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(54) **An advertising standard system**

(57) An advertising standard system (2) comprising a construction consisting of a number of uprights (4), preferably two uprights (4), a number of girders (6), preferably one girder (6), and plate elements (8) fastened therebetween, preferably one plate element (8) for posters or advertising displays, where the uprights (4) and the girders (6) are constituted by hollow, uniform metal sections having substantially triangular cross section with an opening (10) in connection with a vertex, and

that the uprights (4) and the girders (6) are mutually connected in such a way, e.g. with mitre joint, that said opening (10) forms an internal, continuous slot in which edge parts of said plate elements (8) may be accommodated and fixed. Hereby there is achieved a new and improved advertising standard system in a simple way and by means of simple measures and which is particularly suited for erecting at free areas, like squares, pedestrian streets, and parking lots.

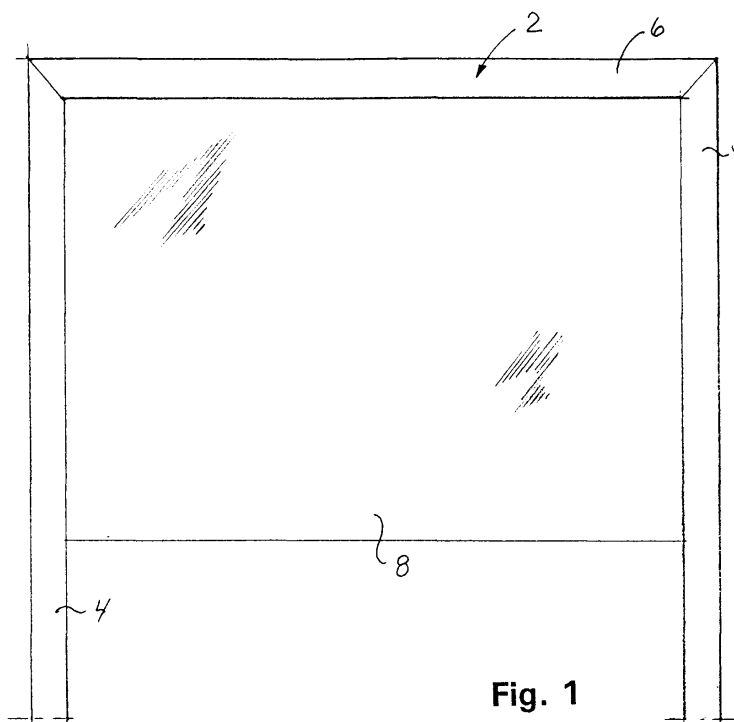


Fig. 1

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Description

[0001] The present invention concerns an advertising standard system of the kind indicated in the preamble of claim 1.

[0002] On this background, the invention has the purpose of indicating an improved advertising standard system which is suitable for erecting at free areas, like squares, pedestrian streets and parking lots.

[0003] The advertising standard system according to the invention is characterised in that the uprights and the girders are constituted by hollow, uniform metal sections having substantially triangular cross section with an opening in connection with a vertex, and that the uprights and the girders are mutually connected in such a way, e.g. with mitre joint, that said opening forms an internal continuous slot in which edge parts of said plate elements may be accommodated and fixed. Hereby there is achieved a new and improved advertising standard system in a simple way and by means of simple measures and which is particularly suited for erecting on free areas, like squares, pedestrian streets, and parking lots.

[0004] Suitably, the advertising standard system according to the invention may be designed so that it consists of strong aluminium sections with a cross section as an isosceles triangle with transverse dimensions of the magnitude (20 x 20 x 20 cm) in the shape of two uprights with a length of about 400 cm (of this about 320 cm above the ground) and a girder with a length of about 300 cm together with a plate element of about 200 x 280 cm.

[0005] The advertising standard system according to the invention may be advantageously designed so that it may comprise integrated light fittings with elongate, curved reflectors emitting light, preferably at both sides of the plate element, as a number of elongate recesses, which preferably are covered by transparent plastic plates, are formed in both of the downward facing, sloping side of the girder for this purpose. In principle, also the uprights of the advertising standard system may comprise integrated light fittings.

[0006] Due to the outlook, it may be advantageous that the outermost recesses in said downward facing sloping side walls of the girder have sloping side edges which mainly extend in parallel with oblique mitre joints between opposite end parts of the girder and the uprights.

[0007] The invention is explained in more detail in the following in connection with the drawing on which:

Fig. 1 shows a side view of a preferred embodiment of an advertising standard system according to the invention,

Fig. 2 shows a vertical section through the advertising standard system shown in Fig. 1, and

Fig. 3 shows in part a sectional side view of a second embodiment of an advertising standard

system according to the invention and with integrated light fitting in the girder.

[0008] The advertising standard system 2 shown in Figs. 1 and 2 is built from strong, triangular aluminium sections used for both vertical uprights 4 and horizontal girder 6. The uprights 4 and the girder 6 have both a longitudinal opening or slot 10 in connection with an internal vertex. A plate element 8 is mounted and fixed in the slot 10, as shown in Figs. 1 and 2. Between the ground surface and the lower edge of the plate element 8, the slit 10 remains open as it may be used, for example, for installing wiring for possible integrated light fittings.

[0009] In Fig. 3 is shown how downward facing, sloping walls of the girder 6 may be designed with recesses 12 through which light from integrated light fittings may light up both sides of the plate element 8 and posters or advertising displays posted thereon as the light fittings, for example, comprises elongate, curved reflectors.

