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(54) **Display stand with a built-in information system**

(57) A display stand structure with a built-in information system, characterized in that said display stand structure comprises a display stand structure framework including a plurality of pockets or trays for housing articles such as writing instruments, each said article including a bar code, said display stand structure further comprising a multimedia interface including a display and a bar code reading unit assembly coupled to a terminal thereby, as an article is arranged near said bar code reading unit, with the article bar code facing said bar code reading unit, said unit sends a signal to said terminal thereby causing the latter to show on said display information related to said article.

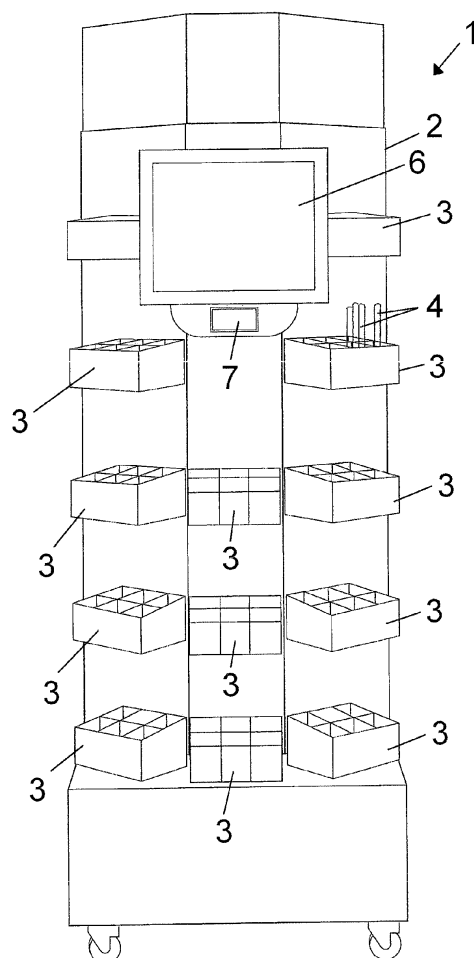


FIG. 1

Description

BACKGROUND OF THE INVENTION

[0001] The present invention relates to a display stand with a built-in information system.

[0002] As it is known, display or exhibition stands or pieces of furniture are conventionally used in stores for displaying or exhibiting articles to make the latter well visible while facilitating their access to the buyers.

[0003] From a store manager standpoint the display stands must be easily installed and constructionally strong and operatively flexible to be fitted to several environments and articles to be displayed, for rendering the articles well visible and accessible.

[0004] It is also known to display writing articles, such as ball pens and the like, in display stands including several displaying sections to receive articles of different technical features.

[0005] In general, prior display stands comprise bar-code labels showing, for each article, the price and some technical features, as well as the writing instrument tip size, ink color and the like.

[0006] Because of the small area of an information label, technical information displayed on said labels must by necessarily limited.

[0007] Moreover, to update the information labels, as the articles being displayed change, it is a very difficult problem to be solved.

[0008] Some selling points, of store and the like arrangements, provide their clients with different pattern documents related to the articles being sold.

[0009] In some cases, selling information may be achieved through video monitor arrangements, which are operated by the clients entering an article dedicated code, which is a rather complex operation affected by errors since the article codes comprise a plurality of alphanumeric signs.

SUMMARY OF THE INVENTION

[0010] Accordingly, the aim of the present invention is to provide such a display stand structure the operation of which is much more simple and intuitive than that of a prior display structure.

[0011] Within the above mentioned aim, a main object of the invention is to provide such a display stand structure adapted to set off the exhibited articles through an efficient article information system.

[0012] Another object of the present invention is to provide such a display stand structure adapted to quickly and easily display dedicated information patterns for each article being exhibited for selling.

[0013] Another object of the present invention is to provide such a display stand structure allowing a store manager to update, in a real time, all information related to the exhibited articles.

[0014] Yet another object of the present invention is to

provide such a display stand structure facilitating and stimulating an article selection by a consumer.

[0015] Yet another object of the present invention is to provide such a display stand structure allowing a buyer to select a target pen or other article, to allow him/her to evaluate in a truly realistic manner the article characteristics.

[0016] Yet another object of the present invention is to provide such a display stand structure which, owing to its specifically designed constructional features is very reliable and safe in operation.

