



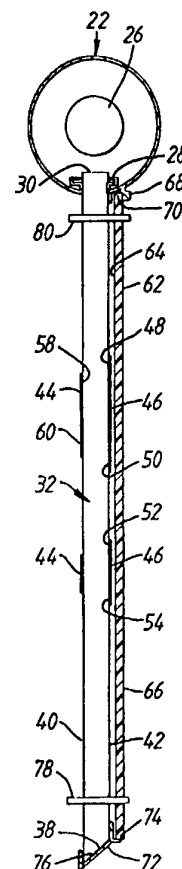
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(54) Title: ILLUMINATED SIGN AND SIGN PLATE THEREFOR

(57) Abstract

An illuminated sign comprising a light source, a transparent sheet having one edge thereof which is assembled adjacent the light source for receiving light therefrom which, in use, is transmitted along the transparent sheet, a front image layer which is disposed on a front face of the transparent sheet and has a rearwardly-directed reflective surface and a rear image layer which is disposed on a rear face of the transparent sheet substantially in registry with the front image layer whereby, in use, light is reflected from the reflective surface onto the rear image layer thereby to enhance the illumination of the rear image layer.



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ILLUMINATED SIGN AND SIGN PLATE THEREFOR

The present invention relates to an illuminated sign and to a sign plate for an illuminated sign.

Edge-illuminated signs are known in which a transparent plastics sheet is illuminated by a light source disposed along one edge thereof so that light passes through the sheet material in a direction along the plane of the sheet. An image to be displayed is formed on one of the faces of the sheet whereby the light contrast between the image and the remainder of the sheet increases the visual impact of the image to a person viewing the sign. A typical known edge-illuminated sign is illustrated in Figure 1.

Referring to Figure 1, a transparent plastics sheet 2, typically of acrylic plastics material, which is rectangular in shape has one edge 4 thereof received in a lamp housing 6 in which an elongate bulb 7, typically a fluorescent bulb, and electrical fittings 9 therefor are received, the bulb extending substantially along the length of the edge 4. In use, an end cap 8 is fitted over each end 10 of the lamp housing 6. In Figure 1, which is a partially exploded view, one end cap 8 is shown in its removed configuration and the bulb and electrical fittings 9 are partially removed so that the edge 4 of the sheet 2 is readily visible. The sheet 2 is provided either on its frontmost face 12 or its rearmost face 14, the direction being with respect to the intended position of a viewer of the sign, with an image 16. The image 16 may be formed by engraving the surface of the sheet 2 or by printing a partially transmissive printed ink layer on the surface of the sheet, for example by screen printing. When the bulb 7 is illuminated, light emitted from the bulb 7 passes along the sheet 2 from the edge 4 and is internally reflected at the sheet/air interfaces. When the image 16 is engraved, light passing along the sheet 2 is reflected and refracted at the engraved edges thereby illuminating the edge of the image 16. When the image 16 is

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printed, the internally reflected light is incident on the rear surface of the image 16 and is partially transmitted to the front surface of the image 16 thereby to provide an illuminated image.

When the image is engraved this increases the cost and complexity of manufacture of the illuminated sign. When the image is printed, the degree of contrast of the image is not particularly high and so the sign is not particularly effective in ambient conditions of high light intensity. Furthermore, for both prior arrangements the nature of the images which can be conveyed by the signs is relatively limited.

US-A-5009019 and WO-A-93/07605 are both in the name of the present inventor and relate to sign plates for illuminated signs. Both of these prior specifications disclose a sign plate for an illuminated sign which is intended to be illuminated by a light source disposed behind a rearmost face of the sign plate.

An aim of the present invention is to provide an improved edge-illuminated sign. It is a further aim of the present invention to provide an edge-illuminated sign which can be manufactured cost-effectively and can provide enhanced illumination of the image as compared to known edge-illuminated signs. It is a further aim of the present invention to provide an edge-illuminated sign which enables a wide variety of images to be displayed.

Accordingly, the present invention provides an illuminated sign comprising a light source, a transparent sheet having one edge thereof which one edge is assembled adjacent the light source for receiving light therefrom which, in use, is transmitted along the transparent sheet, a front image layer which is disposed on a front face of the

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transparent sheet and has a rearwardly-directed reflective surface and a rear image layer which is disposed on a rear face of the transparent sheet substantially in registry with the front image layer whereby, in use, light is reflected from the reflective surface onto the rear image layer thereby to enhance the illumination of the rear image layer.

