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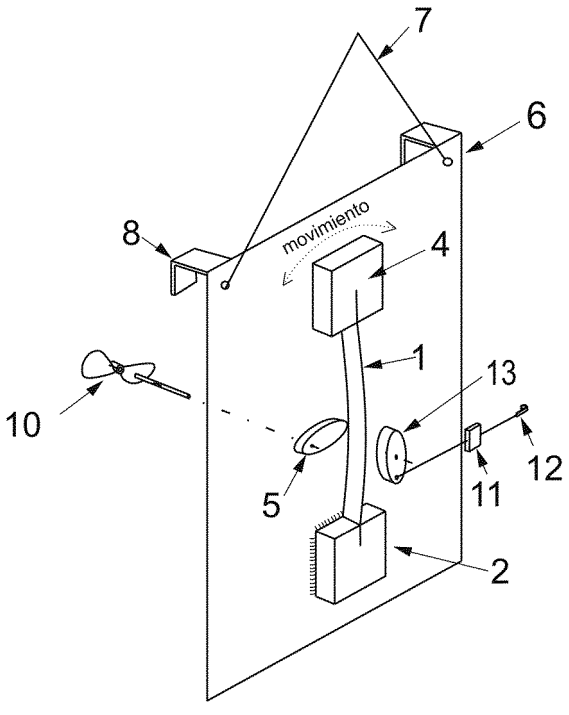
(54) **ADVERTISING SUPPORT THAT USES AIR OR THE MOVEMENT OF THE OBJECT ON WHICH IT IS MOUNTED TO MOVE THE ELEMENTS THEREOF**

(57) The invention relates to an advertising support with moving images, which has mechanisms that use the energy of: the air that moves a base (2) on which the advertising support is mounted; an object that is moving where the advertising support is mounted; or also by means of a cam mechanism that drives a spring or pivoting element and is connected to a turbine (which can be driven by air or water) or other element that extracts energy from objects moving near to the advertising support. The support can have one or several of the mechanisms needed to produce movement. This is all done by the force of the spring, which returns to its initial position, or a pivoting element with a counterweight, which, by gravity, also returns to its initial position.

FIGURA 1



EP 3 273 432 A1

Description

[0001] The present invention is an novel alternative for generation of movement on advertising supports, and for attracting the attention of the public, so that companies have better opportunity for communicating the advantages of the products and/or the service which they provide. This is without needing to use electric current or batteries, but simply the energy of the movement of other objects, air or water.

ANTECEDENTS

[0002] At present a document FR2711828 exists with the publication date 05.05.1995 entitled "Principle for establishing gyratory prisms in movement on screens with multiple messages", by Cristian Fenelous. This document describes a mechanism for activating a set of prisms in rotation which distinguish a panel with advertising messages. The transmission is provided by a motor assembly consisting of a gear, a pulley and a shaft which is designed to impart movement to the shafts of the panel, as well as of two operating bars which are displaced by 90° and impart the movement to the rods which are integral with the rotational shafts of the prisms. This mechanism requires electrical actuation for the motor, and differs from the mechanism for generation of movement hereby proposed in the type of actuation, and also because the mechanism hereby proposed can dispense with electrical energy for its operation.

[0003] There are also suspended elements, which are rigid but have random movement.

Explanation of the invention

[0004] The invention concerns a base which can have different forms and can be mounted on any object which is subjected to movement (doors, cars, boards, movable kiosks, etc.), or which can also be suspended or placed in the vicinity of a current of air or flow of water, so that the action of these moves one or more parts of its components.

[0005] By means of the mechanism presented, many configurations can be provided for advertising supports. For example, figure 3 uses two mechanisms wherein the puppy can wag its tail and move its tongue, thus creating a far greater visual impact than in static advertising. Or also, according to figure 4, the baby can move its head and arms using three mechanisms.

OPERATION

[0006] The advertising support consists (figure 1) of a base 2 on which a spring 1 is mounted, the end of which has a support 4 on which there can be mounted a figure which will be put into motion. The weight of the support 4 and the figure which it supports (the figure which it supports could be the head of the baby shown in the example in figure 4) will be put into motion when:

1.- The base 2 is mounted by means of supports 8 on an object which can be moved. The support 4 and the figure which it supports will be put into motion by inertia, and will be kept in motion by the spring effect of the spring 1 which tends to return to its initial position.

