

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
8 February 2007 (08.02.2007)

PCT

(10) International Publication Number
WO 2007/015155 A1

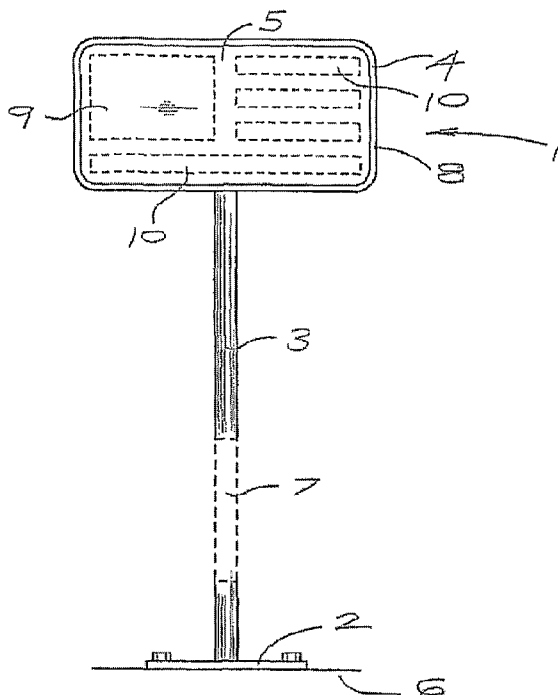
- (51) International Patent Classification:
G09F 15/00 (2006.01) G09F 7/18 (2006.01)
G09F 19/22 (2006.01) G09F 11/02 (2006.01)
- (21) International Application Number:
PCT/IB2006/002116
- (22) International Filing Date: 3 August 2006 (03.08.2006)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
2005/06232 4 August 2005 (04.08.2005) ZA
- (71) Applicant (for all designated States except US): EMERALD SKY TRADING 330 (PTY) LIMITED [ZA/ZA];
7 La Mystique, Pinotage Street, Meyersdal, 1447 Alberton (ZA).
- (72) Inventors: MURRAY, James, Henry; 15 Lightheim Place, Meyersdal, 1447 Alberton (ZA). JOHNSTON, Alice, Susan; 7 La Mystique, Pinotage Street, Meyersdal, 1447 Alberton (ZA).

- (74) Agent: BOWMAN, GILFILLAN, INC., (JOHN, & KERNICK); 165 West Street, Sandton, Johannesburg (ZA).
- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— with international search report

[Continued on next page]

(54) Title: STANDARD



(57) Abstract: This invention relates to an advertising standard (1) which is positionable between vehicle parking bays in a parking lot such that information (9,10) carried on the standard is visible to occupants of vehicles as they are parked. The standard (1) has at least one information displaying surface (5) and may include an electronic or electromechanical means for changing the information displayed.

WO 2007/015155 A1



For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

5

10

STANDARD

15 **FIELD OF THE INVENTION**

This invention relates to a standard, more particularly an advertising standard, for one in vehicle parking lots.

20 **BACKGROUND TO THE INVENTION**

Parking garages and lots tend to have a substantial number of vehicles parked adjacent to and facing one another without any barrier therebetween.

25 The lack of a barrier can result in a certain degree of annoyance where one vehicle encroaches into the space provided for another. In addition, in large parking garages or lots many parkers get lost because of a lack of easily readable directions. This is particularly true for airport parking and large shopping mall parking.

30

In this specification the term "standard" should be read to refer to advertising and/or an information content, other than the military, that is displayed on an upright.

5 **OBJECT OF THE INVENTION**

It is an object of this invention to provide a standard and more particularly to provide a standard having an advertising or information content for use in vehicle parking lots and parking garages.

10

SUMMARY OF THE INVENTION

In accordance with this invention there is provided for a standard comprising a base supporting an upright which has a display means located opposite the base, the display means having at least one surface on which information is displayed, the standard being locatable between contiguous vehicle parking bays in a parking area.

15

There is further provided for the contiguous parking bays to share that edge normally located towards the front of parked vehicles.

20

There is also provided for the display means to have two opposed surfaces on which information is displayed. Alternatively there is provided for the display means to be cylindrical and have a circular surface on which information is displayed. Further alternatively there is provided for the display means to be parallelepipedical or cuboidal and have five surfaces on which information can be displayed and still further alternatively there is provided for the display means to be triangular in plan view or pyramidal and have four surfaces on which information can be displayed.

