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(11) **EP 1 643 474 A1**

(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:  
**05.04.2006 Bulletin 2006/14**

(51) Int Cl.:  
**G09F 23/00 (2006.01) B64D 11/00 (2006.01)**

(21) Application number: **04386032.9**

(22) Date of filing: **25.11.2004**

(84) Designated Contracting States:  
**AT BE BG CH CY CZ DE DK EE ES FI FR GB GR  
HU IE IS IT LI LU MC NL PL PT RO SE SI SK TR**  
Designated Extension States:  
**AL HR LT LV MK YU**

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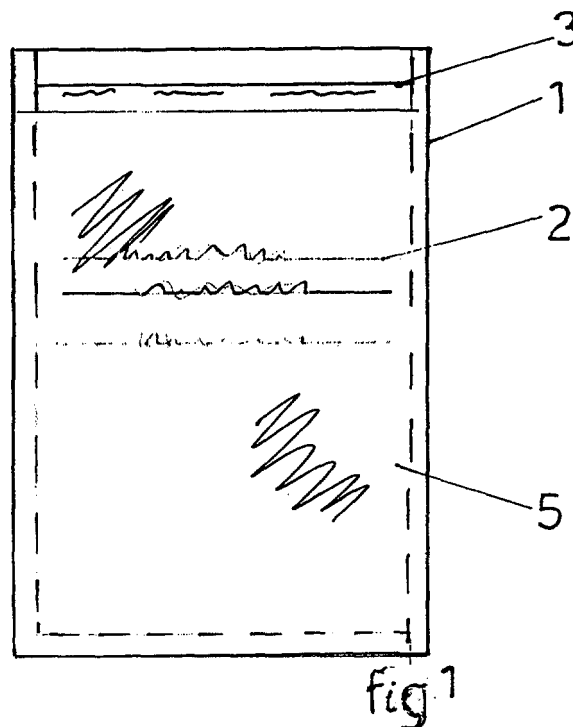
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(30) Priority: **04.10.2004 GR 2004100393**

(54) **Presentation method of advertising messages with the use of transparent cases in public transportation means**

(57) It is about a presentation method of advertising messages through transparent cases in public transportation means. This method is applied with the use of a

transparent case (1) which is provided for the presentation of advertising material (2) in a case (5) and brochures (2a).



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## Description

**[0001]** This invention is referred to a presentation method of advertising messages in transparent cases in public transportation means (buses, trams, subway and railway, taxi, ships, airplanes and other transportation means).

**[0002]** Till now there is nothing similar for comparison's sake.

**[0003]** By this method we succeed a directness of advertisement because of the transparent case at the seat's back. The look of the traveler will be focused on this, since the seat's back is the in his optical field and the vertical position of his body against the seat.

**[0004]** This invention is referred to a presentation method of advertisement in transparent cases, which give the traveler the possibility to read the printed message on a plain paper sheet or to select advertisement material provided by the owners.

**[0005]** These cases will be located at seats' back or, alternatively, in transportation means or to integrated cases in the above means.

**[0006]** An application of this method is presented in the attached figures.

In figure 1 we see the frontage of the transparent case.

In figure 2 the side of this transparent case is presented.

Figure 3 depicts the back part of the case.

In figure 4 we observe the overview of the transparent case.

In figure 5 we see the installation of the case on the seats.

In figure 6 the form of the case's frontage is presented.

**[0007]** According to the figures the presentation method of the advertisements is related to the use of a transparent case (1) for the simultaneous presentation of advertising pages (2) in a case (5) and for putting advertising material (2a) in this case (3).

**[0008]** This case will be installed at the back (4) of the seats (4a) in transportation means or to any offered space using 2 holes (7) at the back side (6).

**[0009]** This case (5) is from transparent material (5a) burnt in the base or two independent sheets.

**[0010]** There is the possibility for manufacture of transparent cases with internal or external window but always transparent one, so that people can read the content. Moreover, the seat can be manufactured with integral case at its back (one construction). Additionally, besides the advertising material, specialized magazines with any advertisements could be located there.

**[0011]** At the application of this method in public transportation means there will be teams for backing up these cases with material in stops for the continuous presence of advertising material in the seats of transportation

means.

**[0012]** The construction material can be any transparent one (plastic, nylon).

**[0013]** The installation of this case could be done by anyway (glue, bolts, hooks) according to the type of seat or the surface material.

**[0014]** For the application of this method a case with normal back and transparent frontage could be used or the material could be presented without any case.

