



(11) **EP 1 811 486 B1**

(12) **EUROPEAN PATENT SPECIFICATION**

(45) Date of publication and mention
of the grant of the patent:
14.04.2010 Bulletin 2010/15

(51) Int Cl.:
G09F 21/04^(2006.01)

(21) Application number: **06001093.1**

(22) Date of filing: **19.01.2006**

(54) **Supporting structure for posters in general**

Tragkonstruktion für Poster im Allgemeinen

Structure de support pour affiches en général

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

(43) Date of publication of application:
25.07.2007 Bulletin 2007/30

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EP 1 811 486 B1

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DescriptionField of application

[0001] In its most general aspect, the present invention refers to a supporting structure for posters in general, and in particular to a free-standing, movable, easily transportable structure and which may be set in selected localities and logistical positions.

[0002] More in particular, the present invention refers to a structure of the above considered type comprising a reticulated, free-standing frame, mounted on a base with which it substantially defines a space accessible from outside the frame itself.

[0003] Still more in particular, the present invention refers to a supporting structure of the aforesaid type, wherein at least part of said frame is equipped with means for removably constraining a poster preferably comprising translucent advertising panels.

Prior Art

[0004] In the field of advertising, in particular that based on the display of posters, which are highly diversified by dimensions, overall size and weight of the respective used advertising panels, the most important need to be satisfied is that of the "visibility" of such panels and their messages by the greatest possible number of people; and therefore there is the need to not only display the advertising panels in the most frequented places, but also and above all at the times when these places are most frequented, including the evening and the night times.

[0005] In order to satisfy such a need, in order to take into account the costs involved in setting up such a advertisement, and, not lastly, for the bureaucratic difficulties tied to the obtaining of the necessary public spaces for the aforesaid installation, there has been a considerable, advantageous and well-known diffusion of lorries/delivery tricas, on whose load bed a frame is mounted, equipped for an appropriate support of the desired advertising panels.

[0006] A vehicle supporting advertising arrangement is disclosed in WO 86/01925.

[0007] Advantageous as it is from diverse standpoints, an advertising lorry/delivery tricar, structured in the manner described schematically above, has drawbacks including, for example, a recognized arduousness, if not actual difficulty, of mounting the poster on the supporting structure (frame) provided for such purpose; movement and parking possibilities limited to the areas in which motor vehicles are permitted, which frequently exclude for example the cities' historical centers, or areas, places, rooms where the discharge of polluting gases and the like is not permitted; agility and rapidity of movements strictly correlated to the dimensions of the lorry/delivery tricar and to those of the frame which it transports.

Summary of the invention

[0008] The technical problem underlying the present invention is that of devising and providing a supporting structure for posters in general and for advertising posters in particular, having characteristics capable of satisfying the above-described needs and simultaneously overcoming, in a simple and effective manner, the limitations and drawbacks mentioned with reference to the prior art.

[0009] This problem is solved; according to the present invention, by a structure according to claim 1.

[0010] Further characteristics and advantages of the supporting structure for posters in general according to the present invention will be more evident from the following description of one of its preferred embodiments, given as indicative and not limiting purpose with reference to the attached figures.

20 Brief description of the drawings**[0011]**

Figure 1 schematically represents a perspective view of a supporting structure for posters in general according to the present invention.

Figure 2 schematically represents a side elevation view of the supporting structure of figure 1.

Figure 3 schematically represents a further side elevation view of the supporting structure of figure 1.

Figure 4 schematically represents a perspective view of a first embodiment of the supporting structure of figure 1, lacking in translucent advertising panels.

Figure 5 schematically represents an enlarged scale perspective view of a first detail of the supporting structure of figure 4, wherein translucent advertising panels are mounted, such as plastic material sheets.

Figure 6 schematically represents an enlarged scale perspective view of a second detail of the supporting structure of figure 4, wherein translucent advertising panels are mounted, such as plastic material sheets.

Figure 7 schematically represents an enlarged scale perspective view of a third detail of the supporting structure of figure 4.

Figure 8 schematically represents a perspective exploded view of a second embodiment of the supporting structure of figure 1, wherein translucent advertising panels are mounted, such as rigid plates in plastic material.

Figure 9 schematically represents an enlarged scale

perspective view of a first detail of the supporting structure of figure 8.

Figure 10 schematically represents an enlarged scale perspective view of a second detail of the supporting structure of figure 8.

Detailed description of a preferred embodiment

[0012] With initial reference to the figures 1-7, a supporting structure for posters in general is shown in accordance with the present invention, globally indicated with 10.

[0013] The supporting structure 10 comprises a reticulated, free-standing frame 12, mounted on a base 14, for example of parallelepiped shape, with which it substantially defines a space 16 accessible from outside the frame 12 itself.

[0014] The reticule of the frame 12 is formed by substantially vertical uprights 12a and substantially horizontal crossbars 12b connected with each other. In the not limiting example illustrated in figure 4, the frame 12 has hexahedron shape, having four side faces, two larger 13a, 13b and two smaller 13c, 13d, defined by four substantially vertical uprights 12a which rise from the base 14, at four substantially vertical edges of the hexahedron, and by four substantially horizontal crossbars 12b, which connect the adjoining upper ends of said substantially vertical uprights 12a. In order to improve the visibility of the poster, as illustrated in the figures, the surface area of the bottom face of the hexahedron is less than the surface area of the upper face of the hexahedron, so that the hexahedron assumes an upside-down frusto-pyramid shape.

[0015] Preferably, the uprights 12a and the crossbars 12b are section bars made in steel or aluminium.

[0016] Said frame 12 is equipped with means 18 for removably constraining a poster, comprising translucent advertising panels 20. Alternatively, as illustrated in the example in the figures, at least one part of said frame 12 is equipped with the aforesaid means 18, i.e. only the two larger side faces 13a and 13b are equipped with such means 18.

[0017] In the example illustrated in figure 1-7, the translucent advertising panels 20 are plastic material sheets, for example translucent PVC, on which advertising messages and/or images are printed.

[0018] In figures 5 and 6, an exemplifying and not limiting embodiment of the means 18 is shown, arranged at the two larger side faces 13a and 13b. More precisely, on each side face 13a and 13b, a respective plastic material sheet, of substantially rectangular shape, is removably constrained.

