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(54) **ADVERTISING PANEL WITH A MIST SPRAYER**

(57) The invention relates to an advertising panel which is open at the upper part and which has a poster with the advertisement content on the front thereof, said

poster being positioned on an optionally-curved translucent surface that is illuminated from the inside. The image is complemented with a system producing a scent associated with said image.

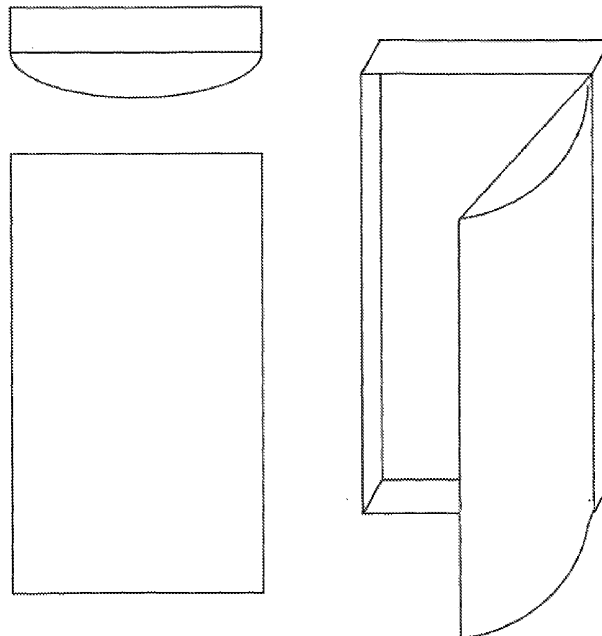


Fig. 1

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Description

Field of Industrial Application

[0001] The object of the invention is a panel to be installed in public places for advertisement by means of a graphic depiction of any type, accompanied by a scent as a complement. It can be used indoors, covering a large surface with its scent, although it should be protected from strong air currents outdoors or it would lose its usefulness.

Prior State of the Art

[0002] There are multiple advertising panels, many of them being rotational and lighted, or they are supplied with solar panels or with supports for different objects. There are even panels having mobile members, such as utility model U200800854, or with dynamically changing images such as United States patent US2007/0113436. However, there is no panel that serves for scent marketing, i.e., that distributes an aroma or scent around it intensifying the advertisement of the image depicted.

Description of the Invention

[0003] The panel, open at its upper part, contains a poster, a photograph or the like with the advertisement content which will be positioned on an optionally-curved illuminated translucent surface, for which purpose an illumination source is placed behind that surface. The image shown is complemented with a system producing a scent associated with the image of the advertisement. For example, if a perfume is advertised, it will be complemented with the scent of said perfume. This is achieved by means of a device hidden in what is known as a scented box positioned behind the translucent surface. The box contains a mist sprayer for spraying the product and an electric motor dispersing air impregnated with the fragrance advertised. It is designed to cover large surfaces. It has a significant aromatization capacity since it is equipped with doses of the selected fragrance for 30 days of the month. It is used to aromatize any type of events, giving them a different and more communicative image.

Brief Description of the Drawings

[0004] A front or elevated view (lower) and the plan or top view (upper) of the panel can be seen on the left of Figure 1. A perspective view of the panel with its door open is depicted on the right of the figure.

[0005] Figure 2 depicts the back of the panel, the air freshener box, a, and the points where two illumination tubes, f, are inserted.

[0006] Figure 3 includes several views of the air freshener box, a. A detailed perspective view of a slit, r, on the upper part of the box is depicted in the left upper part.

View b shows the positioning of a mist sprayer below in the center, n, and a motor, m, in its upper part. View c is the back part of the box with 2 holes for securing it. View d is a front view with a lock and view e depicts one of the 2 equal sides of the box, several aeration holes being seen in its lower part.

Detailed Description of an Embodiment

[0007] The advertisement panel is made up of a metal casing with a translucent front display that can be optionally-curved the objective of which is to place a drawing, photograph, poster or any other advertisement element, and it is illuminated by an illumination system assembled inside the casing. A box for placing a mist sprayer filled with an aroma or perfume spread by means of a motor positioned in the upper part of the box is also assembled inside the casing. As seen in Figure 1, the translucent part has hinges on one side such that it can be opened like a door to enable accessing the elements placed therein.

