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ADVERTISING MEANS FOR RAILWAYS AND OTHER VEHICLESBackground

This invention relates to an advertising means for railroads and other railed vehicles including those using rubber wheels, tires or those supported by magnetic means or air cushions, and has the objective to provide a sequential displaying means of significantly attractive advertising or information messages without resorting to the assembly of large or sophisticated structures.

A large number of the people who travel every day do so by train, either by railroad or subway, or both. This is why it is convenient to launch advertising campaigns directed to that large number of people who take the same subway or train every day. In order to attract those people, traditional advertising means are normally used, such as posters on the walls or billboards - either conventionally lit or not or.

Oftentimes, said billboards are used simply because there is not enough space available in the streets or avenues, as - according to the urban regulations in force, and in order to observe the rights of the owners of premises and buildings - only some billboards can be put up near the curbs, or on fences or walls around vacant lots. Alternatively, as the places around railroads tracks are both wider and larger, many other means can be available.

Billboards and posters have been erected having a supporting structure fixed to the ground or floor, on which there is a board where the posters are placed or where the messages are directly painted.

Other useful applications can be the following: bus stops, telephone boxes, lightning posts, and even the streets indicators .

As these means became so popular, larger billboards appeared in order to attract the accidental watcher's attention more and more.

The problem is that these billboards have metallic structures that are very large, with fitting platforms and strong light sources, which can light the whole surface of the board or poster.

Of course, both the manufacturing and the assembly of these billboards is extremely expensive.

For this reason, this advertising means has been invented, and is especially designed so as to be seen from the windows of a passing train, and has a sequential effect, so that each billboard includes one message, and all the message of the many billboards taken together form one message.

In fact this invention is a combined set of billboards, whose size and shape are proportional to the size and shape of the windows of a train, and are aligned in a

parallel fashion at a certain distance from the tracks, providing each of said billboards, as explained above, a luminous space showing a message that complements the messages of the rest of the billboards.

As the luminous parts of the billboards and the windows are aligned, the messages and the information can be read from the train even when it is moving.

If the billboards are not placed at the correct distance the messages can oftentimes be ignored. If the billboards are too near the train, the watcher will not be able to see the whole set. On the contrary, if the billboards are small, or incorrectly designed or are placed too far, they can not be read either. Besides, because the train moves at a certain speed, the billboard must be placed at a long distance so that the passenger can easily read the advertising message. This distance is not always taken into account, especially in the case of subway stations.

The new advertising means described is a solution to all these problems. It is based on a careful study which not only fixes the right distances between said means and the train but also defines the shape and structure of a very particular set of billboards.

The right proportion between the advertising means and the window - where the watcher is - is complemented by a

remarkably attractive luminous space; in this case the advertisement is divided among the different billboards of the same set, so that the watcher has read all the advertisement once the train has passed in front of all the different billboards of the same set. That is, the messages appearing in the different billboards are complementary, and can be read by the passengers in a sequential fashion as the train passes in front of them. In this way the messages or advertisements can reach the people effectively; these billboards are even more effective than huge billboards, are not so expensive as other mega structures. Also, they can be placed in the small cross-sectional places of passageways in railroad stations.

II. Illustration

For a better understanding of the invention, reference is made to the accompanying drawings that represent one of the preferred embodiments of the invention as an illustration only.

Figure 1 is a perspective view illustrating the layout of the advertising means in relation to the railroad vehicle in question.

Figure 2 is a front view of the advertising means of this invention where the luminous space of the screen is shown.

Also, in the top part of the figure, one of the dual windows of the train is shown.

Figure 3 is a schematic plane view of two billboard lines according to the invention, near both subway tracks; and finally,

Figure 4 is another schematic plane view of the invention, as an alternative of the one shown in figure 3. It shows the billboards in lines proximal to both subway windows.

In the different figures, same numerals refer to same or corresponding parts, and the sets of many elements are pointed out by letters.

List of main references:

- (a) billboard
- (b) luminous space hight (2) [equal to the hight of (v)]
- (d₂) lenght of luminous space (2) [is equal to twice the lenght of (v)]
- (f) railroad passenger car or vehicle
- (v) windows of (f)
- (1) billboard screen (a)
- (2) luminous space of the screen (1)
- (3) informative message or advertisement included in (2)
- (4) photocovering wing of the luminous space (2)

(5) billboard support or supporting base or platform
(ground, floor, frame, wall, etc.)

(20) railroad track

III. MAIN OBJECTIVE

The advertising means for railroads and other railed vehicles, which is especially designed so that it can be easily seen from windows (v) of moving railroad passenger cars (f) - either trains or subways - railed on tracks (20) comprising billboards (a) with information, messages or advertisements, which are at the side of railroad tracks (20); is characterized because it comprises:

a) at least, a combined set of billboards (a) aligned w in a parallel fashion with railroad track (20) from which they are at a minimum distance of 0,30 m and a maximum distance of 13 m;

(b) each billboard (a) comprises, at least one screen (1) comprising a luminous space (2) aligned with windows (v) of passenger cars (f) and whose shape and size (d_1) - (d_2) are proportional to those of said windows (v);

(c) the advertisement is in the luminous space (2), and is divided among the many billboards (a) that form the same combined set, so that said luminous space (2) of each

billboard (a) has only one message (3), which is complemented by the luminous messages / advertisements of the other billboards (a) of said set, which can be easily read as the train moves along the tracks near said set.

IV. SPECIFICATION

As above mentioned, this invention comprises an advertising means for railroads and other similar vehicles, located by the sides of railroad tracks (20), and it is especially designed so that it can be seen from windows (v) of train (f) as it moves, either trains or subways.