[0010] Finally, it should be mentioned that the plate element 8 in principle may consist of transparent material so that the plate element 8 and display material posted thereon may be lit up by light transmitted through the edges of the plate element 8 extending into the uprights 4 and the girder 6 which in that case contains special light fittings with light sources arranged to be connected with the edges of the plate element 8.

Claims

1. An advertising standard system (2), comprising a construction consisting of a number of uprights (4), preferably two uprights (4), a number of girders (6), preferably one girder (6), and plate elements (8) fastened therebetween, preferably one plate element (8) for posters or advertising displays, **characterised** in that the uprights (4) and the girders (6) are constituted by hollow, uniform metal sections having substantially triangular cross section with an opening (10) in connection with a vertex, and that the uprights (4) and the girders (6) are mutually connected in such a way, e.g. with mitre joint, that said opening (10) forms an internal continuous slot in which edge parts of said plate elements (8) may be accommodated and fixed.
2. An advertising standard system according to claim 1, **characterised** in that it consists of strong aluminium sections with a cross section as an isosceles triangle with transverse dimensions of the magnitude (20 x 20 x 20 cm) in the shape of two uprights (4) with a length of about 400 cm (of this about 320 cm above the ground) and a girder (6) with a length of about 300 cm together with a plate element (8) of about 200 x 280 cm.

3. An advertising standard system according to claim 2, **characterised** in that it comprises integrated light fittings with elongate, curved reflectors emitting light, preferably at both sides of the plate element (8), as a number of elongate recesses (12), which preferably are covered by transparent plastic plates (14), are formed in both of the downward facing, sloping side of the girder (6) for this purpose. 5
4. An advertising standard system according to claim 3, **characterised** in that the outermost recesses (12) have sloping side edges (16) which mainly extend in parallel with oblique mitre joints between opposite end parts of the girder (6) and the uprights (4). 10 15

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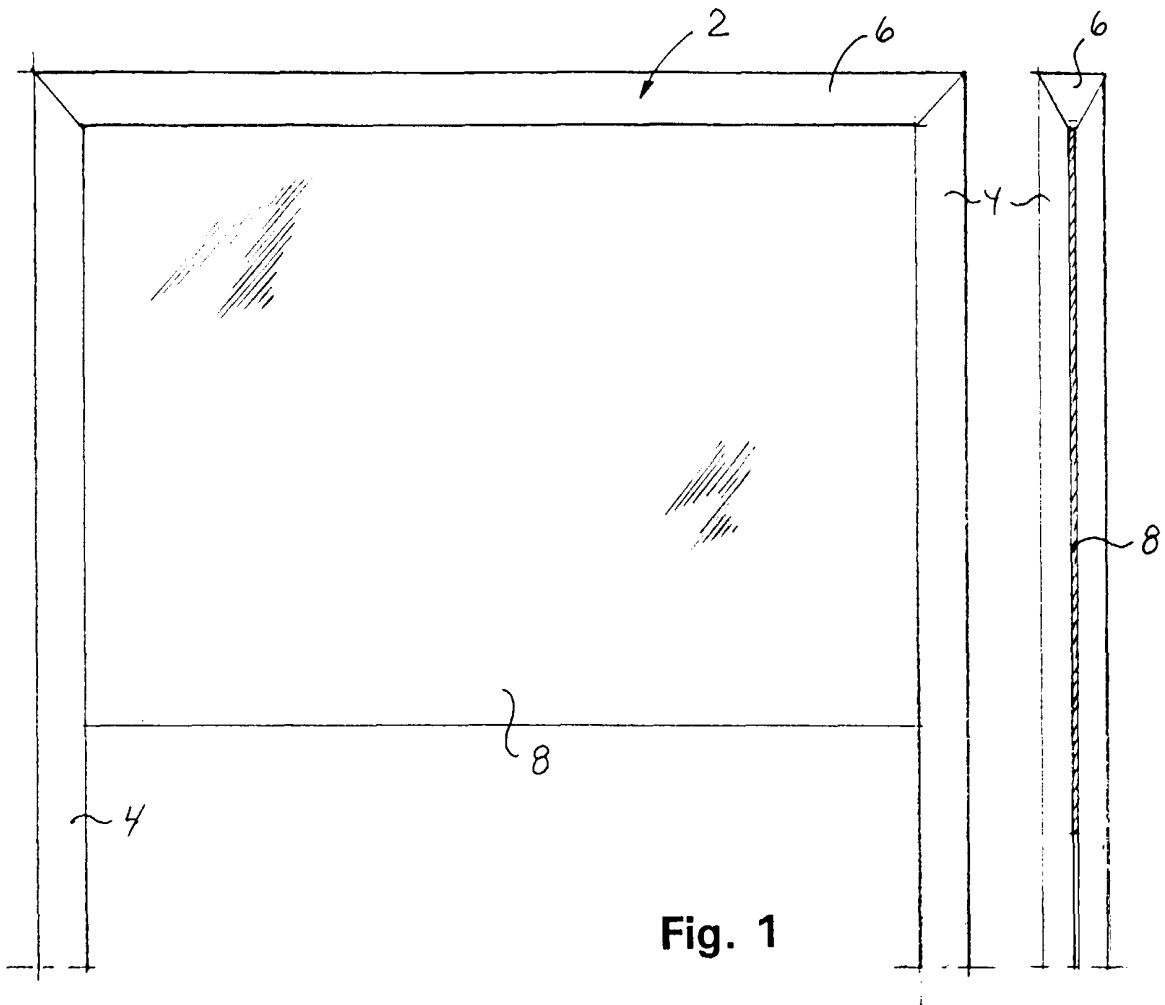


Fig. 2

