Online Digital Advertising on Public Display

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ABSTRACT

The focus of this paper is to implementation of online digital advertisement for public display, which Overcomes drawbacks with old traditional hoarding advertisement system. This system mainly is used to deliver marketing messages & attract customers. For vendor, the proposed systems provide low cost and effective way to implement digital advertisement publishing mechanism. This system based on client-server architecture. This proposed work is beneficial for all the parties involved in it. We are presenting proposed system overview in this paper along with Architecture overview.

Keywords— Digital advertisement, publishing system.

1. INTRODUCTION

Digital advertising is a new way to promote your brands. And is becoming very popular among advertisers and owners of companies, It offer a huge potential due to its ability to send unique personalized and customized advertisement and also engaging customer to negotiate with the advertisers**.** It is important class of e-commerce application .advertisement can reach the message. [1],[2],[3],[5]

It is client–server architecture in which end user and public display both are acting as client where administrator/central server act as server .This proposed system provide web portal where client can request for his/her advertisement. And public display can sends the request to the central server for data to be display.

The issues with old system are mostly recovering in this system. Problems with old system are required more time, money, space indeed wastage of flex. These drawbacks are overcomes in new system. [1] [4]

The rest of the paper is organized as follow-section to review some of the exiting online advertising system section 3 highlights on implementation of the system and section 6 conclusion and future works on the implication of the system.

2. OVERVIEW OF EXISTING ONLINE DIGITAL ADVERTISEMENT

This Architecture Describe the System's implementation. There are Three Users. [2],[3],[6]

1. Admin- He has The Authority of Monitoring, Approving the Advertisement. And Manage Both Client i.e. User & Kiosk.

2. User-Online Web Application is provided to User for Registration and Booking.

3. Display Screen-It act as Client, it send the request to Admin, for data to be Display on the Screen.
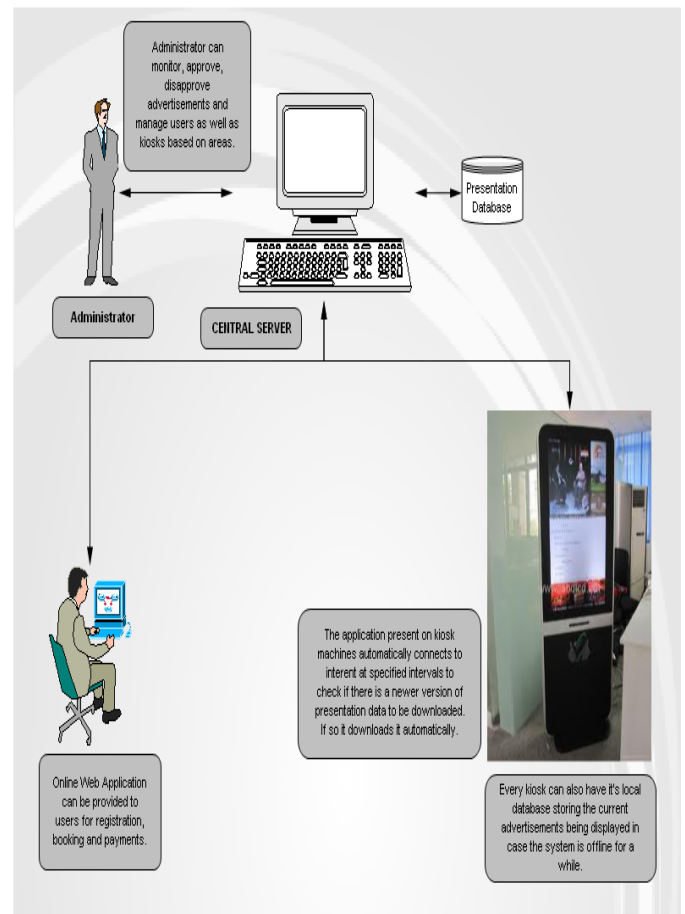

