

Title (en)

COLUMNAR ADVERTISEMENT SUPPORT OR SIMILAR INFORMATION CARRIER

Title (de)

SAEULENFOERMIGE ANZEIGETRAEGER ODER AEHNLICHE INFORMATIONSTRAEGER

Title (fr)

SUPPORT PUBLICITAIRE EN COLONNE OU SUPPORT D'INFORMATIONS SIMILAIRE

Publication

EP 0721636 A1 19960717 (EN)

Application

EP 94915062 A 19940504

Priority

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Abstract (en)

[origin: WO9425952A1] Small advertising balloons are not very visible at a distance. Tethered balloons or blimps are heavy and expensive. The invention provides an information carrier in the shape of a cylindrical body made of unstretchable plastics which is inflated to be self-supporting. The base of the body is fixed to a platform which may yield when the wind force on the inflated carrier exceeds a given value. The whole assembly then deflects away from the wind.

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G09F 21/06; G09F 21/10; G09F 19/00

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CPC (source: EP)

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