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(54) **TAPE-AND-DISC DISPLAY CONTAINER FOR USE IN VIDEO RENTAL SHOPS**

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(57)

ABSTRACT

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Disclosed is a tape-and-disc display container for use in video rental shops. It comprises a top-open, box-like structure and a printed label sheet giving information about what is recorded in the tape and disc. The box-like structure comprises two opposite sidepieces, front and rear pieces, and a bottom piece, and is covered with the printed label sheet. The box-like structure has an intermediate partition piece to divide its inner space into tape and disc compartments, which are parallel arranged and snugly accommodates a videocassette and a digital videodisc or DVD package respectively. The box-like structure is as tall as the videocassette, and as wide as the DVD package, and the tape compartment is so delimited by a rear partition piece and by an associated bottom piece that the videocassette may appear partly from the open top of the box-like structure, and the disc compartment is so delimited by the rear piece and by a shelf-like bottom piece that the DVD package may appear partly from the open top of the box-like structure.

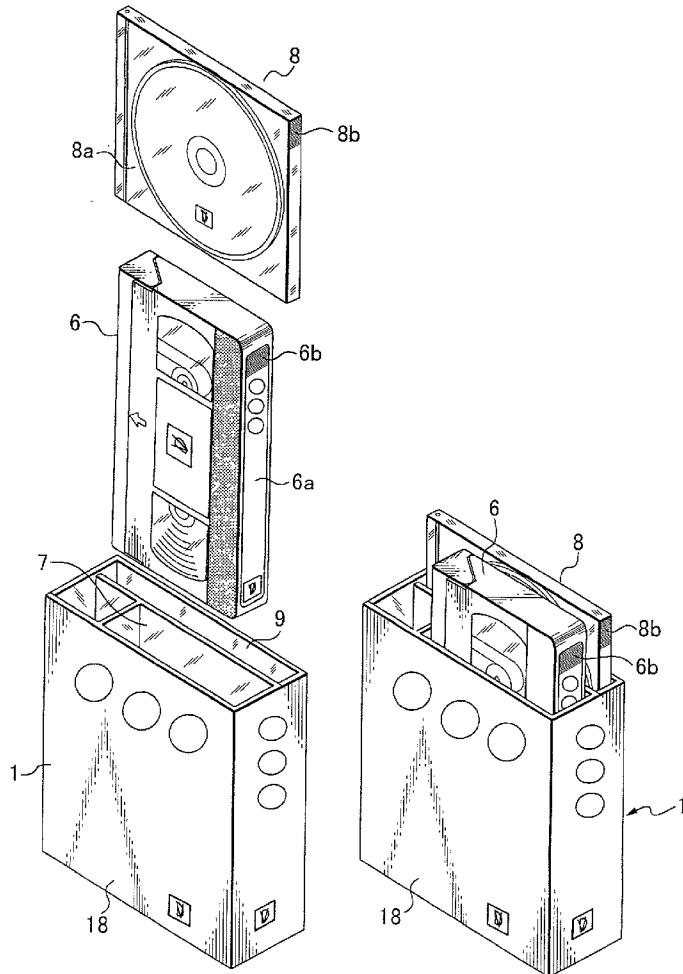


Fig. 1A

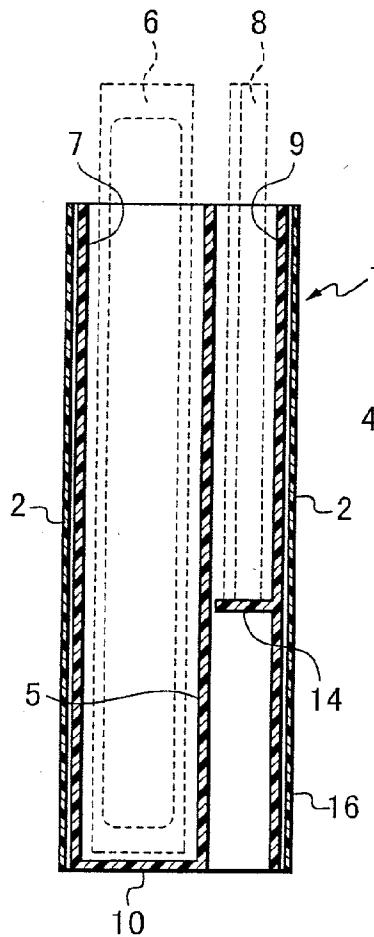


Fig. 1B

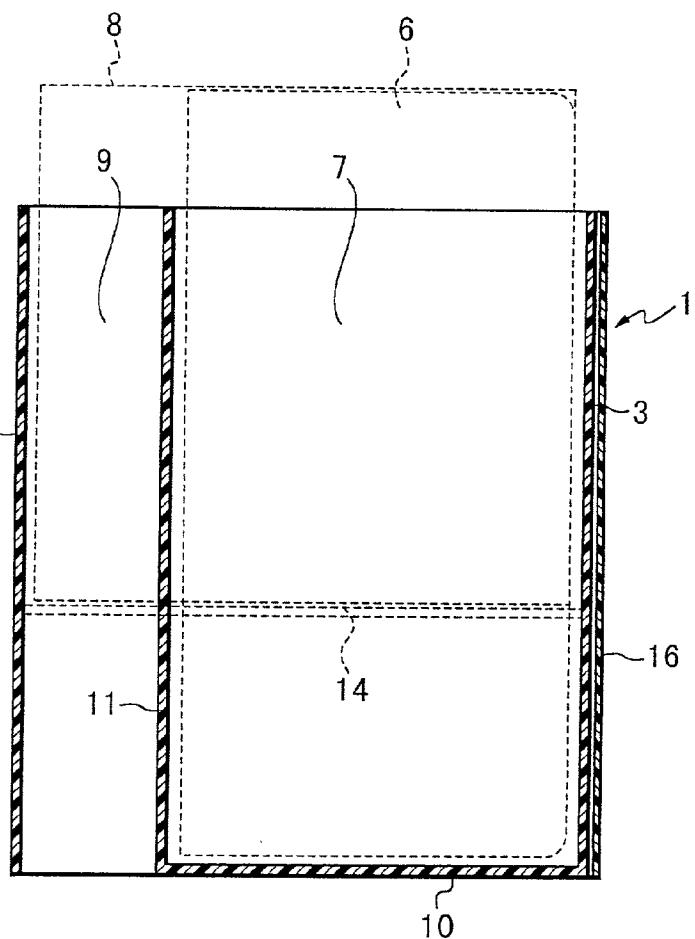
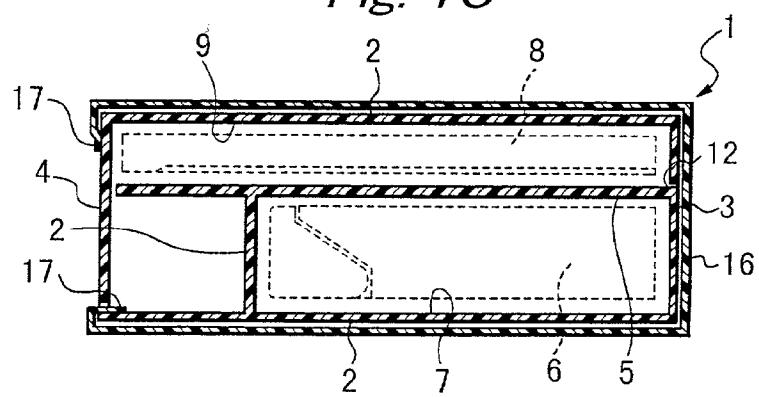