2.- The base 2, which has orifices or fasteners 6 used to fasten cables, ropes or chains 7 which can be mounted on the roof, beam, wall, etc., is moved by the action of the wind. The movement of the base 2 makes the support 4 and the figure which is joined to it move.

3.- This applies if the propeller or turbine 10 can move by means of the action of the wind or a flow of water. By means of a shaft and/or pulleys, this turbine 10 puts into motion a lever 5 which thrusts the spring 1, displacing it from its location and giving rise to movement of the support 4.

4.- This applies when the lever 13 is moved by the action of the connection 11 (which can be a rod, cable, etc.), connected to an external element 12 which can be moved by another external object such as a door, lever, etc., which is in the vicinity of the advertising support. The energy of this external element is translated to the spring 1, and moves the support 4.

5.- Simply, the entire assembly which is mounted on the base 2 is placed on a surface, beam, or any other object which can be moved or is exposed to currents of air. The spring 1 will move because it absorbs the energy of the object which moves, or because there is a current of air pushing the figure mounted on the support 4, and this actuates the movement of the spring 1.

APPLICATIONS

[0007] This mechanism can be applied to all types of advertising supports and other advertising elements using the energy of other elements which are on the roads or in shopping centres, such as cars, shopping trolleys, cash registers, levers activated by people, doors, car grilles, etc., as well as by the energy of the wind or water. They can also be inserted in napkin holders, pen holders, etc., which people handle and which can be used as advertising elements.

Claims

1. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, consisting of a spring (1)

which has a base (2) and a support (4) connected to a figure which is put into motion when the base (2) is able to move because it is mounted by means of fasteners or supports (8) on an object which can move, such as a car, door, board, etc.

2. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, consisting of a spring (1) according to claim 1, which can be put into motion when the base (2) is moved by the wind because it has fasteners (6) connected to cables (7) so that the element as a whole can be suspended on a roof, beam, wall, etc.

3. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, with a spring (1) according to claim 1, which can be put into motion when the lever (5) is moved and drives the spring (1), because it is connected by means of a shaft, or pulleys, or other mechanical connections, to a turbine (10) which can be moved by the action of the air or a flow of water.

4. Advertising

5. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, with a spring (1) according to claim 1, which can be put into motion driven by a lever (13) which is moved by the connection it has by means of shafts, poles, ropes, etc. (11) to an external element (12) which can be moved because it is connected to an external element which is put into motion, such as a door, strip, handle, lift, etc., which is in the vicinity of the entire advertising support.

6. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, which can have one or more springs (1) which in turn is/are connected to one or more supports (4) which can move one or more figures of the advertising support.

7. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, **characterised in that** it can be integrated in furniture such as exhibition units or display cases forming part of it.

8. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, **characterised in that** the spring element (1) according to claim 1 can be replaced by an element (3) which can pivot on a shaft (9) connected to the base (2).

9. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, **characterised in that** the pivoting element (3) according to claim 8 has at one end a support (4) which can have a figure stuck onto it, and at its other end a counterweight (14) which makes the element (3) return to its initial position.

10. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, **characterised in that** the pivoting element (3) according to claim 8 can also be driven by the levers (5) and (13), and can also be moved because the base (2) can be mounted on an object in motion, or can be suspended as explained in claims 1 and 2.

11. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, consisting of a spring (1) and a base (2) according to claim 1, wherein the base (2) can be mounted on, or can form part of the body of an element which can be a serviette holder, a sorbet holder, a sugar sachet holder, separators for goods, and other advertising support elements which are used on tables, shop display cases, supermarket checkouts, sampling display cases or tables, restaurants or cafe tables or the like, on which elements which bear advertising are placed.

12. Advertising support which uses air or the movement of the object on which it is mounted to generate movement of its elements, consisting of a spring (1) and a base (2) according to claim 1, wherein the base (2) can be mounted on, or can form part of an element such as a car, a sales cart, carts for ice cream, carts for sweets, bicycles, and all the variety of elements which are used to bear advertising, and are subjected to forces which move them.