The present invention further provides a sign plate for an edge-illuminated sign, the sign plate comprising a transparent sheet having one transparent edge thereof for receiving from a light source light for transmission along the transparent sheet, a front image layer which is disposed on a front face of the transparent sheet and has a rearwardly-directed reflective surface and a rear image layer which is disposed on a rear face of the transparent sheet substantially in registry with the front image layer whereby, in use, light is reflected from the reflective surface onto the rear image layer thereby to enhance the illumination of the rear image layer.

Embodiments of the present invention will now be described by way of example only, with reference to the accompanying drawings, in which:-

Fig. 1 is a partially exploded perspective view of a known edge-illuminated sign;

Fig. 2 is a perspective view of an edge-illuminated sign in accordance with a first embodiment of the present invention;

Fig. 3 is a cross-section on line A-A of the edge-illuminated sign illustrated in Fig. 2;

Figs. 4 & 5 are schematic views similar to that of Figure 3 illustrating the mechanism of the transmission of light along and out of the transparent plastics sheet of the sign illustrated in Figure 2; and

Fig. 6 is a cross-section through an edge-illuminated sign in accordance with a second embodiment of the present invention.

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Referring to Figures 2 and 3, there is shown an edge-illuminated sign, designated generally as 20, in accordance with a first embodiment of the present invention. The sign 20 comprises a lamp housing 22 in the form of a cylindrical tube. At opposed ends of the lamp housing 22 are provided electrical fittings 24 for a fluorescent bulb 26 which extends along the length of the lamp housing 22. The lamp housing 22 is provided in its lower surface with an axially directed elongate slot 28 which receives the uppermost edge 30 of a transparent plastics sheet 32 which is supported by and depends downwardly from the lamp housing 22. In the illustrated embodiment, the transparent plastics sheet 32 is rectangular in shape, having two upright side edges 34, 36 and a lowermost edge 38.

As is shown clearly in Figure 3, the lowermost edge 38 is inclined to the plane of the sheet 32 with the internal face of the edge 38 facing towards the front face 40 and away from the rear face 42 of sheet 32. The inclined edge 38 is preferably at an angle of less than about 45° to a line perpendicular to the sheet 32 so that light is reflected back from the edge 38 into the sheet 32 at a relatively low angle so as to subsequently be internally reflected back up through the sheet 32 with minimal loss of light intensity. In an alternative arrangement, the inclined edge 38 faces towards the rear face 42 rather than the front face 40. The front face 40 of the sheet 32 is coated with a front image layer 44 which is patterned in the shape of an image to be displayed by the sign 20 (in the illustrated embodiment, the letter A which is shown merely by way of example). The rear face 42 of the sheet 32 is coated with a correspondingly shaped rear image layer 46 which is disposed in registry with the front image layer 44. In the illustrated embodiment, the width of the rear image layer 46 (in the plane of the layer 46) is dimensionally larger than that of the front image layer 44

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whereby the rear image layer 46 defines, in regions such as regions 48,50,52,54 illustrated in Figure 3, a peripheral margin 56 surrounding and highlighting the image conveyed by the front image layer 44. The front image layer 44 has a rearwardly directed surface 58 which is reflective. Preferably, the front image layer 44 comprises a self-adhesive plastics (e.g. vinyl) film which has an underlying self-adhesive reflective surface 58. The plastics film may be fluorescent and translucent. The front image layer 44 or its reflective surface may be provided by a metallic and/or brightly coloured (e.g. white) paint layer or by a metallised or brightly coloured coating on or in the plastics film. The paint layer 44 may be fluorescent and at least partially translucent. The front surface 60 of such a front image layer 44 may have been provided with any suitable colour, pattern or image, either by such a colour, pattern or image being present in the film or having been applied thereto. The front image layer 44 may alternatively comprise a printed film of any desired colour or colours. The rear image layer 46 comprises a layer of fluorescent material of any desired colour or combination of colours which preferably has been printed, for example by screen printing, onto the rear face 42 of the sheet 32. Preferably, the rear image layer 46 is partially transmissive for visible light. In an alternative embodiment, the rear image layer may comprise a self-adhesive plastics (e.g. vinyl) film which is preferably fluorescent and translucent. The front and rear image layers may incorporate phosphorescent materials.

A backing sheet 62 is mounted behind and parallel with the sheet 32. The backing sheet 62 has a front face 64 which is preferably spaced slightly from the rear face 42 of the sheet 32. The backing sheet 62 preferably comprises a substantially opaque plastics sheet having a desired colour and/or a fluorescent coating. The backing sheet 62 may have any desired image or pattern on the front face 64 or the

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rear face 66 thereof when the backing sheet 62 is translucent. Alternatively, the backing sheet 62 may comprise a transparent plastics sheet having a substantially opaque coating on the front face 64. The lamp housing 22 is configured to provide a mount 68 for the upper edge 70 of the backing sheet 62. A bottom mount 72 is provided along the respective adjacent bottom edges 38,74 of the transparent sheet 32 and the backing sheet 74. Preferably, the inner surface 76 of the bottom mount 72 which abuts the inclined bottom edge 38 of the transparent sheet 32 is reflective. As shown schematically in Figure 3, clamping devices 78,80 may be provided for holding together the assembly of the transparent sheet 32 and the backing sheet 62.

