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(54) **ANIMATED PRODUCT ADVERTISEMENT STAND**

WERBESTAND FÜR EINE BEWEGLICHE WARE
STAND PUBLICITAIRE POUR UN PRODUIT ANIMÉ

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Description

Technical field

[0001] This invention is an animated advertisement stand with rectangular prism shape main body, with five sides closed and front covered by transparent glass, with interior having designed aluminum reflector so as to make an angle of 45 degrees, with motor mounted with apparatus on the reflector at the part that remains behind the reflector, including an illumination and electronic circuit adjusted according to various colors, battery used to operate motors and to provide illumination and the symmetrical product to be exhibited, making a total of 9 pieces.

Prior Art

[0002] In the patent literature, a patent application is found numbered US 1 728 610, titled as "Display Device". US 1 728 610 discloses an animated product advertisement stand comprising of main body, interior body with 45 degrees, reflective surface attached to front surface of interior body, on back surface of which motor connection apparatus and rotating motor connected on the apparatus are mounted, and on front surface of which a product to be exhibited is mounted so the product is showed as suspended on air by the reflection on the reflective surface. This application relates to improvements in display devices, and the object of this invention is to provide a device adapted to display an article by creating its size through a mirrored effect, the illusion of being suspended in space without any visible support while the same is rotated in order to display every single feature of the article.

Purpose of the invention

[0003] An advertisement stand according to claims 1-9 is provided.

[0004] The main purpose of the invention is to attract the consumers by presenting the related product.

[0005] One of the purposes is to give the impression to the viewer that the product rotates in air without any connection.

[0006] Having parallel angled lines, the invention aims to hide the connection line of reflector and interior sides.

[0007] The invention is distinguished from related art by showing the non-existing part of the product as if it exists.

Figures to describe the invention

[0008]

- Figure 1: Main body
- Figure 2: 45-degree interior body
- Figure 3: Aluminum reflector.

Figure 4: 12-V battery.

Figure 5: Motor connection apparatus.

Figure 6: Rotation motor.

Figure 7: Electronic circuit.

Figure 8: Illumination LEDs.

Figure 9: Product to be exhibited.

Figure 10: Frontal view of the invention.

Figure 11: Side view of the invention.

Figure 12: Perspective view of the invention.

Part References

[0009]

1. Main Body
2. 45-degree Interior Body
3. Aluminum Reflector
4. 12-V battery
5. Motor connection apparatus
6. Rotation motor
7. Electronic circuit
8. Illumination LEDs
9. Product to be exhibited

Detailed description of the invention

[0010] The invention has a rectangular prism shape main body (1) that has five sides of which are closed and front side of which is glass. Interior body (2), whose edges make an angle of 45 degrees inside, is located in the main body (1). The inner part of side surfaces are drawn with thin cove lines parallel to the angle in order to mask the connection status of the reflector (3). The connection line between the reflector (3) and sides is made invisible by drawing thin cove lines in equal intervals which are parallel. The aluminum reflector surface (3), whose middle is hollow, located on the angled sides, shows the half product (9), which must be symmetrical, as if it was a full product giving the viewer the impression that the product is suspended on air. Since the product (9) is symmetrical, it is seen as if it is a complete product with real half being on the front and the other half being on the reflector surface (3). For the rotation to any desired direction on this half product, it is connected to a rotating motor (6) which is mounted on the metal apparatus (5) on the back surface of the reflector (3) by means of a shaft connected to the product that passes through the hole at the middle of the reflector (3). The electricity of this stand is supplied by a 12-V battery (4) mounted at the interior body (2), and it provides the electricity for rotation of the motor (6) and for LEDs (8) that are used to illuminate the interior of the stand, as well as for the electronic circuit (7) which provides color change in illuminating the interior of the stand.

[0011] Animated product advertisement stand is composed of 9 pieces. Main body (1), interior body (2) with 45 degrees, reflective aluminum surface (3), 12 V battery (4), apparatus (5) for connecting motor (6) on the back-

side of reflector surface (3), motor (6) that rotates the symmetrical product (9) to be demonstrated, electronic circuit (7) to control the illumination (8) in various colors and options, illumination LEDs (8) and the symmetrical product (9) to be exhibited (ring, bracelet etc.).

