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# DESCRIPTION

[0001] The present invention relates to a display stand comprising a double wall construction, respectively an inner wall, defining an inner volume and an outer wall which encloses said inner wall, and said inner wall and said outer wall define a display volume, said display stand comprising an elevated stand elevating said double wall construction and display volume.

## Background of the invention

[0002] It is generally known to use different types of showcases or displays, where products for sale are being displayed.

[0003] For instance, it is well known to have a counter with a glass top, where the exhibited items can be viewed prior to a purchase.

[0004] US839639 and US810243 disclose a U-shaped and an L-shaped showcase, respectively, having the top part made of glass, and where the display area is elevated from the ground, wherein the display items are closer to a viewer and a potential buyer.

[0005] US2011/168102 A1 discloses a display stand according to the preamble of claim 1.

[0006] It is desirable to enhance the experience for the customers.

## Brief description of the invention

[0007] It is an object of the present invention to provide a display stand according to claim 1, which display stand enhances the experience for the viewer and a potential buyer.

[0008] This is achieved when said elevated stand comprises an opening providing access to the inside of said elevated stand and said inner volume of said inner wall.

[0009] This results in a more intense visual experience which is not interrupted/disturbed by other customers. It allows the user to immerse into the world which is on display in the display stand, and the user will get a continuously 360 degree view inside the display stand without interruptions.

[0010] The user may even feel as being part of the displayed world, due to less disturbing noises as part of the surrounding noises will be screened of the double wall construction.

[0011] In an embodiment, said inner wall has a cylindrically cross section.

**[0012]** In an embodiment, both said inner wall and said outer wall are transparent, such that said display volume can be viewed from both inside and outside said display stand.

**[0013]** Hereby is given access for a person to stand both inside or outside the display stand and thus have the opportunity to view the display from the inside as well as from the outside.

**[0014]** In an embodiment, said outer wall has a circular or rectangular/square cross section.

**[0015]** In an embodiment, said one or more volumes are covered by a lid.

**[0016]** Hereby, the cover provides a closed display volume and provides a closed volume that enhances the physical experience of an undisturbed universe by screening of surrounding noises.

**[0017]** In an embodiment, said display stand comprises additional display area on said outer wall of said elevated stand.

**[0018]** Hereby, a storage and/or further display for products are provided.

**[0019]** In an embodiment, said display stand comprises technical physical effect means configured for providing visual and audio effects, such as lights and sound/speaker.

**[0020]** Hereby, a complete miniature universe may be created in the inner volume by using technical effects.

**[0021]** In an embodiment, said elevated stand has a height of 0.6-1.4, such that said double wall construction and said enclosed display volume is elevated to the eye level of a standing person, preferably 0.9-1.0 meter.

**[0022]** In an embodiment, said double wall construction has a height of 0.2-1.0 meter, preferably 0.5-0.6 meter.

**[0023]** In an embodiment, said total height of said inner volume, defined by said elevated stand and said double wall construction, is 1.3-2.2 meter, preferably 1.4-1.6 meter.

**[0024]** In an embodiment, said inner wall has a diameter of 0.4-1.0 meter, preferably 0.48-0.54 meter.

**Brief description of the drawings**

**[0025]** Embodiments of the invention will be described in the following with reference to the drawings, wherein

Fig. 1 is a perspective view of a rectangular display stand,

Fig. 2 is a side view of the rectangular display stand,

Fig. 3 is another side view of the rectangular display stand,

Fig. 4 is a perspective view of a cylindrical display stand,

Fig. 5 is a side view of the cylindrical display stand.

### **Detailed description of the invention with reference to the figures**

**[0026]** The present invention relates to display stands (10) comprising a double wall construction which is elevated by an elevated stand (13).

**[0027]** Figure 1 illustrates an elevated stand (13) and a rectangular double wall construction comprising an inner wall (11) and an outer wall (12). The inner wall defines an inner volume (50), and the inner wall (11) and the outer wall (12) defines a display volume (60).

**[0028]** The elevated stand (13) is hollow and comprises an opening (30) giving access to the inside of the elevated stand and the inner volume (50) defined by the inner wall (11), thus giving access for a person to stand inside the display stand (10). Both the inner wall (11) and the outer wall (12) are transparent, such that the display volume (60) can be viewed from inside the display stand, where a person is able to view the display in a 360 degree view, and outside the display stand, where a person can walk around the display stand (10) and view the display.