[0008] A box, a in Figure 2, containing the substance with the scent to be dispersed to the surrounding area as well as a motor forcing the distribution of that scent is secured on the surface of the back of the casing. Two tubes or any other system serving to illuminate the translucent surface, f in Figure 2, are also installed at the back.

[0009] The way for dispensing the scent is summarized by observing the components of the box in Figure 3. In one embodiment, the box, a, is made of metal so that no heating problems, deformation problems, etc. are caused. At the back part of the box, c, there are 2 holes to enable securing it on the back of the casing. The front of the box, d, is a sheet forming a door with a lock to allow accessing its interior. The two sides, e, of the box have holes in the lower part, t, so that air enters the box.

[0010] If the interior of box, b, is observed, a container, n, containing the product with the scent to be distributed can be seen. This container is actually an electric mist sprayer which emits the aroma or fragrance. In the upper part of the box there is a small electric motor and above it a slit, r in view a, allowing the passage of air. Once the motor starts, air is sucked in through the holes, t, of the sides, which air, forced by the suction of the motor, m, goes up and through the slit, r, exiting to the exterior. The air current thus formed drives the micro droplets expelled by the mist sprayer, the aroma, scent or fragrance that is being used being distributed around the panel.

Claims

1. An advertising panel with a mist sprayer made up of a casing, a translucent front and an illumination system therein, **characterized by** a scented box from which air impregnated with aroma or scent exits, which aroma or scent is distributed around the panel.

2. The advertising panel with a mist sprayer according to the preceding claim, **characterized in that** the scented box contains an electric mist sprayer and a motor.
3. The advertising panel with a mist sprayer according to any of the preceding claims, **characterized by** holes on the sides of the box and a slit on its upper part to force the circulation of air which drives the aroma produced by the mist sprayer.

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inside it.

These explanations will be included at the suitable time of the prosecution, either when requesting for the International Preliminary Examination or upon starting phase II, i.e. the national phase. Likewise, a new Figure 4 aiming to explain how the forced air current is formed inside the box will be added.

The claims have been amended according to these clarifications.

Statement under Art. 19.1 PCT

For better understanding of the invention, the description thereof must be clarified according to the following:

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A mist sprayer is often understood as an apparatus which, upon pressing a button, manually or by any other method, expels a strong jet or cloud for a short time period, i.e., what is simply known as a spray or "container with a special device to spray the liquid it contains".

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This invention seeks the greatest possible simplicity for constantly distributing a liquid in fine droplets. It does not contain a spray, rather the scent is distributed by a constant forced air current.

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This does not mean that the motor cannot be connected to a device that starts it at will, for certain time periods, when someone approaches, etc. As long as the motor is working the current is constant.

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According to the Spanish dictionary, a *nebulizador* (mist sprayer) is an "*aparato que se emplea para nebulizar*" (apparatus used for spraying), and *nebulizar* (spray) is "transformar un liquido en particulas finisimas que forman una especie de nubecilla" (transforming a liquid into fine particles forming a type of little cloud).

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This invention provides a can, n, containing a liquid with the fragrance to be distributed and one or several absorbent papers, p, are introduced in the liquid, which papers are impregnated with the liquid and therefore the aroma. A forced air current is produced by means of a small motor, m, starting from the lower holes, t, through which the air current is forced to circulate, passing over the paper or papers. That air current absorbs fragrance droplets, driving them towards the exterior through the slit, r, in a "cloud" which is responsible for distributing the aroma.

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The motor, m, and the can, n, with its absorbent paper, p, can change their position in relation to one another (motor below can) since the air current-producing effect will be the same.