The operation of the edge-illuminated sign 20 will now be described with reference to Figures 4 and 5.

In use, the fluorescent bulb 26 is illuminated and as shown in Figure 4, light beams, such as light beam 82, which are not parallel to the plane of the transparent sheet 32 are transmitted through the plane of the sheet 32 by internal reflection at alternatively the inner and outer faces 40,42 of the transparent sheet 32. It will be seen that since in the illustrated embodiment the only layers which are formed on the front and rear faces 40,42 of the transparent sheet 32 are the front and rear image layers 44,46, there is an enhanced degree of internal reflection of light being transmitted along the sheet 32, the light being internally reflected at the sheet/air interfaces. If additional layers were present intimately covering the sheet faces, then the degree of internal reflection would be reduced because light would be absorbed into these additional layers, thereby reducing correspondingly the level of illumination of the desired image. For this reason, the backing sheet 62 may be adjacent to, but not adhered or otherwise intimately connected, bonded or adhered to the

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transparent sheet because this would reduce the total amount of light internally reflected in the transparent sheet.

As shown in Figure 5, any light beam 84 which is parallel to the plane of the transparent sheet 32 is transmitted down the entire length of the sheet 32 and subsequently reflected by internal reflection at the inclined face 38, or reflected by reflection at the reflecting face 76 of the lower mount 72, and the reflected beam 86 is transmitted back up the transparent sheet 32 and subsequently internally reflected at the inner and outer faces 40,42 of the transparent sheet 32. In this way, light from the bulb 26 is transmitted throughout the whole body of the transparent sheet 32.

Light beams which are not parallel to the plane of the transmitting sheet 32 are reflected to a significant extent at the reflective surface 58 of the front image layer 44. This reflected light (e.g. at arrow 88) is reflected to a significant extent back onto the fluorescent rear image layer 46. This provides an enhanced illumination of the fluorescent rear image layer 46 so that the edges of the rear image layer 46 which are not directly covered by (i.e. are at least partially exposed by) the front image layer 44 appear very bright to a viewer of the sign (e.g. at arrow 90). This brightness is enhanced by the fluorescent effect of the rear image layer 46 which strongly emits fluorescent radiation as a result of being illuminated by light from the bulb 26. The overall illumination effect to a viewer of the sign 20 is a strongly illuminated fluorescent annular border or highlight surrounding the image defined by the front image layer 44. This provides an illuminated outline at least partially around indicia defined by the front image layer.

The front image layer 44 may be substantially opaque or partially transmitting. If the front image layer 44 is

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partially transmitting, then as shown in Figure 4 some light (e.g. at arrow 92) is reflected from the rear face 42 of the sheet 32 forwardly through the front image layer 44 whereby the image defined by the front image layer 44 is partially illuminated.

The fluorescent layer 46 is partially transmitting and accordingly light (e.g. at arrow 94) passes rearwardly through the fluorescent layer 46 and onto the backing sheet 62. Such light is reflected from the backing sheet 62 at its front face 64 (e.g. at arrow 94) and such reflected light is transmitted forwardly through the transparent sheet 32. Such reflected light from the backing sheet 62 provides an image of a halo or aura of light surrounding the image defined by light reflected from the fluorescent rear image layer 46. The halo of light is illustrated in Figure 1. The colour of the halo of light is preferably the same as that of the fluorescent rear image layer 46. The colour may be varied by applying an additional coloured layer to the back of the rear image layer or to the front of the backing sheet. The lateral width of the halo may be varied by altering the spacing between the transparent sheet 32 and the backing sheet 62.

A further embodiment of an illuminated sign 90 in accordance with the present invention is illustrated in Figure 6 which is similar to the embodiment illustrated in Figures 2 to 5 except that the opaque backing sheet 62 is replaced by a transparent backing sheet 96 having a reflecting coating 98 on its rear face 100. The reflecting coating 94 comprises a self-adhesive plastics film 102 having a reflecting front surface 104. Alternatively, the reflecting coating 94 is a printed layer. In a similar manner to that illustrated in and described with reference to Figures 4 and 5, a halo effect is provided around the fluorescent rear image layer 46 by light being reflected off the reflecting surface of the film 98 (e.g. at arrow 106).

