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(12) # EUROPEAN PATENT APPLICATION

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(54) **Advertising and promotional vehicle.**

(57) A mobile and stationary advertisement and promotional vehicle;
it has upto 5 large screens so that members of the viewing public are able to view it, whilst it is stationery or mobile.
It is able to be seen during the day or at night.
It has its own electricity generator so that all the equipment on board the vehicle operates when there are no external power supplies available.
Entrance into the vehicle can be gained by opening the entry port.
The entry port allows the driver to open the swing door. Incorporated into the swing door is the translucent and viewing screen. Above the translucent and viewing screen 3 is speaker 3.
The vehicle is able to operate for a long duration.
The vehicle also contains an air conditioning system.

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This invention relates to a mobile and stationery advertisement and promotional vehicle.

The van is built with up to five screens, two on both sides of the vehicle and one screen at the back of the vehicle. The screens are translucent. The picture on screens 1,2,4, and 5 comes from powerfull projectors being pointed at a mirror. These mirrors reflect the image on to the translucent screen so that the viewing public is able to see it in the streets or at trade shows. Projector 3 operates on a straight line projection directly on to the translucent and veiwing screen, located in the swing door. Also incoporated in the swing door is speaker 3. The image on the screens come from repeat video cassette recorders that is located in the cab of the vehicle.

The vehicle also has sound, this is also controlled from within the cab of the vehicle from the stereo amplifier. This allows for those viewing the screens to also hear what they see.

The vehicle cab contains one TV monitor , so that the driver is aware of what is going on, on the screens when it is stationery or mobile. The TV monitor will be turned away from the driver so that the driver is unable to see it visually or from any reflection whilst the vehicle is in motion in compliance with the law. The driver will only be able to hear it. If there is a problem, the driver will be able to park at a secured area, switch off the engine and investigate the problem.

Members of the public will be able to see the image on the screens, both at day and night.

The vehicle also contains air conditioning systems to allow for maximum protection of the equipments on board the vehicle. The air conditioning system will be placed on the roof of vehicle, between the cab and the body of the vehicle, or on the floor of the vehicle: this is yet to be determined.

The vehicle contains a receiver that is able to receive signals from television station. This allows for transmission of pictures received to be transmitted within twenty minutes to the viewing public. It is able to transmit live news, programmes or urgent and emergency warnings.

The power to supply all the electrical equipments within the vehicle come from its internal generator. This generator will be located under the body or in the body of the vehicle, this is yet to be determined. The generator is powered by an extra fuel tank added to the vehicle

The vehicles purpose is for advertisement and promotion. It will be driven on the roads for mobile advertisement and promotion so that members of the public are able to see it. It will also be stationery so that those close to it are also able to see what is being shown.

FIG 1 Shows the internal body of the vehicle

No. 1 Speaker no.2

NO. 2 Video projector no.2

No. 3 Video projector no.3

No. 4 Speaker no.3. This speaker is located at the back above the viewing screen, it is located within the swing door.

No. 5 This is speaker no.2. It is located on the left side of the body above the viewing screen no.2

No. 6 This is translucent and viewing screen no.3

No. 7 This is translucent and viewing screen no.2

No. 8 This is video projector no.1. Its beam is directed at mirror no.1, which in turn reflect the image onto translucent and viewing screen 1.

No. 9 This is translucent and viewing screen no.1

FIG 2 SHOWS THE EQUIPMENTS IN THE CAB OF THE VEHICLE. IT ALSO SHOWS THE INTERNAL BODY OF THE VEHICLE

No. 1 Repeat VCR. This allows for all the picture to be shown on the translucent and viewing screen to be inserted into the VCR.

No. 2 Stereo amplifier. This allows for the control of the sounds above the viewing screens.

No. 3 Small VCR. This allows for signals to be taped from the TV receiver and then to be inserted into the main VCR No.1 for transmission.

No. 4 TV monitor allows the driver to hear what is going on, on the screens.

No. 5 Reflector mirror no.4. This reflects the image from no.5 projector onto translucent and viewing screen no.5.

No. 6 Reflector mirror no.1. This reflects the image from no.1 projector onto translucent and viewing screen no.1.

no. 7 Projector no.5. This is pointed at mirror no.4 which reflects the image onto translucent and viewing screen no.5.

No. 8 Reflector mirror 2. It takes its image from profector 2 and reflects it onto translucent and viewing screen 2.

No. 9 Reflector mirror 3. It takes its image from projector no.4 and reflects it onto translucent and viewing screen 4.

No.10 Projector 4. This is pointed at reflector mirror 3 which reflects the

image onto translucent and viewing screen 4.

FIG 3 SHOWS THE REFLECTOR MIRRORS GENERATOR AND SWING DOOR

No.1 Reflector mirror 4
No.2 Electricity generator. This powers the complete equipments on the vehicle.
No.3 Reflector mirror 1
No.4 Reflector mirror 3
No.5 Reflector mirror 2
No.6 Swing door. The door operates on a swing up and down system. It allowes for access to the vehicle. Incorporated in the door is translucent and viewing screen 3 and speaker 3.
No.7 Speaker 3

FIG 4 SHOWS THE GENERAL WORKING VIEW OF THE VEHICLE

FIG 5 SHOWS THE GENERAL WORKING VIEW OF THE VEHICLE AND HOW THE IMAGES ARE REFLECTED.

No.1 Main repeat video cassette recorder (VCR)
No.2 Small VCR to receive and tape transmission on
No.3 Reflector mirror 1
No.4 Stereo amplifier
No.5 TV monitor
No.6 Translucent and viewing screen 1
No.7 Projector 2
No.8 Projector 1
No.9 Translucent and viewing screen 2
No.10 Reflector mirror 2
No.11 Translucent and viewing screen 3
No.12 Translucent and viewing screen 4
No.13 Reflector mirror 3
No.14 Projector 5
No.15 Projector 4
No.16 Reflector mirror 4
No.17 Translucent and viewing screen 5
No.18 Body of Vehicle
No.19 Cab of vehicle
No.20 Electricity generator
No.21 Projector 3. This projector has no reflector mirror, it operates on a straight line projection. The Image from the projector is directed at the translucent and viewing screen 3, which is incorporated in the swing door.
No.22 Beam of projection
No.23 Beam of projection

FIG 6 SHOWS ALL THE SIDES OF THE VEHICLE

No.1 Small VCR
No.2 Main repeat video cassette recorder(VCR)
No.3 Stereo amplifier
No.4 TV monitor
No.5 Speaker 1
No.6 Reflector mirror 1
No.7 Translucent and viewing screen 1
No.8 Projector 1
No.9 Projector 5
No.10 Translucent and viewing screen 2
No.11 Reflector mirror 2
No.12 Translucent and viewing screen 3
No.13 Speaker 2
No.14 Reflector mirror 3
No.15 Speaker 3
No.16 Translucent and viewing screen 4
No.17 Speaker 4
No.18 Projector 3
No.19 Projector 4
No.20 Projector 2
No.21 Speaker 5
No.22 Translucent and viewing screen 5
No.23 Reflector mirror 4

FIG 7 SHOWS LOOKING DOWN ON THE VEHICLE

No.1 TV monitor
no.2 Stereo amplifier
No.3 Main repeat VCR
No.4 Small VCR for receiving signals
No.5 Translucent and viewing screen 5
No.6 Translucent and viewing screen 4
No.7 Translucent and viewing screen 3
No.8 Translucent and viewing screen 2
No.9 Translucent and viewing screen 1

FIG 8 SHOWS THE OUTER SIDE OF THE VEHICLE

No.1 Translucent and viewing screen 4
no.2 Speaker 4
No.3 Speaker 5
No.4 Translucent and viewing screen 5

FIG 9 SHOWS THE VEHICLE IN STREET CONDITION

FIG 10 SHOWS THE FRONT OF THE VEHICLE

FIG 11 SHOWS THE VEHICLE IN PARKED CONDITION

No.1 Entry port to open the swing door
No.2 Speaker 3
NO.3 Translucent and viewing screen 3
No.4 Translucent and viewing screen 2
No.5 Translucent and viewing screen 1
No.6 Speaker 2
No.7 Speaker 1

FIG 12 SHOWS VEHICLE IN ROAD CONDITION WITH ADVERTISEMENT ON IT

FIG 13 SHOWS VEHICLE WITH BOTH SWING DOORS AND ENTRY PORT OPEN

No.1 Safety rail. So that driver can enter the body of the vehicle with total safety.

No.2 Entry port in open position
No.3 Swing door in open position

FIG 14 SHOWS DIFFERENT SIDES OF THE VEHICLE

No.1 Left side of vehicle
No.2 Right side of Vehicle
No.3 Back of vehicle
No.4 Front of vehicle

FIG 15 SHOWS FRONT OF VEHICLE

FIG 16 SHOWS BACK OF VEHICLE WITH ITS REAR PROJECTION ADVERTESEMENT

FIG 17 SHOWS VEHICLE IN STREET CONDITION

FIG 18 SHOWS VEHICLE IN PARKED CONDITION

FIG 19 SHOWS VEHICLE IN FLEET OF THREE WITH ADVERTISEMENT

FIG 20 SHOWS VEHICLE WITH ENTRY PORT AND SWING DOOR OPEN AND BLANK SCREENS

No.1 Swing door to gain entry so that equipment can be serviced
No.2 Entry port to open swing door
No.3 Safety rail so that driver may gain entry with total safety.

