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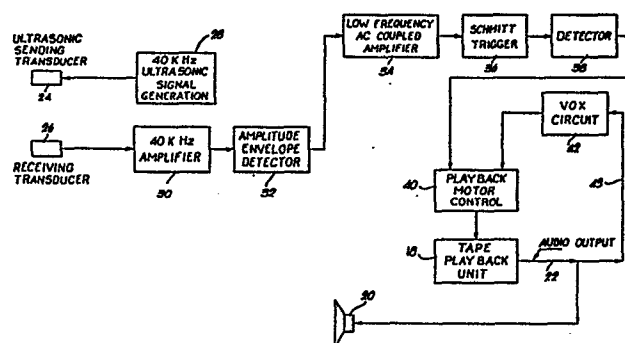
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54 **Point of purchase advertising system.**

57 A point of purchase advertising system is provided which senses the presence of a person in the vicinity of an advertising display and thereupon renders an appropriate advertisement such as a recorded verbal message of a visual or aural demonstration. In preferred forms, the overall apparatus includes an ultrasonic sensing circuit for detecting the approach of a potential customer, an advertisement giving device, typically an endless tape playback unit and a coupled speaker, and a controller for operation of the playback unit in response to detection of a customer. A voice operated relay circuit is advantageously coupled with the audio output of the playback unit and the playback controller, so that operation of the playback unit is maintained until the entire recorded advertisement has been given.





DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl. 4)
X	FR-A-2 009 553 (IMPULSREKLAM AB) * Figures 1,2; page 2, lines 15-40; page 3, lines 1-24; page 5, lines 1-9; page 6, lines 8-10 *	1,2	G 09 F 25/00
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A	FR-A-1 552 868 (ÉTABLISSEMENTS TRESCH) * Figures 1,2; page 1; page 2, left- hand column *	1-3	
A	FR-A-1 578 756 (PIETRYKA) * Figure 1; page 1, right-hand column; page 2, left-hand column *	1-3	
	---		TECHNICAL FIELDS SEARCHED (Int. Cl. 4)
A	US-A-4 023 151 (MARKHAM) * Figures 1,2,6; column 2, lines 10-59; column 3, lines 11-65 *	1-3	G 09 F

P,X	DE-A-3 221 271 (SÜDDEUTSCHE IMPORT- KELLEREIEN GmbH) * Figures 1,2; page 6 *	1,2	

The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 28-01-1985	Examiner ALLEN
CATEGORY OF CITED DOCUMENTS			
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	