**[0029]** The display stand (10) comprises a cover (20) and an auxiliary display area in the form of shelves.

**[0030]** The rectangular display stand has the appearance of a toy building block with coupling members in a big scale. In figure 1 the cover (20) is provided with four protrusions (22) in the form of coupling studs.

**[0031]** The inner wall has a cylindrical cross section.

**[0032]** Figures 2 and 3 illustrate side views of the rectangular display stand shown in figure 1.

**[0033]** Figure 2 shows the elevated stand (13) comprising an opening (30). The elevated stand has a height of 0.945 meter. Above the elevated stand the double wall construction is positioned defining an inner volume (50) by the inner wall (11) and a display volume (60) between the inner wall (11) and the outer wall (12). The total height of the inner volume,

defined by the elevated stand (13) and the double wall construction, is (0.945+0.545 meter) 1.49 meters.

**[0034]** Figure 3 shows a side view of the display stand (10) comprising a hollow elevated stand (13) connected to the double wall construction (11, 12). The inner wall defines an inner volume (50) having a diameter of 0.51 meter. Both the inner volume 50 and the display volume (60) are enclosed by the cover (20) comprising protrusions (22).

**[0035]** In figure 1 the display stand (10) comprises the outer wall having a rectangular shaped, and in figure 4 is illustrated a cylindrical display stand (10) having a circular cross section.

**[0036]** The cylindrical display stand comprises an elevated stand (13), an inner wall (11) and an outer wall (12). The inner wall defines an inner volume (50) and the inner wall (11) and the outer wall (12) defines a display volume (60).

**[0037]** The elevated stand (13) is hollow and comprises an opening (30) giving access to the inside of the elevated stand and the inner volume defined by the inner wall (11), thus giving access for a person to stand inside the display stand (10). Both the inner wall (11) and the outer wall (12) are transparent, such that the display volume (60) can be viewed from inside the display stand, where a person is able to view the display in a 360 degree view, and outside the display stand, where a person can walk around the display stand (10) and view the display from outside the display stand (10).

**[0038]** Generally, in some embodiments, the display stand comprises means for providing visual and audio effects, such as lights and sound/speaker. Inside the display stand the user will be able to see and interact with the displayed items, e.g. by pressing a button for starting an action, animated models and/or sound effects. Additionally, a speaker may communicate information regarding the displayed items.

**[0039]** The display stand comprises a cover (20) and an auxiliary display area (21).

**[0040]** Figure 5 is a side view of the cylindrical display stand (10) shown in figure 4.

**[0041]** The display stand (10) comprises an inner wall (11) and an outer wall (12) on top of an elevated stand (13). The elevated stand comprises an auxiliary display area (21) and an opening (30), which gives a person access to the inner volume of the elevated stand and subsequently the inner volume defined by the inner wall (11), such that the person can crawl inside the display stand through the opening (30) under the display volume (60) and then stand up inside the display stand and be able to view the inner wall and/or the display volume from the inner volume (50).

**[0042]** The opening (30) in the hollow elevated stand (13) is 0.675 x 0.790 meter. The total height of the inner volume defined by the elevated stand (13) and the double wall construction (11, 12) is (0.950+0.517 meter) 1.467 meters.

[0043] Generally, in some embodiments, the walls of the display stand (10) may have a circular, square, rectangular, triangular or other suitable shape.

## REFERENCES CITED IN THE DESCRIPTION

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### Patent documents cited in the description

- US839639A [0004]
- US810243A [0004]
- US2011168102A1 [0005]

## Udstillingsstand

### P a t e n t k r a v

- 5 1. Udstillingsstand (10) omfattende en dobbeltvægkonstruktion, respektivt en indvendig væg (11), der definerer et indvendigt volumen (50), og en udvendig væg (12), som indeslutter den indvendige væg (11), og den indvendige væg (11) og den udvendige væg (12) definerer et udstillingsvolumen (60), hvor udstillingsstanden omfatter en hævet stand (13), som hæver dobbeltvægkonstruktionen og udstillingsvoluminet, **kendetegnet ved, at** den hævede stand (13) omfatter en åbning (30), der er konfigureret til at give en person adgang til det indre af den hævede stand og derefter det indvendige volumen af den indvendige væg (11), således at personen kan kravle inde i udstillingsstanden gennem åbningen (30) under udstillingsvoluminet (60) og derefter rejse sig op inde i udstillingsstanden og være i stand til at se den indvendige væg (11) og/eller udstillingsvoluminet fra det indvendige volumen.
- 10
- 15 2. Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor både den indvendige væg og den udvendige væg er gennemsigtige, således at udstillingsvoluminet (60) kan ses fra både inden i og uden for udstillingsstanden.
- 20 3. Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor den udvendige væg har et cirkulært eller rektangulært/kvadratisk tværsnit.
- 25 4. Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor det ene eller flere volumener (50, 60) er dækket af et låg (20).
- 30 5. Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor udstillingsstanden omfatter et yderligere udstillingsområde (21) på den udvendige væg af den hævede stand.
6. Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor udstillingsstanden omfatter tekniske fysiske effektmidler, som er konfigureret til at