FIG 21 SHOWS THE SWING DOOR REAR TRANSLUCENT AND VIEWING SCREEN 3 AND SPEAKER 3

The vehicle will be driven on the streets for long preiods of time, in some cases over 21 hours per day.

It is able to operate in sun light so that members of the public are able to see advertisements or promotional products or services on it.

It will be used at trade shows, products and service launches and many other functions.

It is able to adapt so that it receives its power from the main electricity point in any building, rather than its own generator. Its internal generator is there so that it can operate the screens when the vehicle is in motion or when there is no supply of electricity near by.

The vehicle will take advertisements simular to what is shown on TV and in the cinama or video.

The vehicle also has a ladder to allow those who want to enter, to climb up it and enter the entry port. There is also an internal ladder: this is protected by a safety rail.

Claims

1. This invention is a mobile and stationery advertisement and promotional vehicle.

2. It can be seen night and day by members of the public. It has upto 5 large screens which are easly viewed by the public.

3. It works on a system of back projection. The image is projected on to the reflector mirror 1,2,4,and 5. The mirror directs the image onto the translucent and viewing screens so that the viewing public are able to see it.

4. The Image is obtained from the VCR which is located in the cab of the vehicle.

5. The vehicle also has a stereo amplifier so that those watching the screens are able to hear what they are seeing.

6. The vehicle can operate from its own internal generator or be pluged in to external main supplys.

7. Promotions or advertisements showing on the screens can come from the main video cassette recorder or from the TV directly.

8. Information, promotion, advertisement, commentries, can be fed live to the screens for immediate viewing.

9. The vehicle contains a TV receiver so that whilst the main VCR is showing advertisement or promotion, the small VCR can record news or urgent warnings to be transmitted to the viewing public within a short time.

10. Projector 3 operates on a straight line projection, directly on to translucent and viewing screen, located in the swing door. Also incorporated in the swing door is speaker 3.

11. Above all of the translucent and viewing screens, there is a speaker, so that the public can hear what they are watching.

12. The vehicle contains an air conditioning system so that inside the body of the vehicle is kept at a safe level to protect the equipments.

13. The swing door can only be opened by opening the entry port and entering the body of the vehicle. The swing door is opened internally rather than externally.

