Kokai Unexamined Utility Model Application 4-85379

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(54) **Title of the Device:** Public transport vehicle

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(72) **Creator:** NAMIKAWA, Midori
4-5-26-1-208, Kamiosaki,
Shinagawa-ku, Tokyo-to

(71) **Applicant:** Sundex Inc.
1-33-2 Koyamadai, Shinagawa-ku,
Tokyo-to

(74) **Agent:** Patent Attorney, SAEKI, Tadao

Specification

1. Title of the Device Public transport vehicle

2. Utility Model Claims

(1) A public transport vehicle characterized in that commercials or broadcast programming taken from broadcasting media can be broadcast by disposing a plurality of televisions on a wall face inside a car of a transit bus, electric train, or the like.

(2) The public transport vehicle described in claim (1) characterized in that the plurality of televisions on the wall face above seats in a car are arranged along the direction of travel.

(3) The public transport vehicle described in claim (1) characterized in that broadcast content for the televisions in each car is made to be different.

(4) The public transport vehicle described in claim (1) or (2) characterized in that the televisions are formed into a flat panel shape.

3. Detailed Description of the Device

Field of Industrial Application

The present device relates to a public transport

vehicle such as a transit bus or electric train wherein commercials or programming can be broadcast by disposing a plurality of liquid crystal televisions above seats in the car, for example.

Prior Art and Problems to Be Solved

Conventionally, many advertisements are displayed in the cars of electric trains such as those of JR and subways; however, the medium for these advertisements is printed material resulting from printing or photographing or the like, on paper, and the advertising medium is a static form that is completely fixed. Likewise, many advertisements are displayed in transit buses traveling on city routes but, as is well known, these are all advertising media displayed on paper and can only display advertisements in a static form that is completely fixed. Moreover, conventional transit buses that travel routes or electric train cars do not have any equipment to broadcast television broadcasts, and thus there are matters that should be improved in terms of the service given to passengers of transit buses or electric trains traveling intermediate distance routes.

The present device focuses on the aforementioned matters, and an object thereof is to provide a public transport vehicle such as

a transit bus or electric train that can broadcast, in the car, commercials and broadcast programming that are taken from broadcasting media.

Means for Solving the Problems

In order to achieve the object described above, the present device allows broadcasting of commercials or broadcast programming taken from broadcasting media by disposing a plurality of televisions on a wall face inside a car of a transit bus, electric train or the like. The plurality of televisions are disposed above the seats in the car. These televisions are formed into a flat panel shape according to one configuration of the present device.

In the aforementioned configuration, one characteristic of the present application is that the broadcast content for the televisions in each car can be different.

Operation

When commercials that are taken from broadcasting media are broadcast to televisions, passengers in a car can see dynamic advertisements in the car rather than conventional static advertisements and dynamic advertisements that have story variations can be displayed in the car. Moreover, when broadcast programming is broadcast on a liquid crystal television, the passengers in the car can view the broadcast programming being shown on the television. Therefore, while commuting to work, school, or the like,

passengers can watch dynamic advertisements shown on the televisions or learn about the news by watching broadcast programming or watch dramas as one type of recreation, and the passengers can commute to work, school, or the like in a more relaxed manner. Moreover, because the advertisements are dynamic and these can have story variations, the effectiveness of advertising can be further improved over static advertisement on conventional paper.

Note that when the vehicle is an electric train, broadcast programming with different content can be viewed in each car by making the broadcast programming broadcast on the television different for each car. Moreover, for transit buses, the broadcast content can be made easier to view by disposing a liquid crystal television for each seat.

Furthermore, space in the car is not lost when the television is formed into a flat panel shape.

Embodiment

Hereafter, an embodiment of the present device is described with reference to the drawings.

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