[0019] The means 18 comprise a plurality of holes 30, arranged aligned at an upper end of each sheet, each hole being perimetrically equipped with a stiffener ring, and a respective plurality of elastic ropes 32 which connect said stiffener rings with a horizontal crossbar 34 of

the frame 12.

[0020] The means 18 moreover comprise a cylindrical bar 36 which is for example heat-welded at a lower end of each sheet.

[0021] The cylindrical bar 36 is sliding, by gravity, into an appropriate hollow space 38, of substantially vertical extension, which is made in the base 14. In such a manner, the sheets are put under strain at the two side faces 13a and 13b in a practical and effective manner.

[0022] One or more light sources 22 are provided in said space 16 for the backlighting of said advertising panels 20.

[0023] Preferably, the light sources 22 are fluorescent or neon tubes. In the not limiting example illustrated in figure 4, the fluorescent or neon tubes are mounted at the median plane which is substantially parallel to the two larger faces 13a and 13b of the hexahedron of the frame 12, on both sides of a plurality of vertical uprights 22a which rise from said base 14 at said median plane. In the figure example, five fluorescent or neon tubes are provided, which are in a mutual spaced relationship, on each side of the three uprights 22a.

[0024] In particular, in accordance with one aspect of the present invention, such base 14 is transported by means of a respective plurality of wheels 24, of which one pair are directional wheels. In the example illustrated in the figures, four wheels 24 are shown, mounted on two axles.

[0025] Moreover, the structure 10 comprises a motor, with substantially zero or minimal polluting emissions, for driving at least one pair of driving wheels of said plurality of wheels 24, and an energy source for feeding said motor.

[0026] The motor with substantially zero or minimal polluting emissions is chosen among a electric type motor, a hydrogen motor and a methane motor.

[0027] The energy source for feeding the electric type motor comprises electric energy sources such as for example electric batteries.

[0028] The energy source for feeding the hydrogen motor may comprise combustible cells, in turn fed by a hydrogen tank.

[0029] The energy source for feeding the methane motor comprises a methane tank.

[0030] The motor with substantially zero or minimal polluting emissions and the energy source are not represented in the figures and are not described, since they are of per se conventional type.

[0031] Preferably, said motor and the energy source are positioned on said base 14 in the space 16 inside said frame 12.

[0032] In the case of an electric type motor, the energy source may also advantageously feed the backlighting light sources 22 of said advertising panels 20. Alternatively, a suitable battery 26 may be provided for feeding said light sources 22 (figure 7). Of course, appropriate current transformers 28 may be provided between the battery 26 and the fluorescent or neon tubes.

[0033] In addition, it should be noted that the pair of directional wheels are controlled by a per se conventional steering device.

[0034] In practice, the transported base 14 substantially constitutes a trolley equipped with a motor with substantially zero or minimal polluting emissions.

[0035] A place for the trolley driver may also be advantageously defined on the base 14, from where he may operate the steering device, control the driving wheels and turn on the backlighting light sources of said advertising panels.

[0036] In figures 8-10, a second preferred embodiment is shown of a supporting structure for posters in general according to the present invention, globally indicated with 110. In figures 8-10, structural elements which are identical or equivalent from the functional standpoint to those of the supporting structure for posters in general 10 of figures 1-7 described above are given the same reference numbers and are not further described.

[0037] The supporting structure 110 substantially differs from the supporting structure 10 for the fact that the translucent advertising panels 120 are plates that are rigid (or are substantially such), in translucent plastic material, for example polycarbonate (which advantageously has sufficient stiffness properties and low costs), on which appropriate translucent adhesives are attached, for example in vinyl material, bearing advertising messages and/or images.

[0038] In the example shown in figure 8, the light sources 22 provided inside the frame 12 for the backlighting of the advertising panels 120 are fluorescent or neon tubes arranged vertically and mounted, in a mutual spaced relationship, at the median plane of the frame 12.

[0039] In the figures, an exemplifying and not limiting embodiment of means 118 is shown for removably constraining a poster, set at the two larger side faces 13a and 13b. More precisely, on each side face 13a and 13b, a respective rigid plate in plastic material, of substantially rectangular form, is removably constrained.

[0040] The means 118 comprise a first section bar 140, having a substantially upside-down "U"-shaped section, set at the upper end of each side face 13a and 13b, in a substantially horizontal direction. On one leg 140a of the "U" of the first section bar 140, that which remains towards the exterior of the frame 12, a plurality of threaded holes is provided, on which respective bolts or screws 144 are mounted.

[0041] The means 118 moreover comprise a second section bar 142, having a substantially "U"-shaped section, set at the lower end of each side face 13a and 13b, in a substantially horizontal direction. Preferably, the second section bar 142 is placed within a longitudinal hollow space 146 set above said base 14.

[0042] The rigid plate has dimensions suitable for being positioned between the respective bottoms of the second section bar 142 and the first section bar 140, i.e. between the respective bases of the "U" of the second section bar 142 and the first section bar 140, said first

and second section bar (140, 142) constituting a frame for said plate. Such plate is mounted on the aforesaid frame by inserting it laterally with respect to said side faces 13a and 13b, i.e. inserting it orthogonally with respect to the side faces 13c and 13d.

[0043] Once the plate is positioned, the bolts or screws 144 are screwed and advance towards an upper end of the rigid plate, until it is locked against the leg 140b of the first section bar 140, opposite the leg 140a. In the example of figure 9, a bar 145 is interposed between the ends of the bolts or screws 144 and the upper end of the rigid plate.

[0044] Preferably, on at least one of the smaller side faces 13c and 13d of the hexahedron of the frame 12, a substantially planar quadrilateral cover 150 is removably positioned which at the two larger sides is equipped with borders 152 orthogonal to the cover 150 plane, which cover the two lower sides of the rigid plates mounted on the frame 12. For the substitution of the rigid plates, the cover 150 is first removed.

[0045] It should finally be noted that the supporting structure for posters in general according to the invention may be equipped with a satellite navigation equipment (for example, with GPS or Galileo technology).

[0046] The equipment may advantageously comprise a memorization unit for recording the course, with related time schedule, carried out by the supporting structure. Such setting may be provided to the customer for his controlling/checking, in case for example a predetermined course of travel was agreed upon, so to confirm the service just carried out.

[0047] Additionally or alternatively, the equipment may comprise a transmission unit for transmitting information, related to a course of travel carried out, to a control operating centre. In the control operating centre, such information is memorized and may be provided to the customer for his controlling/checking.