14. The entry port can be reached by a ladder attached to the side of the vehicle.

15. There is also a ladder inside the vehicle which is protected by a safety ladder rail.

16. The vehicle generator power is supplied by an extra fuel tank attached to the vehicle.

Fig 1

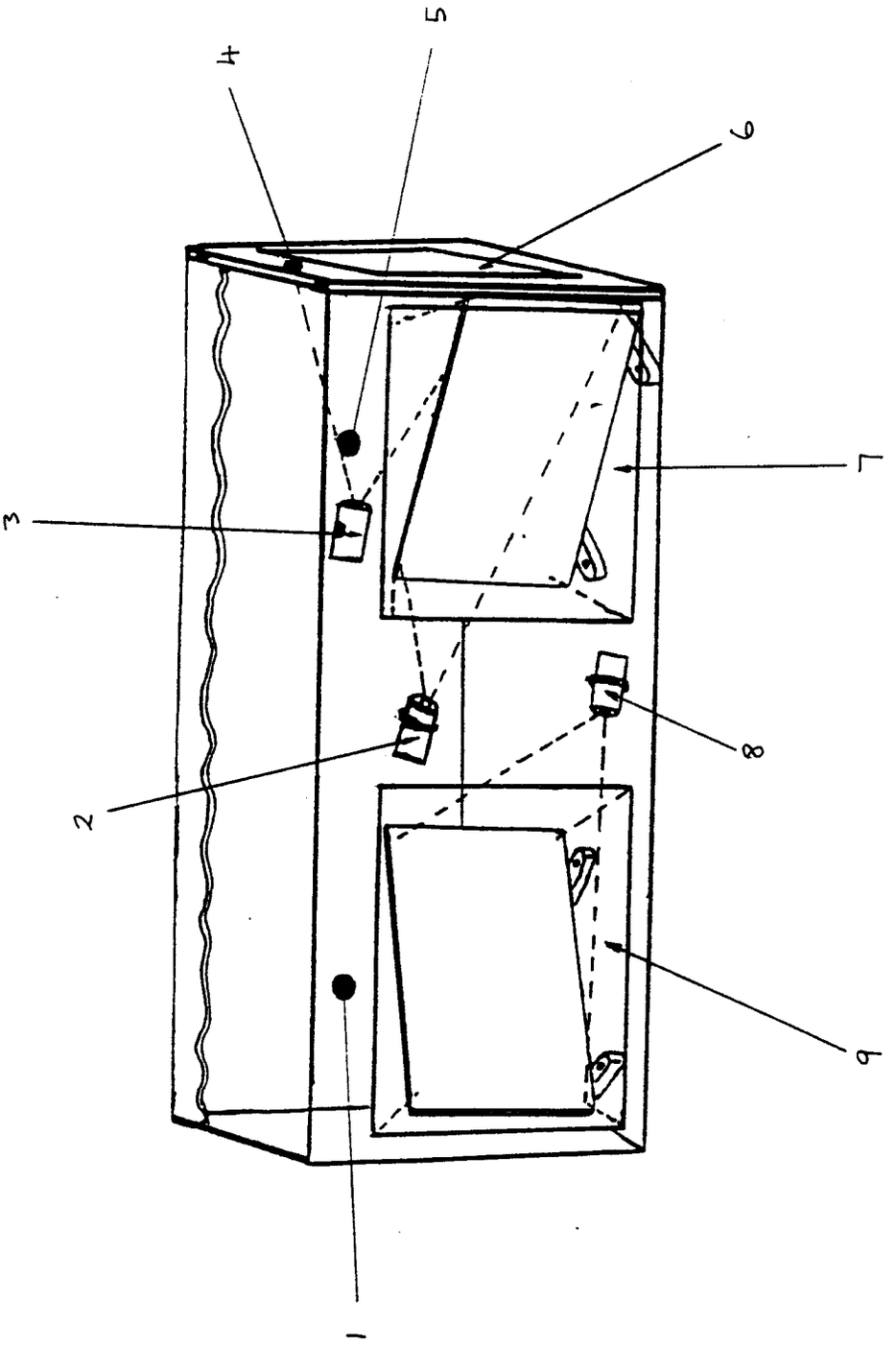


Fig 2

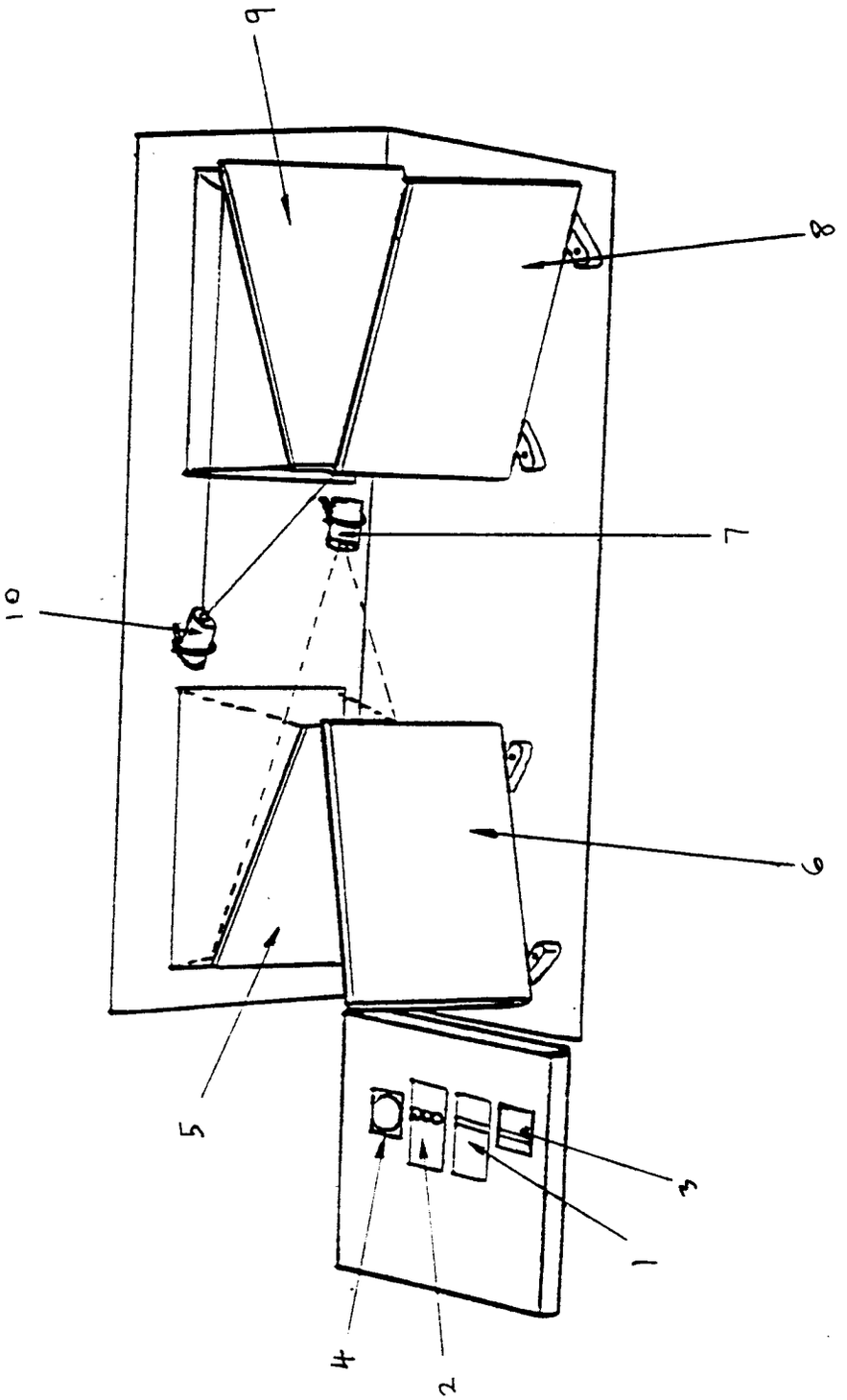


Fig 3

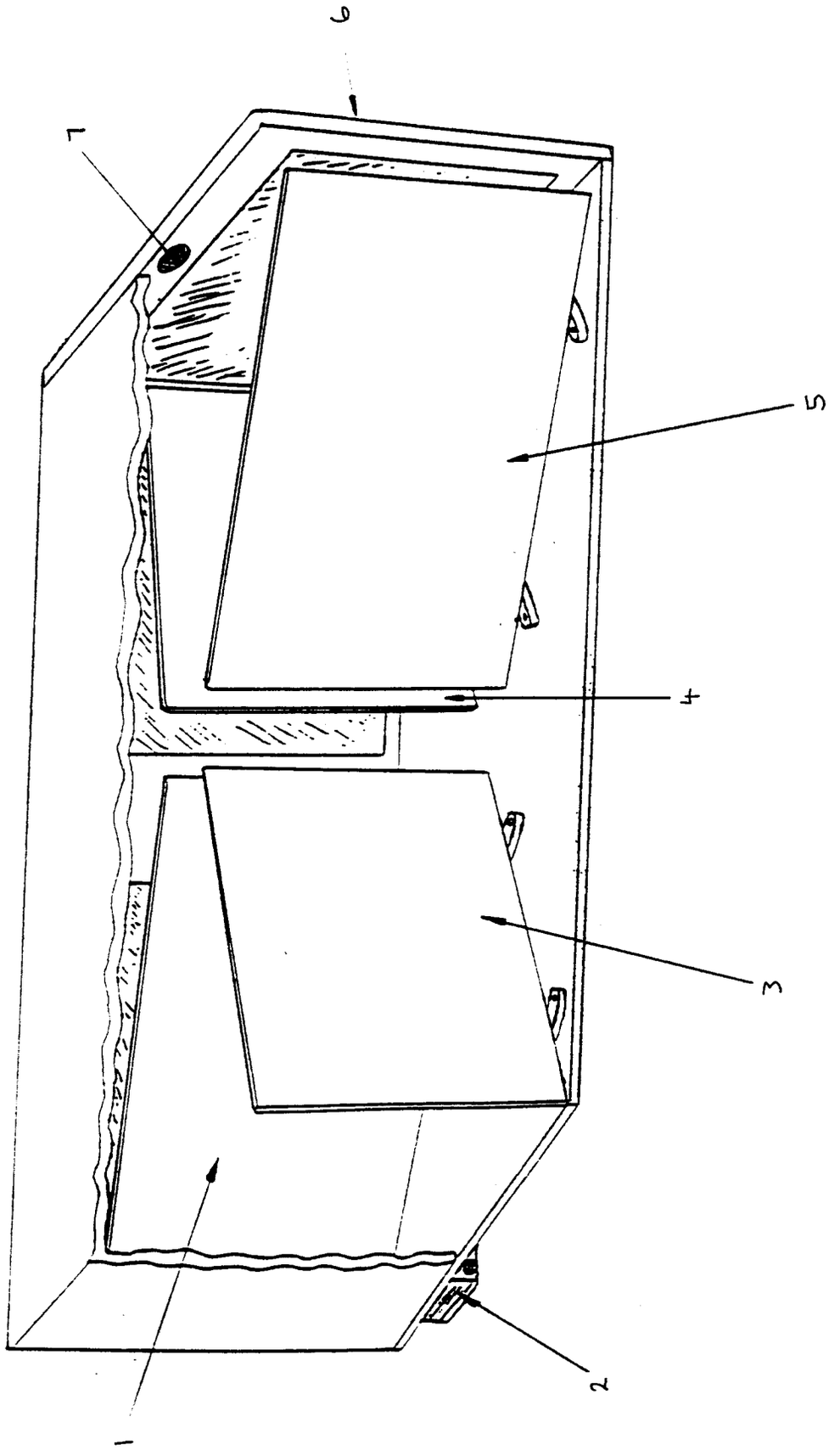
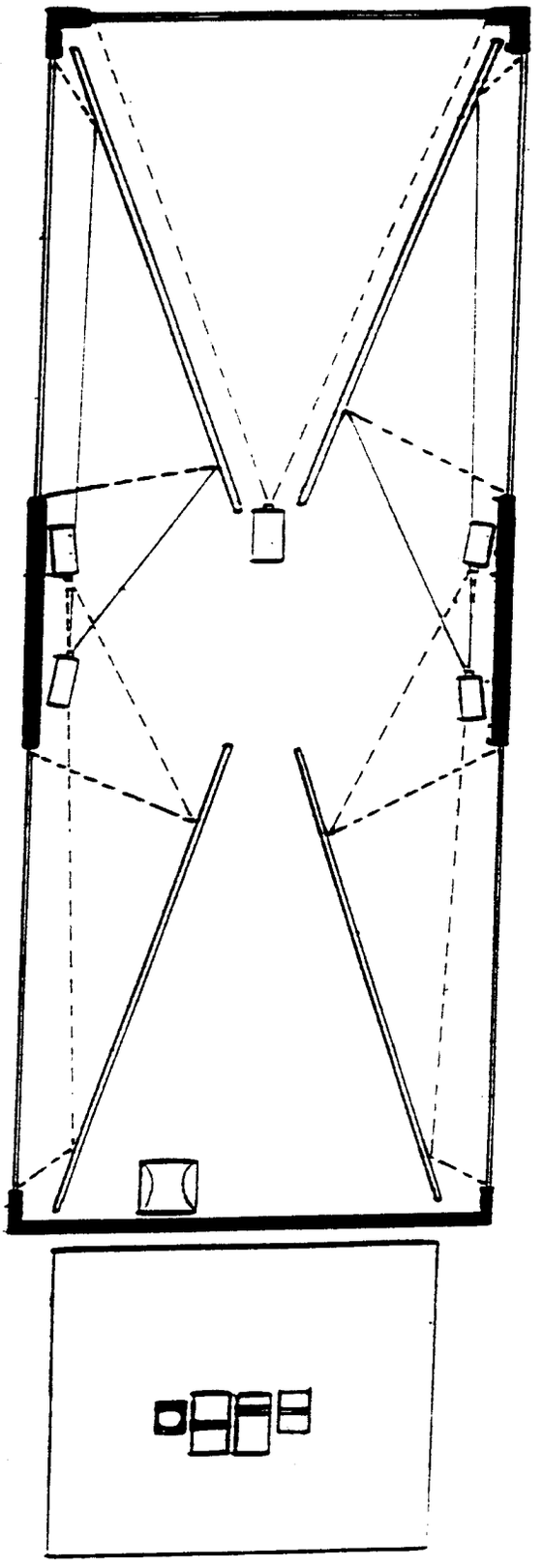


