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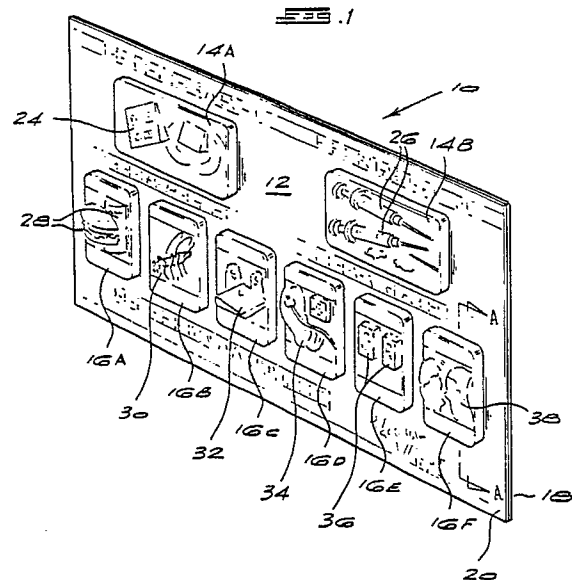
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54 Display board.

57 A display board 10 for displaying information about a disease such as AIDS consists of a base 12 with two first areas 14A, 14B raised above the surface of the base 12 and six second areas 16A, 16B, 16C, 16D, 16E and 16F raised above the surface of the base 12. The first areas 14A, 14B bear information on how AIDS can be contracted or avoided and include objects, e.g. syringes moulded in relief thereon. The second area 16A to 16F bear information on how AIDS can not be caught and include objects moulded in relief thereon such as mosquitos, toilets and the like. The display board is designed to be eye catching and thus to disseminate the information on the disease widely and effectively.



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## DISPLAY BOARD

### BACKGROUND OF THE INVENTION

This invention relates to a display board for displaying information about a topic, for example a disease such as AIDS or an environmental problem such as the depletion of the ozone layer.

Display boards for imparting informative or educational information to an audience are well known. These display boards or posters are generally flat and simply present the information, whether words or pictures or both in two-dimensional form. It is also known to provide an advertising bill board with an object moulded in relief thereon, so that the object stands out from the advertising bill board. These advertising bill boards are generally eye catching, while a poster or display board which simply presents information on a flat surface is not necessarily as eye catching and therefore may not be conveying the desired message with sufficient force. There is thus a need for a new method of conveying information about important topics such as diseases like AIDS or environmental issues, to the public.

### SUMMARY OF THE INVENTION

According to the invention there is provided a display board for displaying information about a topic which comprises:

a base;

one or more first areas raised above the base for bearing a first class of information on the topic, and one or more second areas raised above the base for bearing a second class of information on the topic;

one or more of the first and second areas including a section raised above the first or second area and bearing an indicium.

By "indicium" there is meant a letter, word, numeral, other symbol or an object.

Preferably, in the display board, the base, one or more of the first area or areas, one or more of the second area or areas or one or more of the raised section or sections bears written information of the first class or the second class, this being in addition to the indicium or indicia.

The display board may include one or more third areas either on the base or raised above the base bearing further information, which may be a third class of information on the topic or may be other related or unrelated information.

Preferably, the display board includes at least two first areas and at least two second areas.

Preferably, each first area and each second

area includes a raised section.

Preferably, one or more of the raised sections is an indicium, more preferably an object moulded in relief on the respective first area or second area. By "relief" there is an indicium, more preferably an object meant a method of moulding, carving or stamping in which a design stands out from a surface with the projections of the design proportioned and more or less approximating those of the indicium imitated.

Preferably, each first area and each second area includes a raised section which is an indicium moulded in relief on the respective first area or second area.

The first area or areas, the second area or areas, and the third area or areas if present, may all form part of a vacuum moulded plastic sheet attached to the base in a suitable manner.

Alternatively, the first area or areas, the second area or areas, the third area or areas if present and the base may all form part of a single vacuum moulded plastic sheet.

The topic depicted on the display board may be a disease such as AIDS or an environmental issue such as the depletion of the ozone layer.

### BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a perspective view of a first display board according to the invention;

Figure 2 is a sectional view along the line A-A in Figure 1;

Figure 3 is a perspective view of a second display board according to the invention;

Figure 4 is a front view of a third display board according to the invention; and

Figures 5 to 12 are sectional views along the lines A-A, B-B, C-C, D-D, E-E, F-F, G-G and H-H respectively in Figure 4.

### DESCRIPTION OF EMBODIMENTS

Referring to Figures 1 and 2 there is shown a display board 10 consisting of a base 12 with two first areas 14A, 14B raised above the surface of the base 12 and six second areas 16A, 16B, 16C, 16D, 16E and 16F raised above the surface of the base 12.

From Figure 2, it can be seen that the base 12 comprises two flat sheets 18, 20 having sandwiched therebetween a further sheet 22 which includes the first and second areas 14, 16. The sheets 18, 20 may be formed for example of a suitable cardboard material or a plastics material

while the sheet 22 is preferably formed of a suitable plastics material, more preferably by vacuum moulding.

The first areas 14A, 14B bear information on how AIDS can be contracted or avoided. Specifically, the first area 14A contains information on the use of contraceptives such as condoms while the first area 14B contains information on the use of sterile syringes, needles and blades. Each of the first areas 14A, 14B includes objects moulded in relief on the top surface thereof. The area 14A includes a condom box 24 moulded in relief while the area 14B includes syringes, needles and blades 26 moulded in relief.

The second areas 16A to 16F bear information on how AIDS can not be caught, i.e. dispelling myths on how AIDS can be caught. The second area 16A relates to food, the second area 16B relates to mosquitos, the second area 16C relates to social events, the second area 16D relates to donating blood, the second area 16E relates to toilets and the second area 16F relates to contact. Each of the second areas 16A to 16F include objects moulded in relief on the top surfaces thereof. The second area 16A includes a hamburger and glass 28 moulded in relief; the second area 16B includes a mosquito 30 moulded in relief; the second area 16C includes a table and silhouettes of persons 32 moulded in relief; the second area 16D includes a clenched fist 34 moulded in relief; the second area 16E includes toilet signs 36 moulded in relief; and the second area 16F includes facial silhouettes 38 moulded in relief.

The areas 14, 16 may be suitably coloured to emphasize the concepts being illustrated.

The base 12 of the display board 10 may also include further information, such as suitable slogans or logos, or the like.

The display board 10 may, if desired, be illuminated in any suitable manner, to highlight the information being presented.

Referring to Figure 3 there is shown a display board 50 consisting of a base 52 with two first areas 54A, 54B raised above the surface of the base 52 and six second areas 56A, 56B, 56C, 56D, 56E and 56F raised above the surface of the base 52.

The first areas 54A, 54B bear information on how to avoid catching AIDS. The first area 54A includes sections 58, 60 raised above the area 54A. The raised sections 58 may be plain, i.e. bear no indicia, or may bear indicia such as words or pictures. The raised sections 60 are designed to resemble boxes, e.g. condom boxes, and may be coloured accordingly. The first area 54B includes sections 62, 64 raised above the area 54B. The raised sections 62 may be plain or may bear indicia such as words or pictures. The raised sec-

tion 64 generally will bear indicia such as words or pictures, e.g. razor blades, needles and syringes.

The second areas 56A to 56F bear information on how AIDS can not be caught, i.e. dispelling myths on how AIDS can be caught. Each of the second areas 56A to 56F includes two sections 66 raised above the areas 56A to 56F. The raised sections 66 will generally bear indicia such as words or pictures.

The display board 50 also includes a third area 68 containing other information on AIDS including the letters "AIDS" moulded in relief thereon and two arrows also moulded in relief thereon.

Referring to Figures 4 to 12 there is shown a display board 80 consisting of a base 82 with three first areas 84A, 84B and 84C raised above the surface of the base 82 and eight second areas 86A, 86B, 86C, 86D, 86E, 86F, 86G and 86H raised above the surface of the base 82. The display board 80 also includes various third areas 88A, 88B, 88C, 88D and 88E and a raised rim 90 around the edges of the base 82 of the display board 80.

The first areas 84A, 84B, 84C bear information on how AIDS can be contracted or avoided. The two first areas 84A, 84B bear people's faces moulded in relief thereon while the first area 84C bears objects such as a syringe, a blade, a razor and a toothbrush moulded in relief thereon. The first area 84C also contains some wording. The third area 88D bears wording relating to the first areas 84A, 84B, 84C describing what is depicted thereon. The manner in which the faces on the first areas 84A, 84B and the objects on the first area 84C stand out from the first areas is clearly illustrated in Figures 8 and 9.