[0048] Additionally or alternatively, the equipment may comprise a visualization unit for the driver of the supporting structure, wherein he may visualize his position, comparing it with the course of travel possibly agreed upon with the customer. By integrating the equipment with a wireless telephone communication unit, it will be possible - in addition to calling - to send/receive text messages and visualize them, for example on the visualization unit itself.

[0049] From the preceding description, it clearly results that the supporting structure for posters in general according to the invention solves the technical problem and achieves numerous advantageous, the first of which lies in the fact that the mounting, and substitution, of the advertising panels is unusually easy.

[0050] In particular, the second embodiment described has shown to be particularly advantageous in terms of rapidity of substitution of the advertising panels. Moreover, the supporting structure according to the invention may be easily transported and placed in selected localities and logistical positions, even in the historical centers

of the cities and in places where vehicles driven by internal combustion motors, with their related polluting emissions, are not allowed.

[0051] Additionally, it should be noted that the supporting structure according to the invention may also be used in perpetual movement, along pre-established courses of travel, possibly providing brief stops, at predetermined times, in predetermined positions wherein there is a great crowd of people (for example, in front of a school or cinema). The aforesaid pre-established courses of travel may advantageously be traced in historical centers where vehicles driven by motors of high polluting emissions are not allowed (for example, petrol or diesel motors), and the supporting structure according to the invention thus constitutes an important advertising instrument, moving through said historical centers.

[0052] A further advantage is the lighting uniformity of the plastic material sheets with which the advertising panels are made, for which an optimal nocturnal visibility of the advertising messages and/or images is ensured, even at great distances.

[0053] Additionally, it should be noted that the sheets with which the advertising panels are made may be easily transported by simply winding them around the cylindrical bar.

[0054] A man skilled in the art can make numerous modifications and variants to the supporting structure for posters which are covered by the scope of protection of the present invention as defined by the following claims.

Claims

1. Supporting structure (10, 110) for posters in general, comprising a reticulated, free-standing frame (12) and a base (14), the frame (12) being mounted on said base (14) with which it substantially defines a space (16) accessible from outside the frame (12) itself and wherein at least part of said frame (12) is equipped with means (18, 118) for removably constraining a poster comprising translucent advertising panels (20, 120), at least one light source (22) being provided in said space (16) for the backlighting of said advertising panels (20, 120), wherein said base (14) comprises a respective plurality of transport wheels (24), of which one pair are directional wheels, and wherein it comprises a motor for driving at least one pair of driving wheels of said plurality of wheels (24) and an energy source for feeding said motor, **characterized in that** said motor is a motor with substantially zero or minimal polluting emissions and **in that** said motor and said energy source are positioned on said base (14) in the space (16) inside said frame (12).
2. Structure (10, 110) according to claim 1, **characterized in that** said motor is chosen among a electric type motor, a hydrogen motor and a methane motor.
3. Structure (10, 110) according to claim 2, **characterized in that** said motor is of electric type and that said energy source also feeds said at least one backlighting light source (22) of said advertising panels (20, 120).
4. Structure (10, 110) according to claim 1, **characterized in that** the pair of directional wheels are controlled by a steering device.
5. Structure (10, 110) according to claim 4, **characterized in that** a place for a driver is defined on the base (14).
6. Structure (10) according to claim 1, **characterized in that** the translucent advertising panels (20) are plastic material sheets, on which advertising messages and/or images are printed.
7. Structure (10, 110) according to claim 1, **characterized in that** the reticule of the frame (12) is formed by substantially vertical uprights (12a) and substantially horizontal crossbars (12b) connected with each other.
8. Structure (10, 110) according to claim 7, **characterized in that** the frame (12) has hexahedron shape, having four side faces, two larger (13a, 13b) and two smaller (13c, 13d), defined by four substantially vertical uprights (12a) which rise from the base (14), at four substantially vertical edges of the hexahedron, and by four substantially horizontal crossbars (12b) which connect adjoining upper ends of said substantially vertical uprights (12a).
9. Structure (10) according to claims 6 and 8, **characterized in that** a respective plastic material sheet of substantially rectangular shape is removably constrained on each larger side face (13a, 13b).
10. Structure (10) according to claim 9, **characterized in that** said means (18) comprise a plurality of holes (30), arranged aligned at an upper end of each sheet, each hole being perimetrically equipped with a stiffener ring, and a respective plurality of elastic ropes (32) which connects said stiffener rings with a horizontal crossbar (34) of the frame (12), said means (18) moreover comprising a cylindrical bar (36) which is heat-welded at a lower end of each sheet, said cylindrical bar (36) being slidable, by gravity, into a suitable hollow space (38), of substantially vertical extension, which is made in the base (14).
11. Structure (110) according to claim 1, **characterized in that** the translucent advertising panels (120) are substantially rigid plates in translucent plastic material, on which appropriate translucent adhesives are attached, bearing advertising messages and/or im-

ages.

12. Structure (110) according to claims 8 and 11, **characterized in that** said means (118) for removably constraining a poster are arranged at the two larger side faces (13a, 13b) of the hexahedron, a respective rigid plate in plastic material, of substantially rectangular shape, being removably constrained on each larger side face (13a, 13b).
13. Structure (110) according to claim 12, **characterized in that** said means (118) comprise a first section bar (140), having a substantially upside-down "U"-shaped section, set at the upper end of each larger side face (13a, 13b), in a substantially horizontal direction, and a second section bar (142), having a substantially "U"-shaped section, set at the lower end of each larger side face (13a, 13b), in a substantially horizontal direction, each rigid plate having dimensions adapted to be positioned between the bottom of the second section bar (142) and the internal top of the first section bar (140).
14. Structure (110) according to claim 13, **characterized in that** on a leg (140a) of the "U" of the first section bar (140), that which remains towards the exterior of the frame (12), a plurality of threaded holes is provided, on which respective bolts or screws are mounted (144).
15. Structure (110) according to claim 13, **characterized in that** on at least one of the smaller side faces (13c, 13d) of the hexahedron of the frame (12), a substantially planar quadrilateral cover (150) is removably positioned.
16. Structure (10, 110) according to claim 1, **characterized in that** it is equipped with a satellite navigation equipment.