[0017] According to one aspect of the present invention, the above mentioned aim and objects, as well as yet other objects, which will become more apparent hereinafter, are achieved by a display stand structure with a built-in information system, characterized in that said display stand structure comprises a framework including a plurality of pockets or trays for receiving articles such as writing instruments and the like.

[0018] Each said article comprises a bar code, and the display stand structure comprises a multimedia interface consisting of a display and a bar code reader unit coupled to an information terminal.

[0019] Thus, as an article is arranged near the bar code reading unit, with the article bar code facing the bar code reading unit, said unit will send a detecting signal to the terminal, to cause the latter to show on a display all information related to the article.

BRIEF DESCRIPTION OF THE DRAWINGS

[0020] Further characteristics and advantages of the present invention will become more apparent hereinafter from the following disclosure of a preferred, though not exclusive, embodiment of the invention which is illustrated, by way of an indicative, but not limitative, example in the accompanying drawings, where:

Figure 1 is a perspective view of the display stand structure according to the present invention; and Figure 2 is a further perspective view, on an enlarged scale, showing in a detailed manner the stand multimedia interface display.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0021] With reference to the number references of the above mentioned figures, the display stand structure, with a built-in information system, according to the present invention, which is generally indicated by the reference number 1, comprises a framework 2 including a plurality of framework pockets or trays 3, designed for receiving herein writing instruments such as, for example, ball pens 4.

[0022] Each said writing instrument 4 comprises a bar code 5, of a type universally applied to articles to be sold.

[0023] According to the present invention, the display

stand structure 1 comprises a multimedia interface, which advantageously includes a display 6 and a bar code reading unit 7 coupled to a terminal, enclosed in the framework and not visible from outside.

[0024] Said terminal may comprise a conventional PC and all necessary information or may be coupled to a network with a plurality of information holding remote units.

[0025] According to the present invention, as an article 4 is arranged near the bar code reading unit 7, with the bar code 5 of the article 4 facing the bar code reading unit 7, said unit will send a detecting signal to the terminal to show on its display 6 all information related to said article 4.

[0026] Said information may be of any desired type, such as visual and sound information and further comprising, in addition to the article technical characteristics, additional information such as, for example, video, picture or image information indicating, for example, the use of a selected article.

[0027] For example, said display may show not only digital data related to the thickness of the line drawn by a pen, but also use practical examples.

[0028] Advantageously, the display 6 consists of a so-called "touch screen" display, that is a touch sensible screen allowing a user to communicate with the terminal unit.

[0029] It has been found that the invention fully achieves the intended aim and objects.

[0030] In fact, the invention has provided a display stand structure including a built-in information system displaying all information related to the exhibited article.

[0031] The information system bar code reading unit, according to the present invention, allows a consumer to achieve on the display proper information, without compelling him/her to enter codes or search further information on complex information lists.

[0032] In practicing the invention, the used materials, as well as the contingent size and shapes can be any, depending on requirements.

2. A display stand structure, according to claim 1, **characterized in that** said terminal comprises a PC and either stores therein all necessary information, or is coupled to an information network with information storing remote units.

3. A display stand structure, according to claim 1, **characterized in that** said information is a visual or sound information and comprises, in addition to article technical characteristics, auxiliary information such as video, picture or image information showing a use of a selected article.

4. A display stand structure, according to claim 1, **characterized in that** said display is a touch screen display allowing a user to communicate with a terminal unit.

Claims

1. A display stand structure with a built-in information system, **characterized in that** said display stand structure comprises a display stand structure framework including a plurality of pockets or trays for housing articles such as writing instruments, each said article including a bar code, said display stand structure further comprising a multimedia interface including a display and a bar code reading unit assembly coupled to a terminal thereby, as an article is arranged near said bar code reading unit, with the article bar code facing said bar code reading unit, said unit sends a signal to said terminal thereby causing the latter to show on said display information related to said article.