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Since the reflecting film 102 is on the face 100 of the backing sheet 96 which is remote from the transparent sheet 32, there is no requirement for the backing sheet 96 to be spaced in order to provide a visible halo effect.

It will be apparent to those skilled in the art that various modifications can be made to the illustrated embodiments within the scope of the invention. In the illustrated embodiments, the front image layer lies wholly within the lateral periphery of the rear image layer so that a peripheral highlight is defined by a border portion of the rear image layer which surrounds the front image layer. In alternative embodiments, although the rear image layer would generally be in registry with the front image layer, the rear image layer may be laterally offset relative to the front image layer or may have smaller dimensions than the front image layer on one side thereof so as to provide a highlight which is offset and does not extend all the way around the periphery of the front image layer. Thus the highlight may appear as a highlighted "shadow" on one side of the image defined by the front image layer. In a further embodiment, the front and rear image layers may be aligned and have the same size and shape. With this embodiment a highlight or outline can be seen by a viewer looking at the sign at an angle.

In the embodiments of the invention, the front and rear image layers are separated by a distance corresponding to the thickness of the transparent sheet. When the front and rear image layers are illuminated in the manner described hereinabove, the viewer is able to detect a spacial difference between the front and rear image layers. This creates a three dimensional effect whereby the front and rear image layers appear to be connected by an inclined edge, giving the overall indicia a massive and solid appearance. The thickness of the three dimensional image corresponds to the thickness of the transparent sheet. The

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shape and angle of inclination of the inclined edge can be varied by altering the relative sizes and disposition of the front and rear image layers. For example, if the rear image layer is slightly larger in lateral dimension than the front image layer all around its periphery, then a relatively steep inclined edge will be apparent to a viewer of the sign when the sign is illuminated.

The images to be conveyed may comprise alphanumeric characters or other pictorial images. The front image layer may itself be printed or otherwise provided with images on its front surface.

Although the transparent sheet is illustrated as depending downwardly from the lamp housing 22, in alternative configurations the lamp housing may be provided beneath the transparent sheet and may constitute a support stand for the entire sign. In addition, although the illustrated embodiments utilise a fluorescent bulb as the light source for the illuminated sign, any other suitable light source may be employed, for example an incandescent bulb, a neon bulb, etc..

In alternative embodiments, a light reflective self-adhesive plastics layer, for example white or silver in colour, is adhered over the edge of the sheet which is remote from the light source in order to reflect light back through the sheet. The mount along that edge may be square rather than inclined, particularly for small dimension signs.

In accordance with the invention, the provision of a fluorescent layer at least partially surrounding the front image layer on the transparent sheet, together with the provision of a reflecting surface on the rear of that front image layer, provides real technical advantage as opposed to edge-illuminated signs in the prior art by forming an

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illuminated image having a relatively high intensity. This means that the edge-illuminated sign is clearly visible to a viewer even in relatively high intensity ambient light and when the sign is intended to be seen from a substantial distance away. The sign of the present invention also has great flexibility in use by enabling a wide variety of visual effects to be reproduced. For example different colours can be displayed with or without fluorescent layers. An aura of one or more colours may wholly or partially surround the indicia. The colour, size, shape and orientation of a highlight around the indicia may be selected as desired. Printed or patterned images defining or surrounding the indicia may be provided. The sign can be manufactured very cost effectively by using known printing techniques and known techniques for applying patterned self-adhesive plastics films to rigid plastic sheets in the required positions.

The provision of a light reflection device at the edge of the sheet which is away from the light source ensures that the amount of light internally reflected in the sheet to cause illumination of the indicia is substantially maximised. This not only increases the visibility of the sign but also provides even and uniform illumination of the indicia on both sides thereof, i.e. on the sides which are near to and remote from the light source.

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CLAIMS:

1. An illuminated sign comprising a light source, a transparent sheet having one edge thereof which one edge is assembled adjacent the light source for receiving light therefrom which, in use, is transmitted along the transparent sheet, a front image layer which is disposed on a front face of the transparent sheet and has a rearwardly-directed reflective surface and a rear image layer which is disposed on a rear face of the transparent sheet substantially in registry with the front image layer whereby, in use, light is reflected from the reflective surface onto the rear image layer thereby to enhance the illumination of the rear image layer.
2. An illuminated sign according to claim 1 wherein the front image layer comprises a self-adhesive plastics film.
3. An illuminated sign according to claim 1 wherein the front image layer comprises a printed film.
4. An illuminated sign according to any one of claims 1 to 3 wherein the front image layer is partially transmissive.
5. An illuminated sign according to any foregoing claim wherein the rear image layer comprises a fluorescent layer.
6. An illuminated sign according to claim 5 wherein the fluorescent layer comprises a self-adhesive plastics film.
7. An illuminated sign according to claim 5 wherein the fluorescent layer comprises a printed film.
8. An illuminated sign according to any foregoing claim wherein the front image layer and the rear image layer are mutually shaped and oriented whereby the front image layer at least partially exposes the rear image layer therebehind.

