

## BUSINESS INNOVATION SYMPOSIUM (E6)

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AD PROJECTS BY METHOD FOR ADVERTISING IN SPACE AND DEVICE FOR REALIZING  
SAID METHOD

**Abstract**

AD PROJECTS BY METHOD FOR ADVERTISING IN SPACE AND DEVICE FOR REALIZING SAID METHOD The invention relates to the advertising industry and is directed towards developing new types of advertisements and towards producing new advertising effects. Methods are known for advertising in space, such as arranging advertising structures inside and outside piloted space stations and spacecraft orbiting above the Earth. These types of advertisements have fundamental disadvantages associated with limited visualization against a background of interesting installations and landscapes. A method is also known for advertising in space, in which images of information to be advertised in the form of words or symbols are formed from satellites orbiting the Earth. Such a method has major limitations and requires immense resources for controlling the installations, for which working fluid necessary for spatially orienting the satellites and maintaining a defined distance therebetween is expended. The present invention aims to eliminate these disadvantages and to extend the possibilities of the advertising industry, for which the method for advertising in space, comprising an advertising medium which is launched into space and a means for visualizing said medium for mass perception, is characterized in that the advertising medium is arranged on a rotating satellite platform,