FIGURA 1

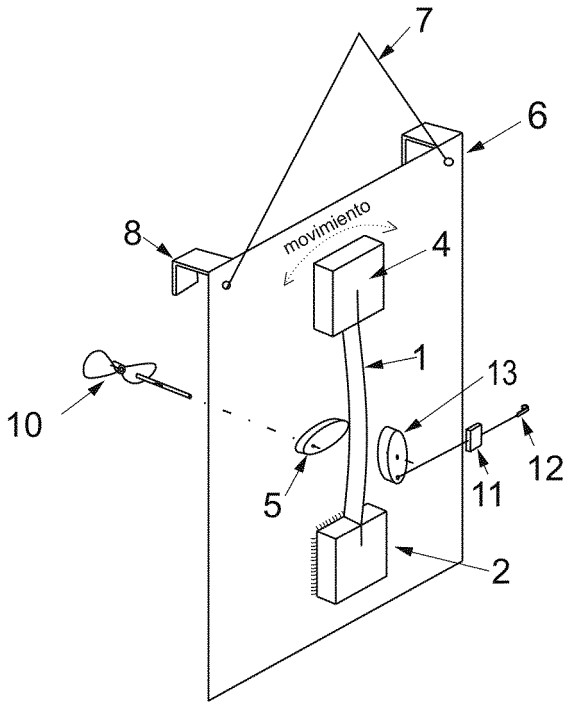


FIGURA 2

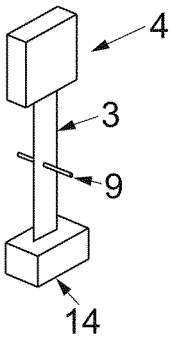


FIG 3

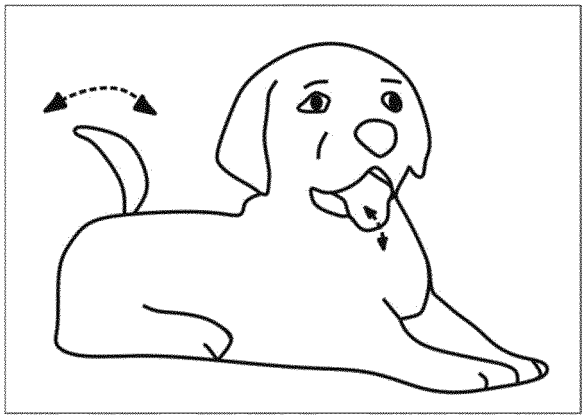
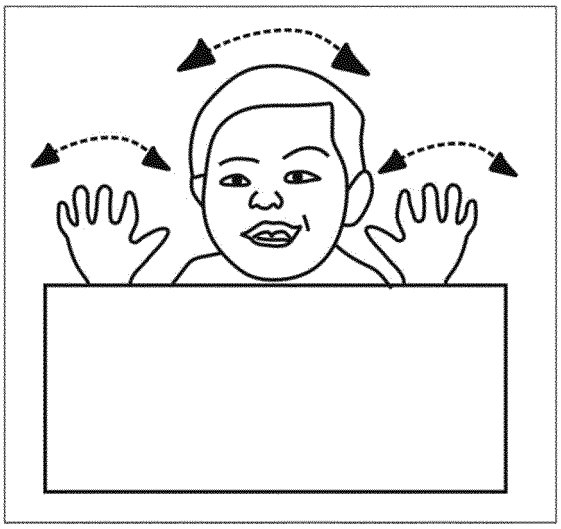


FIG 4



INTERNATIONAL SEARCH REPORT

International application No.
PCT/PE2016/000003

A. CLASSIFICATION OF SUBJECT MATTER

G09F 11/02 (2006.01), G09F 7/22 (2006.01), G09F 23/06 (2006.01), G09F 19/04 (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

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Base de Patentes de INPI-BR (SINPI)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EPODOC, ESPACENET

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2012013828 AI (CASTELLO ALEGRE JOSE [ES]) 02 February 2012 (2012-02-02) (abstract, figures)	1 a 12
A	CA 2634935 AI (SOLIFLEX CORP INC [CA]) 30 September 2008 (2008-09-30) (abstract, figures)	1 a 12
A	US 2010005690 AI (ARKEMA INC [US]) 14 January 2010 (2010-01-14) (abstract, figures)	1 a 12
A	WO 2006002357 A2 (LECOMPTE ROBERT S [US]) 05 January 2006 (2006-01-05) (abstract, figures)	1 a 12

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

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Date of the actual completion of the international search	Date of mailing of the international search report
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INTERNATIONAL SEARCH REPORT

International application No.
PCT/PE2016/000003

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

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A	US 4432151 A (MORRIS STANLEY) 21 February 1984 (1984-02-21) (abstract, figures)	1 a 12
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INTERNATIONAL SEARCH REPORT
Information on patent family members

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REFERENCES CITED IN THE DESCRIPTION

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Patent documents cited in the description

- FR 2711828 **[0002]**