

Digital Signage

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Abstract - Digital Signage is a website that shows advertisements and information on a digital display in Railway Stations, Bus stations, and other Public places. The user specifies the day and the image file or text to the Website. The application shows the advertisements at the scheduled time on Digital display. Usage of internet has grown and searching for solution had become important factor for internet users. So in order to get closer to users internet advertising had become a major factor for business successful.

Keywords- *Digital Signage , digital display.*

1. Introduction

Our main aim is to build an advertisement website for different business fields like education, Rental, Real estate, industries, website, cinema, automobiles and job portal etc. This application provides validity for the advertisements for a specified period. The cost of posting is by the type. Some commercial ads for public are also provided for general awareness. Ads are more useful in day to day life.

2. Problem Definition

With the problems and limitations associated with digital signage website. This website is made so user friendly that everyone can access this site without much knowledge of the computer. Digital signage provides the information about all commercial advertisement, different business fields like education, Rental, Real estate, industries, website, cinema, automobiles and job portal etc.

Digital signage identifies a particular set of technological solutions for the development of advertisement career, with the implementation of digital signage we maintain two types of contacts with our end user. First is via e-mail and second is via mobile number.

The aim of this project is to develop a secured, faithful guideline with the following objectives:

- Create a digital signage website that is easily accessible by users from the comfort of their homes etc.
- Advertising can make a blunder by increasing the sale of one thing to many people by publicity.
- Reduce the time wasted in arranging office work.
- Display.

3. Methodology

Module Description

Home – It contains the description about software application of Digital Singage. Customer can directly choose gallery, contact us, about us, from this module.

Gallery –It show that the user's last uploaded advertisement and list of ads images, this advertisement picture gives idea to the new user for his advertising.

Registration – Here we provide a separate page for registration for user who wants to create their separate account for posting their advertisements. Users have to give their Email, Password, Confirmation of password, User name, Phone. No. , Login name and password etc. for their account security.

The entered data will be stored in the database (registration table). From where administrator can take information and proceed for authorizing for participate in various programs.

Login – Here, the username and password is entered to login to the application. This module only for registered user. Registered user can entering by their email and password. After this, user can upload his advertisement description, contacts etc.

4. Flowchart

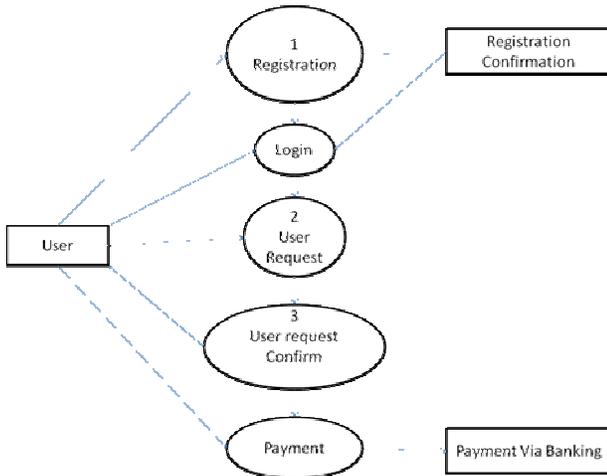


Figure 1- Flow Chart

5. Result

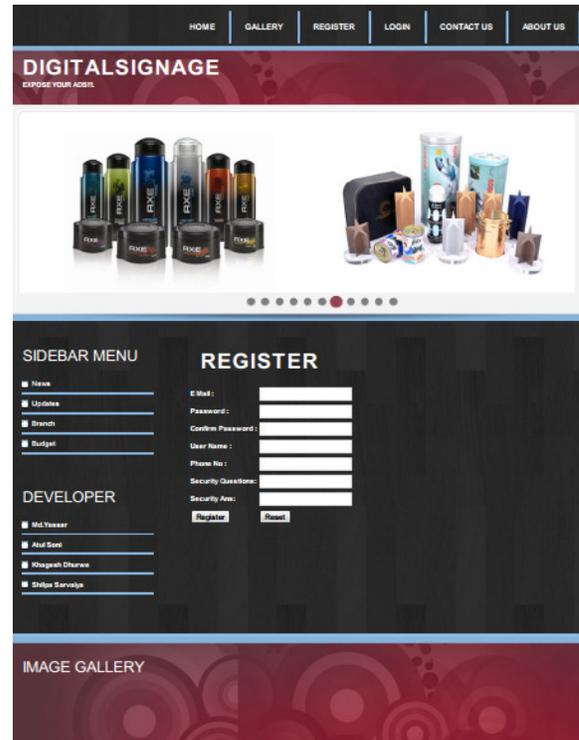


Figure 2 – Registration page

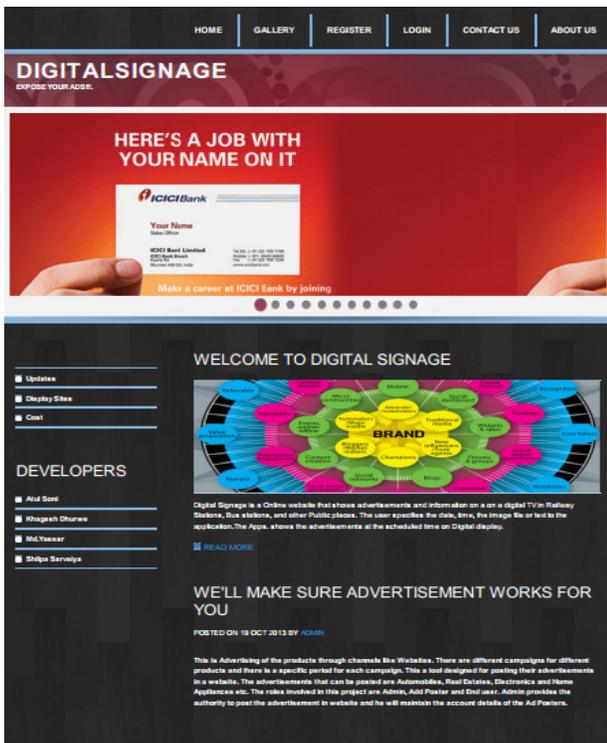


Figure 1 - Homepage



Figure 3 – Advertisement details

6. Conclusion

It is concluded that the application works well and satisfy the users. The application is tested very well and errors are properly debugged. The site is simultaneously accessed from more than one system. Simultaneous login from more than one place is tested. The site works according to the restrictions provided in their respective browsers. This project is useful to customers when he was busy and want to purchase any classifieds though online. This project is benefit to owner so that his project is advertised globally. The Admin can have Benefit so that he can earn easily without strain.

Digital signage can serve a wide array of functions. For retailers, digital signage enhances the customer experience in the store while providing an opportunity to increase brand awareness while also increasing sales. For a public facility, such as an airport, it's a way to keep people informed. Hotels rely on digital signage to direct guests to meetings and services.

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