

Title (en)

APPARATUS AND METHOD FOR SPECTATOR AMUSEMENT AND DIRECT MARKETING OF GOODS AND/OR SERVICES

Title (de)

VORRICHTUNG UND VERFAHREN FÜR ZUSCHAUERUNTERHALTUNG UND DIREKTVERKAUF VON WAREN UND/ODER DIENSTLEISTUNGEN

Title (fr)

APPAREIL ET PROCÉDÉ POUR LE DIVERTISSEMENT DES SPECTATEURS ET LA VENTE DIRECTE DE BIENS ET/OU DE SERVICES

Publication

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Application

**EP 09805296 A 20090809**

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Abstract (en)

[origin: WO2010016945A2] An apparatus for spectator amusement and direct marketing of goods and/or services. The apparatus comprises a support; a plurality of first generally cylinder-like structures of a first size, each structure being open at one end and closed at another and opposite end, being arranged side-by-side in a selected series along the support, and in a first generally uniform plane relative to one another; and a plurality of second generally cylinder-like structures of a second size, each structure being open at one end and closed at another and opposite end, and being arranged side-by-side in a selected series, each structure bridging and balancing between adjacent cooperating edges of one of the first structures at the open end thereof, the second structures being in a second generally uniform plane relative to one another, and the first and second planes being in relatively parallel relation to one another. At least one of the first structures contains a predetermined volume of a first selected liquid composition, and at least one of the second structures contains a predetermined volume of a second selected liquid composition. Upon application of a selected force in proximity to an inbound portion of the upper half of the second structure's closed end, the first of the second structures slides along adjacent cooperating edges of the first structure until it no longer bridges and balances between such edges, and drops into the second of the adjacent first structures, the second structure being contained by the first structure and being immersed in the first liquid composition housed therein. Upon sliding and dropping of the second structure into the first structure, an outbound edge of the second structure's closed end strikes an inbound portion of the upper half of the adjacent second structure bridging and balancing between adjacent cooperating edges of the second of the first structures at the open end thereof. The magnitude of the force applied when the second structure closed end strikes the inbound portion of the upper half of the adjacent second structure is sufficient to cause the second of the second structures to slide along adjacent cooperating edges of the successive first structures until it no longer bridges and balances between such edges, and drops into the third of the adjacent first structures. The second of the second structures is contained by the third of the first structures and is immersed in the first liquid composition housed therein, such that the successive sliding, striking and falling movements create a spectacle for a user's amusement and fun, and encourages the user to purchase more of the beverage contained therein.

IPC 8 full level

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