tilvejebringe visuelle effekter samt audioeffekter såsom lys og lyde/højtaler.

5 **7.** Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor den hævede stand (13) har en højde på 0,6-1,4, således at dobbeltvægkonstruktionen (11, 12) og det indesluttede udstillingsvolumen (60) er hævet til et stående barns øjenhøjde, fortrinsvis 0,9-1,0 meter.

10 **8.** Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor dobbeltvægkonstruktionen (11, 12) har en højde på 0,2-1,0 meter, fortrinsvis 0,5-0,6 meter.

15 **9.** Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor den samlede højde af det indvendige volumen, defineret af den hævede stand (13) og dobbeltvægkonstruktionen, er 1,3-2,2 meter, fortrinsvis 1,4-1,6 meter.

**10.** Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor den indvendige væg har en diameter på 0,4-1,0 meter, fortrinsvis 0,48-0,54 meter.

20 **11.** Udstillingsstand (10) ifølge et eller flere af de foregående krav, hvor den indvendige væg (11) har et cylindrisk tværsnit.

# DRAWINGS

FIG. 1

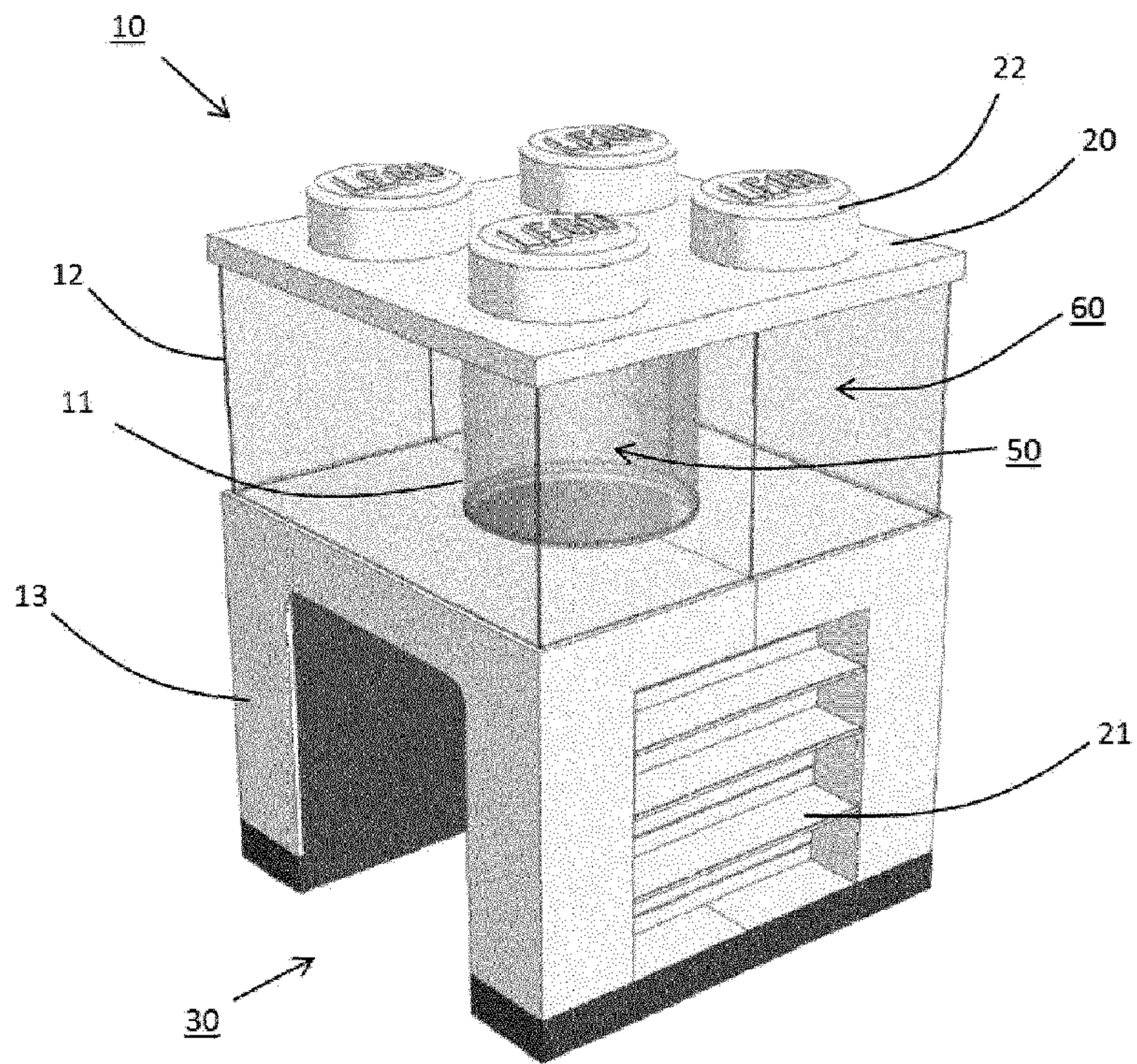


FIG. 2

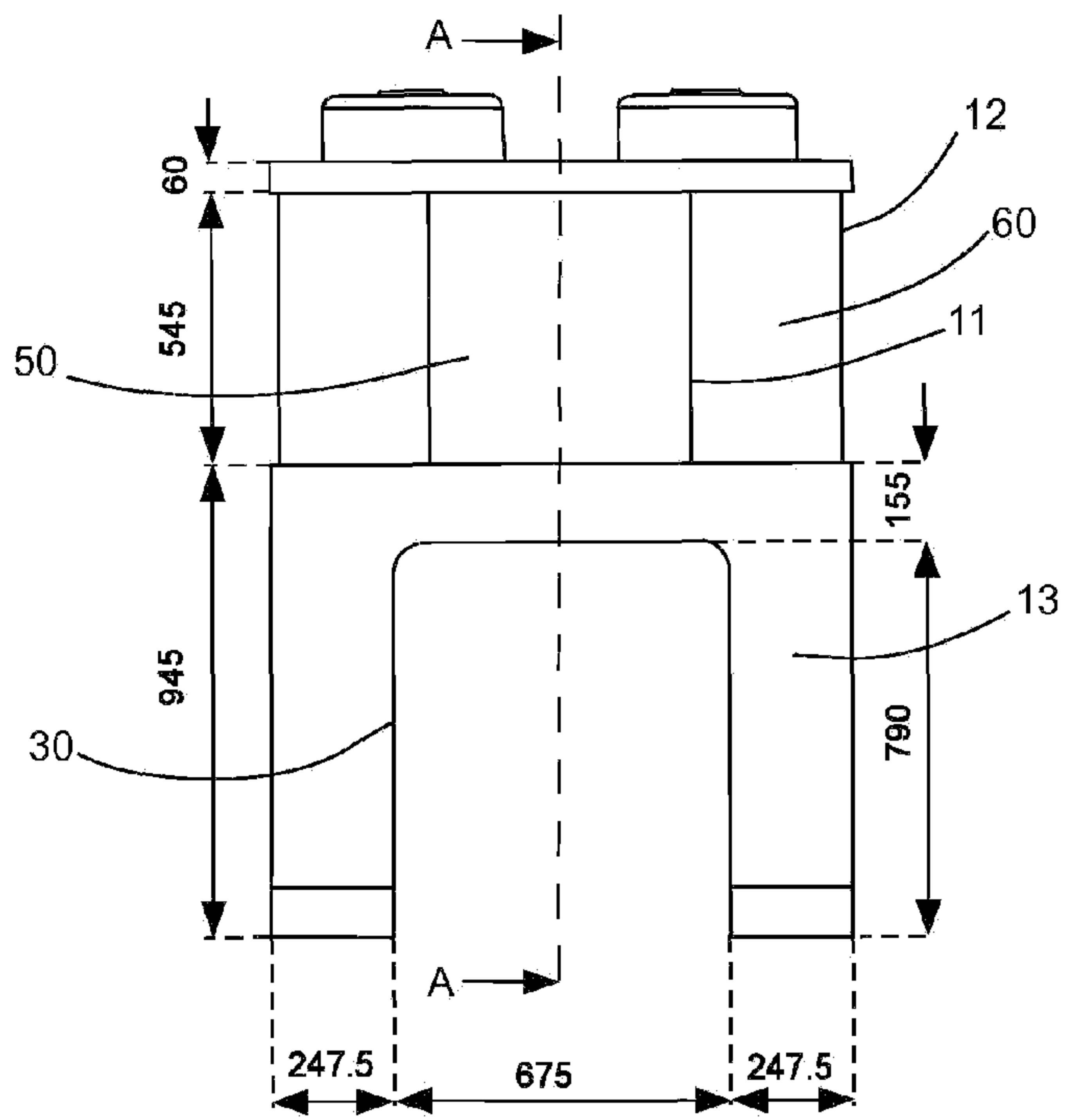


FIG. 3

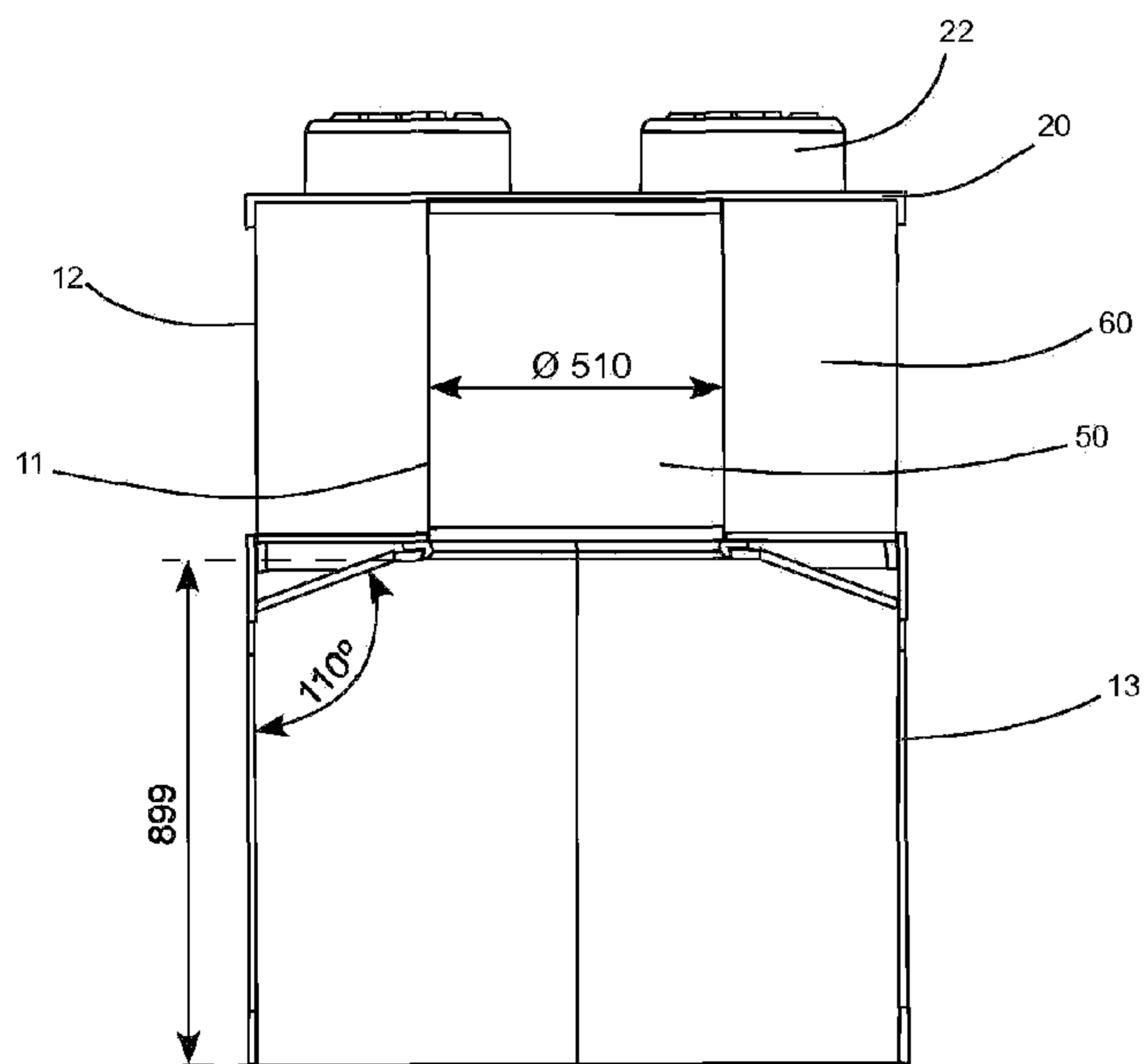


FIG. 4

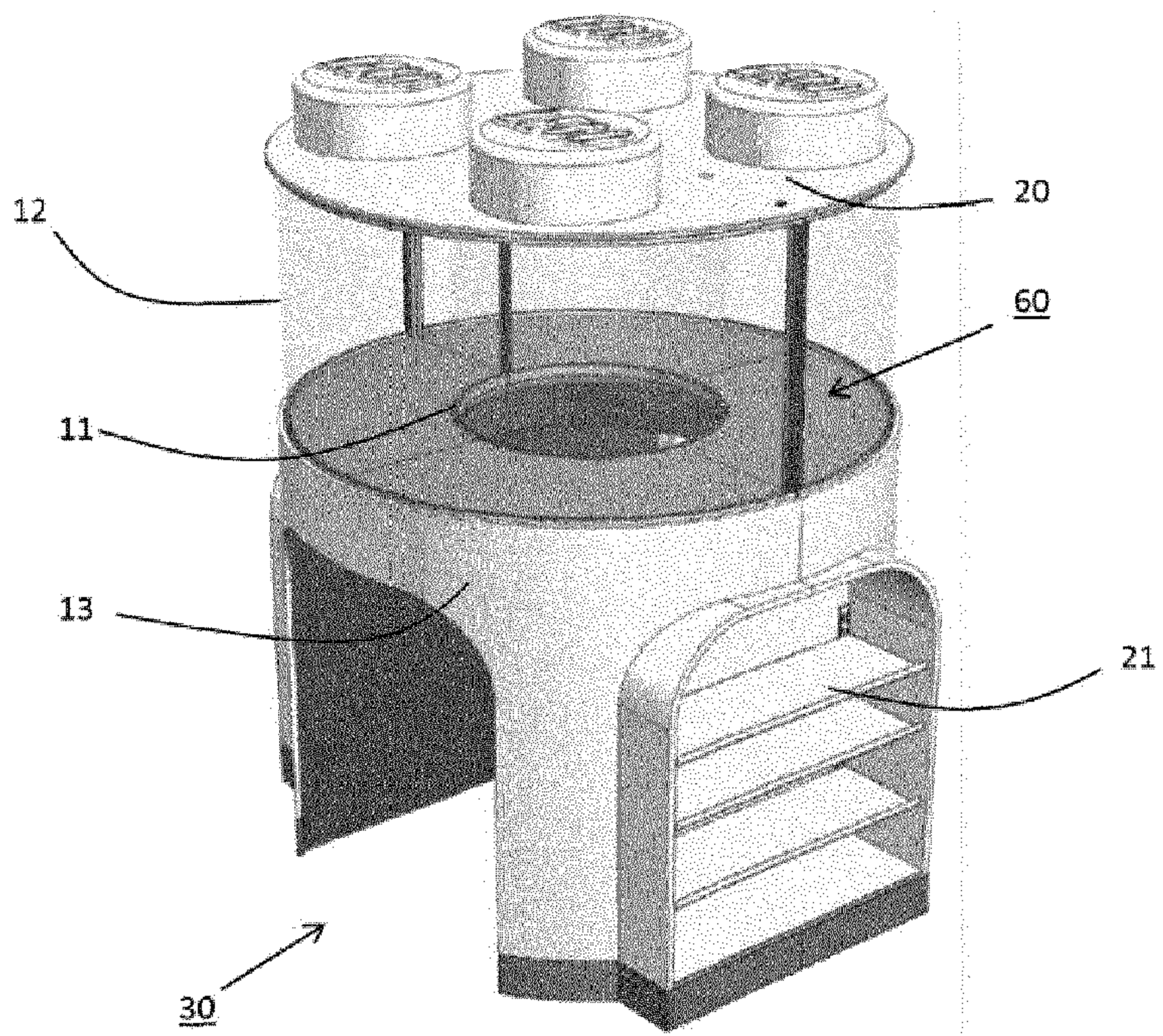


FIG. 5