25

30

There is further provided for the information to include one or more of: position related information in the form of directions and/or a map; communication related

information in the form of directions to, for example, a departure and/or arrivals area of an airport or railway station; or advertising or marketing information.

5 There is also provided for the base of the standard to be secured to a parking area substrate, preferably by means of rawl bolts or anchors or screws and for at least the upright of the standard to have a means, preferably a hinge mechanism, alternatively a spring mechanism, together with a padded or similar cladding or sheath to obviate damage to a vehicle that, accidentally, bump against the standard. Alternatively there is provided for the standard upright to be
10 manufactured of a resiliently flexible material, preferably glass reinforced plastic, and for the standard to be clad with a synthetic, impact resistant, rubber material.

There is also provided for the display means of the standard to have a mechanism for varying the information displayed and for said mechanism to be
15 an endless scroll and driving mechanism, alternatively a means for rotating the display means on the standard upright, further alternatively an electronic image displaying screen.

BRIEF DESCRIPTION OF THE DRAWINGS

20

Embodiments of the invention will be described below by way of example only and with reference to the accompanying drawings in which:

- 25 Figure 1 is a front elevation of the embodiment of a standard according to the invention;
- Figure 2 is a perspective view of a second embodiment of a display means according to the invention;
- Figure 3 is a perspective view of a third embodiment of a display means according to the invention;
- 30 Figure 4 is a perspective view of a fourth embodiment of a display means according to the invention;

Figure 5 is a perspective view of a fifth embodiment of a display means according to the invention; and

Figure 6 is a second embodiment of a standard base and upright according to the invention.

5

DETAILED DESCRIPTION OF THE DRAWINGS

Referring to Figure 1, a standard (1) comprises a base (2) supporting an upright (3) which has a display means (4) located opposite the base (2). The display means (4) has a pair of opposed information displaying surfaces (5) which only one is shown in the figure. In use, the standard (1) is positioned on the base (2) between adjacent vehicle parking bays in a parking area (6) so that information displayed on the information displaying surfaces (5) is visible to occupants of adjacently parked vehicles (not shown). Preferably the standard (1) is positioned between two "drive-in" type parking bays where the front ends of the parked vehicles face one another. This ensures that a driver of a properly parked vehicle will see the information.

The upright (3) has a spring loaded hinged section (7) which, it is envisaged, will allow the upright (3) and display means (4) to bend when impacted by a motor vehicle and return to the upright position once the impacting vehicle has reversed without causing any damage to the vehicle. In addition and to further guard against damaging an impacting vehicle the upright (3) is clad in an impact absorbent yieldable rubber material (not shown).

25

The information displaying surfaces (5) are generally planar, clear, plastics material and the display means (4) is in the form of a housing having an elongate slot (not shown) at one of its vertical sides (8) through which an A4 sized board or boards having information printed thereon can be inserted such that, when inserted the board or boards are located within the housing and the information is viewable through the information displaying surfaces (5). The information displayed may be of an advertising nature such as a logo, price list or the like, of

30

an informatory nature such as a map and directions or both. In the embodiment illustrated the information consists of an illustration (9) and written information (10).

5 It will be appreciated that, because the display means (4) in the embodiment illustrated is double sided, the same or different information can be displayed on each of the two sides.

10 In the embodiment illustrated in Figure 1 the base (2) is secured to the parking area (6) by two rawl bolts (10) that are driven through bores in the base (2) into the surface of the parking area (6).

15 Referring to Figure 2, an alternate embodiment of a display means (4) is illustrated. In this embodiment the display means (4) is in the form of a rotating disc on which is affixed to the upright (3). The drum (4) has transparent, plastic material sides (11) and houses a circular banner with graphic material (9) and written material (10).

20 The drum (4) also houses a mechanism (not shown) which causes it to rotate. In the embodiment illustrated the mechanism (not shown) is an electric motor powered by a rechargeable battery which is charged by solar cells (12) located on the operatively upper surface of the drum (4). The drum (4) is mounted, on bearings (not shown) on the support (3) and an arrangement of gears (not shown) causes the drum (4) to rotate about the support (3).

