

ABSTRACT

The invention relates to a system for presenting advertising content and/or multimedia content on at least one screen (P) and/or through at least one speaker (B) of a commercial establishment, which makes it possible to listen
5 to and/or see content through at least one speaker in a harmonious and subtle manner, in synchrony with the original transmission, and/or in an area of the screen, thereby preventing the visual appearance of the original transmission
10 of a piece of multimedia content from being encroached upon.

Fig. 1