

a 2000 0156

The invention refers to the organization of advertisement, in particular to the devices and processes for reproduction of audio-visual advertising information.

The device includes a power unit, a control unit, a reproduction device, a low-frequency amplifier with dynamic loud speaker, all being connected in series, and a motion sensor coupled to the control unit.

The process includes reproduction of the audio-visual advertising information fragments by means of a device for the reproduction of such information by emission of an external signal. In the capacity of external signal is used a signal from the motion sensor, with the help of which it is initiated the broadcasting process in the presence of people and it is interrupted in the absence thereof.