Fig. 1C



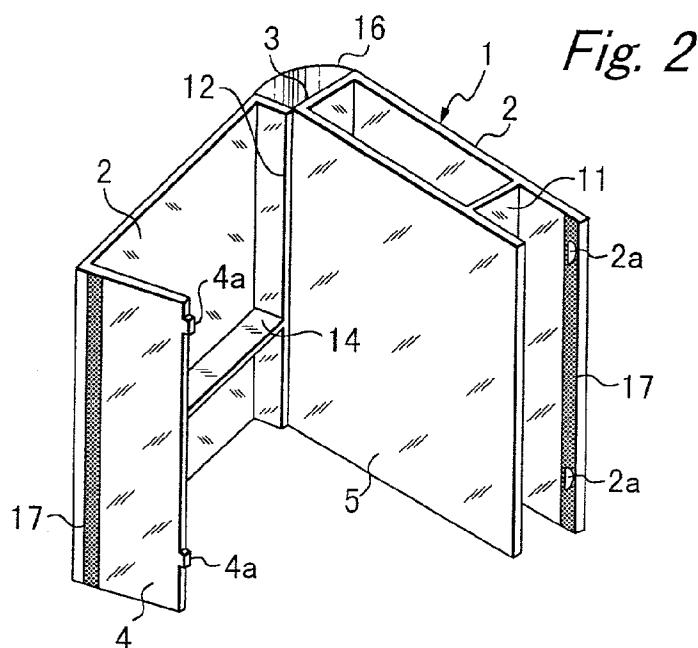


Fig. 2

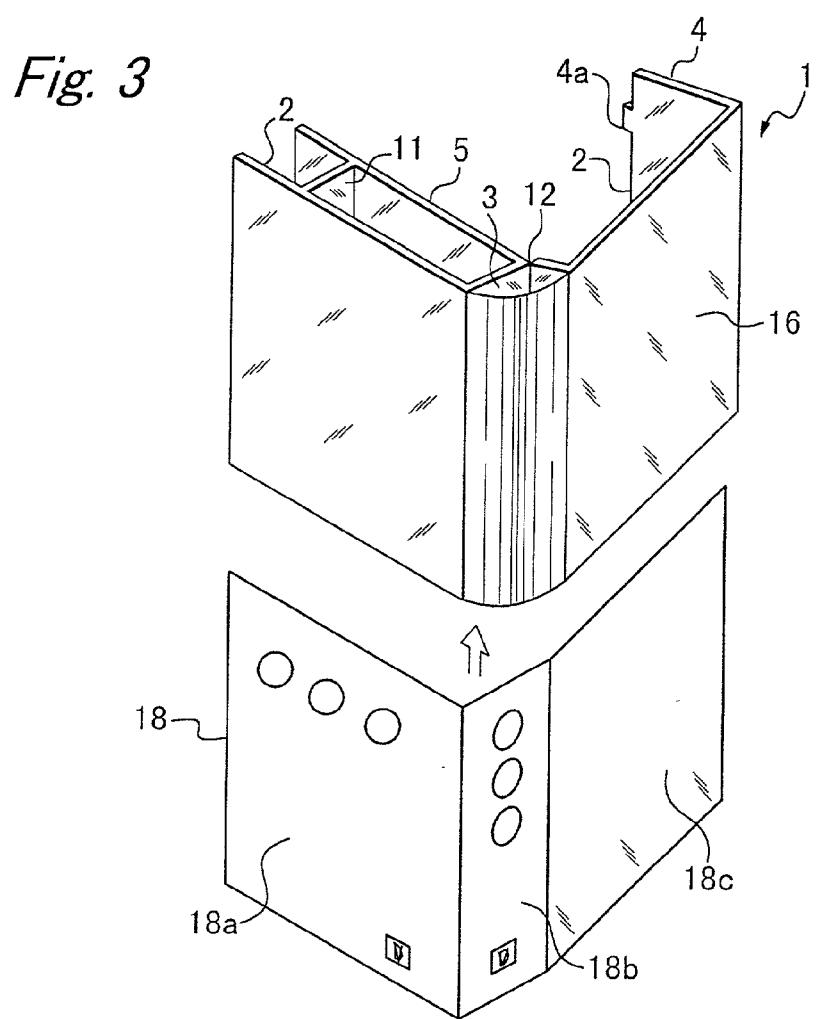


Fig. 3

Fig. 4

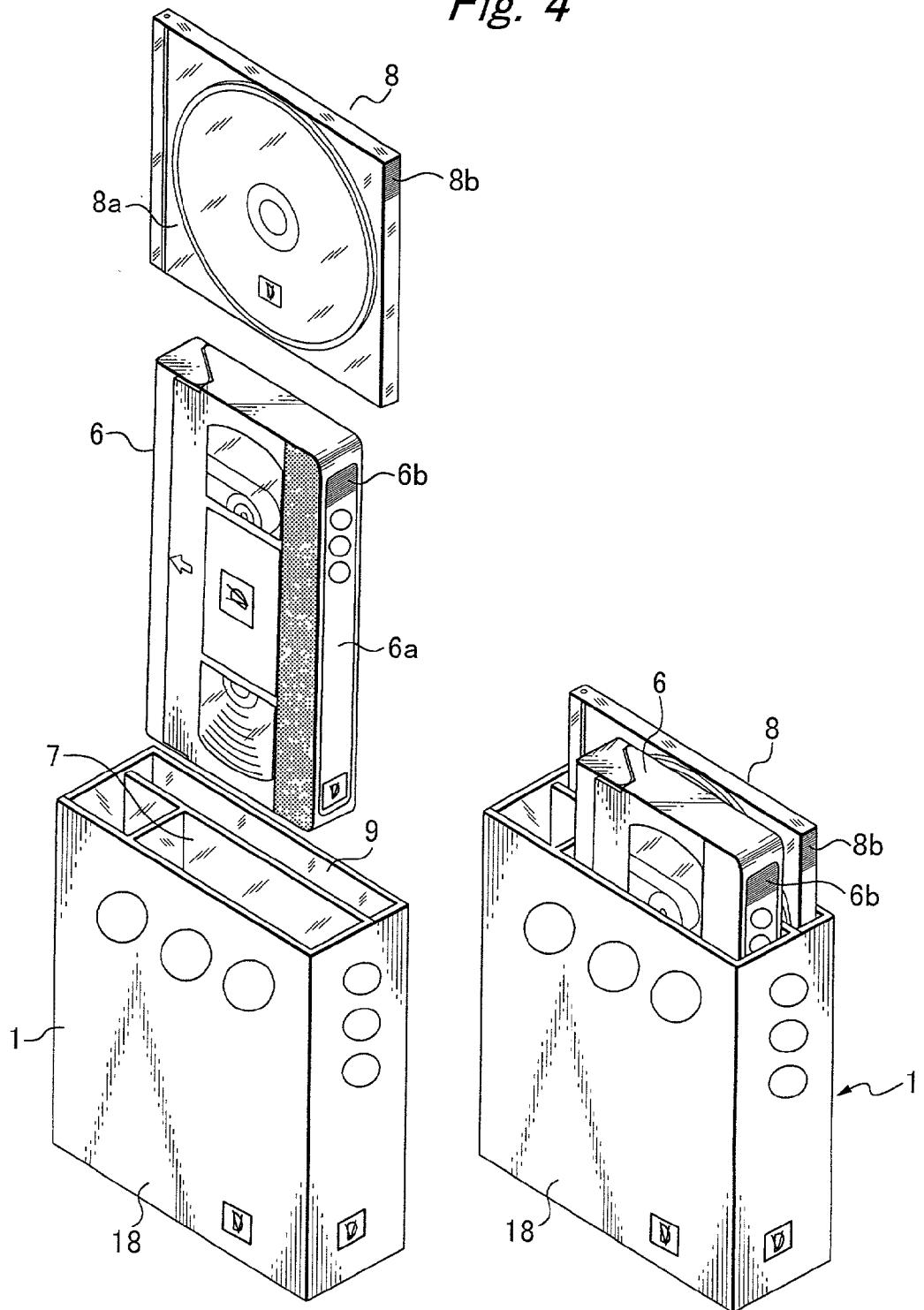


Fig. 5