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9. An illuminated sign according to claim 8 wherein an annular peripheral portion of the rear image layer surrounding the front image layer is exposed by the front image layer.

10. An illuminated sign according to claim 8 wherein the front image layer is laterally offset with respect to the rear image layer.

11. An illuminated sign according to any foregoing claim wherein the front and rear image layers are dimensioned and positioned with respect to each other so as to provide an illuminated outline at least partially around indicia defined by the first image layer.

12. An illuminated sign according to any foregoing claim further comprising a backing sheet located rearwardly of the rear face of the transparent sheet.

13. An illuminated sign according to claim 12 wherein the backing sheet is opaque.

14. An illuminated sign according to claim 12 wherein the backing sheet comprises a second transparent sheet carrying an opaque layer.

15. An illuminated sign according to claim 14 wherein the opaque layer is disposed on a rear face of the second transparent sheet.

16. An illuminated sign according to any one of claims 12 to 15 wherein the front face of the backing sheet is spaced from the rear face of the transparent sheet.

17. An illuminated sign according to any one of claims 12 to 16 wherein the rear image layer is partially transmissive whereby, in use, light transmitted therethrough onto the

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backing sheet creates an illuminated aura around the rear image layer.

18. An illuminated sign according to any foregoing claim wherein a second edge of the transparent sheet which is opposite the said one edge is adapted to reflect light back into the transparent sheet.

19. An illuminated sign according to claim 18 wherein the second edge is inclined to the plane of the transparent sheet.

20. An illuminated sign according to claim 19 wherein the second edge is inclined at an angle of up to about 45° to a line perpendicular to the plane of the transparent sheet.

21. An illuminated sign according to any one of claims 18 to 20 further comprising a reflecting member which covers the second edge thereby to reflect light into the sheet.

22. An illuminated sign according to claim 21 when appendant on any one of claims 12 to 17 wherein the reflecting member comprises a mount for the transparent sheet and the backing sheet.

23. A sign plate for an edge-illuminated sign, the sign plate comprising a transparent sheet having one transparent edge thereof for receiving from a light source light for transmission along the transparent sheet, a front image layer which is disposed on a front face of the transparent sheet and has a rearwardly-directed reflective surface and a rear image layer which is disposed on a rear face of the transparent sheet substantially in registry with the front image layer whereby, in use, light is reflected from the reflective surface onto the rear image layer thereby to enhance the illumination of the rear image layer.

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24. A sign plate according to claim 23 wherein the front image layer comprises a self-adhesive plastics film.

25. A sign plate according to claim 23 wherein the front image layer comprises a printed film.

26. A sign plate according to any one of claims 23 to 25 wherein the front image layer is partially transmissive.

27. A sign plate according to any one of claims 23 to 26 wherein the rear image layer comprises a fluorescent layer.

28. A sign plate according to claim 27 wherein the fluorescent layer comprises a self-adhesive plastics film.

29. A sign plate according to claim 27 wherein the fluorescent layer comprises a printed film.

30. A sign plate according to any one of claims 23 to 29 wherein the front image layer and the rear image layer are mutually shaped and oriented whereby the front image layer at least partially exposes the rear image layer therebehind.

31. A sign plate according to claim 30 wherein an annular peripheral portion of the rear image layer surrounding the front image layer is exposed by the front image layer.

32. A sign plate according to claim 30 wherein the front image layer is laterally offset with respect to the rear image layer.

33. A sign plate according to any one of claims 23 to 32 wherein the front and rear image layers are dimensioned and positioned with respect to each other so as to provide an illuminated outline at least partially around indicia defined by the first image layer.

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34. A sign plate according to any one of claims 23 to 33 further comprising a backing sheet located rearwardly of the rear face of the transparent sheet.

35. A sign plate according to claim 34 wherein the backing sheet is opaque.

36. A sign plate according to claim 34 wherein the backing sheet comprises a second transparent sheet carrying an opaque layer.

37. A sign plate according to claim 36 wherein the opaque layer is disposed on a rear face of the second transparent sheet.

38. A sign plate according to any one of claims 34 to 37 wherein the front face of the backing sheet is spaced from the rear face of the transparent sheet.

39. A sign plate according to any one of claims 34 to 38 wherein the rear image layer is partially transmissive whereby, in use, light transmitted therethrough onto the backing sheet creates an illuminated aura around the rear image layer.

