

Title (en)

LUMINOUS DIODE ARRANGEMENT IN TRANSPARENT, TWO-DIMENSIONAL ADVERTISING MEDIA

Title (de)

LEUCHTDIODENANORDNUNG IN TRANSPARENTEN, FLÄCHENHAFTEN WERBETRÄGERN

Title (fr)

ENSEMBLE DE DIODES ELECTROLUMINESCENTES DANS DES SUPPORTS PUBLICITAIRES TRANSPARENTS PLANS

Publication

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Application

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Abstract (en)

[origin: WO0179748A2] The aim of the invention is to provide additional lighting effects to those already known per se when luminous diodes are used in transparent, two-dimensional advertising media, i.e. to make sure that very flat letters used for advertising purposes are, for example, illuminated sufficiently. In the inventive luminous diode arrangement, the luminous diodes (1) are arranged with the longitudinal axis thereof in a vertical position in the top or bottom surface of the transparent two dimensional advertising medium (2) in cavities (3) which are specially embodied in the advertising medium (2) for this purpose. The luminous diodes (1) can be arranged in transparent, printed circuit boards. Slots (5) are made in the advertising medium in order to accommodate the electrical connections. A diffuser, followed by a board (7), are arranged on the side of the luminous diodes (1) which are incorporated into the advertising medium (2). The advertising medium (2), the diffuser (6) and the board are joined to each other by means of a peripheral point of adhesion (10). Light reflectors arranged on the outer surfaces (8) and coloured films (9) enhance the lighting effect. The invention can be used in the specialist field of illuminated advertising.

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