Fig 4



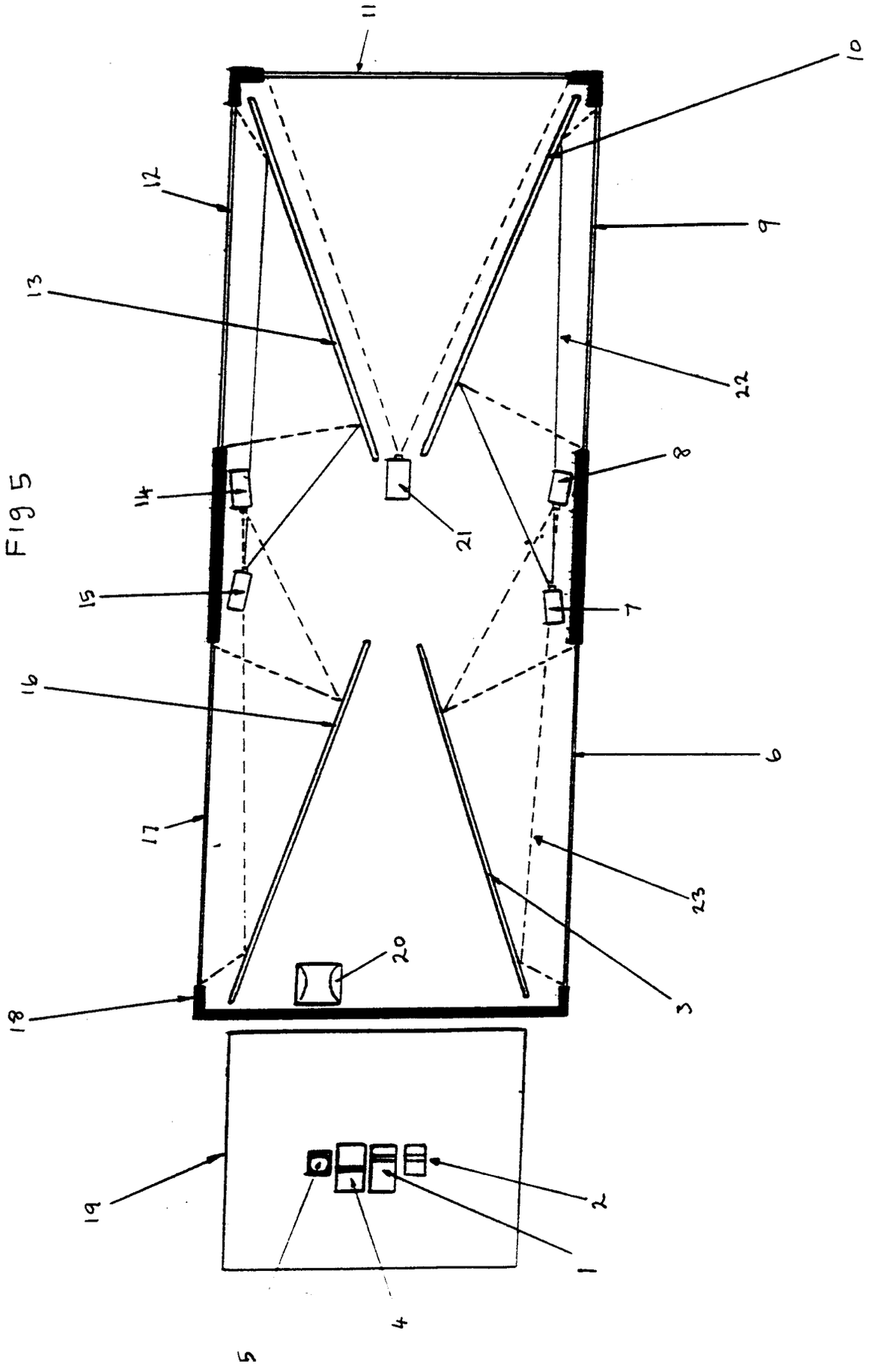


Fig 5

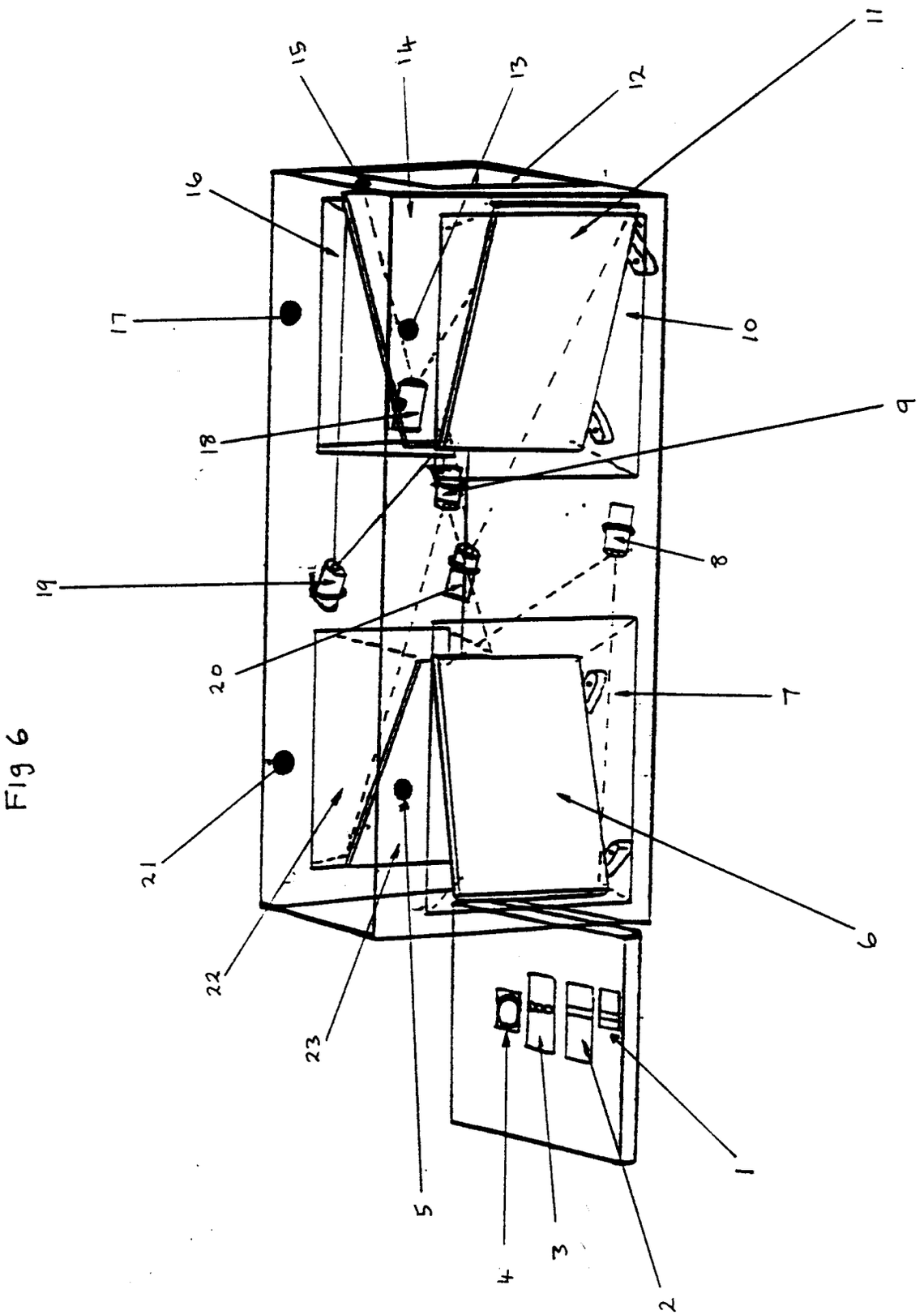
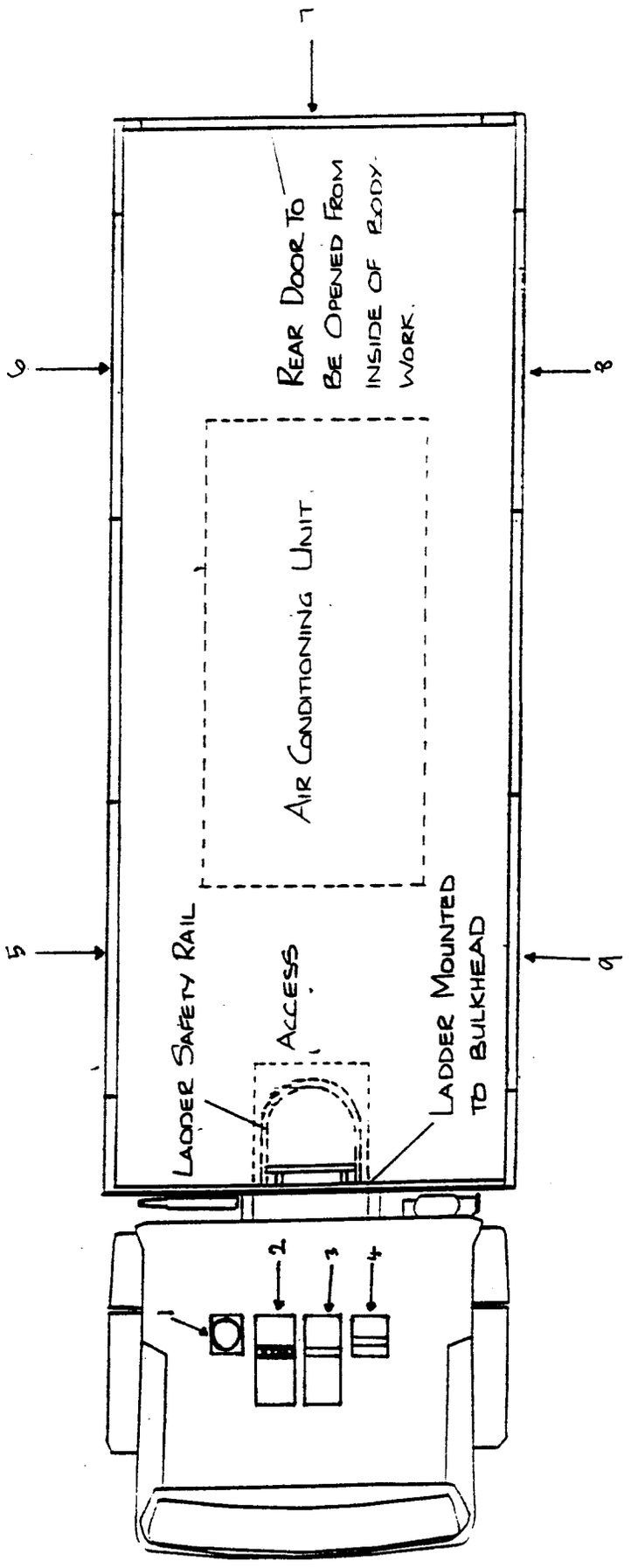