## Claims

1. A presentation method of the advertisements is related to the use of a transparent case (1) for the simultaneous presentation of advertising pages (2) in a case (5) and for putting advertising material (2a) in this case (3).

This case will be installed at the back (4) of the seats (4a) in transportation means or to any offered space using 2 holes (7) at the back side (6).

This case (5) is from transparent material (5a) burnt in the base or two independent sheets.

2. A presentation method of advertising messages through transparent cases as in claim 1 and its typical features are the following:

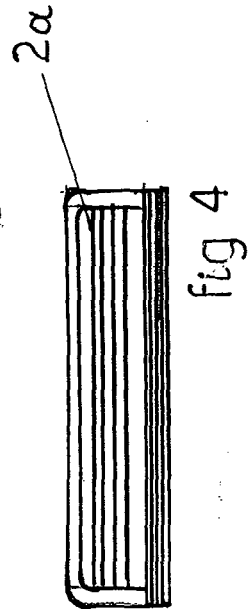
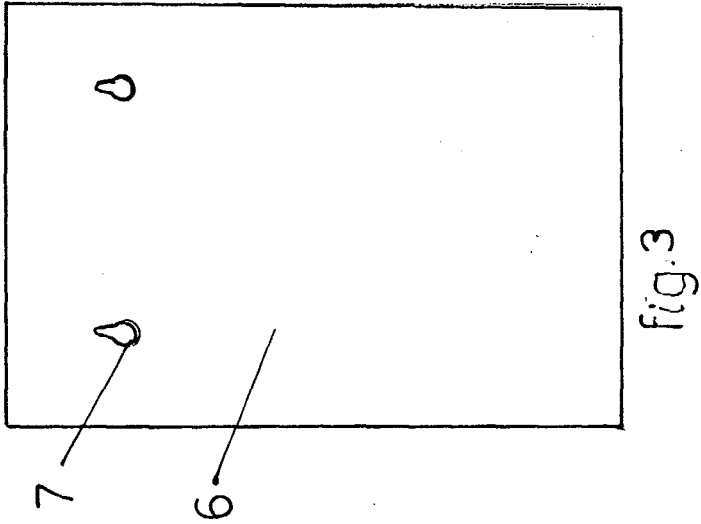
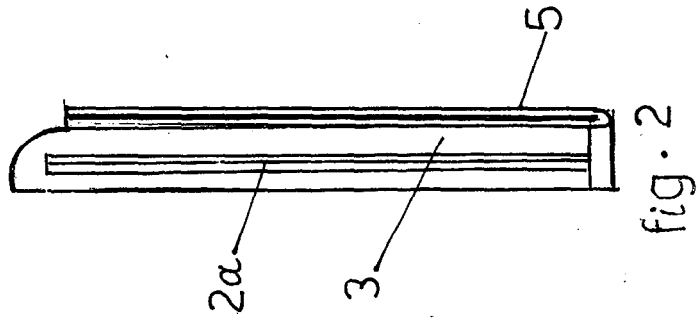
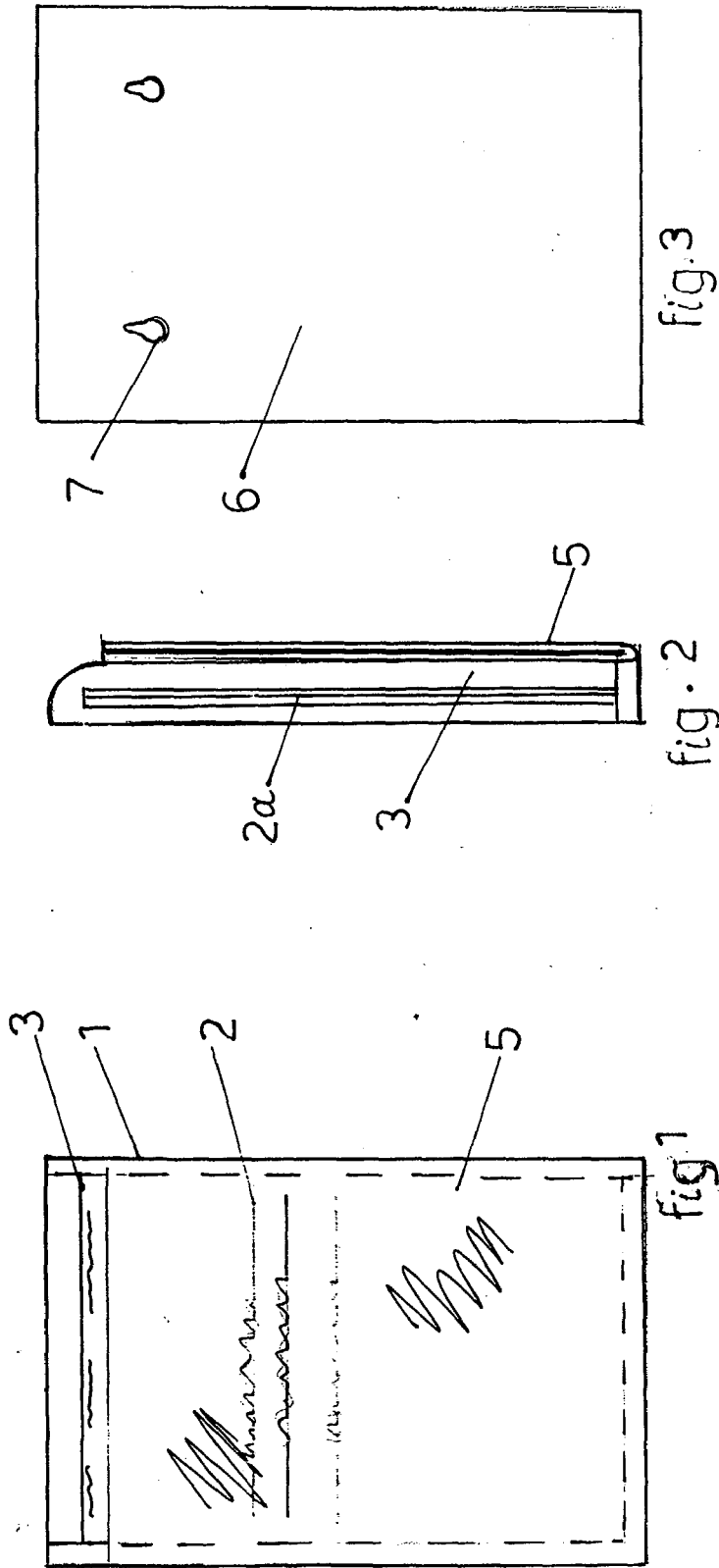
There is the possibility for manufacture of transparent cases with internal or external window but always a transparent one, so that people can read the content. Moreover, the seat can be manufactured with integral case at its back (one construction). Additionally, besides the advertising material, specialized magazines with any advertisements could be located there.

