

Title (en)
Advertisement display apparatus.

Title (de)
Werbeanzeigegerät.

Title (fr)
Appareil d'affichage publicitaire.

Publication
EP 0041390 A1 19811209 (EN)

Application
EP 81302414 A 19810601

Priority
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• JP 16004780 U 19801107

Abstract (en)
An advertisement display apparatus having a combination of a front advertisement display plate (3) and a rear advertisement display plate (8) positioned adjacent the rear side of the front advertisement display plate (3). The front advertisement display plate (3) may be made of an opaque member having a multiplicity of small apertures formed, preferably uniformly at a constant pitch, over one surface (1) thereof and provided on the outer surface thereof with an advertisement display pattern (2) such as letters, figures, signs, patterns or combinations thereof. Alternatively, the front advertisement display plate (28) is made of a transparent member provided with a multiplicity of opaque patches or spots (26) formed on the one surface thereof and having an advertisement display pattern such as letters, figures, signs, patterns or combinations thereof. The rear advertisement display plate (8) may be made of a transparent or translucent member provided with an advertisement display pattern (7) such as letters, figures, signs, patterns or combinations thereof. The rear advertisement display plate (8) can also have a form of an elongated sheet adapted to be driven reciprocatingly or an endless sheet (17) adapted to be driven intermittently in one direction. The apparatus further has independent front and rear illuminating means (18, 18a, 19, 19a) for illuminating the front and rear advertisement display plates (3,8) under the control of a light controlling device. This apparatus enables various patterns of advertisement display to be obtained on a single apparatus.

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Citation (search report)
• US 2223685 A 19401203 - HERBERGER LESTER E
• FR 1102518 A 19551024
• FR 1317940 A 19630510

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