

Title (en)

Point of purchase advertising system.

Title (de)

Werbesystem für Verkaufsstand.

Title (fr)

Système de publicité au point de vente.

Publication

EP 0139876 A2 19850508 (EN)

Application

EP 84108525 A 19840719

Priority

US 53668983 A 19831028

Abstract (en)

A point of purchase advertising system is provided which senses the presence of a person in the vicinity of an advertising display and thereupon renders an appropriate advertisement such as a recorded verbal message or a visual or aural demonstration. In preferred forms, the overall apparatus includes an ultrasonic sensing circuit for detecting the approach of a potential customer, an advertisement giving device, typically an endless tape playback unit and a coupled speaker, and a controller for operation of the playback unit in response to detection of a customer. A voice operated relay circuit is advantageously coupled with the audio output of the playback unit and the playback controller, so that operation of the playback unit is maintained until the entire recorded advertisement has been given.

IPC 1-7

G09F 25/00

IPC 8 full level

G09F 25/00 (2006.01); **G09F 27/00** (2006.01)

CPC (source: EP)

G09F 25/00 (2013.01); **G09F 2025/005** (2013.01); **G09F 2027/001** (2013.01)

Cited by

EP0510121A4; FR2722322A1; US5310962A; FR2770655A1; US5796328A; US5463209A; EP1011102A1; FR2651062A1; US5159140A; EP0421941A1; US6535770B1; WO9923540A1; WO0184527A1

Designated contracting state (EPC)

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