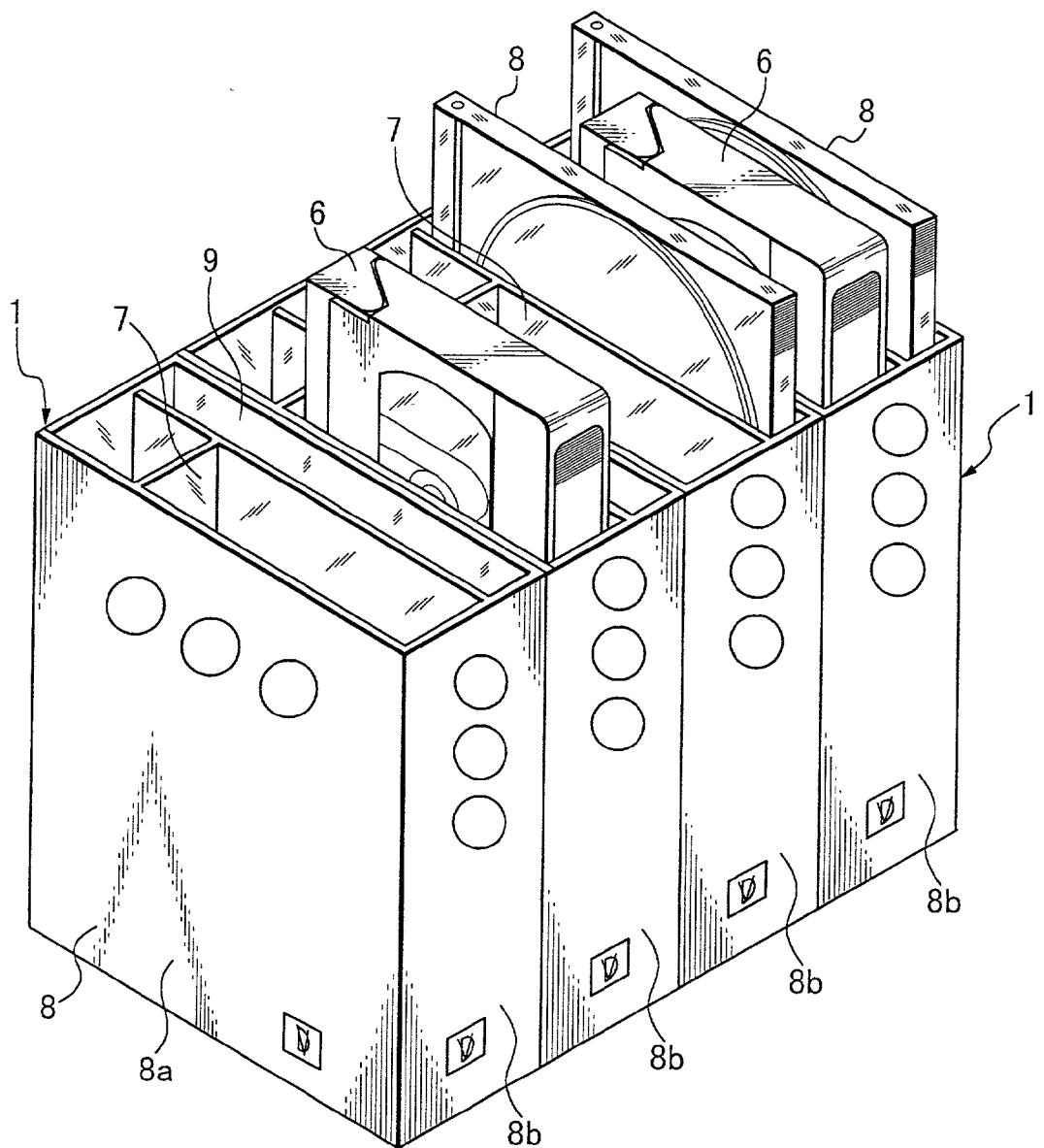
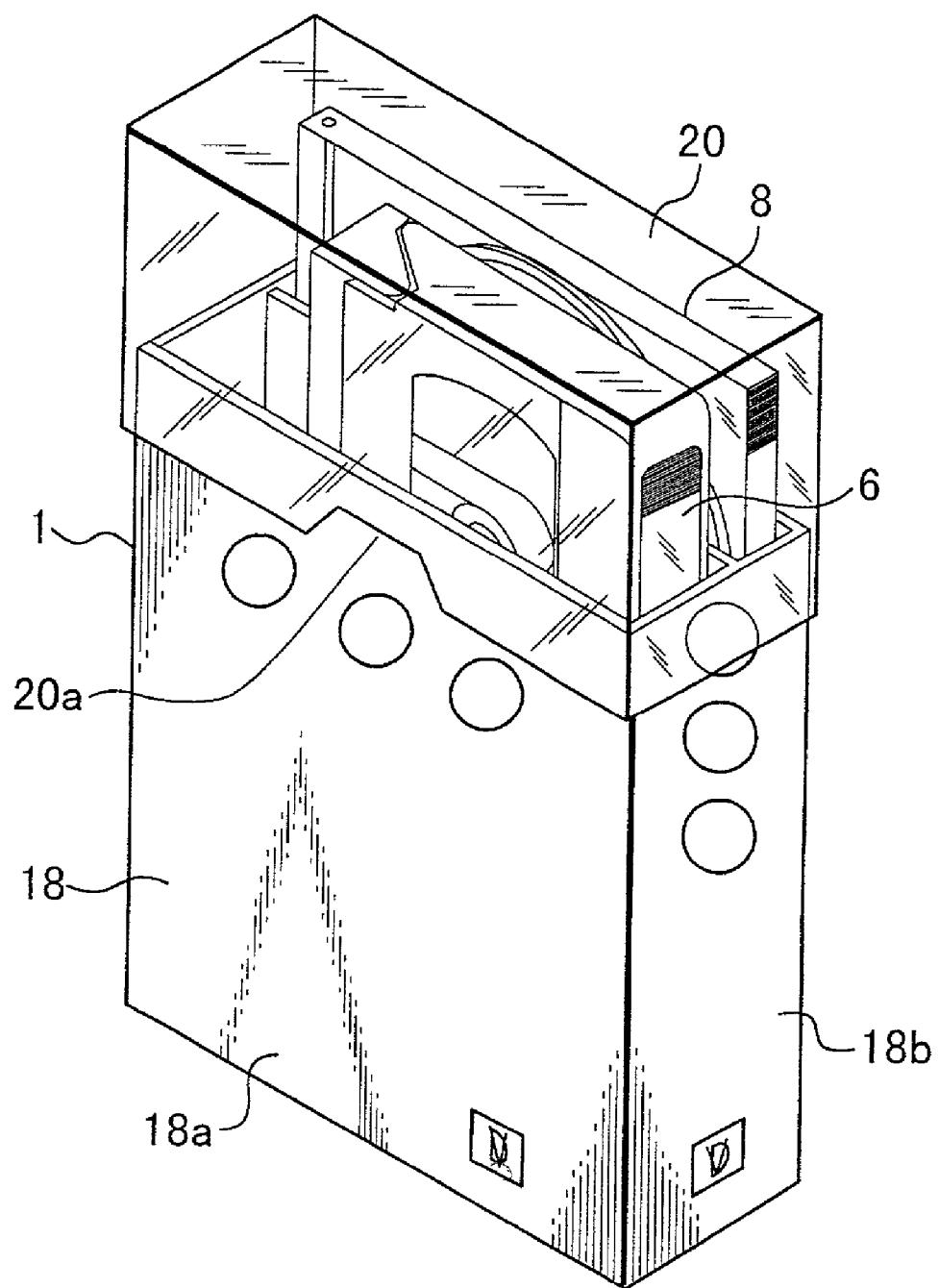


Fig. 6



TAPE-AND-DISC DISPLAY CONTAINER FOR USE IN VIDEO RENTAL SHOPS**BACKGROUND OF THE INVENTION**

[0001] 1. Field of the Invention

[0002] The present invention relates to a tape-and-disc display container for use in video rental shops where rental videocassettes and digital videodiscs are displayed.

