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(54) **An advertising device**

(57) A free-standing advertising device (1) has a sign case (2) for displaying advertising posters and a visual display unit (3) mounted on top of the sign case (2). The sign case (2) has a frame (5) with a pair of curved poster display windows (6) mounted at opposite sides of the frame (5). A lamp mounted on the frame (5) backlights the posters. In addition to the advertising posters various advertising messages and information can be shown on the visual display unit (3) and the changing of messages at pre-set time intervals tends to be eye-catching and draws attention to the advertising device (1).

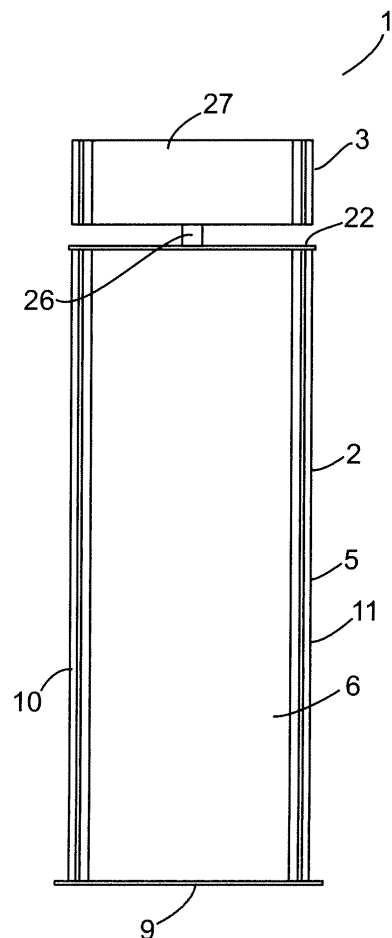


Fig. 1

Description

Introduction

[0001] This invention relates to advertising devices, in particular for displaying advertising messages.

Summary of the Invention

[0002] According to the invention there is provided an advertising device including a sign case having a frame, a poster display window on the frame, means for mounting a poster at the poster display window for display, and a lamp mounted on the frame behind the poster display window for backlighting a poster mounted at the window, the frame comprising a base, a pair of spaced-apart up-rights which are upstanding on the base, a top extending between upper ends of the uprights, the poster display window being formed by a transparent panel mounted between the uprights and upstanding on the base, said transparent panel being arcuate, curving outwardly between the uprights about a substantially vertical axis.

[0003] In another embodiment a translucent diffuser panel is mounted on the frame between the lamp and the transparent panel.

[0004] In another embodiment the translucent panel and the transparent panel overlap for securing a poster therebetween for display.

[0005] In another embodiment the transparent panel and the translucent panel are arcuate, curving outwardly between the uprights.

[0006] In another embodiment each upright has a receiver slot for complementary reception of an edge of the transparent panel and the translucent panel for mounting said panels on the frame.

[0007] Conveniently each panel is provided with a frame-engaging lip extending along each side of the panel for complementary engagement within an associated receiver slot in the upright.

[0008] In another embodiment the base of the frame comprises a ground-engaging base having height adjusting means for levelling the base.

[0009] In another embodiment the frame comprises a base having a pair of spaced-apart upstanding mounting posts and a complementary connector element is mounted at a lower end of the frame uprights having sockets for reception of and engagement with the mounting posts for mounting the uprights on the base.

[0010] In another embodiment a metal cap is mounted on top of the base.

[0011] In a further embodiment rails are mounted between the uprights for supporting the lamp or lamps.

[0012] In another embodiment a visual display unit is mounted on the sign case.

[0013] In a further embodiment the visual display unit is mounted at a top of the frame.

[0014] In another embodiment the visual display unit is mounted on an upstanding support post at a top of the

frame.

[0015] In another embodiment the visual display unit has an alphanumeric display screen.

[0016] In another embodiment the visual display unit has an LED display screen.

[0017] In another embodiment a controller is connected to the visual display unit for controlling the display of messages on the visual display unit.

[0018] In a further embodiment the controller has message input means for inputting desired messages into the controller for display on the visual display unit.

[0019] In another embodiment a poster display window is mounted at a front of the frame and a rear panel is mounted at a rear of the frame extending between the uprights and between the base and top, and at least one shelf is mounted on the rear panel.

[0020] In another embodiment the rear panel is adapted to receive and support a plurality of vertically spaced-apart demountable shelves.

[0021] In another embodiment a plurality of mounting slots are provided in the rear panel for complementary releasable engagement by associated shelf-mounting clips mounted at an inner edge of a shelf for mounting the shelf on the rear panel.

[0022] In another embodiment at least one translucent light panel is mounted in the rear panel for through-passage of light from the lamp.

[0023] In another aspect the invention provides an advertising device including a sign case having means for supporting at least one poster for display and a visual display unit mounted on the sign case.

Brief Description of the Drawings

[0024] The invention will be more clearly understood by the following description of some embodiments thereof, given by way of example only, with reference to the accompanying drawings, in which:

Fig. 1 is an elevational view of an advertising device according to the invention;

Fig. 2 is a side elevational view of the advertising device;

Fig. 3 is an exploded perspective view of a sign case portion of the advertising device;

Fig. 4 is an elevational view of the sign case;

Fig. 5 is an end elevational view of the sign case;

Fig. 6 is a plan view of the sign case;

Fig. 7 is an enlarged detail sectional view showing the engagement of window panels with a frame of the device;

Fig. 8 is an elevational view of another advertising device according to the invention;

Fig. 9 is a side elevational view of the advertising device shown in Fig. 8;

Fig. 10 is an elevational view of a further advertising device according to the invention;

Fig. 11 is a side elevational view of the advertising device shown in Fig. 10;

Fig. 12 is an exploded perspective view of a frame of the advertising device of Fig. 10;

Fig. 13 is a side elevational view of the advertising device of Fig. 10, shown in use;

Fig. 14 is an elevational view of another advertising device according to the invention;

Fig. 15 is a side elevational view of the advertising device shown in Fig. 14;

Fig. 16 is a side elevational view of the advertising device of Fig. 14 shown in use;

Fig. 17 is an elevational view of another advertising device according to the invention;

Fig. 18 is a side elevational view of the advertising device shown in Fig. 17;

Fig. 19 is a side elevational view of another advertising device according to the invention;

Fig. 20 is a rear perspective view of the advertising device shown in Fig. 19;

Fig. 21 is a rear elevational view of the advertising device shown in Fig. 19;

Fig. 22 is a plan view of the advertising device shown in Fig. 19; and

Fig. 23 is a detail perspective view showing a shelf assembly forming portion of the advertising device of Fig. 19.

