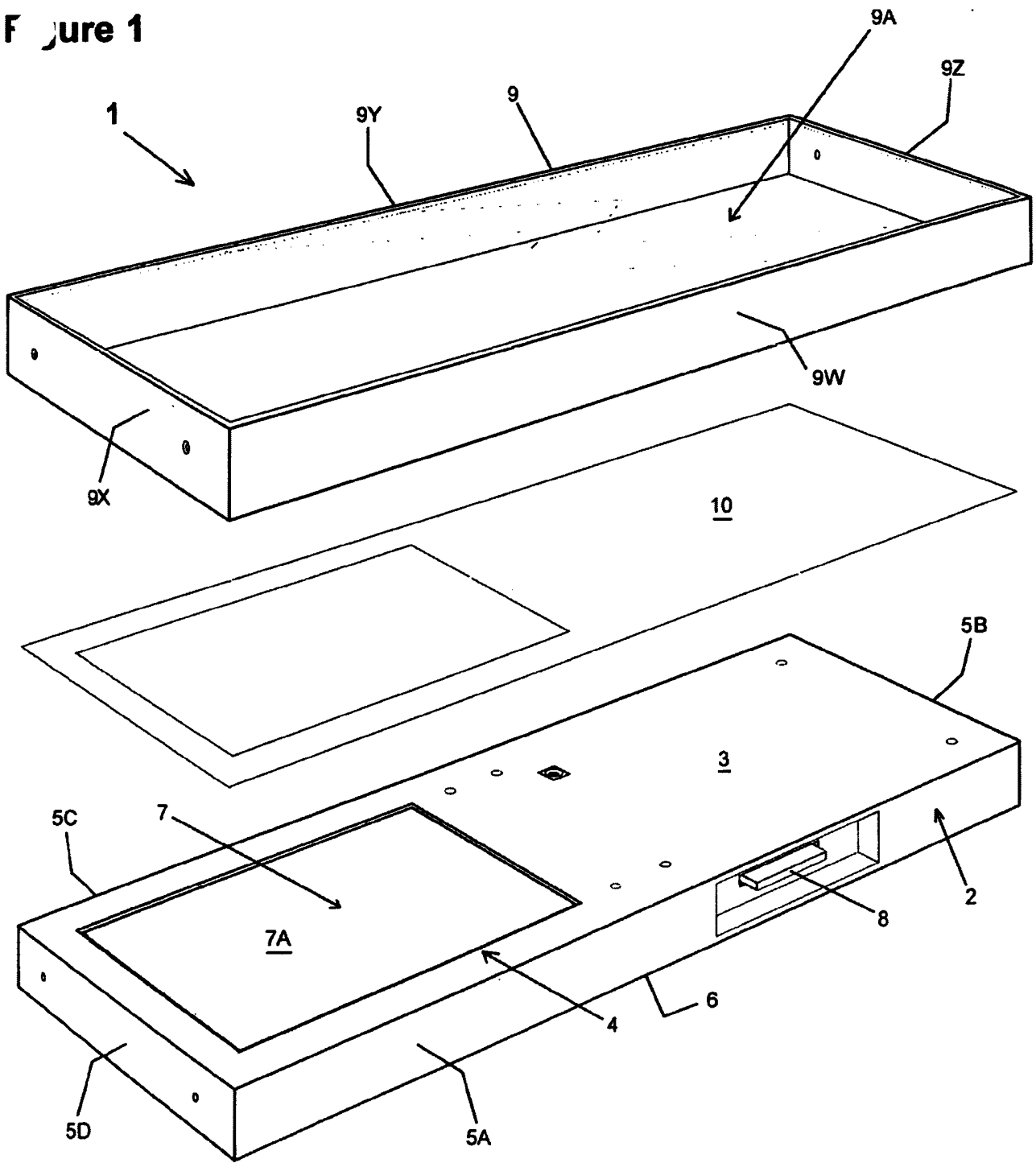
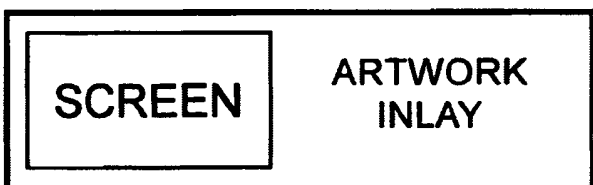