Patentansprüche

1. Haltestruktur (10, 110) für Plakate im Allgemeinen, mit einem in Gitterbauweise ausgeführten, freistehenden Gestell (12) und einem Unterteil (14), wobei das Gestell (12) am Unterteil (14) angebracht ist, mit dem es im Wesentlichen einen Raum (16) bildet, der von außerhalb des eigentlichen Gestells (12) zugänglich ist, und wobei zumindest ein Teil des Gestells (12) mit Einrichtungen (18, 118) ausgestattet ist, um ein Plakat lösbar zu halten, das durchscheinende Anzeigetafeln (20, 120) umfasst, wobei in dem Raum (16) mindestens eine Lichtquelle (22) vorgesehen ist, um die Anzeigetafeln (20, 120) von hinten zu beleuchten, wobei das Unterteil (14) eine jeweilige Mehrzahl von Transporträdern (24) aufweist, wovon es sich bei zweien um Leiträder handelt,

und wobei sie einen Motor, um zumindest ein Paar von Antriebsrädern der Mehrzahl von Rädern (24) anzutreiben, und eine Energiequelle zur Versorgung des Motors umfasst,

dadurch gekennzeichnet, dass der Motor ein Motor mit im Wesentlichen keinen oder minimalen Verschmutzungsemissionen ist, und dass der Motor und die Energiequelle auf dem Unterteil (14) im Raum (16) innerhalb des Gestells (12) positioniert sind.

2. Struktur (10, 110) nach Anspruch 1, **dadurch gekennzeichnet, dass** der Motor aus einem Elektromotor, einem Wasserstoffmotor und einem Methanmotor ausgewählt ist.
3. Struktur (10, 110) nach Anspruch 2, **dadurch gekennzeichnet, dass** der Motor ein Elektromotor ist und die Energiequelle auch die mindestens eine Hintergrundbeleuchtungs-Lichtquelle (22) der Anzeigetafeln (20, 120) versorgt.
4. Struktur (10, 110) nach Anspruch 1, **dadurch gekennzeichnet, dass** die beiden Leiträder von einer Lenkvorrichtung gesteuert werden.
5. Struktur (10, 110) nach Anspruch 4, **dadurch gekennzeichnet, dass** auf dem Unterteil (14) Platz für einen Fahrer geschaffen ist.
6. Struktur (10) nach Anspruch 1, **dadurch gekennzeichnet, dass** die durchscheinenden Anzeigetafeln (20) Kunststoff-Flächenkörper sind, auf die Werbebotschaften und/oder -bilder aufgedruckt sind.
7. Struktur (10, 110) nach Anspruch 1, **dadurch gekennzeichnet, dass** die Gitterstruktur des Gestells (12) durch im Wesentlichen vertikale Stehprofile (12a) und im Wesentlichen horizontale Querstäbe (12b) gebildet ist, die miteinander verbunden sind.
8. Struktur (10, 110) nach Anspruch 7, **dadurch gekennzeichnet, dass** das Gestell (12) eine Hexaeder-Form hat, mit vier Seitenflächen, zwei größeren (13a, 13b) und zwei kleineren (13c, 13d), die durch vier im Wesentlichen vertikale Stehprofile (12a), die an vier im Wesentlichen vertikalen Kanten des Hexaeders vom Unterteil (14) nach oben abstehen, und durch vier im Wesentlichen horizontale Querstäbe (12b) gebildet sind, die benachbarte obere Enden der im Wesentlichen vertikalen Stehprofile (12a) verbinden.
9. Struktur (10) nach den Ansprüchen 6 und 8, **dadurch gekennzeichnet, dass** an jeder größeren Seitenfläche (13a, 13b) ein jeweiliger Kunststoff-Flächenkörper mit im Wesentlichen rechteckiger Form lösbar gehalten ist.

10. Struktur (10) nach Anspruch 9, **dadurch gekennzeichnet, dass** die Einrichtungen (18) mehrere Löcher (30), die an einem oberen Ende jedes Flächenkörpers ausgerichtet angeordnet sind, wobei jedes Loch an seinem Umfang mit einem Versteifungsring ausgestattet ist, und eine jeweilige Mehrzahl an elastischen Leinen (32) aufweisen, die die Versteifungsringe mit einem horizontalen Querstab (34) des Gestells (12) verbinden, wobei die Einrichtungen (18) darüber hinaus einen zylindrischen Stab (36) aufweisen, der an einem unteren Ende jedes Flächenkörpers thermoverschweißt ist, wobei der zylindrische Stab (36) durch Schwerkraft in einen geeigneten Hohlraum (38) von im Wesentlichen vertikaler Erstreckung einschiebbar ist, der im Unterteil (14) gebildet ist.
11. Struktur (110) nach Anspruch 1, **dadurch gekennzeichnet, dass** die durchscheinenden Anzeigetafeln (120) im Wesentlichen steife Platten aus durchscheinendem Kunststoff sind, auf denen geeignete durchscheinende Klebstoffe aufgebracht sind, die Werbebotschaften und/oder -bilder tragen.
12. Struktur (110) nach den Ansprüchen 8 und 11, **dadurch gekennzeichnet, dass** die Einrichtungen (118) zum lösbaren Haltern eines Plakats an den beiden größeren Seitenflächen (13a, 13b) des Hexaeders angeordnet sind, wobei eine jeweilige steife Platte aus Kunststoff mit im Wesentlichen rechteckiger Form lösbar an jeder größeren Seitenfläche (13a, 13b) gehalten ist.
13. Struktur (110) nach Anspruch 12, **dadurch gekennzeichnet, dass** die Einrichtungen (118) einen ersten Profilstab (140) umfassen, der ein im Wesentlichen umgedrehtes "U"-förmiges Profil hat und am oberen Ende jeder größeren Seitenfläche (13a, 13b) in einer im Wesentlichen horizontalen Richtung angesetzt ist, und einen zweiten Profilstab (142), der ein im Wesentlichen "U"-förmiges Profil hat und am unteren Ende jeder größeren Seitenfläche (13a, 13b) in einer im Wesentlichen horizontalen Richtung angesetzt ist, wobei jede steife Platte Abmessungen hat, die dazu angepasst sind, zwischen dem Grund des zweiten Profilstabs (142) und dem inneren Oberteil des ersten Profilstabs (140) positioniert zu werden.
14. Struktur (110) nach Anspruch 13, **dadurch gekennzeichnet, dass** an einem Schenkel (140a) des "U" des ersten Profilstabs (140), der am Gestell (12) nach außen hinweisend verbleibt, eine Mehrzahl von Gewindebohrungen vorgesehen sind, in denen jeweilige Bolzen oder Schrauben (144) befestigt sind.
15. Struktur (110) nach Anspruch 13, **dadurch gekennzeichnet, dass** an zumindest einer der kleineren

Seitenflächen (13c, 13d) des Hexaeders des Gestells (12) ein im Wesentlichen ebenflächiges vierseitiges Abdeckteil (150) lösbar positioniert ist.