Detailed Description of Preferred Embodiments

[0025] Referring to the drawings and initially to Figs. 1 to 7 thereof, there is illustrated a freestanding advertising device according to the invention, indicated generally by the reference numeral 1. The advertising device 1 has a sign case 2 for displaying advertising posters and a visual display unit 3 mounted on top of the sign case 2.

[0026] The sign case 2 has a frame 5 with a pair of

poster display windows 6, 7 mounted at opposite sides of the frame 5. A lamp (not shown) is mounted on the frame 5 behind the poster display windows 6, 7 for back-lighting posters mounted at the poster display windows 6, 7.

[0027] The frame 5 has a ground-engaging base plate 9 which, in this case, is formed by an elliptical metal plate. Two spaced-apart uprights 10, 11 are upstanding on the base 9. Conveniently, these uprights 10, 11 may be formed by metal extrusions which are welded to the base 9. Alternatively, the uprights 10, 11 could be fixed to the base 9 in some other fashion, such as, for example, by fasteners such as screws or bolts.

[0028] Each poster display window 6, 7 is formed by an inner translucent diffuser panel 14 and a complementary outer transparent panel 15. These panels 14, 15 overlap for securing a poster therebetween for display. Side edges 16, 17, 18, 19 of the panels 14, 15 engage in associated receiver slots 20 on the uprights 10, 11 for securing the panels 14, 15 between the uprights 10, 11 and upstanding between the base 9 and a top plate 22 extending between upper ends of the uprights 10, 11. It will be noted that the panels 14, 15 are arcuate, curving outwardly between the uprights 10, 11 about a substantially vertical axis. The inner diffuser panel 14 is fixed on the frame 5 and protects electrical equipment housed on the frame 5. Suitable sealing is provided so that the advertising device 1 is suitable for outdoor use.

[0029] Referring in particular to Fig. 7 the engagement of the side edges 16, 17, 18, 19 of the panels 14, 15 with the uprights 10, 11 is shown in more detail. A flat lip 23 is formed along each side edge 16, 17, 18, 19 of the panels 14, 15. The lip 23 extends laterally sideways at an angle to the curved face of the panel 14, 15. Each lip 23 engages within an associated inwardly facing receiver slot 20 in one of the uprights 10, 11 to secure the panels 14, 15 on the frame 5. The outer transparent panel 15 is flexible enough to "bow", allowing the lip 23 to move inwardly sufficiently for engagement and disengagement of the lip 23 with the receiver slot 20. A poster 24 is retained between the overlapping curved portions of the panels 14, 15. Posters 24 can easily be changed by removing and re-engaging the outer transparent panel 15.

[0030] Although not illustrated in the drawings, ideally some height adjusting means is incorporated in the base 9 for levelling the base 9 of the frame 5 when the advertising device 1 is on site to accommodate any unevenness or sloping of the ground on which the advertising device 1 stands when in use.

[0031] The visual display unit 3 is mounted on the top plate 22 by means of a support post 26. The visual display unit 3 has an LED display screen 27 which is operable to display messages such as time, temperature or other advertising messages, if desired. A controller (not shown) is provided for regulating operation of the LED display screen 27 and controlling the display of messages thereon. Typically, the controller will have means, such as a keyboard, for inputting messages for display on the LED

display screen 27. A number of messages may be sequentially shown on the LED display screen 27. The changing of messages at preset time intervals tends to be eye-catching and draws attention to the advertising device 1 and the advertising posters 24 displayed thereon.

[0032] Conveniently, the translucent panel 14 and transparent panel 15 may be formed of plastics materials such as polycarbonate. Ideally, the frame 5 is constructed of metal material such as steel or aluminium, to provide a robust support frame. It is also envisaged that other material, such as plastics materials, could alternatively be used to form some or all of the frame, if desired.

[0033] Power for operating the lamps and the visual display unit can conveniently be provided from a mains power supply which is readily available and can be switched on and off, as required.

[0034] In use, advertising posters are mounted between the panels 14, 15 which, in turn, are mounted between the uprights 10, 11 of the support frame 5. Lamps within the support frame 5 are operated to backlight and illuminate the posters displayed at the poster display windows 6, 7. Advertising messages and/or other information such as time, temperature, etc. may be displayed on the visual display unit 3. The advertising device 1 according to the invention may conveniently be mounted at entrances to retail outlets, on garage forecourts and the like, where there is a large volume of pedestrian traffic to provide an attractive and visually arresting advertising display. The changing messages on the visual display unit 3 tend to be eye-catching and draw attention to the advertising device 1.

[0035] The advertising device may be provided in various sizes and configurations. In the advertising device 1 shown in the drawings the poster display windows 6, 7 are about 2 metres tall and about 640 mm wide and provide a striking display, however it will be appreciated that the poster display windows 6, 7 may be provided in other heights and widths also if desired.

[0036] While the drawings show a relatively simple arrangement for mounting static single posters at each poster display window 6, 7 on the sign case 2 it is envisaged that a scrolling poster arrangement could be provided at a poster display window 6, 7 to allow the mounting of a number of advertising posters at the poster display window 6, 7 and move each poster into and out of the poster display window in turn for displaying each poster for preset time intervals at the poster display window 6, 7.

[0037] It will also be appreciated that various different designs of visual display units 3 can be mounted on the sign case 2.

