

Title (en)
ADVERTISING MEDIUM

Title (de)
WERBETRÄGER

Title (fr)
SUPPORT PUBLICITAIRE

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Application
EP 04761913 A 20040913

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Abstract (en)
[origin: WO2005031682A1] The invention relates to a pneumatic advertising medium which comprises at least one pneumatic structural element (1). This structural element is vertically erect in the form of a column and the entire peripheral surface can be used as an advertising medium in the manner of an advertising pillar. At least three compression elements (3) distributed across the hollow body comprise at least one respective pair of traction elements (4) that are wound around the hollow body in the opposite direction and provide the column's flexural strength relative to the wind forces attacking the column from all directions. The compression elements (3) can for example be configured as dismountable elements, thereby simplifying their transport. They are either linked with a base plate (5) which in turn is linked with the support in a nonpositive fit or the column is secured by means of bracing wires that are anchored in the ground and fixed to the compression elements (3).

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See references of WO 2005031682A1

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