[0003] 2. Related Arts

[0004] Recently digital video discs (hereinafter abbreviated as DVDs) have been widely used in pace with their reproducing hardware, and accordingly video rental shops are handling such DVDs in addition to videocassettes as rent.

[0005] In video rental shops videocassettes and DVDs of same contents are put in different shelves on display, making customers come to one shelf allotted for recording mediums applicable to their particular types of reproducing apparatuses to search for DVDs which they want.

[0006] Customers bring their favorite DVDs to the reception desk, where a clerk checks their identification cards, asking them to pay rental fees in advance. Thus, the customers rent their favorites until the last day of a given predetermined term. When the rental DVDs are returned, the clerk put them in their display containers before returning them to the shelves. DVDs as many as can meet numerous demands if such DVDs are popular, are bought and pigeonholed in the rental shop.

[0007] In a case that DVDs are arranged on show as described above, however, it is necessary that different display containers be prepared to hold DVDs and videocassettes therein even though they have same contents recorded, which makes rental shops bear extra expenses for packaging and labeling the videocassettes and DVDs of one and same subject to give some information of their contents, pigeonholing or sectioning the shelves for different recording mediums of same subject, increasing the shelf capacity and transporting them.

[0008] Videocassettes are arranged like books on the shelf with their front sides directed toward customers; their front sides are large enough to allow customers to realize what contents they have from the information printed thereon, thus facilitating the searching for desired videocassettes.

[0009] In contrast, a DVD is too thin for its front side to give a sufficient quantity of information for selection, and if the DVD is put on the shelf with its lateral extensive side directed towards customers, it occupies a large space on the shelf. If the DVD container is designed for its front side to have a space large enough to give a sufficient quantity of information, it will occupy a relatively large space on the shelf.

[0010] Assuming that a customer has apparatuses capable of reproducing DVDs and videocassettes, he needs to come to different sections of the rental shop in which DVDs and videocassettes of same contents are arranged to check which type of recording medium package remains on the shelf for rent, the videocassette or the DVD. Apparently this is inconvenient to customers.

SUMMARY OF THE INVENTION

[0011] One object of the present invention is to provide a tape-and-disc display container for use in video rental shops, saving the display space, cost for making display containers and for printing labels, and facilitating the searching of desired recordings.

[0012] To attain this object a tape-and-disc display container for use in video rental shops is improved according to the present invention in that it comprises a top-open, box-like structure comprising two opposite side pieces, front and rear pieces, and a bottom piece, and a printed label sheet giving information about what is recorded in the tape and disc, the box-like structure being covered with the printed label sheet, and having a partition to divide its inner space into tape and disc compartments, which are parallel-arranged to snugly accommodate a videocassette and a digital video disc or DVD package respectively. With this arrangement the videocassette tape and DVD package of same contents can be displayed at same place and at same time, not requiring separate containers each bearing same information printed on its label, and occupying much less space for display than two separate containers would occupy. Still advantageously, the container has an increased width by adding the width of the DVD to that of the videocassette tape, and accordingly its space for printing the information of what is recorded is enlarged to facilitate the locating of desired videocassette tapes or DVDs.

[0013] The box-like structure is as tall as the videocassette longitudinally, and as wide as the DVD package laterally, and the tape compartment is so delimited by a rear partition piece and by an associated bottom piece that the videocassette may appear partly from the open top of the box-like structure, and the disc compartment is so delimited by the rear piece and by an associated shelf-like bottom piece that the DVD package may appear partly from the open top of the box-like structure, the tops of the videocassette and DVD package being put in alignment at the same level. With this arrangement customers can make a quick decision as to whether the desired videocassette tape or DVD is available for rent, and either recording medium package can be easily put in and taken out from the container.

[0014] The rear piece is detachably connected to the rear longitudinal edge of one of the opposite side pieces, and the rear longitudinal edge of the other side piece is integrally connected to the rear piece, and the front longitudinal edge of the other side piece is integrally connected to the front piece via a hinge of thin thickness, thereby permitting the other side piece and the rear piece to be opened or closed as a whole about the hinge.

[0015] With this arrangement the container can be flattened to change its shape and size for facilitating transportation.

[0016] The box-like structure further comprises a transparent cover fixed to the box-like structure by fixing its opposite longitudinal edges to the rear longitudinal edges of the opposite side pieces to cover the opposite side pieces and the front piece, thus permitting the transparent cover to leave apart from the box-like structure when being opened, and permitting the printed label sheet to be inserted in between the transparent cover and the box-like structure, the printed label sheet thus inserted being responsive to the closing of

the box-like structure for stretching. With this arrangement the label can be changed easily when the videocassette and DVD are changed.

