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(54) **Colour electronic billboard, utilizable by network with telephonic transmission and/or via satellite of changeable advertising messages and public interest messages**

(57) The utility pattern having for title "colour electronic billboard, utilizable by network, with telephonic transmission and/or via satellite, of variable advertising and public interest messages" is made of containers for led luminous billboard (p. 2), each of these is full of electronic elements, that lined up to themselves allow the composition of electronic boards (p.1) characterized from the utilization of colour till a maximum of 16 millions, and of variable dimensions according to the number of containers for led luminous billboard lined up to themselves.

It has also a special command unit, able to manage animated images also tridimensional, receiving in real time transmission on telephonic and via satellite network.

Thanks to it, the electronic billboard can be used also by network, that is together an illimitated number of electronic billboards, managing in the same time equal or different messages.

Finally, this utility pattern allows the immediate repairing at distance and the substitution of advertising messages in 5 minutes, carrying out a reduction of costs of about 95%.

FIG. 1

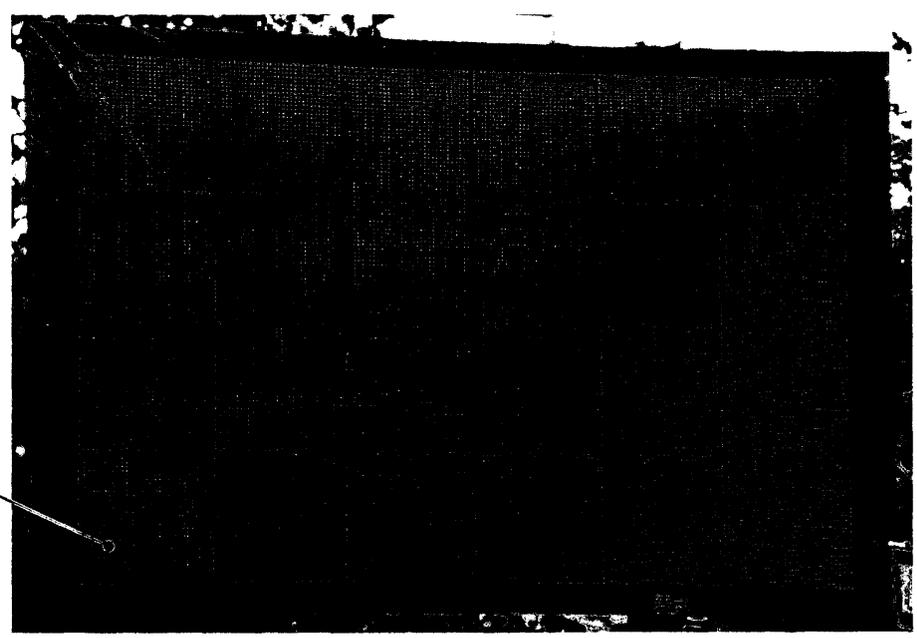
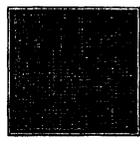


FIG. 2



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Description

[0001] The utility pattern having for title " colour electronic billboard, utilisable by network, with telephonic transmission and/or via satellite of changeable advertising messages and public interest messages" is made of containers for led luminous billboard (p. 2), each of these is complete with electronic elements, that lined up to themselves allow the composition of the electronic billboards (p. 1) characterized from the utilization of colours till 16 millions, and with dimensions changeable according to the number of the containers for led luminous billboard lined up to themselves. The colour electronic billboard's thickness changes from a minimum of 12 cm to a maximum of 18 cm. The colour electronic billboard has also a command unit, that can manage animated images and visualize every kind of character, for advertising and public interest messages, receiving, in real time, telephonic and via satellite transmissions. Thanks to its special command unit, the electronic billboard can be used by network, that is with an unlimited number of electronic billboards, managing in the same time equal or different messages. Moreover it is possible to transmit informations in brief time as well as it is possible to realize immediate repairings at great distance.