[0038] Referring now to Figs. 8 and 9 there is illustrated another advertising device according to the invention indicated generally by the reference numeral 40. This is largely similar to the advertising device described previously and like parts are assigned the same reference numerals. In this case, the frame 5 is mounted on and

supported by a ground-engaging plinth 41. The visual display unit 3 is operable to display a double line of scrolling text as required. The drawings illustrate the visual display unit 3 facing forward and generally in alignment with the frame 5. However, it will be appreciated that the visual display unit 3 is adjustable so that it can be angled relative to the frame 5. For example, it may be positioned substantially perpendicular to the frame 5 extending to the front and rear of the frame 5. This may be desirable where the advertising device 40 is positioned at an entrance to a retail outlet for example.

[0039] Referring now to Figs. 10 to 13, there is illustrated another advertising device according to the invention indicated generally by the reference numeral 50. This is largely similar to the advertising devices described previously and like parts are assigned the same reference numerals. In this case the advertising device 50 has a frame 51 with a metal base 9 having a pair of spaced-apart upstanding mounting posts 52. A metal base cap 53 fits on top of the base 9, having holes for through-passage of the mounting posts 52. The cap 53 is of similar shape to the base 9. A connector element 55 of box section metal is welded to the uprights 10, 11 at a lower end thereof. This has a crosspiece 56 having upstanding tubular receivers 57 at each end defining sockets for reception of the upstanding mounting posts 52. The upper ends of the uprights 10, 11 are interconnected by a crossbar 58. A centrally located tubular post 59 extends upwardly from the crossbar 58 for mounting the visual display unit 3. A mounting cap section 60 fits on top of the crossbar 58 and has a central hole 61 for through-passage of the post 59. A pair of spaced-apart generally horizontal rails 62 extend between the uprights 10, 11 upon which are mounted a pair of fluorescent lamps 63 and an associated gear tray 64. Fig. 13 shows the advertising device 50 in use mounted adjacent a shop wall 65 with a conduit 66 enclosing power cables connected between the shop wall 65 and a top of the visual display unit 2 provide power for the advertising device 50.

[0040] Referring now to Figs. 14 to 16 there is illustrated another advertising device according to the invention indicated generally by the reference numeral 69. Parts similar to those described previously are assigned the same reference numerals. In this case, there is no visual display unit mounted on top of the sign case 2.

[0041] Referring now to Figs. 17 and 18 there is illustrated another advertising device according to the invention, indicated generally by the reference numeral 70. Parts similar to those described previously are assigned the same reference numerals. In this case a visual display unit 73 is mounted at a top of the frame 5 immediately beneath the top plate 22. The visual display unit 73 is in alignment with and essentially forms an extension of the front poster display window 6. In this case also an opaque flat rear panel 74 is mounted at a rear of the frame 5 extending between the uprights 10, 11 and between the base 9 and top 22.

[0042] Referring now to Figs. 19 to 23, there is illus-

trated another advertising device according to the invention indicated generally by the reference numeral 80. Parts similar to those described previously are assigned the same reference numerals. In this case a number of vertically spaced-apart shelves 82 are mounted on the rear panel 74. Two columns of vertically spaced-apart slots 84 are provided in the rear panel 74. A pair of hooked shelf-mounting clips 85 are mounted along a rear edge of each shelf 82, said shelf-mounting clips 85 for complementary engagement with the associated slots 84 in the rear panel 74. Thus, each shelf 82 is demountably secured on the rear panel 74. The spacing between the shelves 82 and the positions of the shelves 82 on the rear panel 74 is readily easily adjustable by means of the slots 84 and associated clips 85 on the shelves 82. It will be noted that between the columns of shelf mounting slots 84, there are provided a number of translucent light panels 86 positioned to direct light onto items mounted on the shelves 82 mounted on the rear panel 74. Thus, light from the lamp mounted within the frame 5 can be used to illuminate products displayed on the shelves 82.

[0043] The invention is not limited to the embodiments hereinbefore described which may be varied in both construction and detail within the scope of the appended claims.

Claims

1. An advertising device including a sign case having a frame, a poster display window on the frame, means for mounting a poster at the poster display window for display, and a lamp mounted on the frame behind the poster display window for backlighting a poster mounted at the poster display window, the frame comprising a base, a pair of spaced-apart uprights which are upstanding on the base, a top extending between upper ends of the uprights, the poster display window being formed by a transparent panel mounted between the uprights and upstanding on the base, said transparent panel being arcuate, curving outwardly between the uprights about a substantially vertical axis.
2. The device as claimed in claim 1 wherein a translucent diffuser panel is mounted on the frame between the lamp and the transparent panel, said translucent panel and the transparent panel overlapping for securing a poster therebetween for display.
3. The device as claimed in as claimed in claim 2 wherein each upright has a receiver slot for complementary reception of an edge of the transparent panel and the translucent panel for mounting said panels on the frame.
4. The device as claimed in as claimed in any preceding claim wherein each panel is provided with a frame-engaging lip extending along each side of the panel for complementary engagement within an associated receiver slot in the upright.
5. The device as claimed in as claimed in any preceding claim wherein a visual display unit is mounted on the sign case.
6. The device as claimed in claim 5 wherein the visual display unit is mounted at a top of the frame.
7. The device as claimed in claim 5 wherein the visual display unit is mounted on an upstanding support post at a top of the frame.
8. The device as claimed in any one of claims 5 to 7 wherein the visual display unit has an alphanumeric display screen.
9. The device as claimed in any one of claims 5 to 8 wherein the visual display unit has an LED display screen.
10. The device as claimed in any one of claims 5 to 9 wherein a controller is connected to the visual display unit for controlling the display of messages on the visual display unit.
11. The device as claimed in claim 10 wherein the controller has message input means for inputting desired messages into the controller for display on the visual display unit.
12. The device as claimed in any preceding claim wherein a poster display window is mounted at a front of the frame and a rear panel is mounted at a rear of the frame extending between the uprights and between the base and top, and at least one shelf is mounted on the rear panel.
13. The device as claimed in claim 12 wherein the rear panel is adapted to receive and support a plurality of vertically spaced-apart demountable shelves.
14. The device as claimed in claim 13 wherein a plurality of mounting slots are provided in the rear panel for complementary releasable engagement by associated shelf-mounting clips mounted at an inner edge of a shelf for mounting the shelf on the rear panel.
15. The device as claimed in any one of claims 13 to 14 wherein at least one translucent light panel is mounted in the rear panel for through-passage of light from the lamp.

