TRANSITORY INFO e-ADVERTISING PLACARD

Gomathi[1], Sathishkannan[2], Dhivyabharathi[3], Eswari[4]

[a] Department of Computer Science and Engineering, N.S.N College of Engineering and Technology, Assistant Professor,Tamilnadu, India

[a] Department of Computer Science and Engineering, N.S.N College of Engineering and Technology, Tamilnadu, India

*Corresponding Author

ABSTRACT: The e-advertising placard is an open up the information at a single point for many people. The goal of this project is to notify information. It is doorstep through the internet. The major strength of the e-advertising placard is used to pass the information and make the customer to be aware of in and around of campus's information or updates. The user can update day to day events based on our field instructions. The e-advertising placard is generated with QR code. The QR code can scan through our mobile phone. The e-advertising placard is fast, easy to use and it avoids the more time to spend. The problem faced by wooden placard is being resolved by the implementation of e-advertising placard.

Keywords: internet of things, placard, web server, Advertisement internet, digital information distribution.

1 Introduction

Placard mainly depicts the current activities and necessary information to be conveyed to the required faculties and students. Placing notices on the placard daily is difficult and much time consuming. Most of the faculties and students remain unaware about seminars, training and placement information, sports activities, upcoming events, exam result and other necessary details. Those who want to publish the important information, which would be of use to the students, teaching community. Creating a system to automate the display of placard, would be more flexible than the earlier system. This paper is initiated to overcome from the inconvenience created during daily placing a new notice. Various problems arise because of this, such as, new faculties and students remain unaware about the placard itself, student's unawareness regarding curricular activities, Modification is a difficult task and many more.

The main problem faced is daily placing a new notice on placard due to which the board gets messed up in case if previous notices are also necessary. This software provides solution to the above stated problems up to a possible extent, by automating all the work through this management software. Through this software current Information will be advertised in a short time. Also the higher authorities would be able to convey the message. Students and faculties will be aware of curricular, events and academic activities. Students will be able to place their notices for other students without any inconvenience. The e-advertising placard generates QR code or   matrix code. QR codes have become common in consumer advertising. Typically, a mobile phone is used as a QR code scanner, displaying the code and converting it to some useful form. QR code has become a focus on advertising strategy.

2 EXSISTING SYSTEM

The digital world paradigm is shifting towards the alternative communication rather than conventional. Even though there exists so many alternate ways of communicating technologies, Radio Frequency Identification (RFID) is used before for transmission a and communication. The placard is a

flat solid object placed at strategic positions making it an object on w hich notices and articles are being placed. As these notices are being placed on the boards, some of the old notices are not removed and with time the placard get filled up with relevant and irrelevant notice messages.

3 LITERATURE REVIEW

Vishnu K M, Lalkrishna M D,NivyaMariya Francis IEEE   2017[1]

The placard are playing very important role in our day to day life. By replacing conventional Analog type placard with digital placard we can make information dissemination. Here the admin can control placard through internet. So information can be send anywhere in the world and can be displayed within the seconds. Information may be in the form of text, image, PDF, etc. PC is used for sending information and Raspberry Pi is connected to internet at the receiving side. In addition to this an application which is installed on the admin mobile phone can serve the same purpose. This application also contains a speech to text converter .So the admin can send text messages through his/her own voice.

IOT BASED DIGITAL SIGNAGE BOARD USING RASPBERRY PI 3 - Swapnil Alaseand Vaibhavi Chinchur IEEE 2017[2]

Internet of things (IoT) is a concept that considers prevalent presence in the environment of variety of objects. That is interconnected through wireless or wired mediums having unique addressing schemes. It is communicate with each other to create new applications and reach common goals. Digital signage boards are an economical and advanced solution for today's static advertisement boards. The modern digital signage boards can be accessed and controlled remotely using internet. Digital signage system has advantages like reduced costs, integrating citizens with up-to-date technologies, being easy to reach huge number of people, dynamic and effective advertisements, and ability to deliver relevant information at proper time for proper mass.

4 PROPOSED SYSTEM

a) overview:

The website contains all the notices that are present In the placard. Each notice is uploaded in the PDF format so that user can access the notice with ease. In a placard, there will many notices to be displayed due to which we have divided the placard into number of slots accordingly. Each slot contains a single notice. To protect from reprogramming by unauthorized person we can upload the notices and lock them. Locking procedure used in our proposed model is soft locking. Soft locking is nothing but password protected lock.