25

A clockwork motor could be used as an alternative to the electric motor.

30 It will be appreciated that the rotating drum will enable a number of different information displays to be presented. In addition and as an alternative to a cylindrical drum as illustrated, the drum may be polygonal having a number of planar faces.

As a further alternative to the above-described embodiments of a display means, the display means may be configured to display information electronically where the displaying surface is a liquid crystal display screen. With such a display information, for example aircraft or train arrival and departure times, can be updated regularly.

Referring now to Figures 3, 4 and 5, a standard (1) comprises a base (not shown) supporting an upright (3) which has a display means (4) located opposite the base (not shown). The display means (4) in Figure 3 is parallelepipedical in shape and has five information displaying surfaces (5) although the operatively information displaying surface (13) may be fitted with solar cells which drive a mechanism causing the display means (5) to rotate about the axis of the upright (3). The display means (4) in Figure 4 is triangular in cross section and has four information displaying surfaces (5) and, again, the operatively upper surface (13) may be fitted with solar cells. Referring specifically to Figure 5, in this embodiment, the display means (4) is pyramidal in shape and has four information displaying surfaces (5).

Referring specifically to Figure 6, an alternate embodiment of a standard base (2) and upright (3) is illustrated. In this embodiment the base (2) is moulded from a synthetic plastics material and it is circular in plan view. The base is secured to a surface (6) of a parking area between parking spaces for vehicles (not shown) by bolting it into rawl bolts or anchors (14). The upright (3) is formed from a length of resilient synthetic glass reinforced plastic and has a head (15) which is located within the base (2) such that it cannot be removed without unbolting the base (2) from the surface (6). The upright (3) is clad with a tubular, impact resistant synthetic rubber material (16).

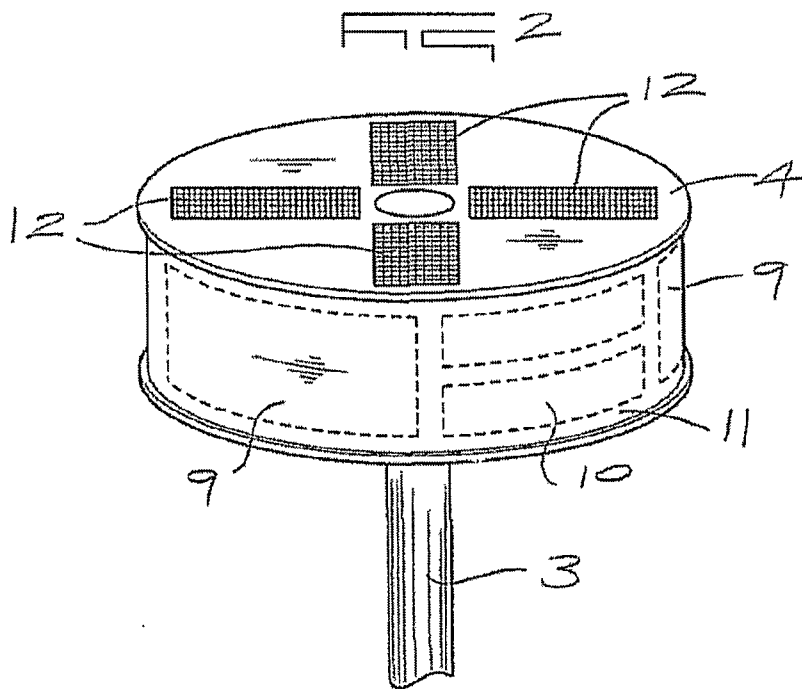
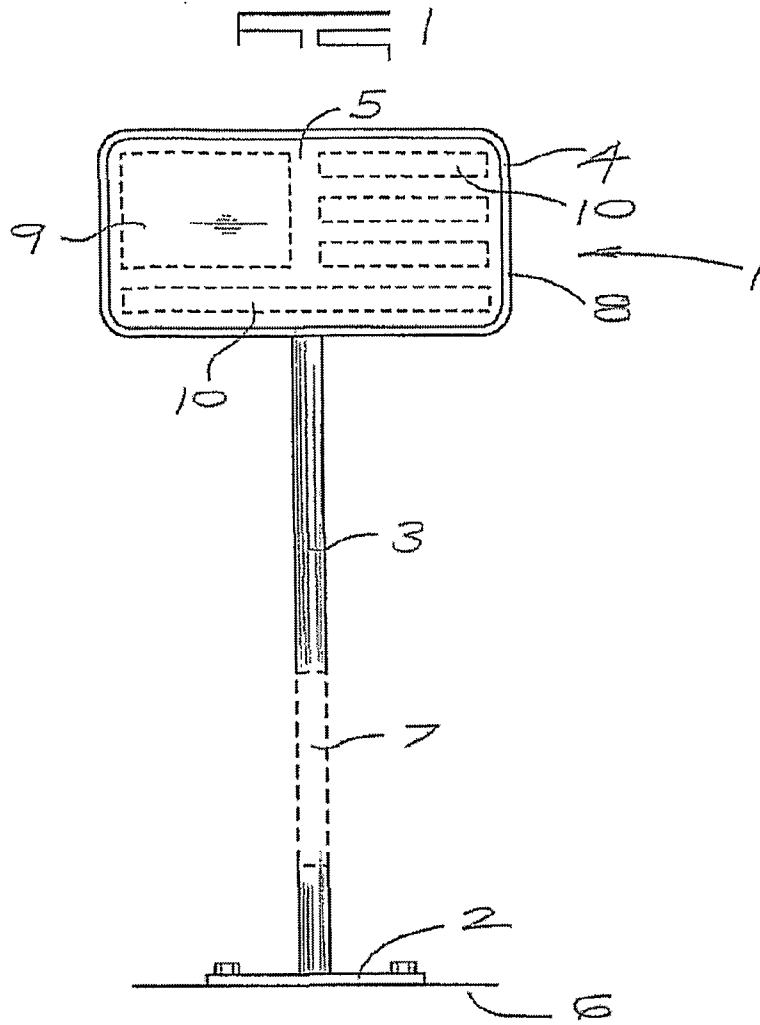
It will be appreciated that, in addition to those described above, many variations can be made to the above-described embodiments of the invention without departing from the scope thereof. Thus, for example, the hinged sections of the upright may have a coil spring or a flexible rubber section. Insofar as the display