Fig 1:Block diagram of System

3. IMPLEMENTATION

This system describes the structure and the flow of the system. This system uses this several coding technique to implement. Basically, this is a whole system which is divided into two parts which are server and client site. The most important is this system must be easy to manage and organize.[1],[2]
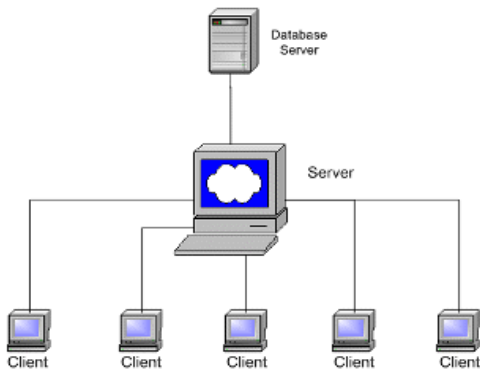
Fig 2: client server Architecture

The client-server model distinguishes between applications as well as devices. Network clients make requests to a server by sending messages, and servers respond to their clients by acting on each request and returning results. One server generally supports numerous clients, and multiple servers can be networked together in a pool to handle the increased processing load as the number of clients grows.

3.1 SYSTEM REQUERMENTS

The system requirements needed to implement this system are:

1. For Client:
   a. Any Java Base Application.

2. For Server (minimum requirement):
   a. Platform: Microsoft Server -2003
   b. Pentium IV, 1.0 GHz or better
   c. 1 GB of RAM or better
   d. At least 2GB of disk space

3.2 USER REQUIREMENTS.

Two main types of user are concerned for the proposed system, which are the system administrator, Client and Advertiser.

1. System Administrator
   a. Must have the acquired knowledge in Configuring Java Wireless Toolkit software

2. Client
   a. Advertiser
   i. Any advertisers who need to publish Their advertisement
   ii. Advertiser has connection with server

   b. Client
   i. Any public who visit the website that has internet browser on their machine or mobile phone.
   ii. Have registered as member of the Website and already configure Java wireless Toolkit in their system or mobile.
   iii. Have the internet connection to the system.

4. SYSTEM IMPLMENTATION:

The system is implemented using JAVA 2 Micro Edition (J2ME). The server site of Digital advertising system has a few and functionality compared to Client site.[1],[4]
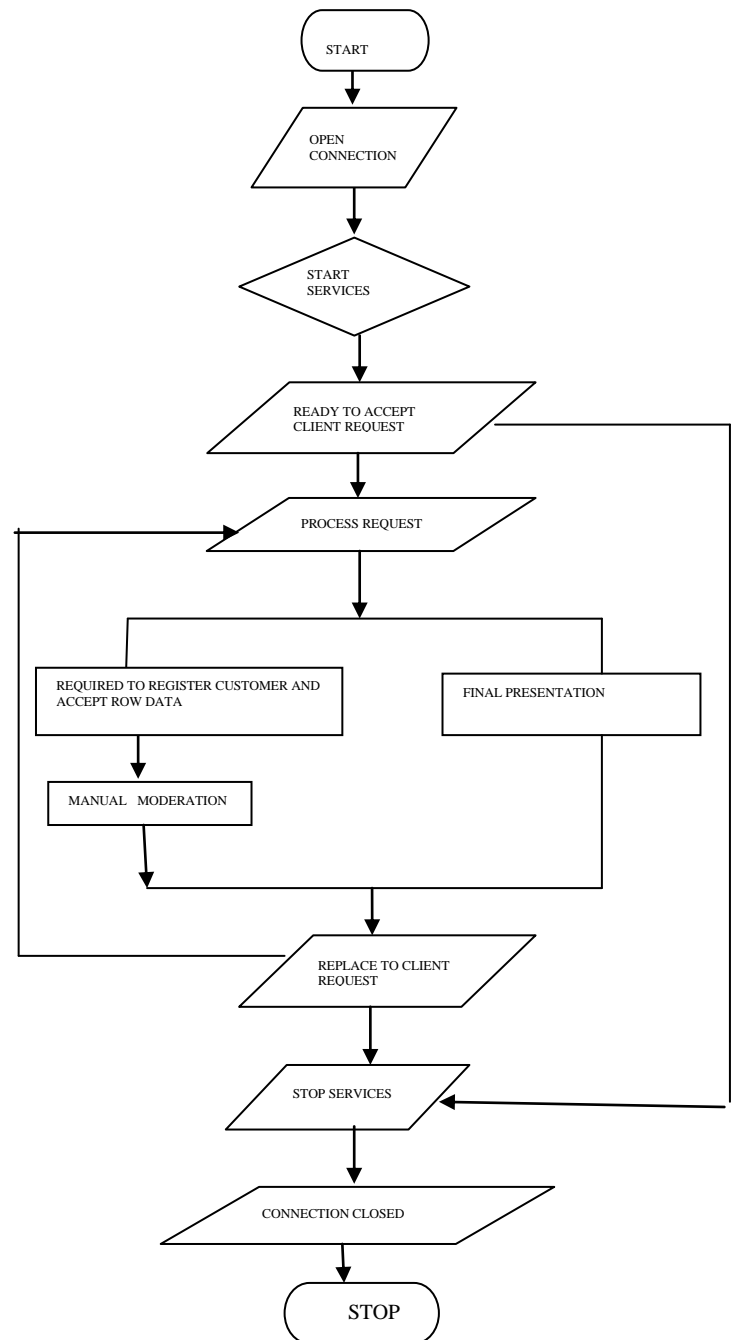
4.1Server   Operation:

Figure 3: Server Flow Chart

Server site of the Digital Advertising system has little functionality compared to Client site. The Server job is to provide a service so that it can be discovered by Clients. In addition, the Server also responsible to handle requests which come from Client and process them. This includes sending out advertisement and contact detail requested by Client.

Before the service and connection can be established, each of the devices must have a unique ID. After setting up the ID, Internet device and service need to be configured. All records regarding advertisement and contact number are stored into record to make it easy to publish to another device.

Server Flow Chart:- Figure 3 below refers to server flow chart indication overall process of Internet connection. First, server launches the system and will open connection for internet devices. Internet connection are connected when server open its connection

After server open the connection, server can continue to next process, which is accept client request or stop the service and then close the Internet connection. At the client request process, server will find the match result based on request by client and the reply the result to client. The same process continues for next request by client.

4.2 Client Operation:

Client Flow Chart. Figure 4 below refers to client flow chart diagram. The client site of Digital Advertising System must be launched before it can be used. Once the service is started, the user will be asked whether to start the search function or not. The search function is to locate the server using Internet. If server is found, then the connection will be established. [1],[4]

 Once the connection is established, the user will be redirected into Graphical User Interface (GUI) at client application. This GUI will guide users within the application. Client will then select the category and subcategory of advertisement.

