ADVERTISEMENT BASED ON WIFI

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*Abstract:*In this proposed work we present a system that can be used with any current mobile phone system to provide location based advertisement to any mobile phone equipped with WIFI technology,without any necessity of installing client side software. This proposed work describe mobile based date broadcast architecture .It is very suitable for entertainment plazas,theaters, shopping malls.The idea is to set up various terminals at the entrance as well as inside the mall or premises , which can be used to transmit data to all the mobile devices within the premises.The entire experience can be made more dynamic and personal using this architecture.A person entire inside the premises can download this date using WIFI enabled services. Entertainment plazas like movie theaters can use this technique to provide information on forth coming movies as well as current running ones.

Index Terms: Advertisement, Wi-Fi based Advertisement,Store Simulator,android, fire-base.

I.   INTRODUCTION

Technology has large impact on day to day life,Whether it is available on smart phone or computer. Nowadays we can access all the information about surrounding us because of smart device and location based service. This location based service can also be applied in the indoor location like malls and large showrooms so that we can easily locate product of our interest. Think a mobile based system which gives us exact location and price of product we want to purchase from store we are entering. This system is possible using Wi-Fi based application which runs on our smart-phone and which fetch data from internal server of the store. No need to ask and look around for the product of interest. Till now we have technology that tells us that which store or mall sell which item and location of store only. We can upgrade this system by providing product location inside the store and attract more customers. This system can also provide price, and other manufacturing details the product contain, the photograph of product and availability of product also.

II.   TECHNIQUE FOR ADVERTISEMENT BASED ON WIFI.

In proposed work, Wi-Fi based advertisement in large showroom and malls and other entertainment location has been demonstrated. This system firstly collect all the product information of particular showroom. This raw data is then grouped together according to their location in showroom and then this all information stored on internal server of particular showroom database. Next one mobile application developed for the interfacing with the showroom database for customers. Now when ever customer enter into showroom, he or she need to connect local Wi-Fi of showroom and open application so the he or she can Shaw all the information regarding product of their interest.

III.   LITERATURE REVIEW

In proposed work advertisement of various product in mall and showroom has been done based on Wi-Fi network of that particular store. Various researcher earlier developed similar system with different approach. Literature review of the same has been given below.

Manav Singhal [1] proposed a research for Implementation of location based service in Android using GPS and Web Services. In this service through web series and walk score transit APIs on android phones to give multiple services to the user based on their location has been demonstrated. however they mention that in metro cities and areas the problem of network congestion is also important issue. The percentage of service operator not meeting the congestion rate benchmarks has risen substantially.

Omar A. Ibrahim [2] proposed research for Design and implementation an online location based service using Google maps for android mobile. In this application is a representation for client server architecture the android mobile serve as a clint and the combination of PHP and MySQL database serve as a Server. In order to provide the user with interaction with the map, a few standard google maps controls are added, such as Pan and zoom controls, Map Scale control and Map Type Control Road-map.

Qusay H Mahmoud[3] In proposed work Havana agents for comparisons and location-aware advertising in wireless mobile environments. In this paper the novel mobile agent platform that can be used for comparison shopping in a mobile wireless environment, through which businesses can better understand and communicate with the mobile consumer. A mobile agent-based system for comparison shopping and location-aware advertising in mobile wireless environments,which can be easily integrated into the existing web infrastructure,has been proposed and discussed.

Pratiksha parjan[4] In this paper wireless advertising using pull-based approach. This paper refers to the implementation of blue-tooth to provide advertisement. It is a communication technology intended to replace the cables connecting portable devices. The dialogue advertisement is different from pull and push categories. In terms of duration of interaction between adviser and

customer. Mobile advertising shows development in mobile technology and increase in the mobile uses. Limitation is security issues are not considered.

Sayan Kumar Rayl[5] In this research work a smart-phone based post disaster management mechanism using Wi-Fi tethering. This paper refers to implementation of the blue-tooth to provide advertisement. The WIFI tethering hot-spots can relive the over congested in the affected areas which are already running low on battery backup power from getting more congested. The limitation is this scheme can help only limit number of clients connecting to available area.

IV.   CONCLUSION

Review method were limiled by the number user or customer connected to system at a time. Many system also depends on web service which can resolved or upgrade using offline server of malls. Also this system was limited by location of malls only. Future work must be possible in the same field by providing accurate location of perticular product and shops in the malls and also information like price, contains details and availability of product also, timming of shop opening and closing.

V.   REFERENCE

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