In general terms, the invention relates to a set of combined billboards (a) whose shape and size are proportional to windows (v) of the passenger cars (f), are aligned in a parallel fashion at a certain distance from said tracks (20), comprising each of said billboards (a) a luminous sector (2) displaying an advertisement (3) that is complemented by the advertisements (3) of the other billboards (a) that form the set.

Billboards (a) are placed at a distance from one another, so that passengers can read the advertisement in each of the billboards in a sequential fashion.

The preferred distance among billboards (a) for the embodiment of this invention is roughly 70 meters. Anyway, said distance can be either larger or smaller.

More particularly, the advertising means comprises a combined set of billboards (a) that are aligned in a parallel fashion with tracks (20), and that are designed so that they can be seen through window (v) of train carriages (f) even as they move.

These billboards (a) which can be grouped in sets of 10 or more, are placed at a minimum distance of 0,30 m and a maximum distance of 13 m from railroad tracks (20).

Each of these billboards (a) comprises a support or base (5) by means of which they are assembled on a surface such as the floor, a wall, particularly in the case of subways (f). On said support (5) there is a screen (1) having a luminous space (2) whose edges have a photocovering wing (4) protecting said luminous space (2) from the environmental light.

Said luminous space (2) is aligned with windows (v) of trains (f), and its shape and size are proportional to said windows (v). The proportion is possible because each luminous space (2) is oblong; its height (d_1) is equal to that of windows (v), whereas its length (d_2) does not exceed that of two of those windows (v).

Luminous spaces (2) of screens (1) comprise illumination means that are connected to an electric supply, either a battery or the electricity network itself.

If the billboards are in the subways, they will be adapted to

the environment, that is they will not comprise the photocovering wing (4), and the illumination level will be appropriate for the place.

In another embodiment, said luminous spaces (2) comprise reflecting surfaces that reflect the light coming from windows (v) of train (f).

These luminous spaces (2) include the advertisement divided among the many billboards (a) that form only one set, so that the advertisement (3) in one billboard (a) is complemented by the advertisements (3) of the other billboards (a); said advertisements (3) are arranged in a sequential fashion in the direction the train (f) moves along railroad tracks (20) located near billboards (a).

In the case of billboards located near trains, they are arranged as indicated in figures 1 and 2, at a longer distance; whereas when said billboards are in subways, they form lines near one (figure 3) or both windows (figure 4).

The set works as follows:

The combined set of billboards (a) is aligned in a parallel fashion with tracks (2) of railroad tracks according to the distances mentioned above, said billboards (a) face

windows (v) of any passenger car passing by along rails (20).

As windows (v) and luminous spaces (2) of billboards are correctly aligned, the messages or advertisements can be correctly seen or read even when the train (f) is moving.

Moreover, as the advertisements or messages are divided in the many billboards (a) of the same set, all the information can be read once all the billboards (a) have been seen.

Therefore, the advertisements (3) in each of billboards (a) of the same set are complementary; billboards (a) are arranged in such a way that said advertisements (3) are read sequentially in the direction the train (f) moves. Furthermore, said billboards can be separated from one another by different distances, according to the advertisement message to be conveyed.

Though the invention has been shown and described with respect to a certain preferred embodiment it is obvious that alterations and modifications can be introduced without departing from the main principles included in the claims that follow.

V. CLAIMS

Having described the invention and the embodiment thereof,
we claim:

1. AN ADVERTISING MEANS FOR RAILROADS AND
OTHER SIMILAR RAILED VEHICLES; designed in such a way that it
can be seen through the windows of a passing train or subway
and comprises billboards with information or advertisements,
and are arranged by the sides of railroad tracks,
characterized in that it comprises:

a) at least a combined set of billboards, separated from
one another and aligned in a parallel fashion with the
railroad track from which they stand at a minimum distance of
0,30 m and a maximum distance of 13 m;

b) each billboard comprises, at least, one screen with
a luminous space, aligned with the windows of a passenger ar
and having a shape and size that are proportional to those of
said window;

c) the advertisement is included in the luminous space,
and divided among the many billboards that form only one
set, so that said luminous space includes only one
advertisement that is complemented by the advertisement of
the other billboards, and that can be read as the train moves
along the tracks.



2. AN ADVERTISING MEANS FOR RAILROADS AND OTHER SIMILAR RAILED VEHICLES; according to claim 1; characterized in that each luminous space of the billboard is rectangular in shape, its hight is equal to that of the windows of the railed vehicle, and its lenght does not exceed that of two of those windows.

3. AN ADVERTISING MEANS FOR RAILROADS AND OTHER SIMILAR RAILED VEHICLES; according to claim 1; characterized in that the edges of each screen comprise a photocovering wing that protects the luminous space from the environmental light.

4. AN ADVERTISING MEANS FOR RAILROADS AND OTHER SIMILAR RAILED VEHICLES; according to claim 1; characterized in that the luminous spaces of the screen are surfaces that reflect the light coming from the windows.

5. AN ADVERTISING MEANS FOR RAILROADS AND OTHER SIMILAR RAILED VEHICLES; according to claim 1; characterized in that the luminous spaces of the screen are connected to an electric supply.

6. AN ADVERTISING MEANS FOR RAILROADS AND OTHER SIMILAR RAILED VEHICLES; according to claim 1; characterized in that the luminous spaces of the screen are connected to the electric network.

7. AN ADVERTISING MEANS FOR RAILROADS AND OTHER SIMILAR RAILED VEHICLES; according to claim 1;



characterized in that the luminous spaces of the screen are connected to a battery.

8. AN ADVERTISING MEANS FOR RAILROADS AND OTHER SIMILAR RAILED VEHICLES; according to claim 1; characterized in that each combined set comprises at least 10 billboards.