PRIOR ART PORTION DURING THE REGISTRATION

[0002] Till this moment, the technical state uses only electronic billboards made up of serigraphic and illuminated to the back panels; so the changing of the advertising messages or other messages need an intervention directly in the place where the billboard is installed with long times and with elevated costs for the labour, the waste of materials and for the particular maintenance of systems. Besides, because of the necessity to substitute the serigraphical part, to change an advertising or public interest message is necessary to make use of a group of technicians and of movable means (crane, stairs, lift trucks, etc.) to use for every system with highest costs. At this point, we have to consider that in case of a need for contemporary intervention on several systems it is necessary to have an elevated number of specialised technicians and means suitable to the need of intervention, to give an efficient service in a sector as advertising and public interest's informations where the time and the quickness of the intervention are fundamental elements.

ADVANTAGE

[0003] The utility pattern which we ask the patent, allows the reception by telephone and/or via satellite, then the management by network, of an enormous quantity of informations and advertising messages realized in animated tridimensional computer graphic, that proves an instrument of immediate communication. This utility pattern makes possible the reduction of time for the

change of advertising and public interest informations in only 5 minutes, and not only on a single billboard but also, at the same time, on an infinite number of electronic billboards. Moreover, this allows, a reduction of costs for substitution of about 95%, because it is possible to escape the intervention at place of a group of specialized technicians with adequate operative means, and so the removal of the old serigraphy and the assembling of the new one. Finally, all the components of the above-mentioned colour electronic billboard, are in accordance with the rules on the subject of noise pollution, chemical and electromagnetic pollution.

Claims

1. Colour electronic billboard, characterized from different containers for led luminous billboard lined up to themselves, which allows the utilization till a maximum of 16 millions of colours and the possibility to realize billboards of variable dimensions.
2. Colour electronic billboard, as in previous claim, characterized of different containers for led luminous billboard, each of these are able to work apart from the other or with the other as an integral part of the same billboard.
3. Colour electronic billboard, as in previous claims, characterized of a thickness that changes from a minimum of 12 cm and a maximum of 18 cm.
4. Colour electronic billboard, as in previous claims, characterized of electronic elements and components, that are not able to provoke noise, chemical and electromagnetic pollution.
5. Colour electronic billboard, as in previous claims, characterized of containers for led luminous billboards able to transmit bidimensional and tridimensional images at high resolution.
6. Colour electronic billboard, as in previous claims, characterized of a command unit able to receive by telephone and/or via satellite variable advertising and public interest messages to transmit on the billboard.
7. Colour electronic billboard, as in previous claims, characterized of a command unit which allows the use of the billboard not only individually, but also with a network of other electronic billboards in which can be variable messages equal or different.
8. Colour electronic billboard, as in previous claims, characterized of a command unit which allows the immediate substitution at distance (by telephone and/or via satellite) of variable messages for adver-

tising and public interest.

9. Colour electronic billboard, as in previous claims, characterized of a command unit which allows the control at distance in case of breakdown and the possibility to receive, always at distance orders for repairing by telephone and/or via satellite.

