of the transparent plate, running parallel to it.

7. Equipment as in claim 6, *characterised by* that the

- the walls of the chamber (30) are formed by four side walls (31, 32, 33, 34) perpendicular to each other, a top (36) made of a non-transparent material and a bottom (35) made of the same material; and at least two or favourably all four side walls (31, 32, 33, 34) are made of a transparent material;

- the transparent plate (37) is built in the chamber (30) diagonally, so that its lower edge is attached to the bottom (35) and its upper edge is attached to the top (36);

- on the bottom (35) and on the top (36) there are strips (40) running along the two sides of the contact strip (39) of the transparent plate (37), parallel to it.

8. Equipment as in any of claims 1-7, ***characterised by*** that the supporting device attached to the transparent plate is constructed as a shelf (38) producing the illusion that it is floating, the shelf-members (38a, 38b) of which are fixed to the two opposite sides of the transparent plate with their front surfaces, in such a way that their surfaces fitted to the plate are identical; and on the shelf-members (38a, 38b) there are strips (40) running parallel to the plane of the transparent plate, practically formed, for example, by grooves (41).

9. Equipment as in any of claims 1-8, ***characterised by*** that the supporting device attached to the transparent plate is constructed as a rod (60) producing the illusion that it is floating, the shelf-members (60a, 60b) of which are fixed to the two opposite sides of the transparent plate with their front surfaces, in such a way that their surfaces fitted to the plate are identical; and on the rod-members (60a, 60b) there are strips (62a, 62b) running parallel to the

plane of the transparent plate, practically formed, for example, by grooves (63a, 63b).

10. Equipment as in any of claims 1-9 *characterised by* that the supporting device is a frame (55) fixed along the edge of the opening (54) made in the transparent plate (8; 18; 37), which frame (55) is formed by frame-members (55a, 55b) situated opposite each other on the two sides of the transparent plate (8; 18; 37), overlapping each other, and covering the edge of the transparent plate (8; 18; 37); and in the opening (54) of the transparent plate (8, 18, 37) the information carrying device (11, 25, 27, 43, 56) is attached to one or more edges of the transparent plate (8, 18, 37) and/or to the frame (55).

11. Equipment for displaying information carriers especially for advertising purposes, which equipment has a chamber for accommodating the information carrying device and constructed in a way to make it possible to look into its internal space, having walls at least partly made of a non-transparent material, with a transparent plate built into it and attached to the wall, with one or more objects placed on this transparent plate, *characterised by* that it has a chamber (44) with a side wall (45) made of a non-transparent material making it possible to look into its internal space from above, in which chamber (44) a transparent plate (50) transversal or favourably perpendicular to the plane or/and the generatrices of the side wall is attached at a distance from the lower and upper edge of the chamber walls, and identical or generally identical strips (52a, 53a) are created along its two sides running at a distance (l) parallel

to its strip (51a) contacting the side wall (45); and the information carrying device (42) is placed on the transparent plate (50).

12. Equipment as in claim 11, *characterised by* that it has a chamber (44) of the shape of an upright cylinder, favourably having a circular base, the opening of which through which it is possible to look inside it is covered with a top (46) made of a transparent material in a given case, and favourably the chamber has a bottom (47) made of a non-transparent material.

13. Equipment as in claim 11 or 12, *characterised by* that the strips (51a, 52a, 53a) are formed by grooves (51, 52, 53) cut into the internal surface of the side wall (45), and the transparent plate (50) is fitted into one of the intermediate grooves.