Fig 6

Fig 7

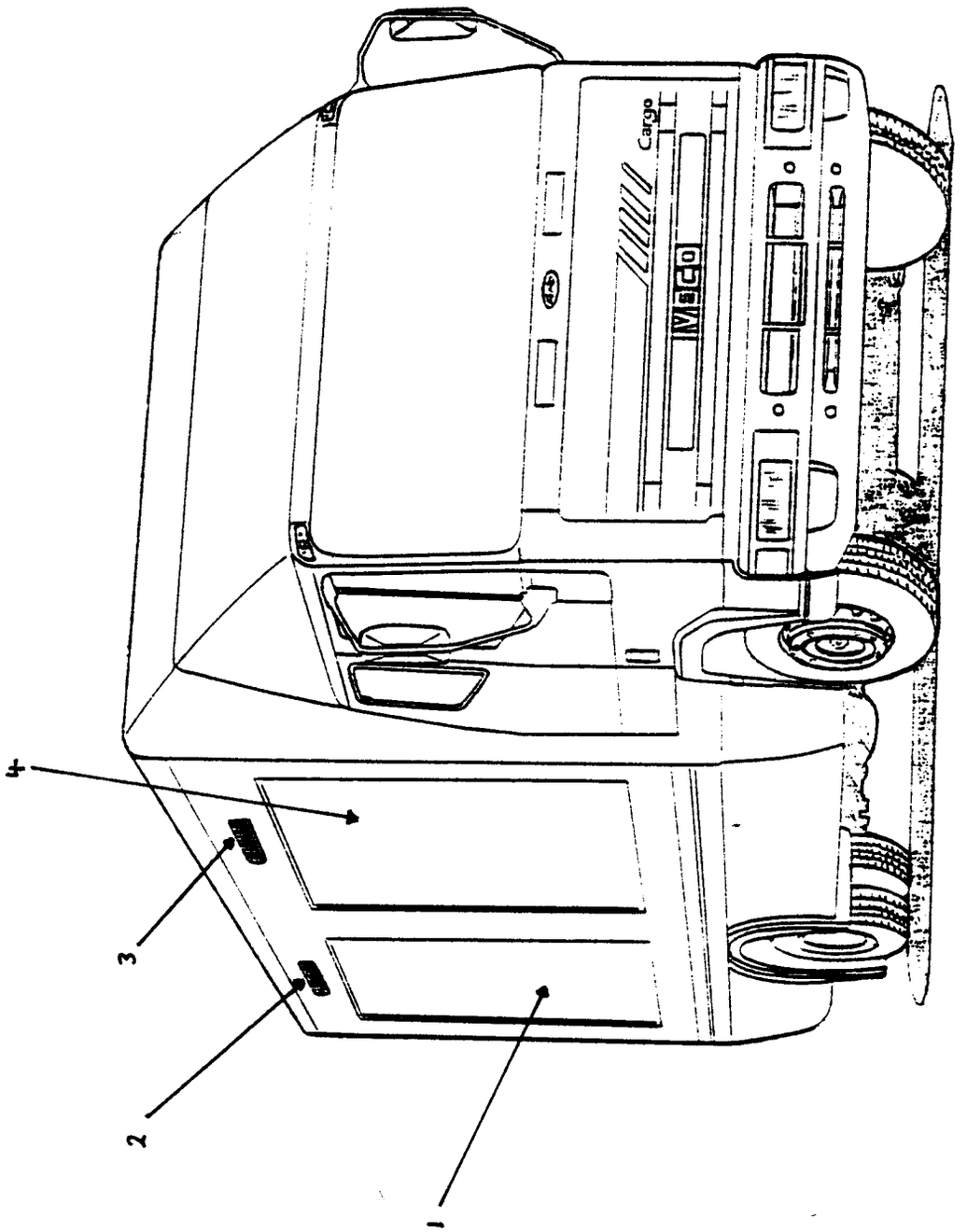


Plan View With Roof Panel Removed

Mirror Frames & Projectors To Be Fitted To Vehicle Floor. Rubber Mounted To Eliminate Vibration When Travelling

Exact Position & Size Of Mirrors & Projectors To Be Determined.