The second areas 86A to 86H bear information on how AIDS can not be caught, i.e. dispelling myths on how AIDS can be caught. Each second area 86A to 86H includes an object moulded in relief thereon, e.g. for 84A some food and for 86F a toilet, and in addition, each second area 86A to 86H includes a further raised section 92 designed to bear letters or words, specifically words describing the objects moulded in relief on the respective second area. The third area 88E which is also raised above the base 82 includes wording describing the nature of the items depicted on the second areas 86A to 86H. Figures 10 and 11 illustrate clearly the surface configuration of these areas of the display board 80.

The third area 88A bears letters moulded in relief thereon which may read for example AIDS. The area 88B depicts a group of people moulded in relief while the area 88C may bear a suitable slogan relating to AIDS or advertising material or the like.

The display board 80 is made from a vacuum moulded plastic sheet, i.e. the base 82, the first

areas 84A to 84C, the second areas 86A to 86H and the third areas 88A to 88E and the rim 90 all form part of the same vacuum moulded sheet. The display board 80 may be made as follows. All the objects letters, words and background colours are lithographed onto a sheet of white plastic. A mould is constructed for vacuum forming with each object, letter or the like, sculpted out to create the three-dimensional effect. The mould also contains the first and second areas and some of the third areas which are raised above the base to create the raised areas on the chart. A sheet of plastic is then placed over the mould in a vacuum forming machine and pulled out to create the finished display board 80.

The advantage of the display board of the invention is that it has considerable eye impact because of the first and second areas which are raised above the base and which bear further raised sections, preferably indicia moulded in relief thereon. This is advantageous when it is desired to disseminate information on a disease widely and effectively.

### Claims

1. A display board (10;50:80) for displaying information about a topic comprises:  
a base (12;52;82);  
one or more first areas (14A,B;54A,B;81A,B,C) raised above the base for bearing a first class of information on the topic; and  
one or more second areas (16A-F;56A-F;86A-H,) raised above the base for bearing a second-class of information on the topic;  
one or more of the first and second areas including a section (24,26,28,30,32,34,36,38;58,60,62,64,66;92) raised above the first or second area and bearing an indicium.

2. A display board according to claim 1 wherein the base, one or more of the first area or areas, one or more of the second area or areas or one or more of the raised section or sections bears written information of the first class or the second class.

3. A display board according to claim 1 or claim 2 wherein the display board includes one or more third areas (68;88A-E) either on the base or raised above the base bearing further information.

4. A display board according to any one of the preceding claims which includes at least two first areas and at least two second areas.

5. A display board according to any one of the preceding claims wherein each first area and each second area includes a raised section.

6. A display board according to any one of the preceding claims wherein one or more of the

raised sections is an indicium moulded in relief on the respective first area or second area.

7. A display board according to claim 5 wherein each first area and each second area includes a raised section which is an indicium moulded in relief on the respective first area or second area.

8. A display board according to claim 6 or claim 7 wherein the indicium is an object.

9. A display board according to any one of the preceding claims wherein the first area or areas, the second area or areas and the third area or areas if present all form part of a vacuum moulded plastic sheet attached to the base.

10. A display board according to any one of claims 1 to 8 wherein the first area or areas, the second area or areas, the third area or areas if present and the base all form part of a vacuum moulded plastic sheet.

11. A display board according to any one of the preceding claims wherein the topic is a disease.

12. A display board according to claim 11 wherein the disease is AIDS.

13. A display board (10,50,80) for displaying information about AIDS which comprises:

a base (12;52;82);

one or more first areas (14A,B;54A,B;84A,B,C) raised above the base for bearing a first class of information about how AIDS can be contracted or avoided; and

one or more second areas (16A-F;56A-F;86A-H) raised above the base for bearing a second class of information about how AIDS can not be contracted;

one or more of the first and second areas including a section (24,26,28,30,32,34,36,38;58,60,62,64,66;92) raised above the first or second area and bearing an indicium.

14. A display board according to claim 13 wherein one more of the raised sections is an object moulded in relief on the respective first area or second area.