means is concerned, a back-projection apparatus or even an advancing mechanism for a magazine of paper slides which are sequentially displayed for a predetermined time period may be used.

CLAIMS

- 5 1. A standard comprising a base supporting an upright which is attachable to a display means having at least one surface capable of displaying information, wherein the standard is locatable between contiguous vehicle parking bays in a parking area.
- 10 2. The standard of claim 1 wherein the standard is located between the narrowest dimensia of two or more contiguous parking bays.
3. The standard of claim 1 or 2 in which the display means has two opposed surfaces each capable of displaying information.
- 15 4. The standard of claim 1 or claim 2 in which the display means is cylindrical, parallellipedical, cuboidal, octagonal, pentagonal, circu8lar, triangular, alternatively pyramidcal in plan view.
- 20 5. The standard of any of the preceding claims in which the displayed information is position-related information in the form of directia indicators, markers or directions.
- 25 6. The standard of any of the preceding claims in which the displayed information is position-related information in the form of a map.
7. The standard of any of the preceding claims in which the displayed information is any advertising or market-related information.
- 30 8. The standard of any of the preceding claims in which the base is securable to a parking area substrate, preferably by means of bolts, anchors or screws.

9. The standard of any of the preceding claims in which the upright is capable of being elastically displaced from an upright position, preferably by means of a hinge mechanism, alternatively a spring mechanism.
- 5 10. The standard of any of the preceding claims in which the upright comprises or alternatively is encased in an elastically deformable or resiliently flexible material such as to obviate damage to a vehicle contacting the upright.
- 10 11. The standard of claim 10 in which the upright is composed of reinforced plastic.
12. The standard of claim 10 in which the upright is encased or partially encased in an impact resistant rubber material.
- 15 13. The standard of any of the preceding claims in which the displayed information is capable of variation.
14. The standard of claim 13 in which the variation means is a driving
20 mechanism for an information bearing scroll.
15. The standard of claim 14 in which the display means is an electronic display screen.