ADVANTAGES:
- Quick Display.
- Decrease in workload.
- Modification.
- Centralization.
- Rapid Development.

b) Methodology:

The main function of the proposed system is to develop a digital placard that display message sent from the user through internet and to design a simple, user   friendly system, which can receive and display notice in a particular manner with respect to date and time which will help the user to easily keep the track of placard every day and each time he uses the system.
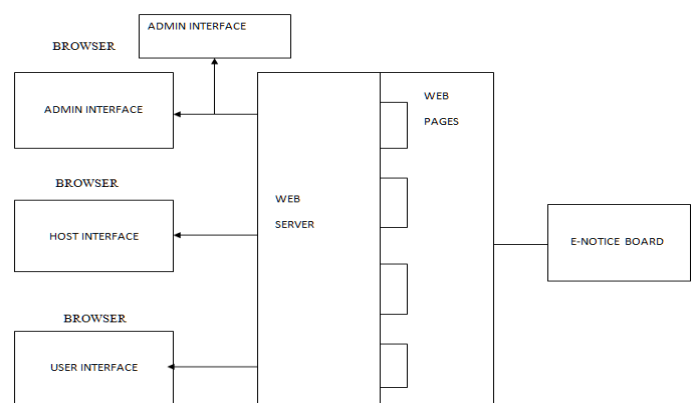

Fig 1: System Architecture

c) Algorithm:

Following step by step procedure will explain the actual working of the system:
1. Start.
2. Login for access notice board.
3. If the user is valid then go to step 4 otherwise go to step 2.
4. Select Information in the form of image, PDF and text files.
5. Upload files.
6. Store the message.
7. Set the duration of displayed messages.
8. Set maximum limit for the size of image to be displayed.
9. If the received image is less than the limit it will directly displayed. Otherwise image will resized.
10. When PDF is received it will converted to image.
11. Received image and text files.
12. Display stored messages in First in first out order(FIFO).
13. Check for new notice. If it occur go to step 8.else goto step 9.
14. Repeat above steps when power supply maintained.
15. Stop.

Fig 2: Data Flow Architecture

5 RESULT

a) User Entry:

Admin will login by giving his user name and password. Only the admin has the responsible for add and modify the departments and categories. Higher authority has to insert, update and delete the notices.

b) Login Process:

In this module admin will add User details such as: full name, login name, mobile no, password, confirm password, email id, department and category. The registration is done a mail will be sent to the personal user which includes the user name and password.

c)Collection of event:

The notice board is nothing but a collection of Event in the website. Each webpage contains a unique notice. Once the notice board gets filled, there is a choice of shifting to the second notice board by increasing the web pages or editing the web pages corresponding to the old notices which might be irrelevant to the current date. The notices which are felt as irrelevant are discarded manually by removing the notices and by deleting the respective webpage in the website.
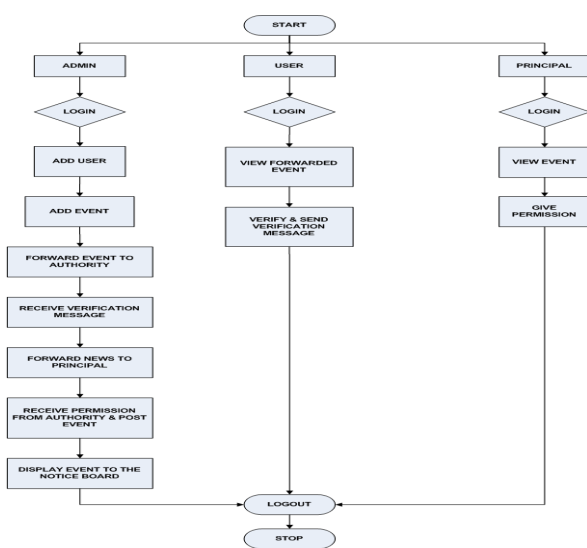
c) A   d)approval for events:

d)

The admin forwarded information can be verified by the HOD and Principal. If they satisfied, they send the accepted message to the admin otherwise they reject the events.

e) D   e)dashboard protection:

f)

The   website contains all the notices that are present in the notice board. Each notice is uploaded in the PDF format so that user can access the notice with ease. In a notice board, there will many notices to be displayed. Each page contains a single notice. To protect the notice board reprogramming by unauthorized person we can upload the notices and lock them. By doing this we are giving protection from unauthorized access to modify the notices which causes adverse effects.

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6 CONCLUSION

Hence, we can conclude that, the enabled notice board is efficient in terms of saving time and also easy to implement. Once it is implemented everyone can read the notices at their own convenient time. So that students are not required to go through the complete index of the books to see if what they are looking for is present.

7 FEATURE WORK

In future we can implement this kind of application for other industries such as Healthcare, Library etc. In Healthcare, we can keep updating the patient information on the website and can be easily accessed through NFC enabled mobile phone about the patient information. The accessed information can be sent to the other doctors to better check-up of the patients. In the Library, we can install an NFC tag for each book and give the overview of the book.

8 REFERENCES

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