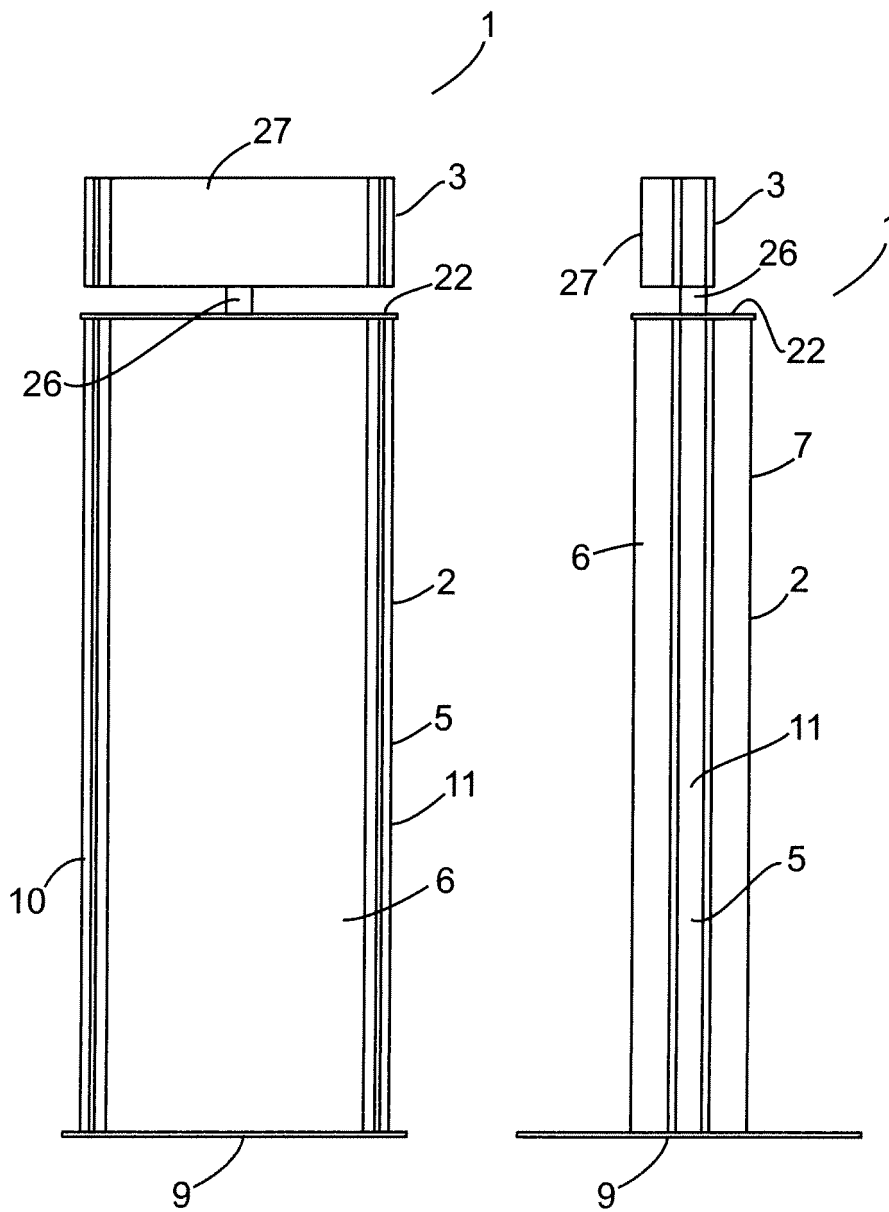


Fig. 1

Fig. 2

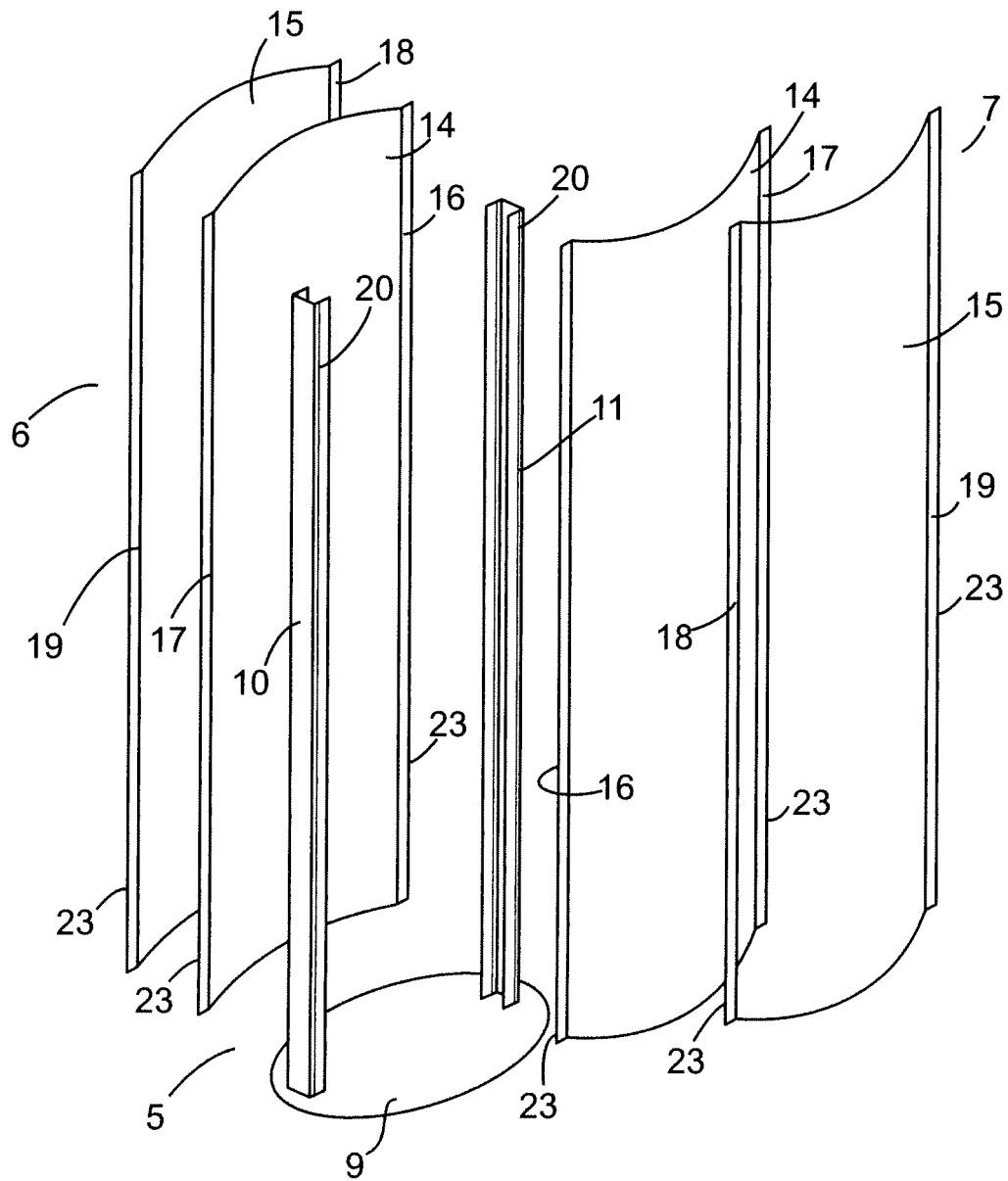


Fig. 3

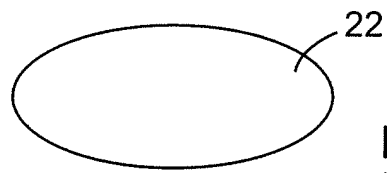


Fig. 6