The concept of mist sprayer does not necessarily involve an electric device, much less an electronic device. The only reason this mist sprayer is called an electric mist sprayer is due to the small motor

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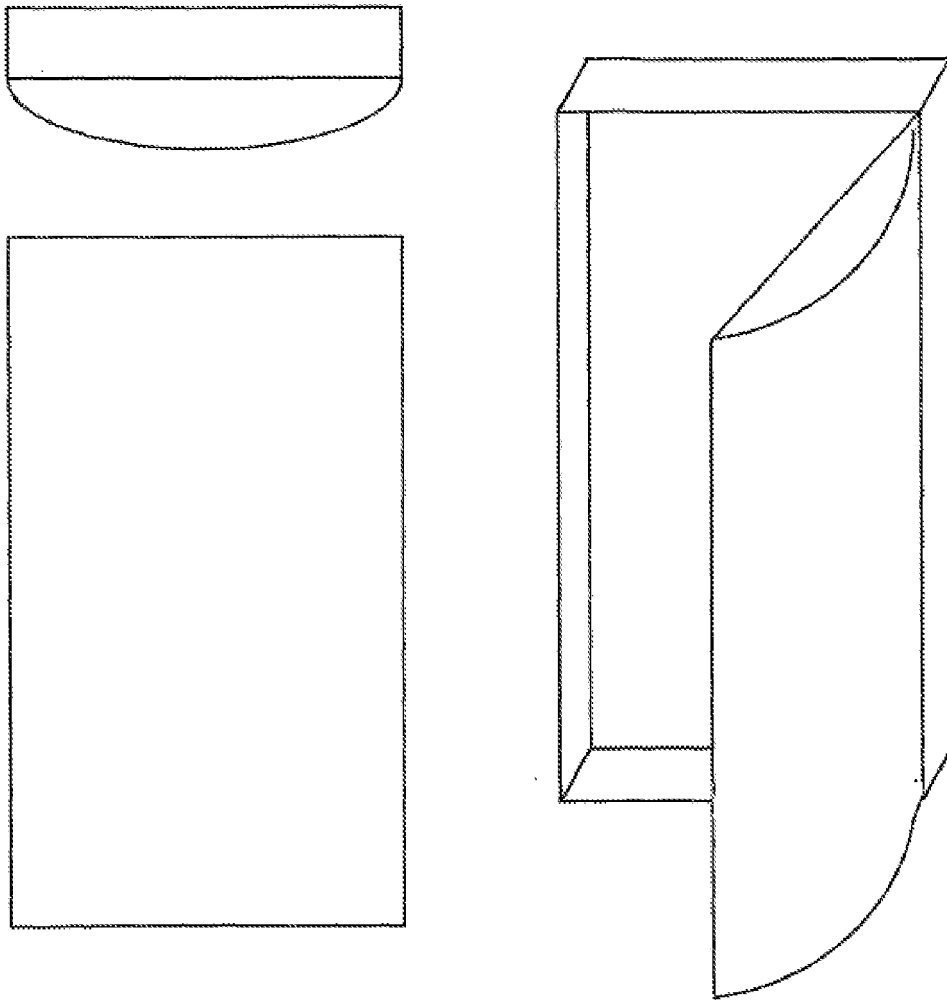