Fig 8



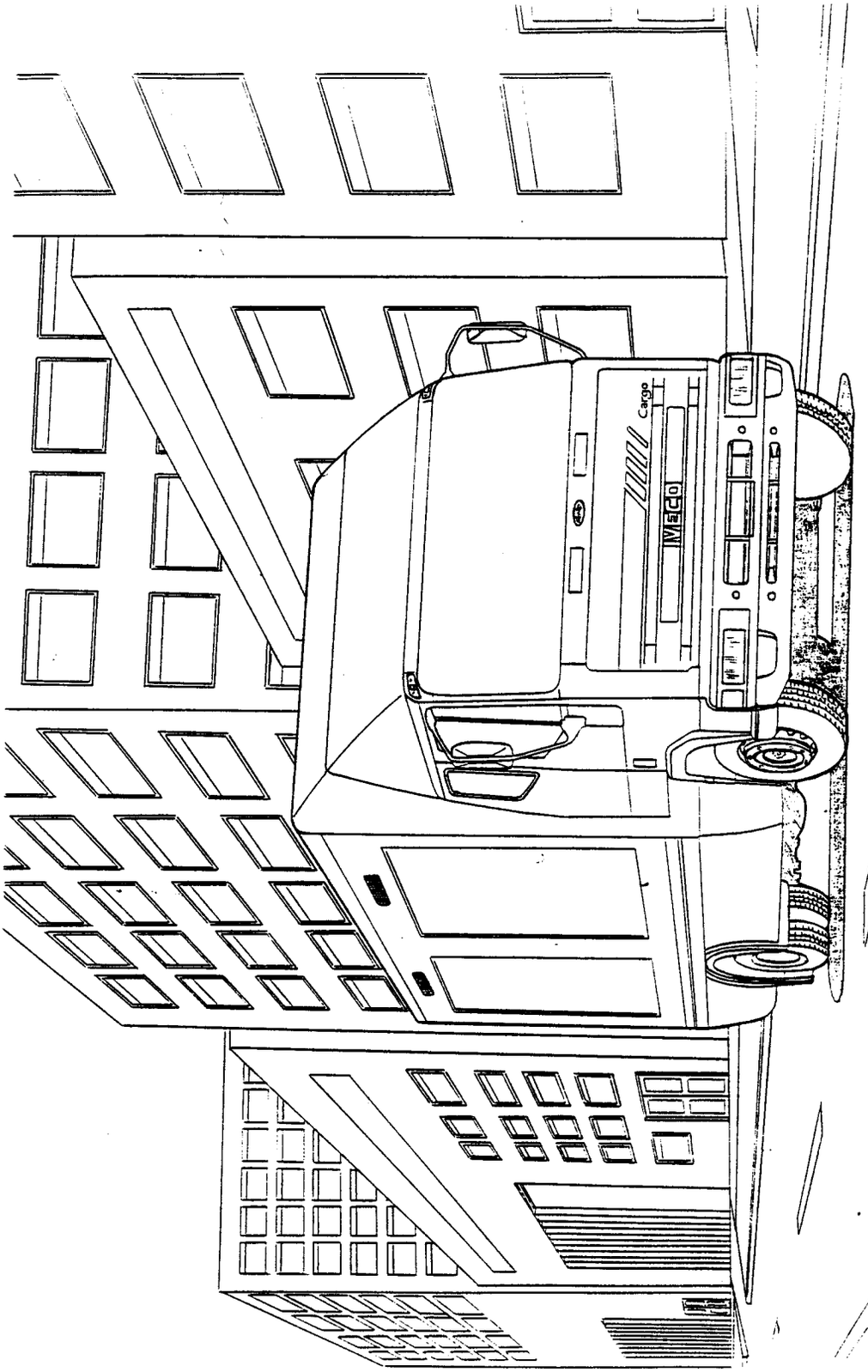


Fig 9

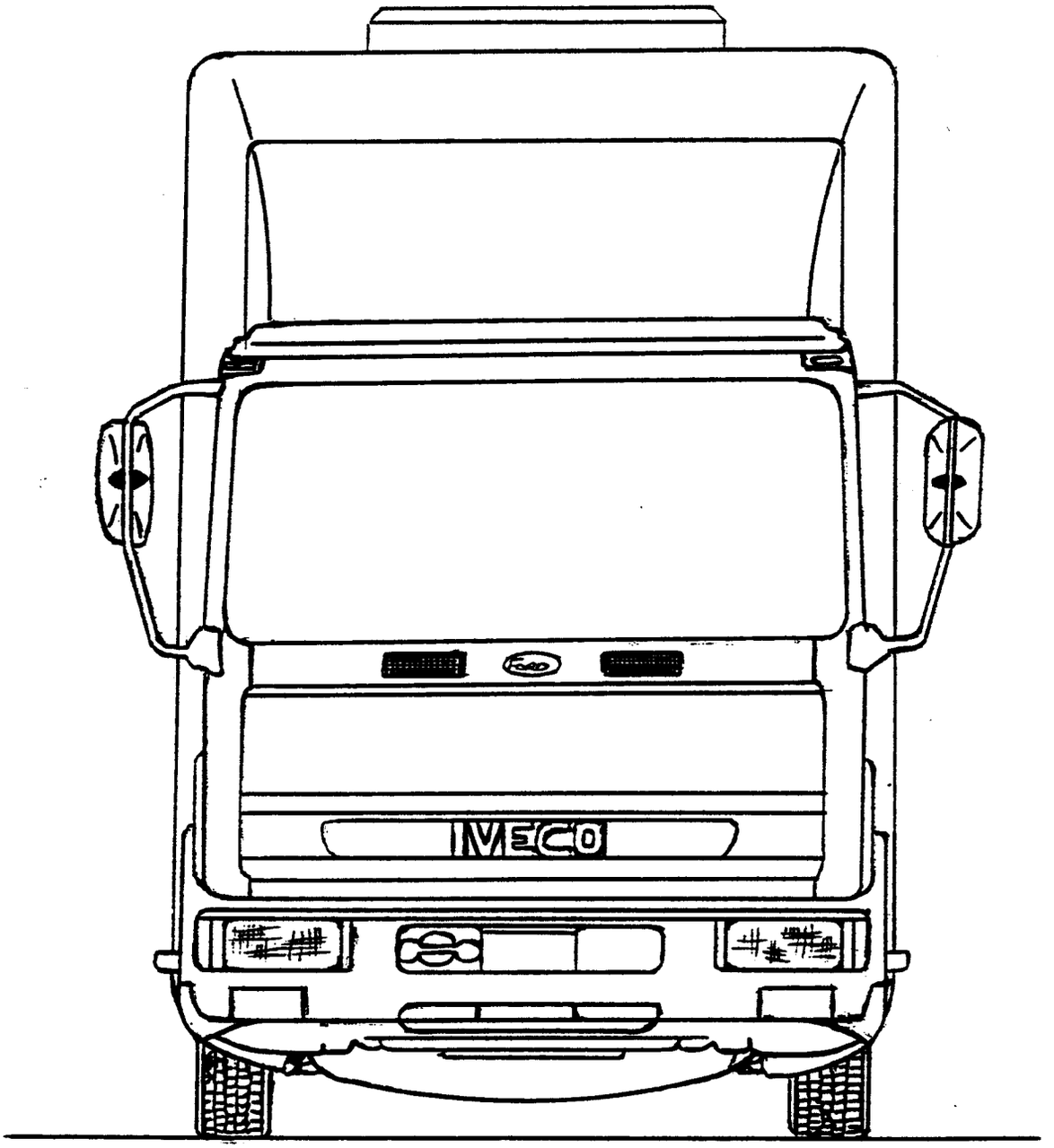


Fig 10

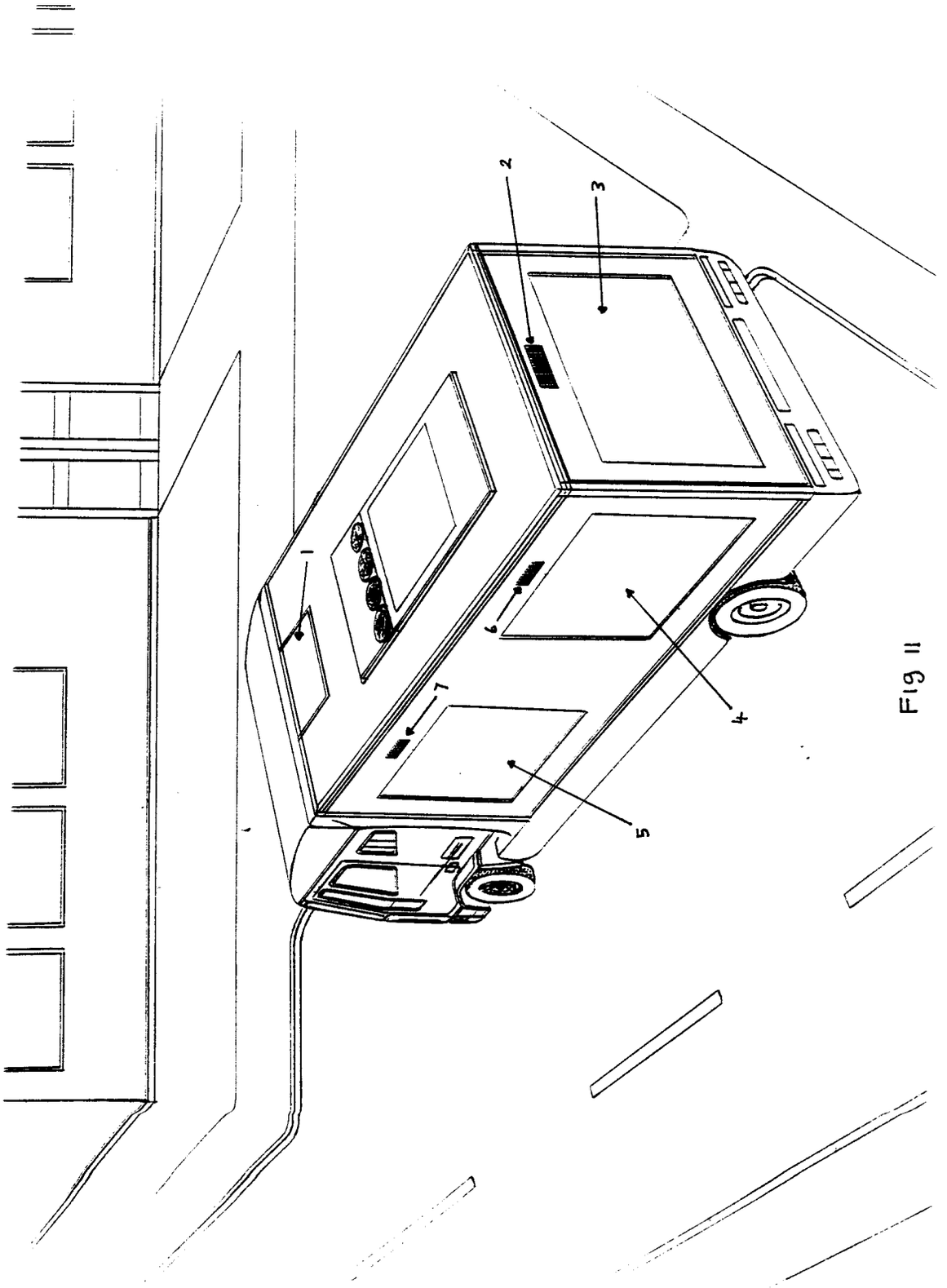
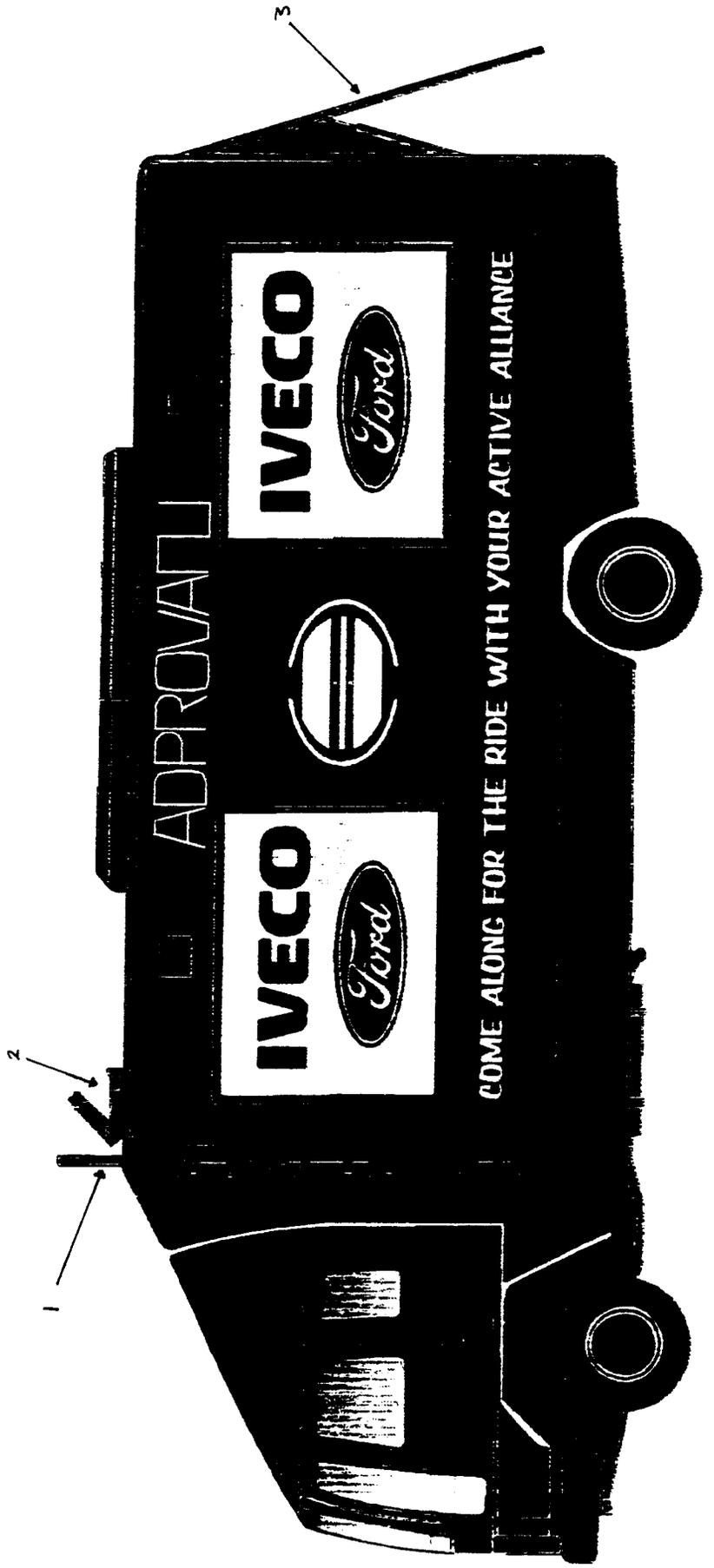


Fig 11


IVECO
IVECO
COME ALONG FOR THE RIDE WITH YOUR ACTIVE ALLIANCE
IVECO
ADPRO1

Fig 12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COME ALONG FOR THE RIDE WITH YOUR ACTIVE ALLIANCE