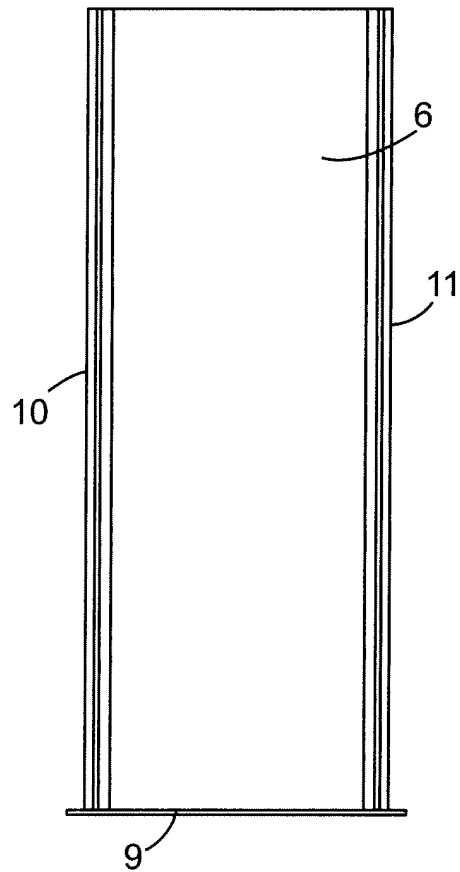


Fig. 4

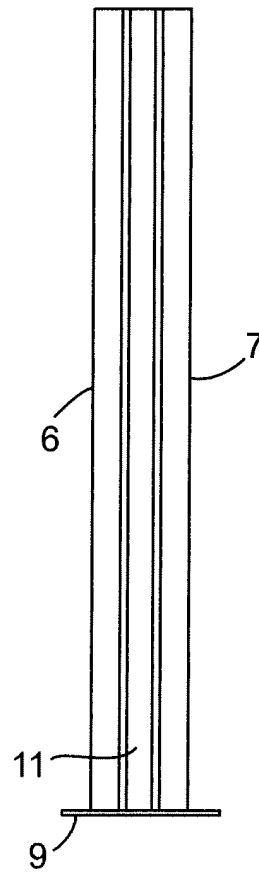


Fig. 5

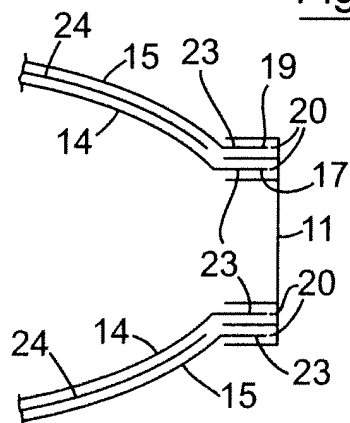


Fig. 7

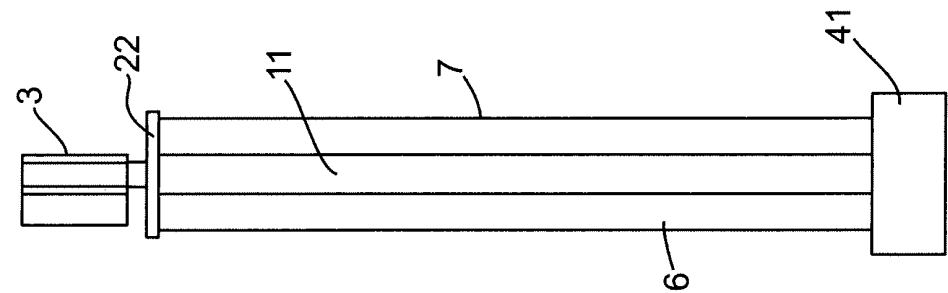