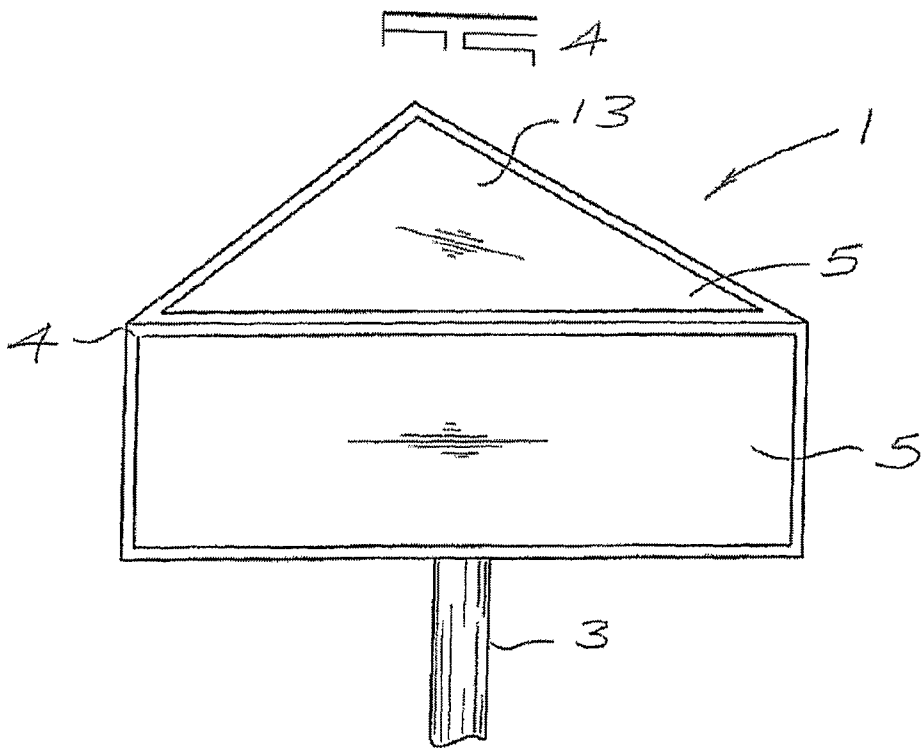
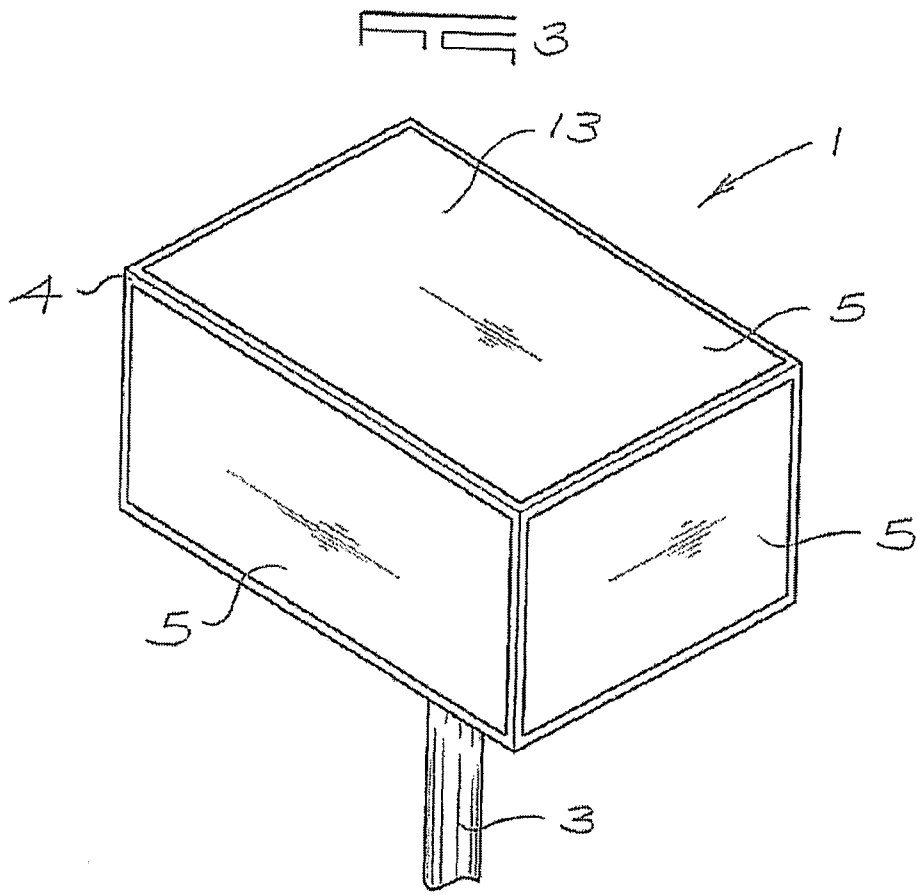


