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Gorthala

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(54) **THREE DIMENSIONAL ADVERTISING BILLBOARD**

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(57) **ABSTRACT**

A versatile three-dimensional billboard capable of remote control operation, animation, and color accentuation. The billboard includes a board defining a plurality of holes arranged in a matrix. A plurality of rods are slidably mounted in the holes. At least one actuator is operatively coupled to the rods, the actuator being capable of moving each of the rods independently of the other rods. A controller is coupled to the actuator, the controller being operable to move the rods to desired positions such that outer ends of said rods define a three-dimensional display. This billboard has a broad range of uses, for example from a corner grocery store display to a giant advertising billboard at a major downtown location such as Times Square in New York City.

18 Claims, 3 Drawing Sheets