Fig. 9

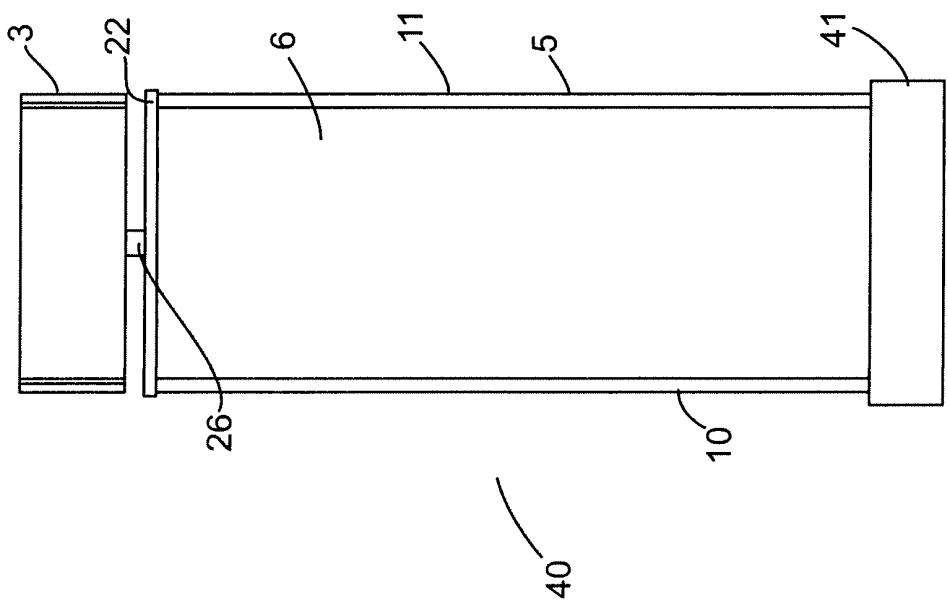


Fig. 8

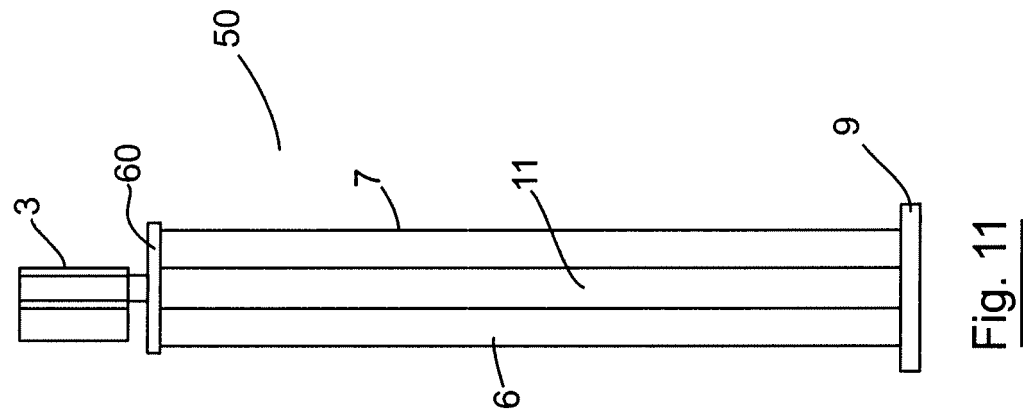


Fig. 11

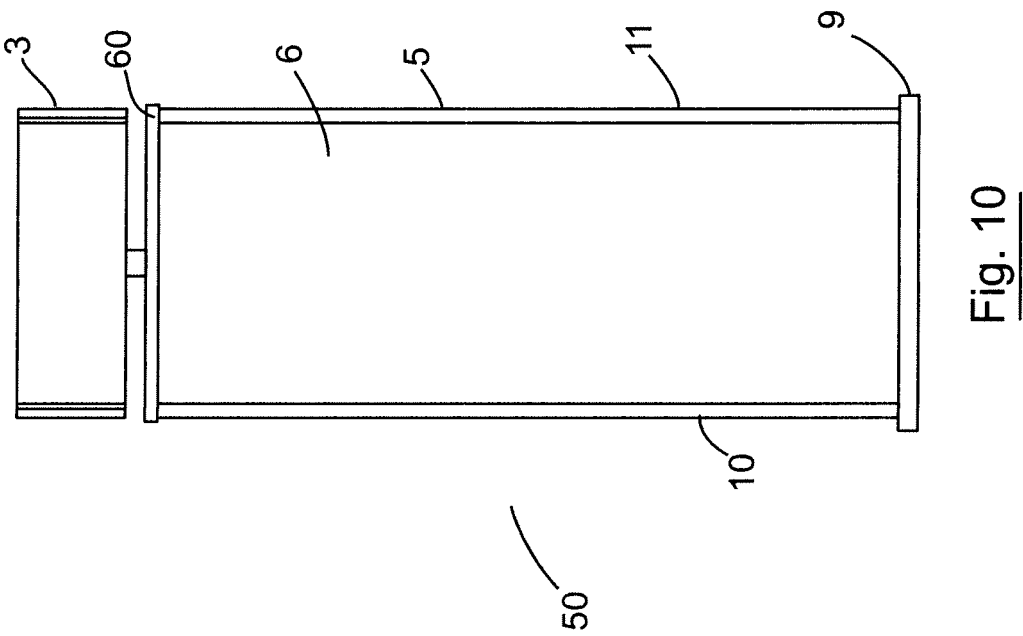


Fig. 10

