

Title (en)
MULTIMEDIA STORE SHELVES

Title (de)
MULTIMEDIA-LADENBAUREGAL

Title (fr)
LINEAIRES DE MARCHANDISES MULTIMEDIA

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Application
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Abstract (en)
[origin: WO02054918A1] The invention relates to device for presenting goods, comprising a plate-shaped wall element (10) that is provided on its front face with receptacles (50, 60, 70) on which product carriers can be fastened. Said wall element (10) comprises at least one projection screen (80) and consists in at least the area of the projection screen (80) of a transparent material. At least one projector (90) projects motifs onto the back of the projection screens (80) that corresponds to the side of the wall element (10) facing away from the product carriers. The receptacles (50, 60, 70) for fastening the product carriers are located in the area of the projection screens (80).

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