

Title (en)  
ADVERTISING TOWER

Title (de)  
WERBETURM

Title (fr)  
TOUR PUBLICITAIRE

Publication  
**EP 1789944 A2 20070530 (DE)**

Application  
**EP 05735863 A 20050310**

Priority  
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Abstract (en)  
[origin: WO2005109382A2] The invention relates to an advertising tower for posters to be rolled up and unrolled, said tower consisting of a drive, an inner cylinder, and an outer cylinder comprising a vertical strut. Said inner cylinder is embodied with bearing surfaces for the posters, said surfaces consisting of a transparent material. A turnstile comprising a vertical shaft provided with a pivot drive is arranged at the centre of the inner cylinder. Extension arms carrying receiving elements for poster drums, arranged between the inner cylinder and the outer cylinder, are applied to said shaft. The strut of the outer cylinder and the vertical shaft of the turnstile are arranged on a base plate used as a running surface for supporting and guide rolls. Said rolls are mounted on a cover plate sealing the advertising tower towards the bottom. Clamping devices are arranged on the strut of the inner cylinder, guiding the poster to the bearing surfaces of the inner cylinder. The advertising tower can be erected in a variable manner. The posters are uniformly directly laid on the inner cylinder without an air cushion, and the entire surface of the respective poster is pressed onto said cylinder. Normal paper with a weight of approximately 150 g/m<sup>2</sup> can be used for the posters, without special tear-proof plastic films.

IPC 8 full level  
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