[0017] The box-like structure may further comprise a transparent cover cap detachably cover the top opening of the box-like structure. With this arrangement no dust is allowed to invade the container.

[0018] The box-like structure may further comprise a transparent cover fixed to the box-like structure by fixing its opposite longitudinal edges to the rear longitudinal edges of the opposite side pieces to cover the opposite side pieces and the front piece, the transparent cover having information printed about what is recorded in the tape and disc. This facilitates the labeling of the container.

[0019] Other objects and advantages of the present invention will be understood from the following description of a tape-and-disc display container for use in video rental shops according to preferred embodiments of the present invention, which are shown in accompanying drawings:

BRIEF DESCRIPTION OF THE DRAWING

[0020] FIG.1 includes front, side and plane sectional views of a tape-and-disc display container for use in video rental shops according to one embodiment of the present invention;

[0021] FIG.2 is a perspective view of the container of FIG.1 in its opening position to show the inside;

[0022] FIG.3 is a perspective view of the container of FIG.1, showing how the label is applied to the container;

[0023] FIG.4 illustrates how a videocassette and a DVD can be put in the container;

[0024] FIG.5 illustrates how a plurality of containers are arranged for display; and

[0025] FIG.6 is a perspective view of a tape-and-disc display container according to another embodiment of the present invention.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENT

[0026] Referring to FIGS.1 and 2, a tape-and-disc display container for use in video rental shops according to the present invention comprises a top-open, box-like structure and a printed label sheet 18 giving information about what is recorded in the tape and disc. The box-like structure is covered with the printed label sheet 18. The box-like structure comprises two opposite side pieces 2, front and rear pieces 3 and 4, a bottom piece 10, a shelf-like bottom piece 14 and an intermediate partition piece 5. As shown, the partition 5 divides the inner space of the box-like structure into tape and disc compartments 7 and 9, which are parallel arranged to snugly accommodate a VHS videocassette recorded movies (hereinafter abbreviated as "VHS") and a digital videodisc or DVD package respectively. The box-like structure is as tall as the VHS 6 (longitudinally), and as wide as the DVD 8 (laterally). The VHS compartment 7 is so delimited by the rear partition piece 11 and by the bottom piece 10 that the VHS 6 may appear partly from the open top of the box-like structure, whereas the DVD compartment 8 is so delimited by the rear piece 4 and by the shelf-like

bottom piece 14 that the DVD may appear partly from the open top of the box-like structure. The tops of the VHS and DVD are put in alignment at the same level.

[0027] Specifically the VHS compartment 7 is formed by the sidepiece 2, the intermediate partition piece 5, the rear partition piece 11 and the bottom piece 10 to fit the VHS 6. Likewise, the DVD compartment 9 is formed by the sidepiece 2, the intermediate partition piece 5, the rear piece 4 and the shelf-like bottom piece 14 to fit the DVD 8. These compartments are so sized that the VHS 6 and the DVD may be smoothly put in and taken out; such a small gap is left between the VHS 6 or the DVD and the inner walls of each compartment that no rattle may be caused when being put in or taken out from the compartment.

[0028] One of the side pieces 2, the rear piece 4 and the shelf-like bottom piece 14 are combined integrally in the DVD compartment 9, and the integral combination of the DVD compartment 9 can be rotated about the hinge 12 in one direction to be apart from the intermediate partition piece 5 in its opening position (see FIG.2), or can be rotated about the hinge 12 in the other direction to be put on the intermediate partition piece 5 in its closing position, in which the side piece 2, the intermediate partition piece 5, the rear piece 4 and the shelf-like bottom piece 14 define a square space to snugly accommodate a DVD 8.

[0029] In this particular embodiment the rear piece 4 has upper and lower projections 4a formed on its longitudinal edge whereas the other side piece 2 has upper and lower slots 2a made on its longitudinal edge for catching the projections 4a when the integral combination of lateral, rear and shelf-like bottom pieces is closed. Any other locking means may be used to hold the integral combination in closing position. Otherwise, the rear piece 4 and the other sidepiece 2 may be welded integrally.

[0030] A transparent, flexible cover 16 made of vinyl covers the box-like structure. The opposite longitudinal edges of the vinyl cover 16 are high-frequency or super-sonic-welded to the rear longitudinal edge of one side piece and the longitudinal edge of the rear piece 4 to cover the opposite side pieces 2 and the front piece 3, thus permitting the transparent cover 16 to stretch and fit closely to the box-like structure when it is closed, and permitting the transparent cover 16 to leave apart from the box-like structure when it is opened.

[0031] When it is desired that the box-like structure be put in the shelf for display, it is put in its opening position where the transparent cover 16 leaves apart from the box-like structure, thus allowing a printed label sheet 18 to be inserted in between the transparent cover 16 and the box-like structure. The printed label sheet 18 thus inserted is stretched in response to the closing of the box-like structure.