This type of category contain for Hospital, restaurant and other products. Client can select between promotion and contact detail to request from server. Client will receive feedback from server which contain available promotion and contact detail. Client who is advertiser also can edit or add promotion and publish it. After that, client will make other request and continue the same process.
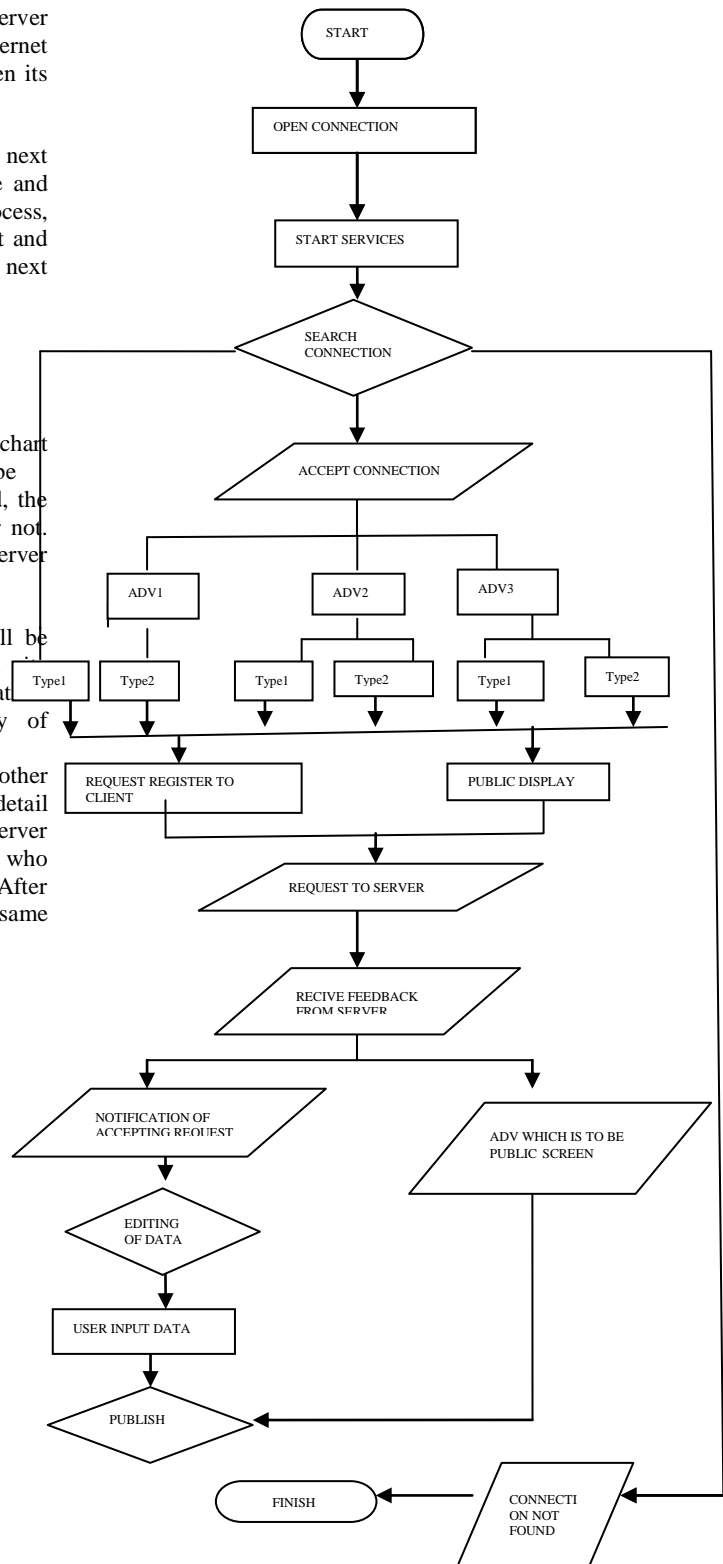

Fig 4: Client Flow Chart

5. DISCUSSION AND FUTURE WORK

The idea of this project comes out by discussing the hoarding advertisement system. This proposed System replace that system with our project idea. It has lot of features like wide coverage, Targeted audience, speed, informative, flexible payment, easy audience engagement. these are the features, which are more beneficial in all the areas.

The digital space is changing marketing with more of that sort of non advertising-based magnetic content .As the world has gotten more digital, all parts of media have gotten more digital, and clients have gotten a lot more familiar with it. At the same time, traditional agencies are beefing up their digital capabilities to capture more of the fast-growing online advertising business. The Internet has become as important as television to advertisers. This is where people spend a large share of their time. Some traditional modes of advertisements are also getting an update in the digital age. For example, television is about to get a whole lot more personal[1],[3],[4].

6. CONCLUSION

In this paper we presented online digital advertising system. The advantage of this proposed system is that all advertisements are received by users requests. We are not only overcome the drawbacks of old system but we are making the system more beneficial. Future enhancement of project should also take in considerations. Although detailed architecture of transaction is not mentioned in this project ,major part of system development are resolved. Advertisers now can easily publish their brands in front of users ,at right time and right place, in right way. This system is based on client-server architecture, so system has all the benefits of that architecture. Advertising means promoting your brands in front of user.

In this paper we are not only discuss advantage but also future scope is also discussed. this proposed system is beneficial to third party also, as it saves time, money.

This paper gives the overview of the proposed the system.

7. ACKNOWLEDGMENT

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