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## EUROPEAN PATENT APPLICATION

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54 **Display panel for advertising cards, usable in lifts.**

57 Display panel for advertising cards, usable in lifts, in which a housing (1), having hinged side parts (5 and 6), contains a transparent display panel (9) with slots (10) for accepting the advertising cards (11).

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The invention refers to an advertising means for fitting and continuous updating a visual communication message in the lifts cabs. The system, aiming at finding customers for firms and operators in general, proposes a new kind message carried out inside the buildings. The service can be proposed in different ways by the advertising agency that runs it to the building administrator in the form of an offer of contract which recognizes to building property the right of getting fixed rents or agreed in different ways as compensation of the given concession. This relationship, deriving from business connection between an advertising agency and a building property, has its natural employed field in the joint ownership in it in general are present subjects of greater interest for the advertising agency, and also because the management of such buildings turns out to be particularly burdensome. The possibility that the present advertising means offers to these properties of getting some credits against something to grant, which actually does not interfere with what is by them carried out, constitutes the incentive for the conclusion of a contract. In connection, the contract will be proposed by the advertising agency to the building administrator as a valid contribution to the management expenses of the same building. Therefore the advertising agency will have to pay a considerable part of the use rights to the building property, but will be in a position to offer to the users a more efficient selective service since brought inside the property of the, customers to acquire. The means grants many advantages since for the property, as already said, it represents the acquisition of an income without substantial disadvantages furthermore for the same, or in alternative for the flat users in the case of location, it enables to avail of a list of firms and operators of different kind which turn out to be accepted by the two parties or, at least, have been selected by the granting party. This selection, in connection with the possible service users, will be previously foreseen within precise rules fixed by the grant contract. For the advertising agency the present system allows to offer a service to which firms and operators of different kind can accede, but with specific features of competence and seriousness. Features which increase in its whole the efficiency of the advertising message. This message is carried out within an agreement with the property and in its same competence limits becomes in connection of a direct type and acquires a greater efficacy.

In a merely indicative version of the visual communication means is foreseen a contained body 1 with end parts 2 and 3 which can be fixed on the cab wall of the lift by passing means to be introduced into two pairs of bores 4. Said contained body is foreseen with side parts 5 and 6, at an

angle, mobile on hinges 7 and 8 enabling to close the containment part of a transparent displaying panel 9 with a set of slots 10 for cards 11 singularly bearing the names of different firms and operators and any other reference.

For the exhibiting body updating, by means of a small key to introduce into the part 12 of a lock foreseen for this purpose, the containment parts 5 and 6 are opened thus allowing the drawing of cards or however the intervention on the displaying panel 9. As it is thus possible to accede to its openings 13 it can be carried out the required removings or insertions of cards 11 and the contained body is then closed.

Alternatively, an audiovisual device or only visual device can be foreseen in the lift cab, with a panel display transmitting a program on magnetic tape, or anything else in connection with reference to the users advertising message. In a further version, a magnetic recording device is foreseen in the lift cab for transmitting a program prepared in advance on tape or anything else in this connection referred to the users adverting message.

An execution form shown as a merely indicative example of the system, and therefore not limiting of the same, is illustrated in the drawings of Table 1. With reference to this one, fig. 1 is a perspective view of the opened contained body with a partially inserted card to point out the use methodology of the means. Fig. 2 is view of cross section of the closed contained body to point out the containment function of the parts 5 and 6 which, in this condition, preclude the access to the openings 13 thus avoiding tampering. Fig. 3 is a view of the closed exposer. Fig. 4 is a particular of longitudinal section to enable to observe the closed position of the exposer obtained by the contemporary advancement of the pins 14 of the lock 15.

The present advertising system can be carried out within the use of all visual and audiovisual communication equipments. The means can then be connected and integrated in different ways with other ones according to the different operative requirements.

