CLAIMS

[Claim 1] A shipboard advertising system comprising:

a vessel body part capable of sailing on water;

a first display unit disposed to be inclined on the vessel body part;

a second display unit disposed to be inclined on the vessel body part; and

an image providing unit configured to supply advertising images to the first display unit and the second display unit, wherein

the first display unit and the second display unit are arranged in such a manner that a first top side of the first display unit and a second top side of the second display unit are in close proximity to each other, a second bottom side of the first display unit and a second bottom side of the second display unit are apart from each other, and the first and second top sides of the first and second display units in close proximity to each other form a top-side angle ranging from 35° to 145°,

the image providing unit supplies, in a first mode, separate advertising images that are visually discontinuous with each other with respect to the first display unit and the second display unit, and

the image providing unit supplies, in a second mode, a single continuous advertising image that spans across both the first display unit and the second display unit, respectively;

wherein the shipboard advertising system further comprises a bridge detection unit configured to detect a distance from a bridge,

wherein the image providing unit transitions into the second mode upon determining that the distance to the bridge is within a predetermined visible range; and

wherein, in the second mode, the image providing unit supplies the advertising images with a vertical-and-horizontal ratio adjusted for viewing from above, to the first display unit and the second display unit.

[Claim 2] The shipboard advertising system according to claim 1, wherein the bridge detection unit is implemented using a global positioning system (GPS).

[Claim 3] The shipboard advertising system according to claim 1, wherein the bridge detection unit is implemented using a distance measuring sensor.

[Claim 4] The shipboard advertising system according to claim 1, wherein, in the second mode, the image providing unit supplies the advertising images with the vertical-and-horizontal ratio adjusted for viewing from above, wherein the vertical-and-horizontal ratio of the image is 1:1, to the first display unit and the second display unit.

[Claim 5] The shipboard advertising system according to claim 1, wherein at least one of the first display unit or the second display unit is movable so as to rotate in a direction

in which the first top side and the second top side are separated from each other.

[Claim 6] The shipboard advertising system according to claim 1, further comprising:

a screen configured to extend above the first display unit and the second display unit; and

a projection device configured to emit projection light for displaying an image to the screen.

[Claim 7] The shipboard advertising system according to claim 6, further comprising

a telescopic unit capable of extending and retracting the screen, wherein

the screen is extended in the first mode, and

the screen is retracted in the second mode.

[Claim 8] A shipboard advertising method, comprising:

in supplying advertising images to a first display unit and a second display unit disposed on a vessel body part capable of sailing on water, the first display unit and the second display unit being arranged in such a manner that a first top side of the first display unit and a second top side of the second display unit are in close proximity to each other, a second bottom side of the first display unit and a second bottom side of the second display unit are apart from each other, and the first and second top sides of the first and second display units in close proximity to each other form a top-side angle ranging from 35° to 145°,

a first mode step of supplying the advertising images that are visually discontinuous with each other with respect to the first display unit and the second display unit, and

a second mode step of supplying the advertising images in a single continuous advertising image that spans across both the first display unit and the second display unit, respectively;

detecting a distance from a bridge,

transitioning into the second mode upon determining that the distance to the bridge is within a predetermined visible range; and

wherein, in the second mode, supplying the advertising images with a vertical-and-horizontal ratio adjusted for viewing from above, to the first display unit and the second display unit.

[Claim 9] A shipboard advertising program that causes a computer to perform a process comprising:

in supplying advertising images to a first display unit and a second display unit disposed on a vessel body part capable of sailing on water, the first display unit and the second display unit being arranged in such a manner that a first top side of the first display unit and a second top side of the second display unit are in close proximity to each other, a second bottom side of the first display unit and a second bottom side of the second display unit are apart from each other, and the first and second top sides of the first and second display units in close proximity to each other form a top-side angle ranging from 35° to 145°,

a first mode step of supplying the advertising images that are visually discontinuous with each other with respect to the first display unit and the second display unit, and

a second mode step of supplying the advertising images in a single continuous advertising image that spans across both the first display unit and the second display unit, respectively;

detecting a distance from a bridge,

transitioning into the second mode upon determining that the distance to the bridge is within a predetermined visible range; and

wherein, in the second mode, supplying the advertising images with a vertical-and-horizontal ratio adjusted for viewing from above, to the first display unit and the second display unit.