Claims

1. An animated product advertisement stand comprising of main body (1), interior body (2) with 45 degrees, reflective surface (3) attached to front surface of interior body (2), on back surface of which motor connection apparatus (5), rotating motor (6) connected on the apparatus (5) and electric circuit (7) of light control with color option are mounted, and on front surface of which illumination LEDs (8) and half of a symmetrical product (9) to be exhibited are mounted so the product (9) is shown as a full product suspended on air by the reflection on the reflective surface (3), said animated product advertisement stand further comprising battery (4) to supply electricity for rotation of the motor (6), for LEDs (8) and for the electric circuit (7), said battery (4) mounted on back surface of said interior body (2).
2. An animated product advertisement stand in claim 1, wherein the main body (1) is in rectangular prism shape, with five sides closed and front covered by glass.
3. An animated product advertisement stand in claim 1 wherein the interior body (2) has an angle of 45 degrees and the sides have thin lines parallel to this angle.
4. An animated product advertisement stand in claim 1, wherein the interior body (2) involves 12-V battery (4) mounted thereon.
5. An animated product advertisement stand in claim 1, wherein the reflector (3) includes a metal apparatus (5) for mounting the rotating motor (6) on its back.
6. An animated product advertisement stand claim 1, which includes a rotating motor (6) that enables rotating the product (9) to be connected to the reflector (3) to any desired direction.
7. An animated product advertisement stand claim 1, wherein the interior of the stand includes electronic circuit (7) which enables turning the illumination (8) of the interior of the stand into various colors.
8. An animated product advertisement stand in claim 1, wherein LED (8) is used for illuminating the interior of stand.

9. An animated product advertisement stand in claim 1, wherein the product to be exhibited (9) is connected to the rotating motor (6) mounted on the back of the reflector (3) by means of a hole opened at the middle of the reflector (3).

Patentansprüche

1. Animierter Produktwerbbestand, der aus Folgendem besteht: einem Hauptkorpus (1), einem inneren Korpus (2) mit einer um 45 Grad geneigten Reflexionsfläche (3), die an der Vorderseite des inneren Korpus (2) angebracht ist, auf dessen Rückseite sich eine Motorverbindungs Vorrichtung (5), ein Drehmotor (6), der mit der Vorrichtung (5) verbunden ist, und ein elektrischer Schaltkreis (7) einer Lichtsteuerung mit Farboption montiert sind, und auf dessen Vorderseite Beleuchtungs-LEDs (8) und eine Hälfte eines auszustellenden symmetrischen Produkt (9) montiert sind, so dass das Produkt (9) durch die Reflexion an der Reflexionsfläche (3) als ein vollständiges Produkt gezeigt wird, das in der Luft aufgehängt ist, wobei der animierte Produktwerbbestand des Weiteren eine Batterie (4) umfasst, um Elektrizität für die Drehung des Motor (6), für die LEDs (8) und für den elektrischen Schaltkreis (7) zu liefern, wobei die Batterie (4) auf der Rückseite des inneren Korpus (2) montiert ist.
2. Animierter Produktwerbbestand nach Anspruch 1, wobei der Hauptkorpus (1) die Form eines rechteckigen Prismas hat, das an fünf Seiten geschlossen und an der Vorderseite mit Glas.
3. Animierter Produktwerbbestand nach Anspruch 1, wobei der innere Korpus (2) einen Winkel von 45 Grad aufweist und die Seiten dünne Linien haben, die parallel zu diesem Winkel verlaufen.
4. Animierter Produktwerbbestand nach Anspruch 1, wobei der innere Korpus (2) eine daran montierte 12 V-Batterie (4) enthält.
5. Animierter Produktwerbbestand nach Anspruch 1, wobei der Reflektor (3) eine metallische Vorrichtung (5) zum Montieren des Drehmotors (6) auf seiner Rückseite enthält.
6. Animierter Produktwerbbestand nach Anspruch 1, der einen Drehmotor (6) enthält, der ein Drehen des Produkts (9), das mit dem Reflektor (3) verbunden werden soll, in jeder gewünschten Richtung ermöglicht.
7. Animierter Produktwerbbestand nach Anspruch 1, wobei das Innere des Standes einen elektronischen Schaltkreis (7) enthält, der das Umschalten der Beleuchtung (8) des Inneren des Standes in verschie-

dene Farben ermöglicht.