Fig 13

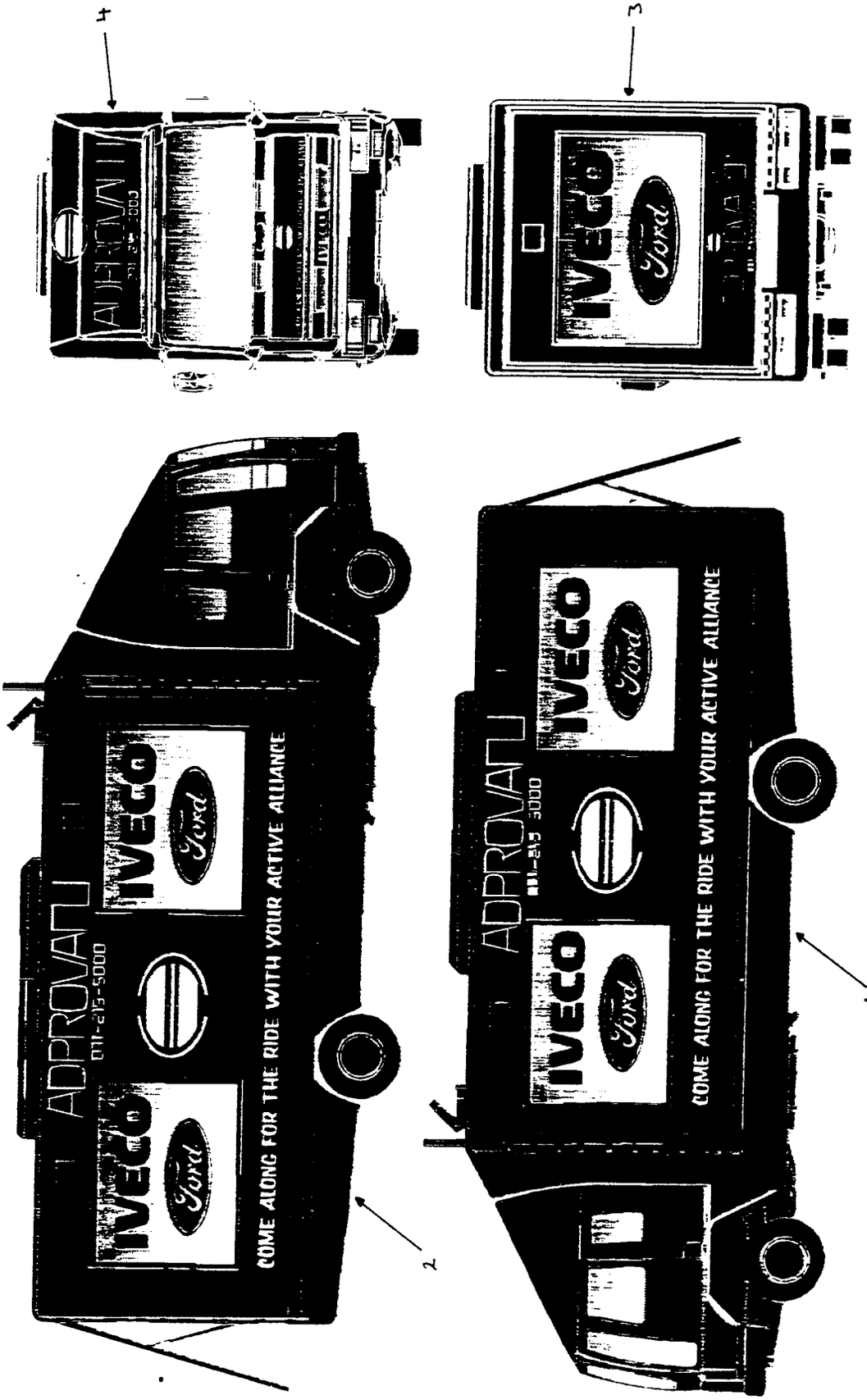
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Fig 14


ADPROVAFLI
071-215-5000
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IVECO