## Claims

1. Displaying panel for advertising card usable into lifts, characterized by the fact that it foresees between the building property and an advertising agency a contract granting the use of the lift cab or cabs of the same building for fitting in them visual communication means with identified and described datas of activities developed by firms and operators interested in putting themselves at disposal of the building lodgers and to carry out proper updating in connection with the relevant underwritten

users contracts. In the principle version it is used a contained body (1) with end parts (2 and 3), fixed with means passing into bores (4), which foresees two side parts (5 and 6) mobile on hinges (7 and 8) for containing a transparent displaying panel (9) with slots (10) for cards (11) containing the advertising information. 5

2. Displaying panel for advertising card usable into lifts, as in claim 1), characterized by the fact that for its updating, the containing parts (5 and 6) are opened by means of a key introduces into the part (12) of a special lock. Thus enabling any intervention on the displaying panel (9). As it is thus possible to accede to its openings (13), the required removals and/or insertions of cards (11) are carried out and then the contained body (1) is closed again. 10  
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3. Displaying panel for advertising card usable into lifts, characterized by the fact that instead of a contained body (1) it can be foreseen an audiovisual or only visual device fitted in the lift cab which transmits a program registered on a magnetic tape. 25

4. Displaying panel for advertising card usable into lifts, characterized by the fact that instead of a contained body (1) it can be foreseen a magnetic recording device fitted into the lift cab to transmit a program prepared in advance on a tape referred to an advertising message. 30  
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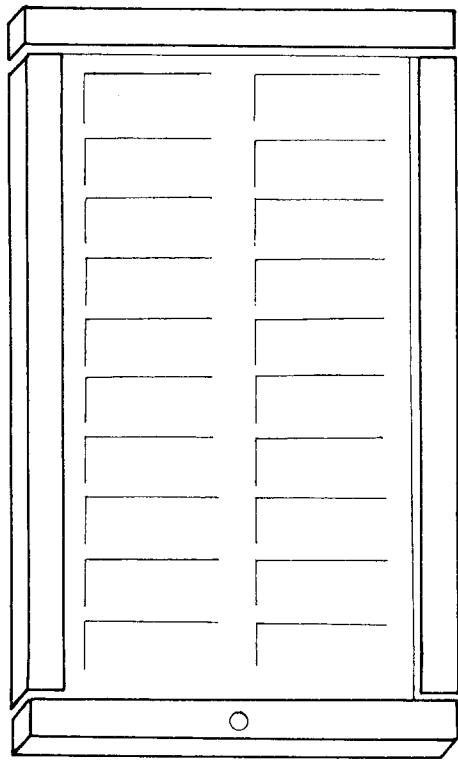
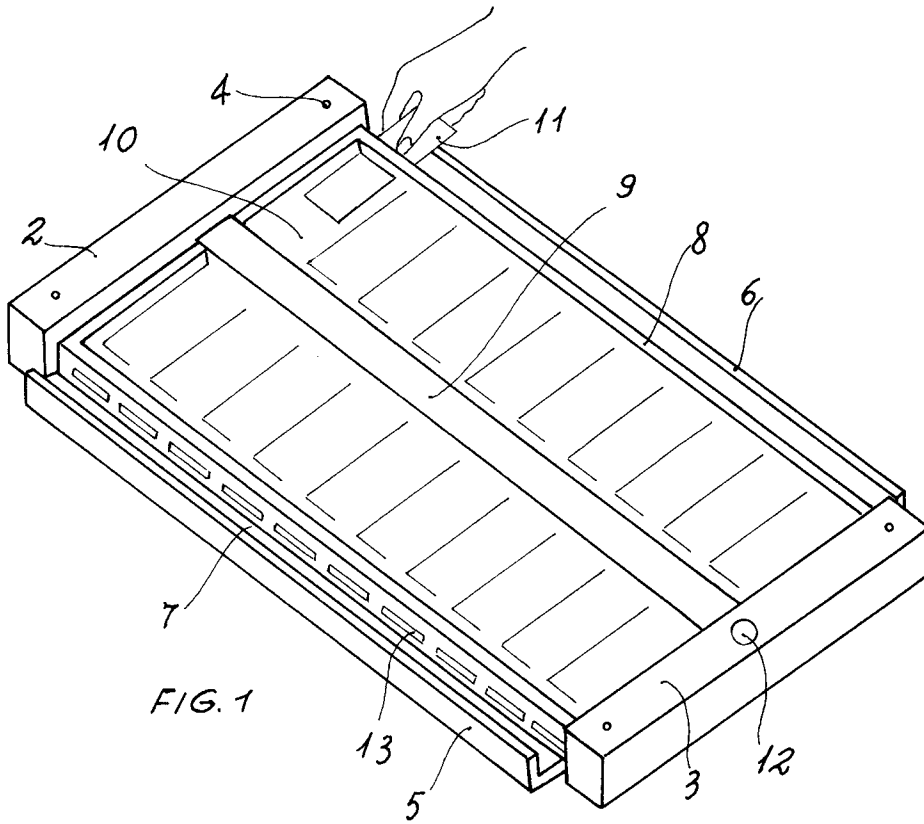