8. Animierter Produktwerbbestand nach Anspruch 1, wobei die LED (8) zum Beleuchten des Inneren des Standes verwendet wird.
9. Animierter Produktwerbbestand nach Anspruch 1, wobei das auszustellende Produkt (9) mit dem Drehmotor (6), der auf der Rückseite des Reflektors (3) montiert ist, mittels eines Loches, das in der Mitte des Reflektors (3) offen ist, verbunden ist.

Revendications

1. Stand publicitaire pour produit animé comprenant un corps principal (1), un corps intérieur (2) avec 45 degrés, une surface réfléchissante (3) fixée sur la surface frontale du corps intérieur (2), sur la surface arrière de laquelle sont montés un appareil de connexion de moteur (5), un moteur rotatif (6) connecté à l'appareil (5) et un circuit électrique (7) de régulation de lumière avec une option de couleur, et sur la surface frontale de laquelle sont montées des DEL (8) d'éclairage et la moitié d'un produit (9) symétrique à présenter, de sorte que le produit (9) est montré en tant que produit complet suspendu en l'air grâce à la réflexion de la surface réfléchissante (3), ledit stand publicitaire pour produit animé comprenant en outre une batterie (4) afin de fournir de l'électricité pour la rotation du moteur (6), pour les DEL (8) et pour le circuit électrique (7), ladite batterie (4) étant montée sur la surface arrière dudit corps intérieur (2).
2. Stand publicitaire pour produit animé selon la revendication 1, dans lequel le corps principal (1) est en forme de prisme rectangulaire avec cinq côtés fermés et l'avant recouvert par du verre.
3. Stand publicitaire pour produit animé selon la revendication 1, dans lequel le corps intérieur (2) a un angle de 45 degrés et les côtés ayant des lignes minces parallèles à cet angle.
4. Stand publicitaire pour produit animé selon la revendication 1, dans lequel le corps intérieur (2) comporte une batterie de 12 V (4) montée dessus.
5. Stand publicitaire pour produit animé selon la revendication 1, dans lequel le réflecteur (3) comprend un appareil métallique (5) pour monter le moteur rotatif (6) sur son arrière.
6. Stand publicitaire pour produit animé selon la revendication 1, lequel comprend un moteur rotatif (6) qui permet de faire tourner le produit (9) à connecter au réflecteur (3) dans n'importe quelle direction souhaitée.

7. Stand publicitaire pour produit animé selon la revendication 1, dans lequel l'intérieur du stand comprend un circuit électronique (7) qui permet de faire passer l'éclairage (8) de l'intérieur du stand à différentes couleurs.
8. Stand publicitaire pour produit animé selon la revendication 1, dans lequel une DEL (8) est utilisée pour éclairer l'intérieur du stand.
9. Stand publicitaire pour produit animé selon la revendication 1, dans lequel le produit à présenter (9) est connecté au moteur rotatif (6) monté à l'arrière du réflecteur (3) à l'aide d'un trou ouvert au milieu du réflecteur (3).