FIG 5

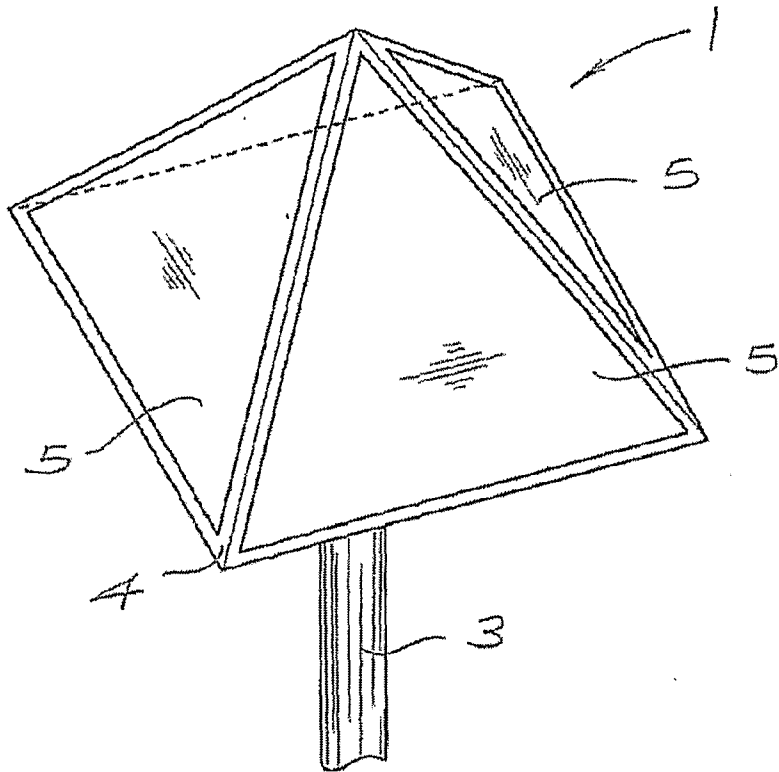
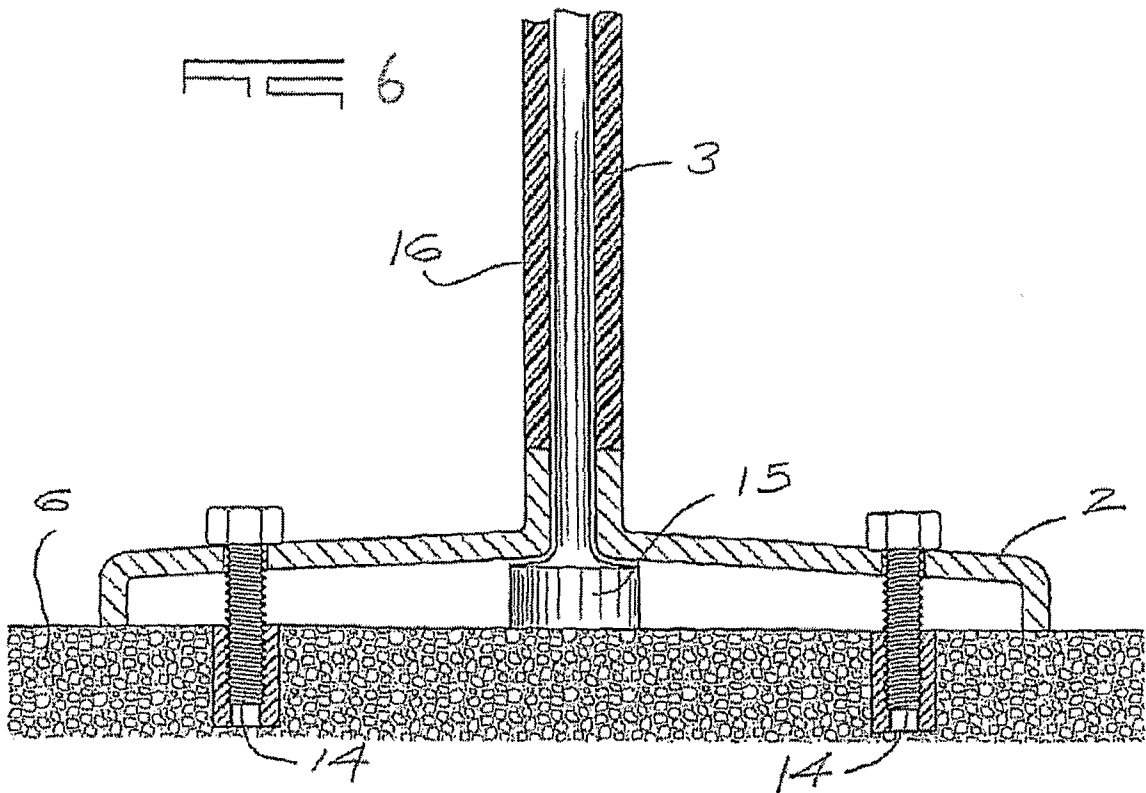