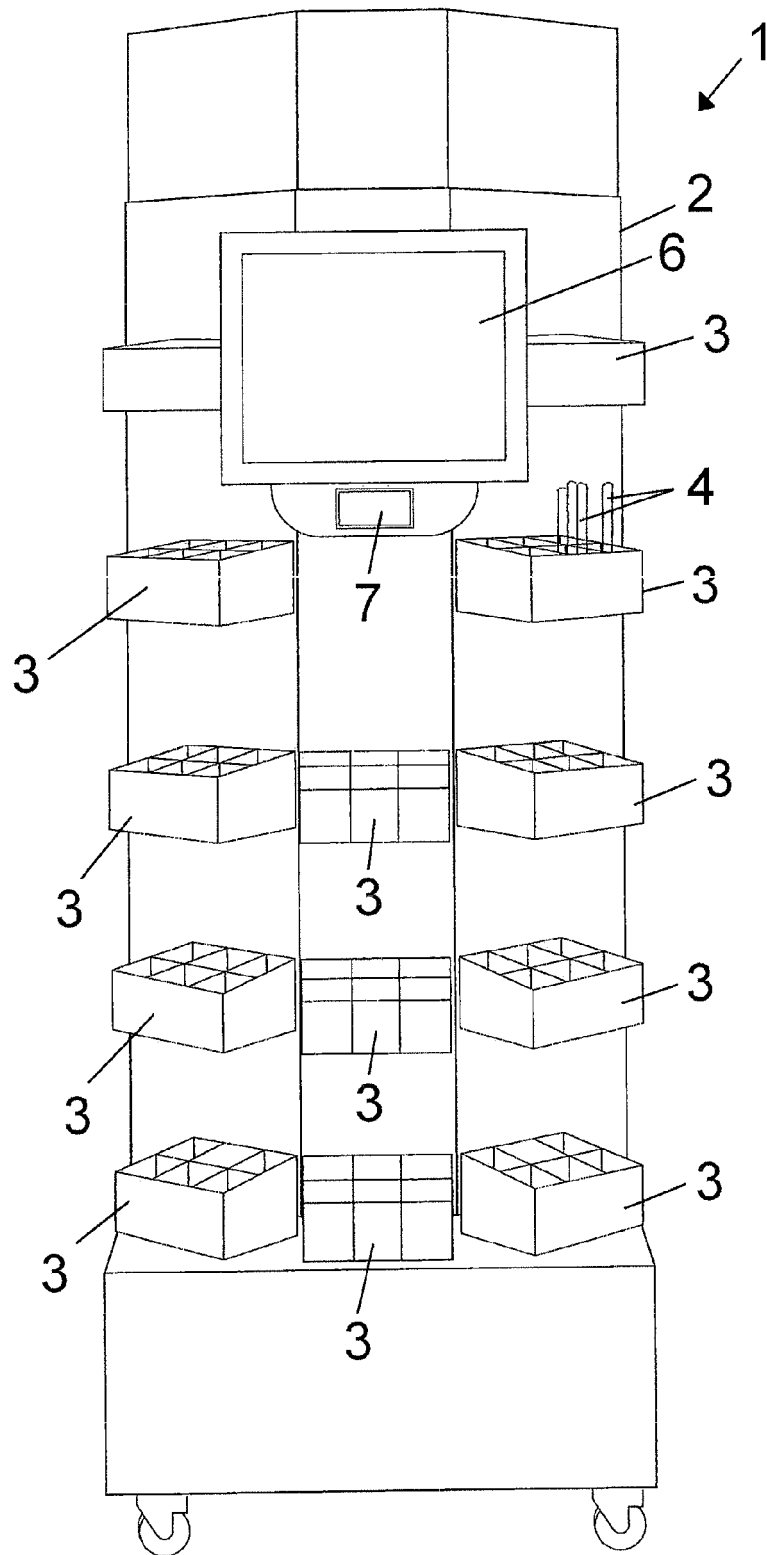


FIG. 1

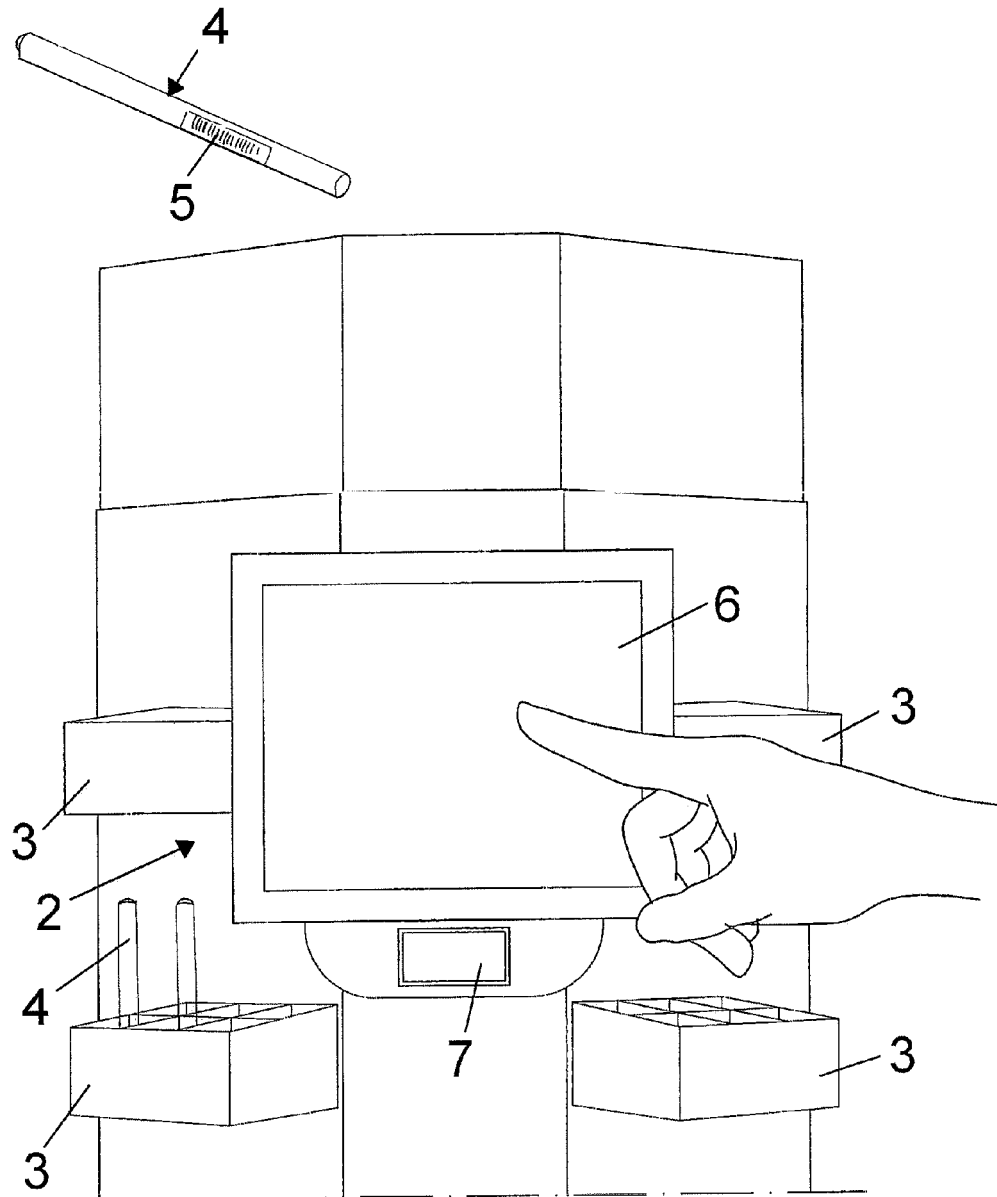


FIG. 2



EUROPEAN SEARCH REPORT

Application Number
EP 12 16 7436

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	DE 200 16 116 U1 (VKF RENZEL GMBH) 21 December 2000 (2000-12-21)	1-3	INV. A47F10/02 G06K19/06 G09F27/00
Y	* page 1, line 8 - page 2, line 2 * * page 2, line 31 - page 3, line 19 * * page 4, line 1 - line 8; figure 1 * -----	4	
X	WO 2011/127577 A1 (STARK) 20 October 2011 (2011-10-20) * paragraph [0008] * * paragraph [0019] - paragraph [0020] * * paragraph [0025] * * paragraph [0027] * * paragraph [0031] - paragraph [0033] * * paragraph [0035] - paragraph [0038] * * paragraph [0040] * * paragraph [0042] * * paragraph [0044] * * paragraph [0046]; figures 1,3,5 * -----	1-3	
X	JP 2003 102601 A (SONY CORP) 8 April 2003 (2003-04-08) * abstract; figures 1,2 * -----	1-3	
Y	US 5 978 777 A (GARNIER) 2 November 1999 (1999-11-02) * column 1, line 39 - column 2, line 63 * -----	4	TECHNICAL FIELDS SEARCHED (IPC) A47F G06K G09F
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 12 March 2013	Examiner Jacquemin, Martin
CATEGORY OF CITED DOCUMENTS 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			

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EPO FORM 1503 03.82 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 12 16 7436

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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12-03-2013

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