At the application of this method in public transportation means there will be teams for backing up these cases with material in stops for the continuous presence of advertising material in the seats of transportation means.

The construction material can be any transparent one (plastic, nylon).

The installation of this case could be done by anyway (glue, bolts, hooks) according to the type of seat or the surface material.

For the application of this method a case with normal back and transparent frontage could be used or the material could be presented without any case.



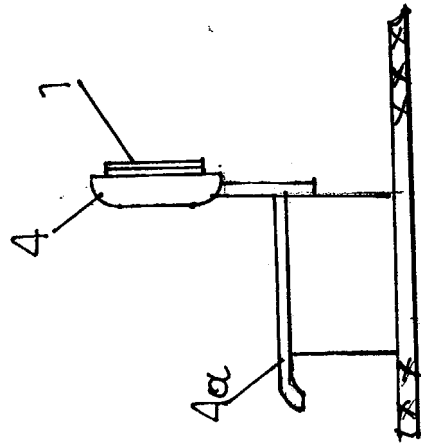


fig. 5

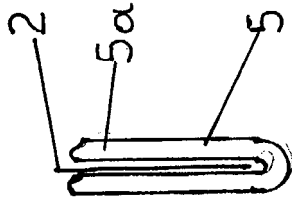


fig. 6



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.7)
X	WO 99/04381 A (BHALLA, SAMANTHA; HAWKER, JOHN) 28 January 1999 (1999-01-28) * abstract; claims; figures * -----	1,2	G09F23/00 B64D11/00
X	GB 2 321 757 A (SAMANTHA * BHALLA) 5 August 1998 (1998-08-05)	1	
Y	* page 10, paragraph 4 - page 11, paragraph 1; figures * -----	2	
Y	FR 2 677 791 A (BELAIR GUY) 18 December 1992 (1992-12-18) * the whole document * -----	2	
The present search report has been drawn up for all claims			TECHNICAL FIELDS SEARCHED (Int.Cl.7)  G09F B64D
Place of search The Hague		Date of completion of the search 1 June 2005	Examiner Gallo, G
<b>CATEGORY OF CITED DOCUMENTS</b> 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		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	

EPO FORM 1503 03.82 (F04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT  
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EP 04 38 6032

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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