FIG 6



INTERNATIONAL SEARCH REPORT

International application No
PCT/IB2006/002116

A. CLASSIFICATION OF SUBJECT MATTER

INV. G09F15/00 G09F19/22 G09F7/18 G09F11/02

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 E04H A63C

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 practical, search terms used)

EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 02/36885 A (PARK ADS PTY LTD [AU]; VIVES VICTOR PATRICIO [AU]) 10 May 2002 (2002-05-10) page 1, line 1 - line 4 page 2, line 12 - page 3, line 12 page 4, line 10 - line 11 page 5, line 9 - line 22 page 7, line 2 - line 20 figures 1-5	1-8, 10-12
X	JP 2004 332264 A (YAMATATSUGUMI KK) 25 November 2004 (2004-11-25) abstract; figures 2,3	1-3,5-7, 9
X	JP 2001 242796 A (KOITO KOGYO KK) 7 September 2001 (2001-09-07) abstract; figures 1-7	1-3,6-8, 13,15
	----- -/--	

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

* Special categories of cited documents :

- *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 such documents, such combination being obvious to a person skilled in the art.
- *Z* document member of the same patent family

Date of the actual completion of the international search

2 November 2006

Date of mailing of the international search report

10/11/2006

Name and mailing address of the ISA/

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Pantoja Conde, Ana

INTERNATIONAL SEARCH REPORT

International application No

PCT/IB2006/002116

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	DE 196 06 227 A1 (INFOSCREEN GES FUER STADTINFOR [DE]) 21 August 1997 (1997-08-21) column 1, line 1 - line 3 column 4, line 64 - column 6, line 63 figures 1-3 -----	1,4-8, 13-15
X	EP 0 959 448 A2 (KBL MERNOEKI IRODA KFT [HU] KBL MERNOEKI IRODA KFT) 24 November 1999 (1999-11-24) the whole document -----	1,3,4, 13,14
X,P	US 2005/229451 A1 (MULLENS STEPHEN [US] ET AL) 20 October 2005 (2005-10-20) paragraph [0011] - paragraph [0012] paragraph [0025] paragraph [0029] figures 1-6 -----	1-8, 13-15

INTERNATIONAL SEARCH REPORT

International application No
PCT/IB2006/002116

Patent document cited in search report		Publication date		Patent family member(s)		Publication date
WO 0236885	A	10-05-2002	AU	1199602 A		15-05-2002
			AU	6963300 A		02-05-2002
JP 2004332264	A	25-11-2004	NONE			
JP 2001242796	A	07-09-2001	NONE			
DE 19606227	A1	21-08-1997	NONE			
EP 0959448	A2	24-11-1999	HU	1522 U		28-04-1999
US 2005229451	A1	20-10-2005	NONE			