16. Struktur (10, 110) nach Anspruch 1, **dadurch gekennzeichnet, dass** sie mit einer Satellitennavigationseinrichtung ausgestattet ist.

10 Revendications

1. Structure de support (10, 110) pour des affiches en général, comportant un châssis autoporteur, réticulé (12) et une base (14), le châssis (12) étant monté sur ladite base (14) avec laquelle il définit sensiblement un espace (16) accessible depuis l'extérieur du châssis (12) lui-même et dans lequel au moins une partie dudit châssis (12) est équipée de moyens (18, 118) pour retenir de manière amovible une affiche comportant des panneaux publicitaires translucides (20, 120), au moins une source lumineuse (22) étant agencée dans ledit espace (16) pour l'éclairage en contre-jour desdits panneaux publicitaires (20, 120), dans laquelle ladite base (14) comporte une pluralité respective de roues de transport (24), dont une paire sont des roues directionnelles, et dans laquelle elle comporte un moteur pour entraîner au moins une paire de roues motrices parmi ladite pluralité de roues (24) et une source d'énergie pour alimenter ledit moteur, **caractérisée en ce que** ledit moteur est un moteur ayant des émissions polluantes sensiblement nulles ou minimales, et **en ce que** ledit moteur et ladite source d'énergie sont positionnés sur ladite base (14) dans l'espace (16) à l'intérieur dudit châssis (12).
2. Structure (10, 110) selon la revendication 1, **caractérisée en ce que** ledit moteur est choisi parmi un moteur de type électrique, un moteur à hydrogène et un moteur au méthane.
3. Structure (10, 110) selon la revendication 2, **caractérisée en ce que** ledit moteur est de type électrique et que ladite source d'énergie alimente également ladite au moins une source lumineuse d'éclairage en contre-jour (22) desdits panneaux publicitaires (20, 120).
4. Structure (10, 110) selon la revendication 1, **caractérisée en ce que** la paire de roues directionnelles est commandée par un dispositif de direction.
5. Structure (10, 110) selon la revendication 4, **caractérisée en ce qu'**un emplacement pour un conducteur est défini sur la base (14).
6. Structure (10) selon la revendication 1, **caractérisée en ce que** les panneaux publicitaires translucides

(20) sont des feuilles de matière plastique, sur lesquelles des messages publicitaires et/ou des images sont imprimés.

7. Structure (10, 110) selon la revendication 1, **caractérisée en ce que** le réticule du châssis (12) est formé par des montants sensiblement verticaux (12a) et des barres transversales sensiblement horizontales (12b) reliés les uns aux autres.

8. Structure (10, 110) selon la revendication 7, **caractérisée en ce que** le châssis (12) a une forme d'hexaèdre, ayant quatre faces latérales, deux plus grandes (13a, 13b) et deux plus petites (13c, 13d), définies par quatre montants sensiblement verticaux (12a) qui s'élèvent à partir de la base (14), sur quatre bords sensiblement verticaux de l'hexaèdre, et par quatre barres transversales sensiblement horizontales (12b) qui relient des extrémités supérieures adjacentes desdits montants sensiblement verticaux (12a).

9. Structure (10) selon les revendications 6 et 8, **caractérisée en ce qu'**une feuille de matière plastique respective ayant une forme sensiblement rectangulaire est retenue de manière amovible sur chaque face latérale plus grande (13a, 13b).

10. Structure (10) selon la revendication 9, **caractérisée en ce que** lesdits moyens (18) comportent une pluralité de trous (30), agencés alignés à une extrémité supérieure de chaque feuille, chaque trou étant équipé au niveau du périmètre d'un anneau raidisseur, et une pluralité respective de cordes élastiques (32) qui relient lesdits anneaux raidisseurs à une barre transversale horizontale (34) du châssis (12), lesdits moyens (18) comportant en outre une barre cylindrique (36) qui est thermosoudée à une extrémité inférieure de chaque feuille, chaque barre cylindrique (36) pouvant coulisser, par gravité, dans un espace creux adapté (38), d'une extension sensiblement verticale, qui est réalisée dans la base (14).

11. Structure (110) selon la revendication 1, **caractérisée en ce que** les panneaux publicitaires translucides (120) sont des plaques sensiblement rigides en matière plastique translucide, sur lesquelles des adhésifs translucides appropriés sont fixés, portant des messages publicitaires et/ou des images.