[0032] Specifically the label sheet 18 is composed of a front section 18a, a side section 18b and a back section 18c. The title of the recording, a picture of the hero or heroine, an attractive scene of the recording, the name of distributing company and such like are printed in the front section 18a; a brief description of the recording and other pieces of information are printed on the back section 18c. A variety of printed patterns appear on label sheets, and such printed patterns are attractive enough to draw customers' attention when making a selection among box-like containers.

[0033] All box-like containers 1 are arranged on the shelf with the respective VHS and DVD appearing partly from the each top of the containers 1, as seen from FIG. 4.

[0034] Rental VHSs may have extra marks 6b applied to their rear sides at a level higher than the title of the recording, thereby facilitating the finding of the VHS. When a VHS is put in a thin, transparent casing, such an extra mark 6b may be applied to the upper or lower edge of the transparent casing.

[0035] Rental DVDs 8 are contained in their transparent casings 8a, permitting the titles of the recordings and other pieces of information to be seen from the outside. The transparent casings 8a have marks 8b applied to their upper ends.

[0036] FIG. 5 shows that the tape-and-disc containers 1 are arranged with their front sides directed towards customers.

[0037] Generally speaking, rental shops determine the number of same VHSs and DVDs to be displayed for rent in terms of the degree of popularity of such recordings. In FIG. 5 four sets of such popular VHS and DVD are displayed for rent. At the first sight of the projections of VHSs and DVDs appearing above the tape-and-disc containers arranged on the shelf customers can be readily make a decision as to whether or not such popular VHS and DVD are available for rent.

[0038] Referring to FIG. 6, a tape-and-disc display container according to another embodiment is shown as having a transparent rectangular cap 20 detachably put on the top opening of the box-like structure. Thus, the VHS and DVD can be prevented from being covered with dust, still assuring that the VHS and the DVD are visible from the outside. As shown, the rectangular cap 20 has notches 2a made on its opposite lower edges as thumb catch. Otherwise, the rectangular cover may be hinged to the top of the box-like container.

[0039] The box-like structure is of plastic mold, but it may be made of pasteboard or vinyl-coated pasteboard.

[0040] As may be understood from the above, a tape-and-disc container according to the present invention permits both of VHS and DVD to be displayed as a whole, thereby saving the space for display, and the cost for display packages and printings, and facilitating customers' searching for desired VHSs and DVDs.

What is claimed is:

1. A tape-and-disc display container for use in video rental shops comprising: a top-open, box-like structure comprising two opposite side pieces, front and rear pieces, and a bottom

piece, and a printed label sheet giving information about what is recorded in the tape and disc, wherein the box-like structure being covered with the printed label sheet, and having an intermediate partition piece to divide its inner space into tape and disc compartments, which are parallel-arranged and snugly accommodates a videocassette and a DVD package respectively.

2. A tape-and-disc display container for use in video rental shops according to claim 1, wherein the box-like structure is as tall as the videocassette, and as wide as the DVD package, and the tape compartment is so delimited by a rear partition piece and by an associated bottom piece that the videocassette may appear partly from the open top of the box-like structure, and the disc compartment is so delimited by the rear piece and by a shelf-like bottom piece that the DVD package may appear partly from the open top of the box-like structure, the tops of the videocassette and DVD package being put in alignment at the same level.

3. A tape-and-disc display container for use in video rental shops according to claim 2, wherein the rear piece is detachably connected to the rear longitudinal edge of one of the opposite side pieces, and the rear longitudinal edge of the other side piece is integrally connected to the rear piece, and the front longitudinal edge of the other side piece is integrally connected to the front piece via a hinge of thin thickness, thereby permitting the other side piece and the rear piece to be opened or closed as a whole by turning about the hinge.

4. A tape-and-disc display container for use in video rental shops according to claim 3, wherein it further comprises a transparent cover fixed to the box-like structure by fixing its opposite longitudinal edges to the rear longitudinal edges of the opposite side pieces to cover the opposite side pieces and the front piece, thus permitting the transparent cover to leave apart from the box-like structure when it is opened, and permitting the printed label sheet to be inserted in between the transparent cover and the box-like structure, the printed label sheet thus inserted being responsive to the closing of the box-like structure for stretching.

5. A tape-and-disc display container for use in video rental shops according to any of claims 1 to 4, wherein it further comprises a transparent cover cap detachably covering the top opening of the box-like structure.

6. A tape-and-disc display container for use in video rental shops according to claim 3, wherein it further comprises a transparent cover fixed to the box-like structure by fixing its opposite longitudinal edges to the rear longitudinal edges of the opposite side pieces to cover the opposite side pieces and the front piece, the transparent cover having information printed thereon about what is recorded in the tape and disc.

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