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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, each of said plurality of rods further including a means 5 for returning said rod to an original position when said at least one actuator is withdrawn.

18. 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 10 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;

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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 each of said plurality of rods are spring loaded whereby, when said at least one actuator is disengaged, said rods were returned to an original position before being moved by said at least one actuator.

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