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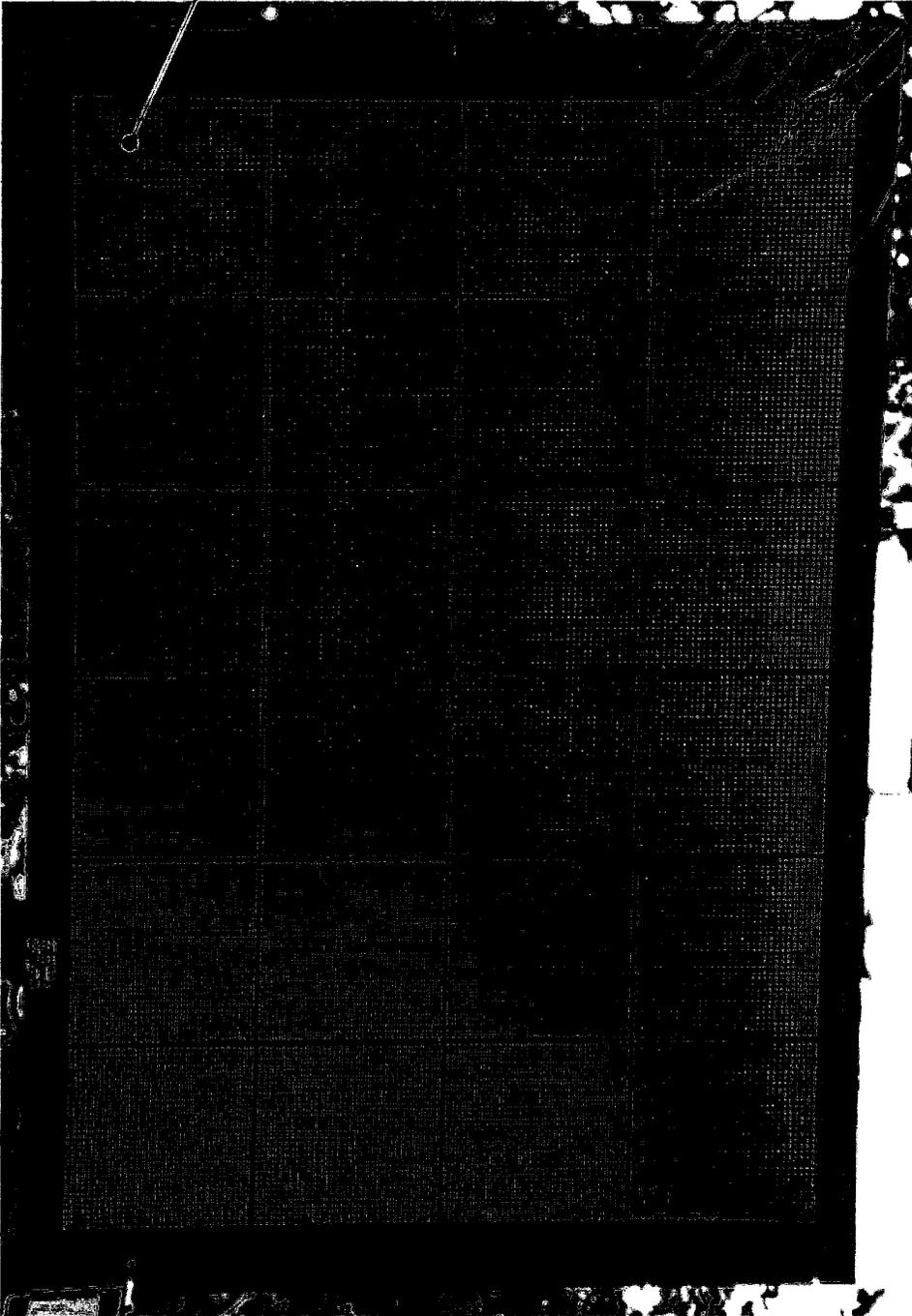


FIG. 1

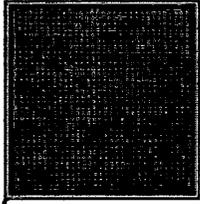


FIG. 2



European Patent
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EUROPEAN SEARCH REPORT

Application Number
EP 99 83 0502

DOCUMENTS CONSIDERED TO BE RELEVANT			
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X	WO 97 24706 A (CREE RESEARCH INC ; SWOBODA CHARLES M (US); VEN ANTONY P VAN DE (US) 10 July 1997 (1997-07-10) * page 16, line 7 - line 21 *	1-5	G09F9/33
Y	* page 21, line 12 - line 16; figure 1 *	6-9	
Y	EP 0 784 303 A (KISHISHITA RYUTARO) 16 July 1997 (1997-07-16) * column 2, line 42 - line 57; figures *	6-9	
A	US 5 767 824 A (JACOBSEN STEPHEN C) 16 June 1998 (1998-06-16)		
The present search report has been drawn up for all claims			TECHNICAL FIELDS SEARCHED (Int.Cl.7)
			G09F
Place of search		Date of completion of the search	Examiner
THE HAGUE		4 November 1999	Gallo, G
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			

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**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 99 83 0502

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on
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04-11-1999

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