14. Equipment for displaying information carriers especially for advertising purposes, which equipment has a chamber for accommodating the information carrying device constructed in a way to make it possible to look into its internal space, on the wall of which chamber there is a transparent plate attached on which the information carrying device is located, *characterised by* that the information-carrying device (11; 25; 27, 43, 56) and/or its supporting device (38, 55) is formed of at least two objects (11a, 11b; 25a, 25b; 27a, 27b) that are located on two opposing sides of the transparent plate (8; 18; 37, 50), and their projection viewed from the perpendicular direction to the transparent plate is the same or essentially the same; and that all walls (71-75) of the chamber (70) are made of a transparent material, and the transparent plate (77) runs through the chamber (70) at an angle, running diagonally from one of its lower edges connecting to its upper edge on the opposite side;

the object attached to the transparent plate (77) is formed by the shelf (78), serving, for example, to accommodate the advertised goods (69), consisting of the shelf-members (78a, 78b) located opposite one another on the two sides of the plate; and for the fixing of the transparent plate (77) there are strips (80) formed in a lateral direction as compared to the strips (77') appearing as a result of the grooves formed in the chamber side walls (71, 73), favourably perpendicular to them; or parallel with them and which strips (80) have the same appearance as these strips (77'), which, at least in the case of the lateral strips (80), fall in the same line as such strips formed in the side surface of the shelf (78).

15. The equipment as in any of claims 1-4, *characterised by* that there are several transparent plates (8) arranged in the chamber (1), parallel to one another and at a distance (t) from one another, to which one or more information-carrying devices (11) are attached.

16. The equipment as in any of claims 1-5, *characterised by* that the strips (91) parallel to the connection strip of the transparent plate (8) on the internal surfaces of the chamber are constructed as the strips of the connections of frame elements (90) fitting to one another in the interior of the chamber; and favourably the frame elements (90) fitted to the transparent plate (8) are clamped to it.

CLAIMS

1. Equipment for displaying information carriers especially for advertising purposes, which equipment has a chamber (1; 20; 26; 30) for accommodating the information carrying device (11; 25; 27; 43; 56) and constructed in a way to make it possible to look into its internal space, in which chamber there is at least one transparent plate (8; 18; 37) transversal with respect to the direction of viewing, attached to the wall of the chamber, and the information carrying device is situated on this plate via a supporting device attached to the transparent plate; and at least a part of the chamber wall contains strips (10a, 10b; 40) parallel to its strip (9; 39) contacting the transparent plate, that the information carrying device (11; 25; 27, 43, 56) is formed by at least two objects (11a, 11b; 25a, 25b; 27a, 27b), which are situated on the two sides of the transparent plate (8; 18; 37, 50) opposite each other and the projections of which seen from the direction perpendicular to the transparent plate are identical or basically identical, the distance (M) between the viewpoint(s) (14, 15) of the chamber and the transparent plate (8) is chosen to ensure coverage of the transparent plate part (8; 18) fitting between the objects (11a, 11b; 25a, 25b; 27a, 27b), in which the objects (11a, 11b; 25a, 25b; 27a, 27b; 38a, 38b; 55a, 55b) forming the information carrying device (11; 25; 27; 43, 56) are placed by, adjacent to or next to the two sides of the transparent plate (8, 18, 37, 50), or fixed to a supporting device, in a given case arranged on or with the latter so that they can be rotated with a motor built in the objects (11a, 11b; 25a, 25b; 27a, 27b).

2. Equipment as in claim 1 *characterised by* that the supporting device is a frame (55) fixed along the edge of the opening (54) made in the transparent plate (8; 18; 37), which frame (55) is formed by frame-members (55a, 55b) situated opposite each other on the two sides of the transparent plate (8; 18; 37), overlapping each other, and covering the edge of the transparent plate (8; 18; 37); and in the opening (54) of the transparent plate (8, 18, 37) the information carrying device (11, 25, 27, 43, 56) is attached to one or more edges of the transparent plate (8, 18, 37) and/ or to the frame (55).

3. Equipment as in claim 1, *characterised by* that the supporting device attached to the transparent plate (37) is constructed as a shelf (38) producing the illusion that it is floating, the shelf-members (38a, 38b) of which are fixed to the two opposite sides of the transparent plate (37) with their front surfaces, in such a way that their surfaces fitted to the plate are identical; and on the shelf-members (38a, 38b) there are strips (40) running parallel to the plane of the transparent plate (37), practically formed, for example, by grooves (41) .

