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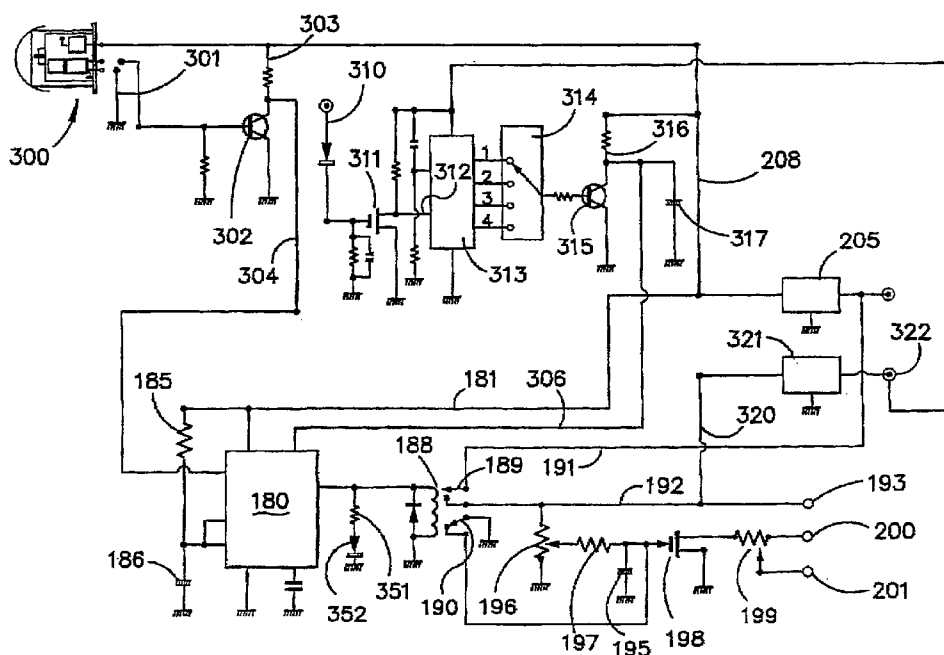
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(54) Title: A DISPLAY SYSTEM



(57) Abstract: A display system for showing advertisements is disclosed which includes a shelf TV (12) which has a display (14) and speaker (16). A proximity sensor (71, 150, 300) is provided for sensing the proximity of a person to the TV and for switching the TV on so that an advertisement is displayed. An attenuating circuit comprising a timer (180), relay (189) and mosfet (198) is provided for attenuating the volume supplied to the speakers so that as a person approaches the TV screen, the volume is reduced to a comfortable level.

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