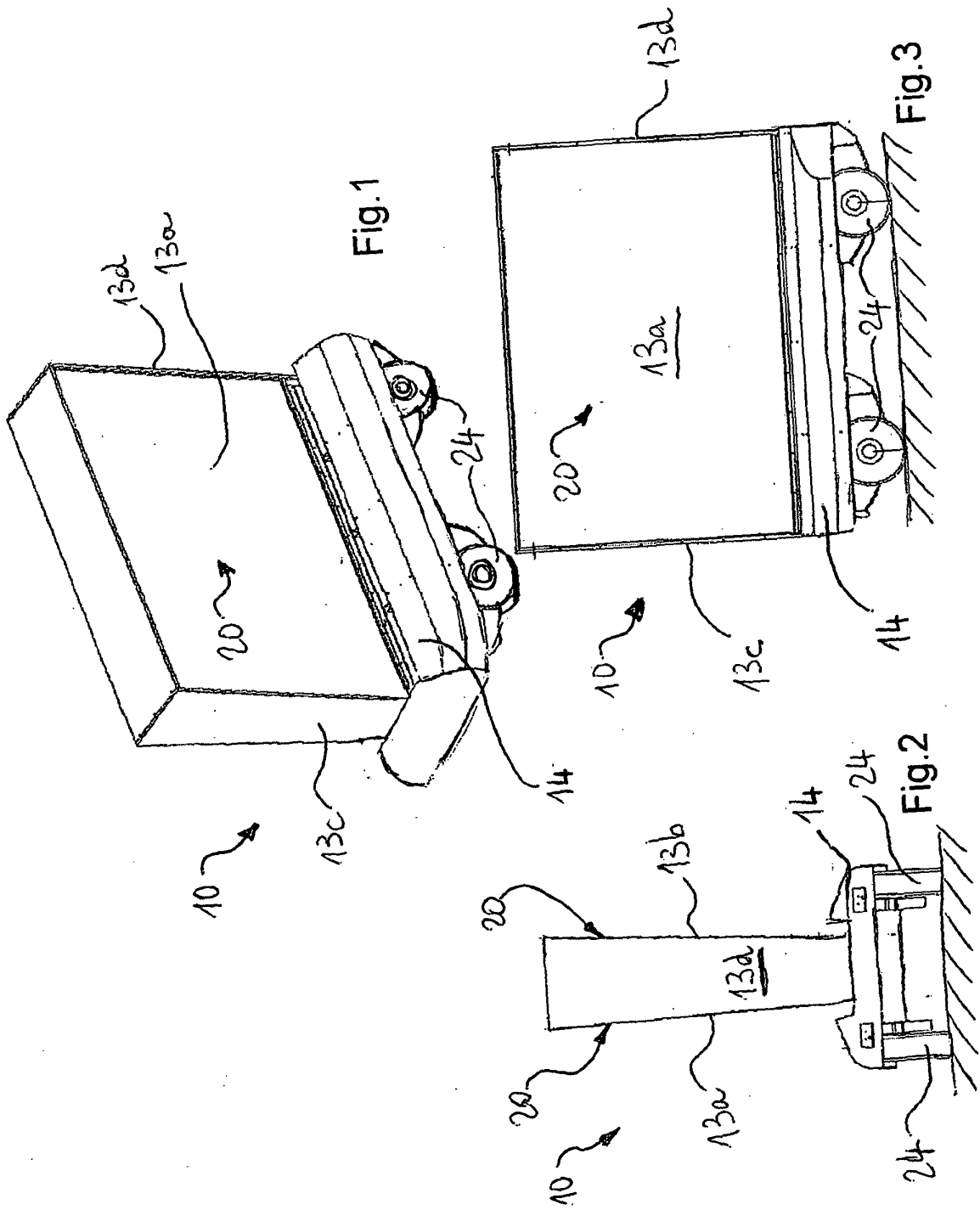
12. Structure (110) selon les revendications 8 et 11, **caractérisée en ce que** lesdits moyens (118) pour retenir de manière amovible une affiche sont agencés sur les deux faces latérales plus grandes (13a, 13b) de l'hexaèdre, une plaque rigide respective en matière plastique, ayant une forme sensiblement rectangulaire, étant retenue de manière amovible sur chaque face latérale plus grande (13a, 13b).

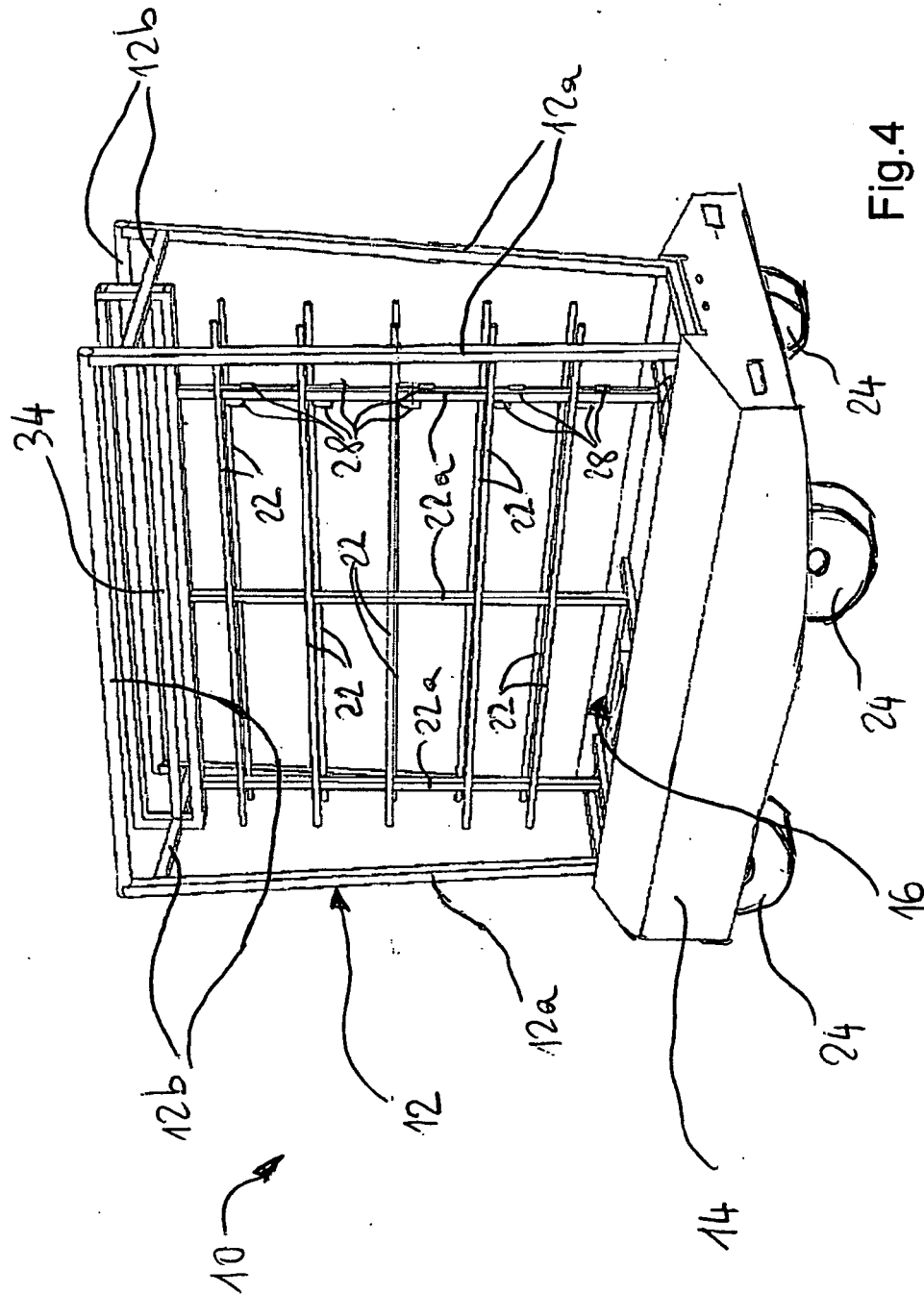
13. Structure (110) selon la revendication 12, **caractérisée en ce que** lesdits moyens (118) comportent une barre à première section (140), ayant une section sensiblement en forme de "U" inversé, fixée sur l'extrémité supérieure de chaque face latérale plus grande (13a, 13b), dans une direction sensiblement horizontale, et une barre à seconde section (142), ayant une section sensiblement en forme de "U", fixée sur l'extrémité inférieure de chaque face latérale plus grande (13a, 13b), dans une direction sensiblement horizontale, chaque plaque rigide ayant des dimensions adaptées pour être positionnée entre la partie inférieure de chaque barre à seconde section (142) et la partie supérieure interne de la barre à première section (140).