40. A sign plate according to any one of claims 23 to 39 wherein a second edge of the transparent sheet which is opposite the said one edge is adapted to reflect light back into the transparent sheet.

41. A sign plate according to claim 40 wherein the second edge is inclined to the plane of the transparent sheet.

42. A sign plate according to claim 41 wherein the second edge is inclined at an angle of up to about 45° to a line perpendicular to the plane of the transparent sheet.

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43. A sign plate according to any one of claims 40 to 42 further comprising a reflecting member which covers the second edge thereby to reflect light into the sheet.

44. A sign plate according to claim 43 when appendant on any one of claims 34 to 39 wherein the reflecting member comprises a mount for the transparent sheet and the backing sheet.

45. An illuminated sign substantially as hereinbefore described with reference to Figures 2 to 5 or Figure 6.

46. A sign plate for an edge-illuminated sign substantially as hereinbefore described with reference to Figures 2 to 5 or Figure 6.

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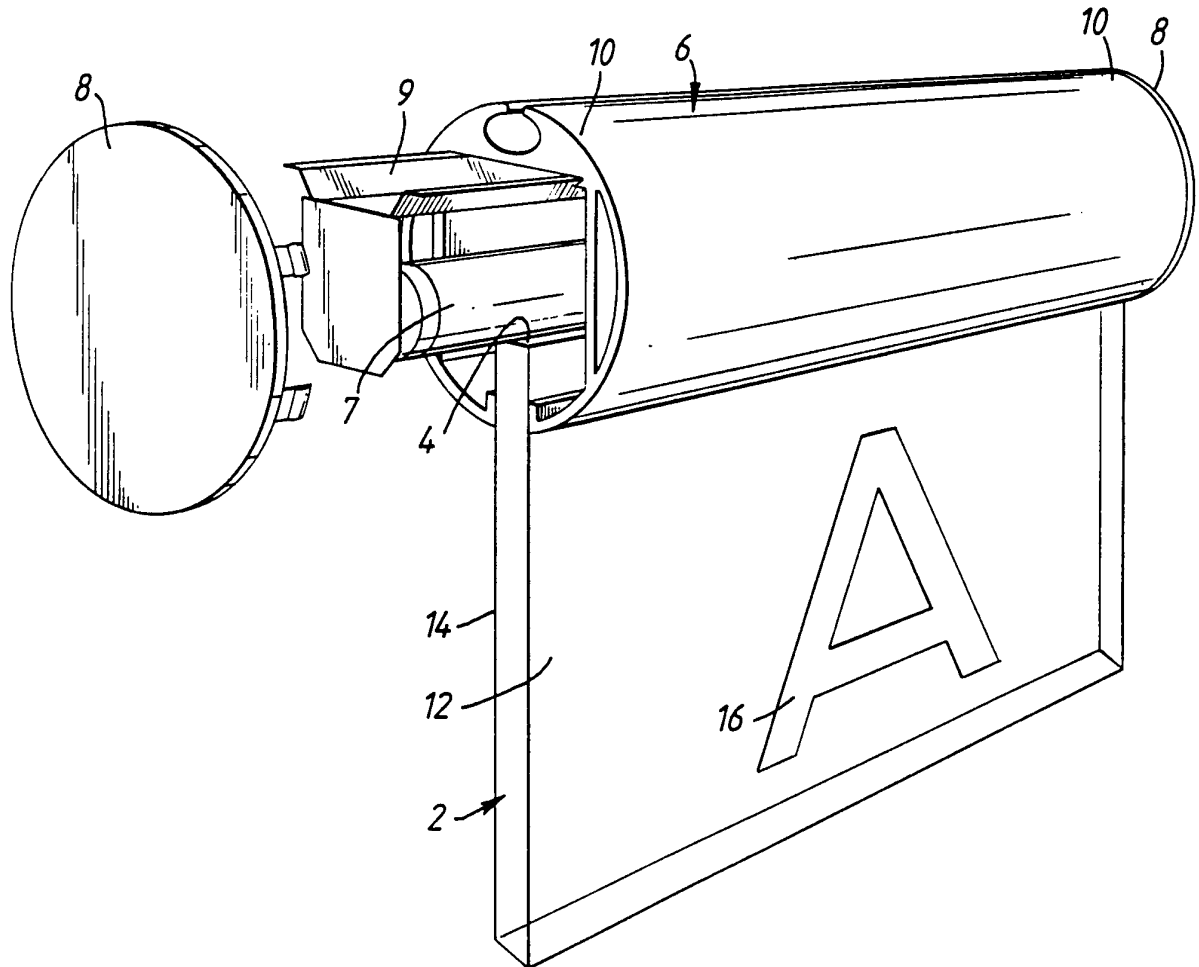
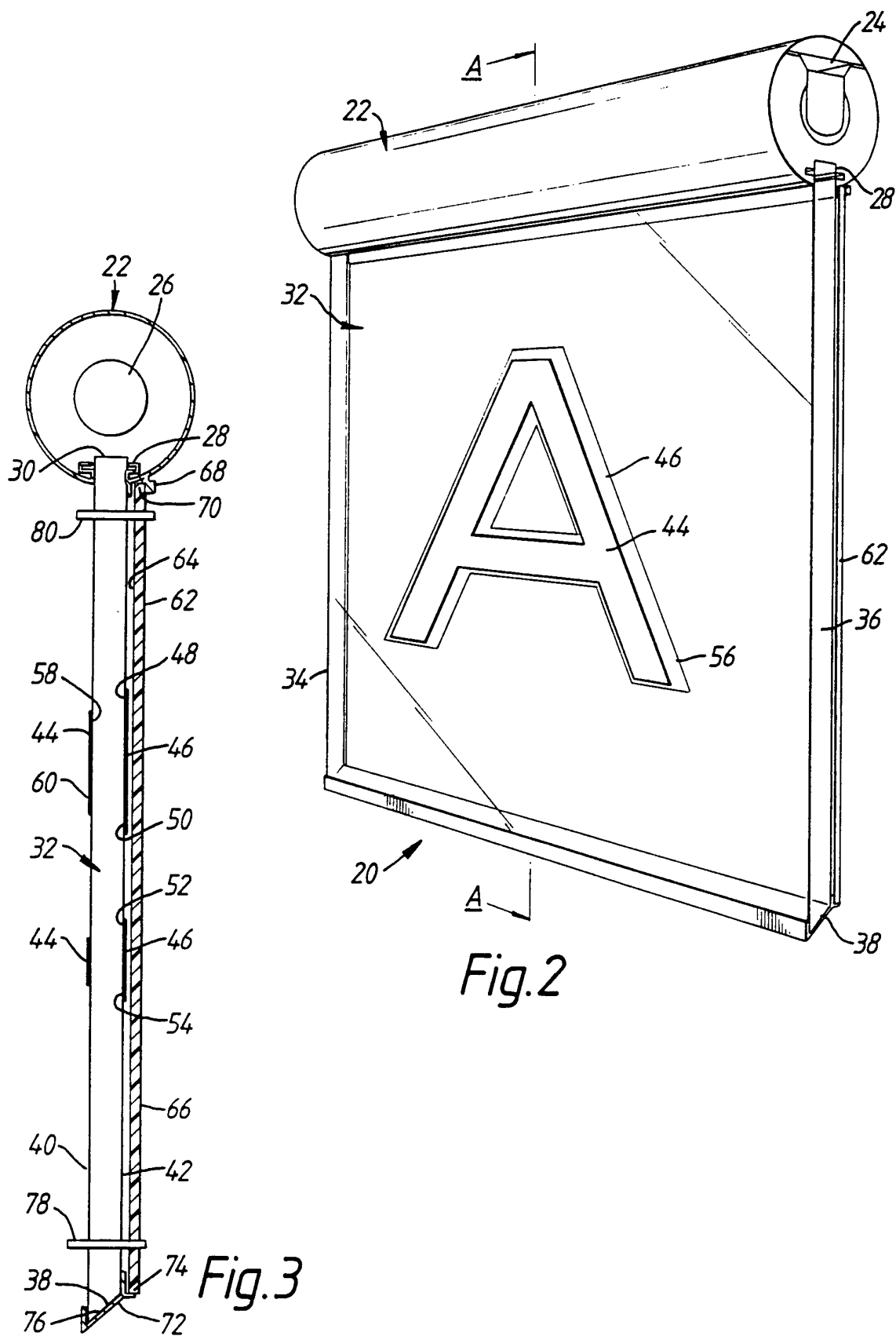


Fig.1
(PRIOR ART)