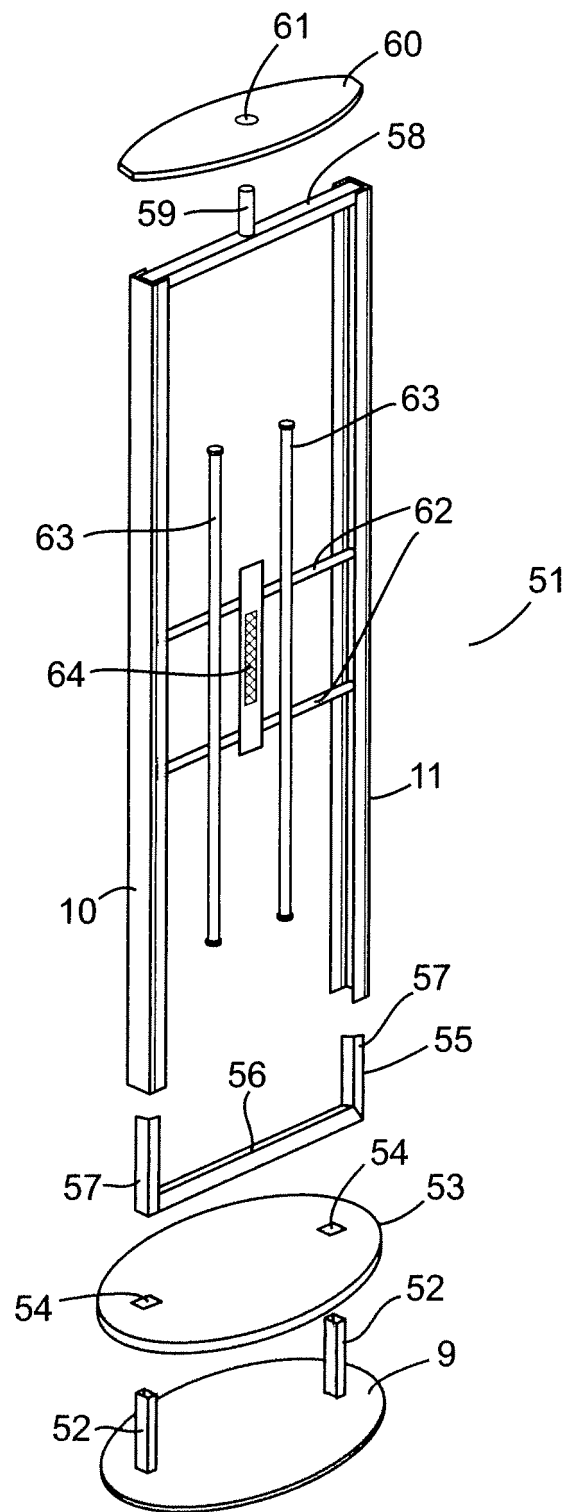


Fig. 12

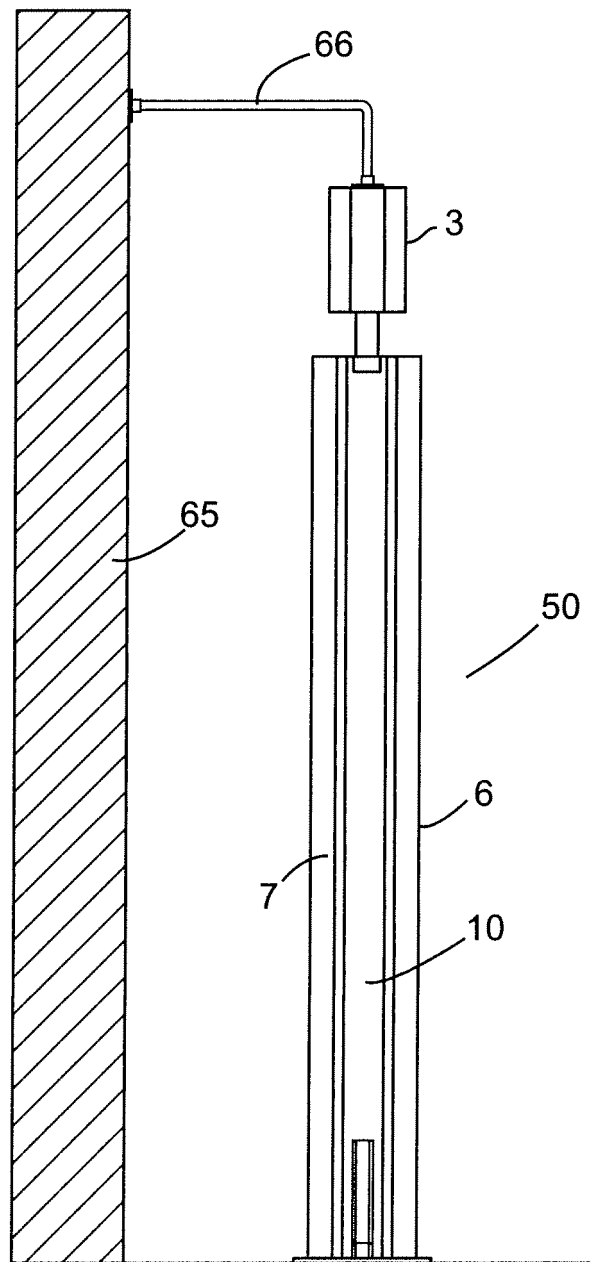


Fig. 13

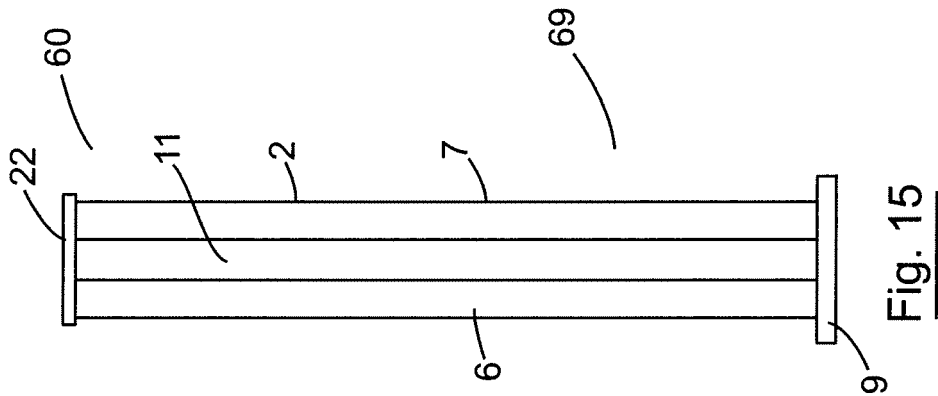


Fig. 15

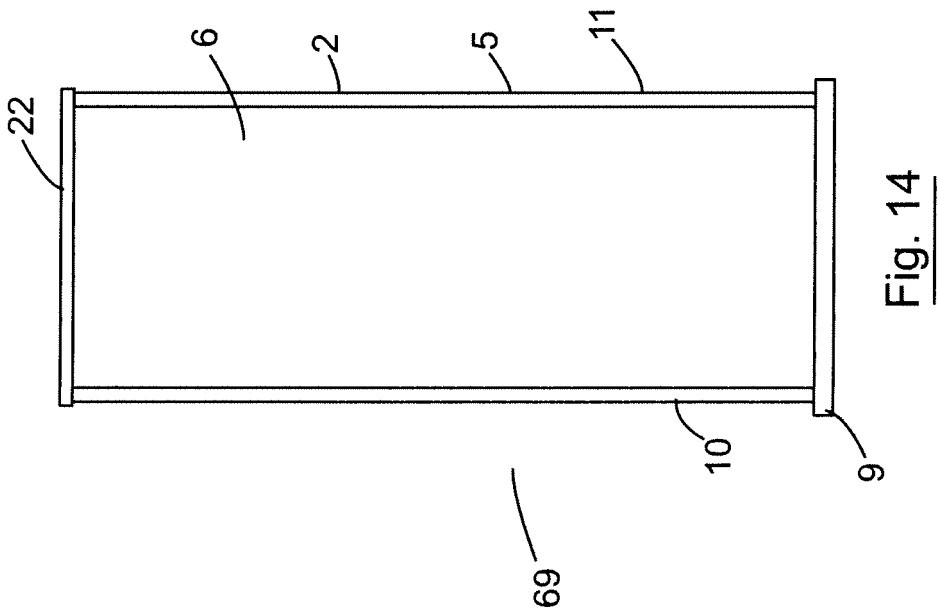