14. Structure (110) selon la revendication 13, **caractérisée en ce que** sur une branche (140a) du "U" de la barre à première section (140), qui reste vers l'extérieur du châssis (12), une pluralité de trous filetés est agencée, sur lesquels des boulons ou des vis respectifs sont montés (144).

15. Structure (110) selon la revendication 13, **caractérisée en ce que** sur au moins une des faces latérales plus petites (13c, 13d) de l'hexaèdre du châssis (12), un couvercle quadrilatère sensiblement plan (150) est positionné de manière détachable.

16. Structure (10, 110) selon la revendication 1, **caractérisée en ce qu'**elle est équipée d'un équipement de navigation par satellite.





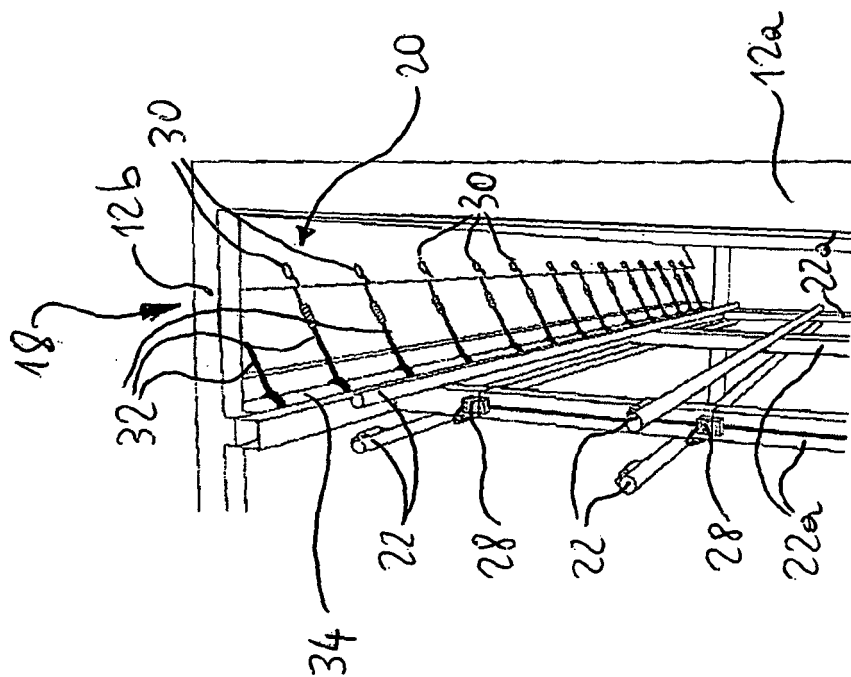


Fig. 5

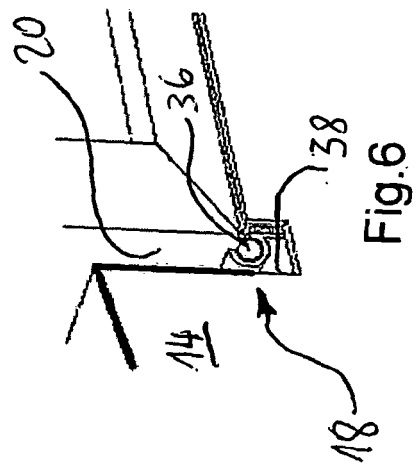


Fig. 6

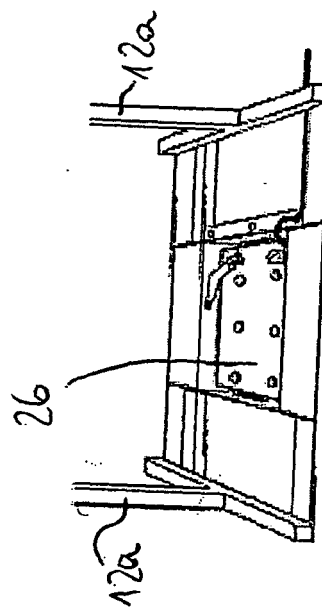


Fig. 7

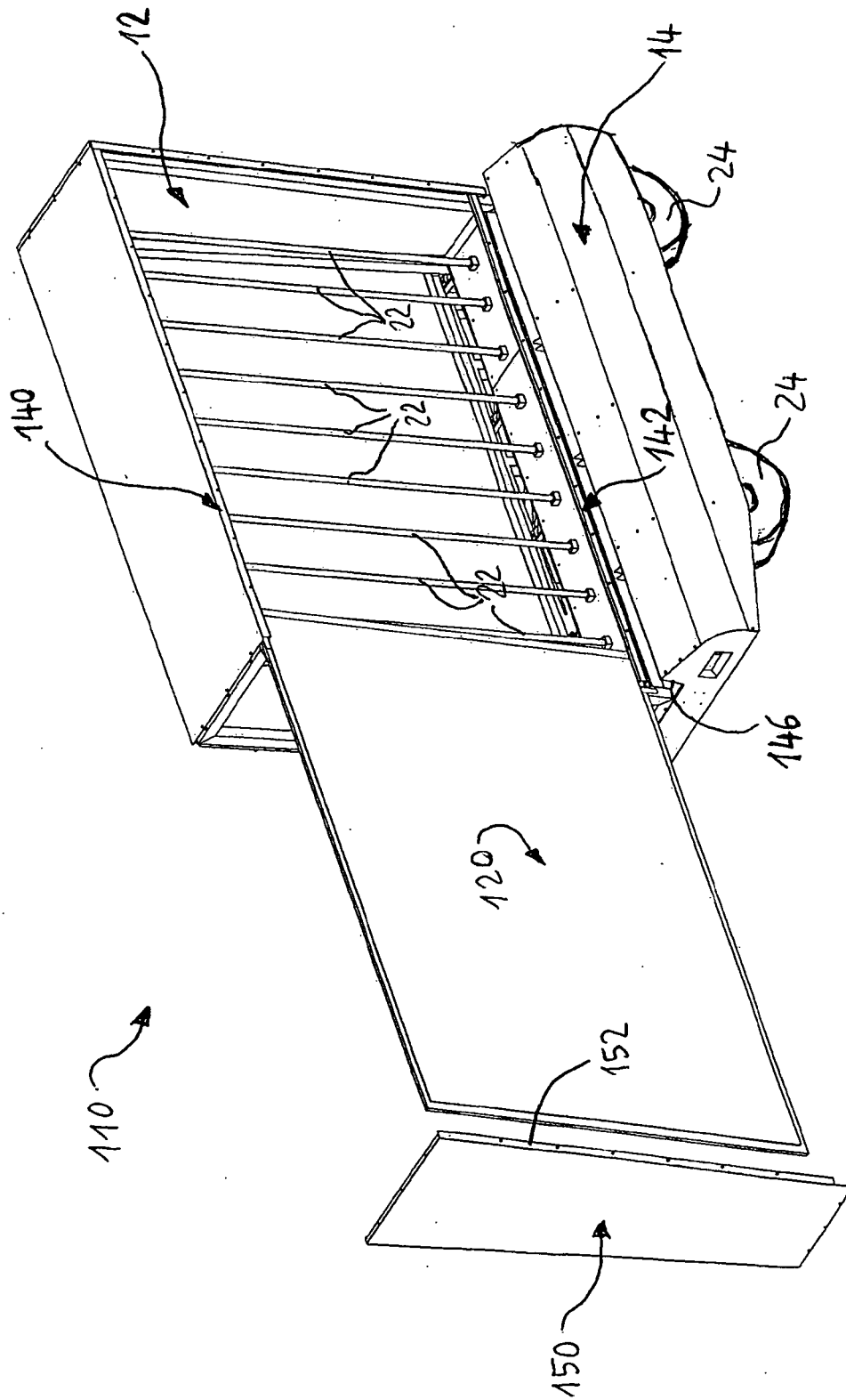
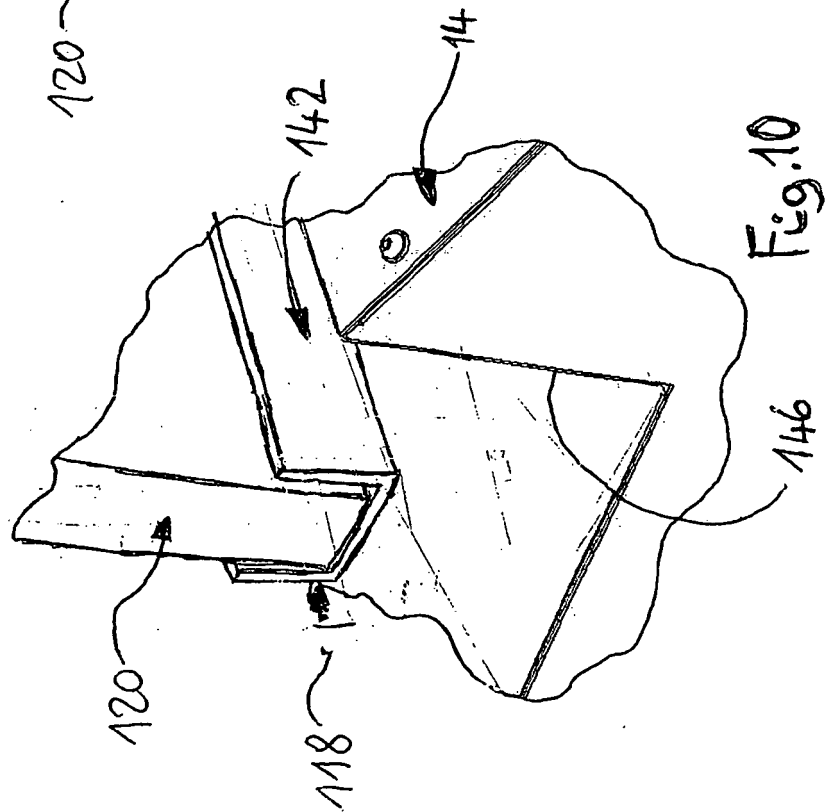
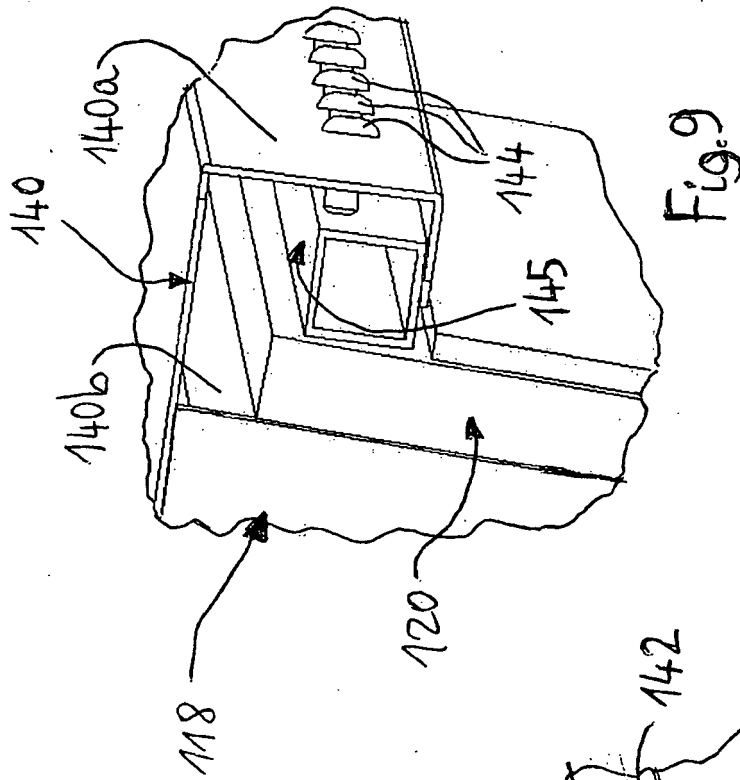


Fig. 8



REFERENCES CITED IN THE DESCRIPTION

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Patent documents cited in the description

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