4. Equipment as in claim 1, *characterised by* that the supporting device attached to the transparent plate is constructed as a rod (60) producing the illusion that it is floating, the shelf-members (60a, 60b) of which are fixed to the two opposite sides of the transparent plate with their front surfaces, in such a way that their surfaces fitted to the plate are identical; and on the rod-members (60a, 60b) there are strips (62a, 62b) running parallel to the plane of the transparent plate, practically formed, for example, by grooves (63a, 63b).

5. Equipment as in any of claims 4, *characterised by* that the chamber (26) is cylindrical and its wall (28) is ring-shaped and made of a transparent material at least along its internal surface, and light sources (28a) are built into this wall (28).

6. Equipment as in any of claims 4, *characterised by* that

- the walls of the upright prismatic or cylindrical chamber (30) are formed by an at least partly transparent side wall and a non-transparent top (36) and bottom (35);

- the transparent plate (37) is built in the chamber diagonally or in the direction of the diameter;

- at least on the bottom (35) and on the top (36), and in a given case in the side walls or on the side wall of the chamber (30) too, there are strips (40) along the two sides of the contact strip (39) of the transparent plate, running parallel to it.

7. Equipment as in claim 6, *characterised by* that the

- the walls of the chamber (30) are formed by four side walls (31, 32, 33, 34) perpendicular to each other, a top (36) made of a non-transparent material and a bottom (35) made of the same material; and at least two or favourably all four side walls (31, 32, 33, 34) are made of a transparent material;

- the transparent plate (37) is built in the chamber (30) diagonally, so that its lower edge is attached to the bottom (35) and its upper edge is attached to the top (36);

- on the bottom (35) and on the top (36) there are strips (40) running along the two sides of the contact strip (39) of the transparent plate (37), parallel to it.

8. Equipment as in claim 11, *characterised by* that it has a chamber (44) of the shape of an upright cylinder, favourably having a circular base, the opening of which through which it is

possible to look inside it is covered with a top (46) made of a transparent material in a given case, and favourably the chamber has a bottom (47) made of a non-transparent material, and

the strips (51a, 52a, 53a) are formed by grooves (51, 52, 53) cut into the internal surface of the side wall (45), and the transparent plate (50) is fitted into one of the intermediate grooves.

9. Equipment for displaying information carriers especially for advertising purposes, which equipment has a chamber for accommodating the information carrying device constructed in a way to make it possible to look into its internal space, on the wall of which chamber there is a transparent plate attached on which the information carrying device is located, the information-carrying device (11; 25; 27, 43, 56) and/or its supporting device (38, 55) is formed of at least two objects (11a, 11b; 25a, 25b; 27a, 27b) that are located on two opposing sides of the transparent plate (8; 18; 37, 50), and their projection viewed from the perpendicular direction to the transparent plate is the same or essentially the same *characterised by* that all walls (71-75) of the chamber (70) are made of a transparent material, and the transparent plate (77) runs through the chamber (70) at an angle, running diagonally from one of its lower edges connecting to its upper edge on the opposite side; the object attached to the transparent plate (77) is formed by the shelf (78), serving, for example, to accommodate the advertised goods (69), consisting of the shelf-members (78a, 78b) located opposite one another on the two sides of the plate; and for the fixing of the transparent plate (77) there are strips (80) formed in a lateral direction as compared to the strips (77') appearing as a result of the grooves formed in the chamber side walls (71, 73), favourably perpendicular to them; or parallel with them and which strips (80) have the same appearance as these strips (77'), which, at least in the case of the lateral strips (80), fall in the same line as such strips formed in the side surface of the shelf (78).

10. The equipment as in claims 1 or 2, *characterised by* that there are several transparent plates (8) arranged in the chamber (1), parallel to one another and at a distance (t) from one another, to which one or more information-carrying devices (11) are attached.

11. The equipment as in any of claims 1-4, *characterised by* that the strips (91) parallel to the connection strip of the transparent plate (8) on the internal surfaces of the chamber are constructed as the strips of the connections of frame elements (90) fitting to one another in the interior of the chamber; and favourably the frame elements (90) fitted to the transparent plate (8) are clamped to it.