

Title (en)
TRANSLUCENT ADVERTISING ARRANGEMENT

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Application
EP 81106676 A 19810827

Priority
DE 3035694 A 19800922

Abstract (en)
[origin: EP0048353A2] An advertising arrangement wherein, after a stoppage time has expired, the single image setting is transported by motor drive of the advertising film tape over a path in each case up to full projection of the following image into the viewing field determined by the aperture (5). Previously, enlarging slide projectors were used as advertising arrangements. The improvement of screen printing technology in conjunction with an improved transmission technology from small to large illustrations (e.g. 80 x 120 cm) has led to a reduction in cost of the advertising film tapes (16) through which light can be transmitted directly with a ratio of 1:1 so that projectors and optical devices are not required for this advertising. It is important to have a precise image position in the advertising arrangement. Often two incomplete images appear jointly in the viewing field. A direct step-switch control of the motor is not sufficient. Furthermore, the necessary stepwise return of the advertising film tape (16) requires a second drive motor. The object of this invention is to allow an exact setting of the image position in the advertising arrangement in forward and return motion with the lowest possible drive effort. The object is achieved by means of an arrangement provided in a housing (1) consisting of a lid part (3) and a rear part (2). The rear part (2) is the bearer of the illumination lamps (7) and an electronic control unit (10) for the tape drive. The lid part (3) has an aperture (5) which is closed by a disc (6) and behind which the advertising film tape (16) can be driven reversibly via a double drive over two storage and support rollers (15/17) in each case by the motor (11) arranged in the lid part (3). In its region (19) opposite the drive side, the advertising film tape (16) has a triple-row perforation (20). The spacing of the perforation gaps (20) of one row corresponds to the size of the step length whereas the other two rows determine the respective end position of the advertising film tape. Knobs (22) engage in the perforation gaps (20), which knobs are connected mechanically and electrically to the control (11) and cause the path-dependent triggering of the required switches. Figure 1 and Figure 4 should be considered. <IMAGE>

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