FIG. **4** shows another embodiment of the invention. In this embodiment, the rod ends **3***a* push against an elastic membrane **11** such as rubber. This feature will provide smooth three-dimensional profile. The membrane can be opaque and painted with a desired color or can be translucent to transmit light, if desired.

FIG. **5** shown an example of a three-dimensional profile of a car on a billboard from a CAD (computer-aided-design) three-dimensional rendering.

The foregoing disclosure has been set forth merely to illustrate the invention and is not intended to be limiting. Since modifications of the disclosed embodiments incorporating the spirit and substance of the invention may occur to persons skilled in the art, the invention should be construed to include everything within the scope of the appended claims and equivalents thereof.

What is claimed is:

1. A method of providing a three-dimensional display for advertisements on billboard signs, comprising the steps of:

moving a plurality of rods located in matrix to respected positions relative to a vertical plane wherein said rods are moved by actuators;

controlling said actuators by a computer, said actuators being controlled based on a three-dimensional computer aided drawing in said computer, said computer producing input/output control signals to move the rods.

2. A method according to claim **1**, wherein ends of said rods that make the three-dimensional display are monochromatic.

3. A method according to claim **1**, wherein ends of said rods that make the three-dimensional display are multicolored.

4. A method according to claim **1**, wherein ends of said rods are illuminated with at least one light.

5. A method according to claim **4**, wherein said at least one light is colored.

6. A method according to claim **4**, wherein said at least one light is selected from the group consisting of conventional lamps, light-emitting-diode lamps, and fiber optic light.

7. A method according to claim **1**, wherein the three-dimensional display is animated.

8. A method according to claim **1**, wherein an elastic membrane is arranged at ends of the rod to provide a smooth three-dimensional profile.

9. The method according to claim **1**, further including the step of providing each of said rods with a light emitting diode lamp in order to provide a three-dimensional color display.

10. A method of providing a three-dimensional display on an advertising billboard, said method comprising:

providing a board having a surface defining a plane, said board defining a plurality of holes arranged in a matrix;

slidably mounting a plurality of rods in said holes such that said rods are movable relative to said plane;

operatively coupling at least one actuator to said plurality of rods, said at least one actuator being capable of moving each of said rods independently of the other rods; and

coupling a controller to said at least one actuator, said controller being operable to move said rods to desired respective positions such that outer ends of said rods define a three-dimensional display, wherein said actuators are selected from the group consisting of electromechanical actuators, electromagnetic actuators, electrostatic actuators, thermo-mechanical actuators, pneumatic actuators, and hydraulic actuators.

11. A method according to claim **10**, further comprising arranging a light at an outer end of at least some of said rods.

12. A method according to claim **10**, further comprising arranging an elastic membrane to cover outer ends of the rods.

13. A three-dimensional advertising billboard, comprising:

a board having a surface defining a plane, said hoard defining a plurality of holes arranged in a matrix;

a plurality of rods slidably mounted in said holes such that said rods are movable relative to said plane;

at least one actuator operatively coupled to said plurality of rods, said at least one actuator being capable of moving each of said rods independently of the other rods; and

a controller coupled to said at least one actuator, said controller being operable to move said rods to desired respective positions such that outer ends from each of said rods together define a three-dimensional display, wherein said actuators are selected from the group consisting of electromechanical actuators, electromagnetic actuators, electrostatic actuators, thermo-mechanical actuators, pneumatic actuators, and hydraulic actuators.

14. A three-dimensional advertising billboard according to claim **13**, further comprising a light at an outer end of at least some of said rods.

15. A three-dimensional advertising billboard according to claim **13**, further comprising an elastic membrane arranged covering the outer ends of the rods.

16. A three-dimensional advertising billboard, comprising:

a board having a surface defining a plane, said board defining a plurality of holes arranged in a matrix;

a plurality of rods slidably mounted in said holes such that said rods are movable relative to said plane;

at least one actuator operatively coupled to said plurality of rods, said at lease one actuator being capable of moving each of said rods independently of the other rods; and

a controller coupled to said at least one actuator, said controller being operable to move said rods to desired respective positions such that outer ends from each of said rods together define a three-dimensional display, wherein each of said plurality of rods are spring loaded whereby, when said at least one actuator is disengaged, said at least one rod returns to an original position occupied before being moved by said at least one actuator.

17. A three-dimensional advertising billboard, comprising:

a board having a surface defining a plane, said board defining a plurality of holes arranged in a matrix;

a plurality of rods slidably mounted in said holes such that said rods are movable relative to said plane;

at least one actuator operatively coupled to said plurality of rods, said at lease one actuator being capable of moving each of said rods independently of the other rods; and