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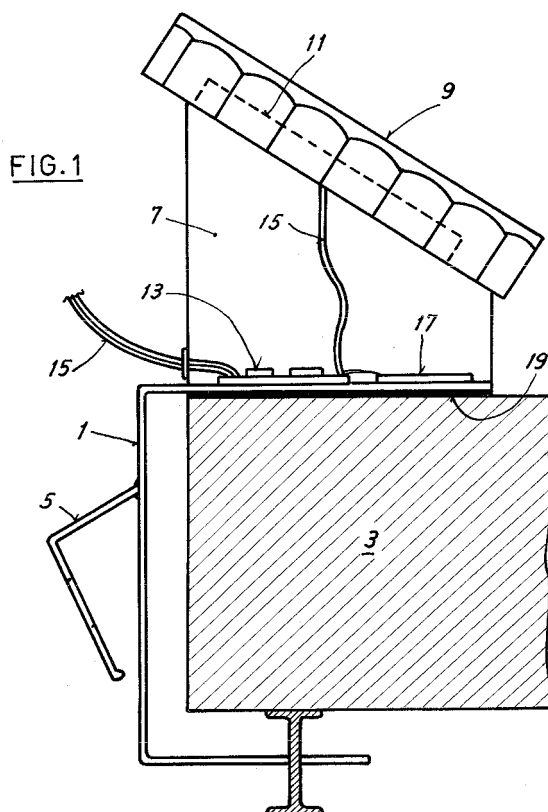
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(54) An advertising device

(57) This device is specially applicable to bars and establishments where bottles are opened for serving, right away, the corresponding drink and, in particular for bottles provided with caps denominated crown caps, that includes a conventional opener (5) of bottles with the mentioned cap, an advertising element (9) and that it is constituted by: a lighting equipment (11) associated

to the referred advertising element (9), related to that opener (5) by means of an detector element (17) of the activation of the opener (5) and capable of activating this lighting equipment (11) every time that the mentioned opener (5) is manipulated for opening a bottle. The mentioned detector element consists in a plate (17) joined to the flange (3) carrier of the opener (5), and capable of detecting a strong vibration of the same flange.



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Description

[0001] The present patent refers to an advertising device, directed mainly to the establishments where drinks are served, that offers a novel system to show publicity when opening the bottle of a drink for its drink.

BACKGROUNDS OF THE INVENTION AND BRIEF DESCRIPTION OF THE PATENT APPLICATION

[0002] Certainly, it is well known the fact that in such vending drink establishments for its fast drink, such as for example pubs or restaurants, where there is a bar or counter to attend clients, those establishments are equipped with a conventional opener and adapted to open the drink bottles, particularly, the ones which are provided with a crown cap or similar.

[0003] Said opener or openers, in many of the mentioned establishments usually is mounted, in a fixed form, in the upper side or in the back part of the counter, where there is an easy access for waiters or employees responsible to serve drinks to the client located in the other part of the same counter. This location of the opener, or openers, of bottles or containers, logically is mounted in a fixed form for several reasons: in order not to lose and/or to have the same ones always in the same point without having to look for them continuously.

[0004] Therefore, when it is necessary to serve a drink or a soft drink, the responsible of the bar fits the cap of the corresponding bottle in the opening of the mentioned fixed opener and, with a concrete movement, he opens it for serving to the client who is in the other side of the counter.

[0005] Until this moment the described operations are known, nevertheless, and in accordance to the present invention, the novelty is in the fact that at same moment that the bottle or container is opened a panel related to that opener switches on, as it will be described as follows, which panel is properly oriented towards and displays to the consumer an advertising.

BRIEF DESCRIPTION OF THE DRAWINGS

[0006] In order to make easier the understanding of said description, a sheet of drawings is attached, for exemplificative purposes and non limitative, in that:

Figure 1 shows a simplified sight in lateral elevation of the present device.

CONCRETE EMBODIMENT OF THE PRESENT PATENT APPLICATION

[0007] In accordance to such figure, and in accordance to the preferred embodiment of the present patent, the advertising device object of the invention, mainly comprises a metallic flange as a clamp 1 that rests on the upper side of counter 3, runs behind the same coun-

ter and comes to fix to the lower part of this counter 3. In the central section of said flange 1, that is behind of the counter, an opener of bottles 5 of conventional type is associated.

[0008] From the same mentioned upper side of the mentioned counter 3, a support 7 that holds a panel or picture 9 with the illustrations, texts and even relieves of advertisements that can be interesting to show, starts upwards. Inside this panel 9 a lighting equipment 11 is located to emphasize its advertising information at the right moment.

[0009] In the upper base of said flange 1, over the same counter 3, there is a control electrical circuit 13, that it is not described because it can be of known type, which connects a power supply with that panel 9 through the respective electrical wires 15. In accordance to the mentioned preferred embodiment it is foreseen a vibrations detector member that, in the present example, is a plate 17 related to that control circuit 13.

[0010] In order to allow that the upper side of flange 1 is placed with certain floating position, and to make easier then the transmission of vibration to plate 17, it has been foreseen to place a rubber plate 19 between said upper side of the flange and the counter 3.

[0011] In the operation, when the waiter or equivalent employee connects the bottle cap (non visible) to the opener 5 and forces this cap to open this bottle, a movement or vibration of the flange is started doubtlessly, that it is transmitted to the referred detector plate 17 which activates the control electrical circuit 13 that supplies power to the lighting equipment 11 which, as well, is switched on, emphasizing the advertising content of the corresponding panel 9.

[0012] The same control circuit 13 is equipped with the right components, in themselves are conventionally, in order to adjust the duration, intensity and, in its case, the intermittence of the equipment 11 on.

[0013] It is also possible to provide the device with an audible element, in such a way that when the cap is opened, at the same time also an audible elements activates, that or pronounces words or phrases or some musical chords or a song.

[0014] In accordance to the explained subject, it is obvious the publicity that the present device will originate and that, without any doubt, it will be received by the client.

[0015] It has been described and illustrated widely a case of practical embodiment, it is pointed out that the present advertising device will be able to be manufactured with the most pertinent materials, in the most appropriated size and with the most opportune means, being all included in the spirit of the following claims.

Claims

1. An advertising device, specially applicable to bars and establishments where bottles are opened for

serving, right away, the corresponding drink and, in particular for bottles provided with caps denominated, crown caps, that includes a conventional opener (5) of bottles with the mentioned cap, and an advertising element (9) **characterized in that** because it is constituted by: a lighting equipment (11) associated to the referred advertising element (9), related to that opener (5) by means of an detector element (17) of the activation of the opener (5) and capable of activating this lighting equipment (11) every time that the mentioned opener (5) is manipulated for opening a bottle.

2. An advertising device in accordance to claim 1, **characterized in that** the mentioned detector element consists in a plate (17) joined to the flange (3) carrier of the opener (5), and capable of detecting a strong vibration of the same flange.
3. An advertising device in accordance to claim 1 or 2, **characterized in that** this detector element (17) is associated to and controls a control electrical circuit (13) that it is connected, on the one hand, with an electrical power supply and, on the other hand, with the mentioned lighting equipment (11).
4. An advertising device in accordance to claim 3, **characterized in that** the same control circuit (13) is equipped with pertinent components, and conventional in themselves, to adjust the duration, intensity and, in its case, the intermittence of the equipment (11) on.
5. An advertising device in accordance to some of the previous claims, **characterized in that** it includes a flange (1), that is fixed at the same time to the counter (3).
6. Device in accordance to some of the previous claims **characterized in that** it includes a device for producing sounds or voices.

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FIG.1