Fig. 14

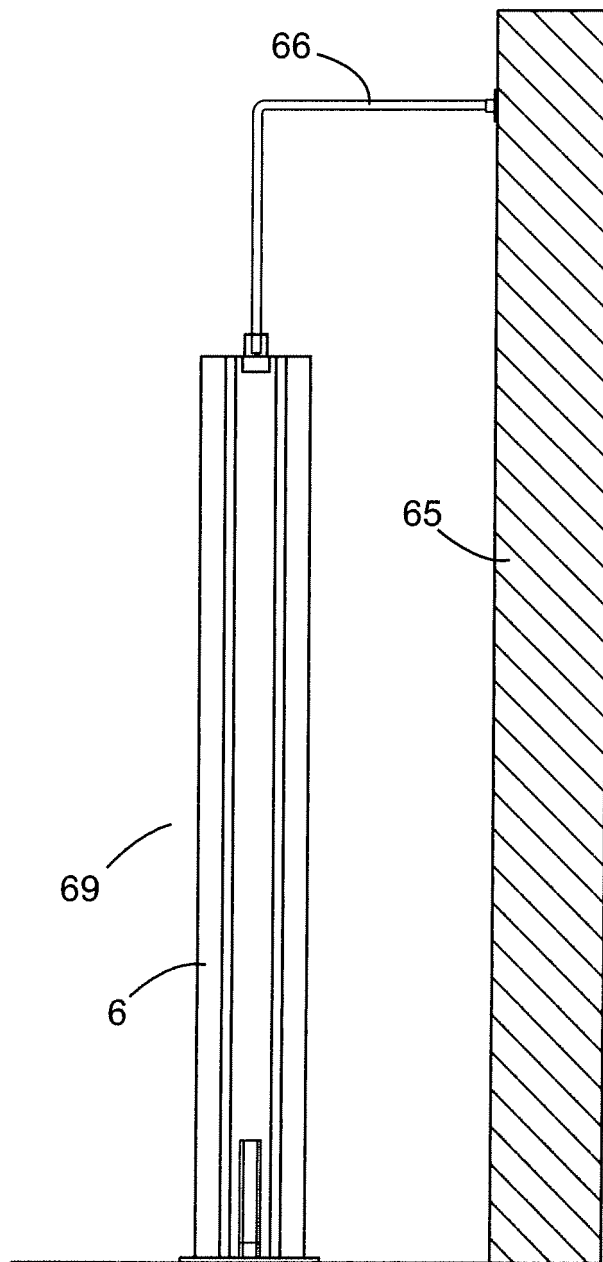


Fig. 16

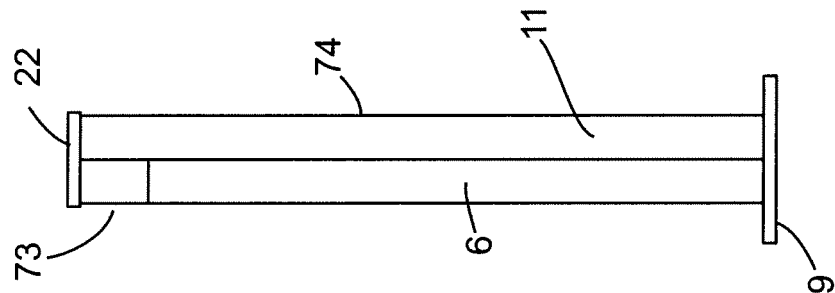


Fig. 18

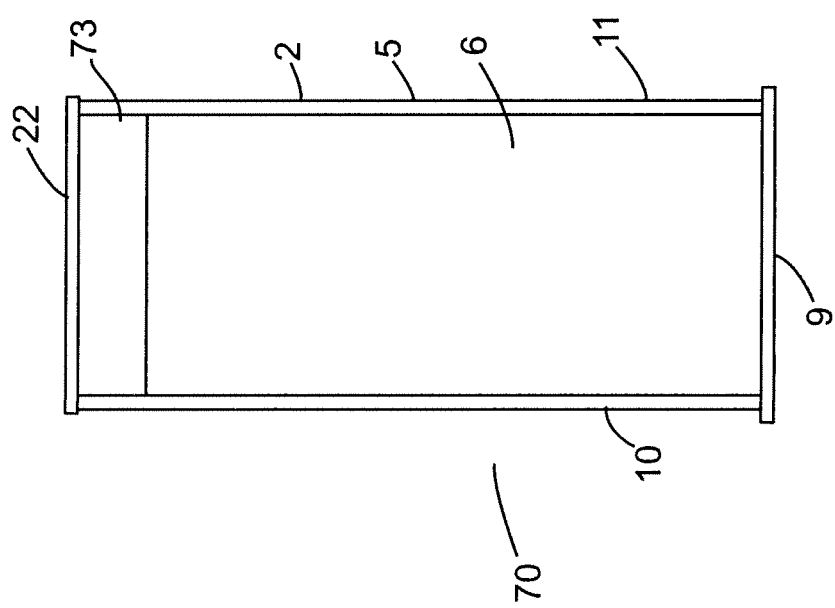


Fig. 17