FIG. 3

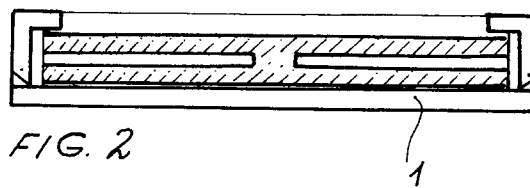


FIG. 2

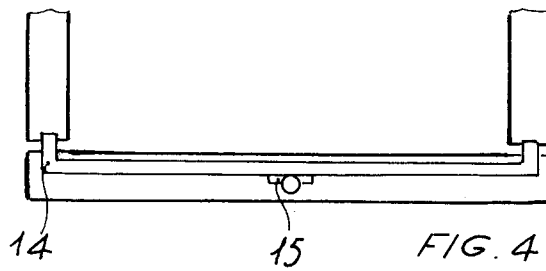


FIG. 4



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**PARTIAL EUROPEAN SEARCH REPORT**  
which under Rule 45 of the European Patent Convention  
shall be considered, for the purposes of subsequent  
proceedings, as the European search report

Application number

EP91106902

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. 8)
A	EP-A-150683 (STUDIO 2 ERRE S.R.L.) * whole document *	1,2	G09F3/20 G09F1/12 G09F23/00
A	CH-A-32536 (NIEDERMAYER) * whole document *	1,2	
			TECHNICAL FIELDS SEARCHED (Int. Cl. 8)
			G09F
<b>INCOMPLETE SEARCH</b>			
<p>The Search Division considers that the present European patent application does not comply with the provisions of the European Patent Convention to such an extent that it is not possible to carry out a meaningful search into the state of the art on the basis of some of the claims.</p> <p>Claims searched completely: -            Claims searched incompletely: 1,2            Claims not searched: -            Reason for the limitation of the search:  <b>Material contrary to Art 52(2) (c) has been ignored.</b></p>			
Berlin	Place of search	Date of completion of the search 23.11.1991	Examiner TAYLOR, P.I.
CATEGORY OF CITED DOCUMENTS		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	
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			



### CLAIMS INCURRING FEES

The present European patent application comprised at the time of filing more than ten claims.

- All claims fees have been paid within the prescribed time limit. The present European search report has been drawn up for all claims.
- Only part of the claims fees have been paid within the prescribed time limit. The present European search report has been drawn up for the first ten claims and for those claims for which claims fees have been paid,  
namely claims:
- No claims fees have been paid within the prescribed time limit. The present European search report has been drawn up for the first ten claims.

### LACK OF UNITY OF INVENTION

The Search Division considers that the present European patent application does not comply with the requirement of unity of invention and relates to several inventions or groups of inventions.

namely:

1. Claims 1,2: Display panel for advertising in lifts using withdrawable cards.
2. Claim 3: Display panel using audiovisual or purely visual device presenting information from a magnetic tape.
3. Claim 4: Display panel using magnetic recording device of unspecified type.

- All further search fees have been paid within the fixed time limit. The present European search report has been drawn up for all claims.
- Only part of the further search fees have been paid within the fixed time limit. The present European search report has been drawn up for those parts of the European patent application which relate to the inventions in respect of which search fees have been paid,  
namely claims:
- None of the further search fees has been paid within the fixed time limit. The present European search report has been drawn up for those parts of the European patent application which relate to the invention first mentioned in the claims.

namely claims: 1, 2