Fig. 1

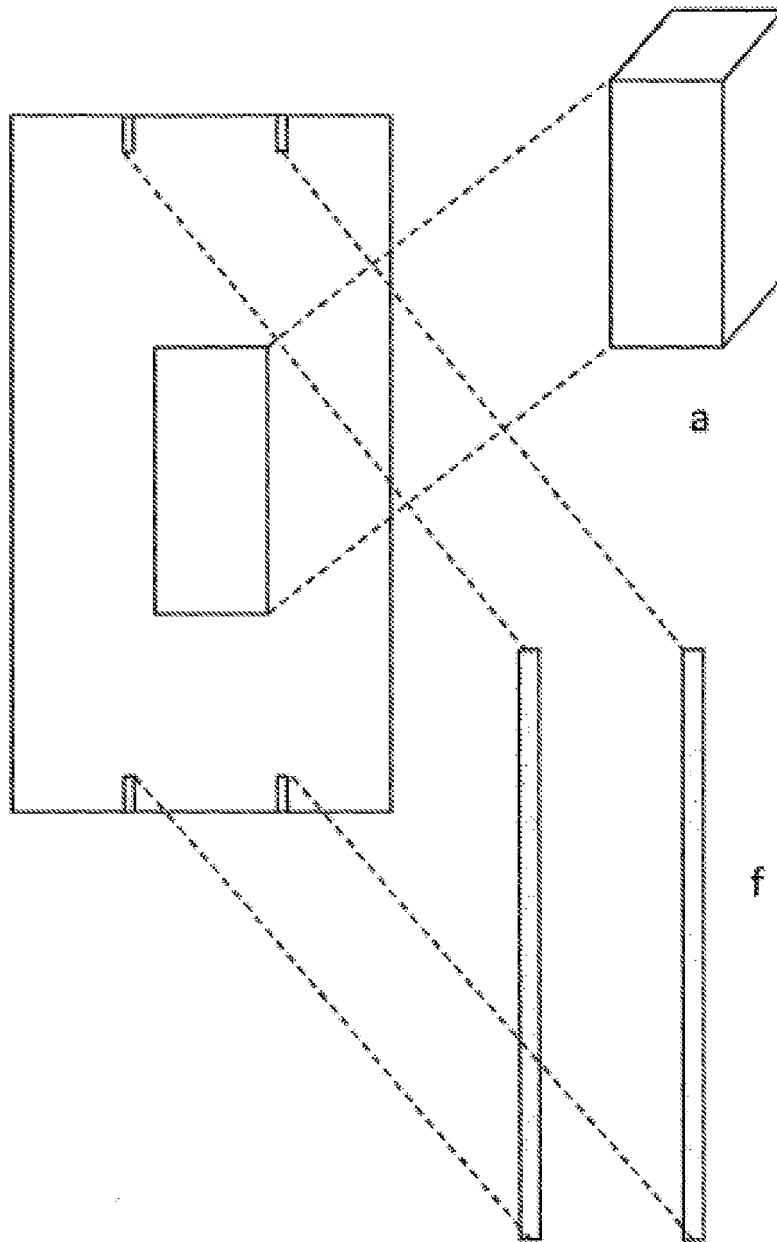


Fig. 2

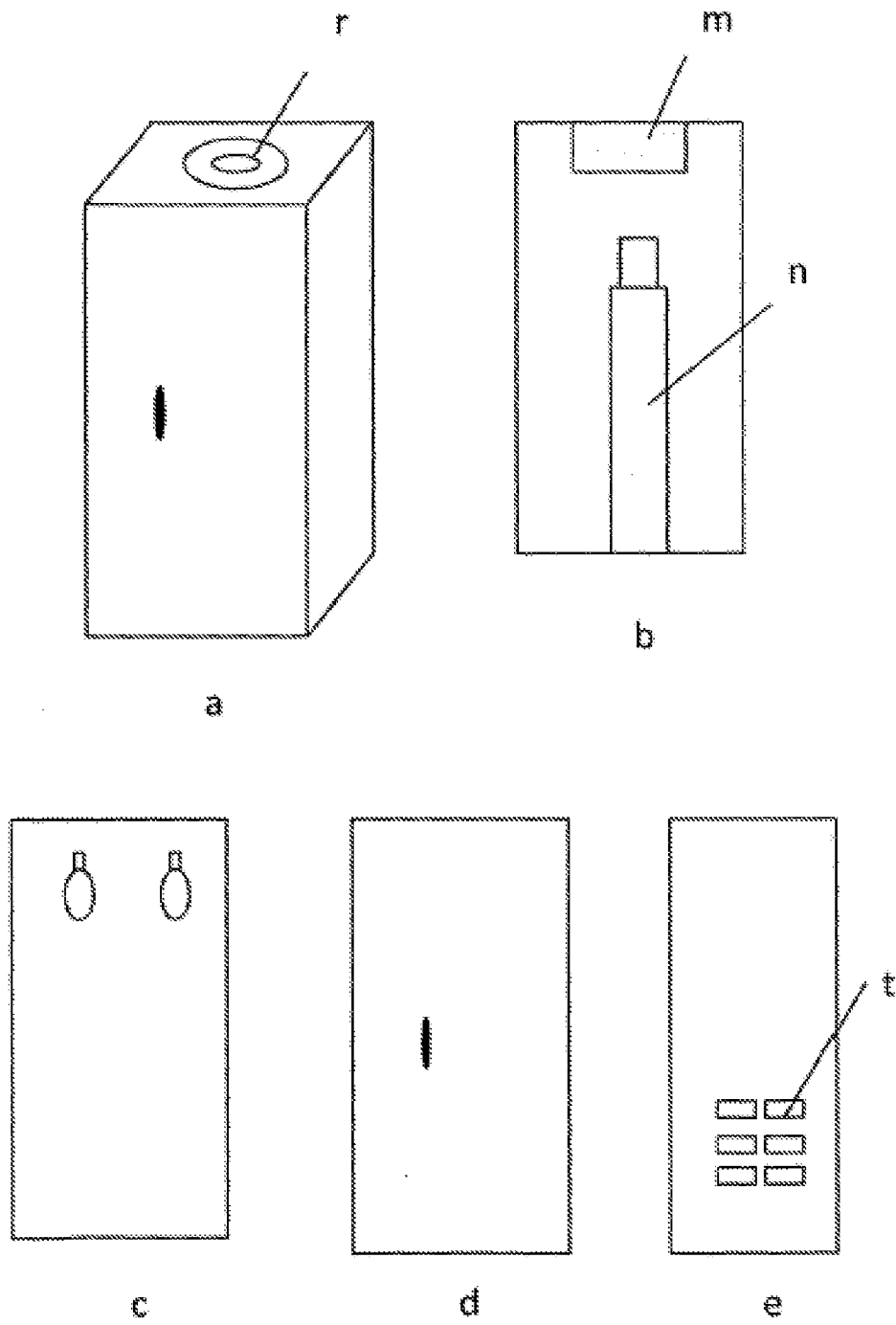


Fig. 3

INTERNATIONAL SEARCH REPORT

International application No.
PCT/ ES 2010/000020

A. CLASSIFICATION OF SUBJECT MATTER				
G09F 19/00 (2006.01) According to International Patent Classification (IPC) or to both national classification and IPC				
B. FIELDS SEARCHED				
Minimum documentation searched (classification system followed by classification symbols) G09F, B05B				
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched				
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) INVENES,EPODOC				
C. DOCUMENTS CONSIDERED TO BE RELEVANT				
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.		
X	US 7363737 B2 (BENALIKHOUDJA) 29.04.2008,column 4, line 4-column 5, line 19; column 6, line 57-59; figures 1-1a.	1-3		
X	GB 2253732 A (LIM SOON HOCK) 16.09.1992, the whole document.	1-2		
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.				
* Special categories of cited documents: <table border="0" style="width:100%"> <tr> <td style="width:50%"> "A" document defining the general state of the art which is not considered to be of particular relevance. "E" earlier document but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure use, exhibition, or other means "P" document published prior to the international filing date but later than the priority date claimed </td> <td style="width:50%"> "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other documents , such combination being obvious to a person skilled in the art "&" document member of the same patent family </td> </tr> </table>			"A" document defining the general state of the art which is not considered to be of particular relevance. "E" earlier document but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure use, exhibition, or other means "P" document published prior to the international filing date but later than the priority date claimed	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other documents , such combination being obvious to a person skilled in the art "&" document member of the same patent family
"A" document defining the general state of the art which is not considered to be of particular relevance. "E" earlier document but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure use, exhibition, or other means "P" document published prior to the international filing date but later than the priority date claimed	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other documents , such combination being obvious to a person skilled in the art "&" document member of the same patent family			
Date of the actual completion of the international search 14 June 2010 (14.06.2010)		Date of mailing of the international search report (15/06/2010)		
Name and mailing address of the ISA/ O.E.P.M. Paseo de la Castellana, 75 28071 Madrid, España. Facsimile No. 34 91 3495304		Authorized officer P. Alonso Gastón Telephone No. +34 91 349 53 23		

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/ ES 2010/000020

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Form PCT/ISA/210 (patent family annex) (July 2009)

REFERENCES CITED IN THE DESCRIPTION

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