

ABSTRACT**ADVERTISING SPACE UTILIZATION SYSTEM FOR AIRPORT BUILDINGS**

A system for utilizing advertising space within an airport building in which advertising display boards (8) each store a number of different advertising messages. The display boards (8) are provided with transmitter/receiver devices (12) which respond to signals emitted by transponders (11) mounted on passenger luggage trolleys (10). As a trolley (10) approaches a display board (8), a selected advertising message is thereby displayed.

FIG. 2