

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



162162

(43) International Publication Date
30 June 2005 (30.06.2005)

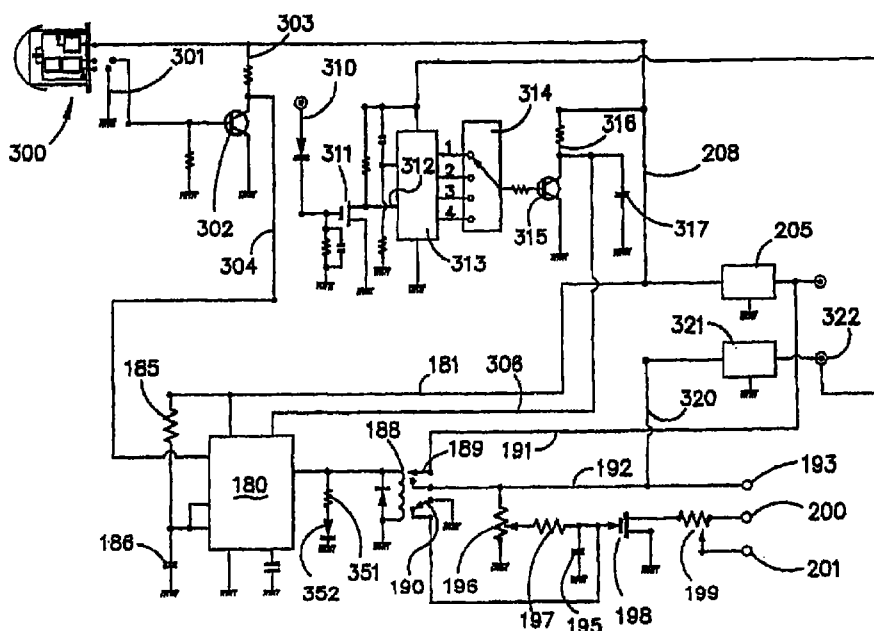
PCT

(10) International Publication Number
WO 2005/059874 A1

- (51) International Patent Classification⁷: G09F 27/00, 25/00
- (21) International Application Number: PCT/SG2004/000414
- (22) International Filing Date: 15 December 2004 (15.12.2004)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
PI20034822 16 December 2003 (16.12.2003) MY
2004901901 7 April 2004 (07.04.2004) AU
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),

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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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European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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Published:

— *with international search report*