succeeding steps in the chain. Seeberger- or "step-type" escalators featured flat treads and smooth risers; other escalator models have cleated treads and smooth risers. The steps are linked by a continuous metal chain that forms a closed loop. The front and back edges of the steps are each connected to two wheels. The rear wheels are set further apart to fit into the back track and the front wheels have shorter axles to fit into the narrower front track. As such, it is to be appreciated that the cleated feature of the steps is essential for the proper functioning of the escalator.

It is further to be appreciated that the escalators are generally positioned so as to be easily seen and accessible by the general public. As such, escalators, and more particularly the steps of escalators, are prime positions on which to place advertising material as it is sure to be received by a wide audience.

However, due to the cleated design of the majority of the steps of escalators, the placing of advertising material on these steps is often regarded as an onerous and cumbersome process. The advertising material which is so placed should meet the further requirement of not interfering with the proper functioning of the escalator.

OBJECT OF THE INVENTION

The object of this invention is to provide a method of enabling content to be displayed on a step of an escalator, which will at least partially alleviate the above problem and provide the advantage indicated above.

SUMMARY OF THE INVENTION

According to a first aspect of the invention, there is provided a method of manufacturing a display panel, the display panel being operable to enable content to be displayed on a step of an escalator, the method comprising the steps of:

printing desired advertising content on a surface of a rigid plastic sheet having a thickness of approximately 500 microns or of less than 400 microns;

manufacturing a vacuum formed sheet by vacuum forming the printed plastic sheet to fit a desired part of an escalator step profile;

trimming the vacuum formed sheet on all four sides; and

applying an adhesive substance to an operatively back surface of the vacuum formed sheet; and

applying a release paper to the adhesive substance.

The plastic sheet is ~~may be~~ manufactured from a polyvinyl chloride (PVC), styrene or other rigid plastic material.

~~The plastic sheet may be approximately 500 microns in thickness. In a preferred embodiment of the invention, the plastic sheet may be less than 400 microns in thickness.~~

In an embodiment of the invention is provided a method of affixing a display panel according to the invention comprising the steps of:

identifying one or more steps on the escalator for placing the rigid plastic sheet;

switching off the escalator;

cleaning an operatively vertically displaced side of the one or more steps with a degreasing agent;

exposing ~~the~~ an adhesive substance on the plastic sheet by removal of a release paper from the back surface of the plastic sheet; and

positioning the plastic sheet over the vertically displaced side of the step and applying pressure by means of one or more rollers so as to ensure it is affixed thereto.

The method of exposing the adhesive substance on the plastic sheet may comprise removal of a release paper from the back surface of the plastic sheet.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other features of this invention will become apparent from the following description of one example described with reference to the accompanying drawings in which:

CLAIMS:

1. A method of manufacturing a display panel, the display panel being operable to enable content to be displayed on a step of an escalator, the method comprising the steps of:

   printing desired advertising content on a surface of a generally rigid plastic sheet having a thickness of approximately 500 microns or of less than 400 microns;

   manufacturing a vacuum formed sheet by vacuum forming the printed plastic sheet to fit a desired part of an escalator step profile;

   trimming the vacuum formed sheet on all four sides;

   applying an adhesive substance to an operatively back surface of the vacuum formed sheet; and

   applying a release paper to the adhesive substance;.

2. ~~A method of manufacturing a display panel as claimed in claim 1,~~ wherein the plastic sheet is manufactured from a polyvinyl chloride (PVC), styrene or other rigid plastic material.

3. ~~A method of manufacturing a display panel as claimed in claim 2, wherein the plastic sheet is approximately 500 microns in thickness.~~

4. ~~A method of manufacturing a display panel as claimed in claim 2, wherein the plastic sheet is less than 400 microns in thickness.~~

2~~5~~. A method of affixing a display panel as claimed in ~~any of the preceding~~ claim~~s~~ 1 to one or more escalator steps, wherein the method comprises the steps of:

identifying one or more steps on the escalator for placing the rigid plastic sheet;

switching off the escalator;

cleaning an operatively vertically displaced side of the one or more steps with a degreasing agent;

exposing an adhesive substance on the plastic sheet by removal of a release paper from the back surface of the plastic sheet; and

positioning the plastic sheet over the vertically displaced side of the step and applying pressure by means of one or more rollers so as to ensure it is affixed thereto.