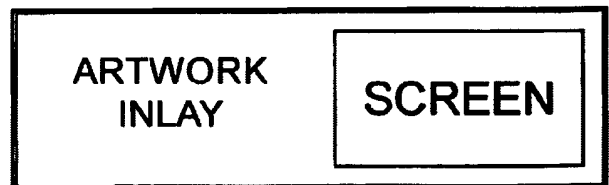
**Figure 1**



**Figure 2A**



**Figure 2B**



Title: Display Device

The present invention relates to a display device, and especially to a display device to display video or other moving graphics, e.g. for product promotion purposes in retail outlets.

It is common practice to display products for sale on shelves in retail outlets. It is known to place a message in the form of artwork by a product in order to promote or otherwise provide information about the product. This artwork is sometimes known as a "shelf talker" which can include a receptacle for the artwork mountable on a shelf edge having a transparent face through which the artwork can be viewed. Whilst the artwork can be designed to fit in with the "branding" artwork of a product, there is a limit to the amount of information which can be displayed.

It is also known to place a LCD screen by a product which plays videos and images to help promote or explain a product in more detail than simple artwork. A problem with a screen is that it can be tampered with or stolen, and it often does not fit in visually with the "branding" artwork of a product.

The invention seeks to provide a display device which combines both the benefits of a "shelf talker" and a screen.

According to the present invention there is provided a display device comprising:

- a) a base housing having a display face,
- b) a screen adjacent the display face, and
- c) securement means to secure artwork to the display face,

in use, said screen being adapted to display video or other moving graphics and artwork being placeable on the display face.

Preferably the display face is substantially planar. Preferably the screen has a substantially planar screen face which lies substantially in the same plane as the planar display face.

Preferably the screen face is surrounded by the display face.

Preferably the securement means is a transparent cover to sandwich artwork between the cover and the display face.

Preferably the cover has a peripheral skirt which engages around the periphery of the housing.

In one embodiment the housing is a rectangular box.

Preferably the housing further comprises electronics to drive the screen and generate images. The screen may be a LCD or OLED screen.

An embodiment of the invention will now be described with reference to the accompanying drawings in which:

Figure 1 shows an exploded perspective view, and

Figures 2A and 2B show elevation views of left and right orientations of the device.

Referring to Figure 1, there is shown a display device 1.

Device 1 has a base housing in the form of a rectangular box 2. Box 2 has a substantially planar display face 3 with a rectangular cut out 4. Box 2 has side walls 5A, 5B, 5C, 5D and a rear face 6.

An LCD screen 7 with a planar screen face 7A is provided in the cut-out 4 adjacent the planar display face 3, and the planar screen face 7A lies substantially in the same plane as the planar display face 3. The screen face 7A is surrounded by the display face 3.

The housing 2 further comprises electronics to drive the screen 7 and generate images (not shown). A changeable storage device such as a memory card 8 may be provided with data relating to images to be generated.

A securement means in the form of a transparent rectangular cover 9 is provided with a transparent cover front face 9A and a peripheral skirt formed from depending side walls 9W,9X,9Y,9Z. Cover 9 secures artwork 10 (such as printed paper or card) to the display face 3 by sandwiching artwork between the front face 9A and the display face 3. Cover 9 may be secured to housing 2 by any suitable means such as screws or tamper-proof fastenings so that is cannot be removed.

Also when the cover 9 is in place over the housing 2, the side walls 9W,9X,9Y,9Z hide the housing 2 side walls 9W,9X,9Y,9Z and prevent unauthorised persons from removing card 8 and otherwise interfering with the contents of housing 2.