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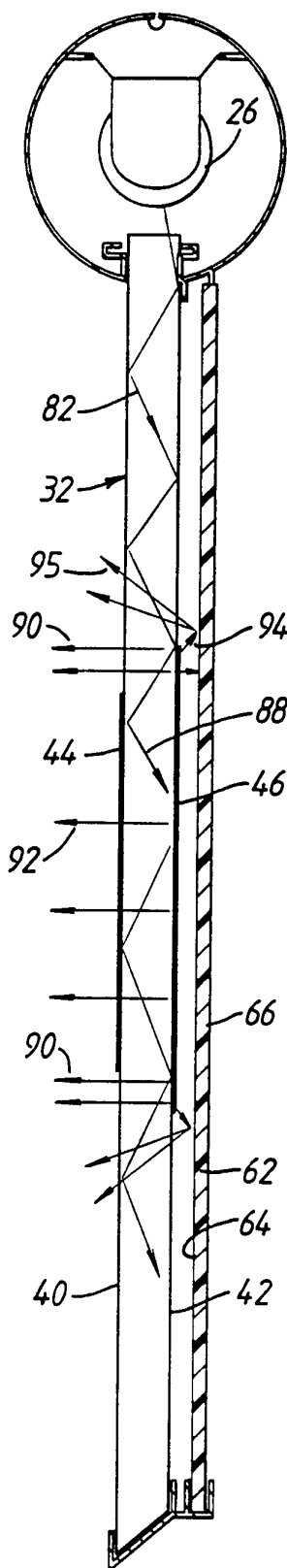


Fig. 4

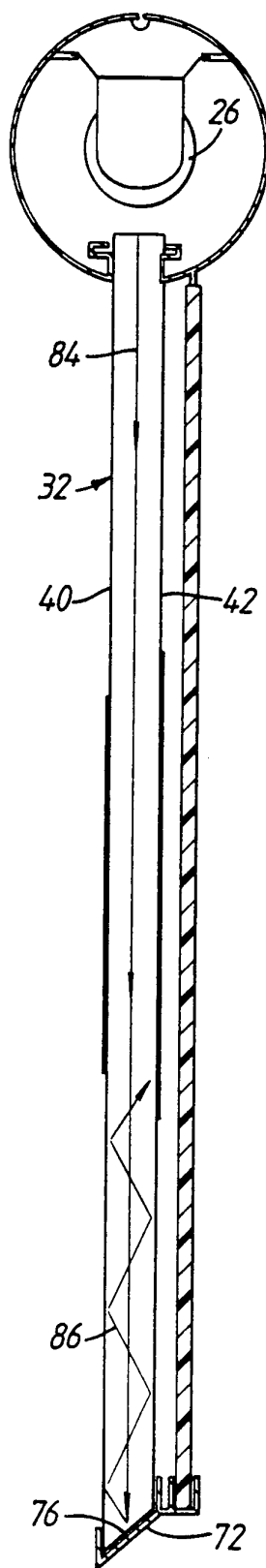


Fig. 5

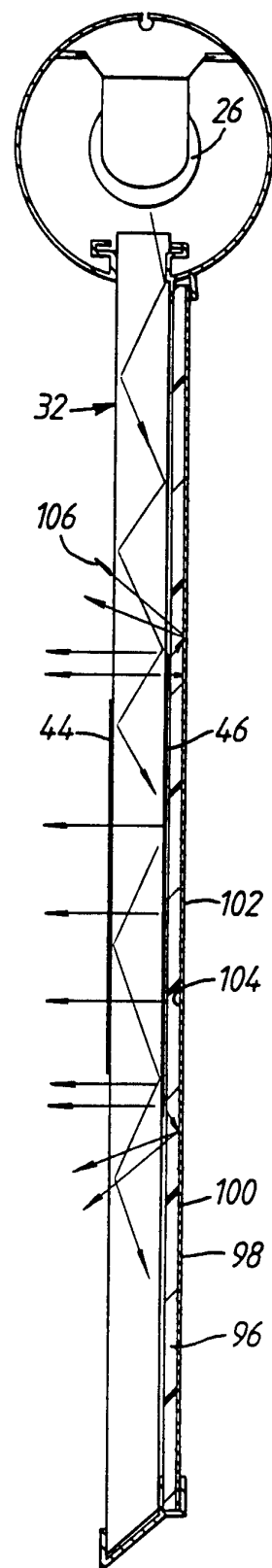


Fig. 6

INTERNATIONAL SEARCH REPORT

International Application No
PCT/GB 96/02205

A. CLASSIFICATION OF SUBJECT MATTER
IPC 6 G09F13/18

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)
IPC 6 G09F

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	GB,A,1 131 913 (PERTINT LTD.) 30 October 1968 see page 2, line 59 - line 95; figures 2A,2B ---	1,23
A	US,A,3 780 463 (ARONOFF L) 25 December 1973 see column 9, line 3 - line 45; figures 15,16 ---	1,23
A	US,A,5 009 019 (ERLENDSSON GUDNI ET AL) 23 April 1991 cited in the application see column 3, line 57 - column 4, line 13 --- -/--	1,23

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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8 November 1996

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International Application No.

PCT/GB 96/02205

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