Fig 15

Fig 16

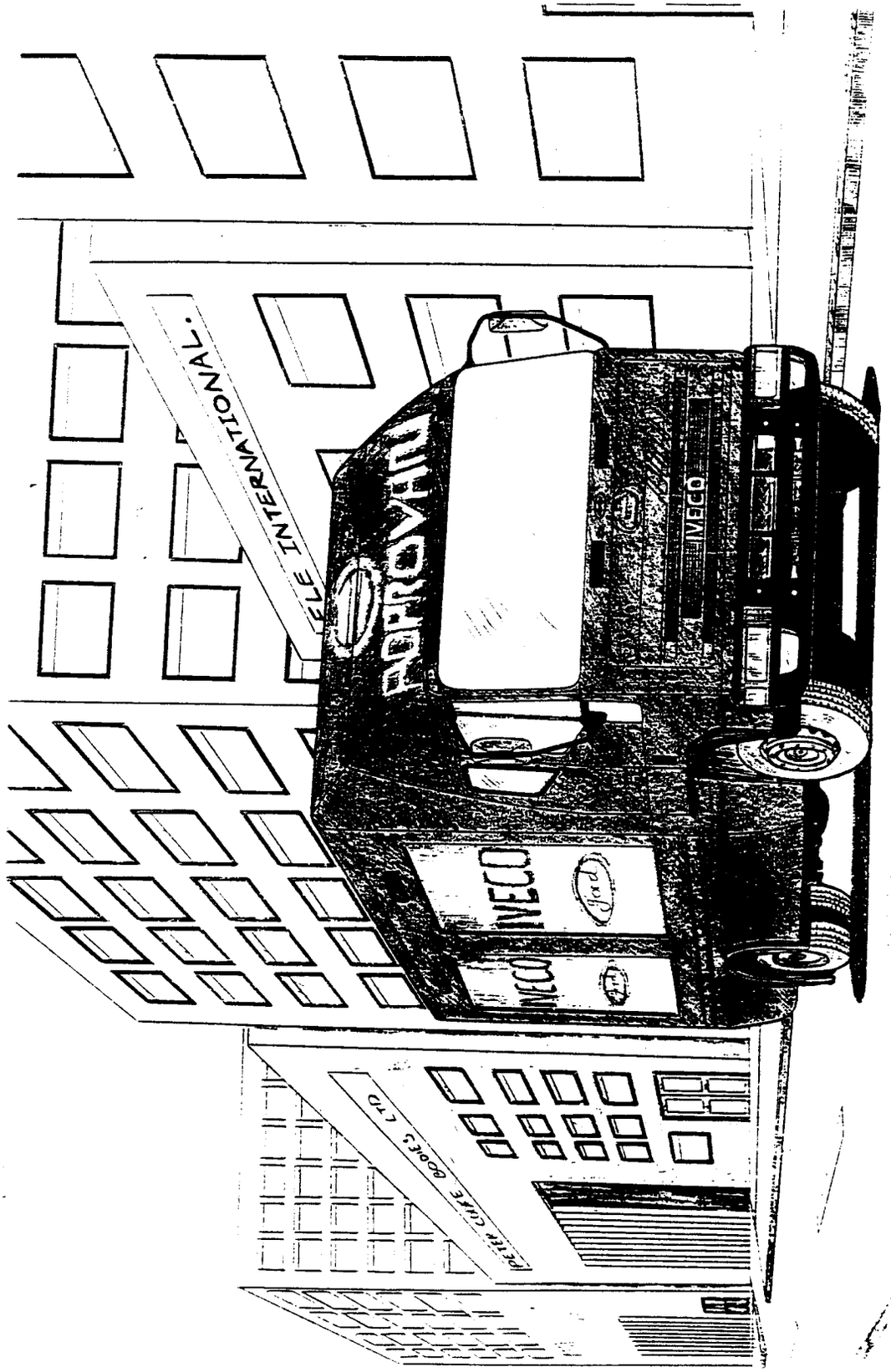


Fig 17

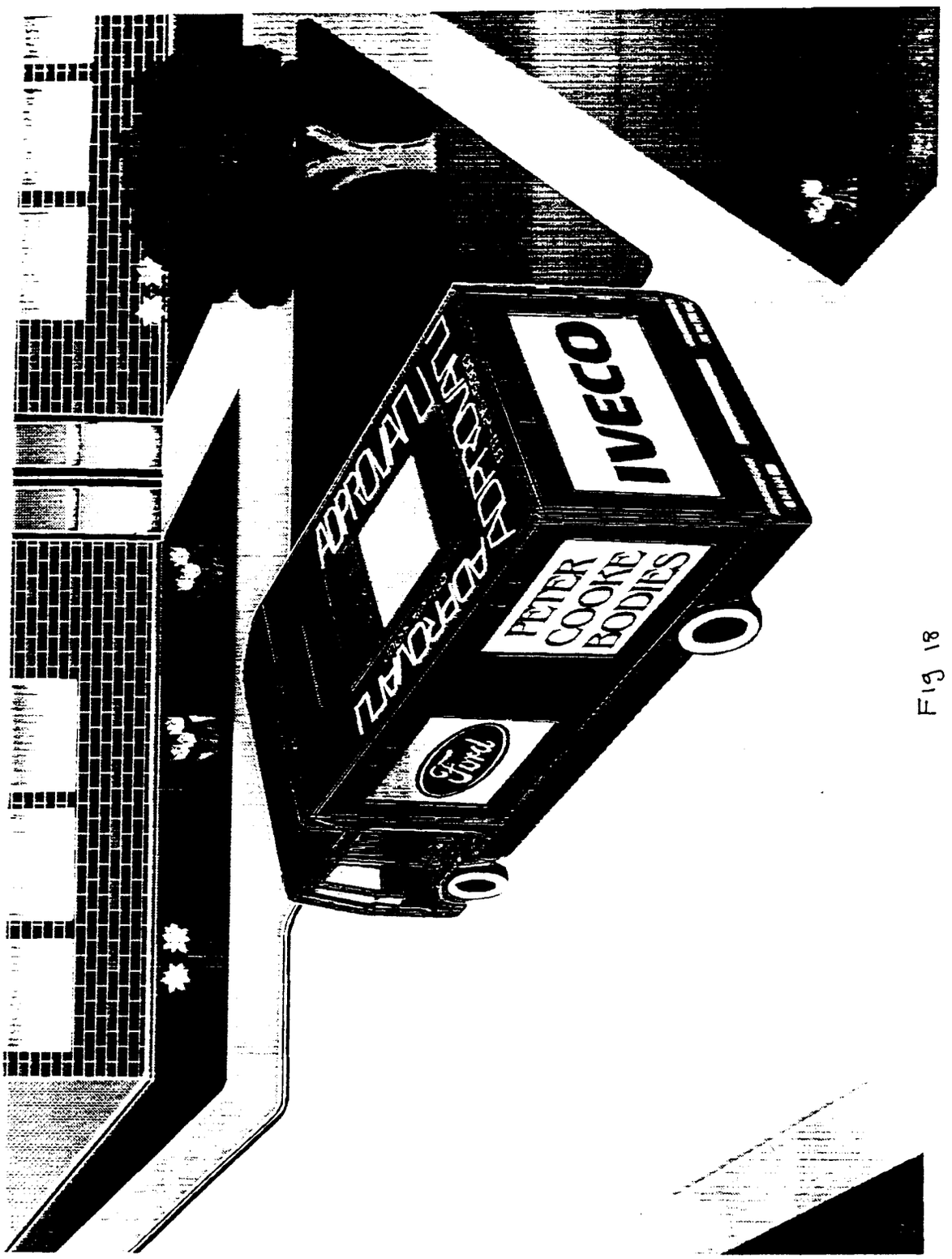
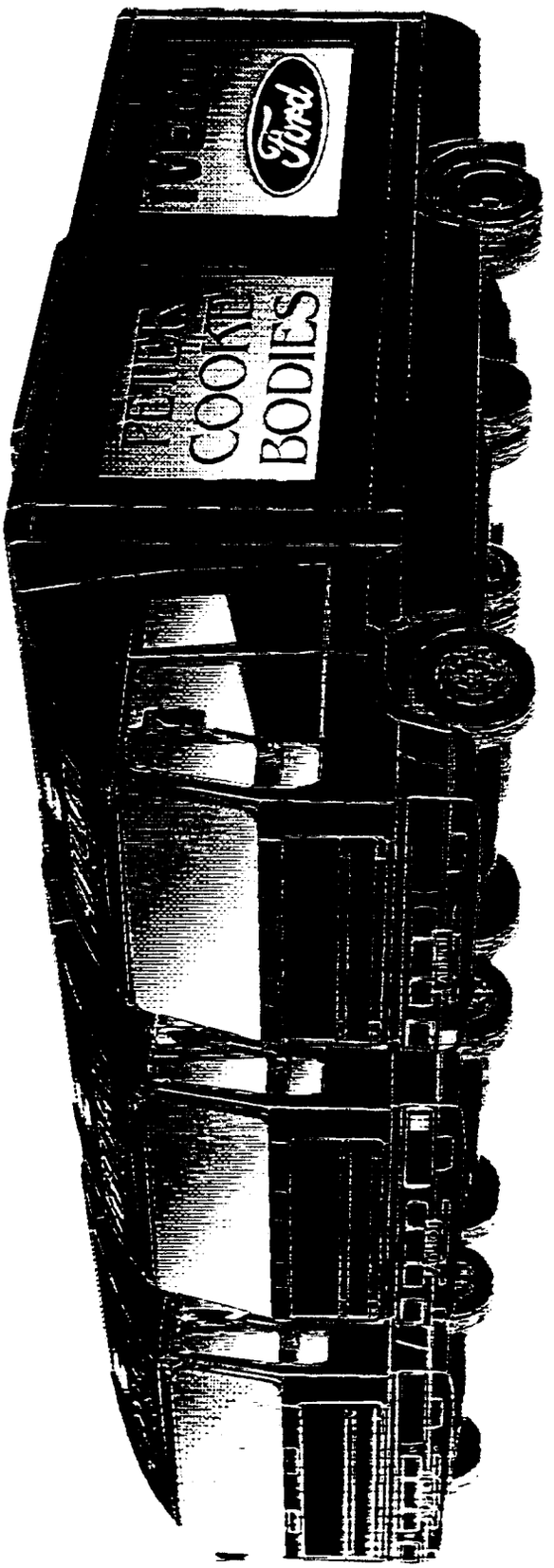


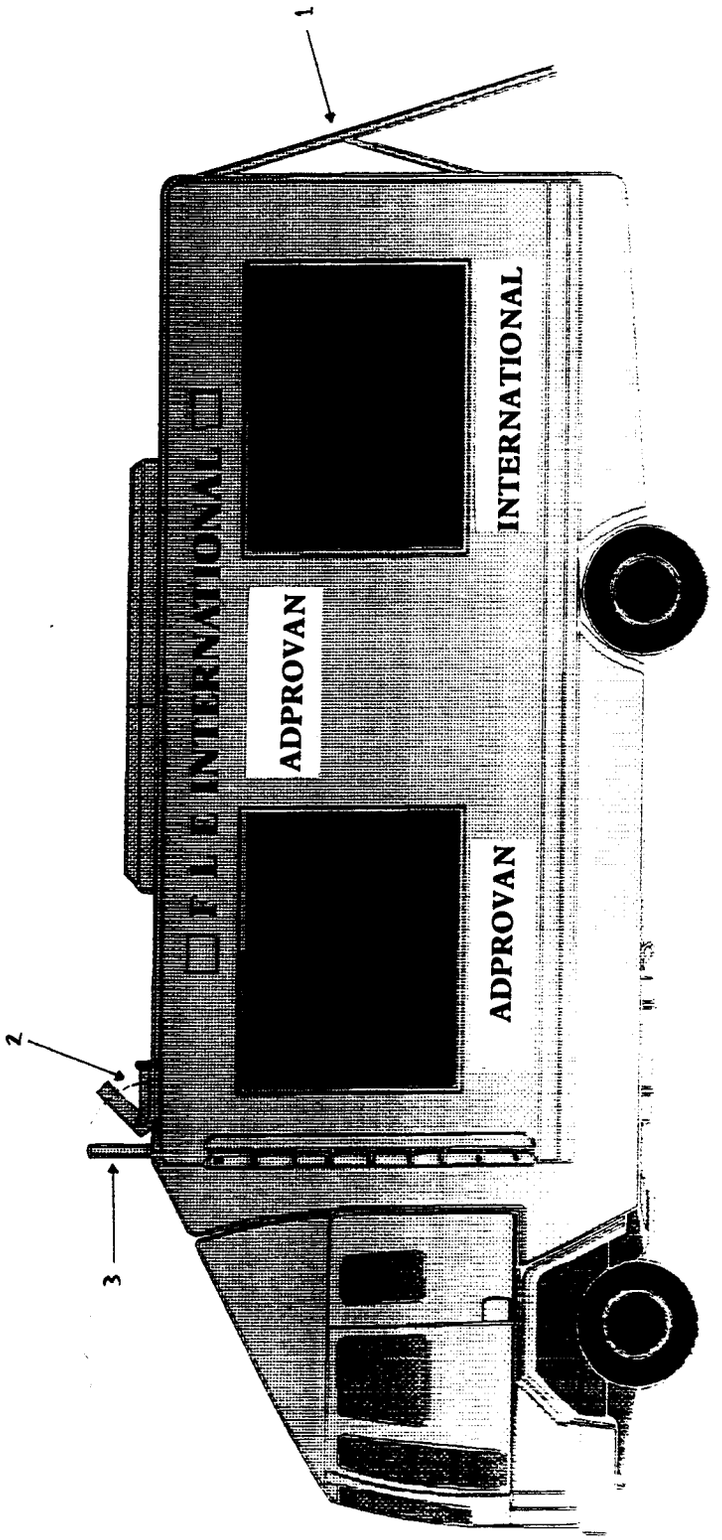
Fig 18



ADPROVAN_FORD CARGO

Fig 19

Fig 20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ADPROVAN
INTERNATIONAL
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Tel: 071-223 5169
Adprovan a part of FLE International

ADPROVAN_FORD CARGO

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EUROPEAN SEARCH REPORT

Application Number

EP 92 30 7065

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.5)
X	DE-A-3 243 730 (D.W. LIEDTKE) * the whole document *	1-5,8-11	G09F21/04 G09F19/18
X	US-A-4 701 627 (P.F. GAMBUTI ET AL) * abstract; figures 1-3,11 *	1,2,4,5,7,8	
X	DE-A-3 923 234 (R. WEBER) * the whole document *	1-3,5	
X	DE-A-2 656 688 (A. RAGUSA) * the whole document *	1,2,5-8	
P,X	FR-A-2 665 790 (J-M. BERENGIER) * the whole document *	1-3,5,11	

TECHNICAL FIELDS SEARCHED (Int. Cl.5)

G09F

The present search report has been drawn up for all claims

Place of search	Date of completion of the search	Examiner
BERLIN	30 SEPTEMBER 1992	P. TAYLOR

CATEGORY OF CITED DOCUMENTS

X : particularly relevant if taken alone
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E : earlier patent document, but published on, or after the filing date
D : document cited in the application
L : document cited for other reasons

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