In use, screen 7 is adapted to display video or other moving graphics and artwork is placeable on the display face 3. The artwork 10 can be designed so that the device 1 fits in visually with the "branding" artwork of a product the screen 7 is promoting.

As shown in Figures 2A and 2B, the device of the invention can be rotated through 180° so that the screen can appear on the left or right of the housing.

The invention may take a form different to that specifically described above. For example the housing could be another shape. Attachment means could be provided such as an attachment kit to connect the device 1 to a shelf edge, e.g. in a retail shop.

Also, device 1 could be designed to transmit sound associated with moving graphics displayed on the screen 7, and in this respect localised sound could be created using hypersonic sound techniques. Also moving graphics could be controlled and/or transferred to the device 1 remotely, e.g. using the internet or mobile telephone networks.

Further modifications of the invention will be apparent to those skilled in the art without departing from the scope of the present invention.

CLAIMS

1. A display device comprising:
  - a) a base housing having a display face,
  - b) a screen adjacent the display face, and
  - c) securement means to secure artwork to the display face,in use, said screen being adapted to display video or other moving graphics and artwork being placeable on the display face.
2. A display device according to claim 1, wherein the display face is substantially planar.
3. A display device according to claim 2, wherein the screen has a substantially planar screen face which lies substantially in the same plane as the planar display face.
4. A display device according to claim 1, 2 or 3, wherein the screen face is surrounded by the display face.
5. A display device according to any preceding claim, wherein the securement means is a transparent cover to sandwich artwork between the cover and the display face.



6. A display device according to any preceding claim, wherein the cover has a peripheral skirt which engages around the periphery of the housing.
7. A display device according to any preceding claim, wherein the housing is a rectangular box.
8. A display device according to any preceding claim, wherein the housing further comprises electronics to drive the screen and generate images.
9. A display device according to any preceding claim, wherein the screen is a LCD or OLED screen.
10. A display device substantially as hereinbefore described with reference to and as shown in the accompanying drawings.

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**Application No:** GB0715540.1

**Examiner:** Rhiannon Jenkins

**Claims searched:** All

**Date of search:** 23 June 2008

**Patents Act 1977: Search Report under Section 17**

**Documents considered to be relevant:**

Category	Relevant to claims	Identity of document and passage or figure of particular relevance
X	1-6 & 9	EP 0689180 A1 (AT & T GLOBAL) - See figures and column 2 line 41 to column 4 line 20
X	1-3, 5 & 7-9	WO 00/60572 A1 (TIME WARNER ENT) - See figures 1 to 5 and pages 4 to 7
X	1-4, 8 & 9	WO 2005/017799 A1 (EASTMAN KODAK CO) - See figure 4 and page 4 line 2 to page 5 line 3
X	1-3 8 & 9	EP 0284247 A2 (ESL INC) - See figure 1 and column 3 line 38 to column 5 line 6
X	1-3 & 9	WO 95/27279 A1 (PRICEPOINT INC) - See figures 1 to 3 and pages 3 to 5
X	1-3 & 9	GB 2315353 A (LEY, NIGEL) - See figure 1 and page 1
A	-	GB 2347296 A (CHRISTIE, MARTIN) - See figures 1 to 3 and page 3 line 26 to page 4 line 22

**Categories:**

X Document indicating lack of novelty or inventive step	A Document indicating technological background and/or state of the art.
Y Document indicating lack of inventive step if combined with one or more other documents of same category.	P Document published on or after the declared priority date but before the filing date of this invention.
& Member of the same patent family	E Patent document published on or after, but with priority date earlier than, the filing date of this application.

**Field of Search:**

Search of GB, EP, WO & US patent documents classified in the following areas of the UKC<sup>X</sup>:

G5C

Worldwide search of patent documents classified in the following areas of the IPC

G06F; G06Q; G09F

The following online and other databases have been used in the preparation of this search report

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WPI, EPODOC

**International Classification:**

<b>Subclass</b>	<b>Subgroup</b>	<b>Valid From</b>
G09F	0003/20	01/01/2006
G09F	0009/35	01/01/2006