

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

5 This invention refers to a method 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
15 without achieving the highest possible result, i.e. the highest
promotion of the advertising subject.

A practical application is provided with reference to the
drawings enclosed.

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

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.

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

25 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 the subjects is accomplished with the help of a board (1)
30 that bears rollers (2) at both ends, by the use of which the
picture (3) of the subject is constantly moved. In this way,
the same subject (4) is unrolled in front of the eyes of the
passerby or the spectator with or without the participation of
additional external subjects (5), having as a result the
35 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 continuation of the same subject (picture) (3a) with or without
5 the interference of external relevant subjects (5a), since the picture rotates constantly offering a continuation of the subject due to the rollers (2a, 2b) at the four corners.

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

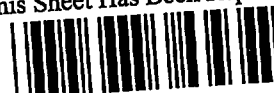
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CLAIMS

1. Projected arrangement of movable advertising subjects/
5 pictures on boards, panels etc. characterized in that the
advertising subject/picture is placed on a movable medium
which moves constantly and in front of which there are one or
more media of objects-pictures which remain still, the
10 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/
pictures according to claim 1 where the object/picture in front
15 moves partially i.e. a part of it.

3. Arrangement according to claim 1 where the object in front
can move independently with all possible movements
(palindromic, up-down, pendulum).
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4. Arrangement according to claims 1, 2 or 3 where the
subjects/pictures are placed on transparent media and
illuminated internally.

25 5. Arrangement according to claims 1, 2 or 3 where the
subjects/pictures are placed on non-transparent media and
illuminated externally.

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