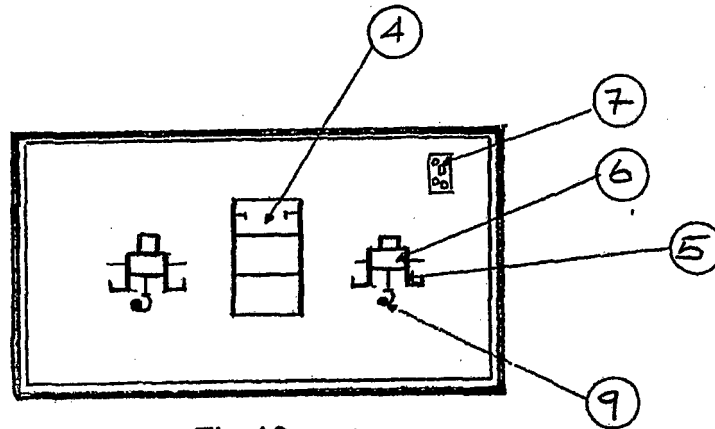


Fig.10

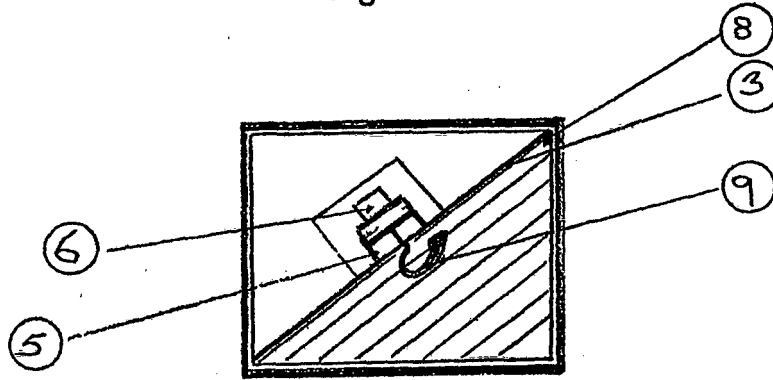


Fig.11

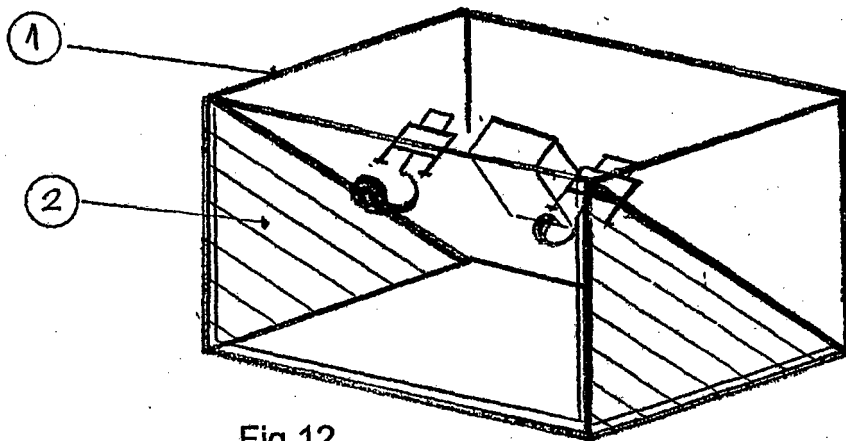


Fig.12

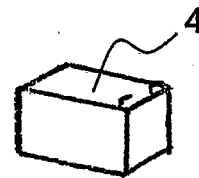
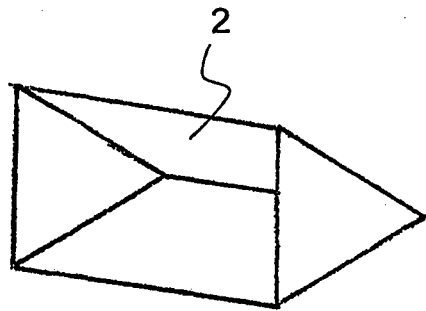
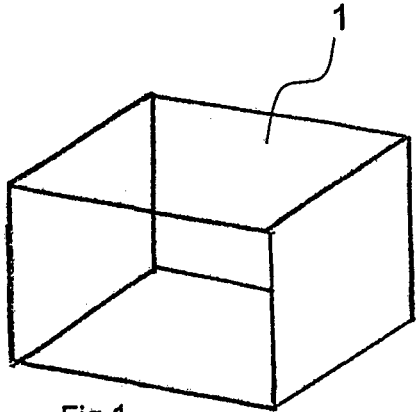


Fig.3

Fig.4

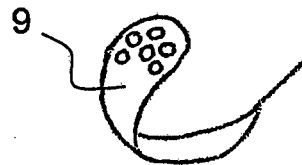


Fig.7

Fig.9

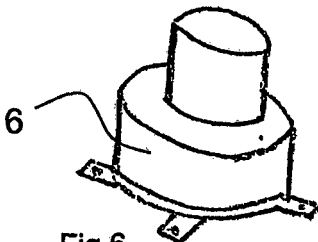
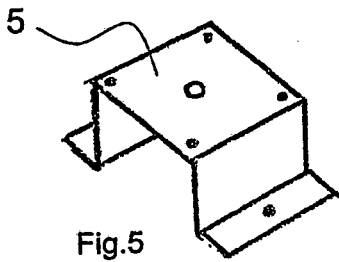
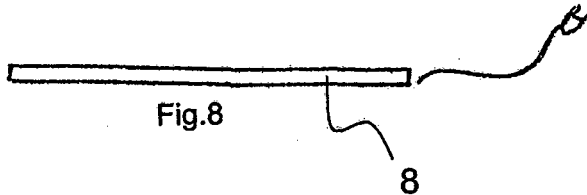


Fig.5

Fig.6



REFERENCES CITED IN THE DESCRIPTION

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